

Subject card

Subject name and code	Information technology I, PG_00141434						
Field of study	Polish Studies						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2026/2027		
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	2		Language of instruction		Polish		
Semester of study	3		ECTS credits		1.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Institute of Polish Philology -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Mariusz Kraska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	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		9.0	25
Subject objectives	The subject of the course is to characterize the status and place of the news in contemporary media culture, as well as to acquaint students with the knowledge of the theory and practice of information and develop the ability to analyze and interpret texts from contemporary media circulation.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[FPL3_K03] Reliably andwith commitment, he carries out professional tasks in ac-cordance with the profession's appropriate code of ethics.		he is able to verify his position with detachment and responsibility, understanding the complexity of issues related to the status and methods of producing information in modern media.		[SK1] oral statement/conversation/discussion [SK3] text preparation/written work [SK5] implementation of a problem task		
	[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.		correctly uses the concepts of news theory in oral statements and written; is able to indicate the determinants of texts resulting from their media origin, the type of audience/user and the type of message.		[SU1] oral statement/conversation/discussion [SU3] text preparation/written work [SU5] implementation of a problem task		
	[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.		knows the concepts and various approaches of news theory with particular emphasis on media traditional and digital media; knows and perfects the principles of identifying and analyzing information appearing in contemporary media; knows the conditions of information production in the context of the expansion of new forms of communication and is aware of their socio-cultural significance.		[SW1] oral statement/conversation/discussion [SW3] text preparation/written work [SW5] implementation of a problem task		

Subject contents	The issues of the class include the following topics: 1. News and its contemporary theories 2. News and its types. 3. the role of information in modern culture 4. the concept of objectivity in journalism and its theories 5. mechanisms of information production: News values; Gatekeeping (selection of information); Framing (framing) of information. 6. Theories and methods of studying the influence exerted by the media: message flow and diffusion of information; agenda-setting; mainstreaming; the knowledge gap hypothesis; the spiral of silence 7. The problem of constructing reality by the media - case study analyses.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	written work	51.0%	70.0%
	activity	51.0%	30.0%
Recommended reading	Basic literature	Allan S., News culture, Krakow 2006.Dayan D., Katz E., Media events. History transmitted live, Warsaw 2008.Dąbala J., Media and journalism. Axiology - workshop - identity, Krakow 2014.Journalism and the world of media, ed. Z. Bauer and E. Chudziński, 2nd edition, Kraków 2000.Kunczik M., Zipfel A., Introduction to the science of journalism and communication, Warsaw 2000.Palczewski M., Theories of news, Warsaw 2018.	
	Supplementary literature	Goban-Klas T, Media and mass communication, Warsaw-Krakow 1999.Levinson P., Soft blade or the history and future of the information revolution, Warsaw 2006.Poulet B., Death of newspapers and the future of information, Wołowiec 2011.Theory and Practice of Communication, edited by E. Kulczycki et al, Poznań 2012.	
	eResources addresses		
Example issues/ example questions/ tasks being completed	The news paradigmThe problem of objectivity in the mediaThe concept of agenda setting		
Work placement	Not applicable		

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