University of Gdańsk

Subject card

Subject name and code	Sociology of Media (Lecture), PG_00206505		
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	exam
Conducting unit	Institute of Media, Journalism and Social Communication -> Faculty of Social Sciences -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr Krzysztof Stachura	
	Teachers		

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	15.0	0.0	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

Equipping students with fundamental knowledge on the functioning of social structures in relation to the media. Familiarizing students with terminology that enables accurate description and analysis of the media world and their social impact.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[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 graduate undertakes professional media projects with an awareness of their ethical implications.	[SK4] test/exam - oral or written
[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 graduate appreciates the significance of sociological knowledge in explaining digital transformation processes.	[SW4] test/exam - oral or written
[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.	The graduate is capable of using sociological knowledge to gain a better understanding of the media reality.	[SU4] test/exam - oral or written

<table>
<tr><td>Subject contents</td><td>1. Introduction to Media Sociology
2. Social Theory and Media Theory
3. Use of Media and their Social Impact
4. Media and Social Identity
5. Media Transformations and Participation in Culture
6. Importance of Media in Political Life
7. Networked Society
8. Digital Lives and Mobile Forms of Communication</td></tr>
<tr><td>Prerequisites and co-requisites</td><td>The interest in the social aspects of the functioning of media.</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>Exam</td><td>51.0%</td><td>100.0%</td></tr></table></td></tr>
<tr><td rowspan="3">Recommended reading</td><td>Basic literature</td><td>1. C. Barker, Studia kulturowe, Teoria i praktyka, Wydawnictwo Uniwersytetu Jagiellońskiego, Kraków 2005.
2. J. van Dijk, Społeczne aspekty nowych mediów, Wydawnictwo Naukowe PWN, Warszawa 2010.
3. T. Goban-Klas, Media i komunikowanie masowe. Teorie i analizy prasy, radia, telewizji i Internetu, Wydawnictwo Naukowe PWN, Warszawa 2008.
4. M. Lister [et al.], Nowe media. Wprowadzenie, Wydawnictwo Uniwersytetu Jagiellońskiego, Kraków 2009.
5. D. McQuail, Teoria komunikowania masowego, Wydawnictwo Naukowe PWN, Warszawa 2007.</td></tr>
<tr><td>Supplementary literature</td><td>1. M. Castells, Społeczeństwo sieci, Wydawnictwo Naukowe PWN, Warszawa 2008.
2. M. Filiciak, Media. Wersja beta. Film i telewizja w czasach gier komputerowych i internetu, Wydawnictwo Naukowe Katedra, Gdańsk 2013.
3. H. Jenkins, Kultura konwergencji. Zderzenie starych i nowych mediów, Wydawnictwa Akademickie i Profesjonalne, Warszawa 2007.
4. N. Luhmann, Realność mediów masowych, Wydawnictwo GAJT, Wrocław 2009.
5. N. Postman, Technopol. Triumf techniki nad kulturą, Warszawskie Wydawnictwo Literackie MUZA SA, Warszawa 2004.</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td colspan="2">1. What theoretical perspective in sociology can be employed to explain the transformations in the functioning of social media?
2. What is the impact of the media on the construction and reconstruction of social identities?
3. How does the networked society differ from other models of social organisation?
4. What is the significance of digital media for the transformations of the democratic public sphere?</td></tr>
<tr><td>Work placement</td><td colspan="2">Not applicable</td></tr>
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