

DESCRIPTION OF THE COURSE OF STUDY

Course code	15.3-1DKS-D4-PRPR	
Name of the course in	Polish	Pracownia reklamy i PR
	English	Advertising and PR Studio

1. LOCATION OF THE COURSE OF STUDY WITHIN THE SYSTEM OF STUDIES

1.1. Field of study	Journalism and Social Communication
1.2. Mode of study	Full – time study
1.3. Level of study	Bachelor degree
1.4. Profile of study*	Practical
1.5. Person/s preparing the course description	mgr Daria Malicka
1.6. Contact	daria.malicka@ujk.edu.pl

2. GENERAL CHARACTERISTICS OF THE COURSE OF STUDY

2.1. Language of instruction	Polish/English
2.2. Prerequisites*	No

3. DETAILED CHARACTERISTICS OF THE COURSE OF STUDY

3.1. Form of classes		classes
3.2. Place of classes		In UJK teaching classes
3.3. Form of assessment		Graded credit
3.4. Teaching methods		Discussion, multimedia presentation, group work, workshops, brainstorming, video materials, films
3.5. Bibliography	Required reading	Transformersi. Superbohaterowie polskiej reklamy 80.-90. Agata Jakóbczak, ; Znak Literanova 2018 Uniwersytetu Łódzkiego, 2016 Komunikacja wizerunkowa. Public relations. Reklama. Branding; Monika Bronowicz, Wydawnictwo Astrum 2015;
	Further reading	Jesteś marką – jak odnieść sukces i pozostać sobą; Joanna Malinowska-Parzydło , Wydawnictwo Onepress,2016; Wywieranie wpływu na ludzi. Teoria i praktyka, Robert Cialdini, Gdańskie Wydawnictwo Psychologiczne 2016; Pojedynek na słowa – techniki erystyczne w publicznych sporach; Marek Kochan. Wydawnictwo Znak 2007

4. OBJECTIVES, SYLLABUS CONTENT AND INTENDED LEARNING OUTCOMES

4.1. Course objectives (<i>including form of classes</i>)
C1. The student is able to consciously apply elementary communication strategies of brands, people, companies etc.
C2. The student can independently and creatively propose advertising activities
C3. The student has basic skills in the implementation of practical tasks of an individual and group nature regarding advertising activities
C4. The student is able to properly adapt information distribution channels to specific target groups
4.2. Detailed syllabus (<i>including form of classes</i>)
1. Creating a communication strategy for a selected product, service, person or institution based on acquired knowledge and skills
work in groups and individual work on:
2. market research,
3. SWOT analysis,
4. OCTA analysis,
5. selection of content distribution tools and channels,
6. creation of consumer insights,
7. determination of tactical and strategic target groups,
8. creation of media plan,
9. schedule and budgeting.

4.3 Intended learning outcomes

Code	A student, who passed the course	Relation to learning outcomes
within the scope of KNOWLEDGE:		
W01	has knowledge of the practical application of advertising and PR techniques.	DKS1P_W01
...		
within the scope of ABILITIES:		
U01	is able to use simple tools and channels of communication to deal with other professionals involved in conducting advertising and PR activities in creative agencies, companies, institutions.	DKS1P_U07
U02	has basic skills in the implementation of practical tasks of an individual and group tasks concerning the appropriate choice of tools and language in the area of personal branding activities.	DKS1P_U11 DKS1P_U15
U03	is able to select properly tools and channels for content distribution for specific target groups.	DKS1P_U12
within the scope of SOCIAL COMPETENCE:		
K01	recognizes possible problems related to the specifics of the future profession and prepares to solve them.	DKS1P_K02
...		

4.4. Methods of assessment of the intended learning outcomes																					
Teaching outcomes (code)	Method of assessment (+/-)																				
	Exam oral/written*			Test*			Project*			Effort in class*			Self-study*			Group work*			Others* e.g. standardized test used in e-learning		
	Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes		
	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...
W01								+			+			+			+				
U01								+			+			+			+				
U02								+			+			+			+				
U03								+			+			+			+				
K01								+			+			+			+				
...																					

*delete as appropriate

4.5. Criteria of assessment of the intended learning outcomes		
Form of classes	Grade	Criterion of assessment
lecture (L) (including e-learning)	3	
	3,5	
	4	
	4,5	
	5	
classes (C)* (including e-learning)	3	Classes attendance (3 absences allowed); credit project (according to guidelines presented during classes) graded 51-60%.
	3,5	Class attendance (2 absences allowed); credit project (according to guidelines presented in the course of the class) graded 61-70%, activity during classes (at least 2).
	4	Class attendance (2 absences allowed); credit project (according to guidelines presented in the course of the class) graded 71-80%, activity during classes (at least 4).
	4,5	Class attendance (2 absences allowed); credit project (according to guidelines presented in the course of the class) graded 81-90%, activity during each class.
	5	Class attendance (1 absence allowed); credit project (according to guidelines presented in the course of the class) graded 91-100%, activity during each class, proposing their own issues for discussion.
others (...)* (including e-learning)	3	
	3,5	
	4	
	4,5	
	5	

5. BALANCE OF ECTS CREDITS – STUDENT'S WORK INPUT

Category	Student's workload	
	Full-time studies	Extramural studies
NUMBER OF HOURS WITH THE DIRECT PARTICIPATION OF THE TEACHER /CONTACT HOURS/	60	
Participation in lectures*		
Participation in classes, seminars, laboratories*	60	
Preparation in the exam/ final test*		
Others (please specify e.g. e-learning)*		
INDEPENDENT WORK OF THE STUDENT/NON-CONTACT HOURS/	90	
Preparation for the lecture*		
Preparation for the classes, seminars, laboratories*	30	
Preparation for the exam/test*		
Gathering materials for the project/Internet query*	30	
Preparation of multimedia presentation	30	
Others *		
TOTAL NUMBER OF HOURS	150	
ECTS credits for the course of study	6	

**delete as appropriate*

Accepted for execution (date and legible signatures of the teachers running the course in the given academic year)

.....

DESCRIPTION OF THE COURSE OF STUDY

Course code	15.0-1DKS-BC11-NoK	
Name of the course in	Polish	Nauka o komunikowaniu
	English	Communication Science

11. LOCATION OF THE COURSE OF STUDY WITHIN THE SYSTEM OF STUDIES

1.1. Field of study	Journalism and Social Communication
1.2. Mode of study	Full-time study
1.3. Level of study	Bachelor degree
1.4. Profile of study*	Practical
1.5. Person/s preparing the course description	dr Judyta Perczak, mgr Natalia Walkowiak
1.6. Contact	jperczak@ujk.edu.pl, natalia.walkowiak@ujk.edu.pl

12. GENERAL CHARACTERISTICS OF THE COURSE OF STUDY

2.1. Language of instruction	Polish/ English
2.2. Prerequisites*	No

13. DETAILED CHARACTERISTICS OF THE COURSE OF STUDY

13.1. Form of classes	Lectures, classes	
13.2. Place of classes	In UJK teaching classes	
13.3. Form of assessment	Exam/graded credit	
13.4. Teaching methods	Lectures, discussions, multimedia presentations, practical exercises	
13.5. Bibliography	Required reading	Goban – Klas Tomasz, Media i komunikowanie masowe. Teorie i analizy prasy, radia, telewizji i Internetu, Warszawa 2009; Morreale S. P., Spitzberg B. H., Barge J. K., Komunikacja między ludźmi. Motywacja, wiedza i umiejętności, Warszawa 2008; Pisarek Walery, Wstęp do nauki o komunikowaniu, Warszawa 2008
	Further reading	McLuhan Marshall, Wybór tekstów, Poznań 2001; Levinson Paul, Nowe nowe media, Warszawa 2010

14. OBJECTIVES, SYLLABUS CONTENT AND INTENDED LEARNING OUTCOMES

14.1. Course objectives (including form of classes)	C1. Showing the history of communication from the beginning to the present. C2. Shaping basic communication competences: using information transfer skills and active hearing. C3. Shaping the attitude of a conscious participant in various communication processes (in a role of sender and receiver of different communiques).
14.2. Detailed syllabus (including form of classes)	Lectures 1 Definitions, features and typology of communication. 2. History of human communication from the earliest times to the present. 3. Elements of the communication process and the importance of each of them. 4. Models of communication: definition and role of the model in the process of studying communication. 5. Communication competences: linguistic and cultural. 6. Main systems of social communication. 7. The process of mass communication, its elements, phases and major conditions. 8. The role of mass communication in relation to different types of human communication. The social and culture-forming role of mass media. 9. The development of the theory of mass communication and the science of communication. 10. Contemporary Polish science of communication. Classes 1 The social dimension of the communication process. Levels, features, elements. 2. Forms of communication - verbal and non-verbal communication. 3. Types of communication - informative and persuasive communication. 4. Interpersonal communication - three levels, social significance, competencies. Practical tasks. 5. Communication in small groups - social significance, competencies. Practical tasks. 6. Public communication - social significance, competencies. Practical tasks.

7. Political communication - essence of the communication process, directions of political communication, international communication.
8. Organizational communication - communication processes at the group and intergroup, nature of communication, models of organizational structure. Practical tasks.
9. Mass communication vs. social system, mass communication actors, media organization.
10. Model of a modern participant of media communication.

4.3 Intended learning outcomes

Code	A student, who passed the course	Relation to learning outcomes
within the scope of KNOWLEDGE:		
W01	Has knowledge of the place and importance of communication science among other scientific disciplines and practical activities.	DKS1P_W01
W02	Knows the terminology, history, research theories of media and social communication science.	DKS1P_W02
within the scope of ABILITIES:		
U01	Knows how to use a variety of sources to search information, critically analyze them for relevance to the task, select and use them.	DKS1P_U01
U02	Is able to correctly formulate their conclusions and observations, using available computer tools and terminology from the social communication science.	DKS1P_U03
U03	Is able to describe the course of the communication process and use theoretical knowledge in various private and professional communication situations.	DKS1P_U07
within the scope of SOCIAL COMPETENCE:		
K01	Possesses communication competence sufficient to function efficiently in private and professional situations, can determine priorities to achieve goals related to communication.	DKS1P_K01
...		

4.6. Methods of assessment of the intended learning outcomes

Teaching outcomes (code)	Method of assessment (+/-)																				
	Exam oral/written*			Test*			Project*			Effort in class*			Self-study*			Group work*			Others* e.g. standardized test used in e-learning		
	Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes		
	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...
W01	+						+			+						+			+		
W02	+						+			+						+			+		
.U01	+						+			+						+			+		
U02	+						+			+						+			+		
U03	+						+			+						+			+		
K01	+						+			+						+			+		

*delete as appropriate

4.7. Criteria of assessment of the intended learning outcomes

Form of classes	Grade	Criterion of assessment
lecture (L) (including e-learning)	3	Exam passed with 3.0 (51 - 60% correct answers).
	3,5	Exam passed with 3.5 (61 - 70% of correct answers).
	4	Exam passed with 4.0 (71 - 80% of correct answers).
	4,5	Exam passed with 4.5 (81 - 90% of correct answers).
	5	Exam passed with 5.0 (91 - 100% correct answers).
classes (C)* (including e-learning)	3	Own and group work, activity, project scored 51% - 60%.
	3,5	Own and group work, activity, project scored 61% - 70%.
	4	Own and group work, activity, project scored 71% - 80%.
	4,5	Own and group work, activity, project scored 81% - 90%.
	5	Own and group work, activity, project scored 91% - 100%.

others (...)* (including e-learning)	3	
	3,5	
	4	
	4,5	
	5	

15. BALANCE OF ECTS CREDITS – STUDENT’S WORK INPUT

Category	Student's workload	
	Full-time studies	Extramural studies
NUMBER OF HOURS WITH THE DIRECT PARTICIPATION OF THE TEACHER /CONTACT HOURS/	60	
Participation in lectures*	30	
Participation in classes, seminars, laboratories*	30	
Preparation in the exam/ final test*		
Others (please specify e.g. e-learning)*		
INDEPENDENT WORK OF THE STUDENT/NON-CONTACT HOURS/	40	
Preparation for the lecture*		
Preparation for the classes, seminars, laboratories*	15	
Preparation for the exam/test*	10	
Gathering materials for the project/Internet query*		
Preparation of multimedia presentation	15	
Others *		
TOTAL NUMBER OF HOURS	100	
ECTS credits for the course of study	4	

*delete as appropriate

Accepted for execution (date and legible signatures of the teachers running the course in the given academic year)

.....

DESCRIPTION OF THE COURSE OF STUDY

Course code	15.1-1DKS-BC22-SMŚ	
Name of the course in	Polish	Systemy medialne na świecie
	English	Foreign Media System

21. LOCATION OF THE COURSE OF STUDY WITHIN THE SYSTEM OF STUDIES

1.1. Field of study	Journalism and Social Communication
1.2. Mode of study	Full – time study
1.3. Level of study	Bachelor degree
1.4. Profile of study*	Practical
1.5. Person/s preparing the course description	Prof. zw. dr hab. Tomasz Mielczarek
1.6. Contact	tomasz.mielczarek@ujk.edu.pl

22. GENERAL CHARACTERISTICS OF THE COURSE OF STUDY

2.1. Language of instruction	Polish/English
2.2. Prerequisites*	No

23. DETAILED CHARACTERISTICS OF THE COURSE OF STUDY

23.1. Form of classes	lectures, classes	
23.2. Place of classes	In UJK teaching classes	
23.3. Form of assessment	Exam/graded credit	
23.4. Teaching methods	Verbal, demonstration, practical	
23.5. Bibliography	Required reading	Halin D., Mancini P., Systemy medialne Trzy modele mediów i polityki w ujęciu porównawczym, Kraków 2012. Wybrane zagraniczne systemy medialne, pod red., J. Adamowskiego, Warszawa 2008.
	Further reading	Golka B., System medialny Francji, Warszawa 2001. Golka B., System medialny Stanów Zjednoczonych, Warszawa: 2004. Media a integracja europejska, pod red., T. Sasińskiej-Klas, A. Hess, Kraków 2004 Sajna R., Media hiszpańskie, Toruń: 2006. Transformacje systemów medialnych w krajach Europy Środkowo-Wschodniej po 1989 roku, pod red., B. Dobek-Ostrowskiej, Wrocław 2002.

24. OBJECTIVES, SYLLABUS CONTENT AND INTENDED LEARNING OUTCOMES

24.1. Course objectives (including form of classes) C1. Transfer of knowledge about media system in the world in context of globalisation and media concentration process. C2. Shaping an open attitude towards media systems in the world. C3. Shaping the ability to see the connections between media systems and social and political systems of those countries.	
24.2. Detailed syllabus (including form of classes) Lectures: 1. The media system in theoretical approach. Three main ways of looking at the subject: political, market, structural. Media systems - a comparative view of basic system theories. 2. Introduction to the subject of foreign media systems. The concept of a media system, relationships between primary and secondary media markets. 3. Legal basis of the functioning of the American and British media system. 4. U.S. media system: daily newspapers, weeklies, radio and television market (commercial broadcasters), radio and television market (public broadcasters). 5. U.K. media system: daily press (opinion and tabloid titles), weeklies and the Sunday press, television market, radio market. 6. Media system of Russia: daily press, weeklies, radio and television market, news agencies. 7. Italian media system. Classes:	

1. Legal basis of the German, French and Russian media system.
2. German media system: daily press (opinion and tabloid), weekly newspapers, radio and television, publishers.
3. French media system: daily press, weeklies, radio and television market.
4. Spain media system.
5. Media system of Scandinavian countries (on the example of Sweden and Norway).
6. Little-known media systems (choice: Ireland, Lithuania, Moldova, Latvia).
7. Media systems of Balkan countries (choice: Croatia, Serbia, Slovenia).
8. The main factors stimulating the development of the global media system (technological progress, activities of large multimedia corporations, growing media concentration).
9. The fundamental development trends of the global media system: specialization, regionalization, internationalization, commercialization, digitalization, alternative media.

4.3 Intended learning outcomes

Code	A student, who passed the course	Relation to learning outcomes
within the scope of KNOWLEDGE:		
W01	Knows the basic elements constituting the most important media systems in the world. Understands the phenomena of: capital concentration, media convergence and digitization.	DKS1P_W08
W02	Is able to list and define the competences of the most important authorities regulating the media systems in the United States, France, Great Britain, Germany and Russia.	DKS1P_W11
within the scope of ABILITIES:		
U01	Is able to select, analyze and use basic theoretical knowledge for detailed description and practical analysis of media system in: United States, France, United Kingdom, Germany, Russia.	DKS1P_U02
U02	Recognizes the changes of media systems in the world and the need to update their knowledge on the subject; is able to complete and improve the acquired knowledge and skills.	DKS1P_U13
within the scope of SOCIAL COMPETENCE:		
...K01	Is aware of the importance, role and functions that the media play in the social system	DKS1P_K04
...		

4.8. Methods of assessment of the intended learning outcomes

Teaching outcomes (code)	Method of assessment (+/-)																				
	Exam oral/written*			Test*			Project*			Effort in class*			Self-study*			Group work*			Others* e.g. standardized test used in e-learning		
	Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes		
	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...
W01	+				+			+			+			+			+			+	
W02	+				+			+			+			+			+			+	
U01	+				+			+			+			+			+			+	
U02	+				+			+			+			+			+			+	
K01											+			+							
...																					

*delete as appropriate

4.9. Criteria of assessment of the intended learning outcomes

Form of classes	Grade	Criterion of assessment
lecture (L) (including e-learning)	3	Exam passed 51 – 60%
	3,5	Exam passed 61-70%
	4	Exam passed 71-80%
	4,5	Exam passed 81-90%
	5	Exam passed 91-100%
classes (C)	3	2 - 3 activities; test passed 51-60%; presentation rated at 51-60%.

others (...)* (including e-learning)	3,5	4 activities; test passed 61-70%; presentation rated at 51-60%.
	4	5 activities; test passed 71-80%; presentation rated at 51-60%.
	4,5	6 activities; test passed 81-90%; presentation rated at 51-60%.
	5	7 activities; test passed 91-100%; presentation rated at 51-60%.
	3	
	3,5	
	4	
	4,5	
	5	

25. BALANCE OF ECTS CREDITS – STUDENT’S WORK INPUT

Category	Student's workload	
	Full-time studies	Extramural studies
NUMBER OF HOURS WITH THE DIRECT PARTICIPATION OF THE TEACHER /CONTACT HOURS/	60	
Participation in lectures*	30	
Participation in classes, seminars, laboratories*	30	
Preparation in the exam/ final test*		
Others (please specify e.g. e-learning)*		
INDEPENDENT WORK OF THE STUDENT/NON-CONTACT HOURS/	40	
Preparation for the lecture*	15	
Preparation for the classes, seminars, laboratories*	10	
Preparation for the exam/test*	5	
Gathering materials for the project/Internet query*		
Preparation of multimedia presentation	10	
Others *		
TOTAL NUMBER OF HOURS	100	
ECTS credits for the course of study	4	

*delete as appropriate

Accepted for execution (date and legible signatures of the teachers running the course in the given academic year)

.....

DESCRIPTION OF THE COURSE OF STUDY

Course code	15.0-1DKS-D2-KI	
Name of the course in	Polish	Komunikacja Interpersonalna
	English	Interpersonal Communication

26. LOCATION OF THE COURSE OF STUDY WITHIN THE SYSTEM OF STUDIES

1.1. Field of study	Journalism and Social Communication
1.2. Mode of study	Full – time study
1.3. Level of study	Bachelor degree
1.4. Profile of study*	Practical
1.5. Person/s preparing the course description	dr hab. prof. UJK Olga Dąbrowska - Cendrowska
1.6. Contact	cendrowska@ujk.edu.pl

27. GENERAL CHARACTERISTICS OF THE COURSE OF STUDY

2.1. Language of instruction	Polish/English
2.2. Prerequisites*	No

28. DETAILED CHARACTERISTICS OF THE COURSE OF STUDY

28. DETAILED CHARACTERISTICS OF THE COURSE OF STUDY		
28.1. Form of classes		classes
28.2. Place of classes		In UJK teaching classes
28.3. Form of assessment		Graded credit
28.4. Teaching methods		Workshops with the use of active methods, elements of informational lecture, group work, flip-flop method. (The teacher uses methods and techniques from the Academic Excellence Teaching, British Council training course)
28.5. Bibliography	Required reading	Morreale S.P., Spitzberg B.H., Barge J.K., Komunikacja między ludźmi. Motywacja, wiedza, umiejętności, Warszawa 2007. Mortensen K.W., Sztuka wywierania wpływu na ludzi, Kraków 2006.
	Further reading	Stewart J., Mosty zamiast murów. Podręcznik komunikacji interpersonalnej, Warszawa 2007.

29. OBJECTIVES, SYLLABUS CONTENT AND INTENDED LEARNING OUTCOMES

29.1. Course objectives (including form of classes)	C1. The student is able to recognize and name elements of the act of effective communication and body language/nonverbal communication; C2. The student is able to recognize communication barriers (among others: generalizing, assessing, criticizing, advising, ridiculing); C3. The student is able to create a communication act eliminating communication barriers, C4. The student knows and is able to apply in practice the principles of active listening (including: statement 'I')
29.2. Detailed syllabus (including form of classes)	Classes 1. Introduction to the subject matter of the classes. Elements of effective communication 2. The foundations of interpersonal communication 3. Non-verbal communication 4. Active listening 5. Statement 'I' 6. Communication barriers 7. Assertiveness in practice 8. Project - student presentations

4.3 Intended learning outcomes

Code	A student, who passed the course	Relation to learning outcomes
	within the scope of KNOWLEDGE:	

W01	has a basic knowledge in the field of interpersonal communication, knows the terminology used in the literature, understands the terms used in texts about verbal and non-verbal communication.	DKS1P_W02
...		
within the scope of ABILITIES:		
U01	can use simple tools and channels to communicate with others, distinguishes between basic communication strategies, knows how to use the "I" message, identifies their communication barriers, can apply elements of active listening in everyday life and professional work.	DKS1P_U07
U02	uses the learned elements of verbal and non-verbal communication, is able to take action in a group and deliver public speeches.	DKS1P_U15
within the scope of SOCIAL COMPETENCE:		
K01	recognizes the need for continuing education, enriching their knowledge and skills in interpersonal communication.	DKS1P_K01
K02	is aware of the importance of verbal and non-verbal communication in professional, social and private life; knows how to cooperate and organize the communication process in a team, reads properly the intentions and interprets verbal and nonverbal messages; sees this skill as useful in solving possible problems related to future professional work.	DKS1P_K02

4.9. Methods of assessment of the intended learning outcomes

Teaching outcomes (code)	Method of assessment (+/-)																				
	Exam oral/written*			Test*			Project*			Effort in class*			Self-study*			Group work*			Others* e.g. standardized test used in e-learning		
	Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes		
	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...
W01							+			+						+					
U01										+			+			+					
U02							+			+						+					
K01							+												+		
K02										+						+					
...																					

*delete as appropriate

4.10. Criteria of assessment of the intended learning outcomes

Form of classes	Grade	Criterion of assessment
lecture (L) (including e-learning)	3	
	3,5	
	4	
	4,5	
	5	
classes (C)* (including e-learning)	3	From 51-60% of the points.
	3,5	From 61-70% of the points.
	4	From 71-80% of the points.
	4,5	From 81-90% of the points.
	5	From 91-100% of the points.
others (...)* (including e-learning)	3	
	3,5	
	4	
	4,5	
	5	

Points can be scored for:

Group work; 1 for 1 pt.

Project; 5 to 10 pts.

Activity during class; 1 for 2 pts.

Self – study; 1 for 1 pt.

30. BALANCE OF ECTS CREDITS – STUDENT'S WORK INPUT

Category	Student's workload	
	Full-time studies	Extramural studies
<i>NUMBER OF HOURS WITH THE DIRECT PARTICIPATION OF THE TEACHER /CONTACT HOURS/</i>	30	
<i>Participation in lectures*</i>		
<i>Participation in classes, seminars, laboratories*</i>	30	
<i>Preparation in the exam/ final test*</i>		
<i>Others (please specify e.g. e-learning)*</i>		
<i>INDEPENDENT WORK OF THE STUDENT/NON-CONTACT HOURS/</i>	45	
<i>Preparation for the lecture*</i>		
<i>Preparation for the classes, seminars, laboratories*</i>	15	
<i>Preparation for the exam/test*</i>		
<i>Gathering materials for the project/Internet query*</i>	15	
<i>Preparation of multimedia presentation</i>	10	
<i>Others *</i>		
<i>TOTAL NUMBER OF HOURS</i>	75	
<i>ECTS credits for the course of study</i>	3	

**delete as appropriate*

Accepted for execution (date and legible signatures of the teachers running the course in the given academic year)

.....

DESCRIPTION OF THE COURSE OF STUDY

Course code	0321.5.DKS2.DWM	
Name of the course in	Polish	Warsztat Menadżera
	English	Manager's workshop

31. LOCATION OF THE COURSE OF STUDY WITHIN THE SYSTEM OF STUDIES

1.1. Field of study	Journalism and Social Communication
1.2. Mode of study	Full – time study
1.3. Level of study	Second degree
1.4. Profile of study*	Practical
1.5. Person/s preparing the course description	mgr Ewa Zajączkowska
1.6. Contact	zajaczkowska.e@gmail.com

32. GENERAL CHARACTERISTICS OF THE COURSE OF STUDY

2.1. Language of instruction	Polish/English
2.2. Prerequisites*	No

33. DETAILED CHARACTERISTICS OF THE COURSE OF STUDY

33.1. Form of classes	classes
33.2. Place of classes	In UJK teaching classes
33.3. Form of assessment	Graded credit
33.4. Teaching methods	Work in groups, discussion, multimedia presentation
33.5. Bibliography	Required reading Profesjonalne zarządzanie: kluczowe kompetencje kierownicze, Warszawa 2007; Newton R., Poradnik menedżera projektu: praktyczne narzędzia, techniki i listy kontrolne, Warszawa 2010; Jupowicz-Ginalska A., Marketing medialny, Warszawa 2010
	Further reading E-commerce manager : profesjonalista w e-handlu. T. 1, Prawo, logistyka & technologia, Poznań 2014; Gorchels L., Zarządzanie produktem: od badań i rozwoju do budżetowania reklamy, Gliwice 2007; Rückle H., Mowa ciała dla menedżerów, Wrocław 2001; Vieira W.E., Menedżer sprzedaży na miarę XXI wieku, Warszawa 2010; Peeling N., Błyskotliwy menedżer: co dobry menedżer wie, robi i mówi, Warszawa 2010.

34. OBJECTIVES, SYLLABUS CONTENT AND INTENDED LEARNING OUTCOMES

34.1. Course objectives (including form of classes) C1. Objectives of the course (including form of classes) C2. To familiarize students with the specifics and principles of project management. C3. To acquaint students with the specifics and principles of media management. C4. To develop the ability to create your own management workshop.	
34.2. Detailed syllabus (including form of classes) Classes 1. Management - definitions and the essence. 2. The role of the manager in project / medium management. 3. Management styles and their selection depending on the situation. 4. Workshop organization and selection of tools depending on the project / type of medium. 5. The role of communication in the manager's work.	

4.3 Intended learning outcomes

Code	A student, who passed the course	Relation to learning outcomes
	within the scope of KNOWLEDGE:	

W01	knows the basic concepts of management and applies them correctly.	DKS2P_W02
W02	knows the tasks of the project manager/medium and the principles of work organization in this profession.	DKS2P_W12
within the scope of ABILITIES:		
U01	uses correctly the principles of communication in management.	DKS2P_U07 DKS2P_U08
U02	selects tools depending on the task.	DKS2P_U01
U03	creates and manages their own project.	DKS2P_U13
within the scope of SOCIAL COMPETENCE:		
K01	leads the team competently in the execution of the task.	DKS2P_K03
...		

4.10. Methods of assessment of the intended learning outcomes

Teaching outcomes (code)	Method of assessment (+/-)																				
	Exam oral/written*			Test*			Project*			Effort in class*			Self-study*			Group work*			Others* e.g. standardize d test used in e-learning		
	Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes		
	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...
W01							+			+											
W02							+			+											
U01							+			+						+					
U02							+			+						+					
U03							+			+						+					
K01							+			+						+					

*delete as appropriate

4.11. Criteria of assessment of the intended learning outcomes

Form of classes	Grade	Criterion of assessment
lecture (L) (including e-learning)	3	
	3,5	
	4	
	4,5	
	5	
classes (C)* (including e-learning)	3	Class attendance (80%); activity, group work, project scored 51-60%.
	3,5	Class attendance (80%); activity, group work, project scored 61-70%.
	4	Class attendance (80%); activity, group work, project scored 71-80%.
	4,5	Class attendance (80%); activity, group work, project scored 81-90%.
	5	Class attendance (80%); activity, group work, project scored 91-100%
others (...)* (including e-learning)	3	
	3,5	
	4	
	4,5	
	5	

35. BALANCE OF ECTS CREDITS – STUDENT'S WORK INPUT

Category	Student's workload	
	Full-time studies	Extramural studies
NUMBER OF HOURS WITH THE DIRECT PARTICIPATION OF THE TEACHER /CONTACT HOURS/	60	
Participation in lectures*		
Participation in classes, seminars, laboratories*	60	
Preparation in the exam/ final test*		

Others (please specify e.g. e-learning)*		
INDEPENDENT WORK OF THE STUDENT/NON-CONTACT HOURS/	40	
Preparation for the lecture*		
Preparation for the classes, seminars, laboratories*	15	
Preparation for the exam/test*		
Gathering materials for the project/Internet query*	20	
Preparation of multimedia presentation	5	
Others *		
TOTAL NUMBER OF HOURS	100	
ECTS credits for the course of study	4	

**delete as appropriate*

Accepted for execution (date and legible signatures of the teachers running the course in the given academic year)

.....

DESCRIPTION OF THE COURSE OF STUDY

Course code	0321.5.DKS2.B/C.MWM	
Name of the course in	Polish	Manipulacja w mediach
	English	Manipulation in media

36. LOCATION OF THE COURSE OF STUDY WITHIN THE SYSTEM OF STUDIES

1.1. Field of study	Journalism and Social Communication
1.2. Mode of study	Full – time study
1.3. Level of study	Second degree
1.4. Profile of study*	Practical
1.5. Person/s preparing the course description	dr Przemysław Ciszek
1.6. Contact	pciszek@ujk.edu.pl

37. GENERAL CHARACTERISTICS OF THE COURSE OF STUDY

2.1. Language of instruction	Polish/English
2.2. Prerequisites*	no

38. DETAILED CHARACTERISTICS OF THE COURSE OF STUDY

38.1. Form of classes	classes	
38.2. Place of classes	In UJK teaching classes	
38.3. Form of assessment	Graded credit	
38.4. Teaching methods	Discussion, presentations	
38.5. Bibliography	Required reading	1. Cialdini R., Wywieranie wpływu na ludzi. Teoria i praktyka, Gdańsk 1999. 2. Doliński D., Techniki wpływu społecznego, Warszawa 2005. 3. Karwat M., Sztuka manipulacji politycznej, wyd. 2, Toruń 1999.
	Further reading	1. Doliński D., Psychologia reklamy, Wrocław 2001. 2. Dziennikarstwo i świat mediów, pod red. Z. Bauera, E. Chudzińskiego, Kraków 2008. 3. Karwat M., O demagogii, Warszawa 2006.

39. OBJECTIVES, SYLLABUS CONTENT AND INTENDED LEARNING OUTCOMES

39.1. Course objectives (including form of classes)
C1. Acquainting students with the goals, methods and techniques of manipulation.
C2. Developing the ability to recognize, explain and evaluate the phenomenon of manipulation and ways to defend against it.
C3. Awareness of the need for critical analysis and evaluation of media messages and PR.
39.2. Detailed syllabus (including form of classes)
Classes
1. Manipulation - terminology, typology, essence, goals, ways, methods and techniques.
2. Manipulation, information and persuasion.
3. Ethical and legal aspect of manipulation.
4. Manipulation in public life: interpersonal contacts, social communication, trade, advertising, politics.
5. Manipulation in the press, radio, television, Internet - analysis of selected media messages.
6. Ways of recognizing, explaining and assessing the phenomenon of media manipulation.
7. Means and techniques of defense against manipulation.

4.3 Intended learning outcomes

Code	A student, who passed the course	Relation to learning outcomes
within the scope of KNOWLEDGE:		
W01	has an in-depth knowledge of manipulation in the process of social communication (verbal and non-verbal) and knows how to apply it in practice.	DKS2P_W07
...		

within the scope of ABILITIES:		
U01	can independently develop their own abilities and persuasive skills and take action to successfully find their place in the labor market.	DKS2P_U03
U02	has the ability to integrate knowledge from different disciplines of social sciences and humanities, use them to recognize, explain and evaluate the phenomenon of manipulation and ways to defend against it.	DKS2P_U05
within the scope of SOCIAL COMPETENCE:		
K01	Evaluates critically the received media, PR and advertising messages and recognizes the importance of knowledge about the phenomenon of manipulation and the ability to recognize it in solving cognitive and practical problems.	DKS2P_K01
...		

4.11. Methods of assessment of the intended learning outcomes																			
Teaching outcomes (code)	Method of assessment (+/-)																		
	Exam oral/written*			Test*			Project*			Effort in class*			Self-study*			Group work*			Others* e.g. class attendance
	Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes
	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...	L C ..
W01								+			+			+			+		
U01								+			+			+			+		
U02								+			+			+			+		
K01								+			+			+			+		
...																			
...																			

*delete as appropriate

4.12. Criteria of assessment of the intended learning outcomes		
Form of classes	Grade	Criterion of assessment
lecture (L) (including e-learning)	3	
	3,5	
	4	
	4,5	
	5	
classes (C)* (including e-learning)	3	Class attendance, project, practical tasks passed 51-60%.
	3,5	Class attendance, project, practical tasks passed 61-70%
	4	Attendance and active participation in class, project, practical tasks passed 71-80%.
	4,5	Attendance and active participation in class, project, practical tasks passed 81-90%.
	5	Attendance and active participation in class, project, practical tasks passed 91-100%.
others (...)* (including e-learning)	3	
	3,5	
	4	
	4,5	
	5	

40. BALANCE OF ECTS CREDITS – STUDENT'S WORK INPUT

Category	Student's workload	
	Full-time studies	Extramural studies
NUMBER OF HOURS WITH THE DIRECT PARTICIPATION OF THE TEACHER /CONTACT HOURS/	30	
Participation in lectures*		
Participation in classes, seminars, laboratories*	30	
Preparation in the exam/ final test*		
Others (please specify e.g. e-learning)*		
INDEPENDENT WORK OF THE STUDENT/NON-CONTACT HOURS/	20	
Preparation for the lecture*		

<i>Preparation for the classes, seminars, laboratories*</i>	10	
<i>Preparation for the exam/test*</i>		
<i>Gathering materials for the project/Internet query*</i>	5	
<i>Preparation of multimedia presentation</i>	3	
<i>Others (practical tasks)</i>	2	
TOTAL NUMBER OF HOURS	50	
ECTS credits for the course of study	2	

**delete as appropriate*

Accepted for execution (date and legible signatures of the teachers running the course in the given academic year)

.....

DESCRIPTION OF THE COURSE OF STUDY

Course code	15.0-1DKS-BC10-KM	
Name of the course in	Polish	Konwergencja mediów
	English	Media convergence

41. LOCATION OF THE COURSE OF STUDY WITHIN THE SYSTEM OF STUDIES

1.1. Field of study	Journalism and Social Communication
1.2. Mode of study	Full – time study
1.3. Level of study	Bachelor degree
1.4. Profile of study*	Practical
1.5. Person/s preparing the course description	dr Przemysław Ciszek
1.6. Contact	pciszek@ujk.edu.pl

42. GENERAL CHARACTERISTICS OF THE COURSE OF STUDY

2.1. Language of instruction	Polish/English
2.2. Prerequisites*	No

43. DETAILED CHARACTERISTICS OF THE COURSE OF STUDY

43. DETAILED CHARACTERISTICS OF THE COURSE OF STUDY		
43.1. Form of classes	Classes	
43.2. Place of classes	In UJK teaching classes	
43.3. Form of assessment	Graded credit	
43.4. Teaching methods	Discussion, presentations, brainstorm, project	
43.5. Bibliography	Required reading	1. K. Kopecka-Piech, Leksykon konwergencji mediów, Kraków 2015. Konwergencja mediów - orientacje i praktyki badawcze, red. nauk. R. Szczepaniak, Gdynia 2013. 2. K. Jakubowicz, Nowa ekologia mediów. Konwergencja a metamorfoza, Warszawa 2011. 3. H. Jenkins, Kultura konwergencji. Zderzenie starych i nowych mediów, Warszawa 2007.
	Further reading	1. M. Drożdż, Konwergencja mediów - tendencje, modele i konsekwencje, „Studia Medioznawcze”, vol. 3(34), 2008. 2. M. Jachimowski, Wpływ konwergencji mediów na kształtowanie się przestrzeni medialnej, „Rocznik Prasoznawczy”, Tom 6 (2012). 3. J. Kreft, Problemy z konwergencją, „Studia Medioznawcze”, vol. 3 (46), 2011. 4. K. Kopecka-Piech, Koncepcje konwergencji mediów, „Studia Medioznawcze”, vol. 3 (46), 2011.

44. OBJECTIVES, SYLLABUS CONTENT AND INTENDED LEARNING OUTCOMES

44.1. Course objectives (including form of classes) C1. Knowledge - to familiarize students with the phenomena of media convergence, cultural convergence and their impact on media and journalism. C2. Skills - recognizing and analyzing (journalistic) materials and phenomena in media specific to converged media C3. Competences - raising awareness of the impact of the phenomenon of media convergence and convergence of culture on contemporary media and the work of journalists.
44.2. Detailed syllabus (including form of classes) Classes 1. Media convergence - theory and characteristics 2. Types and phases of convergence 3. Users of converged media 4. The impact of convergence on traditional media and various media fields 5. Journalist in the world of media convergence 6. New trends in the media 7. Media convergence on the example of the Polish media market

4.3 Intended learning outcomes

Code	A student, who passed the course	Relation to learning outcomes
within the scope of KNOWLEDGE:		
W01	understands the concept of convergence in the context of media, knows theories and methodology in the field of media convergence research and culture of convergence.	DKS1P_W02
...		
within the scope of ABILITIES:		
U01	uses correctly basic theoretical approaches and research paradigms appropriate for the science of media and social communication in typical professional situations concerning media convergence; knows how to recognize and name typical types of media convergence, can analyze and interpret them, during which he/she refers to knowledge from the literature and communication sciences.	DKS1P_U02
U02	recognizes the need to enrich their knowledge of media convergence and improve practical skills related to it.	DKS1P_U13
within the scope of SOCIAL COMPETENCE:		
K01	remains open to forms of social communication based on convergence, is aware of their participation in the formation of modern means of mass communication, participates in cultural and social life.	DKS1P_K04
...		

4.12. Methods of assessment of the intended learning outcomes																					
Teaching outcomes (code)	Method of assessment (+/-)																				
	Exam oral/written*			Test*			Project*			Effort in class*			Self-study*			Group work*			Others* e.g. standardized test used in e-learning		
	Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes		
	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...
W01											+			+			+				
U01											+			+			+				
U02											+			+			+				
K01											+			+			+				
...																					

*delete as appropriate

4.13. Criteria of assessment of the intended learning outcomes		
Form of classes	Grade	Criterion of assessment
lecture (L) (including e-learning)	3	
	3,5	
	4	
	4,5	
	5	
classes (C)* (including e-learning)	3	Class attendance, project, practical tasks passed 51-60%.
	3,5	Class attendance, project, practical tasks passed 61-70%.
	4	Attendance and active participation in class, project, practical tasks passed 71-80%.
	4,5	Attendance and active participation in class, project, practical tasks passed 81-90%.
	5	Attendance and active participation in class, project, practical tasks passed 91-100%.
others (...)* (including e-learning)	3	
	3,5	
	4	
	4,5	
	5	

45. BALANCE OF ECTS CREDITS – STUDENT'S WORK INPUT

Category	Student's workload	
	Full-time studies	Extramural studies
NUMBER OF HOURS WITH THE DIRECT PARTICIPATION OF THE TEACHER /CONTACT HOURS/	15	
<i>Participation in lectures*</i>		
<i>Participation in classes, seminars, laboratories*</i>	15	
<i>Preparation in the exam/ final test*</i>		
<i>Others (please specify e.g. e-learning)*</i>		
INDEPENDENT WORK OF THE STUDENT/NON-CONTACT HOURS/	10	
<i>Preparation for the lecture*</i>		
<i>Preparation for the classes, seminars, laboratories*</i>	6	
<i>Preparation for the exam/test*</i>		
<i>Gathering materials for the project/Internet query*</i>		
<i>Preparation of multimedia presentation</i>	4	
<i>Others *</i>		
TOTAL NUMBER OF HOURS	25	
ECTS credits for the course of study	1	

**delete as appropriate*

Accepted for execution (date and legible signatures of the teachers running the course in the given academic year)

.....

DESCRIPTION OF THE COURSE OF STUDY

Course code	15.1-1DKS-BC17-RM	
Name of the course in	Polish	Recepcja mediów
	English	Media reception

46. LOCATION OF THE COURSE OF STUDY WITHIN THE SYSTEM OF STUDIES

1.1. Field of study	Journalism and Social Communication
1.2. Mode of study	Full – time study
1.3. Level of study	Bachelor degree
1.4. Profile of study*	Practical
1.5. Person/s preparing the course description	dr hab. prof. UJK Jolanta Kępa – Mętrak
1.6. Contact	jolanta.kepa@ujk.edu.pl

47. GENERAL CHARACTERISTICS OF THE COURSE OF STUDY

2.1. Language of instruction	Polish/English
2.2. Prerequisites*	Knowledge from classes: Communication Science, Media Studies Introduction

48. DETAILED CHARACTERISTICS OF THE COURSE OF STUDY

48.1. Form of classes	lectures, classes	
48.2. Place of classes	In UJK teaching classes	
48.3. Form of assessment	Graded credit	
48.4. Teaching methods	Lectures: problem lecture, conversational lecture, demonstration with explanation. Classes: discussion, work with sources, demonstration with description, demonstration with explanation.	
48.5. Bibliography	Required reading	- Lisowska-Magdziarz Małgorzata, Media powszednie, Kraków 2008 (wybrane rozdziały) - https://badaniaradiowe.pl/ - https://www.gemius.pl/ - https://media-panel.pl/pl/ - http://www.pbc.pl/ - http://www.pbi.org.pl/ - http://www.wirtualnemedia.pl/monitoring-mediow
	Further reading	- Encyklopedia wiedzy o prasie, pod red. J. Maślanki, Wrocław 1976 - Goban-Klas T., Media i komunikowanie masowe, Warszawa 1999 - Krajewska B., Telewizja w recepcji dorosłych – studentów. Teorie i rzeczywistość, Warszawa 2009 - Media. Leksykon PWN, pod red. E. Banaszkiwicz-Zygmunt, Warszawa 2000 - Nowak S., Metodologia badań społecznych, Warszawa 2010 - Recepcja mediów przez młodzież i osoby dorosłe, pod red. B. Bonieckiej, A. Granat, Lublin 2018 - Słownik terminologii medialnej, pod red. Walerego Pisarka, Kraków 2006 - https://global.nielsen.com/ - http://www.krrit.gov.pl/ - http://www.press.pl - http://www.radiotrack.pl/

49. OBJECTIVES, SYLLABUS CONTENT AND INTENDED LEARNING OUTCOMES**49.1. Course objectives (including form of classes)**

- C1. Knowledge:** - Showing the functioning of media in various conditions and environments from the point of view of their receivers.
- C2. Skills:** - Making the analysis of the results; Preparing the reports; preparation for own research.
- C3. Social competences:** - Shaping an attitude of openness for media's phenomena; acquiring distance to the presented results and assessments.

49.2. Detailed syllabus (including form of classes)

Lectures

- mainly cover theoretical content: from explaining terminology to methodology and presentation of the historical development of media studies:
- 1. Characteristics of the subject, requirements, evaluation criteria, forms of credits (attendance, active participation in exercises, written work). Discussion of the program and literature. Explanation of terminology based on available sources: different understanding of the terms media, reception.
- 2. Place and role of the recipient in the process of communication. Means and forms of communication. Determinants of media reception, characteristics of messages and characteristics of recipients.
- 3. Methods, techniques and research tools in media reception studies. The most important research institutions in modern Poland. Mediapanel research.
- 4. Reading as an element of social communication. Polskie Badania Czytelnictwa - research methods, selection of population, types of surveys, sharing of results. PBC readership indicators, presentation of sample surveys, possibilities of data interpretation.
- 5. Reception research of audiovisual media. Radio and television market.
- 6. Internet research – Polskie Badania Internetu, differences from audiovisual media research and paper media.
- 7. Media users. Understanding and mosaic reception. Social impact of the media (reach, functions). Presentation of selected examples.

Classes

1. Explanation of definition of the press, criteria of division, typologies, examples.
2. Characteristics of the most popular national dailies, overview of the content. Newspapers reading by students.
3. Press reading in Poland. PBC research analysis. Characteristics of press receivers according to socio-demographic characteristics. The relationship between reading activity and selected features.
4. Sales of the press in Poland and its receipt.
5. Analysis of radio listenership results based on Radio Track reports. Radio listenership in the country and in particular regions. External and internal factors conditioning radio reception.
6. The most-watched programs and TV stations, an attempt to trace changes and determine their causes. Differences between public and commercial television.
7. Web page viewership, the most popular portals / sites. Internet user activity.
8. Consumption of media. Dependencies between sharing different media.
9. Presentation of own works: analysis of media consumption on the basis of available reports, predictions for the future.
10. Building own research tool.

4.3 Intended learning outcomes

Code	A student, who passed the course	Relation to learning outcomes
within the scope of KNOWLEDGE:		
W01	has elementary knowledge of research institutions, is aware of media functioning in society.	DKS1P_W05
W02	has knowledge of changes in public perception of media and their causes, course, scale and consequences of these changes.	DKS1P_W13
within the scope of ABILITIES:		
U01	knows how to use basic theoretical knowledge to evaluate critically the phenomena of social reception of the media; interprets the results of media reception research in selected social communities.	DKS1P_U02
U02	can find, analyze, evaluate, select and use information from various sources and use them while preparing for classes.	DKS1P_U04
U03	is able to plan and has the basic skills to carry out research of social perception of media.	DKS1P_U12
within the scope of SOCIAL COMPETENCE:		
K01	demonstrates curiosity and activity in learning about the functioning of the media; can appropriately determine priorities for the achievement of a task defined by themselves or others tasks.	DKS1P_K01
...		

4.13. Methods of assessment of the intended learning outcomes

Teaching outcomes (code)	Method of assessment (+/-)						
	Exam oral/written*	Test*	Project*	Effort in class*	Self-study*	Group work*	Others* e.g. standardize

																			d test used in e-learning		
	Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes		
	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...
W01	+							+			+			+			+				
W02	+							+			+			+			+				
U01								+			+			+			+				
U02	+							+			+			+			+				
U03								+			+			+			+				
K01								+			+			+			+				

*delete as appropriate

4.14. Criteria of assessment of the intended learning outcomes		
Form of classes	Grade	Criterion of assessment
lecture (L) (including e-learning)	3	Participation in lectures; test passed between 51-60%.
	3,5	Participation in lectures; colloquium passed between 61 – 70%.
	4	Participation in lectures; colloquium passed between 71 – 80%.
	4,5	Participation in lectures; colloquium passed between 81 – 90%.
	5	Participation in lectures; colloquium passed between 91 – 100%.
classes (C)* (including e-learning)	3	Class attendance; paper/presentation: characterization and analysis of the reception of selected media; preparation of own research tool (research project) 50-60 %.
	3,5	Class attendance; paper/presentation: characterization and analysis of the reception of selected media; preparation of own research tool (research project) 61 – 70%.
	4	Class attendance and activity; paper/presentation: characterization and comparative analysis of the reception of selected media, taking into account internal and external conditions and reference to previous findings (course of reception phenomenon in time and space); preparation of own research tool (research project) 71-80%.
	4,5	Class attendance and activity; paper/presentation: characterization and comparative analysis of the reception of selected media, taking into account internal and external conditions and reference to previous findings (course of reception phenomenon in time and space); preparation of own research tool (research project) 81-90%.
	5	Class attendance and activity; paper/presentation: characterization and comparative analysis of the reception of selected media, taking into account internal and external conditions and reference to previous findings (course of reception phenomenon in time and space); future forecasts; preparation of own research tool (research project) 91-100%.
others (...)* (including e-learning)	3	
	3,5	
	4	
	4,5	
	5	

50. BALANCE OF ECTS CREDITS – STUDENT'S WORK INPUT

Category	Student's workload	
	Full-time studies	Extramural studies
NUMBER OF HOURS WITH THE DIRECT PARTICIPATION OF THE TEACHER /CONTACT HOURS/	45	
Participation in lectures*	15	
Participation in classes, seminars, laboratories*	30	
Preparation in the exam/ final test*		
Others (please specify e.g. e-learning)*		
INDEPENDENT WORK OF THE STUDENT/NON-CONTACT HOURS/	30	
Preparation for the lecture*		
Preparation for the classes, seminars, laboratories*	15	
Preparation for the exam/test*	5	
Gathering materials for the project/Internet query*	5	
Preparation of multimedia presentation	5	
Others *		
TOTAL NUMBER OF HOURS	75	

ECTS credits for the course of study	3	
--------------------------------------	---	--

**delete as appropriate*

Accepted for execution *(date and legible signatures of the teachers running the course in the given academic year)*

.....

DESCRIPTION OF THE COURSE OF STUDY

Course code	15.1- 1 DKS-BC29-WNM	
Name of the course in	Polish	Wstęp do nauk o mediach
	English	Media Studies Introduction

51. LOCATION OF THE COURSE OF STUDY WITHIN THE SYSTEM OF STUDIES

1.1. Field of study	Journalism and Social Communication
1.2. Mode of study	Full – time study
1.3. Level of study	Bachelor degree
1.4. Profile of study*	Practical
1.5. Person/s preparing the course description	Dr hab. prof. UJK Jolanta Kępa-Mętrak
1.6. Contact	jolanta.kepa@ujk.edu.pl

52. GENERAL CHARACTERISTICS OF THE COURSE OF STUDY

2.1. Language of instruction	Polish/English
2.2. Prerequisites*	No

53. DETAILED CHARACTERISTICS OF THE COURSE OF STUDY

53. DETAILED CHARACTERISTICS OF THE COURSE OF STUDY		
53.1. Form of classes		Classes
53.2. Place of classes		In UJK teaching classes
53.3. Form of assessment		Graded credit
53.4. Teaching methods		Discussion, work with sources
53.5. Bibliography	Required reading	Słownik terminologii medialnej, pod red. W. Pisarka, Kraków 2006 Słownik wiedzy o mediach, pod red. E. Chudzińskiego, Wyd. 2, Warszawa–Bielsko-Biała 2009
	Further reading	Encyklopedia wiedzy o prasie, pod red. J. Maślanki, Wrocław 1976 Media. Leksykon PWN, pod red. E. Banaszkiewicz-Zygmunt, Warszawa 2000

54. OBJECTIVES, SYLLABUS CONTENT AND INTENDED LEARNING OUTCOMES

54.1. Course objectives <i>(including form of classes)</i>
C1. Presentation of the most important concepts in the field of media knowledge.
C2. Preparation for independent use of various sources of knowledge about the media.
C3. Drawing attention to the volatility of contemporary media.
54.2. Detailed syllabus <i>(including form of classes)</i>
Classes
1. Definitions and typologies of the media. Criteria for the division. Characteristics of the media based on selected criteria.
2. Traditional media and new media. Contemporary media review: press, radio, television, internet. The most important functions of the media.

4.3 Intended learning outcomes

Code	A student, who passed the course	Relation to learning outcomes
within the scope of KNOWLEDGE:		
W01	knows the terminology of social communication and media sciences and has a basic knowledge of the media.	DKS1P_W02
...		
within the scope of ABILITIES:		
U01	is able to access various sources of media knowledge, use them while preparing for classes and solving problems related to media activities.	DKS1P_U04
U02	recognizes the need for continuous enrichment of their knowledge about the media and skills of its practical use in media activities, and is able to supplement and improve the acquired knowledge and skills.	DKS1P_U13

within the scope of SOCIAL COMPETENCE:		
K01	uses the media as a communication tool and a source of knowledge about social, political, cultural life.	DKS1P_K04
...		

4.14. Methods of assessment of the intended learning outcomes																					
Teaching outcomes (code)	Method of assessment (+/-)																				
	Exam oral/written*			Test*			Project*			Effort in class*			Self-study*			Group work*			Others* e.g. standardize d test used in e-learning		
	Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes		
	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...
W01										+			+			+					
U01										+			+			+					
U02										+			+			+					
K01										+			+			+					
...																					
...																					

*delete as appropriate

4.15. Criteria of assessment of the intended learning outcomes		
Form of classes	Grade	Criterion of assessment
lecture (L) (including e-learning)	3	
	3,5	
	4	
	4,5	
	5	
classes (C)* (including e-learning)	3	Class attendance, practical assignments passed 51-60%.
	3,5	Class attendance, practical assignments passed 61-70%.
	4	Class attendance, practical assignments passed 71-80%.
	4,5	Class attendance, practical assignments passed 81-90%.
	5	Class attendance, practical assignments passed 91-100%.
others (...)* (including e-learning)	3	
	3,5	
	4	
	4,5	
	5	

55. BALANCE OF ECTS CREDITS – STUDENT'S WORK INPUT

Category	Student's workload	
	Full-time studies	Extramural studies
NUMBER OF HOURS WITH THE DIRECT PARTICIPATION OF THE TEACHER /CONTACT HOURS/	15	
Participation in lectures*		
Participation in classes, seminars, laboratories*	15	
Preparation in the exam/ final test*		
Others (please specify e.g. e-learning)*		
INDEPENDENT WORK OF THE STUDENT/NON-CONTACT HOURS/	10	
Preparation for the lecture*		
Preparation for the classes, seminars, laboratories*	5	
Preparation for the exam/test*		
Gathering materials for the project/Internet query*	5	
Preparation of multimedia presentation	3	
Others *		

TOTAL NUMBER OF HOURS	25	
ECTS credits for the course of study	1	

**delete as appropriate*

Accepted for execution (date and legible signatures of the teachers running the course in the given academic year)

.....

DESCRIPTION OF THE COURSE OF STUDY

Course code	0321.5.DKS2.B/C.KM	
Name of the course in	Polish	Konwersatorium medioznawcze
	English	Media studies seminar

56. LOCATION OF THE COURSE OF STUDY WITHIN THE SYSTEM OF STUDIES

1.1. Field of study	Journalism and Social Communication
1.2. Mode of study	Full – time study
1.3. Level of study	Second degree
1.4. Profile of study*	Practical
1.5. Person/s preparing the course description	dr Przemysław Ciszek
1.6. Contact	pciszek@ujk.edu.pl

57. GENERAL CHARACTERISTICS OF THE COURSE OF STUDY

2.1. Language of instruction	Polish/English
2.2. Prerequisites*	no

58. DETAILED CHARACTERISTICS OF THE COURSE OF STUDY

58. DETAILED CHARACTERISTICS OF THE COURSE OF STUDY		
58.1. Form of classes		Seminar
58.2. Place of classes		In UJK teaching classes
58.3. Form of assessment		Graded credit
58.4. Teaching methods		problem lecture, conversation lecture, discussion
58.5. Bibliography	Required reading	1. B. Dobek-Ostrowska, Komunikowanie polityczne i publiczne, Warszawa 2006 2. M. Filiciak, Media, wersja beta, Gdańsk 2013.
	Further reading	1. M. Mołęda-Zdziech, Czas celebrytów. Mediatyzacja życia publicznego, Warszawa 2013 2. O. Dąbrowska-Cendrowska, Jak żyć? Poradnikowe funkcje periodycznych mediów adresowanych do kobiet w Polsce w XXI wieku, Warszawa 2018 3. K. Bąkowicz, Wprowadzenie do definicji i klasyfikacji zjawiska fake newsa. “Studia Medioznawcze” 2019, nr 3.

59. OBJECTIVES, SYLLABUS CONTENT AND INTENDED LEARNING OUTCOMES

59.1. Course objectives <i>(including form of classes)</i> C1. To use the knowledge and experience gained so far in the studies of media and social communication to analyse the place and role of media in contemporary political-economic systems and socio-cultural conditions. C2. To develop the ability of individual and group evaluation of historical and social phenomena related to the development of the media, especially contemporary social media.
59.2. Detailed syllabus <i>(including form of classes)</i> Seminar In class, students discuss current problems of modern media. They identify the sources of their emergence. The role of the instructor - a selection of the most current dilemmas discussed in leading scientific and trade journals, i.e.: digital, genre, technological convergence, citizen journalism, social media and its impact on social communication, fake news, post-truth, factcheck, etc.

4.3 Intended learning outcomes

Code	A student, who passed the course	Relation to learning outcomes
within the scope of KNOWLEDGE:		
W01	has an expanded knowledge of the functions of: culture, media system and socio-political system in contemporary society and the mutual relations occurring between these systems.	DKS2P_W10
W02	has in-depth knowledge of the processes of change in the sphere of media and social communication in society, about the regularities, course and consequences of these changes.	DKS2P_W12

within the scope of ABILITIES:		
U01	is able to access various types of sources of knowledge, knows how to use them while preparing for classes and elaborating oral and written works dedicated to issues of media and social communication sciences, can solve tasks of a practical nature.	DKS2P_U04
U02	is able to formulate critical opinions about cultural products, using scientific sources and their own knowledge, is able to develop their judgment in various forms and prepare it for publication in various types of media.	DKS2P_U08
U03	is able to develop and present more complex written and oral works appropriate for social communication and media studies, during their preparation he/she can efficiently use the learned theoretical approaches and methodological paths.	DKS2P_U10
within the scope of SOCIAL COMPETENCE:		
K01	evaluates critically the received content in relation to the studied discipline and recognizes the importance of knowledge in solving cognitive and practical problems.	DKS2P_K01
K02	is able to appropriately identify priorities for the implementation of a task and knows how to assign them a range of activities that enable them to achieve the assumed objectives while observing the principles of journalistic deontology.	DKS2P_K03

4.15. Methods of assessment of the intended learning outcomes																			
Teaching outcomes (code)	Method of assessment (+/-)																		
	Exam oral/written*			Test*			Project*			Effort in class*			Self-study*			Group work*			Others* e.g. standardized test used in e-learning
	Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes
	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...	L C ..
W01								+			+			+					
W02								+			+			+					
U01								+			+			+					
U02								+			+			+					
U03								+			+			+					
K01								+			+			+					
K02								+			+			+					

*delete as appropriate

4.16. Criteria of assessment of the intended learning outcomes		
Form of classes	Grade	Criterion of assessment
lecture (L) (including e-learning)	3	
	3,5	
	4	
	4,5	
	5	
classes (C)* (including e-learning)	3	
	3,5	
	4	
	4,5	
	5	
Seminar (S)	3	Activity, research project and multimedia presentation on selected topic graded at 51-60%.
	3,5	Activity, research project and multimedia presentation on selected topic graded at 61-70%.
	4	Activity, research project and multimedia presentation on selected topic graded at 71-80%.
	4,5	Activity, research project and multimedia presentation on selected topic graded at 81-90%.
	5	Activity, research project and multimedia presentation on selected topic graded at 91-100%.

60. BALANCE OF ECTS CREDITS – STUDENT'S WORK INPUT

Category	Student's workload	
	Full-time Studies	Extramural studies
NUMBER OF HOURS WITH THE DIRECT PARTICIPATION OF THE TEACHER /CONTACT HOURS/	45	

Participation in lectures*		
Participation in classes, seminars, laboratories*	45	
Preparation in the exam/ final test*		
Others (please specify e.g. e-learning)*		
INDEPENDENT WORK OF THE STUDENT/NON-CONTACT HOURS/	30	
Preparation for the lecture*		
Preparation for the classes, seminars, laboratories*	5	
Preparation for the exam/test*		
Gathering materials for the project/Internet query*	15	
Preparation of multimedia presentation	10	
Others *		
TOTAL NUMBER OF HOURS	75	
ECTS credits for the course of study	3	

**delete as appropriate*

Accepted for execution (date and legible signatures of the teachers running the course in the given academic year)

.....

DESCRIPTION OF THE COURSE OF STUDY

Course code	15.9-1DKS-BC20-WM1	
Name of the course in	Polish	Wykład monograficzny 1 – gry wideo w mediach
	English	Monographic lecture 1 – video games in media

61. LOCATION OF THE COURSE OF STUDY WITHIN THE SYSTEM OF STUDIES

1.1. Field of study	Journalism and Social Communication
1.2. Mode of study	Full – time study
1.3. Level of study	Bachelor degree
1.4. Profile of study*	Practical
1.5. Person/s preparing the course description	dr Przemysław Ciszek
1.6. Contact	pciszek@ujk.edu.pl

62. GENERAL CHARACTERISTICS OF THE COURSE OF STUDY

2.1. Language of instruction	Polish/English
2.2. Prerequisites*	No

63. DETAILED CHARACTERISTICS OF THE COURSE OF STUDY

63.1. Form of classes	lectures	
63.2. Place of classes	In UJK teaching classes	
63.3. Form of assessment	Graded credit	
63.4. Teaching methods	Lecture, discussion	
63.5. Bibliography	Required reading	1. J. Dovey, H. Kennedy, Kultura gier komputerowych, Kraków 2011. 2. W. Sosnowski, Dwa aspekty youtubifikacji gier wideo, „Homo Ludens” 2017. 3. P. Ciszek, Polish Thematic Media on Video Games 1990–2020, „Media – Biznes – Kultura”, 2021.
	Further reading	1. R. Bomba, Gry komputerowe w perspektywie antropologii codzienności, Toruń 2016. 2. P. Ciszek, „CD-Action” – 25 lat na rynku prasy o grach wideo, „Annales Universitatis Paedagogicae Cracoviensis: Studia ad Bibliothecarum Scientiam Pertinentia” 2021, Folia 333.

64. OBJECTIVES, SYLLABUS CONTENT AND INTENDED LEARNING OUTCOMES

64.1. Course objectives (including form of classes)
C1. To familiarize students with the role of video games in contemporary popular culture.
C2. To familiarize students with the principles of media which treats about digital games.
C3. To outline the most important phenomena related to games in the media.
64.2. Detailed syllabus (including form of classes)
Lectures
1. Definitions of video games.
2. Introduction of media which treats about video games
3. Games press.
4. Television programs about video games.
5. Internet portals about games.
6. Videos about games on YouTube.
7. Streams about games.

4.3 Intended learning outcomes

Code	A student, who passed the course	Relation to learning outcomes
within the scope of KNOWLEDGE:		
W01	knows the definition of media about video games.	DKS1P_W02
W02	is familiar with the most important press titles, portals and YouTube/Twitch channels concerning digital games.	DKS1P_W09

within the scope of ABILITIES:		
U01	knows how to place the phenomenon of video game in the mediasphere and understands its significance.	DKS1P_U02
...		
within the scope of SOCIAL COMPETENCE:		
K01	is aware of the role of various media in providing information about digital games.	DKS1P_K04
...		

4.16. Methods of assessment of the intended learning outcomes

Teaching outcomes (code)	Method of assessment (+/-)																				
	Exam oral/written*			Test*			Project*			Effort in class*			Self-study*			Group work*			Others* e.g. standardized test used in e-learning		
	Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes		
	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...
W01				+						+			+								
W02				+						+			+								
U01				+						+			+								
K01				+						+			+								
...																					

*delete as appropriate

4.17. Criteria of assessment of the intended learning outcomes

Form of classes	Grade	Criterion of assessment
lecture (L) (including e-learning)	3	Activity, test passed 51 – 60%.
	3,5	Activity, test passed 61 – 70%.
	4	Activity, test passed 71 – 80%.
	4,5	Activity, test passed 81 – 90%.
	5	Activity, test passed 91 – 100%.
classes (C)* (including e-learning)	3	
	3,5	
	4	
	4,5	
	5	
others (...)*) (including e-learning)	3	
	3,5	
	4	
	4,5	
	5	

65. BALANCE OF ECTS CREDITS – STUDENT'S WORK INPUT

Category	Student's workload	
	Full-time studies	Extramural studies
NUMBER OF HOURS WITH THE DIRECT PARTICIPATION OF THE TEACHER /CONTACT HOURS/	30	
Participation in lectures*	30	
Participation in classes, seminars, laboratories*		
Preparation in the exam/ final test*		
Others (please specify e.g. e-learning)*		
INDEPENDENT WORK OF THE STUDENT/NON-CONTACT HOURS/	20	
Preparation for the lecture*		
Preparation for the classes, seminars, laboratories*		
Preparation for the exam/test*	10	

<i>Gathering materials for the project/Internet query*</i>		
<i>Preparation of multimedia presentation</i>		
<i>familiarization with the subject literature</i>	10	
TOTAL NUMBER OF HOURS	50	
ECTS credits for the course of study	2	

**delete as appropriate*

Accepted for execution (date and legible signatures of the teachers running the course in the given academic year)

.....

DESCRIPTION OF THE COURSE OF STUDY

Course code	0321.5.DKS2.B/C.WM2	
Name of the course in	Polish	Wykład monograficzny 2 Telewizja śniadaniowa jako poranny doradca
	English	Monographic Lecture 2 Breakfast Television as a Morning Guide

66. LOCATION OF THE COURSE OF STUDY WITHIN THE SYSTEM OF STUDIES

1.1. Field of study	Journalism and Social Communication
1.2. Mode of study	Full – time study
1.3. Level of study	Second degree
1.4. Profile of study*	Practical
1.5. Person/s preparing the course description	dr hab. prof. UJK Olga Dąbrowska – Cendrowska
1.6. Contact	cendrowska@ujk.edu.pl

67. GENERAL CHARACTERISTICS OF THE COURSE OF STUDY

2.1. Language of instruction	Polski/English
2.2. Prerequisites*	No

68. DETAILED CHARACTERISTICS OF THE COURSE OF STUDY

68.1. Form of classes	Lectures
68.2. Place of classes	In UJK teaching classes
68.3. Form of assessment	Graded credit
68.4. Teaching methods	Elements of informative lecture. The presenter uses methods and working techniques from the Academic Excellence Teaching training, British Council.
68.5. Bibliography	Required reading Wieten J., Breakfast Television: Infotainers at Daybreak, w: J. Wieten, Murdock G., P. Dahlgren, Television Across Europe, London 2000, s. 150-181. Dąbrowska-Cendrowska O., Guidance in Mass Media – Analysis of the Selected Examples, "Respectus Philologicus" 2018, nr 33.
	Further reading Szyłko-Kwas J., Women's early morning conversations. What does breakfast television feed us?, "Media Studies" 2016, nr 4. Wieten J., Pantti M., Observed with the audience: breakfast television revisited, "Media, Culture & Society" 2005, nr 27.

69. OBJECTIVES, SYLLABUS CONTENT AND INTENDED LEARNING OUTCOMES

69.1. Course objectives (including form of classes) C 1. To familiarize students with breakfast television (its history in the world and in Poland, definitions and importance for their owners); C 2 To show the specificity of Polish breakfast television in comparison with foreign productions. C 3 To make students aware of the social impact of breakfast television.
69.2. Detailed syllabus (including form of classes) Lectures 1. The construction of breakfast programmes 2. Drifting morning show audiences 3. History of breakfast television in the world. 4. The most important breakfast programmes in Europe and Poland 5. The role of presenters in breakfast television. 6. Experts and ordinary people as an attribute of morning show. 7. Arrangement and scenery of the space. 8. Producers and producers. 9. Thematic content of commercial and public programmes. 10. Convergence of content in Polish breakfast television.

4.3 Intended learning outcomes

Code	A student, who passed the course	Relation to learning outcomes
within the scope of KNOWLEDGE:		
W01	has an in-depth knowledge of the history, characteristics and importance of breakfast television as a morning guidance program.	DKS2P_W03
...		
within the scope of ABILITIES:		
U01	can independently analyse the guidance discourse taking place in program.	DKS2P_U03
U02	can find information about breakfast television in the world. Can compare programs broadcasted on public and commercial stations. Characterizes expert discourse.	DKS2P_U04
within the scope of SOCIAL COMPETENCE:		
K01	can work on specific problems in a group.	DKS2P_K01
...		

4.17. Methods of assessment of the intended learning outcomes																						
Teaching outcomes (code)	Method of assessment (+/-)																					
	Exam oral/written*			Test*			Project*			Effort in class*			Self-study*			Group work*			Others* e.g. standardize d test used in e-learning			
	Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			
	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...	
W01							+															
U01							+															
U02							+															
K01							+															
...																						

*delete as appropriate

4.18. Criteria of assessment of the intended learning outcomes		
Form of classes	Grade	Criterion of assessment
lecture (L) (including e-learning)	3	Obtaining 51-60% of the possible points for the project.
	3,5	Obtaining 61-70% of the possible points for the project
	4	Obtaining 71-80% of the possible points for the project
	4,5	Obtaining 81-90% of the possible points for the project
	5	Obtaining 91-100% of the possible points for the project
classes (C)* (including e-learning)	3	
	3,5	
	4	
	4,5	
	5	
others (...)* (including e-learning)	3	
	3,5	
	4	
	4,5	
	5	

70. BALANCE OF ECTS CREDITS – STUDENT'S WORK INPUT

Category	Student's workload	
	Full-time studies	Extramural studies
NUMBER OF HOURS WITH THE DIRECT PARTICIPATION OF THE TEACHER /CONTACT HOURS/	30	

Participation in lectures*	30	
Participation in classes, seminars, laboratories*		
Preparation in the exam/ final test*		
Others (please specify e.g. e-learning)*		
INDEPENDENT WORK OF THE STUDENT/NON-CONTACT HOURS/	20	
Preparation for the lecture*	20	
Preparation for the classes, seminars, laboratories*		
Preparation for the exam/test*		
Gathering materials for the project/Internet query*		
Preparation of multimedia presentation		
Others *		
TOTAL NUMBER OF HOURS	50	
ECTS credits for the course of study	2	

**delete as appropriate*

Accepted for execution (date and legible signatures of the teachers running the course in the given academic year)

.....

DESCRIPTION OF THE COURSE OF STUDY

Course code	15.1-1DKS-BC30-WM1	
Name of the course in	Polish	Wykład monograficzny: Prasa kobieca na świecie i w Polsce
	English	Monographic Lecture: Women's Press in the World and in Poland

71. LOCATION OF THE COURSE OF STUDY WITHIN THE SYSTEM OF STUDIES

1.1. Field of study	Journalism and Social Communication
1.2. Mode of study	Full – time study
1.3. Level of study	Bachelor degree
1.4. Profile of study*	Practical
1.5. Person/s preparing the course description	dr hab. prof. UJK Olga Dąbrowska – Cendrowska
1.6. Contact	cendrowska@ujk.edu.pl

72. GENERAL CHARACTERISTICS OF THE COURSE OF STUDY

2.1. Language of instruction	Polish/English
2.2. Prerequisites*	No

73. DETAILED CHARACTERISTICS OF THE COURSE OF STUDY

73.1. Form of classes	Lectures
73.2. Place of classes	In UJK teaching classes
73.3. Form of assessment	Graded credit
73.4. Teaching methods	Elements of informative lecture. The presenter uses methods and working techniques from the Academic Excellence Teaching training, British Council.
73.5. Bibliography	Required reading Hermes J., Reading Women's Magazines. An Analysis of Everyday Media Use, Cambridge 1995. Irimescu A-O., Women's Magazines. Editorial Practices and Cultural, Recommendations, „Journal of Media Research” 2015, nr 8. Dąbrowska-Cendrowska O., The most important women's magazines and their publishers on the Polish press market in the year 1989-2019, „Media Biznes Kultura” 2019 nr 1.
	Further reading Ballaster R., Beetham M., Frazer E., Hebron S., Women's World: Ideology, femininity and the Women's Magazines, London 1991. Beetham M., A Magazine of Her Own, London 1996. Erjavec K., How to have a good sex. The Cosmopolitan's construction common sense and consensual view of sexuality, „Medijska Istraživanja” 2006, nr 2. Ferguson J.H., Kreshel P.J. Tinkham S.F., In the Pages of Ms.: Sex Role Portrayals of Women in Advertising, „Journal of Advertising” 1990, nr 19.

74. OBJECTIVES, SYLLABUS CONTENT AND INTENDED LEARNING OUTCOMES

74.1. Course objectives (including form of classes)
C1. To familiarize students with women's press (its history in the world and in Poland, definitions and significance for their owners and audience/readers);
C 2 To show the specificity of the Polish women's press in the comparison with the most important foreign publishers and titles.
C 3 To raise awareness of the social impact of the women's press in historical terms.
74.2. Detailed syllabus (including form of classes)
Lectures
1. Women's press, press addressed to women - definition overview;
2. The most important typologies of the women's press.
3. History of the women's press - first magazines addressed to women.
4. Evolution of the functions of the women's press.
5. The dominant content of the women's press.

6. Women's magazines versus feminist magazines.
7. The image of a woman in women's magazines;
8. Contemporary Polish women's press market - publishers, press sub-segments; the most important titles.
9. Women's press and its profiles in social media.

4.3 Intended learning outcomes

Code	A student, who passed the course	Relation to learning outcomes
within the scope of KNOWLEDGE:		
W01	has an in-depth knowledge of the history, characteristics and importance of the women's press for both audiences/readers and publishers.	DKS2P_W03
...		
within the scope of ABILITIES:		
U01	knows how to analyse the content of the women's press, identifies leading subjects, applies known typology of the women's press.	DKS2P_U03
U02	is able to independently reach information about the most important titles of women's press in the world and in Poland.	DKS2P_U04
within the scope of SOCIAL COMPETENCE:		
.K01	can work on specific problems in a group.	DKS2P_K01
...		

4.18. Methods of assessment of the intended learning outcomes

Teaching outcomes (code)	Method of assessment (+/-)																				
	Exam oral/written*			Test*			Project*			Effort in class*			Self-study*			Group work*			Others* e.g. standardized test used in e-learning		
	Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes		
	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...
W01							+														
U01							+														
U02							+														
K01							+														
...																					

*delete as appropriate

4.19. Criteria of assessment of the intended learning outcomes

Form of classes	Grade	Criterion of assessment
lecture (L) (including e-learning)	3	Obtaining 51-60% of the possible points for the project.
	3,5	Obtaining 61-70% of the possible points for the project
	4	Obtaining 71-80% of the possible points for the project
	4,5	Obtaining 81-90% of the possible points for the project
	5	Obtaining 91-100% of the possible points for the project
classes (C)* (including e-learning)	3	
	3,5	
	4	
	4,5	
	5	
others (...) (including e-learning)	3	
	3,5	
	4	
	4,5	
	5	

75. BALANCE OF ECTS CREDITS – STUDENT'S WORK INPUT

Category	Student's workload	
	Full-time studies	Extramural studies
NUMBER OF HOURS WITH THE DIRECT PARTICIPATION OF THE TEACHER /CONTACT HOURS/	30	
Participation in lectures*	30	
Participation in classes, seminars, laboratories*		
Preparation in the exam/ final test*		
Others (please specify e.g. e-learning)*		
INDEPENDENT WORK OF THE STUDENT/NON-CONTACT HOURS/	20	
Preparation for the lecture*	20	
Preparation for the classes, seminars, laboratories*		
Preparation for the exam/test*		
Gathering materials for the project/Internet query*		
Preparation of multimedia presentation		
Others *		
TOTAL NUMBER OF HOURS	50	
ECTS credits for the course of study	2	

**delete as appropriate*

Accepted for execution (date and legible signatures of the teachers running the course in the given academic year)

.....

DESCRIPTION OF THE COURSE OF STUDY

Course code	15.0-1DKS-BC12-NM	
Name of the course in	Polish	Nowe Media
	English	New Media

76. LOCATION OF THE COURSE OF STUDY WITHIN THE SYSTEM OF STUDIES

1.1. Field of study	Journalism and Social Communication
1.2. Mode of study	Full – time study
1.3. Level of study	Bachelor degree
1.4. Profile of study*	Practical
1.5. Person/s preparing the course description	dr Przemysław Ciszek
1.6. Contact	pciszek@ujk.edu.pl

77. GENERAL CHARACTERISTICS OF THE COURSE OF STUDY

2.1. Language of instruction	Polish/English
2.2. Prerequisites*	No

78. DETAILED CHARACTERISTICS OF THE COURSE OF STUDY

78.1. Form of classes	lectures, classes	
78.2. Place of classes	In UJK teaching classes	
78.3. Form of assessment	Graded credit	
78.4. Teaching methods	problem lecture, conversation lecture, discussion	
78.5. Bibliography	Required reading	1. Levinson P., Nowe nowe media, Kraków 2010. 2. Nowe Media i wyzwania współczesności, red. M. Sokołowski, Toruń 2013. 3. Olszański L., Media i dziennikarstwo internetowe, Warszawa 2012.
	Further reading	1. Olszański L., Dziennikarstwo internetowe, Warszawa 2006. 2. Szpunar M., Społeczne konteksty nowych mediów, Toruń 2011. 3. Levinson P., Miękkie ostrze, Warszawa 2006.

79. OBJECTIVES, SYLLABUS CONTENT AND INTENDED LEARNING OUTCOMES

79.1. Course objectives (including form of classes) C1 - Providing students with knowledge in the field of new media. C2 - Preparation for practical use of new media. C3 - Developing a critical attitude towards new media.	
79.2. Detailed syllabus (including form of classes) Lectures 1. Definition of new media 2. History of media and its impact on communication 3. Problems of convergence vs. new media 4. Journalists in the blogosphere 5. Outline of social media issues 6. Interactive and social forms of journalism Classes 1. New social phenomena generated by new media, 2. Negative communication behavior in new media, 3. Analysis of the most popular social networks (Facebook, Instagram, YouTube, Wikipedia, TikTok, Twitter) 4. Language of social media, patostreaming 5. Generations X, Y and Z	

4.3 Intended learning outcomes

Code	A student, who passed the course	Relation to learning outcomes
	within the scope of KNOWLEDGE:	

W01	uses terminology that includes new media issues	DKS1P_W02
W02	recognizes the most important features of new media and is aware of the changes taking place in the ways of using them.	DKS1P_W13
within the scope of ABILITIES:		
U01	identifies new media and knows how to use them in communication situations.	DKS1P_U07
U02	can apply ethical standards relating to new media.	DKS1P_U10
within the scope of SOCIAL COMPETENCE:		
K01	is able with the help of new media to carry out specific tasks, using social media he/she solves practical tasks.	DKS1P_K01
...		

4.19. Methods of assessment of the intended learning outcomes																					
Teaching outcomes (code)	Method of assessment (+/-)																				
	Exam oral/written*			Test*			Project*			Effort in class*			Self-study*			Group work*			Others* e.g. standardize d test used in e-learning		
	Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes		
	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...
W01				+				+			+			+							
W02				+				+			+			+							
U01				+				+			+										
U02								+													
K01				+				+						+							
...																					

*delete as appropriate

4.20. Criteria of assessment of the intended learning outcomes		
Form of classes	Grade	Criterion of assessment
lecture (L) (including e-learning)	3	Test passed 51 – 60%.
	3,5	Test passed 61 – 70%.
	4	Test passed 71 – 80%.
	4,5	Test passed 81 – 90%.
	5	Test passed 91 – 100%.
classes (C)* (including e-learning)	3	Activity, project passed 51-60%.
	3,5	Activity, project passed 61-70%.
	4	Activity, project passed 71-80%.
	4,5	Activity, project passed 81-90%.
	5	Activity, project passed 91-100%.
others (...)* (including e-learning)	3	
	3,5	
	4	
	4,5	
	5	

80. BALANCE OF ECTS CREDITS – STUDENT'S WORK INPUT

Category	Student's workload	
	Full-time studies	Extramural studies
NUMBER OF HOURS WITH THE DIRECT PARTICIPATION OF THE TEACHER /CONTACT HOURS/	45	
Participation in lectures*	15	
Participation in classes, seminars, laboratories*	30	
Preparation in the exam/ final test*		
Others (please specify e.g. e-learning)*		

INDEPENDENT WORK OF THE STUDENT/NON-CONTACT HOURS/	30	
<i>Preparation for the lecture*</i>		
<i>Preparation for the classes, seminars, laboratories*</i>	10	
<i>Preparation for the exam/test*</i>	5	
<i>Gathering materials for the project/Internet query*</i>	10	
<i>Preparation of multimedia presentation</i>		
<i>Others – self - study</i>	5	
TOTAL NUMBER OF HOURS	75	
ECTS credits for the course of study	3	

**delete as appropriate*

Accepted for execution (date and legible signatures of the teachers running the course in the given academic year)

.....

DESCRIPTION OF THE COURSE OF STUDY

Course code	15.1-1DKS-D2-IPGD	
Name of the course in	Polish	Internetowe i prasowe gatunki dziennikarskie
	English	Online and press journalism genres

81. LOCATION OF THE COURSE OF STUDY WITHIN THE SYSTEM OF STUDIES

1.1. Field of study	Journalism and Social Communication
1.2. Mode of study	Full – time study
1.3. Level of study	Bachelor degree
1.4. Profile of study*	Practical
1.5. Person/s preparing the course description	mgr Michał Jas
1.6. Contact	michal.jas@ujk.edu.pl

82. GENERAL CHARACTERISTICS OF THE COURSE OF STUDY

2.1. Language of instruction	Polish/English
2.2. Prerequisites*	No

83. DETAILED CHARACTERISTICS OF THE COURSE OF STUDY

83. DETAILED CHARACTERISTICS OF THE COURSE OF STUDY		
83.1. Form of classes		classes
83.2. Place of classes		In UJK teaching classes
83.3. Form of assessment		Graded credit
83.4. Teaching methods		Lecture with elements of multimedia presentation, discussion, self - study
83.5. Bibliography	Required reading	1. Bauer Z., Chudziński E., (red.), "Dziennikarstwo i świat mediów", Kraków 2000. 2. Fras J., "Dziennikarski warsztat językowy", Wrocław 1999. 3. Wojtak M., Analiza gatunków prasowych, Lublin 2010. 4. Wolny-Zmorzyński K. (red.), "Gatunki dziennikarskie w erze cyfryzacji", Toruń 2021.
	Further reading	1. Koźdoń–Dębicka M., Łuka W. i in., Podstawy warsztatu dziennikarskiego, Warszawa 2012. 2. Olszański L., "Dziennikarstwo internetowe", Warszawa 2006. 4. Wolny-Zmorzyński K., Kaliszewski A., Snopek J., Furman W., „Prasowe gatunki dziennikarskie, Warszawa 2014. 5. Wolny-Zmorzyński K., "Fotograficzne gatunki dziennikarskie", Warszawa 2007.

84. OBJECTIVES, SYLLABUS CONTENT AND INTENDED LEARNING OUTCOMES

84.1. Course objectives (including form of classes)
C1. Providing students with knowledge about the types of press and online journalistic genres
C2. Preparing students for the practical creation of journalistic content that meets the basic requirements of the genre
C3. Students learn about the work of a press and internet journalist
84.2. Detailed syllabus (including form of classes)
Classes
Basic concepts and problems concerning journalistic types and genres, emphasizing the critical differences between press and internet genres. Practical exercises.

4.3 Intended learning outcomes

Code	A student, who passed the course	Relation to learning outcomes
within the scope of KNOWLEDGE:		
W01	knows the specifics of journalistic work and contemporary journalistic genres and understands the functions they perform.	DKS1P_W01

within the scope of ABILITIES:		
U01	can recognize the various journalistic forms present in contemporary media and assess their compliance with genre norms.	DKS1P_U01
U02	is able to prepare a variety of texts that meet the basic genre requirements of various journalistic forms.	DKS1P_U02
U03	organizes journalistic work so as to optimize activities in terms of preparation of a specific publication.	DKS1P_U03
within the scope of SOCIAL COMPETENCE:		
K01	Maintains criticism in evaluating contemporary journalistic publications.	DKS1P_K01
...		

4.20. Methods of assessment of the intended learning outcomes																					
Teaching outcomes (code)	Method of assessment (+/-)																				
	Exam oral/written*			Test*			Project*			Effort in class*			Self-study*			Group work*			Others* e.g. standardize d test used in e-learning		
	Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes		
	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...
W01										+											
U01								+													
U02								+													
U03								+													
K01								+			+										

*delete as appropriate

4.21. Criteria of assessment of the intended learning outcomes		
Form of classes	Grade	Criterion of assessment
lecture (L) (including e-learning)	3	
	3,5	
	4	
	4,5	
	5	
classes (C)* (including e-learning)	3	Projects scored between 51 – 60%.
	3,5	Projects scored between 61 – 70%.
	4	Projects scored between 71 – 80%.
	4,5	Projects scored between 81 – 90%.
	5	Projects scored between 91 – 100%.
others (...)*) (including e-learning)	3	
	3,5	
	4	
	4,5	
	5	

85. BALANCE OF ECTS CREDITS – STUDENT'S WORK INPUT

Category	Student's workload	
	Full-time studies	Extramural studies
NUMBER OF HOURS WITH THE DIRECT PARTICIPATION OF THE TEACHER /CONTACT HOURS/	30	
Participation in lectures*		
Participation in classes, seminars, laboratories*	30	
Preparation in the exam/ final test*		
Others (please specify e.g. e-learning)*		
INDEPENDENT WORK OF THE STUDENT/NON-CONTACT HOURS/	45	

<i>Preparation for the lecture*</i>		
<i>Preparation for the classes, seminars, laboratories*</i>		
<i>Preparation for the exam/test*</i>		
<i>Gathering materials for the project/Internet query*</i>	45	
<i>Preparation of multimedia presentation</i>		
<i>Others *</i>		
TOTAL NUMBER OF HOURS	75	
ECTS credits for the course of study	3	

**delete as appropriate*

Accepted for execution (date and legible signatures of the teachers running the course in the given academic year)

.....

DESCRIPTION OF THE COURSE OF STUDY

Course code	0321.5.DKS2.B/C.OP	
Name of the course in	Polish	Opinia publiczna
	English	Public Opinion

86. LOCATION OF THE COURSE OF STUDY WITHIN THE SYSTEM OF STUDIES

1.1. Field of study	Journalism and Social Communication
1.2. Mode of study	Full – time study
1.3. Level of study	Bachelor degree
1.4. Profile of study*	Practical
1.5. Person/s preparing the course description	mgr Natalia Walkowiak
1.6. Contact	natalia.walkowiak@ujk.edu.pl

87. GENERAL CHARACTERISTICS OF THE COURSE OF STUDY

2.1. Language of instruction	Polish/English
2.2. Prerequisites*	No

88. DETAILED CHARACTERISTICS OF THE COURSE OF STUDY

88.1. Form of classes	classes
88.2. Place of classes	In UJK teaching classes
88.3. Form of assessment	Graded credit
88.4. Teaching methods	Conversation, group work, presentation
88.5. Bibliography	Required reading E. Młyniec, <i>Opinia publiczna. Elementy teorii i praktyki politycznej</i> . Wyd. Adam Marszałek, Toruń 2017 W. Lippmann, <i>Public Opinion</i> , http://wps.pearsoncustom.com/wps/media/objects/2429/2487430/pdfs/lippmann.pdf
	Further reading B. Majerek, <i>Niepewność w społeczeństwie współczesnym</i> , Oficyna wydawnicza IMPULS, Kraków 2018 S. Michalczyk, <i>Teoria komunikowania masowego</i> , Wyd. UŚ, Katowice 2019 •J. Anuszevska, <i>Sondaże – zwierciadło społeczeństwa</i> , CeDeWu, Warszawa 2018

89. OBJECTIVES, SYLLABUS CONTENT AND INTENDED LEARNING OUTCOMES

89.1. Course objectives (including form of classes) C1. Acquainting the student with the importance of public opinion in democratic systems. C2. Developing the ability to construct independently and use basic research tools. C3. Developing communication and groupwork skills.
89.2. Detailed syllabus (including form of classes) Classes 1. The genesis of public opinion research. 2. Public opinion and social opinion. 3. Different definitions of public opinion. 4. Functions of public opinion. 5. Polish and global public opinion polling centers. 6. Creators of public opinion. 7. Audience, auditorium, mass, crowd, collectivity. 8. Stereotypes, prejudices, myths in public opinion. 9. Rumors, fashion, symbols and other propaganda techniques. 10. Quantitative research - research methods. 11. Building research tools - interview and questionnaire. 12. Qualitative research - research methods.

4.3 Intended learning outcomes

Code	A student, who passed the course	Relation to learning outcomes
within the scope of KNOWLEDGE:		
W01	Has in-depth knowledge of the importance of public opinion in democratic systems and about the processes of change in the sphere of media and social communication.	DKS2P_W12
...		
within the scope of ABILITIES:		
U01	is able to access various types of knowledge sources, knows how to use them during independently constructing and using basic research tools to solve tasks of a practical nature.	DKS2P_U04
U02	is aware of the need to interact and work in a group during classes, shows initiative and entrepreneurship, is able to direct a team for effective social communication.	DKS2P_U14
within the scope of SOCIAL COMPETENCE:		
K01	evaluates critically stereotypes, prejudices, myths, rumors and hearsay reproduced in the society.	DKS2P_K01
K02	identifies and resolves dilemmas related to his future profession and is prepared to solve them.	DKS2P_K04

4.21. Methods of assessment of the intended learning outcomes

Teaching outcomes (code)	Method of assessment (+/-)																				
	Exam oral/written*			Test*			Project*			Effort in class*			Self-study*			Group work*			Others* e.g. standardized test used in e-learning		
	Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes		
	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...
W01					+						+										
U01					+						+										
U02					+						+										
K01											+						+				
K02											+						+				
...																					

*delete as appropriate

4.22. Criteria of assessment of the intended learning outcomes

Form of classes	Grade	Criterion of assessment
lecture (L) (including e-learning)	3	
	3,5	
	4	
	4,5	
	5	
classes (C)* (including e-learning)	3	Active participation in classes, group work, test passed 51 – 60%
	3,5	Active participation in classes, group work, test passed 61 – 70%
	4	Active participation in classes, group work, test passed 71 – 80%
	4,5	Active participation in classes, group work, test passed 81 – 90%
	5	Active participation in classes, group work, test passed 91 – 100%
others (...) (including e-learning)	3	
	3,5	
	4	
	4,5	
	5	

90. BALANCE OF ECTS CREDITS – STUDENT'S WORK INPUT

Category	Student's workload	
	Full-time studies	Extramural studies

NUMBER OF HOURS WITH THE DIRECT PARTICIPATION OF THE TEACHER /CONTACT HOURS/	30	
Participation in lectures*		
Participation in classes, seminars, laboratories*	30	
Preparation in the exam/ final test*		
Others (please specify e.g. e-learning)*		
INDEPENDENT WORK OF THE STUDENT/NON-CONTACT HOURS/	20	
Preparation for the lecture*		
Preparation for the classes, seminars, laboratories*	10	
Preparation for the exam/test*	5	
Gathering materials for the project/Internet query*	2	
Preparation of multimedia presentation	3	
Others *		
TOTAL NUMBER OF HOURS	50	
ECTS credits for the course of study	2	

**delete as appropriate*

Accepted for execution (date and legible signatures of the teachers running the course in the given academic year)

.....

DESCRIPTION OF THE COURSE OF STUDY

Course code	15.1-1DKS-D2-SZA	
Name of the course in	Polish	Sztuka Autoprezentacji
	English	Self – presentation art

91. LOCATION OF THE COURSE OF STUDY WITHIN THE SYSTEM OF STUDIES

1.1. Field of study	Journalism and Social Communication
1.2. Mode of study	Full – time study
1.3. Level of study	Bachelor degree
1.4. Profile of study*	Practical
1.5. Person/s preparing the course description	mgr Elżbieta Dziewięcka – Mąkosa
1.6. Contact	elzbieta.dziewiecka-makasa@ujk.edu.pl

92. GENERAL CHARACTERISTICS OF THE COURSE OF STUDY

2.1. Language of instruction	Polish/English
2.2. Prerequisites*	No

93. DETAILED CHARACTERISTICS OF THE COURSE OF STUDY

93. DETAILED CHARACTERISTICS OF THE COURSE OF STUDY		
93.1. Form of classes		Classes
93.2. Place of classes		In UJK teaching classes
93.3. Form of assessment		Graded credit
93.4. Teaching methods		Discussion, multimedia presentation, group work, workshop
93.5. Bibliography	Required reading	Wywieranie wrażenia Strategie autoprezentacji; Mark Leary Wydawnictwo GWP 2017 Fiszki. Wystąpienia publiczne w 4 dni; Piotr Bucki
	Further reading	Jesteś marką – jak odnieść sukces i pozostać sobą; Joanna Malinowska- Parzydło , Wydawnictwo Onepress,2016 Retoryka i jej zastosowania; Barbara Bogołębska, Monika Worsowicz; Wydawnictwo Uniwersytetu Łódzkiego. 2016

94. OBJECTIVES, SYLLABUS CONTENT AND INTENDED LEARNING OUTCOMES

94.1.	Course objectives <i>(including form of classes)</i>
C1.	the student is able to make a self-presentation in selected situations (job interview, exam, conference)
C2.	The student knows techniques to relieve stress and stage fright and is able to apply them
C3.	The student knows the principles of dress code in selected situations and is able to apply them
C4.	The student is able to use the tools and techniques of effective presentation
C5.	The student knows techniques to relieve communications barriers and is able to work with that
94.2.	Detailed syllabus <i>(including form of classes)</i>
Classes	
- self-presentation and its forms; - self-presentation tools and methods; - linguistic aspects of self-presentation; - dress code and clothing; - work with stress and communication barriers; - types of self-presentation due to its purpose, effect, type, etc .; - elements of self-presentation in public speaking; - public speaking and their main elements	

4.3 Intended learning outcomes

Code	A student, who passed the course	Relation to learning outcomes
within the scope of KNOWLEDGE:		
W01	has knowledge of self-presentation and its role in everyday life and knows how to use it in relations between institutions and media systems on a national, international and intercultural scale.	DKS1P_W11
...		

within the scope of ABILITIES:		
U01	is able to put into practice the learned techniques of self-presentation and has basic organizational skills, thanks to which he/she plans and organizes tasks related to public speaking, media and promotional activities.	DKS1P_U03
U02	is able to apply correct argumentation in speeches, pays attention to linguistic aspects of self-presentation, dress code; knows how to work under stress, knows how to present conclusions on the basis of formulated premises.	DKS1P_U06
within the scope of SOCIAL COMPETENCE:		
K01	is able to identify appropriately priorities for the implementation of a task, recognizes the importance of knowledge in solving practical problems.	DKS1P_K01
...		

4.22. Methods of assessment of the intended learning outcomes																			
Teaching outcomes (code)	Method of assessment (+/-)																		
	Exam oral/written*			Test*			Project*			Effort in class*			Self-study*			Group work*			Others* e.g. standardized test used in e-learning
	Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes
	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...	L C ..
W01								+			+			+			+		
U01								+			+			+			+		
U02								+			+			+			+		
K01								+			+			+			+		
...																			

*delete as appropriate

4.23. Criteria of assessment of the intended learning outcomes		
Form of classes	Grade	Criterion of assessment
lecture (L) (including e-learning)	3	
	3,5	
	4	
	4,5	
	5	
classes (C)* (including e-learning)	3	Attendance (3 absences allowed); project (according to guidelines presented during classes) graded 51-60%.
	3,5	Attendance (2 absences allowed); project (according to guidelines presented during classes); graded 61-70%; activity (min. two times).
	4	Attendance (2 absences allowed); project (according to guidelines presented during classes); graded 71-80%; activity (min. four times).
	4,5	Attendance (1 absence allowed); project (according to guidelines presented during classes); graded 81-90%; activity during each class.
	5	Attendance (1 absence allowed); project (according to guidelines presented during classes); graded 91-100%; activity during each class, proposing own issues for discussion.
others (...)* (including e-learning)	3	
	3,5	
	4	
	4,5	
	5	

95. BALANCE OF ECTS CREDITS – STUDENT'S WORK INPUT

Category	Student's workload	
	Full-time studies	Extramural studies
NUMBER OF HOURS WITH THE DIRECT PARTICIPATION OF THE TEACHER /CONTACT HOURS/	30	
Participation in lectures*		
Participation in classes, seminars, laboratories*	30	

Preparation in the exam/ final test*		
Others (please specify e.g. e-learning)*		
INDEPENDENT WORK OF THE STUDENT/NON-CONTACT HOURS/	45	
Preparation for the lecture*		
Preparation for the classes, seminars, laboratories*	15	
Preparation for the exam/test*		
Gathering materials for the project/Internet query*	15	
Preparation of multimedia presentation	15	
Others *		
TOTAL NUMBER OF HOURS	75	
ECTS credits for the course of study	3	

**delete as appropriate*

Accepted for execution (date and legible signatures of the teachers running the course in the given academic year)

.....

DESCRIPTION OF THE COURSE OF STUDY

Course code	15.0-1DKS-F1-GVFKS	
Name of the course in	Polish	Gry wideo jako forma komunikacji
	English	Video Games as a Form of Communication

101.LOCATION OF THE COURSE OF STUDY WITHIN THE SYSTEM OF STUDIES

1.1. Field of study	Journalism and Social Communication
1.2. Mode of study	Full – time study
1.3. Level of study	Bachelor degree
1.4. Profile of study*	Practical
1.5. Person/s preparing the course description	dr Przemysław Ciszek
1.6. Contact	pciszek@ujk.edu.pl

102.GENERAL CHARACTERISTICS OF THE COURSE OF STUDY

2.1. Language of instruction	Polish/English
2.2. Prerequisites*	No

103.DETAILED CHARACTERISTICS OF THE COURSE OF STUDY

103.1. Form of classes	Classes	
103.2. Place of classes	In UJK teaching classes	
103.3. Form of assessment	Graded credit	
103.4. Teaching methods	Discussion, presentations, brainstorm, project	
103.5. Bibliography	Required reading	1. Światy z pikseli, red. M. Filiciak, Warszawa 2010. 2. K. Marak, M. Markocki, Aspekty funkcjonowania gier cyfrowych we współczesnej kulturze, Toruń 2016. 3. J. Dovey, H. Kennedy, Kultura gier komputerowych, Kraków 2011.
	Further reading	1. M. Kosman, Nie tylko Wiedźmin - historia polskich gier komputerowych, Warszawa 2015. 2. R. Bomba, Gry komputerowe w perspektywie antropologii codzienności, Toruń 2016. 3. M. Filiciak, Wirtualny plac zabaw. Gry sieciowe i przemiany kultury współczesnej, Warszawa 2005. 4. Czasopismo naukowe „Homo Ludens”, Poznań 2009-2019.

104.OBJECTIVES, SYLLABUS CONTENT AND INTENDED LEARNING OUTCOMES

104.1. Course objectives <i>(including form of classes)</i> C1. Knowledge - has basic knowledge about video game research theory, their history and the current situation on the electronic entertainment market; C2. Skills - has basic skills in using interdisciplinary research methods and tools in analyzing video games. C3. Social competence - understands the place of video games in contemporary culture and their role in social communication; understands and knows how to interpret alternative forms of social communication.
104.2. Detailed syllabus <i>(including form of classes)</i> Classes 1. Basic issues in the field of video game theory (definitions, genres, research on games) - 4 hours. 2. History of video games in Poland and in the world - 6 hours. 3. Online games / MMO - 2 hours. 4. Non-entertainment use of games - 2 hours. 5. Games as new media and mass media - 2 hours. 6. Convergence of video games - 2 hours. 7. Games in the media participation culture - 2 hours. 8. Media about video games - 2 hours. 9. Controversies around video games, censorship - 2 hours. 10. Video game market (past and present) - 4 hours 11. The future of video games - 2 hours

4.3 Intended learning outcomes

Code	A student, who passed the course	Relation to learning outcomes
------	----------------------------------	-------------------------------

within the scope of KNOWLEDGE:		
W01	knows the basic terminology, key theories in video game research and the history of video games.	DKS1P_W02
...		
within the scope of ABILITIES:		
U01	is able to recognize and name the different types of games.	DKS1P_U02
U02	is able to use correct arguments during typical communication situations which concern video games.	DKS1P_U06
within the scope of SOCIAL COMPETENCE:		
K01	maintains openness to alternative forms of social communication (including video games); is aware of their participation in shaping Polish and world culture.	DKS1P_K04
...		

4.24. Methods of assessment of the intended learning outcomes																						
Teaching outcomes (code)	Method of assessment (+/-)																					
	Exam oral/written*			Test*			Project*			Effort in class*			Self-study*			Group work*			Others* e.g. standardize d test used in e-learning			
	Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			
	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...	
W01								+			+			+								
U01								+			+			+								
U02								+			+			+								
K01								+			+			+								
...																						
...																						

*delete as appropriate

4.25. Criteria of assessment of the intended learning outcomes		
Form of classes	Grade	Criterion of assessment
lecture (L) (including e-learning)	3	
	3,5	
	4	
	4,5	
	5	
classes (C)* (including e-learning)	3	Class attendance, project, practical tasks passed 51-60%.
	3,5	Class attendance, project, practical tasks passed 61-70%.
	4	Attendance and active participation in class, project, practical tasks passed 71-80%.
	4,5	Attendance and active participation in class, project, practical tasks passed 81-90%.
	5	Attendance and active participation in class, project, practical tasks passed 91-100%.
others (...)* (including e-learning)	3	
	3,5	
	4	
	4,5	
	5	

105.BALANCE OF ECTS CREDITS – STUDENT’S WORK INPUT

Category	Student's workload	
	Full-time studies	Extramural studies
NUMBER OF HOURS WITH THE DIRECT PARTICIPATION OF THE TEACHER /CONTACT HOURS/	30	
Participation in lectures*		
Participation in classes, seminars, laboratories*	30	
Preparation in the exam/ final test*		

Others (please specify e.g. e-learning)*		
INDEPENDENT WORK OF THE STUDENT/NON-CONTACT HOURS/	20	
Preparation for the lecture*		
Preparation for the classes, seminars, laboratories*	5	
Preparation for the exam/test*		
Gathering materials for the project/Internet query*	10	
Preparation of multimedia presentation	5	
Others *		
TOTAL NUMBER OF HOURS	50	
ECTS credits for the course of study	2	

**delete as appropriate*

Accepted for execution (date and legible signatures of the teachers running the course in the given academic year)

.....

DESCRIPTION OF THE COURSE OF STUDY

Course code	15.0-1DKS-F3-KW	
Name of the course in	Polish	Komunikacja wizualna
	English	Visual Communication

106.LOCATION OF THE COURSE OF STUDY WITHIN THE SYSTEM OF STUDIES

1.1. Field of study	Journalism and Social Communication
1.2. Mode of study	Full – time study
1.3. Level of study	Bachelor degree
1.4. Profile of study*	Practical
1.5. Person/s preparing the course description	dr Rafał Miernik
1.6. Contact	rafal.miernik@ujk.edu.pl

107.GENERAL CHARACTERISTICS OF THE COURSE OF STUDY

2.1. Language of instruction	Polish/English
2.2. Prerequisites*	Credit for the course: Communication Science

108.DETAILED CHARACTERISTICS OF THE COURSE OF STUDY

108.1. Form of classes			Classes
108.2. Place of classes			In UJK teaching classes
108.3. Form of assessment			Graded credit
108.4. Teaching methods			Discussion, observation of practice, empirical study, brainstorm, project
108.5. Bibliography	Required reading	B. Bergström, Komunikacja wizualna, Wydawnictwo Naukowe PWN, Warszawa 2009; Komunikacja wizualna, P. Francuz (red.), Wydawnictwo Naukowe Scholar, Warszawa 2012	
	Further reading	M. Bronowicz, Komunikacja wizualna, Wydawnictwo Astrum, Wrocław 2014.	

109.OBJECTIVES, SYLLABUS CONTENT AND INTENDED LEARNING OUTCOMES

109.1. Course objectives <i>(including form of classes)</i>
C1. Expose the students to contemporary visual artists and items of material culture; C2. Intelligently critique and reflect on contemporary visual art; C3. Give students the required skills in the effective understanding and use of design elements and principles; C4. Provide students with essential guidelines when using text and image.
109.2. Detailed syllabus <i>(including form of classes)</i>
Classes 1. Visual Communication Theory. A comprehensive overview of visual communication; 2. An in-depth theoretical exploration of individual elements and principles of design; 3. Visual communication design and interdisciplinarity 4. Research practice and the future development of visual communication design 5. An introduction to the various graphic design products; 6. An introduction to typography as an essential communicative tool; 7. An analysis of media-specific design considerations; 8. Portfolio presentation techniques.

4.3 Intended learning outcomes

Code	A student, who passed the course	Relation to learning outcomes
	within the scope of KNOWLEDGE:	

W01	has advanced knowledge of the place and importance of visual communication, oriented to practical applications in media and promotional and advertising activities.	DKS1P_W01
W02	knows and understands the basic methods of analysis and interpretation of visual messages.	DKS1P_W06
within the scope of ABILITIES:		
U01	is able to find the desired information in various sources, analyze, evaluate the usefulness, select and use visual messages in practical activities.	DKS1P_U01
U02	is able to independently develop a presentation of the results of their inquiries by applying the principles of visual communication, possesses basic organizational skills with which he/she plans and organizes the undertaken tasks related to the media, promotional and advertising sphere.	DKS1P_U03
within the scope of SOCIAL COMPETENCE:		
K01	is able to determine priorities for the implementation of a task in the field of visual communication and is able to assign to them a range of activities enabling to achieve the assumed practical goals.	DKS1P_K01
...		

4.25. Methods of assessment of the intended learning outcomes																					
Teaching outcomes (code)	Method of assessment (+/-)																				
	Exam oral/written*			Test*			Project*			Effort in class*			Self-study*			Group work*			Others* e.g. standardized test used in e-learning		
	Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes		
	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...
W01					+																
W02					+																
U01								+													
U02								+													
K01								+													
...										+							+				

*delete as appropriate

4.26. Criteria of assessment of the intended learning outcomes		
Form of classes	Grade	Criterion of assessment
lecture (L) (including e-learning)	3	Student knows the basic social aspects of visuality and the areas and modes of visual influence. Student knows the ways of collecting and using visual messages and basic definitions of visual communication.
	3,5	Student knows the techniques of analysis of visual messages (semiology, psychoanalysis, compositional analysis) and can explain them. Student knows the detailed principles of designing visual messages (infographics, charts, presentations, press materials, advertisements, flyers).
	4	Student knows the techniques of analysis of visual messages (semiology, psychoanalysis, compositional analysis) and can explain them by giving examples. Student knows detailed principles of visual messages design and is able to apply them in practice, knows the development trends in visual technologies.
	4,5	Student knows the role of the image in social communication, knows the structure of the visual message. Student knows detailed principles of visual messages design and is able to apply them in practice by proposing their own solutions, knows the development trends in visual technologies.
	5	Student is able to analyze visual messages, knows the techniques of message analysis and the role of the image in social communication. He uses knowledge from various sources and is able to draw conclusions based on it, critically approaches the literature. Student knows detailed principles of visual messages design and is able to apply them in practice by proposing their own solutions, knows the development trends in visual technologies, knows the principles of visuality management in social interactions, takes initiative in a group, solves problems independently.
classes (C)* (including e-learning)	3	
	3,5	
	4	
	4,5	
	5	
others (...)* (including e-learning)	3	
	3,5	
	4	

	4,5	
	5	

110.BALANCE OF ECTS CREDITS – STUDENT’S WORK INPUT

Category	Student's workload	
	Full-time studies	Extramural studies
NUMBER OF HOURS WITH THE DIRECT PARTICIPATION OF THE TEACHER /CONTACT HOURS/	30	
<i>Participation in lectures*</i>		
<i>Participation in classes, seminars, laboratories*</i>	30	
<i>Preparation in the exam/ final test*</i>		
<i>Others (please specify e.g. e-learning)*</i>		
INDEPENDENT WORK OF THE STUDENT/NON-CONTACT HOURS/	20	
<i>Preparation for the lecture*</i>		
<i>Preparation for the classes, seminars, laboratories*</i>	10	
<i>Preparation for the exam/test*</i>		
<i>Gathering materials for the project/Internet query*</i>	5	
<i>Preparation of multimedia presentation</i>	5	
<i>Others *</i>		
TOTAL NUMBER OF HOURS	50	
ECTS credits for the course of study	2	

**delete as appropriate*

Accepted for execution (date and legible signatures of the teachers running the course in the given academic year)

.....

DESCRIPTION OF THE COURSE OF STUDY

Course code	0321.5.DKS2.B/C. ADM	
Name of the course in	Polish	Analiza dyskursu medialnego Media discourse analysis
	English	

1. LOCATION OF THE SUBJECT IN THE SYSTEM OF STUDIES

1.1 Direction of study	Journalism and social communication
1.2 Form of study	Full – time studies
1.3 Level of study	Bachelor
1.4 Profile of study*	Practical
1.5 The person preparing the course charter	Michał Jas
1.6 Contact.	michal.jas@ujk.edu.pl

2. GENERAL CHARACTERISTICS OF THE SUBJECT

2.1 Language of instruction	Polish
2.2 Prerequisites*.	no

3. DETAILED CHARACTERISTICS OF THE SUBJECT

3. DETAILED CHARACTERISTICS OF THE SUBJECT		
3.1. Form of classes		Conversation classes
3.2. Place of classes		UJK teaching classes
3.3. Form of assessment		Graded credit
3.4. Teaching methods		Discussions, brainstorming, demonstration, working with research material
3.5. Bibliography	basic	1. Kawka M., <i>O badaniu języka dyskursu medialnego</i> , „Media i Społeczeństwo 2014, nr 4, s. 164-171. 2. Lisowska-Magdziarz M., <i>Analiza tekstu w dyskursie medialnym</i> , Kraków 2006. 3. Liskowska-Magdziarz, <i>Znaki na uwieży. Od semiologii do semiotyki mediów</i> , Kraków 2019.
	supplementary	1. Dijk T.A van, <i>Badania nad dyskursem</i> , w: <i>Dyskurs jako struktura i proces</i> . Praca zbiorowa, pod red. T.A. van Dijka, Warszawa 2001, s. 9-44. 2. Kepplinger H.M., <i>Mechanizmy skandalizacji w mediach</i> , Kraków 2008. 3. Wasilewski J., <i>Narracje w tabloidach</i> , dostępny: http://www.academia.edu/23371830/Narracje_w_tabloidach._Moralny_wymiar_tabloid%C3%B3w

4. OBJECTIVES, CONTENT AND LEARNING OUTCOMES

4.1. Objectives of the course (including the form of classes) C1. To acquaint students with the essence and importance of media discourse analysis C2. To acquaint students with the features of the language of modern media. C2. Preparation for composing a journalistic statement. C3. Sensitize the correctness of speech in terms of composition, organization, coherence, logic; devoid of linguistic errors, remaining in a particular style; substantive.
4.2. Detailed syllabus (including the form of classes) Exercises Discourse in contemporary humanities. Public discourse vs. media discourse. Qualitative analyses of discourse Media discourse - cultural conditions and limitations. Media discourse vs. media discourse. Multi- and The diversity of narratives in media discourse. The interactive dimension of media discourse. The role of messages Visuals in the media space. Semiological analysis of graphic forms of journalistic expression. Analysis of characteristic examples of contemporary media discourse in Poland: abortion, homosexuality, LGBT, Islamophobia, the Catholic Church, the problem of the presence of refugees in Poland.

4.3. Subject learning outcomes

Effect	A student who has passed the subject	Reference to directional learning outcomes
in terms of KNOWLEDGE:		

W01	Knows and understands advanced methods of analyzing, interpreting and valuing media messages and other cultural products, representative of the methodology of social communication and media sciences.	DKS2P_W5
W02	Understands the complex aspects of the functioning of language as a tool of interpersonal communication, has an in-depth knowledge of the conditions for effective verbal and non-verbal communication in media messages, and knows how to apply it in journalistic and circular media practice.	DKS2P_W7
in terms of SKILLS :		
U01	He is able to search, analyze, select, critically evaluate and combine information from selected fields and prepare his own statements based on them.	DKS2P_U01
U02	He is able to use complex argumentation, factually and rhetorically correct, in oral and written works on media discourse analysis, can accurately quote the views of researchers to reinforce his opinions and judgments, and is able to present conclusions based on formulated premises.	DKS2P_U07
U3	He is able to develop and present more complex written works and oral statements appropriate to the analysis of media discourse, during their preparation he is able to efficiently use the learned theoretical approaches and methodological paths.	DKS2P_U10
In terms of SOCIAL COMPETENCIES :		
K01	Critically evaluates the received content in relation to the studied discipline and recognizes the importance of knowledge in solving cognitive and practical problems	DKS2P_K01

4.4. Ways of verifying the achievement of the learning outcomes in question

Subject effects (symbol)	Method of verification (+/-)																				
	Oral/written exam*			Colloquium*			Project*			Activity in class*			Own work*			Group work*			Other (which?)*		
	Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes		
	W	C	...	W	C	...	W	C	...	W	C	...	W	C	...	W	C	...	W	C	...
W01								+			+										
W02								+			+										
U01								+			+										
U02								+			+										
U03								+													
K01								+			+										

*unnecessary delete

4.5. Criteria for assessing the degree of achievement of learning outcomes

Form of classes	Evaluation	Criterion of assessment
exercises (C)*	3	Project (discourse analysis) - scored between 51% - 60%
	3,5	Project (discourse analysis) - scored between 61% - 70%
	4	Activity, project (discourse analysis) - scored between 71% - 80%
	4,5	Activity, project (discourse analysis) - scored between 81% - 90%
	5	Activity, project (discourse analysis) - scored between 91% - 100%

5. BALANCE OF ECTS CREDITS - STUDENT WORKLOAD

Category	Student workload	
	Full – time studies	
NUMBER OF HOURS CARRIED OUT WITH DIRECT PARTICIPATION OF THE TEACHER /CONTACT HOURS/.	30	
Participation in exercises, conversation classes, laboratories*	30	
INDEPENDENT STUDENT WORK /NON-CONTACT HOURS/.	20	
Preparation for exercise, conversion, laboratory*	5	
Collection of materials for the project, internet search*	10	
Development of a multimedia presentation*	15	
TOTAL NUMBER OF HOURS	50	
ECTS credits for the subject	2	

*unnecessary delete

I accept for implementation (date and legible signatures of persons teaching the subject in the given academic year)

.....

DESCRIPTION OF THE COURSE OF STUDY

Course code	15.1-1DKS-D1-DPA	
Name of the course in	Polish	<i>Dokument i publicystyka audiowizualna</i> <i>Documentary and audiovisual journalism</i>
	English	

1. LOCATION OF THE SUBJECT IN THE SYSTEM OF STUDIES

1.1 Direction of study	Journalism and social communication
1.2 Form of study	full-time studies
1.3 Level of study	Bachelor
1.4 Profile of study*	Practical profile
1.5 The person preparing the course charter	Stanislaw Blinstrub, MA
1.6 Contact.	sblinstrub@ujk.edu.pl

2. GENERAL CHARACTERISTICS OF THE SUBJECT

2.1 Language of instruction	Polish
2.2 Prerequisites*.	No

3. DETAILED CHARACTERISTICS OF THE SUBJECT

3.1. Form of classes	lectures/classes	
3.2. Place of classes	UJK teaching classes	
3.3. Form of assessment	Graded credit	
3.4. Teaching methods	Talks, discussions, workshops	
3.5. Bibliography	basic	1. Andrew Boyd, Peter Stewart, Ray Alexander, Dziennikarstwo radiowo-telewizyjne, Wydawnictwo UJ 2011 2. Biblia dziennikarstwa, pod redakcją Andrzeja Skworza i Andrzeja Niziołka Wydawnictwo ZNAK 2010 3. Robert McLeish, Produkcja Radiowa, Wydawnictwo UJ 2007 4. Mariusz Ziomecki, Krzysztof Skowroński, Tomasz Lis, ABC dziennikarstwa, Axel Springer Polska 2007
	supplementary	Materials IAR, PAP, TVP, POLSAT, TVN24, Internet

4. OBJECTIVES, CONTENT AND LEARNING OUTCOMES

4.1. Objectives of the course (including the form of classes)
C1-Knowledge of documentary and reportage journalistic genres in radio and television;
C2- Skills - information gathering, recording, basic audio and video editing;
C3-Social skills-knowing how editors function when creating different journalistic genres;
4.2. Detailed syllabus (including the form of classes)
1. what is a documentary on radio and television.
2. radio and television reportage.
3. radio and television documentary.
4. preparation and editing of recordings

4.3. Subject learning outcomes

Effect	A student who has passed the subject	Reference to directional learning outcomes
in terms of KNOWLEDGE:		
W01	Has knowledge of basic journalistic genres and documentary publications on radio and television	DKS1P_W06
in terms of SKILLS:		
U01	is able to use basic theoretical knowledge to practically analyze tasks related to documentary and broadcast journalism	DKS1P_U02
U02	knows how to independently prepare journalistic material on the basis of collected information, using basic tools for sound and video recording	DKS1P_U03
U03	is able to plan and organize individual and group work during classes at the university and outside the university, accepts the need to take on a role according to task needs	DKS1P_U14
In terms of SOCIAL COMPETENCIES:		
K01	Recognizes possible problems related to the operation of radio and television editorial offices	DKS1P_K02

K02	Is open to the problems and needs of the social environment	DKS1P_K03
-----	---	-----------

5.4. Ways of verifying the achievement of the learning outcomes in question																		
Subject effects (symbol)	Verification method (+/-)																	
	Oral/written exam*			Colloquium *			Activity in class*			Own work*			Group work*			Other (what)		
	Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes		
	W	C	...	W	C	...	W	C	...	W	C	...	W	C	...	W	C	...
W01				x			x	x			x							
U01				x			x	x			x							
U02				x	x		x	x			x			x				
U03				x	x		x	x			x			x				
K01											x							
K02											x							

**unnecessary delete*

4.5. Criteria for assessing the degree of achievement of learning outcomes		
Form of classes	Evaluation	Criterion of assessment
lecture (W)	3	50% attendance, passed colloquium
	3,5	75% attendance, passed colloquium
	4	90% attendance, activity in class, passed colloquium
	4,5	100% attendance, activity in class, passed colloquium
	5	100% attendance, activity in class, passed colloquium
exercises (C)*	3	50% attendance, credit work
	3,5	75% attendance, credit work
	4	90% attendance, activity in class, credit work
	4,5	100% attendance, activity in class, credit work
	5	100% attendance, activity in class, credit work

6. BALANCE OF ECTS CREDITS - STUDENT WORKLOAD

Category	Student workload
	Full – time studies
NUMBER OF HOURS CARRIED OUT WITH DIRECT PARTICIPATION OF THE TEACHER /CONTACT HOURS/.	30
Attendance at lectures*	15
Participation in exercises, conversation classes, laboratories*	15
INDEPENDENT STUDENT WORK /NON-CONTACT HOURS/.	45
Preparation for lecture*	15
Preparation for exercise, conversion, laboratory*	15
Collection of materials for the project, internet search*	15
TOTAL NUMBER OF HOURS	75
ECTS credits for the subject	3

**unnecessary delete*

I accept for implementation (date and legible signatures of persons teaching the subject in the given academic year)

.....

DESCRIPTION OF THE COURSE OF STUDY

Course code	0321.5.DKS2. B/C.EDE	
Name of the course in	Polish	Dziennikarstwo cyfrowe Digital journalism
	English	

5. LOCATION OF THE SUBJECT IN THE SYSTEM OF STUDIES

1.1 Direction of study	Journalism and social communication
1.2 Form of study	Full – time studies
1.3 Level of study	Second cycle
1.4 Profile of study*	Practical
1.5 The person preparing the course charter	Tomasz Chrzastek
1.6 Contact.	Tomasz.chrzastek@ujk.edu.pl

6. GENERAL CHARACTERISTICS OF THE SUBJECT

2.1 Language of instruction	Polish
2.2 Prerequisites*.	no

7. DETAILED CHARACTERISTICS OF THE SUBJECT

7.1. Form of classes	Classes – 20 hours E – learning – 10 hours	
7.2. Place of classes	UJK teaching classes/ e - learning	
7.3. Form of assessment	Graded credit	
7.4. Teaching methods	Instructional methods: instruction. Problem-based methods: computer-assisted teaching.	
7.5. Bibliography	basic	Olszański L., <i>Media i dziennikarstwo internetowe</i>, Poltext, 2012 2. Bounegru L., Gray J., Chambers L., <i>The Data Journalism Handbook: How Journalists Can Use Data to Improve the News</i>. Dostępny na WWW: http://datajournalismhandbook.org/1.0/en/ Ł. Żyła, <i>Dziennikarstwo danych i data storytelling</i>, Gliwice, Helion 2022.
	Supplementary	1. Jastrzębski J., Chaos, baza danych i internetowe gatunki dziennikarskie, w: Internetowe gatunki dziennikarskie, K. Wolny-Zmorzyński, W. Furman (red.), Warszawa: Wydawnictwa Akademickie i Profesjonalne, 2010. 2. Stanuch S. M., Geojournalism. „Press” 2016, nr 11. 3. Stanuch S. M., Narzędzia dla multimedialnych. „Press” 2017, nr 3. 4. Zieliński P., Nie daj się namierzyć. „Press” 2016, nr 3.
	E – learning materials	1. https://adconnect.pl/telewizja-online 2. dziennikarstwo oparte na danych https://newsinitiative.withgoogle.com/pl-pl/resources/trainings/data-journalism/

8. OBJECTIVES, CONTENT AND LEARNING OUTCOMES

8.1. Objectives of the course (including the form of classes) C1. To familiarize with the concepts of electronic journalism (big data, data journalism, information visualization). C2 – To familiarize with information technologies for collecting, processing, sharing and publishing content on the Internet. C3 - Shaping the ability to safely collect, process, share and publish content on the Internet using available IT tools. C4 - Formation of skills to create content for the Internet.
8.2. Detailed syllabus (including the form of classes) Laboratory classes: 1. Differences in preparing materials for print and the Internet - 2 hours. 2. Working with web services for publishing maps, charts, timelines on the World Wide Web. Choosing the right form of data presentation. - 2 hours

3 Ways of obtaining information from the Internet /not only from search engines/ practical classes - searching for information on a given topic - 2 hours (sample websites of institutions and services, social networks, press services, Google Trends),
4. ability to verify the information provided - how and where to check the veracity of information (Fake news, deep fake news) - 2 hours
5. making a simple evergreen - 2 hours
6. basics of CMS systems - 4 hours
7. recording a news story for a website - 4 hours
8. presenting and arranging an article on the Internet with the recorded news - 2 hours
E-learning:
1. Terms related to electronic journalism (data journalism, database journalism, online journalism, geojournalism, big data analysis). Online journalistic forms: database forms, multimedia articles - 4 hours e-learning.
2 Methods to prevent electronic tracking of a journalist's work. Encryption of communications, identification and deletion of metadata. Use of TOR networks, VPN. - 2 hours e-learning
Working with web services to publish maps, charts, timelines on the WWW. Sources and ways to publish maps, charts, timelines - 4 hours e-learning

8.3. Subject learning outcomes

Effect	A student who has passed the subject	Reference to directional learning outcomes
in terms of KNOWLEDGE :		
W01	Is familiar with electronic journalism concepts, such as big data, information visualization, geojournalism, database, database relational model..	DKS2P_W02
W02	Is familiar with information technologies for securely collecting, processing, sharing and publishing content on the Internet in compliance with applicable laws and ethical standards.	DKS2P_W06
in terms of SKILLS :		
U01	Knows how to create, process and share content on the Internet using available IT tools.	DKS2P_U01
U02	Knows how to use technologies for the secure transmission of information.	DKS2P_U02
U3	Knows how to use technologies for the secure transmission of information.	DKS2P_U13
In terms of SOCIAL COMPETENCIES :		
K01	Correctly sets priorities for the implementation of assigned tasks, while keeping journalistic professionalism in mind and adheres to the principles of social responsibility.	DKS2P_K3

6.4. Ways of verifying the achievement of the learning outcomes in question

Subject effects (symbol)	Method of verification (+/-)																				
	Oral/written exam*			Colloquium*			Project*.			Activity in class*			Own work*			Group work*			Other (which?)*		
	Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes		
	W	C	...	W	C	...	W	C	...	W	C	...	W	C	...	W	C	...	W	C	...
W02							+			+			+								
W06							+			+			+								
U01							+			+			+								
U02							+			+			+								
U13							+			+			+								
K3							+			+			+								

*unnecessary delete

4.6. Criteria for assessing the degree of achievement of learning outcomes

Form of classes	Evaluation	Criterion of assessment
exercises (C)*	3	completion of 51-60% of the tasks indicated
	3,5	completion of 61-70% of the tasks indicated
	4	completion of 71-80% of the tasks indicated
	4,5	completion of 81-90% of the tasks indicated
	5	completion of 91-100% of the tasks indicated

7. BALANCE OF ECTS CREDITS - STUDENT WORKLOAD

Category	Student workload	
	Full – time studies	
NUMBER OF HOURS CARRIED OUT WITH DIRECT PARTICIPATION OF THE TEACHER /CONTACT HOURS/.	30	
Participation in exercises, conversation classes, laboratories*	20	
Others: E – learning	10	
INDEPENDENT STUDENT WORK /NON-CONTACT HOURS/.	45	
Preparation for exercise, conversion, laboratory*	20	
Collection of materials for the project, internet search*	25	
TOTAL NUMBER OF HOURS	75	
ECTS credits for the subject	3	

**unnecessary delete*

I accept for implementation (date and legible signatures of persons teaching the subject in the given academic year)

.....

DESCRIPTION OF THE COURSE OF STUDY

Course code	11.3-1DKS-BC6-GK	
Name of the course in	Polish	Grafika komputerowa Computer graphics
	English	

1. LOCATION OF THE SUBJECT IN THE SYSTEM OF STUDIES

1.1 Direction of study	Journalism and social communication
1.2 Form of study	Full - time studies
1.3 Level of study	Bachelor program
1.4 Profile of study*	practical
1.5 The person preparing the course charter	mgr Joanna Tatarska
1.6 Contact.	Joanna-bonar@tlen.pl

2. GENERAL CHARACTERISTICS OF THE SUBJECT

2.1 Language of instruction	Polish
2.2 Prerequisites*.	Information technology course - the student has skills in creating directories, searching for documents using web browsers, installing software

3. DETAILED CHARACTERISTICS OF THE SUBJECT

3.1. Form of classes	Lectures - 15 hours, laboratory exercises - 15 hours - stationary Lectures - 10 hours, laboratory exercises - 10 hours - part-time	
3.2. Place of classes	Traditional classes in the UJK teaching room	
3.3. Form of assessment	Graded credit	
3.4. Didactic methods	Methods giving: instruction, lecture, informative lecture. Practical methods: laboratory exercises, demonstrations with description and explanation. Online consultation	
3.5. Bibliography	basic	1. Ambrose G., Pre Press. Poradnik dla grafików, Warszawa 2010 2. Oberlan Ł. Photoshop 6. Ćwiczenia praktyczne, Gliwice 2002 3. Harrower T., Podręcznik projektanta gazet, Warszawa 2006
	supplementary	4. Blater D., Roth S., Skanowanie i półtony, Kraków 2000 5. Margulis D., Korekcja i separacja, Gliwice 1999 6. Chmielewski A., Cyfrowa Ciemnia, Gliwice 2012 7. Pokazać, wyjaśnić, prowadzić, Cieszyn 2010

4. OBJECTIVES, CONTENT AND LEARNING OUTCOMES

4.1. Objectives of the course (including the form of classes) Knowledge: C1 - Impart basic knowledge of raster graphics, vector graphics and color models. C2 - Getting acquainted with the tools and methods of preparing raster graphics for publication Skills: C4 - evaluation of raster graphics C5 - prepared photos for publication on the Internet and on paper C6 - editing and exposure of graphics. Social Competencies: C7 - developing sensitivity to copyright
4.2. Detailed syllabus (including form of classes) LECTURES 1. Color models - 2 hrs. 2. Getting acquainted with the basic types of raster graphics - 3 hours. 3. Tools for creating, editing and organizing raster files - 4 hrs. 4. Basic types of vector graphics - 2 hours. 5. Getting acquainted with tools for creating vector files - 4 hrs. CLASSES 1. Making raster files - 3 hrs. 2. Acquisition of raster files - 1 hr. 3. Preparation of raster files for publication - 4 hrs. 4. Creating vector objects - 4 hours. 5. Publishing raster and vector files - 1 hour.

6.	Peer review of work effects - 2 hrs
----	-------------------------------------

4.3. Subject learning outcomes

Effect	A student who has passed the subject	Reference to directional learning outcomes
in terms of KNOWLEDGE :		
W01	He knows the basic terminology covering raster and vector documents created and the tools and methods for preparing raster graphics for publication.	DKS1P_W03
in terms of SKILLS :		
U01	Knows how to use the acquired knowledge to evaluate image files for their suitability in the publishing process. Knows how to propose solutions to problems.	DKS1P_U02
U02	Knows how to independently design and make a presentation of raster and vector files made by him and the group using available computer tools	DKS1P_U03
In terms of SOCIAL COMPETENCIES :		
K01	Is able to appropriately determine the priorities for the implementation of a task set by themselves or others and is able to assign to them a range of activities to achieve the objectives, recognizes the importance of knowledge in solving practical problems	DKS1P_K01

4.4. Ways of verifying the achievement of the learning outcomes in question

Subject effects (symbol)	Verification method (+/-)																				
	Oral/written exam*			Colloquium *			Project*.			Activity in class*			Own work*			Group work*			Other (what kind?) attendance		
	Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes		
	W	C	...	W	C	...	W	C	...	W	C	...	W	C	...	W	C	...	W	C	...
W01				+				+			+			+			+				
U01				+				+			+			+			+			+	
U02								+			+			+			+			+	
K01								+			+			+			+			+	

*unnecessary delete

4.5. Criteria for assessing the degree of achievement of learning outcomes

Form of classes	Evaluation	Criterion of assessment
lecture (W)	3	Colloquium scored with 51-60%.
	3,5	Colloquium passed with 61-70%.
	4	Colloquium passed with 71-80%.
	4,5	Colloquium passed with 81-90%.
	5	Colloquium passed with 91-100%.
exercises (C)*	3	Project scored 51-60%, activity in class.
	3,5	Project scored 61-70%, activity in class.
	4	Project scored 71-80%, activity in class.
	4,5	Project scored 81-90%, activity in class.
	5	Project scored 91-100%, activity in class.

5. BALANCE OF ECTS CREDITS - STUDENT WORKLOAD

Category	Student workload
	Full – time studies
NUMBER OF HOURS CARRIED OUT WITH DIRECT PARTICIPATION OF THE TEACHER /CONTACT HOURS/.	31

<i>Attendance at lectures*</i>	15
<i>Participation in exercises, conversation classes, laboratories*</i>	15
<i>Participation in consultations</i>	1
INDEPENDENT STUDENT WORK /NON-CONTACT HOURS/.	19
<i>Preparation for exercise, conversion, laboratory*</i>	7
<i>Preparation for the colloquium*</i>	4
<i>Collection of materials for the project, internet search*</i>	5
<i>Development of multimedia presentation, project*.</i>	3
TOTAL NUMBER OF HOURS	50
ECTS credits for the subject	2

***unnecessary delete**

I accept for implementation (date and legible signatures of persons teaching the subject in the given academic year)

.....

DESCRIPTION OF THE COURSE OF STUDY

Subject code	14.1-1DKS-BC7-HM	
Subject name in language	Polish	Historia mediów <i>Media history</i>
	English	

9. LOCATION OF THE SUBJECT IN THE SYSTEM OF STUDIES

1.1 Direction of study	Journalism and social communication
1.2 Form of study	Full – time studies
1.3 Level of study	Bachelor degree
1.4 Profile of study*	Practical
1.5 The person preparing the course charter	Prof. dr hab. Tomasz Mielczarek
1.6 Contact.	tomasz.mielczarek@ujk.edu.pl

10. GENERAL CHARACTERISTICS OF THE SUBJECT

2.1 Language of instruction	Polish
2.2 Prerequisites*.	no

11. DETAILED CHARACTERISTICS OF THE SUBJECT

11.1. Form of classes	Lectures, classes	
11.2. Place of classes	Traditional classes in the UJK teaching classes	
11.3. Form of assessment	Exam, Graded credit	
11.4. Teaching methods	Problem lecture/conversation lecture Exercises - discussion, demonstration with explanation	
11.5. Bibliography	basic	Bajka Z., <i>Historia mediów</i> , Kraków 2008. Briggs A., Burke P., <i>Spoleczna historia mediów. Od Gutenberga do Internetu</i> , Warszawa 2010. Habielski R., <i>Polityczna historia mediów w Polsce w XX wieku</i> , Warszawa 2009. Łojek J., Myśliński, J., Władyka W., <i>Dzieje prasy polskiej</i> , Warszawa 1988.
	supplementary	<i>Encyklopedia wiedzy o prasie</i> , red. J. Maślanka, Wrocław 1976. Gorman L., McLean D., <i>Media i społeczeństwo. Wprowadzenie historyczne</i> , Kraków 2010. Grzelewska D., Habielski R., Kozieł A., <i>Prasa, radio i telewizja w Polsce. Zarys dziejów</i> , Warszawa 2001. Paczkowski A., <i>Czwarta władza. Prasa dawniej i dziś</i> , Warszawa 1973. Williams K., <i>Media w Europie</i> , Kraków 2009. Wolert W., <i>Szkice z dziejów prasy światowej</i> , Kraków 2005.

12. OBJECTIVES, CONTENT AND LEARNING OUTCOMES

12.1. Objectives of the course (including the form of classes)	
C1. To get acquainted with the basic concepts of press, radio and television and to show the successive stages of formation and development of individual media in Poland and abroad against the background of general conditions of particular epochs, with particular attention to socio-political and technological changes (exercises; lecture). C2. Ability to make analyses, comparisons and draw conclusions; preparation for own research (exercises). C3. To show the role and influence of the media on society; to characterize outstanding journalists of particular eras and the most important newspaper titles, radio and television programs defining new trends in media development (lecture, exercises).	
Detailed syllabus (including form of classes)	
Lectures	
1 Social and political contexts of media history. Institutions of censorship. Key stages in the development of mass media (press, radio, television, Internet). Models of media systems in historical perspective.	
2. Periodization of the history of the Polish press. Polish press until 1795.	
3. Polish periodicals in the period of national captivity. Press of the Great Emigration.	
4. Press in the interwar period. Legal conditions, typology, more important titles.	
5. Situation of the Polish press in the period of the Second World War (underground press, "gadzinowa" press; emigration magazines).	
6. Polish press in the period of the Polish People's Republic. Aims and tasks of the media. GUKPPiW. Concept of propaganda, press campaigns and rationing of information. Informal circulation of information. The emigrant press after World War II.	
7. Outline of the history of Polish radio and television.	
Classes	

- 1 Basic terminology. The concept of press, fourth power, media, censorship. Principles of freedom of expression.
2. Genesis and the oldest forms of the press until the 18th century (written newspapers, ephemeral prints).
3. Social, economic and technological changes affecting the development of the media (from Gutenberg to the Internet).
4. The main stages of the development of the press in the United States and Western Europe (with particular emphasis on Great Britain) in comparative terms.
5. The birth and development of the high-circulation press (boulevard press, sensationalist press, yellow press.
6. The beginnings of radio and television.
7. audiovisual media until World War II.
8. the birth of the Internet.- Journalism Journalism.
- Practical exercises: preparation of selected news statements (mention, note, report, announcement) and journalistic statements (article, column, commentary, review)

12.2. Subject learning outcomes

Effect	A student who has passed the subject	Reference to directional learning outcomes
in terms of KNOWLEDGE:		
W01	Knows the main stages of development of mass media (press, radio, television, Internet) against the background of the general conditions of each era, with particular attention to social, political and technological changes.	DKS1P_W01
W02	Understands various concepts of the press.	DKS1P_W03
W03	Understands the principles of freedom of expression.	DKS1P_W08
W04	Knows the most prominent journalists of different eras.	DKS1P_U04
W05	Knows the most important press titles and audiovisual programs that define new trends in media development.	
W06	Can determine the role and influence of the media on Polish society.	DKS1P_U12
W06	Understands technological changes and their impact on journalism.	DKS1P_K01
W07	Knows the functioning of censorship in the Polish lands in different historical periods.	DKS1P_K02
in terms of SKILLS:		
U01	is able to independently reach different types of sources of knowledge, use them in preparing for classes.	DKS1P_U04
U02	recognizes the need for continuing education.	DKS1P_U13
In terms of SOCIAL COMPETENCIES:		
K01	is able to set priorities to achieve a task defined by him or others.	DKS1P_K01
K02	Recognizes possible problems related to the specifics of the performance of the future profession and prepares to solve them.	DKS1P_K02

7.4. Ways of verifying the achievement of the learning outcomes in question

Subject effects (symbol)	Verification method (+/-)														
	Oral/Written exam			Activity in class*			Project			Group work*			Own work		
	Form of classes			Form of classes			Form of classes			Form of classes			Form of classes		
	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...
W01	+				+			+			+				
W02	+				+			+			+				
U01	+				+			+			+			+	
U02	+				+			+			+			+	
K01	+				+			+			+			+	
K02					+						+			+	

*unnecessary delete

4.7. Criteria for assessing the degree of achievement of learning outcomes

Form of classes	Evaluation	Criterion of assessment
Lectures(L)*	3	In order to receive a grade of 3.0 on the exam, the student should give 51 - 60% correct answers.
	3,5	In order to receive a grade of 3.0 on the exam, the student should give 61 - 70% correct answers.
	4	In order to receive a grade of 3.0 on the exam, the student should give 71 - 80% correct answers.

	4,5	In order to receive a grade of 3.0 on the exam, the student should give 81 - 90% correct answers.
	5	In order to receive a grade of 3.0 on the exam, the student should give 91 - 100% correct answers.
Classes	3	Attendance, project rated 3.0
	3,5	Attendance, activity in class (minimum 2 activities), project graded 3.5.
	4	Attendance, activity in class (minimum 3 activities), preparing presentation, project graded 4.
	4,5	Attendance, activity in class (minimum 4 activities), preparing presentation, project graded 4.5.
	5	Attendance, active participation in all classes, preparing presentation, project graded 5.

8. BALANCE OF ECTS CREDITS - STUDENT WORKLOAD

Category	Student workload
	Full – time studies
NUMBER OF HOURS CARRIED OUT WITH DIRECT PARTICIPATION OF THE TEACHER /CONTACT HOURS/.	30
Participation in lectures	15
Participation in classes	15
INDEPENDENT STUDENT WORK /NON-CONTACT HOURS/.	45
Preparation for lectures	5
Preparation for classes	15
Preparation for exam	15
Collection of materials and preparation of works	7
Preparing presentation	3
TOTAL NUMBER OF HOURS	75
ECTS credits for the subject	3

**unnecessary remove*

I accept for implementation (date and legible signatures of persons teaching the subject in the given academic year)

.....

DESCRIPTION OF THE COURSE OF STUDY

Course code	15.9-1DKS-BC7-MM	
Name of the course in	Polish	Marketing medialny Media marketing
	English	

13. LOCATION OF THE SUBJECT IN THE SYSTEM OF STUDIES

1.1 Direction of study	Journalism and social communication
1.2 Form of study	Full – time studies
1.3 Level of study	Second cycle
1.4 Profile of study*	Practical
1.5 Person/team preparing the subject charter	Dr. Judyta Ewa Perczak
1.6 Contact.	jperczak@ujk.edu.pl

14. GENERAL CHARACTERISTICS OF THE SUBJECT

2.1 Language of instruction	Polish
2.2 Prerequisites*.	no

15. DETAILED CHARACTERISTICS OF THE SUBJECT

15.1. Form of classes	Lecture, exercises	
15.2. Place of classes	UJK teaching classes	
15.3. Form of assessment	Exam, credit	
15.4. Teaching methods	Lecture with multimedia presentations, (classes) discussions, students' own work	
15.5. Bibliography	Basic	Jupowicz – Ginalska Anna, <i>Marketing medialny</i> , Warszawa 2010; Żabiński Ryszard, <i>Marketing na rynku prasowym</i> , Warszawa 2010; Jupowicz-Ginalska A., <i>Promowanie mediów w mediach</i> , w: Olędzki J. (red.) <i>Public Relations. Społeczne wyzwania</i> , Warszawa 2008.
	Supplementary	Stawarz Barbara, <i>Content marketing po polsku</i> , Warszawa 2015; Kotler Philipp, <i>Marketing: na podstawie najnowszego czternastego wydania oryginału</i> , Poznań 2021.

16. OBJECTIVES, CONTENT AND LEARNING OUTCOMES

16.1. Objectives of the course (including the form of classes) W. <i>C1 - Transfer of knowledge of media marketing from the point of view of the marketing - mix scheme.</i> <i>C2 - To impart knowledge about the media as a marketing product and how to promote it.</i> Exercise. <i>C.1 Acquire the skills to create your own marketing campaigns.</i>
16.2. Detailed syllabus (including the form of classes) Lecture: 1 - 2. Definitions: marketing, marketing - mix, media marketing, media strategy. Marketing terminology. Components of marketing - mix. Traditional marketing versus media marketing. 3. Media market research and its role in media marketing activities. 4. Marketing strategies in traditional and media marketing. 5. Product in marketing activity, the medium as a marketing product (media brand, product life cycle, assortment and other features). 6. Distribution in media marketing, its channels and ways. 7. The price of the media marketing product. 8. media promotion and self-promotion. Exercises: 1. Analysis of audience/listening/readership/clicking surveys as a prelude to creating your own campaign. 2. media strategies - discussion of cases. 3 - 5. Creating a concept for your own media product. 6 - 8. Creating a strategy. 9 - 11. Promotional planning and creation of promotional materials. 12 - 15. presentation of the campaign.

1.1. Subject learning outcomes

Effect	A student who has passed the subject	Reference to directional learning outcomes
in terms of KNOWLEDGE :		
W01	He has in-depth knowledge in the field of media marketing, its methodology and terminology and is able to put it into practice.	DKS2P_W03
W02	He knows the principles of creating marketing strategies and campaigns and puts this knowledge into practice.	DKS2P_W03
W03	Has knowledge of the legal and ethical principles of media marketing activities.	DKS2P_W11
in terms of SKILLS :		
U01	Analyzes specific media campaigns, identifies and evaluates their various elements.	DKS2P_U01 DKS2P_U02
U02	Can create a media marketing campaign plan with all its components.	DKS2P_U13
In terms of SOCIAL COMPETENCIES :		
K01	He is able to work in a group and co-create a project, competently performing the assigned part of the task.	DKS2P_K03

8.4. Ways of verifying the achievement of the learning outcomes in question

Subject effects (symbol)	Verification method (+/-)																				
	Oral exam			Colloquiu m*			Project*.			Activity in class*			Own work*			Group work*			Other (which?)*		
	Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes		
	W	C	..	W	C	..	W	C	..	W	C	...	W	C	..	W	C	..	W	C	..
W01	X								X	X											
U01								X			X										
U02								X			X										
K01								X			X						X				
K02								X			X						X				

*unnecessary delete

4.8. Criteria for assessing the degree of achievement of learning outcomes

Form of classes	Evaluation	Criterion of assessment
Lecture (W)	3	Oral exam scored 3.0 (50 - 60% correct answers)
	3,5	Oral exam passed with 3.5 (61 - 70% correct answers) The grade can be increased by half a grade due to activity in lectures.
	4	Oral exam scored 4.0 (71-80% correct answers) The grade can be increased by half a grade due to activity in lectures.
	4,5	Oral exam passed with 4.5 (81 - 90% correct answers) The grade can be increased by half a grade due to activity in lectures.
	5	Oral exam scored 5.0 (91 - 100% correct answers).
exercises (C)*	3	A simple media campaign developed in the group scored 3.0 (50 - 60% of the points). The grade of individual members of the project group can be increased by half a degree due to activity in the exercises.
	3,5	The media campaign plan developed in the group scored 3.5 (61 - 70% points). The grade of individual members of the project group can be increased by half a degree due to activity during exercises.
	4	The media campaign plan developed in the group scored 4.0 (71 - 80% points). The grade of individual members of the project group can be increased by half a degree due to activity during exercises.

	4,5	The media campaign plan developed in the group scored 4.5 (81 - 90% points). The grade of individual members of the project group can be increased by half a degree due to activity during exercises.
	5	The media campaign plan developed in the group scored 5.0 (91 - 100% points).

9. BALANCE OF ECTS CREDITS - STUDENT WORKLOAD

Category	Student workload	
	Full – time studies	
<i>NUMBER OF HOURS CARRIED OUT WITH DIRECT PARTICIPATION OF THE TEACHER /CONTACT HOURS/.</i>	45	
<i>Attendance at lectures*</i>	30	
<i>Participation in exercises, conversation classes, laboratories*</i>	15	
<i>INDEPENDENT STUDENT WORK /NON-CONTACT HOURS/.</i>	30	
<i>Preparation for exercise *</i>	5	
<i>Preparation for the exam/colloquium*.</i>	5	
<i>Collection of materials for the project, internet search*</i>	10	
<i>Development of a multimedia presentation*</i>	10	
TOTAL NUMBER OF HOURS	75	
ECTS credits for the subject	3	

**unnecessary delete*

I accept for implementation (date and signatures of persons teaching the subject in the academic year)

.....

DESCRIPTION OF THE COURSE OF STUDY

Course code	0321.5.DKS2.B/C.MS	
Name of the course in	Polish	Media społecznościowe Social Media
	English	

5. LOCATION OF THE COURSE OF STUDY WITHIN THE SYSTEM OF STUDIES

1.1. Field of study	Journalism and social communication
1.2. Form of study	Full – time studies
1.3. Level of study	Second cycle
1.4. Profile of study	Practical
1.5. Person/s preparing the course description	dr Tomasz Chrzastek
1.6. Contact	tomasz.chrzastek@ujk.edu.pl

1. GENERAL CHARACTERISTICS OF THE COURSE OF STUDY

2.1. Przynależność do modułu	Core subjects/directional subjects
2.2. Language of instruction	polski
2.3. Prerequisites*	no

1. DETAILED CHARACTERISTICS OF THE COURSE OF STUDY

16.3. Form of classes	Laboratory – 18 godz. E-learning – 12 godz.	
16.4. Place of classes	UJK teaching classes	
16.5. Form of assessment	Graded credit	
16.6. Teaching methods	Instructional methods: instruction. Problem-based methods: computer-assisted teaching.	
16.7. Bibliography	basic	- Kreft J.: Za fasadą społeczności. Elementy zarządzania nowymi mediami, Kraków 2015. - Marcin Żukowski, Twoja firma w social mediach. Podręcznik marketingu internetowego dla małych i średnich przedsiębiorstw, Gliwice 2016 - Miotk Anna, Skuteczne social media. Prowadź działania, osiągaj zamierzone efekty, Gliwice 2013 - Czaplicka Monika, Zarządzanie kryzysem w social media, Gliwice, 2014 - Grębosz Magdalena, Dagna Siuda, Grzegorz Szymański, Social media Marketing, Monografie Politechniki Łódzkiej, Łódź 2016 Dostępny na : http://repozytorium.p.lodz.pl/bitstream/handle/11652/1463/Social_Media_Marketing_Grebosz_Siuda_Szymanski_2016.pdf?sequence=1&isAllowed=y
	supplementary	- Breitbarth Wayne, W sieci korzyści. Jak wykorzystać LinkedIn w kontaktach zawodowych, Gliwice 2015 - Dziennikarze a media społecznościowe, https://pressinstitute.eu/wp-content/uploads/2017/01/raport-social-media.pdf - Aleksandra Bilińska, Storytelling w chatbocie, czyli pół miliona interakcji w 4 dni, https://kodabots.com/blog/storytelling-w-chatbocie-czyli-pol-miliona-interakcji-w-4-dni/?fbclid=IwAR0Smme6PkV2w3cBXwIVYT4fRWmS25ecHpvD5l-P6H6hg12xValgudWSzkE - E-booki anglojęzyczne, dostępne po zalogowaniu, https://www.hubspot.com/resources/ebook/social-media
	E-learning materials	Katarzyna Granops-Szkoda, Jak zdobyć pierwszy 1000 (zaangażowanych) fanów na Facebooku? https://www.youtube.com/watch?v=uCUeh_PZZ0o

		2. Nowy Marketing, Social Media 2010-2015-2020 - ebook, dostępny do pobrania na https://nowymarketing.pl/a/7315,social-media-2010-2015-2020-ebook-od-nowego-marketingu 3. Georgiew Franciszek, Księga Adsów. Czyli jak zostać Tygrysem Social Media. E-book, dostępny na https://docplayer.pl/52278049-Social-tigers-ksiega-adsow.html 4. Narzędzia Facebooka https://www.facebook.com/business/tools/ads-manager 5. <i>Reklamy w social media – jak ciekawie je pokazać?</i>, https://www.youtube.com/watch?v=tXAY7XRF08s 6. Kanał You Tube Sprawny Marketing, https://www.youtube.com/channel/UCmLETdxw4P8X7j-uUZ4udSw 7. Blog agencji Social Tigers, https://socialtigers.pl/blog# 8. Blog Senti One, https://sentione.com/pl/blog 9. Blog Akademia Brand24, https://blog.brand24.pl/ 10. Telus Marta, Trendy w digital marketingu 2019 - część I - Social Media, https://socjomania.pl/trendy-w-digital-marketingu-2019-cz-1 11. Hrywna Oksana, Komunikatory – przyszłość social media?, https://marketingibiznes.pl/social-media/komunikatory/ 12. Paroszkiewicz Szymon, Czy komunikatory to nowe media społecznościowe? https://nowymarketing.pl/a/6043,czy-komunikatory-to-nowe-media-spoecznosciowe 13. Szkolenia Facebook Blueprint - https://www.facebookblueprint.com/student/catalog 14. Artur Jabłoński - blog - Social Media - https://arturjablonski.com/category/social-media/ 15. - http://infolia.pl/szkolenie/jak-zdobyc-uwage-klientow-w-social-media/ SZKOLENIE Jak zdobyć uwagę klientów i zapanować nad mediami społecznościowymi? 16. http://infolia.pl/szkolenie/webwriting-jak-pisac-zeby-chcieli-czytac/ / - SZKOLENIE Jak pisać, żeby chcieli czytać? 17. https://business.instagram.com/blog/instagram-webinar-series?locale=pl_PL
--	--	---

1. OBJECTIVES, SYLLABUS CONTENT AND INTENDED LEARNING OUTCOMES

16.8. Objectives of the course (including form of classes)

C1 - To provide students with knowledge of the problems of social media.

C2 - Preparing to practical use of services offered by social networks.

C3 -The student is able to make optimal use of the possibilities of social media, is able to control a crisis situation in social media, understands the mechanisms of advertising in social media, distinguishes advertising content published in social media.

a. Detailed syllabus (including form of classes)

Lab classes:

1. How to publish on Facebook - construction of posts and their types - creation, effective copywriting and headlines. Latest trends - video, live reports; publishing an event; real-time marketing - case study - 2 hours (the condition for joining the exercises on this topic is to have previously passed it in the form of e-learning)

2. advertising formats and tools on Facebook - setting up an advertising account; creating the first advertising campaign step by step - 2 hours

3. Instagram - a platform not only for mobile influencers - publishing tools - mobile and desktop, applications to support work on Instagram (photo and video editing, overlays and filters, analytics, post scheduling), Instagram Stories features, #hashtags, linking a profile on Instagram with a Facebook fanpage, best-run profiles, most interesting influencer marketing collaborations - case study. Publishing posts from desktop, mobile and stories. - 2 hours (a prerequisite for joining the exercises on this topic is to have previously passed it in the form of e-learning)

4. X (Twitter) - an ideal tool for journalistic work - publishing the first post. The most influential accounts - case study - 1 hour (a prerequisite for joining the exercises on this topic is to have previously passed it in the form of e-learning)

5. personal branding on the example of LinkedIn - configuration of a personal profile, filling in the data - creating a resume - 1 hour (the condition to join the exercises on this topic is prior completion of it in the form of e-learning)
6. basics of maintaining an account on YouTube - using free tools for editing a short video, publishing a short video. Case Studies - 3 hours (a prerequisite for joining the exercises on this topic is to have previously passed it in e-learning form)
7. Pinterest - a female-dominated mine of inspiration - discussion of basic features, interface basics, business and personal accounts, business use, key features, content organization. Creation of boards and pins - 2 hours
- 8 Social Media of the future? Communication platforms - Case study, application of storytelling in chatbots on Messenger - 2 hours (the condition for joining the exercises on this topic is to have previously passed it in the form of e-learning)
9. use of social media in the work of a journalist - Use of social networks in publishing journalistic content. Discussion on the impact on journalistic ethics. Ways to verify data. Case study - the most active journalists in Polish social media - 2 hours
10. social media monitoring - analysis of Facebook statistics - the best hours of publication, demographic analysis of the community - 1 hour (the condition for joining the exercises on this topic is to first pass it in the form of e-learning)

E-learning:

1. How to publish on Facebook - General information, basic concepts, user profile, Facebook Edge Rank or how to effectively publish posts, profile, fanpage, groups, events - building a loyal, engaged and valuable community within a fanpage - 2 hours
2. Facebook security - how to protect your Facebook account? Security settings, privacy; roles on the page and their permissions; Facebook viruses, phishing - 1 hour
3. Instagram - a platform not only for mobile influencers: - basic functionality, trends and developments, influencer marketing - 1 hour
4. X (Twitter) - the ideal tool for journalistic work - Discussing the basics of the interface, personalization of the profile, use of #hashtags , basic functions, building engagement - 1 hour
5. Personal Branding using LinkedIn as an example - Discussion of interface basics, networking, useful features, company page. Use of the portal in the recruitment process, building a personal and company brand using the portal, the concept of personal branding - 1 hour
6. YouTube account basics - basic functions and concepts, channel, private account vs. company account, technical aspects - video upload and basic settings, development directions and latest trends, video marketing - 1 hour
- 7 Social Media of the future? Communication platforms. Discussion of the most popular communicators - Messenger, WhatsApp, Viber, Face Time, functions available to communicators, limitations and development directions, chat bots, creative use of messages in the media industry and marketing. - 1 hour
- 8 How to position in Social Media? Analysis of effective social media content creation in the context of positioning and building reach, concepts of Content Marketing, positioning on FaceBook, Twitter, Pinterest, Linked In and Instagram - 1 hour
9. social media monitoring - Tools for monitoring social media profiles, sample monitoring programs, why you should monitor your social media - project optimization, data analysis, surveying your community and responding quickly to feedback - 1 hour
- 10 Social media crises, do they always erupt on weekends? - Quick response, how to deal with a disgruntled customer, response to criticism, negative comment - how to catch it before it spreads further, how to respond to it. Case study - the most famous cases of crises in recent years, good and bad examples. Creating a crisis management plan on a selected platform - 2 hours

16.9. Intended learning outcomes

Code	Student who passed the course	Relation to learning outcomes
within the scope of KNOWLEDGE:		
W01	Has an in-depth knowledge of social networks and how they can be used by a journalist	DKS2P_W05
W02	Identifies and appropriately selects the narrative and forms of communication used in social media	DKS2P_W07
within the scope of ABILITIES:		
U01	knows the specifics and structures of the most important social media and is able to efficiently navigate this environment and recognizes its usefulness in his professional work	DKS2P_U02
U02	identifies the mechanisms of influence of social media on its users	DKS2P_U06
within the scope of SOCIAL COMPETENCES:		
K01	Recognizes the advantages and disadvantages of using social media for professional work	DKS2P_K04

9.4. Methods of assessment of the intended learning outcomes

Efekty przedmiotowe (symbol)	Method of assessment(+/-)																				
	Oral/written exam			Test *			Project*			Work in class*			Self - study*			Group work*			Others* e.g. standardized test used in e-learning		
	Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes		
	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...
W01								X			X			X						X	
W02								X			X			X						X	
U01								X			X			X						X	
U02								X			X			X						X	
K01								X			X			X						X	

4.9. Criteria of assessment of the intended learning outcomes

Form of classes	Grade	Criteria of assessment
Classes (C)*	3	51-60% of possible points. Passed e-learning classes.
	3,5	61-70% of possible points. Passed e-learning classes.
	4	71-80% of possible points. Passed e-learning classes.
	4,5	81-90% of possible points. Passed e-learning classes.
	5	91-100% of possible points. Passed e-learning classes.

1. BALANCE OF ECTS CREDITS – STUDENT'S WORK INPUT

Category	Student's workload	
	Full – time studies	
NUMBER OF HOURS WITH THE DIRECT PARTICIPATION OF THE TEACHER /CONTACT HOURS/	30	
Participation in classes, seminars, laboratories*	18	
Others*E-learning	12	
INDEPENDENT WORK OF THE STUDENT/NON-CONTACT HOURS/	20	
Preparation for the classes, seminars, laboratories*	10	
Gathering materials for the project/Internet query*	10	
TOTAL NUMBER OF HOURS	50	
ECTS credits for the course of study	2	

DESCRIPTION OF THE COURSE OF STUDY

Course code		
Name of the course in	Polish	<i>Metody i techniki badań społecznych</i> <i>Methods and Techniques of Social Research</i>
	English	

17. LOCATION OF THE SUBJECT IN THE SYSTEM OF STUDIES

1.1 Field of study	Journalism and social communication
1.2 Form of study	Full – time studies
1.3 Level of study	Bachelor degree
1.4 Profile of study*	Practical
1.5 Person/team preparing the subject charter	Olga Dąbrowska - Cendrowska
1.6 Contact.	cendrowska@ujk.edu.pl

18. GENERAL CHARACTERISTICS OF THE SUBJECT

2.1 Language of instruction	Polish
2.2 Prerequisites*.	No

19. DETAILED CHARACTERISTICS OF THE SUBJECT

19.1. Form of classes	Classes – 30 hours	
19.2. Place of classes	Classes in the UJK teaching room/MS Teams	
19.3. Form of assessment	Graded credit	
19.4. Teaching methods	Workshop using active methods, elements of informative lecture, group work, flip method, snowball method, mind map, brainstorming.	
19.5. Bibliography	basic	(literature available at the University Library) 1. Joyce Cox, Joan Lambert, Curtis Frye, Microsoft Office 2010 : for home users and students, 2. Sergiusz Flanczewski, Excel 2016 PL w biurze i nie tylko, 3. Dariusz Frenki, PowerPoint 2000 : ćwiczenia praktyczne
	supplementary	Babbie Earl., <i>Podstawy badań społecznych</i> , PWN, Warszawa 2013. 1. Sołoma L., <i>Metody i techniki badań socjologicznych: wybrane zagadnienia</i> , Wydawnictwo Uniwersytetu Warmińsko-Mazurskiego, Olsztyn 1999.

20. OBJECTIVES, CONTENT AND LEARNING OUTCOMES

20.1. Objectives of the course (including the form of classes)
C 1. student can recognize methods, techniques, tools used in social research.
C 2. the student is able to prepare the concept of social research independently;
C 3. the student is able to organize the research process.
Detailed syllabus (including form of classes)
Classes: .
1. Introduction to the subject matter of the subject. What is research, cognitive methods, features of the scientific method.
2. research procedures.
3. quantitative and qualitative methods of social research.
4. concept of own research
5. selection of research method and technique
6. development of a research tool
7. collection of results
8. analysis and presentation of the collected research results

1.2. Subject learning outcomes

A student who has passed the subject:	Reference to directional learning outcomes
in terms of KNOWLEDGE:	
Knows the connections of social communication and media sciences with sociological sciences. He understands the possibilities of applying this knowledge in designing the research process;	DKS1P_W04

knows the main research trends in the discipline of social communication and media science, knows the basic methods, techniques and tools of social research;	DKS1P_W05
Has advanced knowledge of public perception of the media and the causes, scale and consequences of changes in this area.	DKS1P_W13
in terms of ABILITIES	
Knows how to find the necessary information in various sources, analyze it, and evaluate its usefulness for research design;	DKS1P_U01
Is able to independently define the purpose of the research, develop a research concept (research questions, select research methods and techniques, select a research sample, formulate hypotheses, design a research work schedule) and present the results of his research using generally available IT tools;	DKS1P_U03
Has the ability to analyze data and draw conclusions about the functioning of the media in society;	DKS1P_U12
In terms SOCIAL COMPETENCES:	
Is able to determine priorities for the implementation of a task set by himself or others and is able to assign a range of activities to achieve the objectives, recognizes the importance of knowledge in solving practical problems.	DKS1P_K01

Subject effects (symbol)	Verification method (+/-)																				
	Oral/written exam*			Colloquium *			Project*.			Activity in class*			Own work*			Group work*			Other (which?)*		
	Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes		
	W	C	...	W	C	...	W	C	L	W	C	L	W	C	L	W	C	L	W	C	...
W01									+		+					+					
U01											+			+			+				
U02									+		+					+					
K01									+											+	
K02											+					+					

**unnecessary delete*

4.10. Criteria for assessing the degree of achievement of learning outcomes		
Form of classes	Evaluation	Criterion of assessment
exercises (C)*	3	51-60% points
	3,5	61-70% points
	4	71-80% points
	4,5	81-90% points
	5	91-100% points

10. BALANCE OF ECTS CREDITS - STUDENT WORKLOAD

Category	Student workload
	Study stFull – time studies
NUMBER OF HOURS CARRIED OUT WITH DIRECT PARTICIPATION OF THE TEACHER /CONTACT HOURS/.	30
Participation in classes*	30
INDEPENDENT STUDENT WORK /NON-CONTACT HOURS/.	45
Preparation for exercise, conversion, laboratory*	15
Collection of materials for the project, internet search*	15
Preparing multimedia presentation	10
TOTAL NUMBER OF HOURS	75
ECTS credits for the subject	3

**unnecessary delete*

I accept for implementation (date and signatures of persons teaching the subject in the academic year)

.....

DESCRIPTION OF THE COURSE OF STUDY

Course code	11.3-1DKS-D6-PPWWW	
Name of the course in	Polish	Podstawy projektowania stron WWW Web Design Basics.
	English	

21. LOCATION OF THE SUBJECT IN THE SYSTEM OF STUDIES

1.1 Direction of study	Journalism and social communication
1.2 Form of study	Full – time studies
1.3 Level of study	Bachelor
1.4 Profile of study*	practical
1.5 The person preparing the course charter	Milosz Skiba
1.6 Contact.	skiba@echodnia.eu

22. GENERAL CHARACTERISTICS OF THE SUBJECT

2.1 Language of instruction	Polish
2.2 Prerequisites*.	Basic computer skills

23. DETAILED CHARACTERISTICS OF THE SUBJECT

23.1. Form of classes		Lecture - 10 hrs. Laboratory exercises - 14 hrs. E-learning - 16 hrs.
23.2. Place of classes		UJK teaching room
23.3. Form of assessment		Graded credit
23.4. Didactic methods		Methods giving: informative lecture, instruction. Problem-based methods: computer-assisted learning.
23.5. Bibliography	basic	1. Laura Lemay, Rafe Colburn, Jennifer Kyrnin, HTML, CSS i JavaScript dla każdego. Wydanie VII, Helion, 2016 2. Eric Enge, Stephan Spencer, Jessie Stricchiola, SEO, czyli sztuka optymalizacji witryn dla wyszukiwarek (ebook), Helion, Gliwice 2016 3. DARMOWY E-BOOK: KURS HTML I CSS http://weborbital.cba.pl/
	supplementary	1. Keith J. Grant, CSS od podszewki, Helion, Gliwice 2019 2. Maltraversi Marco, SEO & SEM. Przewodnik dla zaawansowanych po Webmarketingu. CeDeWu, Warszawa 2017
	E-learning materials	1. HTML Course by Pawel Wimmer http://webmaster.helion.pl http://www.kurshtml.edu.pl/ 2. the World Wide Web Consortium's XHTML 1.1 specification, May 31, 2001, http://www.w3.org/TR/xhtml11/ 3. https://helpx.adobe.com/pl/dreamweaver/using/creating-web-forms.html#about_web_forms 4. Google Analytics https://analytics.google.com/analytics/web/ 5. https://www.youtube.com/watch?v=C21Tp_AVv6Q 6. https://www.szymonslowik.pl/pozycjonowanie-stron/ 7. https://mfiles.pl/pl/index.php/Wymagania_dla_witryn_internetowych

24. OBJECTIVES, CONTENT AND LEARNING OUTCOMES

24.1. Objectives of the course (including the form of classes) C1- Familiarize students with XHTML / HTML and CSS document description languages. C2 - Getting acquainted with the techniques of creating, processing and positioning a website, taking into account the display of a website on mobile devices C3 -Develop the ability to place a website on a web server and manage it C4 - Developing the ability to embed graphic and video materials C5 - Develop the ability to install Google Analytics tracking code on a website and use the statistics	
Detailed syllabus (including the form of classes) Lectures: - Basics of functioning of http, ftp protocols - 2 hours - Introduction to HTML, XHTML, CSS - 2 hours - Formatting text with HTML and CSS - 2 hours - Selection and embedding of graphic and video materials, social media posts - 2 hours	

5. The importance of linking your site to Google Analytics and reading statistics - 2 hours

Lab:

1. Preparation of a simple website - 14 hours

E-learning

1. Basic concepts, rationale for adding hyperlinks and creating appropriate hyperlink names - 2 hours
2. Form creation and processing, terminology of form objects, form attributes, html language, form insertion instructions; workshop - exercises on the computer aimed at creating a form and its processing - 2 hours
3. Managing multimedia elements, explaining what multimedia is, where to get it from, how to create it yourself, finding multimedia on the web - 2 hours
4. Website positioning - terminology, what positioning is, what are keywords, how to build title, lead, content, photo captions, descriptions for videos, what enhances positioning - 2 hours
5. Placing and managing a Web site - requirements for Web sites - 2 hours
6. Adjusting the view of the website for mobile devices - the importance of mobile devices in the use of the Internet, how to check how the website displays on mobile devices, making changes to the website to make it look good on mobile devices - 2 hours
7. Photo cropping, embedding footage and social media posts; - free photo cropping software, how to properly crop photos, examples of portals where you can download photos for free, instruction on how and where to embed video and social media post - 2 hours
8. Using Google Analytics and reading the results - what Google Analytics is and what data it will read, how to plug in a page, how to find your article and check reception, logging into Google analytics, plugging in a page and finding data - 2 hours

24.2. Subject learning outcomes

Effect	A student who has passed the subject	Reference to directional learning outcomes
in terms of KNOWLEDGE:		
W01	Has basic knowledge of the impact of new online media on society. Knows and understands basic terms used in online media texts. Knows the principles of building a site's position in search engines and has knowledge of how to increase the number of users.	DKS1P_W01
in terms of SKILLS:		
U01	Can independently prepare a simple website.	DKS1P_U03
U02	Able to use tools to help design, create and implement websites.	DKS1P_U07
In terms of SOCIAL COMPETENCIES:		
K01	He is aware of the rapid development of the Internet and recognizes the necessity of continuing education related to this fact, he is able to complete and improve the acquired knowledge and skills in the development of websites.	DKS1P_K01

10.4. Ways of verifying the achievement of the learning outcomes in question

Subject effects (symbol)	Verification method (+/-)																				
	Oral/written exam*			Colloquium*			Project*			Activity in class*			Own work*			Group work*			Other (E-learning)*		
	Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes		
	W	C	...	W	C	...	W	C	...	W	C	...	W	C	...	W	C	...	W	C	...
W01				x				x		x	x			x						x	
U01								x			x			x						x	
U02								x			x			x						x	
K01								x			x			x						x	

*unnecessary delete

4.11. Criteria for assessing the degree of achievement of learning outcomes

Form of classes	Evaluation	Criterion of assessment
-----------------	------------	-------------------------

lecture (W)	3	Colloquium passed in the range of: 51-60% of possible points
	3,5	Colloquium passed in the range of: 61-70% of possible points
	4	Colloquium passed in the range of: 71-80% of possible points
	4,5	Colloquium passed in the range of: 81-90% of possible points
	5	Colloquium passed in the range of: 91-100% of possible points
exercises (C)*	3	Passed e-learning classes, project scored 51-60% of possible points
	3,5	Passed e-learning classes, project scored 61-70% of possible points
	4	Passed e-learning classes, project scored 71-80% of possible points
	4,5	Passed e-learning classes, project scored 81-90% of possible points
	5	Passed e-learning classes, project scored 91-100% of possible points

11. BALANCE OF ECTS CREDITS - STUDENT WORKLOAD

Category	Student workload
	Full – time studies
NUMBER OF HOURS CARRIED OUT WITH DIRECT PARTICIPATION OF THE TEACHER /CONTACT HOURS/.	34
Attendance at lectures*	10
Participation of laboratories	4
Consultations	4
E-learning	16
INDEPENDENT STUDENT WORK /NON-CONTACT HOURS/.	41
Preparation for exercise, conversion, laboratory*	20
Gathering materials and creating a design	21
TOTAL NUMBER OF HOURS	75
ECTS credits for the subject	3

*unnecessary delete

I accept for implementation (date and legible signatures of persons teaching the subject in the given academic year)

.....

DESCRIPTION OF THE COURSE OF STUDY

Course code	0321.5.DKS2. B/C.EDE	
Name of the course in	Polish	Podstawy SEO <i>SEO basics</i>
	English	

25. LOCATION OF THE SUBJECT IN THE SYSTEM OF STUDIES

1.1 Direction of study	Journalism and social communication
1.2 Form of study	Full – time studies
1.3 Level of study	Second cycle
1.4 Profile of study*	Practical
1.5 The person preparing the course charter	Tomasz Chrzastek
1.6 Contact.	Tomasz.chrzastek@ujk.edu.pl

26. GENERAL CHARACTERISTICS OF THE SUBJECT

2.1 Language of instruction	Polish
2.2 Prerequisites*.	No

27. DETAILED CHARACTERISTICS OF THE SUBJECT

27.1. Form of classes	Classes – 20 hours E – learning – 10 hours	
27.2. Place of classes	UJK teaching classes/ e – learning	
27.3. Form of assessment	Graded credit	
27.4. Teaching methods	Instructional methods: instruction. Problem-based methods: computer-assisted teaching.	
27.5. Bibliography	Basic	1. A. Andrzejczyk, <i>SEO marketing. Bądź widoczny w Internecie</i>, Gliwice, Helion 2022. 2. P. Cengiel, <i>Praktyczne zastosowania narzędzi SEO w Twojej firmie</i>, Gliwice, Helion 2021. A. Ciborowska, J. Lipiński, <i>SEO dla początkujących</i> , Gliwice, Helion 2022.
	Supplementary	1. G. Mikułowski, <i>Niech Cię widzą w sieci!</i>, Gliwice, Helion 2020. E. Podrez-Siama, <i>SEO dla blogerów, influencerów i marek osobistych</i> , Gliwice, Helion 2023.
	E – learning materials	1. https://delante.pl/pozycjonowanie-stron-poradnik-dla-poczatkujacych/ 2. https://www.youtube.com/watch?v=OmEddRHcdnE 3. https://www.youtube.com/watch?v=WPQnWSJ5SvU 4. https://semcore.pl/seo-co-to-i-komu-jest-potrzebne/ 5. https://www.grupa-icea.pl/blog/seo-co-to-jest/ 6. https://www.youtube.com/watch?v=iZsO0Enz21Y 7. https://www.youtube.com/watch?v=StgysKHvDdk 8. https://www.youtube.com/watch?v=Rcg_jyd4-k0 9. https://www.youtube.com/watch?v=6aXkpZaJ5kk

28. OBJECTIVES, CONTENT AND LEARNING OUTCOMES

28.1. Objectives of the course (including the form of classes) C1. To familiarize students with basic SEO terminology. C2 – To familiarize students with the basics of using web analytics for better content positioning. C3 - To shape the skills of creating optimal content for web browsers.
28.2. Detailed syllabus (including the form of classes) Laboratory classes: 1. website positioning as a part of marketing communication - 2 hrs. 2. tools used in SEO - 6 hrs, 3. SEO Copywriting (Selecting the right keywords and key phrases for the content of the article in order to properly position the article in Google search results) - 4 hours,

4. cross linking, methods of acquiring external links - 2 hours.
5. checking positioning results using Google, position of the text in Google for specific search phrases - 2 hours
6. working with statistical tools (Google Analytics) and keyword selection tools (Google Trends, Google keyword planner, Answer the public, etc.) - 4 hours

E-learning:

1. what is SEO? - 2 hrs.
2. Google Analytics 4.0 - 2 hrs.
3. positioning of different content on Google - 2 hrs.
4. Google ADS as a complement to SEO. - 2 hrs.
5. SEO audit - 2 hrs.

28.3. Subject learning outcomes

Effect	A student who has passed the subject	Reference to directional learning outcomes
in terms of KNOWLEDGE :		
W01	Understands the importance of appropriate selection of content, key words and phrases, composition of media messages in the process of their positioning in web browsers.	DKS2P_W06
in terms of SKILLS :		
U01	Knows how to create, process and share content on the Internet using available IT tools.	DKS2P_U01
U02	Is able to apply tools and technologies for optimization in the field of SEO transmission of information.	DKS2P_U02
U3	is able to supplement his knowledge and improve his skills, and independently makes decisions on the selection of tools and services for optimizing the content of media messages.	DKS2P_U13
In terms of SOCIAL COMPETENCIES :		
K01	Correctly determines priorities for the implementation of assigned tasks, while keeping in mind the purpose of the SEO activities undertaken, and applies them in the spirit of social responsibility.	DKS2P_K3

11.4. Ways of verifying the achievement of the learning outcomes in question

Subject effects (symbol)	Method of verification (+/-)																				
	Oral/written exam*			Colloquium*			Project*.			Activity in class*			Own work*			Group work*			Other (which?)*		
	Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes		
	W	C	...	W	C	...	W	C	...	W	C	...	W	C	...	W	C	...	W	C	...
W02								+			+			+							
W06								+			+			+							
U01								+			+			+							
U02								+			+			+							
U13								+			+			+							
K3								+			+			+							

*unnecessary delete

4.12. Criteria for assessing the degree of achievement of learning outcomes

Form of classes	Evaluation	Criterion of assessment
exercises (C)*	3	completion of 51-60% of the tasks indicated
	3,5	completion of 61-70% of the tasks indicated
	4	completion of 71-80% of the tasks indicated
	4,5	completion of 81-90% of the tasks indicated
	5	completion of 91-100% of the tasks indicated

12. BALANCE OF ECTS CREDITS - STUDENT WORKLOAD

Category	Student workload	
	Full – time studies	

NUMBER OF HOURS CARRIED OUT WITH DIRECT PARTICIPATION OF THE TEACHER /CONTACT HOURS/.	30	
<i>Participation in exercises, conversation classes, laboratories*</i>	20	
<i>Others: E – learning</i>	10	
INDEPENDENT STUDENT WORK /NON-CONTACT HOURS/.	45	
<i>Preparation for exercise, conversion, laboratory*</i>	20	
<i>Collection of materials for the project, internet search*</i>	25	
TOTAL NUMBER OF HOURS	75	
ECTS credits for the subject	3	

**unnecessary delete*

I accept for implementation (date and legible signatures of persons teaching the subject in the given academic year)

.....

DESCRIPTION OF THE COURSE OF STUDY

Course code	15.2-1DKS-D5-PA	
Name of the course in	Polish	Pracownia audiowizualna Audiovisual studio
	English	

1. LOCATION OF THE SUBJECT IN THE SYSTEM OF STUDIES

1.1 Direction of study	Journalism and social communication
1.2 Form of study	Full-time studies
1.3 Level of study	Bachelor
1.4 Profile of study*	Practical
1.5 The person preparing the course charter	Arkadiusz Miller
1.6 Contact.	arkadiusz.miller@gmail.com

2. GENERAL CHARACTERISTICS OF THE SUBJECT

2.1 Language of instruction	Polish
2.2 Prerequisites*.	No

3. DETAILED CHARACTERISTICS OF THE SUBJECT

1. Form of classes	Laboratory 60 hrs/15 hrs.	
2. Place of classes	Multimedia workshop	
3. Form of assessment	Graded credit	
4. Teaching methods	Working with multimedia software	
5. List of literature	basic	1. Duś Z., Podstawy montażu filmowego, Katowice 2002 2. Zonn L., Wokół montażu, Łódź 2001
	supplementary	1. Nasiłowski D., Jakościowe aspekty kompresji obrazu i dźwięku, MIKOM, Warszawa, 2007 2. Tadeusiewicz R., Korohoda P., Komputerowa analiza i przetwarzanie obrazów., Wydawnictwo FPT., Kraków, 1997 3. Czyżewski A., Dźwięk cyfrowy, EXIT, Warszawa, 1998

4. OBJECTIVES, CONTENT AND LEARNING OUTCOMES

1. Objectives of the course (including the form of classes) C1. <i>Master non-linear editing skills, covering the basics of audio and video editing.</i> C2. <i>Master the skills involved in using the Windows environment: editing audio and video, manipulating files, compiling, locating, identifying and correcting both compilation and execution errors.</i>

2. Detailed syllabus (including the form of classes)

- ☐ Technical data, operating instructions and presentation of the basic tools of the journalist's work: dictaphone, camera, television camera.
- ☐ Digital cameras and camcorders as modern journalist's tools - practical exercises with camera and camcorder.
- ☐ Perform simple image editing on the given material using Davinci Resolve.
- ☐ A short author's preview of the footage (called Stand up).
- ☐ Creation of a simple film etude. Selection of background sound from the music library appropriate to the presented image.
- ☐ Design and realization of a movie lead. The art form is free with the possibility of applying the television techniques already learned.
- ☐ Green box - as an introduction to the virtual image
- ☐ Implementation of the project including comprehensive design thinking. Graphic identity related to the design of a new logo and corporate identity system for any television station or television program.
- ☐ Image animation, stop-motion animation, three-dimensional animation.
- ☐ Build a story from a series of images in the form of a short animated film.

5.

5.1. Subject learning outcomes

Effect	A student who has passed the subject	Reference to directional learning outcomes
in terms of KNOWLEDGE:		
W01	Knows and understands the basic technological and workshop issues related to the creation of a film message. Has knowledge of the selection of tools and materials necessary for the production of film material.	DKS2P_W01
in terms of SKILLS:		
U01	Can practically apply knowledge of image editing using Davinci Resolve.	DKS2P_U01
U02	He is capable of using imagination, intuition, and a creative attitude of independent thinking to create a film composition.	DKS2P_U02
U03	Is able to use the acquired knowledge to solve problems arising in professional work, proposes specific solutions in this regard, and is able to draw up an application for funds for the implementation of his proposed project	DKS1P_U11
In terms of SOCIAL COMPETENCIES:		
K01	Can produce aesthetically pleasing social and cultural footage.	DKS2P_K01

4. Ways of verifying the achievement of the learning outcomes in question

Subject effects (symbol)	Verification method (+/-)																				
	Oral/written exam*			Colloquium*			Project*.			Activity in class*			Own work*			Group work*			Other (which?)*		
	Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes		
	W	C	...	W	C	...	W	C	...	W	C	...	W	C	...	W	C	...	W	C	...
W01								x			x			x			x				
U01								x			x			x			x				

DESCRIPTION OF THE COURSE OF STUDY

Course code		
Name of the course in	Polish	<i>Pracownia mediów społecznościowych</i> <i>Social Media Studio</i>
	English	

29. LOCATION OF THE SUBJECT IN THE SYSTEM OF STUDIES

1.1. Field of study	Journalism and social communication
1.2. Form of study	Full – time studies
1.3. Level of study	Bachelor
1.4. Profile of study*	Practical
1.5. The person preparing the course charter	Mgr Weronika Sałek
1.6. Contact	weronika.salek@ujk.edu.pl

30. GENERAL CHARACTERISTICS OF THE SUBJECT

2.1. Language of instruction	Polish
2.2. Prerequisites*.	-

31. DETAILED CHARACTERISTICS OF THE SUBJECT

31.1. Form of classes	Classes	
31.2. Place of classes	In UJK teaching classes	
31.3. Form of assessment	Graded credit	
31.4. Teaching methods	Discussion, group work, individual work, workshop, brainstorming, case study, project method	
31.5. Bibliography	basic	-Jura K., <i>Jak zbudować silną markę na instagramie. Praktyczny przewodnik pozyskiwania klientów</i> , [b.m.] 2021. -Rogulski A., <i>Zrozumieć Social Media – Artur Rogulski Strategiczne podejście do działania w Social Mediach</i> , Gliwice 2020. -Żukowski M., <i>Twoja firma w social mediach. Podręcznik marketingu internetowego dla małych i średnich przedsiębiorstw</i> , wyd. 3, [b.m.] 2020. -Stawarz-Garcia B., <i>Content marketing i social media. Jak przyciągnąć klientów?</i> , Warszawa 2017. -Miotk A., <i>Skuteczne social media. Prowadź działania, osiągnij zamierzone efekty</i> , Gliwice 2013.
	Supplementary	-Grzechynka A., <i>Lean Social Media. Szczupłe zarządzanie marką w mediach społecznościowych</i> , Kraków 2021. -Skwarek M., <i>Perswazja w Social Media, czyli jak sprzedawać tam, gdzie inni zdobywają tylko lajki</i> , Gliwice 2021. -Żukowski M., <i>Ty w social mediach. Podręcznik budowania marki osobistej dla każdego</i> , Gliwice 2019.

32. OBJECTIVES, CONTENT AND LEARNING OUTCOMES

4.1 Objectives of the course (including the form of classes):

- C1. Knowledge - to familiarize students with the basic principles of creating publications for social media.
 C2. Skills - to prepare for independent creation and maintenance of professional social media profiles.
 C3. Social Competencies - to realize the importance of running social media in the work of a digital journalist and running a business.

4.2 Detailed syllabus (including form of classes):

Working with social media: Facebook, Instagram, TikTok:

- Principles of content creation (construction of classic posts and other types of publications, e.g. stories, reels) and advertising texts for social media; methods of activating social media audiences.
- Strategic analysis of a selected category of competitive corporate and journalistic profiles in social media (local and regional).
- Social media publication planning. Frequency of publishing and tools for planning social media publications.
- Creating audiovisual content. Tools for creating graphics and short forms of video on social media and practical use.
- social media monitoring. Tools for analysis and performance monitoring, practical use and analysis of results.
- Planning cooperation with a selected influencer.
- Integrating social media in a multiplatform action strategy.
- Creating and maintaining profiles in the above social media in an integrated multi-platform strategy, using the above tools and skills.

4.3 Subject learning outcomes

Efekt	A student who has passed the subject:	Reference to directional learning outcomes
In terms of KNOWLEDGE :		
W01	The student has advanced knowledge of online journalistic genres, knows and understands their characteristics and methods of analysis and interpretation used in the creation of various statements for social media.	DKS1P_W06
W02	He knows and understands the rules of health and safety at media institutions and any establishments dealing with communication through social media and knows how to apply them in practice.	DKS1P_W10
In terms of SKILLS :		
U01	The student is able to independently access sources of knowledge about current trends in social media and trends related to the algorithmization of content, and use them when carrying out assigned tasks and solving problems related to social media activities.	DKS1P_U04
U02	The student is able to recognize and name online journalistic genres used in the creation of social media messages, is able to analyze and interpret them, and on the basis of this knowledge independently prepare various social media statements.	DKS1P_U05
U03	The student is able to use correct argumentation on social media strategy and cite the views of content marketing theorists and practitioners to reinforce his opinions and judgments; he is able to present conclusions on the basis of formulated premises.	DKS1P_U06
U04	The student is able to develop and present in writing statements on digital journalism and social media communication.	DKS1P_U08
U05	The student is able to apply Polish and European laws and ethical standards relating to the institutions of public life, social media and media companies, in particular copyright law and related to the management of intellectual property.	DKS1P_U10
U06	The student is able to use the acquired knowledge to resolve dilemmas that arise in the work of a social media specialist, proposes specific solutions in this regard, and is able to draw up an application for funds for the implementation of his proposed project.	DKS1P_U11
In terms of SOCIAL COMPETENCES :		
K01	The student thinks and acts with an entrepreneurial spirit, is open to the problems and needs of the social media community, taking into account different demographic characteristics and environmental conditions.	DKS1P_K03

12.4. Methods of assessment of the intended learning outcomes

Efekty przedmiotowe (symbol)	Method of assessment																				
	Oral/written exam*			Test*			Project*			Effort in class*			Self - study*			Group work*			Others* e.g. standardized test used in e-learning		
	Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes		
	W	C	...	W	C	...	W	C	...	W	C	...	W	C	...	W	C	...	W	C	...
W01								+			+			+							
W02								+			+			+							
U01								+			+			+							
U02								+			+			+							
U03								+			+			+							
U04								+			+			+							
U05								+			+			+							
U06								+			+			+							
K01											+			+							

*niepotrzebne usunąć

4.13. Criteria of assessment of the intended learning outcomes

Form of classes	Grade	Criterion of assessment
classes(C)*	3	Credit project for 3.0, attendance in class (2 absences allowed), in case of high activity in class the grade may be raised by half or full grade.
	3,5	Credit project for 3.5, attendance in class (2 absences allowed), in case of high activity in class the grade may be raised by half or full grade
	4	Credit project for 4.0, attendance in class (2 absences allowed), in case of high activity in class the grade may be raised by half or full grade
	4,5	Credit project for 4.5, attendance in class (2 absences allowed), in case of high activity in class the grade may be raised by half or full grade

	5	Credit project for 5.0, attendance in class (2 absences allowed), in case of high activity in class the grade may be raised by half or full grade
--	----------	---

6. BALANCE OF ECTS CREDITS – STUDENT’S WORK INPUT

Category	Student work input
	Full – time study
<i>NUMBER OF HOURS WITH THE DIRECT PARTICIPATION OF THE TEACHER /CONTACT HOURS/</i>	60
<i>Participation in classes, seminars, laboratories*</i>	60
<i>INDEPENDENT WORK OF THE STUDENT/NON-CONTACT HOURS/</i>	90
<i>Preparation for the classes, seminars, laboratories*</i>	45
<i>Gathering materials for the project/Internet query*</i>	45
TOTAL NUMBER OF HOURS	150
ECTS credits for the course of study	6

.....

DESCRIPTION OF THE COURSE OF STUDY

course code	15.3-1DKS-D4-PRPR	
Name of the course in	Polish	Pracownia reklamy i public relations Advertising and PR studio
	English	

33. LOCATION OF THE SUBJECT IN THE SYSTEM OF STUDIES

1.1 Direction of study	Journalism and social communication
1.2 Form of study	Full – time studies
1.3 Level of study	bachelor
1.4 Profile of study*	Practical
1.5 The person preparing the course charter	Daria Malicka
1.6 Contact.	

34. GENERAL CHARACTERISTICS OF THE SUBJECT

2.1 Language of instruction	Polish
2.2 Prerequisites*.	No prerequisites

35. DETAILED CHARACTERISTICS OF THE SUBJECT

35.1. Form of classes	classes	
35.2. Place of classes	In UJK teaching classes	
35.3. Form of assessment	Graded credit	
35.4. Didactic methods	Discussion, multimedia presentation, group work, workshop, brainstorming, video materials, films	
35.5. Bibliography	basic	- Transformersi. Superbohaterowie polskiej reklamy 80.-90. Agata Jakóbczak, ; Znak Literanova 2018 Uniwersytetu Łódzkiego, 2016 - Komunikacja wizerunkowa. Public relations. Reklama. Branding; Monika Bronowicz, Wydawnictwo Astrum 2015;
	supplementary	- Jesteś marką – jak odnieść sukces i pozostać sobą; Joanna Malinowska- Parzydło , Wydawnictwo Onepress, 2016; - Wywieranie wpływu na ludzi. Teoria i praktyka, Robert Cialdini, Gdańskie Wydawnictwo Psychologiczne 2016; - Pojedynek na słowa – techniki erystyczne w publicznych sporach; Marek Kochan, Wydawnictwo Znak 2007

36. OBJECTIVES, CONTENT AND LEARNING OUTCOMES

36.1. Objectives of the course (including the form of classes) C1 - to equip students with basic knowledge of the practical application of advertising and PR techniques C2 - formation of skills concerning the conduct of advertising and PR activities in creative agencies, companies, institutions C3 - formation of skills of appropriate choice of tools and language in the area of personal branding activities C4 - to make students aware of the importance and significance of skillful creation of PR and advertising messages taking into account the characteristics of target groups
36.2. Detailed syllabus (including the form of classes) Classes: Creation of a communication strategy for a selected product, service, phenomenon or institution based on acquired knowledge and skills; working in groups and individually on: market research, SWOT analysis, OCTA analysis, selection of content distribution tools and channels, creation of consumer insights, determination of tactical and strategic target groups, creation of a media plan, scheduling and budgeting.

36.3. Subject learning outcomes

Effect	A student who has passed the subject	Reference to directional learning outcomes
in terms of KNOWLEDGE:		
W01	Has knowledge of the practical application of advertising and PR techniques	DKS1P_W06
in terms of SKILLS:		
U01	is able to use simple tools and channels of communication in dealing with other professionals involved in the conduct of advertising and PR activities in creative agencies, companies, institutions	DKS1P_U07

U02	Has basic skills in the implementation of practical tasks of individual as well as group character concerning the appropriate choice of tools and language in the area of personal branding activities	DKS1P_U11 DKS1P_U15
U03	is able to properly select content distribution tools and channels for specific target groups	DKS1P_U12
In terms of SOCIAL COMPETENCIES :		
K01	recognizes possible problems related to the specifics of the performance of the future profession and prepares to solve them	DKS1P_K02

12.5. Ways of verifying the achievement of the learning outcomes in question

Subject effects (symbol)	Verification method (+/-)																				
	Oral/written exam*			Colloquium *			Project*.			Activity in class*			Own work*			Group work*			Other (which?)*		
	Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes		
	W	C	...	W	C	...	W	C	...	W	C	...	W	C	...	W	C	...	W	C	...
W01							x			x			x			x					
U01							x			x			x			x					
U02							x			x			x			x					
U03							x			x			x			x					
K01							x			x			x			x					

*unnecessary delete

4.14. Criteria for assessing the degree of achievement of learning outcomes

Form of classes	Evaluation	Criterion of assessment
exercises (C)*	3	Attendance (3 absences allowed); credit project (according to the guidelines presented in the course) scored 51-60%.
	3,5	Attendance (2 absences allowed); credit project according to the guidelines presented in the course of the class); graded 61-70%; activity in class (at least twice).
	4	Attendance (2 absences allowed; credit project (according to the guidelines provided in the course) graded 71-80%; activity in class (at least four times).
	4,5	Attendance (1 absence allowed); credit project (according to the guidelines presented in the course) graded 81-90%; activity in each class.
	5	Attendance (1 absence allowed); credit project (according to guidelines presented in the course of the class) graded 91-100%; activity in each class; proposing own issues for discussion

13. BALANCE OF ECTS CREDITS - STUDENT WORKLOAD

Category	Student workload
	Full – time studies
NUMBER OF HOURS CARRIED OUT WITH DIRECT PARTICIPATION OF THE TEACHER /CONTACT HOURS/.	60
Participation in exercises, conversation classes, laboratories*	60
INDEPENDENT STUDENT WORK /NON-CONTACT HOURS/.	90
Preparation for exercise, conversion, laboratory*	30
Collection of materials for the project, internet search*	30
Development of a multimedia presentation*	30
TOTAL NUMBER OF HOURS	150
ECTS credits for the subject	6

I accept for implementation (date and legible signatures of persons teaching the subject in the given academic year)

.....

DESCRIPTION OF THE COURSE OF STUDY

Subject code	14.4-1DKS-D6-PRPR	
Subject name in language	Polish	Psychologia reklamy i public relations Advertising and PR Psychology
	English	

37. LOCATION OF THE SUBJECT IN THE SYSTEM OF STUDIES

1.1 Direction of study	Journalism and social communication
1.2 Form of study	Full – time studies
1.3 Level of study	Bachelor
1.4 Profile of study*	Practical
1.5 The person preparing the course charter	mgr Daria Malicka
1.6 Contact.	

38. GENERAL CHARACTERISTICS OF THE SUBJECT

2.1 Language of instruction	Polish
2.2 Prerequisites*.	No prerequisites

39. DETAILED CHARACTERISTICS OF THE SUBJECT

39. DETAILED CHARACTERISTICS OF THE SUBJECT		
39.1. Form of classes		classes
39.2. Place of classes		UJK teaching classes
39.3. Form of assessment		Graded credit
39.4. Didactic methods		Discussion, multimedia presentation, group work, workshop, brainstorming, video materials
39.5. Bibliography	basic	- Hatalska N., <i>Trendbook 2017</i> - Cialdini R. „ <i>Wywieranie wpływu na ludzi. Teoria i praktyka</i> ” Gdańskie Wydawnictwo Psychologiczne 2016; - - Miotk Anna, <i>Nowy PR – jak internet zmienił Public Relations</i> Wydawnictwo Słowa i Myśli, Lublin 2016; - P. Tkaczyk, <i>Zakamarki marki</i> , Wydawnictwo Helion, 2011
	supplementary	- Falkowski A., Tyszka T. <i>Psychologia zachowań konsumenckich</i> . Wydanie 2. Gdańskie Wydawnictwo Psychologiczne. Gdańsk 2009. - Borkowski I., Stasiuk-Krajewska K. <i>Kształtowanie wizerunku jako narzędzie public relations</i> . Wydawnictwo Uniwersytetu Wrocławskiego. Wrocław 2011. - Śmid W. <i>Język reklamy</i> , Wydawnictwo CeDeWu, Warszawa 2016 - Stasiuk K. Maison D. „ <i>Psychologia konsumenta</i> ” Wydawnictwo Naukowe PWN, 2014. . - Heath R. <i>Uwieść podświadomość</i> ; Gdańskie Wydawnictwo Psychologiczne, Sopot 2014

40. OBJECTIVES, CONTENT AND LEARNING OUTCOMES

40.1. Objectives of the course (including the form of classes) C1- equip students with basic knowledge of the psychological aspects governing advertising C2 - formation of skills concerning the creation of basic PR and advertising strategies C3 - to make students aware of the importance and significance of skillful creation of PR and advertising messages taking into account the characteristics of target groups
40.2. Detailed syllabus (including the form of classes) Exercises: Differences between promotion, advertising and marketing. Various communication strategies, planning commercial advertising campaigns. Commercial advertising. Promotion of products and services. Charity PR programs, campaigns for family, human rights, health, education, ecology, consumer rights and social responsibility. Election campaigns. Election campaign strategy. Psychological conditioning versus effectiveness of advertising and PR messages.

40.3. Subject learning outcomes

Effect	A student who has passed the subject	Reference to directional learning outcomes
in terms of KNOWLEDGE :		

W01	Has knowledge of the psychological aspects governing advertising, oriented towards practical applications in promotional and advertising activities	DKS1P_W01
in terms of SKILLS:		
U01	Is able to create PR and advertising messages, taking into account the characteristics of the target groups; knows how to independently develop a presentation with the use of generally available IT tools, and has basic organizational skills, thanks to which he plans and organizes the tasks undertaken in the sphere of promotion and advertising	DKS1P_U03
U02	Knows how to consciously apply elementary communication strategies to create basic PR and advertising strategies	DKS1P_U07
In terms of SOCIAL COMPETENCIES:		
K01	determines the priorities for the implementation of the tasks set by himself or others and is able to assign to them a range of activities to achieve the objectives set; recognizes the importance of knowledge of the psychology of advertising in solving practical problems	DKS1P_K01

13.4. Ways of verifying the achievement of the learning outcomes in question

Subject effects (symbol)	Verification method (+/-)																				
	Oral/written exam*			Colloquium*			Project*.			Activity in class*			Own work*			Group work*			Other (which?)*		
	Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes		
	W	C	...	W	C	...	W	C	...	W	C	...	W	C	...	W	C	...	W	C	...
W01								x			x			x			x				
U01								x			x			x			x				
U02								x			x			x			x				
K01								x			x			x			x				

*unnecessary delete

4.15. Criteria for assessing the degree of achievement of learning outcomes

Form of classes	Evaluation	Criterion of assessment
exercises (C)*	3	Attendance (3 absences allowed); credit project (according to the guidelines presented in the course) scored 51-60%.
	3,5	Attendance (2 absences allowed); credit project according to the guidelines presented in the course of the class); graded 61-70%; activity in class (at least twice).
	4	Attendance (2 absences allowed); credit project (according to the guidelines presented in the course) graded 71-80%; activity in class (at least four times).
	4,5	Attendance (1 absence allowed); credit project (according to the guidelines presented in the course) graded 81-90%; activity in each class.
	5	Attendance (1 absence allowed); credit project (according to the guidelines presented in the course of the class) scored 91-100%; activity in each class; proposing own issues for discussion

14. BALANCE OF ECTS CREDITS - STUDENT WORKLOAD

Category	Student workload
	Full – time studies
NUMBER OF HOURS CARRIED OUT WITH DIRECT PARTICIPATION OF THE TEACHER /CONTACT HOURS/.	30
Participation in exercises, conversation classes, laboratories*	30
INDEPENDENT STUDENT WORK /NON-CONTACT HOURS/.	45
Preparation for exercise, conversion, laboratory*	15
Collection of materials for the project, internet search*	15
Development of a multimedia presentation*	15
TOTAL NUMBER OF HOURS	75
ECTS credits for the subject	3

*unnecessary remove

I accept for implementation (date and legible signatures of persons teaching the subject in the given academic year)

DESCRIPTION OF THE COURSE OF STUDY

Course code	15.3-1DKS-BC16-PR	
Name of the course in	Polish	Public relations Public relations
	English	

41. LOCATION OF THE SUBJECT IN THE SYSTEM OF STUDIES

1.1 Direction of study	Journalism and social communication
1.2 Form of study	full-time studies
1.3 Level of study	Bachelor degree
1.4 Profile of study*	Practical
1.5 The person preparing the course charter	Dr. Judith Ewa Perczak
1.6 Contact.	jperczak@ujk.edu.pl

42. GENERAL CHARACTERISTICS OF THE SUBJECT

2.1 Language of instruction	Polish
2.2 Prerequisites*.	No

43. DETAILED CHARACTERISTICS OF THE SUBJECT

43.1. Form of classes	Lecture, practical exercises	
43.2. Place of classes	classes in the didactic room of UJK	
43.3. Form of assessment	pass/fail	
43.4. Didactic methods	Conversational lecture, exercises - panel discussion, case analysis, didactic games	
43.5. Bibliography	basic	Wojcik Krystyna, Public relations. Wiarygodny dialog z otoczeniem, Warszawa 2009; Podraza Urszula, Kryzysowe Public Relations, Warszawa 2009; ; Szczepanik Rafał, Nietypowe przypadki Public Relations, Gliwice 2009; Karwat Mirosław, O złośliwej dyskredytacji, Warszawa 2007 i nast.
	supplementary	Ołędzki Jerzy, Etyka w Polskim Public Relations. Refleksje badawcze, Warszawa 2009; Rampersad Hubert K., Ty i marka inna niż wszystkie. Sztuka autentycznego brandingu osobistego, Gliwice 2009;

44. OBJECTIVES, CONTENT AND LEARNING OUTCOMES

44.1. Objectives of the course (including the form of classes) Knowledge - Gain knowledge of the essence of Public Relations, the tasks and functions of this form of communication, its place in the team of marketing activities, its social and marketing role and ethical issues concerning PR. Skills - Acquire the ability to analyze PR and image campaigns in terms of content and form. Social competence - the formation of an attitude of conscious formation of one's own image and responsible management of it.
44.2. Detailed syllabus (including form of classes) Lecture: definitions, history, tasks, functions of public relations. Place of PR among marketing instruments: PR vs. advertising, PR vs. marketing. Related terms: human relations, public affairs, publicity, propaganda, corporate identity, agitation. Areas of influence - types of environment. Ways to establish and maintain good relations with different types of environment. "Black" PR - definitions and ways to respond. Ethics in public relations activities. Institutions involved in the conduct of PR activities. Classes: Planning PR activities - principles and stages. Exercises in creating PR campaign plans using various tools, creating tools (presentations, press releases, etc.) PR activities in crisis situations. The concept of crisis in PR activities - social, political, business crises - action strategies. Analysis of cases of crisis situations, applied strategies, their effects. Creation of alternative scenarios. Exercises in creating one's own image. The role of image in PR, types of images, principles of creating image campaigns.

44.3. Subject learning outcomes

Effect	A student who has passed the subject	Reference to directional learning outcomes
in terms of KNOWLEDGE:		
W01	He knows the basic terminology, key theories on PR activities, features, tasks and place of public relations in the team of integrated marketing activities.	DKS1P_W02
in terms of SKILLS:		
U01	Able to formulate a simple research problem within public relations, use known methods and tools to carry out an analysis of the problem, is able to develop the results of the study and make synthetic conclusions.	DKS1P_U02
U02	Can create a simple PR plan for a selected company/person; knows and creatively applies PR tools in image planning.	DKS1P_U08
U03	He knows and applies in practice legal and ethical solutions in PR activities.	DKS1P_U10
In terms of SOCIAL COMPETENCIES:		
K01	He learns about the specifics of the public relations profession and prepares to deal with any problems that may arise.	DKS1P_K02
K02	Undertakes group cooperation in completing tasks in and out of class.	DKS1P_K03

14.4. Ways of verifying the achievement of the learning outcomes in question																			
Subject effects (symbol)		Verification method (+/-)																	
		Oral/written exam*			Colloquium*			Project*			Activity in class			Own work*			Group work*		
		Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes		
		W	C	..	W	C	..	W	C	..	W	C	..	W	C	..	W	C	..
W01					X						X	X							
U01								X			X	X							
U02								X			X	X							
U03								X			X	X							
K01														X			X		
K02														X			X		

*unnecessary delete

4.16. Criteria for assessing the degree of achievement of learning outcomes		
Form of classes	Evaluation	Criterion of assessment
Lecture (W)	3	Lecture attendance (60%), activity or (if criteria not met) a colloquium passed with a 3.0
	3,5	Lecture attendance (70%), activity or (if criteria not met) colloquium passed with 3.5
	4	Lecture attendance (80%), activity or (if criteria not met) colloquium scored 4.0
	4,5	Lecture attendance (90%), activity or (if criteria not met) colloquium scored 4.5
	5	Lecture attendance (95%), activity or (if criteria not met) colloquium scored 5.0
exercises (C)*	3	The project passed with a 3.0. If there is a lot of activity in class, the grade can be increased by half a grade.
	3,5	The project passed with a 3.5. In case of high activity in class, the grade can be increased by half a degree.
	4	The project passed with a 4.0. In case of high activity in class, the grade can be increased by half a grade.
	4,5	The project passed with a 4.5. In case of high activity in class, the grade can be increased by half a degree.
	5	The project passed with a 5.0. In case of high activity in class, the grade can be increased by half a grade.

15. BALANCE OF ECTS CREDITS - STUDENT WORKLOAD

Category	Student workload
----------	------------------

	Full – time studies
NUMBER OF HOURS CARRIED OUT WITH DIRECT PARTICIPATION OF THE TEACHER /CONTACT HOURS/.	30
<i>Attendance at lectures*</i>	15
<i>Participation in exercises, conversation classes, laboratories*</i>	15
INDEPENDENT STUDENT WORK /NON-CONTACT HOURS/.	20
<i>Preparation for lecture*</i>	0
<i>Preparation for exercise, conversion, laboratory*</i>	5
<i>Preparation for the exam/colloquium*.</i>	5
<i>Collection of materials for the project, internet search*</i>	5
<i>Development of a multimedia presentation*</i>	5
TOTAL NUMBER OF HOURS	50
ECTS credits for the subject	2

***unnecessary delete**

I accept for implementation (date and legible signatures of persons teaching the subject in the given academic year)

.....

DESCRIPTION OF THE COURSE OF STUDY

Course code	15.1-1DKS-D1-RTGD	
Name of the course in	Polish	<i>Radiowe i telewizyjne gatunki dziennikarskie</i> <i>Radio and television journalistic genres</i>
	English	

45. LOCATION OF THE SUBJECT IN THE SYSTEM OF STUDIES

1.1 Direction of study	Journalism and social communication
1.2 Form of study	full-time studies
1.3 Level of study	bachelor degree
1.4 Profile of study*	Practical profile
1.5 The person preparing the course charter	Stanisław Blinstrub, MA
1.6 Contact.	sblinstrub@ujk.edu.pl

46. GENERAL CHARACTERISTICS OF THE SUBJECT

2.1 Language of instruction	Polish
2.2 Prerequisites*.	no

47. DETAILED CHARACTERISTICS OF THE SUBJECT

47.1. Form of classes	lectures/classes	
47.2. Place of implementation	UJK teaching classes	
47.3. Form of course credit	Graded credit	
47.4. Didactic methods	Talks, discussions, workshops	
47.5. Bibliography	basic	5. Andrew Boyd, Peter Stewart, Ray Alexander, <i>Dziennikarstwo radiowo-telewizyjne</i> , Wydawnictwo UJ 2011 6. Robert McLeish, <i>Produkcja Radiowa</i> , Wydawnictwo UJ 2007 7. <i>Biblia dziennikarstwa</i> , pod redakcją Andrzeja Skworza i Andrzeja Niziołka, Wydawnictwo ZNAK 2010 8. Mariusz Ziomecki, Krzysztof Skowroński, Tomasz Lis, <i>ABC dziennikarstwa</i> , Axel Springer Polska 2007
	supplementary	1. Materials IAR, PAP, TVP, POLSAT, TVN24, Internet

48. OBJECTIVES, CONTENT AND LEARNING OUTCOMES

48.1. Objectives of the course (including the form of classes) C1-Basic knowledge of the functioning of journalistic genres in radio and television; C2- Skills - information gathering, recording, basic audio and video editing; C3-Social skills-knowing how editors function when creating different journalistic genres;
48.2. Detailed syllabus (including the form of classes) - Radio and television interview. - Preparation of radio and television broadcasts. - Pre-editing of audio and video recordings. - Radio and television commentary. - Live coverage.

48.3. Subject learning outcomes

Effect	A student who has passed the subject	Reference to directional learning outcomes
in terms of KNOWLEDGE:		
W01	has knowledge of the basic journalistic genres used in radio and television and knows their methods of analysis and interpretation	DKS1P_W06
in terms of SKILLS:		
U01	knows how to recognize and name typical journalistic genres in radio and television, can analyze and interpret them	DKS1P_U05
U02	Is able to apply correct argumentation, using specialized terminology during typical communication situations at work in radio and/or television, is able to present conclusions on the basis of formulated premises	DKS1P_U06
U03	Is able to plan and organize individual and group work during classes in the radio studio and outside of it in the development of projects, accepts the need to take on a role according to the task needs	DKS1P_U14
In terms of SOCIAL COMPETENCIES:		

K01	is able to determine the priorities for the implementation of a specific task and is able to assign to them a range of activities to achieve the objectives, and recognizes the importance of knowledge in solving practical problems	DKS1P_K01
K02	recognizes possible problems related to the specifics of the performance of the future profession and prepares to solve them	DKS1P_K02

15.4. Ways of verifying the achievement of the learning outcomes in question

Subject effects (symbol)	Method of verification (+/-)														
	Oral/written exam*			Colloquium *			Activity in class*			Own work*			Group work*		
	Form of classes			Form of classes			Form of classes			Form of classes			Form of classes		
	W	C	...	W	C	...	W	C	...	W	C	...	W	C	...
W01				x			x	x			x				
U01				x	x		x	x			x			x	
U02				x	x		x	x			x			x	
U03											x				
K01											x				
K02											x				

*unnecessary delete

4.17. Criteria for assessing the degree of achievement of learning outcomes

Form of classes	Evaluation	Criterion of assessment
lecture (W)	3	50% attendance, passed colloquium
	3,5	75% attendance, passed colloquium
	4	90% attendance, activity in class, passed colloquium
	4,5	100% attendance, activity in class, passed colloquium
	5	100% attendance, activity in class, passed colloquium
exercises (C)*	3	50% attendance, credit work
	3,5	75% attendance, credit work
	4	90% attendance, activity in class, credit work
	4,5	100% attendance, activity in class, credit work
	5	100% attendance, activity in class, credit work

16. BALANCE OF ECTS CREDITS - STUDENT WORKLOAD

Category	Student workload
	Full – time studies
NUMBER OF HOURS CARRIED OUT WITH DIRECT PARTICIPATION OF THE TEACHER /CONTACT HOURS/.	30
Attendance at lectures*	10
Participation in exercises, conversation classes, laboratories*	20
INDEPENDENT STUDENT WORK /NON-CONTACT HOURS/.	45
Preparation for lecture*	5
Preparation for exercise, conversion, laboratory*	15
Preparation for the colloquium*	5
Collection of materials for the project, internet search*	20
TOTAL NUMBER OF HOURS	75
ECTS credits for the subject	3

*unnecessary delete

I accept for implementation (date and legible signatures of persons teaching the subject in the given academic year)

.....

DESCRIPTION OF THE COURSE OF STUDY

Course code	15.2-1DKS-D7-RD	
Name of the course in	Polish	<i>Realizacja dźwięku</i> <i>Sound editing</i>
	English	

1. LOCATION OF THE SUBJECT IN THE SYSTEM OF STUDIES

1.1 Direction of study	Journalism and social communication
1.2 Form of study	Full-time studies
1.3 Level of study	Bachelor
1.4 Profile of study*	Practical
1.5 The person preparing the course charter	Arkadiusz Miller, M.Sc.
1.6 Contact.	arkadiusz.miller@gmail.com

2. GENERAL CHARACTERISTICS OF THE SUBJECT

2.1 Language of instruction	Polish
2.2 Prerequisites*.	No

3. DETAILED CHARACTERISTICS OF THE SUBJECT

1. Form of classes	Lab 30 hrs/15 hrs.	
2. Place of classes	IDI multimedia workshop	
3. Form of assessment	Graded credit	
4. Didactic methods	working with multimedia software	
5. Bibliography	basic	Robert McLeish, Radio Production,
	supplementary	Audacity program instructions

4. OBJECTIVES, CONTENT AND LEARNING OUTCOMES

1. Objectives of the course (including the form of classes) C1. Master audio editing skills, covering the basics of editing. C2. Mastery of skills related to use in the Windows environment: audio editing, file manipulation, compilation, locating, identifying and correcting errors.
2. Detailed syllabus (including the form of classes) ☐ Radio technology: basic concepts of what sound is and how it is processed, radio console, sound editing, working as a radio reporter. ☐ Digital voice recorder as modern tools of a journalist - practical exercises with the recorder. ☐ Perform simple audio editing on the given material using Audacity. ☐ Radio console operation - basics. ☐ Recording in the studio. Working with the microphone. Taming your own voice. ☐ Script, concept and execution of audio commercial. ☐ Audacity: multi-track editing. ☐ A simple mini radio play. Editing from prepared audio material. ☐ Script and concept for a radio program. ☐ Implementation of the program "live" in the radio studio.

4.1. Subject learning outcomes

E f f e c t	A student who has passed the subject	Reference to directional learning outcomes
in terms of KNOWLEDGE:		
W01	Knows and understands the basic technological and workshop issues related to sound editing. Has knowledge of the selection of tools and materials necessary to perform sound editing.	DKS1P_W01
in terms of SKILLS:		
U01	Can practically apply knowledge of sound editing.	DKS1P_U01
U02	He is capable of using imagination, intuition and a creative attitude of independent thinking to realize a simple radio report (material).	DKS1P_U02
In terms of SOCIAL COMPETENCIES:		
K01	Can predict the effects of the completed project in aesthetic, social and cultural context.	DKS1P_K02

4.2.

4. Ways of verifying the achievement of the learning outcomes in question																								
Subject effects (symbol)				Verification method (+/-)																				
				Oral/written exam*			Colloquium*			Project*.			Activity in class*			Own work*			Group work*			Other (which?)*		
				Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes		
				W	C	...	W	C	...	W	C	...	W	C	...	W	C	...	W	C	...	W	C	...
W01											x			x			x			x				
U01											x			x			x			x				
U02											x			x			x			x				
K01											x			x			x			x				

*unnecessary delete

5. Criteria for assessing the degree of achievement of learning outcomes		
Form of classes	Evaluation	Criterion of assessment
e x e r c i s e s	3	Presentation of projects resulting from preliminary concepts, approved by the class instructor. Non-dependent work with a lot of help from the class instructor. Absences of more than 2 laboratory classes.
	3,5	Presentation of projects resulting from preliminary concepts, approved by the class instructor. Non-dependent work with a lot of help from the class instructor. Absence from 2 laboratory classes.
	4	Presentation of projects resulting from preliminary concepts, approved by the class instructor. Independent work with minor suggestions from the class instructor. Absence from 1 laboratory class.

	4,5	Presentation of projects resulting from preliminary concepts, approved by the class instructor. Independent work with minor suggestions from the class instructor. High aesthetics of work and clear independent final result. Absence from 1 laboratory class.
	5	Presentation of projects resulting from preliminary concepts, approved by the class instructor. Independent work, own conception and mobilization in work. High aesthetics of work and a clear independent final result. 100% attendance in laboratory classes.

5. BALANCE OF ECTS CREDITS - STUDENT WORKLOAD

Category	Student workload
	Full – time studies
<i>NUMBER OF HOURS CARRIED OUT WITH DIRECT PARTICIPATION OF THE TEACHER /CONTACT HOURS/.</i>	30
<i>Participation in exercises, conversation classes, laboratories*</i>	30
<i>INDEPENDENT STUDENT WORK /NON-CONTACT HOURS/.</i>	45
<i>Preparation for exercise, conversion, laboratory*</i>	15
<i>Collection of materials for the project, internet search*</i>	15
<i>Development of a multimedia presentation*</i>	15
TOTAL NUMBER OF HOURS	75
ECTS credits for the subject	3

6.

***unnecessary delete**

I accept for implementation (date and legible signatures of persons teaching the subject in the given academic year)

.....

DESCRIPTION OF THE COURSE OF STUDY

Course code	15.3-1DKS-BC18-R	
Name of the course in	Polish	Reklama Advertising
	English	

49. LOCATION OF THE SUBJECT IN THE SYSTEM OF STUDIES

1.1 Direction of study	Journalism and social communication
1.2 Form of study	Full – time studies
1.3 Level of study	Bachelor
1.4 Profile of study*	Practical
1.5 The person preparing the course charter	Dr. Judith Ewa Perczak
1.6 Contact.	jperczak@ujk.edu.pl

50. GENERAL CHARACTERISTICS OF THE SUBJECT

2.1 Language of instruction	Polish
2.2 Prerequisites*.	No

51. DETAILED CHARACTERISTICS OF THE SUBJECT

51.1. Form of classes	Lecture, exercises	
51.2. Place of classes	In the UJK teaching classes	
51.3. Form of course credit	Graded credit	
51.4. Didactic methods	Lecture with multimedia presentations, (classes) discussions, students' own work	
51.5. Bibliography	basic	Kotler Philippe, Marketing, Warszawa 2010; Kall Jacek, Reklama, Warszawa 1998; Reklama. Od pomysłu do efektu, Warszawa 2009; Grochowski Robert, Prawo i etyka reklamy, Opole 2013; Grochowski Robert, Granice prawne i etyczne reklamy w ustawodawstwie krajowym i europejskim, Opole 2010; Malarewicz Agnieszka, Konsument a reklama: studium cywilnoprawne, Warszawa 2009.
	supplementary	Hughes Mark, Marketing szeptany: z ust do ust, jak robić szum medialny wokół siebie, firmy, produktu, Warszawa 2008; Goban- Klas Tomasz, Komunikacja marketingowa: kształtowanie społeczeństwa konsumpcyjnego?, Radom 2006

52. OBJECTIVES, CONTENT AND LEARNING OUTCOMES

52.1. Objectives of the course (including the form of classes) W. C1 - Familiarize students with the history of advertising and the theory of contemporary advertising activities. C2 - To provide students with theoretical knowledge of advertising as part of the marketing - mix and ways to influence the customer. Exercise. C.1 Learning to put theoretical knowledge into practice (project)....
52.2. Detailed syllabus (including the form of classes) Lecture: History of advertising from antiquity to the present: development of methods and techniques. Features and tasks of advertising activities. Advertising terminology, promotion-mix, marketing-mix, etc., mutual location of the various elements of the system, tasks of advertising in this system. The impact of successively emerging media on advertising and advertising on the media. The impact of advertising on popular culture and politics. Modern advertising: stages of planning an advertising strategy and elements of this strategy: consumer, competition, product (image, quality, life stage, etc.). Exercises: Advertising law in force in Poland and supranational norms ratified by Poland. Psychology in advertising basics). Planning an advertising campaign. Practical analysis of advertising campaigns in

terms of compliance with the law. Development of an advertising campaign plan for a selected fictitious product.

52.3. Subject learning outcomes

Effect	A student who has passed the subject	Reference to directional learning outcomes
in terms of KNOWLEDGE :		
W01	He knows the history of advertising in connection with the history of social, economic and cultural development; he knows the terminology of advertising, the principles of planning advertising campaigns and the law applicable to Polish advertising, including copyright law.	DKS1P_W01
in terms of SKILLS :		
U01	Flawlessly analyzes specific advertising campaigns for compliance with current regulations.	DKS1P_U02
U02	Can create an advertising campaign plan with all its components.	DKS1P_U03
U03	He knows and applies the law on advertising in his work in class.	DKS1P_U10
In terms of SOCIAL COMPETENCIES :		
K01	Recognizes the peculiarities of marketing and advertising as a communication and promotional activity and consciously acquires problem-solving skills in this field.	DKS1P_K02
K02	He is able to work in a group and co-create a project, competently performing the assigned part of the task.	DKS1P_K01

16.4. Ways of verifying the achievement of the learning outcomes in question

Subject effects (symbol)	Verification method (+/-)																				
	Oral/written exam*			Colloquium*			Project*			Activity in class			Own work*			Group work*			Other (which?)*		
	Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes		
	W	C	..	W	C	..	W	C	..	W	C	..	W	C	..	W	C	..	W	C	..
W01				+						+	+										
U01								+		+	+										
U02								+		+	+										
U03								+		+	+										
K01														+			+				
K02														+			+				

*unnecessary delete

4.18. Criteria for assessing the degree of achievement of learning outcomes

Form of classes	Evaluation	Criterion of assessment
lecture (W)	3	90% lecture attendance + activity (possibility to pass without a colloquium); colloquium passed with 3.0
	3,5	Colloquium passed with 3.5 The grade can be increased by half a degree due to activity in lectures.
	4	Colloquium passed with 4.0. The grade can be increased by half a degree due to activity in lectures.
	4,5	Colloquium passed with 4.5. The grade can be increased by half a degree due to activity in lectures.
	5	Colloquium passed with 5.0.
exercise (C)*	3	Attendance, activity in class. Developed in a group a simple advertising campaign plan rated 3.0

	3,5	Attendance, activity in class. Developed in a group a simple advertising campaign plan rated 3.5
	4	Attendance, activity in class. Developed in a group a simple advertising campaign plan rated 4.0
	4,5	Attendance, activity in class. Developed in the group a simple advertising campaign plan rated 4.5
	5	Attendance, activity in class. Developed in the group a simple advertising campaign plan scored 5

17. BALANCE OF ECTS CREDITS - STUDENT WORKLOAD

Category	Student workload
	Full – time studies
NUMBER OF HOURS CARRIED OUT WITH DIRECT PARTICIPATION OF THE TEACHER /CONTACT HOURS/.	30
<i>Attendance at lectures*</i>	15
<i>Participation in exercises, conversation classes, laboratories*</i>	15
INDEPENDENT STUDENT WORK /NON-CONTACT HOURS/.	20
<i>Preparation for exercise, conversion, laboratory*</i>	5
<i>Preparation for the exam/colloquium*.</i>	5
<i>Collection of materials for the project, internet search*</i>	5
<i>Development of a multimedia presentation*</i>	5
TOTAL NUMBER OF HOURS	50
ECTS credits for the subject	2

***unnecessary delete**

I accept for implementation (date and legible signatures of persons teaching the subject in the given academic year)

.....

DESCRIPTION OF THE COURSE OF STUDY

Course code	11.1-1DKS-D5-CMS	
Name of the course in	Polish	Systemy zarządzania treścią CMS Content management systems
	English	

53. LOCATION OF THE SUBJECT IN THE SYSTEM OF STUDIES

1.1 Direction of study	Journalism and social communication
1.2 Form of study	Full-time studies
1.3 Level of study	Bachelor
1.4 Profile of study*	practical
1.5 The person preparing the course charter	Milosz Skiba, MA
1.6 Contact.	skiba@echodnia.eu

54. GENERAL CHARACTERISTICS OF THE SUBJECT

2.1 Language of instruction	Polish
2.2 Prerequisites*.	No

55. DETAILED CHARACTERISTICS OF THE SUBJECT

55.1. Form of classes	Lab	
55.2. Place of classes	Classes in the UJK teaching room	
55.3. Form of assessment	Graded credit	
55.4. Didactic methods	Computer lab Online consultations conducted on an e-learning platform.	
55.5. List of literature	basic	• CMS. Jak szybko i łatwo stworzyć stronę WWW i zarządzać nią, Paweł Frankowski, Helion 2007 • WordPress od podszewki, Bud E. Smith, Michael McCallister, Helion 2011 • Tworzenie stron WWW w WordPress CMS. Cz.1: Podstawy i instalacja - tutorial, Altkom Akademia, 2012 https://www.youtube.com/watch?v=0nraCpLRiIU • Tworzenie stron WWW w WordPress CMS. Cz.2: Podstawy i instalacja - tutorial, Altkom Akademia, 2012 https://www.youtube.com/watch?v=p9rhbfYN0hs • Tworzenie stron WWW w WordPress CMS. Cz.3: Podstawy i instalacja - tutorial, Altkom Akademia, 2012 https://www.youtube.com/watch?v=Lxd-S7ABeNk
	supplementary	• WordPress. Praktyczne projekty, Witold Wrotek, Wydawnictwo Helion, 2011/11. • WordPress. Ćwiczenia praktyczne, Witold Wrotek, Helion 2012. • WordPress 4. Instalacja i zarządzanie, Łukasz Wójcik, Helion 2014.

56. OBJECTIVES, CONTENT AND LEARNING OUTCOMES

56.1. Objectives of the course (including the form of classes) C-1 - Getting acquainted with the basic concepts of content management systems C-2 - To learn the role and importance of content management systems in the work of a journalist C-3 - Getting acquainted with the structure and functionality of content management systems on the basis of one of the basic CMS and an example of a dedicated CMS C-4 - Acquiring the skills necessary for the work of a journalist - creating your own complete article on the CMS and publishing it on the portal C-5 - Acquiring the ability to prepare a project of a website based on CMS system.
56.2. Detailed syllabus (including the form of classes) Lab • Introduction to content management systems (explanation of what content management systems are, what they are used for, learning about types of CMS, principles of operation, advantages and disadvantages of using content management systems, types of CMS - free WordPress, Joomla). Credit test (4 hours of e-learning) • Introduction to the WordPress content management system and how it works. WordPress basics and installation: information about WordPress and its requirements, installing a WAMP local server, setting up a database, installing WordPress on a local server. Getting acquainted with the basic features of

WordPress: site components, creating subpages, building a site navigation structure, adding posts, categories and tags. Getting acquainted with advanced features: managing users (admin, author and editor roles), using widgets (category list, tag cloud, calendar), installing new themes, modifying themes, adding plugins, backing up database data. Credit test (4 hours of e-learning)
• Practical exercises on WordPress using the knowledge and skills acquired during the e-learning (8 hours) • Getting acquainted with the work of a journalist on the basis of a dedicated CMS (e.g. Warp): logging in and accessing the system, elements of the toolbar, creating an article (title, tags, content, subheadings, categories, graphics), creating a photo gallery for an article, adding a video, link, quote, poll, graphics in the content. Article appearance and editing, publishing on the portal. Credit test (4 hours of e-learning) • Practical exercises on Warp using knowledge and skills acquired during e-learning (4 hours) • A project involving the creation of a custom article on a dedicated CMS called Warp, incorporating all the elements learned during the e-learning and practical exercises (4 hours) • Project presentation and evaluation (2 hours)

56.3. Subject learning outcomes

Effect	A student who has passed the subject	Reference to directional learning outcomes
in terms of KNOWLEDGE:		
W01	Has elementary knowledge of CMS development and management, techniques and tools for analyzing the work and promoting the content management system,	DKS1P_W01
W02	Knows the elementary terminology used in the CMS field and understands its origin	DKS1P_W02
in terms of SKILLS:		
U01	is able to independently acquire knowledge and develop his professional skills, using a variety of sources (native and foreign language) and modern technologies	DKS1P_U01
U02	can use the knowledge gained to publish content including multimedia content on the Internet and consciously manage it so that it is as high as possible in the search lists	DKS1P_U02
U03	Can apply the knowledge gained to administer a content management system.	DKS1P_U03
In terms of SOCIAL COMPETENCIES:		
K01	prepares for class, designs and executes a system that collaborates with other group members' systems; works together as a team to increase page views and increase page ranking.	DKS1P_K01

17.4. Ways of verifying the achievement of the learning outcomes in question

Subject effects (symbol)	Method of verification (+/-)																				
	Oral/written exam*			Colloquium*			Project*			Activity in class*			Own work*			Group work*			Other (class attendance*)		
	Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes		
	W	C	...	W	C	...	W	C	...	W	C	...	W	C	...	W	C	...	W	C	...
W01										x									x		
W02										x									x		
U01								x					x								
U02								x					x								
U03								x					x								
K01								x		x			x			x					

*unnecessary delete

4.19. Criteria for assessing the degree of achievement of learning outcomes

Form of classes	Evaluation	Criterion of assessment
exercises (C)*	3	Attendance, graded projects and e-learning passed in the range: 51-60%
	3,5	Attendance, graded projects and e-learning passed in the range: 61-70%
	4	Attendance, graded projects and e-learning passed in the range: 71-80%
	4,5	Attendance, graded projects and e-learning passed in the range: 81-90%
	5	Attendance, graded projects and e-learning scored in the range: 91-100%

18. BALANCE OF ECTS CREDITS - STUDENT WORKLOAD

Category	Student workload
	Full – time studies
NUMBER OF HOURS CARRIED OUT WITH DIRECT PARTICIPATION OF THE TEACHER /CONTACT HOURS/.	30
Participation in laboratories	8
E-learning under teacher control	12
INDEPENDENT STUDENT WORK /NON-CONTACT HOURS/.	45
Preparation for exercise, conversion, laboratory*	15
Collection of materials for the project, internet search*	30
TOTAL NUMBER OF HOURS	75
ECTS credits for the subject	3

*unnecessary delete

I accept for implementation (date and legible signatures of persons teaching the subject in the given academic year)

.....

DESCRIPTION OF THE COURSE OF STUDY

Course code	11.1-1DKS-A2-TIK	
Name of the course in	Polish	Techniki informacyjno - komunikacyjne Information and communication techniques
	English	

57. LOCATION OF THE SUBJECT IN THE SYSTEM OF STUDIES

1.1 Field of study	Journalism and social communication
1.2 Form of study	Full – time studies
1.3 Level of study	Bachelor degree
1.4 Profile of study*	Practical
1.5 Person/team preparing the subject charter	mgr Jakub Chalupczak
1.6 Contact.	czak@ujk.edu.pl

58. GENERAL CHARACTERISTICS OF THE SUBJECT

2.1 Language of instruction	Mandatory
2.2 Prerequisites*.	No

59. DETAILED CHARACTERISTICS OF THE SUBJECT

59.1. Form of classes	Laboratory 30 hours	
59.2. Place of classes	Classes in the UJK teaching room/MS Teams	
59.3. Form of assessment	Graded credit	
59.4. Teaching methods	Practical classes at the computer station	
59.5. Bibliography	basic	(literature available at the University Library) 4. Joyce Cox, Joan Lambert, Curtis Frye, Microsoft Office 2010 : for home users and students, 5. Sergiusz Flanczewski, Excel 2016 PL w biurze i nie tylko, 6. Dariusz Frenki, PowerPoint 2000 : ćwiczenia praktyczne
	supplementary	2. Benjamin Mako Hill, Matthew Helmke, Corey Burger, Ubuntu : the official manual 3. Guy Kawasaki, Peg Fitzpatrick, As they see you, so they write you: the art of self-promotion in social media 4. Radosław Sokół, Jak pozostać anonimowym w sieci : omijaj natrętów w sieci - chroń swoje dane osobowe!

60. OBJECTIVES, CONTENT AND LEARNING OUTCOMES

60.1. Objectives of the course (including the form of classes)
C1 - to provide knowledge of advanced functions of Microsoft Office suite applications (Word, Excel, Powerpoint, Access).
C2 - to develop the ability to safely and consciously use the computer, operating system and the Internet.
C3 - to develop the ability to use applications for managing bibliography, bibliographic footnotes.
Detailed syllabus (including form of classes)
1. searching for information on the Internet, types of Internet search tools, advanced information search on the Internet.
2. basics of safe use of the Internet. Types of Internet threats, methods of protection from Internet threats.
3. word processors (advanced document formatting, graphics, creating bibliographies, footnotes and charts)
4. multimedia presentations (creating, optimizing, displaying).
5 Spreadsheets. Advanced spreadsheet functions (math, text, statistical functions). Creation of charts. Data analysis - use of pivot tables.
6 Remote working. Using Microsoft 365 to create documents and share them online. Using Teams applications for remote teamwork.

1.3. Subject learning outcomes

Effect	A student who has passed the subject	Reference to directional learning outcomes
in terms of SKILLS:		
U01	Knows methods, techniques, and electronic tools for obtaining data and how to present and aggregate them; knows how to find the desired information in various sources, analyze it, evaluate its usefulness, select and use it in practical activities	DKS1P_U01
U02	Knows how to prepare a multimedia presentation or electronic document presenting the results of the research, using generally available computer tools.	DKS1P_U03

U03	Recognizes the need to constantly update knowledge and skills in information and communication technology and is able to do so																	DKS1P_U13				
In terms of SOCIAL COMPETENCIES :																						
K01	Recognizes possible problems related to the specifics of the performance of the future profession and prepares to solve them																	DKS1P_K02				
18.4. Ways of verifying the achievement of the educational results in question																						
Subject effects (symbol)		Verification method (+/-)																				
		Oral/written exam*			Colloquium*			Project*.			Activity in class*			Own work*			Group work*			Other (which?)*		
		<i>Form of classes</i>			<i>Form of classes</i>			<i>Form of classes</i>			<i>Form of classes</i>			<i>Form of classes</i>			<i>Form of classes</i>			<i>Form of classes</i>		
		W	C	...	W	C	...	W	C	L	W	C	L	W	C	L	W	C	L	W	C	...
U01									+						+			+				
U02									+						+			+				
U03									+						+			+				
K01									+						+			+				

**unnecessary delete*

4.20. Criteria for assessing the degree of achievement of learning outcomes		
Form of classes	Evaluation	Criterion of assessment
exercises (C)*	3	Receive from the projects 51-60% of the possible points.
	3,5	Receive from the projects 61-70% of the possible points.
	4	Receive from the projects 71-80% of the possible points.
	4,5	Receive from the projects 81-90% of the possible points.
	5	Receive from the projects 91-100% of the possible points.

19. BALANCE OF ECTS CREDITS - STUDENT WORKLOAD

Category	Student workload
	Study stFull – time studies
NUMBER OF HOURS CARRIED OUT WITH DIRECT PARTICIPATION OF THE TEACHER /CONTACT HOURS/.	30
Participation in laboratories*	30
TOTAL NUMBER OF HOURS	30
ECTS credits for the subject	1

**unnecessary delete*

I accept for implementation (date and signatures of persons teaching the subject in the academic year)

.....

DESCRIPTION OF THE COURSE OF STUDY

Course code	11.3-1DKS-BC24-TIM	
Name of the course in	Polish	Technologie informacyjne mediów Media Information Technologies
	English	

61. LOCATION OF THE SUBJECT IN THE SYSTEM OF STUDIES

1.1 Direction of study	Journalism and social communication
1.2 Form of study	Full – time studies
1.3 Level of study	Bachelor
1.4 Profile of study*	Practical
1.5 The person preparing the course charter	Dr Tomasz Chrzastek
1.6 Contact.	tomasz.chrzastek@ujk.edu.pl

62. GENERAL CHARACTERISTICS OF THE SUBJECT

2.1 Module affiliation	Core subjects/directional subjects
2.2 Language of instruction	Polish
2.3 Prerequisites*.	no

63. DETAILED CHARACTERISTICS OF THE SUBJECT

63.1. Form of classes	Laboratory exercises - 18 hrs. E-learning - 12 hrs.	
63.2. Place of classes	Traditional classes in the UJK teaching room; practical classes outside the university	
63.3. Form of assessment	Graded credit	
63.4. Teaching methods	Methods of administration: instruction. Problem-based methods: computer-assisted learning.	
63.5. Bibliography	basic	- Gogołek Włodzimierz, Technologie informacyjne mediów, Warszawa 2006 - Internetowe gatunki dziennikarskie, pod red. Wolny-Zmorzyński Kazimierz, Furman Wojciech, Warszawa 2010 - Olszański Leszek, Media i dziennikarstwo internetowe, Warszawa 2012
	supplementary	- Dziennikarstwo i świat mediów, nowa edycja, pod red. Zbigniewa Bauera i Edwarda Chudzińskiego, Kraków 2012 - Stuart Allan, Newsy w sieci. Internet i dziennikarstwo, Kraków 2008 - Wokół mediów ery Web 2.0, pod red. Bohdana Junga, Warszawa 2010 - Media audiowizualne, pod red. Wiesława Godzica, Warszawa 2010
	E-learning materials	11 tricków w wyszukiwarce – jak szukać trafniej w Google? Dostęp na WWW: http://radekskowron.pl/11-trickow-w-wyszukiwarce-jak-szukac-trafniej-w-google/ - IrfanView – podstawowe funkcje. Dostęp na WWW: https://www.youtube.com/watch?v=MdqMBOGYoWQ&t=1s - Jak zrobić infografikę w programie Canva, cz. 1, Dolnośląska Biblioteka Pedagogiczna. Dostęp na WWW: https://www.youtube.com/watch?v=dMQNww0e6Ss; - Jak zrobić infografikę w programie Canva, cz. 2, Dolnośląska Biblioteka Pedagogiczna. Dostęp na WWW: https://www.youtube.com/watch?v=KDCnvETYy94 - Windows Movie Maker – podstawy. Dostęp na WWW: https://www.youtube.com/watch?v=1iSBTR7Op_Q

		6. Poprawianie jakości nagrań z dyktafonu. Wywiad jako technika badawcza. Dostęp na WWW: https://www.youtube.com/watch?v=TgHtgDKPbIs 7. Jak wycinać i łączyć nagranie w programie Audacity, Dolnośląska Biblioteka Pedagogiczna. Dostęp na WWW: https://www.youtube.com/watch?v=IYVqZSufzSc See Appendix 1 for detailed materials.
--	--	---

64. OBJECTIVES, CONTENT AND LEARNING OUTCOMES

64.1. Objectives of the course (including the form of classes) Lecture: C 1 - To provide students with knowledge in the tools used in daily work in the media C 2 - Preparation for practical use of tools used in daily media work C 3 - Forming an informed, critical but open-minded attitude towards the possibilities of the tools used in everyday media work		
a. Detailed syllabus (including the form of classes) Laboratory classes: 1. Introduction to the issues of the class - 2 hours. 2. Google search, data journalism - 2 hrs 3. Free photo and video editing tools - 2 hrs. 4. Free tools for creating infographics and interactive graphics - 2 hrs. 5. Content management systems in print and web - 5 hrs 6. Tools for creating interactive reports - 2 hours. 7. Introduction and presentation to the Google Analytics statistical tool, demonstrating its capabilities including the Recipients, Behavior, Mobile Traffic tabs - practical demonstration - 3 hours. E-learning: 1. Searching for information on the Internet, searching for multimedia, getting acquainted with Google search operators, advanced search - demonstration and practical exercises - 1 hour. 2. Free photo and video editing tools. Familiarization with IrfanView features - basic photo processing, image resizing, batch photo processing. Getting acquainted with basic video processing in Windows Movie Maker - practical demonstration - 4 hours. 3. Introduction to Audacity program. Getting acquainted with the functions of the program - basic editing of an audio file: de-noising, cutting and combining fragments of a recording - demonstration and practical exercises - 2 hours. 4. Free tools for creating infographics and interactive graphics. Getting acquainted with the available databases of free photos and graphics (Pixabay, 123rf, Kaboompics, Pexels, Picjumbo.com, Stocksnap, Unsplash, Shotstash, Isorepublic, Skuawk, Gratisography, Freestocks.org, Freestockphotos) and getting acquainted with the rules of their use. Getting acquainted with the Canva tool - demonstration and practical exercises - 2 hours. 5. Introduction and demonstration of tools for creating interactive reportage. Embedding photos, videos, maps, posts from social networks in reportages. Introduction to the creation of interactive reportages in https://knightlab.northwestern.edu - demonstration and practical exercises - 3 hours.		

64.2. Subject learning outcomes

Effect	A student who has passed the subject	Reference to directional learning outcomes
--------	--------------------------------------	--

in terms of KNOWLEDGE:		
W01	Knows the basic tools and technologies needed in the daily work of a journalist	DKS1P_W05
in terms of SKILLS:		
U01	Able to use the tools and technologies needed in the daily work of a journalist	DKS1P_U01
U02	Able to supplement and improve their knowledge and search for new tools and technologies useful in the work of a journalist	DKS1P_U13
U03	Able to work together in a group	DKS1P_U14
In terms of SOCIAL COMPETENCIES:		
K01	Recognizes problems concerning technology in the daily work of a journalist and prepares to solve them	DKS1P_K02

19.4. Ways of verifying the achievement of the learning outcomes in question

Subject effects (symbol)	Verification method (+/-)																				
	Oral/written exam*			Colloquium*			Project*.			Activity in class*			Own work*			Group work*			Other (E-learning)*		
	Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes		
	W	C	...	W	C	...	W	C	...	W	C	...	W	C	...	W	C	...	W	C	...
W01							X						X						X		
U01							X						X			X			X		
U02							X						X			X			X		
U03							X						X			X			X		
K01							X						X			X			X		

*unnecessary delete

4.21. Criteria for assessing the degree of achievement of learning outcomes

Form of classes	Evaluation	Criterion of assessment
exercises (C)*	3	Receipt of 51-60% of possible points. Passed e-learning classes.
	3,5	Receipt of 61-70% of possible points. Passed e-learning classes.
	4	Receipt of 71-80% of possible points. Passed e-learning classes.
	4,5	Receipt of 81-90% of possible points. Passed e-learning classes.
	5	Receipt of 91-100% of possible points. Passed e-learning classes.

20. BALANCE OF ECTS CREDITS - STUDENT WORKLOAD

Category	Student workload
	Full – time studies
NUMBER OF HOURS CARRIED OUT WITH DIRECT PARTICIPATION OF THE TEACHER /CONTACT HOURS/.	32
Participation in exercises, conversation classes, laboratories*	18
Participation in the exam/credit colloquium*	2
Other (what?)*E-learning	12
INDEPENDENT STUDENT WORK /NON-CONTACT HOURS/.	18
Preparation for exercise, conversion, laboratory*	7
Preparation for the exam/colloquium*.	4
Collection of materials for the project, internet search*.	7
TOTAL NUMBER OF HOURS	50
ECTS credits for the subject	2

*unnecessary delete

I accept for implementation (date and legible signatures of persons teaching the subject in the given academic year)

.....

DESCRIPTION OF THE COURSE OF STUDY

Subject code	15.1-1DKS-BC26-WDZ	
Subject name in language	Polish	Warsztat dziennikarski Journalistic Workshop
	English	

65. LOCATION OF THE SUBJECT IN THE SYSTEM OF STUDIES

1.1 Direction of study	Journalism and social communication
1.2 Form of study	Full – time studies
1.3 Level of study	Bachelor degree
1.4 Profile of study*	Practical
1.5 The person preparing the course charter	Dr. Jolanta Kępa-Mętrak
1.6 Contact.	jolanta.kepa@ujk.edu.pl

66. GENERAL CHARACTERISTICS OF THE SUBJECT

2.1 Language of instruction	Polish
2.2 Prerequisites*.	Knowledge of the theory of journalistic genres and sources of journalistic information

67. DETAILED CHARACTERISTICS OF THE SUBJECT

67.1. Form of classes	Exercises - 90 hrs / 60 hrs.	
67.2. Place of classes	Traditional classes in the UJK teaching room, field work	
67.3. Form of assessment	Graded credit	
67.4. Teaching methods	Workshop, working with sources, discussion	
67.5. Bibliography	basic	- Legal acts: press law, law on broadcasting, codes of journalistic ethics - Chyliński M., Russ-Mohl S., <i>Dziennikarstwo</i>, Warszawa 2008 - Harcup Tony, <i>Dziennikarstwo – teoria i praktyka</i>, Łódź 2010 - Magdoń Andrzej, <i>Reporter i jego warsztat</i>, Kraków 2004 - <i>O warsztacie dziennikarskim</i>, pod red. J. Adamowskiego, Warszawa 2002
	supplementary	- <i>Biblia dziennikarstwa</i>, pod red. A. Skworza i A. Niziołka, Kraków 2010 - <i>Dziennikarstwo od kuchni</i>, pod red. Andrzeja Niczyperowicza, Poznań 2001 - Bieżąca prasa drukowana, publikacje online (piśmiennicze, audio, wideo)

68. OBJECTIVES, CONTENT AND LEARNING OUTCOMES

68.1. Objectives of the course (including the form of classes) C1. Knowledge - To acquaint students with the specifics of the journalistic profession, basic rights and requirements related to its performance. C2. Skills - Preparation for work in the media C3. Competencies - Formation of the right attitudes required for the profession.	
Detailed syllabus (including form of classes) - Journalism as a profession; conditions for practicing the profession, qualities of a good journalist. - Journalism at the intersection of politics, business, and public relations. - Organization of editorial work. - Journalistic skills; basic stages of journalistic work (gathering information, developing and verifying materials, editing). - Ways of learning about reality: observation, interview, analysis of documents. Application of the interview in journalistic practice. - Analysis of selected press, radio, television, Internet statements. Comparison of statements depicting the same event. Similarities and differences in the portrayal of the topic. - News of the press, radio, television - features, "life" of the news. - Methods for achieving professionalism: what to write about? who to write for? how to write? - Investigative journalism. - Journalism Journalism. - Practical exercises: preparation of selected news statements (mention, note, report, announcement) and journalistic statements (article, column, commentary, review)	

68.2. Subject learning outcomes

Effect	A student who has passed the subject	Reference to directional learning outcomes
in terms of KNOWLEDGE :		

W01	He knows the peculiarities of the journalistic profession, the basic rights and requirements for its practice, legal, economic, cultural conditions and ethical norms of the profession	DKS1P_W12
in terms of SKILLS :		
U01	knows how to use various sources of information, verify them and select the data contained in them according to practical needs	DKS1P_U01
U02	knows the characteristics of typical journalistic genres, is able to analyze and interpret them and create independent statements in accordance with the requirements of each genre	DKS1P_U05
U03	is able to use the acquired knowledge to resolve dilemmas that arise in daily journalistic activities and proposes concrete solutions to them	DKS1P_U11
U04	Recognizes the necessity of continuous enrichment of his knowledge and skills necessary for the profession of journalism	DKS1P_U13
U05	Is able to work independently and in a group preparing diary materials; assumes roles according to task needs	DKS1P_U14
In terms of SOCIAL COMPETENCIES :		
K01	is able to determine the priorities for the implementation of the tasks assigned or defined by him and is able to assign to them a range of activities to ensure the achievement of the desired objectives	DKS1P_K01
K02	is aware of the principles of the profession of journalist; maintains criticism of information sources and recognizes the problems he may encounter at work	DKS1P_K02
K03	is open to the problems and needs of the social environment, is able to respond to them appropriately	DKS1P_K03

20.4. Ways of verifying the achievement of the learning outcomes in question															
Subject effects (symbol)	Verification method (+/-)														
	Project*			Activity in class*			Own work*			Group work*			Other (which?)*		
	Form of classes			Form of classes			Form of classes			Form of classes			Form of classes		
	W	C	...	W	C	...	W	C	...	W	C	...	W	C	...
W01					+			+			+				
U01					+			+			+				
U02					+			+			+				
U03					+			+			+				
U04					+			+			+				
U05					+			+			+				
K01					+			+			+				
K02					+			+			+				
K03					+			+			+				

*unnecessary delete

4.22. Criteria for assessing the degree of achievement of learning outcomes		
Form of classes	Evaluation	Criterion of assessment
exercises (C)*	3	Class attendance, assigned work passed 51-60%.
	3,5	Class attendance, assigned work passed 61-70%.
	4	Attendance and active participation in class, assigned work scored 71-80%.
	4,5	Attendance and active participation in class, assigned work passed 81-90%.
	5	Attendance and active participation in class, assigned work passed 91-100%.

21. BALANCE OF ECTS CREDITS - STUDENT WORKLOAD

Category	Student workload
	Full – time studies
NUMBER OF HOURS CARRIED OUT WITH DIRECT PARTICIPATION OF THE TEACHER /CONTACT HOURS/.	93
Participation in classes	90
Participation in consultations	3
INDEPENDENT STUDENT WORK /NON-CONTACT HOURS/.	57
Preparation for classes	30

Collection of materials and preparation of works	27
TOTAL NUMBER OF HOURS	150
ECTS credits for the subject	6

**unnecessary remove*

I accept for implementation (date and legible signatures of persons teaching the subject in the given academic year)

.....

DESCRIPTION OF THE COURSE OF STUDY

course code	15.1-1DKS-D6-WS	
Name of the course in	Polish	Warsztat dziennikarza nowych mediów New media journalist workshop
	English	

69. LOCATION OF THE SUBJECT IN THE SYSTEM OF STUDIES

1.1 Direction of study	Journalism and social communication
1.2 Form of study	Full – time studies
1.3 Level of study	Bachelor
1.4 Profile of study*	Practical
1.5 The person preparing the course charter	Dr. Jolanta Kępa-Mętrak
1.6 Contact.	jolanta.kepa@ujk.edu.pl

70. GENERAL CHARACTERISTICS OF THE SUBJECT

2.1 Language of instruction	Polish
2.2 Prerequisites*.	Knowledge of the basics of the journalistic workshop

71. DETAILED CHARACTERISTICS OF THE SUBJECT

71.1. Form of classes	Classes (workshop) - 30 hours / 15 hours	
71.2. Place of classes	traditional classes in the UJK teaching room	
71.3. Form of assessment	Graded credit	
71.4. Didactic methods	Workshop, discussion, working with sources, practical activities	
71.5. Bibliography	basic	- Hennessy Brendan, <i>Dziennikarstwo publicystyczne</i>, Kraków 2009 - Kita Małgorzata, <i>Wywiad prasowy: język, gatunek, interakcja</i>, Katowice 1998 - Wolny-Zmorzyński Kazimierz, Kaliszewski Andrzej, Furman Wojciech, <i>Gatunki dziennikarskie: teoria, praktyka, język</i>, Warszawa 2006 - Wolny-Zmorzyński Kazimierz, <i>Reportaż – jak go napisać? Poradnik dla słuchaczy studiów dziennikarskich</i>, Warszawa 200
	supplementary	- Adams Sally, Hicks Wynford, <i>Wywiad dziennikarski</i>, Kraków 2007 - Chyliński Marek, Russ-Mohl Stephan, <i>Dziennikarstwo</i>, Warszawa 2008 - <i>Dziennikarstwo od kuchni</i>, pod red. A. Niczyperowicza, Poznań 2001 - Grobel Lawrence, <i>Sztuka wywiadu. Lekcje mistrza</i>, Warszawa 2006 - Siembieda Maciej, <i>Reportaż po polsku</i>, Poznań 2003 - Wojtak Maria, <i>Gatunki prasowe</i>, Lublin 2004 - Miller Marek, <i>Reporterów sposób na życie</i>, Warszawa 1983 - Wybór reportaży i wywiadów

72. OBJECTIVES, CONTENT AND LEARNING OUTCOMES

72.1. Objectives of the course (including the form of classes) Knowledge: - To consolidate theoretical knowledge of specific journalistic genres - interview and reportage, to point out the characteristic features of these statements in the press and on the Internet. Skills: - Acquisition of practical journalistic work skills in the creation of press and online interviews and reports. Social competencies: - Forming a critical attitude toward press creations in print and online media.
72.2. Detailed syllabus (including the form of classes) Features of an interview, roles of a journalist Discussing interviews selected by students: main plot, elements, language, forms of dialogue. Confrontation of previous theoretical knowledge with journalistic practice. Analysis of selected interviews: presentation of the interviewee, questions prepared and added during the interview, construction of the interview, convention of the interview. Tips for interviews. Journalistic interview and silhouette. Presentation of personal interviews. Formal and content analysis. Reportage as a genre from the borderline of literature and journalism. Definitions, features, criteria for division, fact and fiction in reportage. Masters of reportage - subjective presentation of the most important figures of reportage in the world and in Poland on the basis of independently selected reading. Discussion of reportages selected by students: analysis in terms of journalistic technique and editorial development (layout, photographs, maps, charts, etc.). Confrontation of theoretical assumptions with press practice. Outlines of their own reports (sources of information, how to approach the topic, composition). Presentation of own reports.

72.3. Subject learning outcomes

Effect	A student who has passed the subject	Reference to directional learning outcomes
in terms of KNOWLEDGE :		
W01	He knows and understands the basic methods of analyzing and interpreting the newspaper interview and reportage as specific journalistic genres; he knows their history and most prominent authors.	DKS1P_W06
in terms of SKILLS :		
U01	Able to recognize and characterize news interview and reportage, analyze and interpret them.	DKS1P_U05
U02	He is able to apply the knowledge he has acquired and has practical skills for journalistic work in the creation of press and Internet interviews and reports.	DKS1P_U11
U03	Recognizes the need to systematically enrich his knowledge and journalistic skills	DKS1P_U13
U04	Able to plan and organize individual and group work in the preparation of journalistic statements, accepts the need to take on a role according to task needs.	DKS1P_U14
In terms of SOCIAL COMPETENCIES :		
K01	Recognizes possible problems related to the specifics of the profession of print and online journalist, prepares to solve them	DKS1P_K02

21.4. Ways of verifying the achievement of the learning outcomes in question

Subject effects (symbol)	Verification method (+/-)														
	Project*.			Activity in class*			Own work*			Group work*			Other (which?)*		
	Form of classes			Form of classes			Form of classes			Form of classes			Form of classes		
	W	C	...	W	C	...	W	C	...	W	C	...	W	C	...
W01					+			+			+				
U01					+			+			+				
U02					+			+			+				
U03					+			+			+				
U04					+			+			+				
K01					+			+			+				

*unnecessary delete

4.23. Criteria for assessing the degree of achievement of learning outcomes

Form of classes	Evaluation	Criterion of assessment
exercises (C)*	3	Class attendance, assigned work passed 51-60%.
	3,5	Class attendance, assigned work passed 61-70%.
	4	Attendance and active participation in class, assigned work scored 71-80%.
	4,5	Attendance and active participation in class, assigned work passed 81-90%.
	5	Attendance and active participation in class, assigned work passed 91-100%.

22. BALANCE OF ECTS CREDITS - STUDENT WORKLOAD

Category	Student workload
	Full – time studies
NUMBER OF HOURS CARRIED OUT WITH DIRECT PARTICIPATION OF THE TEACHER /CONTACT HOURS/.	31
Participation in exercises *	30
Other (what?)*consultation	1
INDEPENDENT STUDENT WORK /NON-CONTACT HOURS/.	44
Preparation for exercise *	20
Collection of materials for written work*	10
Preparation of works*	14
TOTAL NUMBER OF HOURS	75
ECTS credits for the subject	3

*unnecessary delete

I accept for implementation (date and legible signatures of persons teaching the subject in the given academic year)

.....

DESCRIPTION OF THE COURSE OF STUDY

Course code	15.1-1DKS-D7-WFNM	
Name of the course in	Polish	Warsztat fotografa nowych mediów Workshop photographer new media
	English	

73. LOCATION OF THE SUBJECT IN THE SYSTEM OF STUDIES

1.1 Direction of study	Journalism and social communication
1.2 Form of study	Full-time studies
1.3 Level of study	Bachelor
1.4 Profile of study*	practical
1.5 The person preparing the course charter	Arkadiusz Sędek
1.6 Contact.	arkadiusz.sedek@ujk.edu.pl

74. GENERAL CHARACTERISTICS OF THE SUBJECT

2.1 Language of instruction	Polish
2.2 Prerequisites*.	No

75. DETAILED CHARACTERISTICS OF THE SUBJECT

75.1. Form of classes	P - Practical classes 30 h	
75.2. Place of classes	Traditional classes in the teaching rooms of the UJK's WPiA Possible implementation of selected classes outside the WPiA building	
75.3. Form of assessment	Passing grade	
75.4. Teaching methods	Practical methods: subject exercises Workshop Practical activities	
75.5. Bibliography	basic	1. Cotton Ch., Fotografia jako sztuka współczesna, Tłum. M. Buchta, P. Nowakowski, P. Paliwoda 2. Ian Jeffrey, Jak czytać fotografię. Lekcje mistrzów fotografii, Tłum. : J. Jedliński Paliwoda, UNIVERSITAS. Kraków 2009 3. F. Hunter, S. Biver, P. Fuqua, Światło w fotografii. Magia i nauka, Galaktyka 2009
	supplementary	1. Garcia Erin C., Man Ray in Paris / Tate Publishing 2. Wojnecki S., Fotografia - podwójna gwiazda kultury, wyd. ASP Poznań 2007 3. Jurecki K., Poszukiwanie sensu fotografii. Rozmowy o sztuce, wyd. Galeria Wozownia, Toruń 2008

76. OBJECTIVES, CONTENT AND LEARNING OUTCOMES

76.1. Objectives of the course (including the form of classes) C1. Mastering the theoretical basis of photography. Learning the most important issues of photography. C2. Developing the ability to freely use the available means and make the right decisions in the implementation of their own photographic intentions. Developing the so-called photographic senses, photographic gaze, the concept of photogenicity. C3. Developing skills and proficiency in taking reportage and documentary photography. To prepare the student to perform photographic work independently.	
76.2. Detailed syllabus (including the form of classes) The student learns at a basic level the theory and practice of photography. He/she consciously applies theoretical and practical knowledge to realize his/her own or assigned concepts in the field of photography. During the course of classes, thematic tasks are implemented, the purpose of which, is to acquire photographic knowledge. During the course of training, the student takes a series of photographs on a selected topic. Thematic labs allow students to learn about the workshop and non-photographic elements, useful in the implementation of photo shoots. Graduates during the classes create an author's portfolio on the basis of the tasks performed, the implementation of which is consulted on an ongoing basis.	

76.3. Subject learning outcomes

Effect	A student who has passed the subject	Reference to directional learning outcomes
in terms of KNOWLEDGE:		

W01	has advanced knowledge of photography and new media, oriented to practical applications in media and promotional and advertising activities	DKS1P_W01
in terms of SKILLS :		
U01	Has basic skills in carrying out practical tasks of individual as well as group nature concerning photography and new media	DKS1P_U12
U02	Is able to plan and organize individual and group work during classes at the university and outside the university in the development of projects, accepts the need to take on a role according to the task needs	DKS1P_U14
In terms of SOCIAL COMPETENCIES :		
K01	Participates in cultural and social life, uses the media as a tool of communication and a source of knowledge about cultural and social life	DKS1P_K04

22.4. Ways of verifying the achievement of the learning outcomes in question																					
Subject effects (symbol)	Verification method (+/-)																				
	Oral/written exam*			Colloquium *			Project*			Activity in class*			Own work*			Group work*			Other (which?)*		
	Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes		
	W	C	...	W	C	...	W	C	...	W	C	...	W	C	...	W	C	...	W	C	...
W01								+			+			+							
U01								+			+			+							
U02								+			+			+							
K01								+			+			+							

*unnecessary delete

4.24. Criteria for assessing the degree of achievement of learning outcomes		
Form of classes	Evaluation	Criterion of assessment
exercises (C)*	3	has small workshop skills to design and implement their own or assigned photographic projects
	3,5	Has sufficient workshop skills to design and implement their own or assigned photographic projects
	4	Has strong workshop skills to design and implement their own or assigned photographic projects
	4,5	has very strong workshop skills to design and implement their own or assigned photographic projects
	5	Has distinctive workshop skills to design and execute his own or assigned photographic projects

23. BALANCE OF ECTS CREDITS - STUDENT WORKLOAD

Category	Student workload
	Full – time studies
NUMBER OF HOURS CARRIED OUT WITH DIRECT PARTICIPATION OF THE TEACHER /CONTACT HOURS/.	30
Participation in exercises, conversation classes, laboratories*	30
INDEPENDENT STUDENT WORK /NON-CONTACT HOURS/.	45
Preparation for exercises, laboratory*	15
Collection of materials for the project, internet search*	15
Project implementation*	15
TOTAL NUMBER OF HOURS	75
ECTS credits for the subject	3

*unnecessary delete

I accept for implementation (date and legible signatures of persons teaching the subject in the given academic year)

.....

DESCRIPTION OF THE COURSE OF STUDY

Course code	15.1-1DKS-D6-WS	
Name of the course in	Polish	<i>Warsztat radiowo - telewizyjny</i> <i>Radio and television workshop</i>
	English	

77. LOCATION OF THE SUBJECT IN THE SYSTEM OF STUDIES

1.1 Direction of study	Journalism and social communication
1.2 Form of study	full-time studies
1.3 Level of study	Bachelor
1.4 Profile of study*	Practical profile
1.5 The person preparing the course charter	Stanislaw Blinstrub, MA
1.6 Contact.	sblinstrub@ujk.edu.pl

78. GENERAL CHARACTERISTICS OF THE SUBJECT

2.1 Language of instruction	Polish
2.2 Prerequisites*.	no

79. DETAILED CHARACTERISTICS OF THE SUBJECT

79. DETAILED CHARACTERISTICS OF THE COURSE		
79.1. Form of classes		classes
79.2. Place of classes		In UJK teaching classes
79.3. Form of course credit		Graded credit
79.4. Didactic methods		Talks, discussions, workshops
79.5. Bibliography	basic	9. Andrew Boyd, Peter Stewart , Ray Alexander, <i>Dziennikarstwo radiowo-telewizyjne</i> , Wydawnictwo UJ 2011 10. <i>Biblia dziennikarstwa</i> , pod redakcją Andrzeja Skworza i Andrzeja Niziołka Wydawnictwo ZNAK 2010 11. Robert McLeish, <i>Produkcja Radiowa</i> , Wydawnictwo UJ 2007 12. Mariusz Ziomecki, Krzysztof Skowroński, Tomasz Lis, <i>ABC dziennikarstwa</i> , Axel Springer Polska 2007
	supplementary	2. Materials IAR, PAP, TVP, POLSAT, TVN24, Internet

80. OBJECTIVES, CONTENT AND LEARNING OUTCOMES

80.1. Objectives of the course (including the form of classes)	
C1-Basic knowledge of the functioning of radio, television and online editorial, knowledge of journalistic genres; C2- Skills - information writing with distinction of radio, television and websites, ability to prepare an interview and its execution, preparation of podcasts, C3-Social skills-knowing how an editorial office functions, distinguishing between journalistic genres	
80.2. Detailed syllabus (including the form of classes)	
1. Principles of writing and editing information with basic principles and techniques. 2. Preparation of broadcast, interview, basic operation of equipment. 3. Practical information retrieval and source analysis.	

80.3. Subject learning outcomes

Effect	A student who has passed the subject	Reference to directional learning outcomes
in terms of KNOWLEDGE:		
W01	Has knowledge of the functioning of radio and television, their tasks and ways of presenting news in these media	DKS1P_W11
in terms of SKILLS:		
U01	knows how to find the desired information in various sources, analyze it, evaluate its usefulness, select and use it in practical activities for radio and television	DKS1P_U01
U02	is able to use theoretical knowledge to resolve dilemmas arising in the work of a radio and/or television journalist, proposes specific solutions in this regard	DKS1P_U11
U03	Recognizes the necessity of continuous education, enrichment of his knowledge and skills in the field of radio and television journalism, is able to complete and improve the acquired knowledge and skills	DKS1P_U13
In terms of SOCIAL COMPETENCIES:		
K01	recognizes possible problems related to the specifics of the profession of radio and/or television journalist, prepares to solve them	DKS1P_K02

K02	participates in cultural and social life, uses media as a tool to communicate with other participants in society	DKS1P_K04
-----	--	-----------

23.4. Ways of verifying the achievement of the learning outcomes in question

Subject effects (symbol)	Method of verification (+/-)																	
							Project*.			Activity in class*			Own work*			Group work*		
							Form of classes			Form of classes			Form of classes			Form of classes		
							W	C	...	W	C	...	W	C	...	W	C	...
W01								X			X							
U01								X			X			X			X	
U02								X			X			X			X	
U03								X			X			X			X	
K01											X			X			X	
K02											X			X			X	

**unnecessary remove*

4.25. Criteria for assessing the degree of achievement of learning outcomes

Form of classes	Evaluation	Criterion of assessment
exercises (C)*	3	50% attendance, credit work
	3,5	75% attendance, credit work
	4	90% attendance, activity in class, credit work
	4,5	100% attendance, credit work
	5	100% attendance, activity in class, credit work

24. BALANCE OF ECTS CREDITS - STUDENT WORKLOAD

Category	Student workload
	Full – time studies
NUMBER OF HOURS CARRIED OUT WITH DIRECT PARTICIPATION OF THE TEACHER /CONTACT HOURS/.	30
Participation in exercises, conversation classes, laboratories*	30
INDEPENDENT STUDENT WORK /NON-CONTACT HOURS/.	45
Preparation for exercise, conversion, laboratory*	15
Collection of materials for the project, internet search*	15
Development of a multimedia presentation*	15
TOTAL NUMBER OF HOURS	75
ECTS credits for the subject	3

**unnecessary delete*

I accept for implementation (date and legible signatures of persons teaching the subject in the given academic year)

.....

DESCRIPTION OF THE COURSE OF STUDY

Course code	14.1-1DKS-BC27-WSP	
Name of the course in	Polish	Współczesne systemy polityczne Contemporary Political Systems
	English	

81. LOCATION OF THE SUBJECT IN THE SYSTEM OF STUDIES

1.1 Field of study	Journalism and social communication
1.2 Form of study	Full – time studies
1.3 Level of study	Bachelor
1.4 Profile of study*	practical
1.5 The person preparing the course charter	Dr Maryana Prokop
1.6 Contact.	mprokop@ujk.edu.pl

82. GENERAL CHARACTERISTICS OF THE SUBJECT

2.1 Language of instruction	Polish
2.2 Prerequisites*.	no

83. DETAILED CHARACTERISTICS OF THE SUBJECT

83.1. Form of classes	Lecture 15 / 10 hrs. Classes 30 / 15 hrs.	
83.2. Place of classes	Classes in the UJK teaching room/	
83.3. Form of assessment	Exam, graded credit	
83.4. Teaching methods	Characteristics; problem analysis; narrative, discussion; problem lecture, group work	
83.5. Bibliography	basic	Antoszewski A., Herbut R., <i>Systemy polityczne współczesnej Europy</i> , Warszawa 2006. Żebrowski W., <i>Współczesne systemy polityczne. Zarys teorii i praktyki w wybranych państwach świata</i> , Olsztyn 2006. <i>Współczesne systemy polityczne</i> , red. M. Żmigrodzki, B. Dziemidok-Olszewska, Warszawa 2013. <i>Ustroje polityczne krajów Wspólnoty Niepodległych Państw</i> , red. W. Baluk, A. Czajowski, Wrocław 2007. M. Prokop, <i>Demokratyczno-autorytarna hybryda: redefinicja kategorii teoretycznej</i> , „Historia i Polityka”, nr 13 (20), s. 31-46, http://apcz.umk.pl/czasopisma/index.php/HiP/article/viewFile/HiP.2015.002/7164 .
	supplementary	Dahl R., <i>On Decocracy</i> , Yale University Press 1998. Held D., <i>Models of Decocracy</i> , Stanford University Press 2006. Hix S, Hoyland B., <i>The political system of European Union</i> , Palgrave Macmillan 2011. Huntington S., <i>The Third Wave of Democratization in the Late Twenty Century</i> , University of Oklahoma Press 1991. Linz J., <i>Totalitarian and Authoritarian Regimes</i> . Boulder, Colorado: Lynne Rienne 2000. Liphart A., <i>Patterns of democracy</i> , Yale University Press 1999. McFaul M., <i>Transitions from post communism</i> , Journal of Democracy Volume 16, Number 3, July 2005. Żebrowski W., <i>Teoria współczesnych systemów politycznych</i> , Olsztyn 2009.

84. OBJECTIVES, CONTENT AND LEARNING OUTCOMES

84.1. Objectives of the course (including form of classes)
C.1 To familiarize students with political systems (to impart analytical knowledge of system principles, political institutions, actors, processes) in theoretical dimension (lectures)
C.2 Identify complex problems and use the knowledge gained to develop and analyze political systems in modern states (lectures and exercises)
C.3 Apply the knowledge gained on the political systems of modern countries (exercises)
84.2. Detailed syllabus (including form of classes)
Lectures
1 The concept of a political system. Elements of the political system.

2. constitutional principles of the modern state: sovereignty of the nation, political pluralism, the principle of the tri-partite government.
3. typologies of political systems.
- 4 Constitutional system of modern states
5. elections in modern countries
6. Political parties and party systems in modern states.
- 7 The concept of party and party system. Typologies of parties and party systems.

Classes

1. Analysis of the political system of Poland
2. Analysis of the US political system
3. Analysis of Russia's political system
4. Analysis of the Political System of France
5. Analysis of Germany's political system
6. Analysis of the political system of Ukraine
7. Analysis of Switzerland's political system
8. An analysis of Britain's political system.

84.3. Subject learning outcomes

Effect	A student who has passed the subject	Reference to directional learning outcomes
in terms of KNOWLEDGE:		
W01	The student knows and understands the basic terminology of political systems	DKS1P_W04
W02	The student has extensive knowledge of the instruments and organizational structures, as well as how the political systems of modern states operate	DKS1P_W11
in terms of SKILLS:		
U01	Students are able to apply theoretical knowledge to the analysis of political systems of modern states	DKS1P_U02
U02	The student analyzes important phenomena concerning the functioning of the political system in modern states	DKS1P_U10
U03	The student is able to identify and analyze specific problems, affecting the functioning of state institutions in political systems, is able to apply appropriate solutions to these problems.	DKS1P_U11
In terms of SOCIAL COMPETENCIES:		
K01	The student is able to make a sound analysis of the political systems of modern states, through the prism of the fulfilled characteristics for democracy, authoritarianism and totalitarianism; recognizes democratic values, is aware of the importance of respecting and developing civil rights.	DKS1P_K01

24.4. Methods of assessment of the intended learning outcomes

Teaching outcomes	Method of assessment(+/-)																				
	Oral/written exam*			Colloquium *			Project*.			Activity in class*			Own work*			Group work*			Other (which?)*		
	Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes		
	W	C	...	W	C	...	W	C	...	W	C	...	W	C	...	W	C	...	W	C	...
W01	x				x					x											
W02	X				x					x											
U01	X				x					x											
U02	X				x					x											
U03	x				x					x											
K01	x				x					x											

*unnecessary delete

4.26. Criteria for assessing the degree of achievement of learning outcomes

Form of classes	Evaluation	Criterion of assessment
1 e u	3	Provided correct answers to the questions asked written exam (test) (50-60%).

	3,5	Provided correct answers to the questions asked written exam (test) (61-70%).
	4	Provided correct answers to the questions asked written exam (test) (71-80%).
	4,5	Provided correct answers to the questions asked written exam (test) (81-90%).
	5	Provided correct answers to the questions asked written exam (test) (91-100%).
exercises (C)*	3	Provided answers to the given questions written colloquium (50-60%). Did not participate in class discussion
	3,5	Provided answers to the given questions of the written colloquium (61-70%). Did not participate in class discussion
	4	Provided answers to the given questions of the written colloquium (71-80%). Participated in the exchange of views.
	4,5	Provided answers to the assigned written colloquium (81-90%). Actively participated in the exchange of views
	5	Provided answers to the assigned written colloquium (91-100%). Very actively participated in the exchange of views.

25. BALANCE OF ECTS CREDITS - STUDENT WORKLOAD

Category	Student workload
	Full – time studies
NUMBER OF HOURS CARRIED OUT WITH DIRECT PARTICIPATION OF THE TEACHER /CONTACT HOURS/.	51
<i>Attendance at lectures*</i>	15
<i>Participation in exercises, conversation classes, laboratories*</i>	30
<i>Participation in the exam/credit colloquium*</i>	5
<i>Other (what?)* consultation</i>	1
INDEPENDENT STUDENT WORK /NON-CONTACT HOURS/.	49
<i>Preparation for lecture*</i>	9
<i>Preparation for exercise, conversion, laboratory*</i>	20
<i>Preparation for the exam/colloquium*.</i>	20
TOTAL NUMBER OF HOURS	100
ECTS credits for the subject	4

**unnecessary delete*

I accept for implementation (date and legible signatures of persons teaching the subject in the given academic year)

.....