

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		

Subject contents	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		
Prerequisites and co-requisites	The interest in the social aspects of the functioning of media.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Exam	51.0%	100.0%
Recommended reading	Basic literature	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.	
	Supplementary literature	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.	
	eResources addresses		
Example issues/ example questions/ tasks being completed	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?		
Work placement	Not applicable		

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