

Subject card

Subject name and code	Internet portal in practice, PG_00130865						
Field of study	Cultural 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	6		ECTS credits		4.0		
Learning profile	academic		Assessment form		exam		
Conducting unit	Division of Culture Studies -> Institute of Culture Studies -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Tomasz Lidzbarski				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	8.0	0.0	38
	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	38		2.0		35.0	75
Subject objectives	A workshop-style course conducted in collaboration with an online portal, providing students with the opportunity to practically apply and verify the knowledge and skills they have previously acquired.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[KULL3_U01] Student conducts searches, analyzing, evaluating, and selecting information using various media while respecting intellectual property.	The student searches for, selects, and interprets information about electronic media culture.	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written
	[KULL3_W05] Student has specific knowledge in the areas of cultural anthropology, cultural history, popular culture, indigenous cultures, regional studies, museum studies, and religion. Additionally, they have specialized knowledge in a chosen professional field.	The student has organized theoretical and methodological knowledge regarding the specifics of working for an online portal.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[KULL3_W08] Student is aware of contemporary global issues, cultural and artistic life, as well as the functioning of cultural institutions in the Pomerania region. They are acquainted with legal, economic, ethical, and other conditions of various cultural studies professional activities.	The student is well-versed in all aspects of contemporary media life.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[KULL3_K01] Student understands the necessity of lifelong learning and professional development.	The student understands the need for professional development.	[SK2] presentation/project/paper/report [SK4] test/exam - oral or written
	[KULL3_U07] Student prepares oral presentations and discussions on topics related to culture and art, including collaborative work within a team.	Under the guidance of an instructor, the student prepares and manages websites and edits multimedia materials for the Internet.	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written
Subject contents	They are determined each time according to the specifics of the portal with which the students will collaborate during the given academic year.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Oral exam in the form of an evaluation of project tasks	50.0%	30.0%
	Completion of practical tasks	50.0%	70.0%
Recommended reading	Basic literature	Gotwald B., Jak zarobić w internecie. Portal społecznościowy i jego promocja, Łódź 2010.Obywatel w internecie, Warszawa 2017.Wirtualne targowisko, Warszawa 2017.Filiciak M., Hofmoki J., Tarkowski A., Obiegi kultury. Społeczna cyrkulacja treści. Raport z badań, Warszawa2012 (https://obiegikultury.centrumcyfrowe.pl/).	
	Supplementary literature	Brzeziński T. i in., Konsumpcja treści online a marketing (https://iab.org.pl).Jenkins H., Ford S., Green J., Rozprzestrzenialne media. Jak powstają wartości i znaczenia w usieciowionej kulturze, Łódź 2018.Zaśko-Zielińska M., Majewska-Tworek A., Piekot T., Sztuka pisania. Przewodnik po tekstach użytkowych, Warszawa 2008.Jerkovic J. I., Wojownik SEO. Sztuka osiągania najwyższych pozycji w wyszukiwarkach, Gliwice 2011.	
	eResources addresses		
Example issues/ example questions/ tasks being completed	How is the division of roles among people managing an online portal structured?How to increase audience engagement in the life of an online portal?		
Work placement	Not applicable		

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