

Course catalogue for incoming Erasmus+ students

New Media

2025/2026

Course title	Semester	ECTS	Lecture	Lab	Project
Introduction to Internet Sociology	winter	6	15	30	30
Theory of Media and Social Communication	winter	6	15	30	30
History of Media	winter	6	15	30	30
Language Culture in Media	winter	6	15	30	30
Media Research Methods	winter	6	15	30	30
Internet Genres	winter	6	15	30	30
Press Genres	summer	6	15	30	30
Basics of Photography I	summer	6	15	30	30
Basics of Photography II	summer	6	15	30	30
Social Media	summer	6	15	30	30
Copywriting	summer	6	15	30	30
Rhetoric and Eristics	summer	6	15	30	30
Camera Workshops	summer	6	15	30	30

Winter semester

STATE UNIVERSITY OF APPLIED SCIENCES IN GŁOGÓW

INSTITUTE OF SOCIAL SCIENCES



SYLLABUS / COURSE DESCRIPTION CARD

BASIC INFORMATION ABOUT THE COURSE			
Course (module) title	Introduction to Internet Sociology		Course code P5
Name of the unit conducting the course		Institute of Social Sciences	
Level of education	First-cycle studies	Study profile	practical
Field of study	New Media	Specialization	
Education module	Core	Language of course	english
Semester	I	Form of credit	Graded credit
HOURLY DIMENSION OF DIDACTIC CLASSES			
FULL-TIME STUDIES			
Lecture	Project		Laboratory
15	30		30
TOTAL HOURLY DIMENSION OF CLASSES			
Student's independent work		90	
Total		150	
ECTS		6	
PREREQUISITES			
Basic social knowledge, knowledge of history and WoS at high school level.			
COURSE OBJECTIVE			
Introducing students to the subdiscipline of sociology known as Internet sociology. Presenting the phenomenon of the Internet as a specific new form of technological network—a network within a network—that dominates today's world. Additionally, shaping a sociological perspective in understanding and using the Internet.			
LEARNING OUTCOMES FOR THE COURSE			
CODE	DESCRIPTION		EFFECT
Knowledge			
W1	Knows and understands the connection of the studied field with: cultural and religious studies, linguistics, art, sociology, management and quality sciences, oriented toward practical applications.		K_W09
	W1.1	Knows the origins and history of the Internet	
	W1.2	Knows the characteristics of the information society	
	W1.3	Knows general features and principles of virtual communities, i.e. communities formed and operating online	
W1.4	Knows basic psychological mechanisms of individuals and communities navigating the Internet space		
W2	Knows and understands the study of humans as subjects of social communication and creators of culture, with particular reference to their role in media, promotion, and advertising, including the study of methods for diagnosing their needs and assessing the quality of media services.		K_W11

	W2.1	Knows the origins and history of the Internet	
	W2.2	Knows the characteristics of the information society	
	W2.3	Knows general features and principles of virtual communities, i.e. communities formed and operating online	
	W2.4	Knows basic psychological mechanisms of individuals and communities navigating the Internet space	
W3	Has knowledge of interpersonal and social communication processes in various aspects (e.g., psychological and sociological), their regularities and disruptions.		K_W16
	W3.1	Knows the origins and history of the Internet	
	W3.2	Knows the characteristics of the information society	
	W3.3	Knows general features and principles of virtual communities, i.e. communities formed and operating online	
	W3.4	Knows basic psychological mechanisms of individuals and communities navigating the Internet space	
Skills			
U1	Can find desired information in various sources, analyze it, assess its usefulness, select and use it for a specific purpose.		K_U01
	U1.1	Can characterize civilizational and social transformations related to the spread and functioning of the Internet	
	U1.2	Can assess the problems and benefits associated with Internet use	
	U1.3	Can characterize a selected online community	
U2	Can use basic conceptual tools in the fields of: linguistics, film studies, political science, sociology, and management sciences.		K_U11
	U2.1	Can characterize civilizational and social transformations related to the spread and functioning of the Internet	
	U2.2	Can assess the problems and benefits associated with Internet use	
	U2.3	Can characterize a selected online community	
U3	Can conduct social activities and analyses necessary to develop diagnoses of media audience needs and assess the quality of services related to socio-professional activities.		K_U12
	U3.1	Can characterize civilizational and social transformations related to the spread and functioning of the Internet	
	U3.2	Can assess the problems and benefits associated with Internet use	
	U3.3	Can characterize a selected online community	
Competences			
K1	Is ready for self-development in the studied field in terms of theoretical and practical knowledge.		K_K01
	K1.1	Appreciates the significance of the Internet for contemporary social transformations.	
K2	Is ready to take responsibility for the accuracy of transmitted knowledge; demonstrates honesty and reliability in research work and ethical behavior in professional activities.		K_K06
	K2.1	Appreciates the significance of the Internet for contemporary social transformations.	
K3	Appreciates the importance of social communication and media studies for maintaining and developing proper relationships in social environments and applies acquired knowledge to design professional activities.		K_K08
	K3.1	Appreciates the significance of the Internet for contemporary social transformations.	
COURSE CONTENT			F-T S
TOPIC			15
e-Lecture			9

1	The concept of the Internet from a sociological perspective. Importance of the Internet in contemporary culture, society, and economy		2	2
2	Origins of the Internet, the Internet as technology. Internet culture		2	1
3	Impact of technology on society. Internet security issues		2	1
4	The Internet as a techno-social network. Socialization online		2	1
5	Networking of social contacts. New types of communities		2	1
6	Impact of the Internet on human psyche. New addictions – cyber disorders		2	1
7	Law on the Internet. Intellectual property issues		2	1
8	Information wars		1	1
TEACHING METHODS				
Lecture methods, multimedia presentations, informational materials.				
ASSESSMENT CRITERIA				
e-Lecture				
Written test, class participation				
VERIFICATION OF LEARNING OUTCOMES				
CODE	DESCRIPTION			EFFECT
Knowledge e-Lecture				
W1	W1.1	1	written test closed questions	K_W09
		2	class participation	
	W1.2	1	written test closed questions	
		2	class participation	
	W1.3	1	written test closed questions	
		2	class participation	
	W1.4	1	written test closed questions	
		2	class participation	
W2	W2.1	1	written test closed questions	K_W11
		2	class participation	
	W2.2	1	written test closed questions	
		2	class participation	
	W2.3	1	written test closed questions	
		2	class participation	
	W2.4	1	written test closed questions	
		2	class participation	
W3	W3.1	1	written test closed questions	K_W16
		2	class participation	
	W3.2	1	written test closed questions	
		2	class participation	
	W3.3	1	written test closed questions	
		2	class participation	
	W3.4	1	written test closed questions	
		2	class participation	
Skills e-Lecture				
U1	U1.1	1	written test closed questions	K_U01
		2	class participation	
	U1.2	1	written test closed questions	
		2	class participation	
	U1.3	1	written test closed questions	
		2	class participation	
U2	U2.1	1	written test closed questions	K_U11
		2	class participation	

	U2.2	1	written test closed questions	
		2	class participation	
	U2.3	1	written test closed questions	
		2	class participation	
U3	U3.1	1	written test closed questions	K_U12
		2	class participation	
	U3.2	1	written test closed questions	
		2	class participation	
	U3.3	1	written test closed questions	
		2	class participation	
Competences e-Lecture				
K1	K1.1	1	class participation	K_K01
K2	K2.1	1	class participation	K_K06
K3	K3.1	1	class participation	K_K08
LITERATURE				
Required				
1	Castells M., <i>Spoleczeństwo sieci</i> , PWN, Warszawa 2012.			
2	Hofmokr J., <i>Internet jako nowe dobro wspólne</i> , Wydawnictwa Akademickie i Profesjonalne, Warszawa 2009.			
3	Toffler A., <i>Trzecia fala</i> , PIW, Poznań 2006.			
Supplementary				
1	Flores S. E., <i>Sfejsowani: jak media społecznościowe wpływają na nasze życie, emocje i relacje z innymi</i> , Muza, Warszawa 2017.			
2	Roguski A., <i>Zrozumieć social media</i> , Onepress, Gliwice 2020.			
3	Sokołowski M., <i>Nowe media i wyzwania współczesności</i> , Adam Marszałek, Toruń 2013.			

SYLLABUS / COURSE DESCRIPTION CARD

BASIC INFORMATION ABOUT THE COURSE			
Course (module) title	Theory of Media and Social Communication		Course code K1
Name of the unit conducting the course		Institute of Social Sciences	
Level of education	First-cycle studies	Study profile	practical
Field of study	New Media	Specialization	
Education module	Major-specific	Language of course	english
Semester	II	Form of credit	Exam
HOURLY DIMENSION OF DIDACTIC CLASSES			
FULL-TIME STUDIES			
Lecture	Project		Laboratory
15	30		30
TOTAL HOURLY DIMENSION OF CLASSES			
Student's independent work		90	
Total		150	
ECTS		6	
PREREQUISITES			
Basic knowledge of social communication.			
COURSE OBJECTIVE			
The aim of the lectures is to introduce students to theories of media and social communication.			
LEARNING OUTCOMES FOR THE COURSE			
CODE	DESCRIPTION		EFFECT
Knowledge			
W1	Knows and understands the place and significance of social communication and media studies, oriented toward practical applications in cultural, media, promotional, and advertising activities.		K_W01
	W1.1	Has extensive knowledge of cultural transformations and the role of media communication in shaping culture.	
W2	Knows and understands terminology related to media (Internet, press, radio, television).		K_W03
	W2.1	Knows and understands terminology from communication theory in a historical context.	
W3	Knows and understands communication systems and the role of media communication in the modern world.		K_W07
	W3.1	Knows key scholars in communication studies who defined the role of media communication. Understands communication models and differences between evolving systems—from interpersonal to media-based in the Internet era.	
Skills			
U1	Can apply basic theoretical knowledge to detailed description and practical analysis of processes and phenomena within the studied field, e.g., using film, photography, and graphics.		K_U02
	U1.1	Can use acquired knowledge to evaluate phenomena of contemporary media communication.	

U2	Can express themselves precisely and coherently in speech and writing in Polish and a foreign language on topics related to the studied field, arguing and formulating conclusions using appropriate sources.		K_U09
	U2.1	Can discuss media phenomena in cultural and historical contexts using appropriate literature.	
U3	Can use basic conceptual tools in the field of social communication and media studies.		K_U10
	U3.1	Can describe contemporary social communication phenomena using learned terminology.	
Competences			
K1	Is ready for self-development in the studied field in terms of theoretical and practical knowledge.		K_K01
	K1.1	Is aware of how broad the field of social and media communication is—and that using and implementing it requires continuous skill development.	
K2	Is ready to recognize the importance of media in shaping social bonds at local, regional, and global levels.		K_K05
	K2.1	Based on learned facts and the impact of communication on cultural change, understands the important role communication plays in human/social relationships. Technological development shows a regular expansion of communication spheres.	
K3	Appreciates the importance of social communication and media studies for maintaining and developing proper relationships in social environments and applies acquired knowledge to design professional activities.		K_K08
	K3.1	Is aware that the level of communication directly affects the level of social relationships and professional activities.	
COURSE CONTENT			F-T S
TOPIC			18
e-Lecture			30
1	Definitions and classification of media		4
2	Communication eras as cultural eras		2
3	Communication charts – from interpersonal to media		2
4	Figures of new media communication: Marshall McLuhan, Lev Manovich, Jean Baudrillard		4
5	Nonverbal communication		2
6	Barriers, noise, and disruptions in communication. Concept of linguistic and communicative competence and awareness		2
7	Representatives of communication theory in the context of technological and cultural changes: Derrick de Kerckhove, Stuart Hall, Vilém Flusser, Paul Virilio		4
8	Four maxims of conversation by Paul Grice. Interpersonal communication square by F. Schulz von Thun		4
9	Principles of etiquette, netiquette, and linguistic ethics		4
10	Inclusive communication in media and everyday life		2
TEACHING METHODS			
Suggested syllabus literature; multimedia presentations; materials in audio, video, PDF, JPG formats.			
ASSESSMENT CRITERIA			
e-Lecture			
Oral exam			
VERIFICATION OF LEARNING OUTCOMES			
CODE	DESCRIPTION		EFFECT
Knowledge e-Lecture			
W1	W1.1	1 oral exam	K_W01
		2 class participation	
W2	W2.1	1 oral exam	K_W03

		2	class participation	
W3	W3.1	1	oral exam	K_W07
		2	class participation	
			Skills	e-Lecture
U1	U1.1	1	oral exam	K_U02
		2	class participation	
U2	U2.1	1	oral exam	K_U09
		2	class participation	
U3	U3.1	1	oral exam	K_U10
		2	class participation	
			Competences	e-Lecture
K1	K1.1	1	oral exam	K_K01
		2	class participation	
K2	K2.1	1	oral exam	K_K05
		2	class participation	
K3	K3.1	1	oral exam	K_K08
		2	class participation	
LITERATURE				
Required				
1	McQuail D., <i>Teoria komunikowania masowego</i> , PWN, Warszawa 2024.			
Supplementary				
1	Baran S., Davis D. K., <i>Teorie komunikowania masowego</i> , UJ, Kraków 2007.			
2	Dobek-Ostrowska B. (red.), <i>Nauka o komunikowaniu: podstawowe orientacje teoretyczne</i> , UW, Wrocław 2001.			
3	Filipiak M., <i>Homo communicans: wprowadzenie do teorii masowego komunikowania</i> , UMCS, Lublin 2004.			
4	Goban-Klas T., <i>Media i komunikowanie masowe: teorie i analizy prasy, radia, telewizji i Internetu</i> , PWN, Warszawa 2006.			

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SYLLABUS / COURSE DESCRIPTION CARD

BASIC INFORMATION ABOUT THE COURSE			
Course (module) title	History of Media		Course code K3
Name of the unit conducting the course		Institute of Social Sciences	
Level of education	First-cycle studies	Study profile	practical
Field of study	New Media	Specialization	
Education module	Major-specific	Language of course	english
Semester	II	Form of credit	Graded credit
HOURLY DIMENSION OF DIDACTIC CLASSES			
FULL-TIME STUDIES			
Lecture	Project		Laboratory
15	30		30
TOTAL HOURLY DIMENSION OF CLASSES			
Student's independent work		90	
Total		150	
ECTS		6	
PREREQUISITES			
Students participating in the course should have basic knowledge of Polish and world history.			
COURSE OBJECTIVE			
Understanding basic concepts and major theoretical issues in the field of media history. Equipping students with knowledge about the development of press, radio, television, and the Internet in a historical context. Developing basic skills in analyzing sources related to media history.			
LEARNING OUTCOMES FOR THE COURSE			
CODE	DESCRIPTION		EFFECT
Knowledge			
W1	Knows and understands media (Internet, press, radio, television) and their accompanying historical and social discourses, with a focus on practical application.		K_W02
	W1.1	Has knowledge of the historical development of media from prehistory to the present.	
W2	Knows and understands terminology related to media (Internet, press, radio, television).		K_W03
	W2.1	Knows terminology related to media history.	
W3	Knows and understands the process of creation and evolution of the media system in Poland, Europe, and the world, as well as the relationships between media institutions and systems at national, international, and intercultural levels.		K_W04
	W3.1	Has knowledge of the evolution of media in Poland and globally.	
Skills			
U1	Can find desired information in various sources, analyze it, assess its usefulness, select and use it for a specific purpose.		K_U01
	U1.1	Selects information related to media development in chronological terms.	

U2	Can apply basic theoretical knowledge to detailed description and practical analysis of processes and phenomena within the studied field, e.g., using film, photography, and graphics.		K_U02
	U2.1	Analyzes historical processes that occurred in media evolution.	
U3	Can use basic conceptual tools in the field of social communication and media studies.		K_U10
	U3.1	Uses conceptual tools related to media history.	
Competences			
K1	Is ready for self-development in the studied field in terms of theoretical and practical knowledge.		K_K01
	K1.1	Engages in self-education and expands knowledge based on supplementary literature indicated in the syllabus.	
K2	Is ready to recognize the importance of media in shaping social bonds at local, regional, and global levels.		K_K05
	K2.1	Understands the significance of media in local, regional, and global contexts.	
K3	Appreciates the importance of social communication and media studies for maintaining and developing proper relationships in social environments and applies acquired knowledge to design professional activities.		K_K08
	K3.1	Can apply acquired knowledge to professional practice related to media.	
COURSE CONTENT			F-T S
TOPIC			15
e-Lecture			9
1	Periodization of media development		2
2	Origins of media – history of writing		2
3	Birth of print – Gutenberg’s revolution		2
4	Press in historical development		2
5	Emergence and development of telegraph, radio, and telephone		2
6	From camera to early films		2
7	History of television and the Internet		2
8	Written colloquium.		1
TEACHING METHODS			
Computer, projector, own multimedia presentations, excerpts from educational films, academic textbooks listed in required and supplementary literature.			
ASSESSMENT CRITERIA			
e-Lecture			
Preparation of a selected topic by the student in audiovisual form. Written test.			
VERIFICATION OF LEARNING OUTCOMES			
CODE	DESCRIPTION		EFFECT
Knowledge e-Lecture			
W1	W1.1	1 written test open questions	K_W02
		2 class participation	
W2	W2.1	1 written test open questions	K_W03
		2 class participation	
W3	W3.1	1 written test open questions	K_W04
		2 class participation	
Skills e-Lecture			
U1	U1.1	1 written test open questions	K_U01
		2 multimedia presentation	
		3 class participation	
U2	U2.1	1 written test open questions	K_U02
		2 multimedia presentation	

		3	class participation	
U3	U3.1	1	written test open questions	K_U10
		2	multimedia presentation	
		3	class participation	
Competences e-Lecture				
K1	K1.1	1	written test open questions	K_K01
		2	multimedia presentation	
		3	class participation	
K2	K2.1	1	written test open questions	K_K05
		2	multimedia presentation	
		3	class participation	
K3	K3.1	1	written test open questions	K_K08
		2	multimedia presentation	
		3	class participation	
LITERATURE				
Required				
1	Goban-Klas T., <i>Cywilizacja medialna: geneza, ewolucja, eksplozja</i> , PWN, Warszawa 2005.			
2	Goban-Klas T., <i>Powstanie i rozwój mediów: od malowideł naskalnych do multimediiów</i> , UJ, Kraków 2001.			
3	Jenkins H., <i>Kultura konwergencji: zderzenie starych i nowych mediów</i> , PWN, Warszawa 2007.			
Supplementary				
1	Chmielewska A., Snopkiewicz J. (red.), <i>Nowe supermedium: współczesne oblicza telewizji i scenariusze przyszłości</i> , PWSFTviT, Łódź 2023.			
2	McLuhan M., <i>Zrozumieć media: przedłużenia człowieka</i> , PWN, Warszawa 2004.			
3	Ong W. J., <i>Oralność i piśmienność: słowo poddane technologii</i> , PWN, Warszawa 2011.			

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SYLLABUS / COURSE DESCRIPTION CARD

BASIC INFORMATION ABOUT THE COURSE			
Course (module) title	Language Culture in Media		Course code K4
Name of the unit conducting the course		Institute of Social Sciences	
Level of education	First-cycle studies	Study profile	practical
Field of study	New Media	Specialization	
Education module	Major-specific	Language of course	english
Semester	II	Form of credit	Graded credit
HOURLY DIMENSION OF DIDACTIC CLASSES			
FULL-TIME STUDIES			
Lecture	Project		Laboratory
15	30		30
TOTAL HOURLY DIMENSION OF CLASSES			
Student's independent work		90	
Total		150	
ECTS		6	
PREREQUISITES			
Knowledge of Polish language (grammar and stylistic issues) at high school level.			
COURSE OBJECTIVE			
The aim of the course is to provide knowledge of terminology and literature related to the culture of the Polish language in media, as well as normative linguistics; to develop skills in correct use of Polish depending on the style of expression and to raise awareness of the importance of language culture in creating and analyzing media content.			
LEARNING OUTCOMES FOR THE COURSE			
CODE	DESCRIPTION		EFFECT
Knowledge			
W1	Knows and understands the place and significance of social communication and media studies, oriented toward practical applications in cultural, media, promotional, and advertising activities.		K_W01
	W1.1	Has knowledge of language culture oriented toward practical use in cultural and media activities.	
W2	Has knowledge of language culture and communication; knows the rules of correct Polish; is aware of the processes occurring in language development, considering aspects of modern technology and cultural changes.		K_W17
	W2.1	Has knowledge of language culture and communication; knows the rules of correct Polish; is aware of processes occurring in language development, including aspects of modern media technology.	
W3	Knows and understands terminology in the field of linguistics and media communication.		K_W18
	W3.1	Knows and understands terminology related to language culture.	
Skills			
U1	Can find desired information in various sources, analyze it, assess its usefulness, select and use it for a specific purpose.		K_U01
	U1.1	Selects information from various media sources, analyzing and evaluating it.	

U2	Can express themselves precisely and coherently in speech and writing in Polish and a foreign language on topics related to the studied field, arguing and formulating conclusions using appropriate sources.		K_U09
	U2.1	Can express themselves precisely and coherently in spoken and written Polish, achieving intended communication goals.	
U3	Can use basic conceptual tools in the field of social communication and media studies.		K_U10
	U3.1	Can use basic conceptual tools from the field of language culture.	
Competences			
K1	Is ready for self-development in the studied field in terms of theoretical and practical knowledge.		K_K01
	K1.1	Is ready for self-improvement, understanding the continuous development of phenomena within the scope of language culture.	
K2	Is ready to take responsibility for the accuracy of transmitted knowledge; demonstrates honesty and reliability in research work and ethical behavior in professional activities.		K_K06
	K2.1	Uses knowledge and skills from language culture in communication ethically.	
K3	Is ready to consistently care for the culture, ethics, and quality of expression; to create valuable and communicative messages; and to use linguistic knowledge for proper media content analysis.		K_K09
	K3.1	Creates communicative media messages, using linguistic knowledge to properly analyze their content.	
COURSE CONTENT			F-T S
TOPIC			30
Exercises			18
1	Defining language culture.		2
2	Basic concepts of language culture – texts, usage, norm, system.		2
3	Cultural and linguistic foundations of linguistic politeness.		2
4	Aesthetics and ethics of language in media discourse: opportunities and threats.		2
5	Linguistic innovations and criteria of language correctness in the face of media transformations.		2
6	Language errors in the media space.		2
7	Selected issues of punctuation correctness.		2
8	Selected issues of orthographic correctness.		2
9	Selected issues of communicative correctness – characteristics of Internet communication.		2
10	Stylistic and territorial variation of Polish language.		2
11	Lexical correctness – trendy words.		2
12	Contemporary phraseological norm.		2
13	Feminine suffixes in Polish and media debates.		2
14	Hate speech and online hate in the media space.		2
15	Popularization of language culture in media – radio and TV programs, vlogs, social media activities.		2
TEACHING METHODS			
Tools: computer, projector, educational films, multimedia presentations. Aids: scientific and popular publications, websites, YouTube channels dedicated to language culture.			
ASSESSMENT CRITERIA			
Exercises			
Written exercises, multimedia presentation, oral test.			
VERIFICATION OF LEARNING OUTCOMES			
CODE	DESCRIPTION		EFFECT
	Knowledge	Exercises	
W1	W1.1	1 written test open questions	K_W01

		2	multimedia presentation	
		3	class participation	
W2	W2.1	1	written test open questions	K_W17
		2	multimedia presentation	
		3	class participation	
W3	W3.1	1	written test open questions	K_W18
		2	multimedia presentation	
		3	class participation	
Skills Exercises				
U1	U1.1	1	multimedia presentation	K_U01
		2	class participation	
U2	U2.1	1	written test open questions	K_U09
		2	multimedia presentation	
		3	class participation	
U3	U3.1	1	written test open questions	K_U10
		2	multimedia presentation	
		3	class participation	
Competences Exercises				
K1	K1.1	1	multimedia presentation	K_K01
		2	class participation	
K2	K2.1	1	written test open questions	K_K06
		2	multimedia presentation	
		3	class participation	
K3	K3.1	1	multimedia presentation	K_K09
		2	class participation	
LITERATURE				
Required				
1	Jadacka H., <i>Kultura języka polskiego: fleksja, słowotwórstwo, składnia</i> , PWN, Warszawa 2008.			
2	Karpowicz T., <i>Kultura języka polskiego: wymowa, ortografia, interpunkcja</i> , PWN, Warszawa 2018.			
3	Markowski A., <i>Kultura języka polskiego: teoria. Zagadnienia leksykalne</i> , PWN, Warszawa 2020.			
Supplementary				
1	Naruszewicz-Duchlińska A., <i>Kultura zachowań językowych w internecie</i> , PWN, Warszawa 2019.			
2	Wędzińska M., <i>Hejt i mowa nienawiści jako nieprawidłowości komunikacji w sieci</i> , [w:] "Rocznik Towarzystwa Naukowego Płockiego", nr 14, 2022, s. 403–432.			
3	Wileczek A., <i>Współczesna młodomowa. Lingwistyczno-kulturowe konceptualizacje zjawiska</i> , [w:] "Educatio Nova", nr 6, 2021, s. 185–206.			

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SYLLABUS / COURSE DESCRIPTION CARD

BASIC INFORMATION ABOUT THE COURSE			
Course (module) title	Media Research Methods		Course code K5
Name of the unit conducting the course		Institute of Social Sciences	
Level of education	First-cycle studies	Study profile	practical
Field of study	New Media	Specialization	
Education module	Major-specific	Language of course	english
Semester	IV	Form of credit	Graded credit
HOURLY DIMENSION OF DIDACTIC CLASSES			
FULL-TIME STUDIES			
Lecture	Project		Laboratory
15	30		30
TOTAL HOURLY DIMENSION OF CLASSES			
Student's independent work		90	
Total		150	
ECTS		6	
PREREQUISITES			
The student already has established knowledge about types of media and their functioning, including new media.			
COURSE OBJECTIVE			
The aim of the course is to understand the essence of media research methods.			
LEARNING OUTCOMES FOR THE COURSE			
CODE	DESCRIPTION		EFFECT
Knowledge			
W1	Knows and understands the place and significance of social communication and media studies, oriented toward practical applications in cultural, media, promotional, and advertising activities.		K_W01
	W1.1	Knows practical applications of scientific methods in research on media and social/media communication.	
W2	Knows and understands communication systems and the role of media communication in the modern world.		K_W07
	W2.1	Knows media research systems divided by medium, understands the specificity and importance of media studies.	
W3	Knows and understands the methodology of research workshops related to the studied field.		K_W12
	W3.1	Knows qualitative and quantitative methods in media research, understands content and message analysis, and knows the methodology of media studies divided by medium.	
Skills			
U1	Can apply basic theoretical knowledge to detailed description and practical analysis of processes and phenomena within the studied field, e.g., using film, photography, and graphics.		K_U02
	U1.1	Can apply learned research methods to conduct media analysis.	
U2	Can conduct research under the supervision of a mentor as well as project and workshop work related to cultural, social, and media activities, including film and theater arts.		K_U04

	U2.1	Can create a survey scenario, formulate a research hypothesis, and adapt appropriate research tools to it.	
U3		Can use basic conceptual tools in the field of social communication and media studies.	K_U10
	U3.1	Can describe media phenomena using learned terminology from media studies research.	
Competences			
K1		Is ready for self-development in the studied field in terms of theoretical and practical knowledge.	K_K01
	K1.1	With an understanding of the importance of media studies in evaluating media phenomena, sees the need to improve learned methods.	
K2		Is ready to recognize the importance of media in shaping social bonds at local, regional, and global levels.	K_K05
	K2.1	Recognizing how broad and complex the field of media studies is, and seeing the results of media research, is ready to acknowledge the importance of objectively evaluating media messages and their impact on shaping social bonds.	
K3		Is ready to take responsibility for the accuracy of transmitted knowledge; demonstrates honesty and reliability in research work and ethical behavior in professional activities.	K_K06
	K3.1	Is aware of the ethical responsibility of the researcher and is ready to work reliably and as objectively as possible to ensure that the media message they create is valuable and professional.	
COURSE CONTENT			F-T S
TOPIC			29
e-Lecture			14
1	Scientific vs. colloquial worldview.		2
2	Science of research methods.		2
3	Quantitative and qualitative methods. Presentation of main strategies of quantitative and qualitative research.		4
4	Triangulation in media studies research.		2
5	Overview of main applications of media studies research in new media (print press, radio, television, Internet).		4
Exercises			15
1	Research problem – essence and attempt to define the exploratory area.		2
2	Exploratory questions.		2
3	Research thesis – construction and verification process.		2
4	Research hypothesis and methods of testing it.		2
5	Principles of creating a survey.		4
6	Interview as a research technique.		3
TEACHING METHODS			
Recommended subject literature, multimedia presentations, media research from official media agency websites.			
ASSESSMENT CRITERIA			
e-Lecture			
Oral test.			
Exercises			
Oral test and class participation.			
VERIFICATION OF LEARNING OUTCOMES			
CODE	DESCRIPTION		EFFECT
	Knowledge	e-Lecture	
W1	W1.1	1	oral test
		2	class participation
W2	W2.1	1	oral test
			K_W01
			K_W07

		2	class participation	
W3	W3.1	1	oral test	K_W12
		2	class participation	
		Skills		e-Lecture
U1	U1.1	1	oral test	K_U02
		2	class participation	
U2	U2.1	1	oral test	K_U04
		2	class participation	
U3	U3.1	1	oral test	K_U10
		2	class participation	
		Competences		e-Lecture
K1	K1.1	1	oral test	K_K01
		2	class participation	
K2	K2.1	1	oral test	K_K05
		2	class participation	
K3	K3.1	1	oral test	K_K06
		2	class participation	
		Knowledge		Exercises
W1	W1.1	1	oral test	K_W01
		2	class participation	
W2	W2.1	1	oral test	K_W07
		2	class participation	
W3	W3.1	1	oral test	K_W12
		2	class participation	
		Skills		Exercises
U1	U1.1	1	oral test	K_U02
		2	class participation	
U2	U2.1	1	oral test	K_U04
		2	class participation	
U3	U3.1	1	oral test	K_U10
		2	class participation	
		Competences		Exercises
K1	K1.1	1	oral test	K_K01
		2	class participation	
K2	K2.1	1	oral test	K_K05
		2	class participation	
K3	K3.1	1	oral test	K_K06
		2	class participation	
LITERATURE				
Required				
1	Gackowski T., <i>Rzecz o metodologii badań medioznawczych</i> , [w:] "Studia Medioznawcze", 1 (40), 2010, ss. 151–169.			
2	Gackowski T., <i>Metodologie badań medioznawczych</i> , Aspra, Warszawa 2014.			
3	Szymańska A., Lisowska-Magdziarz M., Hess A. (red.), <i>Metody badań medioznawczych i ich zastosowanie</i> , UJ, Kraków 2018.			
Supplementary				
1	Goban-Klas T., <i>Media i komunikowanie masowe: teorie i analizy prasy, radia, telewizji i Internetu</i> , PWN, Warszawa 2006.			
2	Lisowska-Magdziarz M., <i>Metodologia badań nad mediami: nurty, kierunki, koncepcje, nowe wyzwania</i> , [w:] "Studia Medioznawcze", nr 2 (53), 2013, s. 27–41.			

3	Sokołowski M. (red.), <i>Media i społeczeństwo: nowe strategie komunikacyjne</i> , Adam Marszałek, Toruń 2008.
4	Taylor L., Willis A., <i>Medioznawstwo: teksty, instytucje i odbiorcy</i> , UJ, Kraków 2006.

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SYLLABUS / COURSE DESCRIPTION CARD

BASIC INFORMATION ABOUT THE COURSE			
Course (module) title	Internet Genres		Course code
			K6
Name of the unit conducting the course		Institute of Social Sciences	
Level of education	First-cycle studies	Study profile	practical
Field of study	New Media	Specialization	
Education module	Major-specific	Language of course	english
Semester	III	Form of credit	Graded credit
HOURLY DIMENSION OF DIDACTIC CLASSES			
FULL-TIME STUDIES			
Lecture	Project	Laboratory	
15	30	30	
TOTAL HOURLY DIMENSION OF CLASSES			
Student's independent work		90	
Total		150	
ECTS		6	
PREREQUISITES			
Basic knowledge of the Polish language.			
COURSE OBJECTIVE			
Introduction to basic Internet genres: chat, blog, website, email, SMS. Familiarization with selected concepts related to online communication. Developing knowledge about the course and specific features of communication via the Internet.			
LEARNING OUTCOMES FOR THE COURSE			
CODE	DESCRIPTION		EFFECT
Knowledge			
W1	Knows and understands media (Internet, press, radio, television) and their accompanying historical and social discourses, with a focus on practical application.		K_W02
	W1.1	Knows the historical and social discourse related to the Internet. Understands its practical applications.	
W2	Knows and understands types of expression with a focus on practical application.		K_W08
	W2.1	Identifies internet genres.	
Skills			
U1	Can identify and name typical journalistic genres, analyze and interpret them, using learned methods to uncover meanings and place the text in the appropriate context.		K_U07
	U1.1	Identifies and names internet genres, and can analyze them using appropriate methods.	
U2	Can use basic conceptual tools in the field of social communication and media studies.		K_U10
	U2.1	Can use vocabulary appropriate for media communication.	
Competences			
K1	Is ready to recognize the importance of media in shaping social bonds at local, regional, and global levels.		K_K05
	K1.1	Is aware of the influence of media.	
COURSE CONTENT			F-T S
TOPIC			P-T S
			30
			18

e-Lecture				15	9
1	The Internet as a medium, conditions of its emergence, specifics of communication via the Internet			2	2
2	Linguistic and stylistic features of internet discourse. Level of spelling, orthography, and punctuation. Lexical and syntactic level (internet vocabulary, borrowings, word formation in internet language – prefixes and acronyms)			2	1
3	Linguistic and stylistic features of internet discourse cont. Emoticons. Pseudonyms (nicknames). Email addresses and signatures. Netiquette. Concept of genre and genre pattern			2	1
4	Chat – pragmatic, structural, and cognitive determinants of the genre			2	1
5	Blog – pragmatic, structural, and cognitive determinants of the genre. Types of blogs			2	1
6	Website – pragmatic, structural, and cognitive determinants of the genre			2	1
7	Email – genre determinants			2	1
8	SMS – genre determinants			1	1
Exercises				15	9
1	SMS – genre determinants			2	0
2	Titles in online texts – preparation principles			5	1
3	Blogs, vlogs – analysis, creation principles, examples			2	4
4	Internet meme as a genre of expression. Meme creation			4	1
5	Textual and hypertext genres of online journalism: web text, breaking news, agency news, press news, big picture report, live editing			1	2
6	Key features of language in online publications			1	1
TEACHING METHODS					
Computer, smartphone, tablet, camera, digital voice recorder, photo camera, microphones.					
ASSESSMENT CRITERIA					
e-Lecture					
Practical exam.					
Exercises					
Participation, project aligned with course topics and intended outcomes.					
VERIFICATION OF LEARNING OUTCOMES					
CODE		DESCRIPTION			EFFECT
		Knowledge		e-Lecture	
W1	W1.1	1	practical exam		K_W02
W2	W2.1	1	practical exam		K_W08
		Skills		e-Lecture	
U1	U1.1	1	practical exam		K_U07
U2	U2.1	1	practical exam		K_U10
		Competences		e-Lecture	
K1	K1.1	1	practical exam		K_K05
		Knowledge		Exercises	
W1	W1.1	1	project		K_W02
		2	class participation		
W2	W2.1	1	project		K_W08
		2	class participation		
		Skills		Exercises	
U1	U1.1	1	project		K_U07
		2	class participation		
U2	U2.1	1	project		K_U10
		2	class participation		
		Competences		Exercises	

K1	K1.1	1	project	K_K05
		2	class participation	
LITERATURE				
Required				
1	Grzenia J., <i>Komunikacja językowa w internecie</i> , PWN, Warszawa 2022.			
2	Wolny-Zmorzyński K., Furman W., <i>Internetowe gatunki dziennikarskie</i> , Wydawnictwa Akademickie i Profesjonalne, Warszawa 2010.			
Supplementary				
1	Bauer Z., Chudziński E. (red.), <i>Dziennikarstwo i świat mediów</i> , UJ, Kraków 2000.			
2	Olszański L., <i>Media i dziennikarstwo internetowe</i> , Poltext, Warszawa 2012.			
3	Podracki J., Wolańska E., <i>Język w mediach elektronicznych</i> , PWSZ, Warszawa 2008.			

Summer semester

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SYLLABUS / COURSE DESCRIPTION CARD

BASIC INFORMATION ABOUT THE COURSE			
Course (module) title	Press Genres		Course code K7
Name of the unit conducting the course		Institute of Social Sciences	
Level of education	First-cycle studies	Study profile	practical
Field of study	New Media	Specialization	
Education module	Major-specific	Language of course	english
Semester	II	Form of credit	Graded credit
HOURLY DIMENSION OF DIDACTIC CLASSES			
FULL-TIME STUDIES			
Lecture	Project		Laboratory
15	30		30
TOTAL HOURLY DIMENSION OF CLASSES			
Student's independent work		90	
Total		150	
ECTS		6	
PREREQUISITES			
Basic knowledge of the Polish language, ability to select material, knowledge of basic language correctness rules.			
COURSE OBJECTIVE			
The aim of the course is to introduce students to the characteristics of the most important informational and journalistic genres (in print journalism). Among informational genres, focus will be placed on simple and complex news, reports, and coverage. For journalistic genres, these include commentary, column, journalistic article, various types of reportage, interview, essay, and review.			
LEARNING OUTCOMES FOR THE COURSE			
CODE	DESCRIPTION		EFFECT
Knowledge			
W1	Knows and understands terminology related to media (Internet, press, radio, television).		K_W03
	W1.1	Knows terminological indicators in the field of press.	
W2	Knows and understands types of expression with a focus on practical application.		K_W08
	W2.1	Distinguishes press genres, can identify their names and characteristics using specific examples.	
Skills			
U1	Can find desired information in various sources, analyze it, assess its usefulness, select and use it for a specific purpose.		K_U01
	U1.1	Can search, analyze, select, assess the usefulness of, and apply information.	
U2	Can identify and name typical journalistic genres, analyze and interpret them, using learned methods to uncover meanings and place the text in the appropriate context.		K_U07
	U2.1	Can recognize, name, analyze, interpret, and contextualize various press genres.	

Competences					
K1	Is ready to consistently care for the culture, ethics, and quality of expression; to create valuable and communicative messages; and to use linguistic knowledge for proper media content analysis.			K_K09	
	K1.1	Is aware of the need to maintain cultural and ethical standards in expression and to create communicative messages.			
COURSE CONTENT				F-T S	P-T S
TOPIC				30	18
e-Lecture				15	9
1	Concept of genre and genre pattern. Language of press statements: vocabulary, colloquialization, vulgarisms, language varieties in the press. Language errors.			1	1
2	Features of informational press genres: simple and extended information, mention, note, infographic, announcement.			2	1
3	Features of informational press genres: fait divers, report, correspondence, profile, press review, reportage, photo reportage.			2	1
4	Features of journalistic press genres: column, article, editorial.			2	1
5	Features of journalistic press genres: reportage, commentary, review, serialized novel.			2	1
6	Features of journalistic press genres: essay, diary, press profile, biography, obituary/memorial.			2	1
7	Features of informational-journalistic press genres – interview, debate.			2	1
8	Features of informational-journalistic press genres: letter to the editor, response to letter to the editor.			2	2
Exercises				15	9
1	Exercises in enriching press texts. Press genres and language: how to avoid major syntactic, inflectional, and punctuation errors? Exercises in titling texts. Components of a press message.			2	1
2	Structure of extended information, types of leads. Exercises in writing informational press genres.			5	3
3	Column – genre features, history, prominent columnists. Exercises in writing journalistic press genres.			2	1
4	Literary and journalistic reportage – genre features, history, prominent reporters. Review. Diary. Exercises in writing journalistic press genres.			4	2
5	Essay – genre features, history, prominent essayists. Diary: genre features, prominent representatives. Exercises in writing journalistic press genres.			2	2
TEACHING METHODS					
Sample texts from print journalism. Multimedia presentations.					
ASSESSMENT CRITERIA					
e-Lecture					
Oral test.					
Exercises					
Participation, preparation of audiovisual material on press genres in a chosen medium (magazine or website), writing a journalistic text in a specific press genre.					
VERIFICATION OF LEARNING OUTCOMES					
CODE	DESCRIPTION			EFFECT	
		Knowledge	e-Lecture		
W1	W1.1	1	oral test	K_W03	
W2	W2.1	1	oral test	K_W08	
		Skills	e-Lecture		
U1	U1.1	1	oral test	K_U01	
U2	U2.1	1	oral test	K_U07	

Competences			e-Lecture	
K1	K1.1	1	oral test	K_K09
Knowledge			Exercises	
W1	W1.1	1	project	K_W03
		2	term paper	
		3	class participation	
W2	W2.1	1	project	K_W08
		2	term paper	
		3	class participation	
Skills			Exercises	
U1	U1.1	1	project	K_U01
		2	term paper	
		3	class participation	
U2	U2.1	1	project	K_U07
		2	term paper	
		3	class participation	
Competences			Exercises	
K1	K1.1	1	project	K_K09
		2	term paper	
		3	class participation	
LITERATURE				
Required				
1	Bauer Z., Chudziński E. (red.), <i>Dziennikarstwo i świat mediów</i> , UJ, Kraków 2014.			
2	Kaczmarczyk M., <i>Gatunki prasowe w praktyce: ćwiczenia warsztatowe dla studentów dziennikarstwa i komunikacji społecznej</i> , UŚ, Sosnowiec 2006.			
3	Wojtak M., <i>Analiza gatunków prasowych: podręcznik dla studentów dziennikarstwa i kierunków pokrewnych</i> , UMCS, Lublin 2008.			
Supplementary				
1	Goban-Klas T., <i>Media i komunikowanie masowe: teorie i analizy prasy, radia, telewizji i Internetu</i> , PWN, Warszawa 2005.			
2	Hennessy B., <i>Dziennikarstwo publicystyczne</i> , UJ, Kraków 2009.			

SYLLABUS / COURSE DESCRIPTION CARD

BASIC INFORMATION ABOUT THE COURSE			
Course (module) title	Basics of Photography I		Course code K10
Name of the unit conducting the course		Institute of Social Sciences	
Level of education	First-cycle studies	Study profile	practical
Field of study	New Media	Specialization	
Education module	Major-specific	Language of course	english
Semester	I	Form of credit	Graded credit
HOURLY DIMENSION OF DIDACTIC CLASSES			
FULL-TIME STUDIES			
Lecture	Project	Laboratory	
15	30	30	
TOTAL HOURLY DIMENSION OF CLASSES			
Student's independent work		90	
Total		150	
ECTS		6	
PREREQUISITES			
None.			
COURSE OBJECTIVE			
<p>The course aims to equip students with practical skills in basic photography. Skills in independently and consciously using photographic techniques for both creative and professional projects. Developing the ability to use photographic recording to express intentional content. Developing an active approach to arranging photographic objects and staging images that form a photographic frame. Acquiring the ability to classify sample photographic frames into appropriate areas of photography for conscious stylistic creation in one's own work.</p>			
LEARNING OUTCOMES FOR THE COURSE			
CODE	DESCRIPTION		EFFECT
Knowledge			
W1	Knows and understands media (Internet, press, radio, television) and their accompanying historical and social discourses, with a focus on practical application.		K_W02
	W1.1	Has knowledge of the basics of photography history. Recognizes examples of famous photographers' works.	
W2	Knows and understands terminology related to media (Internet, press, radio, television).		K_W03
	W2.1	Knows how a camera works.	
W3	Has knowledge of the techniques and technologies of digital photography; understands the concept of photography in art and its connotations in contemporary culture.		K_W06
	W3.1	Has knowledge of selecting parameters to take a correct photograph.	
Skills			
U1	Can find desired information in various sources, analyze it, assess its usefulness, select and use it for a specific purpose.		K_U01
	U1.1	Can identify and eliminate common mistakes found in photography.	
U2	Can apply basic theoretical knowledge to detailed description and practical analysis of processes and phenomena within the studied field, e.g., using film, photography, and graphics.		K_U02

	U2.1	The student can operate a camera and take photographs independently.			
U3	Can use basic conceptual tools in the field of social communication and media studies.			K_U10	
	U3.1	Can choose the appropriate lens for the type of photography being performed.			
Competences					
K1	Is ready for self-development in the studied field in terms of theoretical and practical knowledge.			K_K01	
	K1.1	The student is prepared to use photography for personal purposes and for further education at higher levels.			
K2	Is ready to participate in cultural life and use its various forms, using media as a communication tool and a source of knowledge about cultural, social, and economic life.			K_K03	
	K2.1	Knows and respects copyright law.			
K3	Is ready to responsibly perform professional roles, correctly identify dilemmas related to the profession, and find ways to resolve them.			K_K07	
	K3.1	Is ready to use photography in accordance with ethical principles and respect for the privacy of photographed individuals.			
COURSE CONTENT				F-T S	
TOPIC				15	
Workshops				9	
1	Historical overview of photography			1	
2	Structure of a camera, basic functions and usage. Differences between image capture and human vision			3	
3	Exposure triangle – proper exposure selection using shutter speed, aperture, and ISO			5	
4	Lighting measurement methods and techniques			3	
5	Classification and types of lenses – focal length, relative aperture, lens resolution			3	
TEACHING METHODS					
Introduction and presentation as a prelude to exercises through which students acquire specific practical skills (computer, multimedia projector, TV, speakers). Group work with clearly defined goals and assumptions (photographic equipment needed for the exercise). Studio and outdoor photography exercises (studio equipment, lighting, tripods).					
ASSESSMENT CRITERIA					
Workshops					
Execution of practical exercises on assigned topics during class and outside the university with room for personal interpretation. Review and analysis of student work and its evaluation. Final grade composition: 40% activity in class, project execution, work reviews; 60% open review of works.					
VERIFICATION OF LEARNING OUTCOMES					
CODE		DESCRIPTION			EFFECT
		Knowledge	Workshops		
W1	W1.1	1	project		K_W02
		2	class participation		
W2	W2.1	1	project		K_W03
		2	class participation		
W3	W3.1	1	project		K_W06
		2	class participation		
		Skills	Workshops		
U1	U1.1	1	project		K_U01
		2	class participation		
U2	U2.1	1	project		K_U02
		2	class participation		
U3	U3.1	1	project		K_U10
		2	class participation		

Competences		Workshops		
K1	K1.1	1	project	K_K01
		2	class participation	
K2	K2.1	1	project	K_K03
		2	class participation	
K3	K3.1	1	project	K_K07
		2	class participation	
LITERATURE				
Required				
1	Feininger A., <i>Nauka o fotografii</i> , PWN, Warszawa 1987.			
2	Hedgecoe J., <i>Nowy podręcznik fotografii</i> , Arkady, Warszawa 2005.			
3	McWhinnie A., <i>Fotografia: podręcznik</i> , PWN, Warszawa 2004.			
Supplementary				
1	Bavister S., <i>Fotografia cyfrowa dla początkujących: bez udziwnień i zawiloci</i> , UJ, Kraków 2000.			
2	Brauchitsch von B., <i>Mala historia fotografii</i> , Cyklady, Warszawa 2004.			
3	Plater-Zyberk M., <i>Polska fotografia w XX wieku</i> , PWN, Warszawa 2007.			

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SYLLABUS / COURSE DESCRIPTION CARD

BASIC INFORMATION ABOUT THE COURSE			
Course (module) title	Basics of Photography II		Course code K11
Name of the unit conducting the course		Institute of Social Sciences	
Level of education	First-cycle studies	Study profile	practical
Field of study	New Media	Specialization	
Education module	Major-specific	Language of course	english
Semester	II	Form of credit	Graded credit
HOURLY DIMENSION OF DIDACTIC CLASSES			
FULL-TIME STUDIES			
Lecture	Project	Laboratory	
15	30	30	
TOTAL HOURLY DIMENSION OF CLASSES			
Student's independent work		90	
Total		150	
ECTS		6	
PREREQUISITES			
Knowledge acquired in the first semester of Basics of Photography			
COURSE OBJECTIVE			
<p>The course aims to equip students with practical skills in basic photography. Skills in independently and consciously using photographic techniques for both creative and professional projects. Developing the ability to use photographic recording to express intentional content. Developing an active approach to arranging photographic objects and staging images that form a photographic frame. Acquiring the ability to classify sample photographic frames into appropriate areas of photography for conscious stylistic creation in one's own work.</p>			
LEARNING OUTCOMES FOR THE COURSE			
CODE	DESCRIPTION		EFFECT
Knowledge			
W1	Knows and understands media (Internet, press, radio, television) and their accompanying historical and social discourses, with a focus on practical application.		K_W02
	W1.1	Has knowledge of how to choose appropriate photographic equipment for a given type of photography.	
W2	Knows and understands terminology related to media (Internet, press, radio, television).		K_W03
	W2.1	Has knowledge of image composition.	
W3	Has knowledge of the techniques and technologies of digital photography; understands the concept of photography in art and its connotations in contemporary culture.		K_W06
	W3.1	Has knowledge of how to prepare a studio for photography.	
Skills			
U1	Can find desired information in various sources, analyze it, assess its usefulness, select and use it for a specific purpose.		K_U01
	U1.1	Can select accessories and camera settings to achieve desired effects in a photo.	
U2	Can apply basic theoretical knowledge to detailed description and practical analysis of processes and phenomena within the studied field, e.g., using film, photography, and graphics.		K_U02

	U2.1	Recognizes types of composition and can name and apply them.		
U3	Can use basic conceptual tools in the field of social communication and media studies.			K_U10
	U3.1	Can independently work in a photography studio, select types of lighting and modifiers for assigned photographic tasks.		
Competences				
K1	Is ready for self-development in the studied field in terms of theoretical and practical knowledge.			K_K01
	K1.1	Recognizes the need for continuous updating and deepening of photographic knowledge.		
K2	Is ready to participate in cultural life and use its various forms, using media as a communication tool and a source of knowledge about cultural, social, and economic life.			K_K03
	K2.1	Perceives photography as a tool that can be introduced into the realm of artistic activities and creative work.		
K3	Is ready to responsibly perform professional roles, correctly identify dilemmas related to the profession, and find ways to resolve them.			K_K07
	K3.1	Is ready to use photography in accordance with ethical principles and respect for the privacy of photographed individuals.		
COURSE CONTENT			F-T S	P-T S
TOPIC			15	9
Workshops			15	9
1	Depth of field – aperture as a tool for achieving proper image plasticity. Perspective in photography.		4	2
2	Principles of image composition.		4	2
3	Work in a photo studio. Flash and continuous light studio lamps. White balance using a reference. Types of light modifiers.		7	5
TEACHING METHODS				
Introduction and presentation as a prelude to exercises through which students acquire specific practical skills (computer, multimedia projector, TV, speakers). Group work with clearly defined goals and assumptions (photographic equipment needed for the exercise). Studio and outdoor photography exercises (studio equipment, lighting, tripods).				
ASSESSMENT CRITERIA				
Workshops				
Execution of practical exercises on assigned topics during class and outside the university with room for personal interpretation. Review and analysis of student work and its evaluation. Final grade composition: 40% activity in class, project execution, work reviews; 60% open review of works.				
VERIFICATION OF LEARNING OUTCOMES				
CODE		DESCRIPTION		EFFECT
		Knowledge	Workshops	
W1	W1.1	1	project	K_W02
		2	class participation	
W2	W2.1	1	project	K_W03
		2	class participation	
W3	W3.1	1	project	K_W06
		2	class participation	
		Skills	Workshops	
U1	U1.1	1	project	K_U01
		2	class participation	
U2	U2.1	1	project	K_U02
		2	class participation	
U3	U3.1	1	project	K_U10
		2	class participation	

Competences		Workshops		
K1	K1.1	1	project	K_K01
		2	class participation	
K2	K2.1	1	project	K_K03
		2	class participation	
K3	K3.1	1	project	K_K07
		2	class participation	
LITERATURE				
Required				
1	Feininger A., <i>Nauka o fotografii</i> , PWN, Warszawa 1987.			
2	Hedgecoe J., <i>Nowy podręcznik fotografii</i> , Arkady, Warszawa 2005.			
3	McWhinnie A., <i>Fotografia: podręcznik</i> , Arkady, Warszawa 2004.			
Supplementary				
1	Bavister S., <i>Fotografia cyfrowa: dla początkujących bez udziwnień i zawiloci</i> , Kluszczyński, Kraków 2000.			
2	Brauchitsch B. von, <i>Mala historia fotografii</i> , Cyklady, Warszawa 2004.			
3	Plater-Zyberk M., <i>Polska fotografia w XX wieku</i> , ZPAF, Warszawa 2007.			

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SYLLABUS / COURSE DESCRIPTION CARD

BASIC INFORMATION ABOUT THE COURSE			
Course (module) title	Social Media		Course code K13
Name of the unit conducting the course		Institute of Social Sciences	
Level of education	First-cycle studies	Study profile	practical
Field of study	New Media	Specialization	
Education module	Major-specific	Language of course	english
Semester	I	Form of credit	Exam
HOURLY DIMENSION OF DIDACTIC CLASSES			
FULL-TIME STUDIES			
Lecture	Project		Laboratory
15	30		30
TOTAL HOURLY DIMENSION OF CLASSES			
Student's independent work		90	
Total		150	
ECTS		6	
PREREQUISITES			
Students participating in the course should have basic media knowledge.			
COURSE OBJECTIVE			
Understanding key theoretical issues in the field of Internet and social media studies. Equipping students with knowledge about the Internet, blogs, Facebook, YouTube, Second Life, alternative and global media. Developing skills in evaluating and analyzing messages in social media.			
LEARNING OUTCOMES FOR THE COURSE			
CODE	DESCRIPTION		EFFECT
Knowledge			
W1	Knows and understands media (Internet, press, radio, television) and their accompanying historical and social discourses, with a focus on practical application.		K_W02
	W1.1	Knows and understands the specifics of social media.	
W2	Knows and understands terminology related to media (Internet, press, radio, television).		K_W03
	W2.1	Knows and understands terminology related to social media.	
W3	Knows and understands communication systems and the role of media communication in the modern world.		K_W07
	W3.1	Knows and understands the form of communication via social media, its impact on human social life and advertising.	
Skills			
U1	Can apply basic theoretical knowledge to detailed description and practical analysis of processes and phenomena within the studied field, e.g., using film, photography, and graphics.		K_U02
	U1.1	Can use acquired knowledge to create creative and valuable content in social media.	
U2	Can use specialist language and communicate precisely and coherently using various channels and communication techniques in media, promotional-advertising, and business activities, in Polish and a foreign language, with developed interpersonal communication skills.		K_U08
	U2.1	Can professionally use industry-specific language related to social media.	

Competences				
K1	Is ready to participate in cultural life and use its various forms, using media as a communication tool and a source of knowledge about cultural, social, and economic life.		K_K03	
	K1.1	Is ready to operate social media channels to actively participate in cultural life.		
K2	Appreciates the importance of social communication and media studies for maintaining and developing proper relationships in social environments and applies acquired knowledge to design professional activities.		K_K08	
	K2.1	Is aware of the significant role social media plays in shaping social bonds.		
COURSE CONTENT			F-T S	P-T S
TOPIC			30	18
e-Lecture			15	9
1	The Internet as a social medium		2	1
2	The Internet as a medium of the information society		1	1
3	Alternative and socially engaged media		1	1
4	Global media as social media		1	1
5	Blogs and blogging as a social medium		1	1
6	Facebook as a social medium		1	0
7	Instagram as a social medium		1	0
8	YouTube as a social medium.		1	0
9	New phenomena in social media.		1	0
10	Social media and their roles – informational, educational, advertising, journalistic, entertainment, etc.		1	1
11	Twitter.		0	1
12	TikTok as a social medium.		0	1
13	Participatory culture as a medium for building online communities.		1	0
14	Second Life as a social medium.		1	0
15	Second Life as a social medium.		0	1
16	Internet and avatar identity.		1	0
17	Internet and social search engines.		1	0
Exercises			15	9
1	Online (virtual) community.		1	1
2	Functioning within an online community.		1	1
3	Role of alternative and socially engaged media – examples.		1	1
4	Global media vs. local media.		1	1
5	Blogs and blogging – selected examples.		1	1
6	Facebook – profile creation, sharing, etc.		1	0
7	Instagram as a social medium: platform for presenting visual, multimedia, and interactive content.		1	0
8	YouTube as a social medium: sharing, editing, live streaming, and commenting on videos.		1	0
9	Twitter and tweets.		1	0
10	Social media and their roles – selected examples.		2	0
11	Facebook, Instagram, Twitter as different social media platforms.		0	1
12	YouTube vs. TikTok.		0	1
13	Participatory culture in online communities.		1	1
14	Second Life as a social medium.		1	0
15	Around Second Life as a social medium.		0	1
16	Internet and avatar identity.		1	0
17	Internet and social search engines – examples and discussion.		1	0

TEACHING METHODS				
Computer, projector, smartphone, camera, microphones, voice recorder, photo camera.				
ASSESSMENT CRITERIA				
e-Lecture				
Oral exam.				
Exercises				
Practical knowledge verification: creating a series of posts for PANS social media channels or recording an episode on a selected topic for a YouTube channel.				
VERIFICATION OF LEARNING OUTCOMES				
CODE	DESCRIPTION			EFFECT
		Knowledge	e-Lecture	
W1	W1.1	1	oral exam	K_W02
W2	W2.1	1	oral exam	K_W03
W3	W3.1	1	oral exam	K_W07
		Skills	e-Lecture	
U1	U1.1	1	oral exam	K_U02
U2	U2.1	1	oral exam	K_U08
		Competences	e-Lecture	
K1	K1.1	1	oral exam	K_K03
K2	K2.1	1	oral exam	K_K08
		Knowledge	Exercises	
W1	W1.1	1	term paper	K_W02
		2	class participation	
W2	W2.1	1	term paper	K_W03
		2	class participation	
W3	W3.1	1	term paper	K_W07
		2	class participation	
		Skills	Exercises	
U1	U1.1	1	term paper	K_U02
		2	class participation	
U2	U2.1	1	term paper	K_U08
		2	class participation	
		Competences	Exercises	
K1	K1.1	1	term paper	K_K03
		2	class participation	
K2	K2.1	1	term paper	K_K08
		2	class participation	
LITERATURE				
Required				
1	Manovich L., <i>Język nowych mediów</i> , Wydawnictwo Akademickie i Profesjonalne, Warszawa 2006.			
2	Konopka M., <i>Informorfoza: zarządzanie informacją w nowych mediach</i> , UJ, Kraków 2017.			
3	Jaskiernia A., <i>Publiczne media elektroniczne w Europie</i> , ASPRA-JR, Warszawa 2006.			
4	Hofmokl J., <i>Internet jako nowe dobro wspólne</i> , Scholar, Warszawa 2009.			
Supplementary				
1	Drzyzga P. (red.), <i>Nowe media: tradycyjne środki przekazu</i> , PWSZ, Tychy 2001.			

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SYLLABUS / COURSE DESCRIPTION CARD

BASIC INFORMATION ABOUT THE COURSE			
Course (module) title	Copywriting		Course code K15
Name of the unit conducting the course		Institute of Social Sciences	
Level of education	First-cycle studies	Study profile	practical
Field of study	New Media	Specialization	
Education module	Major-specific	Language of course	english
Semester	VI	Form of credit	Graded credit
HOURLY DIMENSION OF DIDACTIC CLASSES			
FULL-TIME STUDIES			
Lecture	Project		Laboratory
15	30		30
TOTAL HOURLY DIMENSION OF CLASSES			
Student's independent work		90	
Total		150	
ECTS		6	
PREREQUISITES			
Knowledge of marketing basics and basic editorial forms of argumentative nature.			
COURSE OBJECTIVE			
Introducing students to the principles and techniques of functioning in various organizational units related to the broadly understood profession of copywriter.			
LEARNING OUTCOMES FOR THE COURSE			
CODE	DESCRIPTION		EFFECT
Knowledge			
W1	Knows and understands media (Internet, press, radio, television) and their accompanying historical and social discourses, with a focus on practical application.		K_W02
	W1.1	Knows and defines the principles of copywriting.	
	W1.2	Knows and defines the principles of tools used in copywriting work.	
W2	Knows and understands terminology related to media (Internet, press, radio, television).		K_W03
	W2.1	Understands the connection between various media and copywriting activities.	
	W2.2	Knows media-related terminology and can apply it in copywriting practice.	
Skills			
U1	Can find desired information in various sources, analyze it, assess its usefulness, select and use it for a specific purpose.		K_U01
	U1.1	Understands the importance of gathering information from various sources and uses it appropriately.	
U2	Can express themselves precisely and coherently in speech and writing in Polish and a foreign language on topics related to the studied field, arguing and formulating conclusions using appropriate sources.		K_U09
	U2.1	Applies knowledge of precise expression in speech and writing when creating tools such as advertising slogans.	
U3	Can cooperate and work in a team, accepting the need to take on different roles according to task requirements.		K_U14
	U3.1	Knows the principles of group collaboration for completing practical tasks.	

	U3.2	Collaborates in a group to carry out tasks aligned with project requirements.		
Competences				
K1	Is ready for creative and entrepreneurial thinking and action, including independently managing multimedia projects.			K_K02
	K1.1	Engages in self-directed learning in the field of multimedia project development.		
	K1.2	Understands the importance of implementing creative and entrepreneurial thinking and action in multimedia project creation.		
K2	Is ready to recognize the importance of media in shaping social bonds at local, regional, and global levels.			K_K05
	K2.1	Understands the importance of media in shaping social bonds at various levels.		
K3	Is ready to responsibly perform professional roles, correctly identify dilemmas related to the profession, and find ways to resolve them.			K_K07
	K3.1	Identifies dilemmas related to the copywriting profession and finds solutions.		
COURSE CONTENT				F-T S
TOPIC				18
Exercises				30
1	Basic concepts, phenomena, and mechanisms in copywriting – introduction to the topic.			4
2	Copywriter's knowledge – elements of rhetoric, semiotics, and psychology in practical activities.			4
3	Client profile, product, and benefit bridge.			4
4	Interactive text structure.			3
5	Theory and rhetoric of advertising and types of ads.			3
6	Editing advertising content based on rhetoric and basic cultural semiotics.			7
7	Editing marketing content for the Internet.			3
8	Product descriptions – common mistakes and corrections, specificity and creation of such content.			2
TEACHING METHODS				
Computer, multimedia projector, multimedia presentations, educational films, chapters from academic textbooks.				
ASSESSMENT CRITERIA				
Exercises				
Observation of student activities; analysis of materials prepared by the student in the form of an advertising slogan project, aimed at confirming the development of desired skills during academic education and beyond. Creating advertising captions, text editing, etc.				
VERIFICATION OF LEARNING OUTCOMES				
CODE	DESCRIPTION			EFFECT
	Knowledge	Exercises		
W1	W1.1	1	project	K_W02
		2	class participation	
	W1.2	1	project	
		2	class participation	
W2	W2.1	1	project	K_W03
		2	class participation	
	W2.2	1	project	
		2	class participation	
		Skills	Exercises	
U1	U1.1	1	project	K_U01
		2	class participation	
U2	U2.1	1	project	K_U09
		2	class participation	

U3	U3.1	1	project	K_U14
		2	class participation	
	U3.2	1	project	
		2	class participation	
Competences Exercises				
K1	K1.1	1	project	K_K02
		2	class participation	
	K1.2	1	project	
		2	class participation	
K2	K2.1	1	project	K_K05
		2	class participation	
K3	K3.1	1	project	K_K07
		2	class participation	
LITERATURE				
Required				
1	Edwards J., <i>Sekrety copywritingu: o mocy słów, dzięki którym sprzedasz wszystko</i> , MT Biznes, Warszawa 2023.			
2	Jaworowicz M., <i>Copywriting w zintegrowanej komunikacji marketingowej</i> , Difin, Warszawa 2015.			
3	Maciąg K., <i>Pisz, publikuj, działaj: jak tworzyć skuteczne treści w Internecie</i> , Onepress, Warszawa 2023.			
Supplementary				
1	Dutko M., <i>Copywriting internetowy</i> , Helion, Warszawa 2010.			
2	Jaworowicz M., <i>Copywriting w zintegrowanej komunikacji marketingowej</i> , Difin, Warszawa 2015.			
3	Woźniczka J., <i>Efekty reklamy w systemie komunikacji marketingowej</i> , UE, Wrocław 2009.			
4	Wrycza-Bekier J., <i>Magia słów: jak pisać teksty, które porwą tłumy</i> , Onepress, Gliwice 2018.			

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SYLLABUS / COURSE DESCRIPTION CARD

BASIC INFORMATION ABOUT THE COURSE			
Course (module) title	Rhetoric and Eristics		Course code K16
Name of the unit conducting the course		Institute of Social Sciences	
Level of education	First-cycle studies	Study profile	practical
Field of study	New Media	Specialization	
Education module	Major-specific	Language of course	english
Semester	III	Form of credit	Exam
HOURLY DIMENSION OF DIDACTIC CLASSES			
FULL-TIME STUDIES			
Lecture	Project	Laboratory	
15	30	30	
TOTAL HOURLY DIMENSION OF CLASSES			
Student's independent work		90	
Total		150	
ECTS		6	
PREREQUISITES			
Knowledge of language culture principles.			
COURSE OBJECTIVE			
The aim is to equip students with knowledge of rhetorical terminology, teach persuasive strategies, speech creation, appropriate argument selection, and raise awareness of the importance of public speech.			
LEARNING OUTCOMES FOR THE COURSE			
CODE	DESCRIPTION		EFFECT
Knowledge			
W1	Knows and understands the place and significance of social communication and media studies, oriented toward practical applications in cultural, media, promotional, and advertising activities.		K_W01
	W1.1	Knows and understands the place and importance of rhetoric in social communication and media, sees its value and necessity in practical cultural, media, and promotional activities. Knows rhetorical terminology.	
W2	Has knowledge of interpersonal and social communication processes in various aspects (e.g., psychological and sociological), their regularities and disruptions.		K_W16
	W2.1	Has knowledge of rhetoric as an essential element of interpersonal and social communication.	
W3	Has knowledge of language culture and communication; knows the rules of correct Polish; is aware of the processes occurring in language development, considering aspects of modern technology and cultural changes.		K_W17
	W3.1	Knows the place of rhetoric in language studies, is aware of how important it is to use Polish clearly and correctly.	
Skills			
U1	Can use specialist language and communicate precisely and coherently using various channels and communication techniques in media, promotional-advertising, and business activities, in Polish and a foreign language, with developed interpersonal communication skills.		K_U08

	U1.1	Can use rhetorical terminology and apply rhetorical knowledge to present content precisely and coherently, depending on the purpose of the statement, audience and medium.	
U2		Can express themselves precisely and coherently in speech and writing in Polish and a foreign language on topics related to the studied field, arguing and formulating conclusions using appropriate sources.	K_U09
	U2.1	Thanks to rhetorical knowledge, can build clear statements, supported by appropriate sources, and can select arguments adequately.	
Competences			
K1		Is ready for self-development in the studied field in terms of theoretical and practical knowledge.	K_K01
	K1.1	Is aware that rhetoric is a broad field, and that skills in this area must be continuously developed, even after graduation.	
K2		Appreciates the importance of social communication and media studies for maintaining and developing proper relationships in social environments and applies acquired knowledge to design professional activities.	K_K08
	K2.1	Appreciates the importance of rhetoric – its value in building messages that create social bonds, improve work quality, and can lead to real social change.	
K3		Is ready to consistently care for the culture, ethics, and quality of expression; to create valuable and communicative messages; and to use linguistic knowledge for proper media content analysis.	K_K09
	K3.1	Is ready to consistently care for the quality of their statements and use rhetoric to build valuable and communicative messages.	
COURSE CONTENT			F-T S
TOPIC			30
e-Lecture			18
			9
1	History of rhetoric.		2
2	Basic concepts in rhetoric.		2
3	Types of oration. Structure of a successful speech.		2
4	Rhetorical triads and their usefulness in public speaking.		2
5	Topoi and arguments – typology.		2
6	Types of persuasion.		1
7	Manipulation – analysis of examples.		1
8	Analysis of major contemporary speeches (text analysis).		1
9	Media message as rhetorical communication.		2
Exercises			15
1	Composing a speech using Brian Tracy’s method.		3
2	Topoi and arguments – practical typology.		2
3	Analysis of major contemporary speeches (text and TED platform recordings).		4
4	Genre-based speech exercises (e.g., tribute, toast, farewell, invitation).		4
5	Presentation of student speeches.		2
TEACHING METHODS			
Tools: computer, projector, Wi-Fi, paper sheets. Aids: publications, videos on YouTube, TED, presentations.			
ASSESSMENT CRITERIA			
e-Lecture			
Participation, oral exam on knowledge.			
Exercises			
Participation, term paper from exercises – preparation of a speech on a given topic.			
VERIFICATION OF LEARNING OUTCOMES			
CODE	DESCRIPTION		EFFECT

		Knowledge		e-Lecture
W1	W1.1	1	oral exam	K_W01
		2	class participation	
W2	W2.1	1	oral exam	K_W16
		2	class participation	
W3	W3.1	1	oral exam	K_W17
		2	class participation	
		Skills		e-Lecture
U1	U1.1	1	oral exam	K_U08
		2	class participation	
U2	U2.1	1	oral exam	K_U09
		2	class participation	
		Competences		e-Lecture
K1	K1.1	1	oral exam	K_K01
		2	class participation	
K2	K2.1	1	oral exam	K_K08
		2	class participation	
K3	K3.1	1	oral exam	K_K09
		2	class participation	
		Knowledge		Exercises
W1	W1.1	1	term paper	K_W01
		2	class participation	
W2	W2.1	1	term paper	K_W16
		2	class participation	
W3	W3.1	1	term paper	K_W17
		2	class participation	
		Skills		Exercises
U1	U1.1	1	term paper	K_U08
		2	class participation	
U2	U2.1	1	term paper	K_U09
		2	class participation	
		Competences		Exercises
K1	K1.1	1	term paper	K_K01
		2	class participation	
K2	K2.1	1	term paper	K_K08
		2	class participation	
K3	K3.1	1	term paper	K_K09
		2	class participation	
LITERATURE				
Required				
1	Lichański J. Z., Lewandowska-Tarasiuk E. (red.), <i>Nauczanie retoryki w teorii i praktyce</i> , ASPRA-JR, Warszawa 2003.			
2	Perelman Ch., <i>Imperium retoryki: retoryka i argumentacja</i> , Oficyna Naukowa, Warszawa 2004. [podręcznik w bazie Academica - dostęp w bibliotece]			
3	Worsowicz M., <i>O duchu stosowności: teoria retoryczna a współczesna praktyka medialna</i> , UŁ, Łódź 2013. [podręcznik w bazie Academica - dostęp w bibliotece]			
Supplementary				
1	Bogołębska B., Worsowicz M., <i>Retoryka i jej zastosowania: podręcznik dla studentów dziennikarstwa i innych kierunków humanistycznych</i> , UŁ, Łódź 2016. [podręcznik w bazie Academica - dostęp w bibliotece]			
2	Sobczak B., <i>Retoryka telewizji</i> , UAM, Poznań 2018.			

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SYLLABUS / COURSE DESCRIPTION CARD

BASIC INFORMATION ABOUT THE COURSE			
Course (module) title	Camera Workshops		Course code W3
Name of the unit conducting the course		Institute of Social Sciences	
Level of education	First-cycle studies	Study profile	practical
Field of study	New Media	Specialization	
Education module	Workshops	Language of course	english
Semester	I	Form of credit	Graded credit
HOURLY DIMENSION OF DIDACTIC CLASSES			
FULL-TIME STUDIES			
Lecture	Project		Laboratory
15	30		30
TOTAL HOURLY DIMENSION OF CLASSES			
Student's independent work		90	
Total		150	
ECTS		6	
PREREQUISITES			
Practical work with a camera, recording video and sound.			
COURSE OBJECTIVE			
Basic knowledge of camera operation and working with it.			
LEARNING OUTCOMES FOR THE COURSE			
CODE	DESCRIPTION		EFFECT
Knowledge			
W1	Has knowledge of the techniques and technologies of digital photography; understands the concept of photography in art and its connotations in contemporary culture.		K_W06
	W1.1	The student knows the technical aspects of working with a film camera, understands the theory and principles of exposure settings, sensitivity (ISO), and shutter speed, and also knows the principles of focusing, white balance, and various frame rates. The student knows different types of lenses, fixed and zoom, and the principles of choosing the right lens for the desired image effect.	
	W1.2	The student knows various techniques of image stabilization and camera movement, and has knowledge of the principles of composing static and dynamic shots.	
W2	Knows and understands communication systems and the role of media communication in the modern world.		K_W07
	W2.1	The student knows different types of sound recording using built-in effect microphones in the camera, as well as special external microphones: directional and condenser. Also knows types of sound recorders compatible with the camera, and built-in and external microphones dedicated to sound recorders.	
Skills			
U1	Can conduct research under the supervision of a mentor as well as project and workshop work related to cultural, social, and media activities, including film and theater arts.		K_U04

	U1.1	The student can properly configure and operate a film camera, adjust ISO sensitivity, shutter speed, white balance, and frame rate. Can choose the right lens for a specific type of shot, apply various image stabilization techniques, and manipulate camera movement. Also has the practical ability to apply composition principles to specific types of frames, and can design and execute various types of static and dynamic shots.			
U2	Can use specialist language and communicate precisely and coherently using various channels and communication techniques in media, promotional-advertising, and business activities, in Polish and a foreign language, with developed interpersonal communication skills.			K_U08	
	U2.1	The student can record sound using built-in effect microphones in the camera, and can also use external microphones connected directly to the camera to record interviews or on-set sound effects. Can operate a sound recorder and record interviews or on-set sound using built-in or external microphones.			
Competences					
K1	Is ready to participate in cultural life and use its various forms, using media as a communication tool and a source of knowledge about cultural, social, and economic life.			K_K03	
	K1.1	The student is ready for practical work with a film camera in various contexts, from filmmaking and project execution to live event coverage.			
K2	Is ready to take responsibility for the accuracy of transmitted knowledge; demonstrates honesty and reliability in research work and ethical behavior in professional activities.			K_K06	
	K2.1	The student is prepared to record high-quality video on a camera and also record sound using a camera or recorder.			
COURSE CONTENT			F-T S	P-T S	
TOPIC			30	18	
Workshops			30	18	
1	Introduction to basic camera operation. Settings: exposure, ISO sensitivity, shutter speed, focusing, white balance, frame rates; types of fixed and zoom lenses. Rules for selecting the right lens for planned static or motion shots.		8	6	
2	Introduction to types of frames and static/motion shots; recording sound with camera and audio recorder using built-in and external microphones.		8	6	
3	Framing exercises and practice with static and motion shots; recording interview sound and on-set audio.		7	3	
4	Summary: presentation of filmed materials.		7	3	
TEACHING METHODS					
Camera, computer with video editing software, green screen, classes in a film workshop room, outdoor classes during cultural events.					
ASSESSMENT CRITERIA					
Workshops					
Recording a short film form: interview, mini-report, news, event coverage.					
VERIFICATION OF LEARNING OUTCOMES					
CODE	DESCRIPTION			EFFECT	
	Knowledge		Workshops		
W1	W1.1	1	project		K_W06
		2	class participation		
	W1.2	1	project		
		2	class participation		
W2	W2.1	1	project		K_W07
		2	class participation		
		Skills	Workshops		
U1	U1.1	1	project		K_U04
		2	multimedia presentation		

		3	class participation	
U2	U2.1	1	project	K_U08
		2	class participation	
Competences		Workshops		
K1	K1.1	1	project	K_K03
		2	class participation	
K2	K2.1	1	project	K_K06
		2	class participation	
LITERATURE				
Required				
1	Brown B., <i>Cinematography: Sztuka operatorska</i> , Wojciech Marzec, Warszawa 2018.			
2	Górska M., <i>Visual Storytelling</i> , PWN, Warszawa 2019.			
3	Mascelli J. V., <i>5 tajemnic warsztatu filmowego</i> , Wojciech Marzec, Warszawa 2007.			
Supplementary				
1	Orłoś M., <i>O sztuce występów publicznych</i> , RM, Warszawa 2018.			