University of Gdańsk

Subject card

Subject name and code	Master seminar I, PG_00179526		
Field of study	Journalism and Social Communication		
Date of commencement of studies	October 2025	Academic year of realisation of subject	2025/2026
Education level	Master's studies	Subject group	Obligatory subject group in the field of study Subject group related to practical vocational preparation
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	practical	Assessment form	credit
Conducting unit			
Name and surname of lecturer (lecturers)	Subject supervisor	dr hab. Konrad Knoch	
	Teachers	dr hab. Konrad Knoch	

Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	0.0	0.0	0.0	15.0	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	2.0	33.0	50

Subject objectives
1. Preparing students to conduct scientific research under the supervision of their thesis advisor. 2. Preparing students to design, structure, and write their thesis. 3. Stimulating students' intellectual curiosity and research engagement while developing their critical and analytical thinking skills. 4. Guiding students in the preparation of their thesis in accordance with the principles of scientific research methodology, respecting copyright regulations and adhering to the principles of professional ethics.

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[DZiKSMU2_W02] He/she knows the terminology proper to the discipline of social communication and media studies at an extended level and adapts the conceptual apparatus of related disciplines to it. He/she is aware of the application of this knowledge in professional activities related to the field of study.	Is able to use specialist terminology in communication and media studies and appropriately apply conceptual frameworks from related disciplines in the preparation and presentation of a master's thesis.	[SW1] oral statement/ conversation/discussion [SW3] text preparation/written work
	[DZiKSMU2_W01] The student has an in-depth knowledge of selected facts and phenomena as well as the resulting regularities important from the point of view of media studies.	Demonstrates advanced knowledge of the facts, phenomena, and processes related to the subject of the master's thesis and is able to apply this knowledge to support the analyses and research conclusions presented in the thesis.	[SW1] oral statement/ conversation/discussion [SW3] text preparation/written work
	[DZiKSMU2_U03] He/she is able to formulate and solve research problems including the analysis of the works of other authors, the synthesis of various ideas and views, the selection of methods and construction of research tools, development and presentation of results using advanced information and communication techniques, allowing for original solving of complex problems in the field of social communication sciences and media.	Is able to formulate a research problem, select appropriate research methods and tools, conduct data analysis and interpretation, and present the findings in a master's thesis in accordance with the principles of scientific research methodology.	[SU1] oral statement/conversation/ discussion [SU3] text preparation/written work
	[DZiKSMU2_W03] He/she has extended knowledge of the methods and theories relevant to media studies and the dependencies existing between them, as well as knowledge of other scientific disciplines that provide theoretical and practical foundation for an advanced analysis of issues relevant to the journalism and social communication programme.	Demonstrates advanced knowledge of theories and research methods in communication and media studies and is able to apply this knowledge to develop a research concept and conduct research for a master's thesis.	[SW1] oral statement/ conversation/discussion [SW3] text preparation/written work
	[DZiKSMU2_U01] The student is able to select sources correctly and use research methods appropriate for the research workshop of a communicator and media expert, as well as effectively select information in order to solve a task formulated by themselves or others.	Is able to select and critically evaluate scholarly sources, apply appropriate research methods, and effectively select information necessary to address a research problem and prepare a master's thesis.	[SU1] oral statement/conversation/ discussion [SU3] text preparation/written work
	[DZiKSMU2_U02] He/she is able to effectively use the acquired knowledge for a critical analysis of social, cultural, political and economic processes and phenomena.	Is able to apply acquired knowledge to critically analyze and interpret phenomena related to the subject of the master's thesis and, on this basis, formulate well-founded research conclusions.	[SU1] oral statement/conversation/ discussion [SU3] text preparation/written work
	[DZiKSMU2_K01] Based on his/ her own knowledge, he/she can critically evaluate the received content.	**The student is able to critically analyze and evaluate scientific literature and other sources of information, using their own knowledge to formulate well-founded conclusions for the purposes of their master's thesis.**	[SK1] oral statement/conversation/ discussion [SK3] text preparation/written work
	[DZiKSMU2_U07] He/she is able to prepare comprehensive oral, written and visual messages. He/ she uses terminology specialized for the discipline, based on independently found, analysed, assessed, and selected sources of information, taking into account the achievements of the sciences on social communication and media as well as other scientific disciplines.	He is able to prepare and present a selected part of their master's thesis and its research assumptions in both written and oral form, using discipline-specific terminology and appropriately selected, critically evaluated scholarly sources in accordance with the principles of academic communication.	[SU1] oral statement/conversation/ discussion [SU3] text preparation/written work

Subject contents

The seminar will focus on media studies, particularly the history, significance, and impact of various forms of media; the political, social, economic, and cultural roles of the media; and issues related to social and visual communication, media anthropology, media education, and media psychology. Research will also address the structure of media systems, as well as topics related to advertising, marketing in the media, and public relations.

The course covers the following topics**:**

- Formulating a thesis topic (from a general research area to a specific research topic)
- Developing the assumptions and research concept of the master's thesis
- Structure of the master's thesis (introduction, chapters, conclusion) and the differences between bachelor's and master's theses
- Academic writing conventions (citations, references, indexes, and appendices)
- Research methodology and the use of scholarly sources and literature
- Preparation of the thesis outline

Prerequisites and co-requisites

1. Knowledge related to the seminar topics acquired during previously completed courses.
2. Skills in conducting research, presenting research findings, and producing academically appropriate written texts, acquired during secondary education and bachelor's studies.
3. Basic knowledge of qualitative and quantitative research methodology.

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
The final grade is based on the cumulative points awarded for completing the assigned tasks throughout the semester, in particular for preparing successive components of the master's thesis, as well as for engagement and active participation during seminar sessions and involvement in additional academic activities and meetings.	51.0%	100.0%

Recommended reading

Basic literature

The literature is selected individually, depending on the research topic and the subject of the master's thesis.

Two of the following methodological guides:

1. Eco U., *Jak napisać pracę dyplomową. Poradnik dla humanistów*, Warszawa 2007.
2. Kaczmarek T., *Poradnik dla studentów piszących pracę licencjacką lub magisterską*, Warszawa 2005. http:// www.kaczmarek.waw.pl/category/materialy-dla-studentow/ (data dostępu 5 marca 2013)
3. Maćkiewicz J., *Jak pisać teksty naukowe*, Gdańsk 1995.
4. Maćkiewicz J., *Jak dobrze pisać. Od myśli do tekstu*, Warszawa 2010.
5. Wolańska E., Wolański A., *Poradnik redaktora. Zasady opracowania edytorsko-typograficznego tekstów w języku poskim*, [w:]*Polszczyzna na co dzień*, pod red. M.Bańko, Warszawa 2022.
6. Zenderowski R., *Technika pisania prac magisterskich i licencjackich. Poradnik*, Warszawa 2012.
7. Zenderowski R., *Praca magisterska - Licencjat. Krótki przewodnik po metodologii pisania i obrony pracy dyplomowej*, Warszawa 2012.

	Supplementary literature	1. Hofman I., Kępa-Figura D. (red.), *Medialny obraz świata*, t. 1: *Zagadnienia teoretyczne*, Wydawnictwo Uniwersytetu Marii Curie-Skłodowskiej, Lublin 2015. 2. Hofman I., Kępa-Figura D. (red.), *Medialny obraz świata*, t. 2: *Studium przypadku*, Wydawnictwo Uniwersytetu Marii Curie-Skłodowskiej, Lublin 2015. 3. Idzik J., Klepka R., *Medialne obrazy świata*, t. 2: *Polityka i bezpieczeństwo w relacjach medialnych*, Wydawnictwo Naukowe Uniwersytetu Pedagogicznego, Kraków 2019. 4. Kawka M., *Medioznawstwo lingwistyczne*, „Rocznik Medioznawczy" 2024, nr 3, s. 13-24. 5. Klepka Rafał (red.), *Medialne obrazy świata. Wybrane problemy społeczno-polityczne w mediach*, Wydawnictwo Naukowe Uniwersytetu Pedagogicznego, Kraków 2018. 6. Łódzki Bartłomiej, *Medialny obraz rzeczywistości*", „Studia Socialia Cracoviensia" 2017, nr 1, s. 121-136. 7. Pokorna-Ignatowicz Katarzyna (red.), *Medialny obraz rodziny i płci*, Krakowskie Towarzystwo Edukacyjne – Oficyna Wydawnicza AFM, Kraków 2012. 8. Zakrzewski Damian, *Medialny obraz świata i środki go tworzące*, „Człowiek w Kulturze" 2005, nr 25, s. 357-379. 9. Żak Monika, *Medialny obraz świata. Rola mediów w kształtowaniu wizerunku Policji*, „Media i Społeczeństwo" 2018, nr 8, s. 116–119.
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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