

## Subject card

|                                             |                                                                                                                                                                                                                                                                                                                                 |                                                          |                                         |                                     |                                                                                                             |            |     |
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| Subject name and code                       | Internet in Journalistic Practice, PG_00141425                                                                                                                                                                                                                                                                                  |                                                          |                                         |                                     |                                                                                                             |            |     |
| Field of study                              | Polish Studies                                                                                                                                                                                                                                                                                                                  |                                                          |                                         |                                     |                                                                                                             |            |     |
| Date of commencement of studies             | October 2025                                                                                                                                                                                                                                                                                                                    |                                                          | Academic year of realisation of subject |                                     | 2025/2026                                                                                                   |            |     |
| Education level                             | Bachelor's studies                                                                                                                                                                                                                                                                                                              |                                                          | Subject group                           |                                     | Obligatory subject group in the field of study<br>Optional subject group<br>Humanistic-social subject group |            |     |
| Mode of study                               | full-time studies                                                                                                                                                                                                                                                                                                               |                                                          | Mode of delivery                        |                                     | at the university                                                                                           |            |     |
| Year of study                               | 1                                                                                                                                                                                                                                                                                                                               |                                                          | Language of instruction                 |                                     | Polish                                                                                                      |            |     |
| Semester of study                           | 1                                                                                                                                                                                                                                                                                                                               |                                                          | ECTS credits                            |                                     | 2.0                                                                                                         |            |     |
| Learning profile                            | academic                                                                                                                                                                                                                                                                                                                        |                                                          | Assessment form                         |                                     | credit                                                                                                      |            |     |
| Conducting unit                             | Division of Literary Theory and Art Criticism -> Institute of Polish Philology -> Faculty of Languages -> Rector                                                                                                                                                                                                                |                                                          |                                         |                                     |                                                                                                             |            |     |
| Name and surname of lecturer (lecturers)    | Subject supervisor                                                                                                                                                                                                                                                                                                              |                                                          | dr hab. Artur Nowaczewski               |                                     |                                                                                                             |            |     |
|                                             | Teachers                                                                                                                                                                                                                                                                                                                        |                                                          | dr Jolanta Laskowska                    |                                     |                                                                                                             |            |     |
| 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 course familiarises the student with various aspects of the application of the Internet in the journalistic profession. He/she learns to obtain information on the Internet and to prepare press materials published on the web. He/she does credit work which requires the preparation of interactive projects on the web. |                                                          |                                         |                                     |                                                                                                             |            |     |

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| Learning outcomes               | Course outcome                                                                                                                                                                                                                                                                                                                                                                                         | Subject outcome                                                                                                                                                                                                                                                                                                                                                                                                                                            | Method of verification                                                               |
|                                 | [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 has an extended knowledge of literary and linguistic studies in the the scope of a selected specialization:<br>- has basic knowledge of the Polish electronic media market;<br>- Has basic knowledge of the Polish electronic media market; lists and characterizes the most important Polish Internet portals;<br>- lists and characterizes the most important Polish Internet portals; lists and characterizes Internet journalistic genres. | [SW1] oral statement/ conversation/discussion<br>[SW3] text preparation/written work |
|                                 | [FPL3_K03] Reliably andwith commitment, he carries out professional tasks in ac-cordance with the profession's appropriate code of ethics.                                                                                                                                                                                                                                                             | The student reliably, with commitment carries out professional tasks in accordance with the professionally appropriate code of ethics                                                                                                                                                                                                                                                                                                                      | [SK1] oral statement/conversation/ discussion<br>[SK3] text preparation/written work |
|                                 | [FPL3_K05] He participates creatively in pro-social activities, following standards and having in mind the welfare of the environment.                                                                                                                                                                                                                                                                 | The student creatively takes part in pro-social activities with taking into account ethical norms, bearing in mind the welfare of the environment:<br>is aware of the importance of electronic media in social life and social communication;<br>- is able to work independently as well as in a group;<br>- participates in cultural life through the Internet.                                                                                           | [SK1] oral statement/conversation/ discussion<br>[SK3] text preparation/written work |
|                                 | [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 use various methods and forms of work in the methodology of literary and linguistic studies related to the chosen specialization:<br>he/she is able to search, analyse, evaluate and select information using Internet sources;<br>- uses Internet archives;<br>- uses Polish and foreign electronic resources of libraries;<br>- independently creates and edits pages on social media;<br>- uses concepts of online journalism.   | [SU1] oral statement/conversation/ discussion<br>[SU3] text preparation/written work |
| Subject contents                | Traditional media on the Internet; use of news websites; online journalistic genres; print article vs. online article (similarities and differences), online citizen journalism; issue of time and permanence for online material; practical use of hypertextuality; interactivity on the Internet; social media; impact of social media on social and political life; image creation on the Internet. |                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                      |
| Prerequisites and co-requisites | Internet basics; use of search engines; knowledge of basic journalistic terminology, general knowledge of the Polish media market.                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                      |
| Assessment methods and criteria | Subject passing criteria                                                                                                                                                                                                                                                                                                                                                                               | Passing threshold                                                                                                                                                                                                                                                                                                                                                                                                                                          | Percentage of the final grade                                                        |
|                                 | Activity in class                                                                                                                                                                                                                                                                                                                                                                                      | 51.0%                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 30.0%                                                                                |
|                                 | coursework                                                                                                                                                                                                                                                                                                                                                                                             | 51.0%                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 70.0%                                                                                |

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| Recommended reading                                            | Basic literature         | <p>The lecturer reserves the right to change the reading list.</p> <p>Internetowe gatunki dziennikarskie, red. nauk. K. Wolny-Zmorzyński, W. Furman, Warszawa 2010.</p> <p>Levinson P., Nowe nowe media, Kraków 2010.</p> <p>Olszański L., Media i dziennikarstwo internetowe, Warszawa 2012.</p> <p>Allan S., Newsy w sieci: Internet i dziennikarstwo, Kraków 2008.</p> <p>Bauer Z., Dziennikarstwo wobec nowych mediów, Kraków 2009.</p> <p>E-gatunki. Dziennikarz w nowej przestrzeni komunikowania, Warszawa 2015</p> <p>Biblia dziennikarstwa, pod red. Andrzeja Skworza, Andrzeja Niziołka, Kraków 2010</p> <p>Szpunar M., Społeczne konteksty nowych mediów, Toruń 2011.</p> <p>Strony internetowe gazet i czasopism;</p> <p>Portale internetowe <a href="http://gazeta.pl">http://gazeta.pl</a>, <a href="http://onet.pl">http://onet.pl</a>, <a href="http://wp.pl">http://wp.pl</a>, <a href="http://interia.pl">http://interia.pl</a>;</p> <p>Portale trójmiejskie: <a href="http://trojmiasto.pl">http://trojmiasto.pl</a>;</p> <p>Portale poświęcone rynkowi mediów: <a href="http://wirtualnemedi.pl">http://wirtualnemedi.pl</a></p> <p>Portale społecznościowe Facebook, YouTube, Twitter, Instagram, Wikipedia</p> |
|                                                                | Supplementary literature | <p>Burgess J., J. Green, Youtube. Wideo online a kultura uczestnictwa, Warszawa 2011.</p> <p>Górska-Olesińska M., Słowo w sieci. Elektroniczne dyskursy, Opole 2009.</p> <p>Kamińska M., Niecne memy. Dwanaście wykładów o kulturze Internetu, Poznań 2011.</p> <p>Liternet. Literatura i internet, red. P. Marecki, Kraków 2002.</p> <p>Więckiewicz M., Blog w perspektywie genologii multimedialnej, Toruń 2012.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|                                                                | eResources addresses     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Example issues/<br>example questions/<br>tasks being completed |                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Work placement                                                 | Not applicable           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |