University of Gdańsk

Subject card

Subject name and code	Press Workshop I, PG_00205783		
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 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	1.0
Learning profile	practical	Assessment form	credit
Conducting unit			
Name and surname of lecturer (lecturers)	Subject supervisor	mgr Adam Majchrzak	
	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	The aim of the course is to prepare students for the work of a press journalist in contemporary conditions using new research methods, critical analysis of texts, content correction and coordination of the work of online editorial offices, as well as to sensitize students to contemporary problems of a journalist's work (including the phenomenon of fake news and the decline in trust in the press).

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[DZiKSL3_W10] He/she has knowledge of the language tools used to create text with an informative and persuasive function.	The student knows the linguistic tools necessary to create informative and persuasive texts.	[SW3] text preparation/written work
	[DZiKSL3_W09] He/she has knowledge of the types and genres of journalistic statements, understanding their application in practice.	The student has knowledge of the types and genres of journalistic statements and understands their application in practice.	[SW5] implementation of a problem task
	[DZiKSL3_K05] He/she is ready to act responsibly as a journalist, media worker, advertising and PR industry employee in accordance with the principles of professional ethics and requires it from others.	The student is ready to take up the profession of a journalist in accordance with the ethics of the work in media.	[SK5] implementation of a problem task
	[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.	The student knows how to use his knowledge in practice and is able to seek the opinion of experts when necessary.	[SK3] text preparation/written work
	[DZiKSL3_K01] Student is sensitive to any signs of manipulation of the recipient, understanding the threats resulting from this phenomenon and is able to critically evaluate the received content.	The student is able to critically perceive media content and is sensitive to manifestations of manipulation and is able to recognize methods of manipulation.	[SK3] text preparation/written work
	[DZiKSL3_U08] He/she has language skills in the area of the scientific discipline appropriate for the field of study and the profession, in accordance with the requirements set out for level B2 of the Common European Framework of Reference for Languages	The student uses terminology appropriate to the scientific discipline and journalist's profession.	[SU3] text preparation/written work
	[DZiKSL3_U01] Student is able to skilfully search and select sources of information in media activities.	The student is able to skillfully search and select sources of information in activities media.	[SU3] text preparation/written work

Subject contents

- information and opinion in the media,
- information and journalistic texts,
- mediaworking and journalism,
- construction of journalistic texts,
- adapting texts for SEO search engines,
- principles of critical analysis of texts and proofreading of articles,
- typical errors in writing and editing journalistic texts,
- structure of the press journalism editorial office and division of responsibilities,
- rhythm of work of news editors in online editorial offices.

Prerequisites and co-requisites

General knowledge of information and journalistic texts, as well as basic ability to search and select reliable sources of information.

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
	51.0%	100.0%

Recommended reading	Basic literature	• Bortnowski S., Warsztaty dziennikarskie, Warszawa 2003 • Adamowski J. (red.), O warsztacie dziennikarskim, Warszawa 2002 • Allan S., Kultura newsów, Kraków 2004 • Bartmiński J., Współczesny język polski, Lublin 2001 • Bauer Z., Chudziński E. (red), Dziennikarstwo i świat mediów, Kraków 2008 • Billingham J., Redagowanie tekstów, Warszawa 2006 Bogołębska B., Kudra A. (red.), Wypowiedź dziennikarska. Teoria i praktyka, Łódź 2008 • Boniecka B., Grabias S., Potoczność a zachowania językowe Polaków, Lublin 2007 • Bralczyk J., Mosiołek-Kłosińska K., Język w mediach masowych, Warszawa 2000 • Chudziński E. (red.), Słownik wiedzy o mediach, Warszawa - Bielsko-Biała 2007 • Chudziński E., Felieton pamfletem podszyty. Z dziejów pewnego związku genologicznego, w: Poetyka i pragmatyka gatunków dziennikarskich, Rzeszów 1999 • Chyliński M., Russ-Mohl S., Dziennikarstwo, Warszawa 2007 • Drzyzga P., Nowe media a tradycyjne środki wyrazu., Tychy 2007 • Dyczewski L. (red.), Jaka informacja?, Lublin 2009 • Fras J., Dziennikarski warsztat językowy, Wrocław 2005 • Furman W., Wolny-Zmorzyński K. (red.), Poetyka i pragmatyka gatunków dziennikarskich, Rzeszów 1999 • Grabias S., Język w zachowaniach publicznych, Lublin 1994 • Hennessy B., Dziennikarstwo publicystyczne, Kraków 2009 • Kaczmarczyk M., Gatunki prasowe w praktyce. Ćwiczenia warsztatowe dla studentów dziennikarstwa i komunikacji społecznej, Sosnowiec 2006 • Kunczik M., Zipfel A., Wprowadzenie do nauki o dziennikarstwie i komunikowaniu, Warszawa 2000 • Legutko P., Rodziewicz D., Gra w media. Między informacją a deformacją, Warszawa 2007 • Lis T., Skowroński K., Ziomecki M., ABC dziennikarstwa, Warszawa 2002 • Magdoń A., Reporter i jego warsztat, Kraków 2000 • Malette M. F., Zasady i tajniki dziennikarstwa. Podręcznik dla dziennikarzy Europy Środkowej i Wschodniej, Warszawa, 2001 • Manovich L., Język nowych mediów, Warszawa 2006 • Markowski A., Leksykon najnowszych wyrazów obcych używanych w prasie, radiu i telewizji, Warszawa 1997 Mroziewicz K., Dziennikarz w globalnej wiosce, Warszawa 2004 • Niczyperowicz A. (red.), Dziennikarstwo od kuchni, Poznań 2001 • Nowak P., Tokarski R. (red.), Kreowanie światów w języku mediów, Lublin 2007 • Pisarek W. (red.), Słownik terminologii medialnej, Kraków 2006 • Pisarek W., Nowa retoryka dziennikarska, Kraków 2002 • Pisarek W., O mediach i języku, Kraków 2007 • Świerczyńska-Głownia W., Fischer B., Dostęp do informacji ustawowo chronionych, zarządzanie informacją, Kraków 2007
	Supplementary literature	• Tetelowska I., Informacja odrębny gatunek dziennikarski, w: Dubiel P., Pisarek W. (red.), Kraków 1972 • Warecki W., Warecki M., Co wpływa na dziennikazy i na co mają wpływ dziennikarze?, Warszawa 2006 • Wojtak M., Analiza gatunków prasowych, Lublin 2008 Wojtak Maria, Gatunki prasowe, Lublin 2004
	eResources addresses	
Example issues/ example questions/ tasks being completed	• critically analysing journalistic texts and making corrections; • using modern search techniques in practice; • editing of texts by students/students; • adaptation of texts for search engines (SEO); • student self-reports and multimedia presentations; • discussion based on analysed materials.	
Work placement	Not applicable	

Document generated electronically. Does not require a seal or signature.