

Subject card

Subject name and code	Strategies of Public and Media Relations, PG_00149653						
Field of study	Russian Studies						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2028/2029		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Humanistic-social subject group Subject group related to scientific research in the field of study		
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		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Urszula Patocka-Sigłowy				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	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	30		2.0		18.0	50
Subject objectives	The aim of the course is to familiarize students with public relations as a form of mass communication, its functions and tools. Thanks to the teaching methods used, the classes will be an opportunity to develop students' skills necessary for people involved in creating the image of the organization.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ROSL3_U03] Be able to process research findings and make a presentation in a manner consistent with the principles of the field and discipline.	Is able to prepare the results of research on the organization's environment and make an appropriate presentation of the conclusions.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[ROSL3_U06] Be able to use basic theoretical approaches, research paradigms and concepts specific to communication and media sciences.	Is able to recognize various PR tools, as well as conduct their critical analysis and interpretation in order to determine their meanings, communication effectiveness, cultural differences and social impact.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[ROSL3_K03] Appropriately sets priorities to achieve a task defined by him/herself or others.	Is able to properly determine priorities for implementing PR tasks.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[ROSL3_W11] He/she is familiar with the methodology of tasks, norms, procedures and good practices used in institutions related to cultural, media and commercial activities in the field of international cooperation related to the area of Polish and Russian language.	Knows the methodology of performing tasks, standards, procedures and good practices used in PR-related institutions.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[ROSL3_W07] Has detailed knowledge in the field of media science, social communication, political science, oriented towards practical application in the selected sphere of cultural, media activity, especially in the field of international cooperation related to the area of Polish and Russian language.	Knows basic terminology in the field of communication, public relations and media relations; knows public relations instruments and techniques; has structured knowledge in the field of media science and social communication oriented towards practical application.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[ROSL3_U04] He/she is able to acquire knowledge and develop his/her research skills independently and under the guidance of a supervisor, using sources in Polish and Russian.	Is able to search, select and develop materials regarding PR strategies using various sources.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[ROSL3_U02] Be able to carry out an analysis of research problems, preceded by an appropriate selection of research methods and tools characteristic of the cultural and religious sciences, social communication and media sciences, economics and finance, linguistics and history.	Is able to conduct research on the organization's environment.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[ROSL3_K05] Recognises and formulates moral problems and ethical dilemmas related to the professional environment; seeks optimal solutions, acts in accordance with ethical principles.	Notifies and formulates moral problems and ethical dilemmas related to the world of public relations.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
Subject contents	The essence of public relations: definitions of PR; PR goals; the organization's environment in PR activities; communicating as a PR method (process and means of communication, forms of communication and their properties, PR techniques); the place of PR in the organization's communication system; PR and related concepts (human relations, corporate identity, journalism, publicity). Media relations as a key field of PR. Motives for conducting PR activities: roots of PR, motives for conducting PR by organizations. Programming and planning of PR activities: the subject of planning; selection of communication strategies; specification of goals; defining target groups; selection of implementation techniques, setting a budget, schedule of activities. Implementation of the PR program: basic tasks of the implementation phase of the public relations program; general conditions of communication activities; criteria for selecting mass media as transmitters of PR content; Internet as a communication medium in PR; cooperation with journalists and editorial offices as a PR tool (types of written statements provided to the media, recommendations for preparing written statements, providing information to journalists in personal communication). News and pseudo-event. Basic conditions of political MR: political MR; setting the media agenda (agenda setting); the value of the media message; media news service; system of permanent correspondents. Communication tools and techniques used by MR specialists: MR strategy; contact database; press clippings; creating pseudo-events; suggesting interpretations of events. Shaping the most important PR instruments: giving speeches and PR; non-press conferences; announcements for PR purposes; poster as an image carrier and PR medium; company folder; planning and organizing "open houses"; preparing brochures for PR purposes; preparing anniversary celebrations; office party; sponsorship. Impact on more important parts of the environment: impact on employees (internal PR); impact on consumers and customers; impact on the local community; influencing government and state agencies; impact on competitors. PR of various types of organizations: PR of banks; PR of public administration; PR of political parties; University PR.		
Prerequisites and co-requisites			

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	colloquium on program content	51.0%	50.0%
	active participation in classes	80.0%	10.0%
	partial grades received during the semester	51.0%	40.0%
Recommended reading	Basic literature	• Black S., Public Relations, Dom Wydawniczy ABC, Warszawa 1999. • Goban-Klas T., Public relations czyli promocja reputacji. Pojęcia, definicje, uwarunkowania, Business Press, Warszawa 1996. • Goban-Klas T., Media i komunikowanie masowe. Teorie i analizy prasy, radia, telewizji i Internetu, Wydawnictwo Naukowe PWN, Warszawa 2002. • Jabłoński W., Kreowanie informacji. Media relations, Wydawnictwo Naukowe PWN, Warszawa 2006. • McQuill D., Teoria komunikowania masowego, Wydawnictwo Naukowe PWN, Warszawa 2006. • Mruk H., Reklama i PR na rozdrożu, Wydawnictwo Naukowe Forum Naukowe, Poznań 2008. • Sorlin P., Mass media, Wydawnictwo Astrum, Wrocław 2001. • Altkorn J., Wizualizacja firmy, Instytut Marketingu, Kraków 1999. • Andrzejewski P., Kot W., Medialne Public Relations, Wydawnictwo Forum Naukowe, Poznań 2006. • Cialdini R., Wywieranie wpływu na ludzi. Teoria i praktyka, GWP, Gdańsk 1996. • Public Relations sztuka efektywnego komunikowania, red. H. Przybylski, Kolegium Zarządzania AE w Katowicach, Katowice 2002. • Public relations w teorii i praktyce, red. B. Ociepka, Wrocław 2003.	
	Supplementary literature	• Kadragić A., Czarnowski P., Public relations, czyli promocja reputacji. Praktyka działania, Business Press, Warszawa 1996. • Kunczik M., Zipfel A., Wprowadzenie do nauki o dziennikarstwie i komunikowaniu, Wydawnictwo Naukowe Scholar, Warszawa 2000. • Public relations w praktyce, red. A. Gregory, Wydawnictwo Profesjonalnej szkoły Biznesu, Warszawa 1997.	
	eResources addresses		
	Example issues/ example questions/ tasks being completed		
Work placement	Not applicable		

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