

## Subject card

|                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                          |                                         |                                     |         |                                                                                                             |     |
|---------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------------|-------------------------------------|---------|-------------------------------------------------------------------------------------------------------------|-----|
| Subject name and code                       | Master seminar II, PG_00209991                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                          |                                         |                                     |         |                                                                                                             |     |
| Field of study                              | Journalism and Social Communication                                                                                                                                                                                                                                                                                                                                                                                                             |                                                          |                                         |                                     |         |                                                                                                             |     |
| Date of commencement of studies             | October 2027                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                          | Academic year of realisation of subject |                                     |         | 2027/2028                                                                                                   |     |
| Education level                             | Master's studies                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                          | Subject group                           |                                     |         | Obligatory subject group in the field of study<br>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                           | 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 hab. Dariusz Sikorski, prof. UG      |                                     |         |                                                                                                             |     |
|                                             | Teachers                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                          |                                         |                                     |         |                                                                                                             |     |
| Lesson types                                | Lesson type                                                                                                                                                                                                                                                                                                                                                                                                                                     | Lecture                                                  | Tutorial                                | Laboratory                          | Project | Seminar                                                                                                     | SUM |
|                                             | Number of study hours                                                                                                                                                                                                                                                                                                                                                                                                                           | 0.0                                                      | 0.0                                     | 0.0                                 | 0.0     | 30.0                                                                                                        | 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                                 |         | 0.0                                                                                                         | 30  |
| Subject objectives                          | 1. Preparing students to conduct research under the supervision of a supervisor. 2. Preparing students to construct and write a thesis. 3. Fostering cognitive and research activity and developing critical and analytical thinking skills. 4. Writing a thesis by seminar participants in accordance with the requirements of scientific methodology and methodologies, while respecting copyright and the principles of professional ethics. |                                                          |                                         |                                     |         |                                                                                                             |     |

| Learning outcomes | Course outcome                                                                                                                                                                                                                                                                                                                                                                                                                                  | Subject outcome                                                                                                                                                                                                                                                                               | Method of verification                                                                                                                 |
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|                   | [DZiKSMU2_W03] He/she has indepth knowledge of the methods and theories relevant to media studies and the dependencies existing between them, as well as knowledge of other scientific disciplines that provide theoretical and practical foundation for an advanced analysis of issues relevant to the journalism and social communication programme.                                                                                          | Possesses in-depth knowledge of theories and research methods relevant to social communication and media studies and is able to use this knowledge to develop a concept and implement research for a master's thesis.                                                                         | [SW1] oral statement/<br>conversation/discussion<br>[SW3] text preparation/written work                                                |
|                   | [DZiKSMU2_U01] The student is able to select sources correctly and use research methods appropriate for the research workshop of a communicator and media expert, as well as effectively select information in order to solve a task formulated by themselves or others.                                                                                                                                                                        | The student is able to select and critically evaluate scientific sources, apply appropriate research methods, and select information necessary to solve a research problem and prepare a master's thesis                                                                                      | [SU1] oral statement/conversation/<br>discussion<br>[SU2] presentation/project/paper/<br>report<br>[SU3] text preparation/written work |
|                   | [DZiKSMU2_U07] He/she is able to prepare comprehensive oral, written and visual messages. He/she uses terminology specialized for the discipline, based on independently found, analysed, assessed, and selected sources of information, taking into account the achievements of the sciences on social communication and media as well as other scientific disciplines.                                                                        | Is able to prepare and present a selected part of a master's thesis and its research assumptions in written and oral form, using specialized terminology and appropriately selected and critically evaluated scientific sources in accordance with the principles of scientific communication | [SU1] oral statement/conversation/<br>discussion<br>[SU3] text preparation/written work                                                |
|                   | [DZiKSMU2_W02] He/she knows the terminology proper to the discipline of social communication and media studies at an in-depth level and adapts the conceptual apparatus of related disciplines to it. He/she is aware of the application of this knowledge in professional activities related to the field of study.                                                                                                                            | Uses specialized terminology from the field of social communication and media studies and appropriately utilizes the conceptual apparatus of related disciplines in the development and presentation of a master's thesis.                                                                    | [SW1] oral statement/<br>conversation/discussion<br>[SW3] text preparation/written work                                                |
|                   | [DZiKSMU2_K01] Based on his/her own knowledge, he/she is ready to critically evaluate the received content.                                                                                                                                                                                                                                                                                                                                     | Is able to critically analyze and evaluate scientific literature and other sources of information, using his/her own knowledge to formulate justified conclusions for the purposes of his/her master's thesis.                                                                                | [SK1] oral statement/conversation/<br>discussion<br>[SK3] text preparation/written work                                                |
|                   | [DZiKSMU2_U03] He/she is able to formulate and solve research problems including the analysis of the works of other authors, the synthesis of various ideas and views, the selection of methods and construction of research tools, development and presentation of results using advanced information and communication techniques, allowing for original solving of complex problems in the field of social communication sciences and media. | Is able to formulate a research problem, select appropriate research methods and tools, analyze and interpret the results, and present them in a master's thesis in accordance with the principles of scientific research methodology.                                                        | [SU1] oral statement/conversation/<br>discussion<br>[SU3] text preparation/written work                                                |
|                   | [DZiKSMU2_W01] The student has an in-depth knowledge of selected facts and phenomena as well as the resulting regularities important from the point of view of media studies.                                                                                                                                                                                                                                                                   | Possesses in-depth knowledge of facts, phenomena, and processes related to the subject matter of the master's thesis and is able to use this knowledge to justify the analyses and research conclusions undertaken.                                                                           | [SW1] oral statement/<br>conversation/discussion<br>[SW3] text preparation/written work                                                |
|                   | [DZiKSMU2_U02] He/she is able to effectively use the acquired knowledge for a critical analysis of social, cultural, political and economic processes and phenomena.                                                                                                                                                                                                                                                                            | He can use what he has gained knowledge for critical analysis and interpretation of phenomena related to issues of the master's thesis and formulate on this basis justified research conclusions.                                                                                            | [SU1] oral statement/conversation/<br>discussion<br>[SU2] presentation/project/paper/<br>report<br>[SU3] text preparation/written work |

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|----------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|
| Subject contents                                               | The seminar will focus on media studies, specifically the history, significance, and effects of various media, the role (political, social, economic, cultural) the media have played and continue to play, broadly defined issues of social and visual communication, media and communication anthropology, media education, media psychology, literature, culture, and art as a medium. Research will also focus on the structure of media, issues related to advertising and marketing in the media, and public relations. • supplementing research material and literature in line with research progress • active participation in classes, including the completion of subtasks (presentation of material, literature review) • detailed presentation of the content of at least one chapter of the thesis. |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                               |
| Prerequisites and co-requisites                                | 1. Knowledge of the seminar topic acquired in previous classes. 2. Skills in conducting research, presenting results, and writing accurate text acquired during post-secondary education and undergraduate studies. 3. Basic knowledge of qualitative and quantitative research methodology.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                               |
| Assessment methods and criteria                                | Subject passing criteria                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Passing threshold                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Percentage of the final grade |
|                                                                | Total points for completing assigned tasks during the semester, in particular for preparing individual elements of the master's thesis, as well as for involvement and active participation in classes and participation in additional projects and meetings.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 51.0%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 100.0%                        |
| Recommended reading                                            | Basic literature                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Literature is selected individually depending on the research topic and the master's thesis topic. Two of the following guides:<br><br>1. Eco U., Jak napisać pracę dyplomową. Poradnik dla humanistów, Warszawa 2007.<br>2. Kaczmarek T., Poradnik dla studentów piszących pracę licencjacką lub magisterską, Warszawa 2005. <a href="http://www.kaczmarek.waw.pl/category/materialy-dla-studentow/">http://www.kaczmarek.waw.pl/category/materialy-dla-studentow/</a> (data dostępu 5 marca 2013)<br>3. Maćkiewicz J., Jak pisać teksty naukowe, Gdańsk 1995.<br>4. Maćkiewicz J., Jak dobrze pisać. Od myśli do tekstu, Warszawa 2010.<br>5. Wolańska E., Wolański A., Poradnik redaktora. Zasady opracowania edytorsko-typograficznego tekstów w języku polskim, [w:]Polszczyzna na co dzień, pod red. M.Bańko, Warszawa 2022.<br>6. Zenderowski R., Technika pisania prac magisterskich i licencjackich. Poradnik, Warszawa 2012.<br>7. Zenderowski R., Praca magisterska - Licencjat. Krótki przewodnik po metodologii pisania i obrony pracy dyplomowej, Warszawa 2012.                                                       |                               |
|                                                                | Supplementary literature                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 1. Gackowski T., Łączyński M. (red.), Metody badania wizerunku w mediach, Warszawa 2009.<br>2. Kocój E., Leberschek M., Kopeć K., Plebańczyk K., Metodologia badań w sektorze kultury i mediów, Kraków 2022.<br>3. Lisowska-Magdziarz M., Analiza tekstu w dyskursie medialnym, Kraków 2008.<br>4. Lisowska-Magdziarz M., Analiza zawartości mediów. Przewodnik dla studentów. Wersja 1.1, Kraków 2004.<br>5. Lisowska-Magdziarz M., Dyskurs – semiotyka – wspólnota interpretacyjna. W stronę modelu zintegrowanego instrumentarium badań nad zawartością mediów (zaproszenie do dyskusji), „Global Media Journal” 2006, nr 1,<br>6. Lisowska-Magdziarz M., Metodologia badań nad mediami – nurty, kierunki, koncepcje, nowe wyzwania, „Studia Medioznawcze” 2013, nr 3.<br>7. Metody badań medioznawczych i ich zastosowanie, red. A. Szymańska, M. Lisowska-Magdziarz, A. Hess, Kraków 2018.<br>8. Pisarek W., Analiza zawartości prasy, Kraków 1983<br>9. Szczepaniak K., Zastosowanie analizy treści w badaniach artykułów prasowych – refleksje metodologiczne, „Actauniversitatis Lodziensis. Folia Sociologica” 2012, t. 42. |                               |
|                                                                | eResources addresses                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                               |
| Example issues/<br>example questions/<br>tasks being completed |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                               |
| Work placement                                                 | Not applicable                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                               |

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