



**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<br>Pol_WK02<br>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<br>Pol_UW05<br>Pol_UW06<br>Pol_UW08<br>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<br>Pol_KK03<br>Pol_KO01<br>Pol_KO02<br>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                |
|---------------------------|----------------------------------------------------------|----------------------------------------------------|-------------------------------------------------------------------------|
| <b>KNOWLEDGE</b>          |                                                          |                                                    |                                                                         |
| P_W1                      | Pol_WG02<br>Pol_WK02<br>Pol_WG06                         | 1<br>2<br>3<br>4<br>5                              | Ability to work in the team and hold discussion<br>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                |
| <b>SKILLS</b>             |                                                          |                                                    |                                                                         |
| P_U1                      | Pol_UW03<br>Pol_UW05<br>Pol_UW06<br>Pol_UW08<br>Pol_UK02 | 1<br>2<br>3<br>4<br>5                              | Ability to work in the team and hold discussion<br>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                |
| <b>SOCIAL COMPETENCES</b> |                                                          |                                                    |                                                                         |
| P_K1                      | Pol_KK01<br>Pol_KK03<br>Pol_KO01<br>Pol_KO02<br>Pol_KO05 | 1<br>2<br>3<br>4<br>5                              | Ability to work in the team and hold discussion<br>classroom discussion |