University of Gdańsk

Subject card

Subject name and code	Media Methodology: Content Analysis (Laboratory Classes), PG_00206498						
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, prof. UG				
	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.						

<table>
<tr><td>Learning outcomes</td><td>
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<tr><th>Course outcome</th><th>Subject outcome</th><th>Method of verification</th></tr>
<tr><td>[DZiKSL3_U07] He/she takes part in a debate involving media, presenting, assessing and discussing various opinions and positions.</td><td>Nie dotyczy.</td><td>[SU1] oral statement/conversation/ discussion</td></tr>
<tr><td>[DZiKSL3_K04] He/she can think and act in an entrepreneurial manner.</td><td>Nie dotyczy.</td><td>[SK5] implementation of a problem task</td></tr>
<tr><td>[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.</td><td>Nie dotyczy.</td><td>[SU3] text preparation/written work</td></tr>
<tr><td>[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.</td><td>Nie dotyczy.</td><td>[SW4] test/exam - oral or written</td></tr>
<tr><td>[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.</td><td>Nie dotyczy.</td><td>[SW5] implementation of a problem task</td></tr>
<tr><td>[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.</td><td>Nie dotyczy.</td><td>[SK6] demonstration of practical skills</td></tr>
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<tr><td>Subject contents</td><td>Ne dotyczy.</td></tr>
<tr><td>Prerequisites and co-requisites</td><td>Nie dotyczy.</td></tr>
<tr><td>Assessment methods and criteria</td><td>
<table>
<tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr>
<tr><td>Nie dotyczy</td><td>51.0%</td><td>100.0%</td></tr>
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<tr><td>Recommended reading</td><td>
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<tr><td>Basic literature</td><td>Nie dotyczy.</td></tr>
<tr><td>Supplementary literature</td><td>Nie dotyczy.</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
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<tr><td>Example issues/ example questions/ tasks being completed</td><td>Nie dotyczy.</td></tr>
<tr><td>Work placement</td><td>Not applicable</td></tr>
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