

Subject card

Subject name and code	Communication Science, PG_00205801						
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	2	ECTS credits			1.0		
Learning profile	practical	Assessment form			credit		
Conducting unit	Division of Visual Anthropology -> Institute of Media, Journalism and Social Communication -> Faculty of Social Sciences -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Jan Miklas-Frankowski				
	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		20.0	35
Subject objectives	Knowledge of basic facts of the history of the discipline, key concepts and notions. Ability to interpret and analyze texts on issues of social communication.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[DZiKSL3_W07] He/she has knowledge of the processes of social communication, the directions of its development, media studies trends and systems, as well as the conditions and dilemmas of their functioning in contemporary civilisation.	He has an in-depth knowledge of the science of communication, with particular emphasis on its evolution over the past decades, related to the emergence of new media (Internet, artificial intelligence).	[SW1] oral statement/ conversation/discussion [SW3] text preparation/written work
	[DZiKSL3_K03] He/she is willing to take active measures for the benefit of the public interest, the local environment and individual social groups.	Is aware of the social responsibility that comes with working in the media. He understands the importance of the concept of corporate social responsibility, as well as sustainable development.	[SK1] oral statement/conversation/ discussion [SK3] text preparation/written work
	[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.	Can make a detailed analysis of the content of media and social communication (case study).	[SK1] oral statement/conversation/ discussion [SK3] text preparation/written work
	[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.	The student has an in-depth knowledge of the science of social communication and the media.	[SW1] oral statement/ conversation/discussion [SW3] text preparation/written work
[DZiKSL3_U02] He/she can describe, critically analyse, synthesise and evaluate the collected information, taking into account economic, philosophical, cultural, historical, political and sociological processes and phenomena relevant to the field of study.	Has an expanded knowledge of the history of social communication, is aware of the existence of economic, cultural, political processes and phenomena specific to the mediasphere and the field of PR.	[SU1] oral statement/conversation/ discussion [SU3] text preparation/written work	
Subject contents	<p>1.Multimodal media messages in the light of convergence theory 2.Communication as transmission of cultural content in the era of globalization 3.How to speak so that we are listened to? The use of models of language and speech functions 4. rhetoric as the art of social communication. Eristics as the art of arguing 5. the Czech dream as an example of large-scale media manipulation 6. research perspectives of communication sciences 7. on reading and non-reading on the basis of the report on the state of readership in Poland</p>		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Passing grade	51.0%	100.0%

Recommended reading	Basic literature	<p>Stankiewicz K., Globalizacja a kultura światowa, [w:] http://www.racjonalista.pl/kk.php/s,4167</p> <p>Kijko M., O czytaniu i nieczytaniu, [w:] https://kulturaupodstaw.pl/o-czytaniu-i-nieczytaniu/</p> <p>Ritzer G., Mcdonaldyzacja społeczeństwa, Warszawa 1997.</p> <p>Jakobson R., 1960, Poetyka w świetle językoznawstwa, Pamiętnik Literacki 1960, z. 1, s. 431-473.</p> <p>Grzegorzczkova R., Problem funkcji języka i tekstu w świetle teorii aktów mowy, [w:] Język a kultura, t. 4: Funkcje języka i wypowiedzi, Wrocław 1991, red. J. Bartmiński, s. 11-28.</p> <p>Eco U., Czy komputer pożre książkę? Gazeta Wyborcza 24-25 lutego 1996, s. 8-9. Bayard P., Jak rozmawiac o książkach, których się nie czytało?, Warszawa 2007</p>
	Supplementary literature	-
	eResources addresses	
Example issues/ example questions/ tasks being completed	-	
Work placement	Not applicable	

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