University of Gdańsk

Subject card

Subject name and code	Multimedia Journalism (Workshops), PG_00206515						
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	2.0			
Learning profile	practical		Assessment form	credit			
Conducting unit	Division of Social and Cultural Communication -> Institute of Media, Journalism and Social Communication -> Faculty of Social Sciences -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Paweł Kozielski				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	0.0	0.0	30
	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	30		0.0	20.0	50	
Subject objectives	• Students get to know the basic issues concerning the specificity of multimedia journalism • Students acquire basic competences necessary to perform the profession of an online journalist • Students get to the tools used in multimedia journalism						

Learning outcomes

Course outcome	Subject outcome	Method of verification
[DZiKSL3_U04] He/she creates media messages with various functions. He/she uses specialised terminology, methods and tools, including modern and advanced information and communication techniques, to solve problems.	Select and create content published on the website. Create short video materials (advertisement, interviews, etc.)	[SU2] presentation/project/paper/ report [SU6] demonstration of practical skills
[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.	They use the acquired knowledge to create original video materials and websites. Use specialized courses. Know what institutions perform supervision and advisory functions in the field of online publications.	[SK2] presentation/project/paper/ report [SK4] test/exam - oral or written [SK6] demonstration of practical skills
[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.	Know legal and ethical regulations regarding online publications.	[SK1] oral statement/conversation/ discussion [SK8] observation of student's independent or team work
[DZiKSL3_W11] He/she has organised knowledge of ethical principles and norms as well as professional ethics	Know and respect ethical standards regarding publishing content on the Internet.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
[DZiKSL3_W09] He/she has knowledge of the types and genres of journalistic statements, understanding their application in practice.	Are able to use various forms of journalistic expression used in electronic media	[SW2] presentation/project/paper/ report [SW5] implementation of a problem task
[DZiKSL3_W01] Student has advanced knowledge of the social, cultural and historical determinants of social and media communication and the resulting regularities important from the point of view of media studies. He/she knows the application of this knowledge in professional activities related to the field of study.	Know and understand the history and specificity of the so-called new media.	[SW1] oral statement/ conversation/discussion [SW5] implementation of a problem task
[DZiKSL3_U01] Student is able to skilfully search and select sources of information in media activities.	Co-create website content. As an administrator, they verify content published by others	[SU2] presentation/project/paper/ report [SU5] implementation of a problem task
[DZiKSL3_U09] He/she is able to plan and organise work individually and in a team, cooperate, also with people representing other fields of knowledge and scientific disciplines.	Are able to manage a multimedia website. Create accounts and give ranks to editors and co-authors of the website.	[SU6] demonstration of practical skills [SU8] observation of student's independent or team work
[DZiKSL3_U06] Communicating with the environment, he/she can use and operate the media infrastructure, with particular emphasis on radio and television studios.	Are able to use specialized video editing software. Co-create short audiovisual forms. They publish the effects of his work on an online platform he has prepared.	[SU2] presentation/project/paper/ report [SU6] demonstration of practical skills

<table>
<tr><td>Subject contents</td><td>Analysis of the specificity of multimedia journalism against other sub-disciplines of journalism Internet services of the so-called civic and social journalism

Practical exercises:

1. Adobe Premiere basic editing of multimedia files (for the needs of the website)

• import and export of audio and video files
• basic edition
• adding subtitles editing, effects, transitions, split screens
• editing your own material

2. WordPress

• installation on a hosting account,
• Workpress nomenclature
• appearance customization
• creating user accounts
• basic accessories,
• multimedia, etc.
• content management

3. Independent work (in groups)

• creating a website with original content</td></tr>
<tr><td>Prerequisites and co-requisites</td><td>Basic computer skills</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>Project (individual/group: website)</td><td>51.0%</td><td>33.0%</td></tr>
<tr><td>Colloquium: Wordpress (technical aspect)</td><td>51.0%</td><td>34.0%</td></tr>
<tr><td>Colloquium: video editing</td><td>51.0%</td><td>33.0%</td></tr>
</table></td></tr>
<tr><td>Recommended reading</td><td><table>
<tr><td>Basic literature</td><td>• A. Adornato,Mobile and Social Media Journalism A Practical Guide for Multimedia Journalism, New York 2022</td></tr>
<tr><td>Supplementary literature</td><td>J. Van Tassel, M. Murphy, J. Schmitz, The New News The Journalists Guide to Producing Digital Content for Online & Mobile News, Routledge, New York 2020.</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
</table></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td>Preparing a website according to the standard (technical aspect)

Creating an accessible advertising page

Recording and editing a short film

Creation of a website with original content and audiovisual materials</td></tr>
<tr><td>Work placement</td><td>Not applicable</td></tr>
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