

**Subject card**

<b>Subject name and code</b>	ABC Television, PG_00205788						
<b>Field of study</b>	Journalism and Social Communication						
<b>Date of commencement of studies</b>	October 2026	<b>Academic year of realisation of subject</b>			2026/2027		
<b>Education level</b>	Bachelor's studies	<b>Subject group</b>			Obligatory subject group in the field of study Subject group related to practical vocational preparation		
<b>Mode of study</b>	full-time studies	<b>Mode of delivery</b>			at the university		
<b>Year of study</b>	1	<b>Language of instruction</b>			Polish		
<b>Semester of study</b>	2	<b>ECTS credits</b>			2.0		
<b>Learning profile</b>	practical	<b>Assessment form</b>			credit		
<b>Conducting unit</b>							
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		mgr Sławomir Siezieniewski				
	<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	15.0	0.0	0.0	0.0	15
	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>	15		0.0		35.0	50
<b>Subject objectives</b>	The aim of the course is to familiarize students with the principles of television journalism						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[DZiKSL3_W04] He/She has advanced knowledge of the goals, organization and functioning of media enterprises and media and cultural institutions	nie dotyczy	[SW1] oral statement/ conversation/discussion
	[DZiKSL3_U04] He/she creates media messages with various functions. He/she uses specialised terminology, methods and tools, including modern and advanced information and communication techniques, to solve problems.	nie dotyczy	[SU5] implementation of a problem task [SU6] demonstration of practical skills
	[DZiKSL3_U06] Communicating with the environment, he/she can use and operate the media infrastructure, with particular emphasis on radio and television studios.	nie dotyczy	[SU1] oral statement/conversation/ discussion [SU6] demonstration of practical skills [SU8] observation of student's independent or team work
	[DZiKSL3_W05] He/she has advanced knowledge of the history of media and journalism. He/she understands the functioning of processes, tools and factors influencing the contemporary functioning of media.	nie dotyczy	[SW1] oral statement/ conversation/discussion
[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.	nie dotyczy	[SK3] text preparation/written work [SK5] implementation of a problem task [SK8] observation of student's independent or team work	
Subject contents	Editorial work. Features. Policy. Ethics. Vocabulary. Writing. Recording. Division of labor. Sound and video. Creating a program. Broadcast of the program.		
Prerequisites and co-requisites	Basics of journalistic knowledge. Ability to create text. Gathering information.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
		51.0%	100.0%
Recommended reading	Basic literature	Understanding the television broadcast, Piotr Francuz. Broadcast journalism. Techniques of creating information programs, A. Boyd, P. Stewart, R. Alexander.	
	Supplementary literature	How to perform and shine, M.Orlos	
	eResources addresses		
Example issues/ example questions/ tasks being completed	Preparation of film material for a news program.		
Work placement	Not applicable		

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