University of Gdańsk

Subject card

Subject name and code	Press Workshop I (Laboratory Classes), PG_00206499						
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 work as print journalists in the modern landscape by utilizing new research methods, critical text analysis, content editing, and the coordination of online editorial teams, as well as to raise awareness of contemporary challenges in the profession (including disinformation and the decline of public 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's knowledge enables them to apply selected linguistic tools to create specific types of texts - including informational and journalistic texts.	[SW3] 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 independently search for and select sources of information for media work in order to produce a high-quality journalistic text. media.	[SU3] 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 employs terminology specific to the academic discipline and the journalism profession, enabling them to identify various phenomena and locate sources of information.	[SU3] 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 employ critical thinking, thereby gaining the ability to accurately assess media messages and detect manipulation.	[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.	The student knows how to apply their knowledge to journalistic writing and uses a variety of information sources to solve practical problems.	[SK3] text preparation/written work
[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.	Thanks to the skills acquired, the student understands the ethical and legal framework of journalistic work, enabling them to carry out their daily duties effectively.	[SK8] observation of student's independent or team work
[DZiKSL3_W09] He/she has knowledge of the types and genres of journalistic statements, understanding their application in practice.	The student is able to identify differences between journalistic genres and produce a text in a genre of their choice.	[SW5] implementation of a problem task

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%	80.0%
	51.0%	20.0%

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
	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	To pass the course, students must master the material and independently produce an informative journalistic piece that adheres to linguistic, genre-specific, web-writing, ethical, and legal standards.	

Work placement	Not applicable

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