



**Field of study:**

**Political Science**

**Subject: Media Relations**

Level of study: undergraduate studies

System of study: Full-time

Profile of studies: practical

Subject: Media Relations

### **Form of classes and the ECTS points**

	Number of hours	ECTS points	Credit
conversation class	30		credit with mark
Total	30	4	

### **Aims of teaching**

The student knows the history of the media. He understands the mechanisms of information flow. Is able to effectively cooperate with the media to create the correct shape of information.

## Intended learning outcomes

KNOWLEDGE		
SYMBOL	DESCRIPTION	REFERENCE TO THE PROFILE OUTCOME
P_W1	The student knows the history of the media. He understands the mechanisms of information flow. Is able to effectively cooperate with the media to create the correct shape of information.	Pol_WG02 Pol_WK02 Pol_WG06
SKILLS		
SYMBOL	DESCRIPTION	REFERENCE TO THE PROFILE OUTCOME
P_U1	The student can behave properly in the media environment, avoiding mistakes. He is effective in communicating with the recipients of the content he generates.	Pol_UW03 Pol_UW05 Pol_UW06 Pol_UW08 Pol_UK02
SOCIAL COMPETENCES		
SYMBOL	DESCRIPTION	REFERENCE TO THE PROFILE OUTCOME
P_K1	The student critically analyzes information sources. He understands the need to accumulate knowledge in order to convey his own messages. He is able to work with journalists to provide recipients with his own content.	Pol_KK01 Pol_KK03 Pol_KO01 Pol_KO02 Pol_KO05

## Course content

NUMBER	DESCRIPTION	FORM OF CLASSES	NUMBER OF HOURS
1	The history of media	conversation class	6 / 6
2	Cognitive errors	conversation class	3 / 3
3	Press genres	conversation class	3 / 3

NUMBER	DESCRIPTION	FORM OF CLASSES	NUMBER OF HOURS
4	Internet	conversation class	3 / 3
5	The effective communication with media and journalists	conversation class	15 / 15

## Conditions of completion

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### CONVERSATION CLASS

TYPE OF CREDIT	CREDIT INFLUENCE (IN %)
Exam (for the lecturers only)	50
Presence in classes	25
Class work	25

## Teaching methods

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- discussion in the class
- individual activity
- groups discussion

## Reading (compulsory)

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- Lack of literature

## Reading (additional)

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- Denis McQuail. McQuail's Mass Communication Theory 2010
- Marshall McLuhan . Understanding Media: The Extensions of Man 1994
- Alvin Toffler. Powershift: Knowledge, Wealth, and Violence at the Edge of the 21st Century 1991
- Siva Vaidhyanathan. Antisocial Media: How Facebook Disconnects Us and Undermines Democracy 2018
- Jan van Dijk. Social Aspects of New Media 2006

## Odniesienie efektów przedmiotowych do efektów kierunkowych, treści kształcenia, metod weryfikacji

SYMBOL	REFERENCE OF A GIVEN OUTCOME TO THE PROFILE OUTCOME	REFERENCE OF A GIVEN OUTCOME TO THE COURSE CONTENT	REFERENCE OF A GIVEN OUTCOME TO THE VERIFICATION METHODS
KNOWLEDGE			
P_W1	Pol_WG02 Pol_WK02 Pol_WG06	1 2 3 4 5	Ability to work in the team and hold discussion classroom discussion
SYMBOL	REFERENCE OF A GIVEN OUTCOME TO THE PROFILE OUTCOME	REFERENCE OF A GIVEN OUTCOME TO THE COURSE CONTENT	REFERENCE OF A GIVEN OUTCOME TO THE VERIFICATION METHODS
SKILLS			
P_U1	Pol_UW03 Pol_UW05 Pol_UW06 Pol_UW08 Pol_UK02	1 2 3 4 5	Ability to work in the team and hold discussion classroom discussion
SYMBOL	REFERENCE OF A GIVEN OUTCOME TO THE PROFILE OUTCOME	REFERENCE OF A GIVEN OUTCOME TO THE COURSE CONTENT	REFERENCE OF A GIVEN OUTCOME TO THE VERIFICATION METHODS
SOCIAL COMPETENCES			
P_K1	Pol_KK01 Pol_KK03 Pol_KO01 Pol_KO02 Pol_KO05	1 2 3 4 5	Ability to work in the team and hold discussion classroom discussion