University of Gdańsk

Subject card

Subject name and code	Public and media relations strategies, PG_00205717		
Field of study	Japanese Studies		
Date of commencement of studies	October 2026	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	1	Language of instruction	Polish
Semester of study	2	ECTS credits	2.0
Learning profile	academic	Assessment form	credit
Conducting unit	Division of Russian Language Pragmatics, Communication and Didactics -> Institute of Russian and Eastern Studies -> Faculty of Languages -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr Marcin Trendowicz	
	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 course aims to familiarise students with public relations as a form of mass communication, its functions and tools, with particular emphasis on the distinctive characteristics of media relations.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[JAPL3_W01] Student is familiar with the terminology of the humanities such as cultural and religious studies, linguistics and literary studies, as well as history, cultural anthropology, philosophy and art sciences relevant to the Japanese studies major.	The student knows and understands public relations and media relations terminology used to describe and analyse communication between organisations and their stakeholders.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
[JAPL3_K01] Student is aware of the scope of his professional knowledge and skills and understands the need for further continuous development in professional skills, as well as personal and social competence.	The student is aware of the scope of their knowledge and skills in public relations and media relations and understands the need to keep them up to date, as well as to continuously develop the professional skills and personal and social competencies required to communicate with an organisation's stakeholders.	[SK1] oral statement/conversation/ discussion
[JAPL3_U10] Student can argue substantively using the views of other authors and to formulate conclusions.	The student can justify the selection of public relations and media relations strategies, tools and techniques using reasoned arguments informed by the views of various authors, and draw conclusions from the analysis of communication activities undertaken by selected organisations.	[SU5] implementation of a problem task

<table>
<tr><td>Subject contents</td><td colspan="2">The fundamentals of public relations (definition, origins, objectives, classifications, related concepts and its place within an organisation’s communication system). Media relations as a key area of PR. Programme development, planning and implementation of PR activities. The internet as a communication medium in PR. Factors shaping media relations in politics. Tools and techniques used in PR and media relations. Engaging with an organisation’s internal and external stakeholders (internal and external PR). PR and media relations in different types of organisations: selected examples.</td></tr>
<tr><td>Prerequisites and co-requisites</td><td colspan="2"></td></tr>
<tr><td>Assessment methods and criteria</td><td colspan="2"><table>
<tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr>
<tr><td>performing tasks assigned by the instructor</td><td>51.0%</td><td>50.0%</td></tr>
<tr><td>colloquium covering the syllabus content</td><td>51.0%</td><td>50.0%</td></tr>
</table></td></tr>
<tr><td rowspan="3">Recommended reading</td><td>Basic literature</td><td>Andrzejewski P., Kot W., Medialne Public Relations, Poznań 2006.
Black S., Public Relations, Kraków 2006.
Goban-Klas T., Public relations czyli promocja reputacji. Pojęcia, definicje, uwarunkowania, Warszawa 1997.
Jabłoński W., Kreowanie informacji. Media relations, Warszawa 2007.
Ociepka B. (red.), Public relations w teorii i praktyce, Wrocław 2003.
Przybylski H. (red.), Public Relations - sztuka efektywnego komunikowania, Katowice 2002.
Tworzydło D., Public relations. Praktyka komunikowania 3.0, Warszawa 2023.</td></tr>
<tr><td>Supplementary literature</td><td>Budzyński W., Public relations. Wizerunek, reputacja, tożsamość, Warszawa 2017.
Cialdini R., Wywieranie wpływu na ludzi. Teoria i praktyka, Gdańsk 2024 (lub inne wydanie).
Goban-Klas T., Media i komunikowanie masowe. Teorie i analizy prasy, radia, telewizji i Internetu, Warszawa 2002.
Gregory A. (red.), Public relations w praktyce, Warszawa 1997.
Kadragić A., Czarnowski P., Public relations, czyli promocja reputacji. Praktyka działania, Warszawa 1996.
Kunczik M., Zipfel A., Wprowadzenie do nauki o dziennikarstwie i komunikowaniu, Warszawa 2000.
McQuill D., Teoria komunikowania masowego, Warszawa 2006.
Mruk H., Reklama i PR na rozdrożu, Poznań 2008.
Sorlin P., Mass media, Wrocław 2001.</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td colspan="2"></td></tr>
<tr><td>Work placement</td><td colspan="2">Not applicable</td></tr>
</table>

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