

Subject card

Subject name and code	Digital publishing, PG_00141484						
Field of study	Polish Studies						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2027/2028		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		Polish		
Semester of study	5		ECTS credits		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Division of Applied Polish Studies -> Institute of Polish Philology -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Maja Wojciechowska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	0.0	0.0	0.0	15
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	15		1.0		34.0	50
Subject objectives	The aim of the course is to familiarize students with new forms of publication possible thanks to new technologies and media.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[FPL3_U08] Is capable of planning and organizing work in a team and using various methods and forms of work in literary and linguistic methodology relat-ed to the chosen specialty.		The student is able to: work in a team preparing a publication for printing or making available on the Internet; operate electronic data sets (databases of books and electronic magazines).		[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task [SU8] observation of student's independent or team work		
	[FPL3_K03] Reliably andwith commitment, he carries out professional tasks in ac-cordance with the profession's appropriate code of ethics.		The student is ready to: constantly develop his/her skills and increase competences to work as an editor and publisher; observing the highest ethical standards in the work of the editor and publisher.		[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK5] implementation of a problem task [SK8] observation of student's independent or team work		
	[FPL3_W12] Has an specific knowledge of literary and linguistic studies in the field of the chosen specialty, allowing to understand the phenomena of con-temporary culture and act ethically within the chosen specialty.		The student knows and understands: the history and mechanisms of the Polish publishing market, including digital development; substantive competences of the editor and publisher of printed and digital publications; principles of designing electronic publications; organization of work in the publishing house and the course of the publishing process; rules of publishing marketing, also using online channels.		[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task		

Subject contents	Traditional publication and multimedia publications, combining text with image and sound. Electronic publishing. E-books and e-magazines. Electronic databases of publications (books and magazines) - the world's largest publishing concerns. Electronic forms of communication between the publishing house and the author. Examples of software used to work on texts. Promotion and sale of electronic publications.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	project	50.0%	80.0%
	activity	50.0%	20.0%
Recommended reading	Basic literature	• Castells M., GalaktykaInternetu. Refleksje nad Internetem, biznesem i społeczeństwem, Poznań 2003. • Goban-Klas T., Media i komunikowanie masowe, Warszawa-Kraków 1999. • Green, J. O., Nowa era komunikacji , Warszawa 1999. • Grzenia J., Komunikacja językowa w Internecie, Warszawa 2006. • Hopfinger M., (red.), Nowe media w komunikacji społecznej w XX wieku, Warszawa 2002. • Levinson P., Miękkie ostrze, Warszawa 1999. • Manovich L., Język nowych mediów, Warszawa 2006. • McLuhan M., Wybór pism, Poznań 2001. • McLuhan M., Zrozumieć media. Przedłużenia człowieka, Warszawa 2004. • Negroponte N., Cyfrowe życie, Warszawa 1999. • Społeczna przestrzeń Internetu, Warszawa 2006. • Wallace P., Psychologia Internetu, Poznań 2005.	
	Supplementary literature	• Re: Internet społeczne aspekty medium, Warszawa 2006. • Głombiowski K., Książka w procesie komunikacji społecznej, Wrocław 1980. • Widzieć, myśleć, być. Technologie mediów, pod red. A. Gwoździa, Kraków 2001. • Wielka sieć.E-seje z socjologii Internetu, Warszawa 2006.	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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