University of Gdańsk

Subject card

Subject name and code	Media Methodology: Content Analysis, PG_00205782						
Field of study	Journalism and Social Communication						
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		
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		1.0		
Learning profile	practical		Assessment form		credit		
Conducting unit	Faculty of Social Sciences -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		prof. dr hab. Józef Majewski				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	0.0	0.0	0.0	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		0.0		10.0	25
Subject objectives	Nie dotyczy.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[DZiKSL3_K02] He/she uses the acquired knowledge to solve cognitive and practical problems. He/she is ready to consult experts in case of difficulties in solving the problem on his/her own.	Nie dotyczy.	[SK6] demonstration of practical skills
	[DZiKSL3_W06] He/she has advanced knowledge of the essence and specificity of the science of social communication and media, as well as their subject and methodological connections with other disciplines.	Nie dotyczy.	[SW5] implementation of a problem task
	[DZiKSL3_W02] He/she has advanced knowledge of trends and theories in media studies. He/she also knows the methods and techniques of media research.	Nie dotyczy.	[SW4] test/exam - oral or written
	[DZiKSL3_U05] Using the knowledge of media studies and the knowledge of media research methodology, he/she is able to analyse the content of media.	Nie dotyczy.	[SU3] text preparation/written work
	[DZiKSL3_K04] He/she can think and act in an entrepreneurial manner.	Nie dotyczy.	[SK5] implementation of a problem task
	[DZiKSL3_U07] He/she takes part in a debate involving media, presenting, assessing and discussing various opinions and positions.	Nie dotyczy.	[SU1] oral statement/conversation/discussion
Subject contents	Ne dotyczy.		
Prerequisites and co-requisites	Nie dotyczy.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Nie dotyczy	51.0%	100.0%
Recommended reading	Basic literature	Nie dotyczy.	
	Supplementary literature	Nie dotyczy.	
	eResources addresses		
Example issues/ example questions/ tasks being completed	Nie dotyczy.		
Work placement	Not applicable		

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