

**Subject card**

<b>Subject name and code</b>	Information policy of local governments, PG_00204105						
<b>Field of study</b>	Political Studies						
<b>Date of commencement of studies</b>	October 2026	<b>Academic year of realisation of subject</b>			2027/2028		
<b>Education level</b>	Master's studies	<b>Subject group</b>			Obligatory subject group in the field of study Optional subject group		
<b>Mode of study</b>	full-time studies	<b>Mode of delivery</b>			at the university		
<b>Year of study</b>	2	<b>Language of instruction</b>			Polish		
<b>Semester of study</b>	3	<b>ECTS credits</b>			2.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>			credit		
<b>Conducting unit</b>	Rada Uczelni						
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr Konrad Ćwikliński				
	<b>Teachers</b>						
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	0.0	30.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
<b>Learning activity and number of study hours</b>	<b>Learning activity</b>	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	<b>Number of study hours</b>	30		3.0		17.0	50
<b>Subject objectives</b>	The aim of the course is to familiarize students with the principles of information policy implemented by local governments in Poland and worldwide. The course focuses on communication mechanisms between authorities and citizens, media relations, the use of modern information technologies, and issues of transparency, public image, and access to public information.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[POLMU2_U07] Is able to use the principles and tools of communication in various environments, including managing team work, conducting debates, communicating on specialized topics with diverse audiences, collaborating in multicultural teams, and developing solutions to complex social and political problems.	EN: The student is able to apply the principles and instruments of political communication in public activity, including managing teams and leading debates with various audiences	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task [SU8] observation of student's independent or team work
	[POLMU2_W08] Has an in-depth understanding of the mechanisms of social perception of politics and is able to analyze their significance for public opinion and political processes.		[SW1] oral statement/conversation/discussion
	[POLMU2_W07] Has an in-depth understanding of the mechanisms of political participation and is able to assess their significance in shaping political decisions and social processes.		[SW1] oral statement/conversation/discussion
	[POLMU2_K03] Is prepared for responsible functioning in the information society, is able to collect, process, and consciously use information, and critically evaluate their own actions and decisions.	The student can work in a team and collaborate on developing information policy, demonstrating social responsibility.	[SK1] oral statement/conversation/discussion [SK5] implementation of a problem task [SK8] observation of student's independent or team work
	[POLMU2_U05] Is able to explain the essence of the mechanisms of political participation and understand its importance for shaping the civil society and democratic political culture.	Can explain mechanisms of participation and their democratic value.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task [SU8] observation of student's independent or team work
	[POLMU2_U13] Is able to analyze the results of public opinion research and use them to shape political attitudes, as well as to make decisions in professional work, team management, or project activities.	EN: The student is able to analyze public opinion poll results and apply them to shaping political attitudes and managing communication strategies.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU6] demonstration of practical skills [SU8] observation of student's independent or team work
	[POLMU2_K05] Is able to work in teams implementing social projects, cooperate with other project participants, taking cultural and social differences into account, communicate and negotiate effectively within the group, and contribute to achieving shared goals.	The student is able to work effectively in teams implementing social projects in the field of information policy..	[SK1] oral statement/conversation/discussion [SK5] implementation of a problem task [SK6] demonstration of practical skills [SK8] observation of student's independent or team work
	[POLMU2_W09] Has in-depth knowledge of the relationships between the media and the political sphere, including the legal and ethical aspects of intellectual property and copyright protection.		[SW1] oral statement/conversation/discussion
Subject contents	<ol style="list-style-type: none"> <li>1. Introduction to information policy goals, significance, actors and target groups.</li> <li>2. Legal framework of access to public information rights, restrictions, procedures.</li> <li>3. Communication between local authorities and citizens channels, strategies, tools.</li> <li>4. Local media and press relations best practices, image crises.</li> <li>5. ICT and digital tools in local communication (municipal portals, apps, social media).</li> <li>6. Transparency, participation, and accountability from passive recipients to co-creators.</li> <li>7. Fake news and disinformation in local environments how do authorities respond?</li> <li>8. Case studies analysis of local information policies (e.g., Gdańsk, Wrocław, Copenhagen, Barcelona).</li> </ol>		

Prerequisites and co-requisites	The student should have basic knowledge of the functioning of public administration, the political system of Poland, and social communication. The ability to analyze source texts and general awareness of current political processes at both local and national levels is recommended.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Group work lub Collaborative project • Prezentacje → Presentations	50.0%	35.0%
	Participation in class activities – active engagement in discussions, group work, case study analysis, and other interactive elements of the course.	50.0%	65.0%
Recommended reading	Basic literature	<ul style="list-style-type: none"> <li>• Hausner J., Mazur S. (Eds.). Governance and Information Policy, Kraków: GAP Foundation, 2021.</li> <li>• Mierzecki W., Political Communication of Local Governments, Warsaw: Scholar, 2019.</li> <li>• Szlachetko J., Bober J., Access to Public Information in Local Government Activities, Gdańsk: UG Press, 2022.</li> <li>• Act on Access to Public Information (Poland, 2001).</li> </ul>	
	Supplementary literature	Supplementary reading: <ul style="list-style-type: none"> <li>• Reports from the Supreme Audit Office (NIK), the Data Protection Authority (GIODO), and the Commissioner for Human Rights (RPO) regarding transparency in public administration.</li> <li>• Documents and recommendations from the OECD and the European Commission concerning e-government and participatory democracy.</li> <li>• Articles from academic journals such as Public Management, Local Government, and Media and Society.</li> <li>• Selected local communication strategies (e.g., Gdańsk, Wrocław, Kraków available online).</li> </ul>	
	eResources addresses		
Example issues/ example questions/ tasks being completed	Sample exam questions / tasks <ul style="list-style-type: none"> <li>• Discuss the causes and development of the 20152016 migration crisis in the EU. What measures were taken at the EU level, and what were their outcomes?</li> <li>• Describe the main assumptions of the Pact on Migration and Asylum (20202024) and assess its significance for EU migration policy.</li> <li>• Present and compare the migrant integration policies of two selected EU member states. What have been their successes and challenges?</li> <li>• Explain the concept of two-way integration of migrants what steps are taken by the newcomers, and what by the host society? Justify why the EU promotes such an approach.</li> <li>• Discuss the social and political consequences of receiving a large number of refugees (e.g., from Syria or Ukraine). What social attitudes and communication challenges are involved?</li> <li>• Practical task (group project): Prepare a debate or presentation on the topic Multiculturalism in Europe does it have a future? Use statistical data and case studies (e.g., European countries and their migration policies).</li> </ul>		
Work placement	Not applicable		

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