

## Course descriptions

**Philosophy** (*type of course: obligatory*) 2hrs of lecture per week

<b>Course code</b> 0100-DAX100	<b>Year</b> I	<b>Semester</b> 1, winter	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 3
<b>Format</b> lecture	<b>Language</b> Polish	<b>Assessment</b> exam	<b>Lecturer(s)</b> prof. dr hab. Tadeusz Skalski	

### Objectives of the course

To present basic trends and its exponents in the history of philosophy and contemporary philosophical thought. To introduce students to main notions and categories of philosophy, understand the significance of discussed philosophical systems, ability to interpret the essence of philosophical revolutions.

### Contents

Basic notions of philosophy; philosophical investigations; Greek philosophy; Plato's teaching; the philosophy of Aristotle; Protagoras; Christian philosophy; Cartesian revolution; dispute over interrelationship between the mind and body; dualism; the origins and development of modern empirism; the philosophy of Kant; the philosophy of Hegel and its influence on history; F. Nietzsche and the influence of his philosophical system on modern humanities; humanistic revolution; philosophical underpinnings of social communication.

### Recommended reading

AJDUKIEWICZOWIE M. i K., 1958, *Kartezjusz. Medytacje o pierwszej filozofii*, Warszawa.

COPLESTON F., 1989, *Historia filozofii*, Warszawa.

KANT E., 1957, *Krytyka czystego rozumu*, Kraków.

KOTARBIŃSKI T., 1974, *Kurs logiki dla pracowników*, Warszawa.

KUBIAK Z., 2007, *Wyznania. Św. Augustyn*, Warszawa.

*Platona Państwo*, 1958, Warszawa.

**General Sociology** (*type of course: obligatory*) 1hr of lecture per week

<b>Course code</b> 0100-DAX102	<b>Year</b> I	<b>Semester</b> 1, winter	<b>Number of teaching hours</b> 15	<b>ECTS credits</b> 1
<b>Format</b> lecture	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> dr Tomasz Ferenc	

**Objectives of the course**

The purpose of the course is to acquaint students with the basic terminology, notions and research tools used in sociology. During the course students should gain the skill to assess mechanisms concerning individual and social group behavior. Also, to introduce students to the notion of culture and its internal structure. To understand the idea of social transformation.

**Contents**

The most important notions of modern sociology; the brief outline of sociological schools; social groups; interaction; communication; the notion of social life; social processes; social roles; social personality and its components; the phenomenon of deviation; family; social bonds; culture and its impact on social life; the notion of culture and nation.

**Recommended reading**

ARONSON E., 2000, *Człowiek - istota społeczna*, Warszawa.

BERGER P., 2001, *Zaproszenie do socjologii*, Warszawa.

BOKSZAŃSKI Z., 1997, *Stereotypy a kultura*, Wrocław.

DOMAŃSKI, H., 2004, *Struktura społeczna*, Warszawa.

SZTOMPKA, P., 2004, *Socjologia. Analiza społeczeństwa*, Kraków.

**General Sociology** (*type of course: obligatory*) 1hr of tutorial per week

<b>Course code</b> 0100-DAX115	<b>Year</b> I	<b>Semester</b> 1, winter	<b>Number of teaching hours</b> 15	<b>ECTS credits</b> 1
<b>Format</b> tutorial	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> dr Tomasz Ferenc, mgr Izabela Franckiewicz	

**Objectives of the course**

The purpose of the course is to acquaint students with the basic terminology, notions and research tools used in sociology. During the course students should gain the skill to assess mechanisms concerning individual and social group behavior. Also, to introduce students to the notion of culture and its internal structure. To understand the idea of social transformation.

**Contents**

The most important notions of modern sociology; the brief outline of sociological schools; social groups; interaction; communication; the notion of social life; social processes; social roles; social personality and its components; the phenomenon of deviation; family; social bonds; culture and its impact on social life; the notion of culture and nation.

**Recommended reading**

ARONSON E., 2000, *Człowiek - istota społeczna*, Warszawa.

BERGER P., 2001, *Zaproszenie do socjologii*, Warszawa.

BOKSZAŃSKI Z., 1997, *Stereotypy a kultura*, Wrocław.

DOMAŃSKI, H., 2004, *Struktura społeczna*, Warszawa.

SZTOMPKA, P., 2004, *Socjologia. Analiza społeczeństwa*, Kraków.

**Foundations of Law** (type of course: obligatory) 3hrs of lecture per week

<b>Course code</b> 0100-DAX103	<b>Year</b> I	<b>Semester</b> 1, winter	<b>Number of teaching hours</b> 45	<b>ECTS credits</b> 2
<b>Format</b> lecture	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> Polish staff	

**Objectives of the course**

Understanding of principles of the democratic law-governed state. The lecture gives knowledge of essential notions and terminology of the law. Students should recognize law branches and present the way the judiciary works in Poland. Moreover, they can use law sources consciously, distinguish constitutional law from administrative, criminal and civil law. The objective is also to make aware of the role and importance the law in society.

**Contents**

Law terminology; a legal system; the theory and notion of law; the forms of law; democracy; independence; law and order; written law; natural law; norm versus legal article; prescriptive act; interpretation of the law; the process of laws enacting; obeying the law; the process of legislation; constitution; political rules; the chambers of the Polish parliament and its competence; the powers of the President; Council of Ministers; administrative law; civil law; criminal law; labour law.

**Recommended reading**

GRALCZYK W., 2006, *Podstawy prawa*, Warszawa.

KORYCKIEGO S., KUCIŃSKIEGO J., TRZCIŃSKI Z., ZABOROWSKI J., 2006, *Zarys prawa*, Warszawa.

MALINOWSKI A., 2006, *Polski język prawny*, Warszawa.

MORAWSKI L., 2005, *Wstęp do prawoznawstwa*, Toruń.

SEIDEL R., 2004, *Elementy prawa*, Poznań.

**Introduction to Communication Science** (*type of course: obligatory*) 2hrs of lecture per week

<b>Course code</b> 0100-DAX104	<b>Year</b> I	<b>Semester</b> 1, winter	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 3
<b>Format</b> lecture	<b>Language</b> Polish	<b>Assessment</b> exam	<b>Lecturer(s)</b> prof. dr hab. Grażyna Habrajska	

**Objectives of the course**

To acquaint students with the essential notions of communication science. The students differentiate between interpersonal, institutional, group and mass communication, know the basic communication models and understand specific features of social communication systems. Tools and instruments necessary to analyze the process of communication are provided during the course.

**Contents**

Communication science as a field of study; origin and development of communication science; interdisciplinarity; the notion and elements of communication; communicative situation; communicative competence; the phenomenon of communicative intention; communication versus technology; models of communication; semiotic systems; language and communication; language and society; cognitive, communicative and constructivist approach to communication; relevance theory; semantic standards; communicative strategies; normativity.

**Recommended reading**

- AWDIEJEW A., 2004, *Gramatyka interakcji werbalnej*, Kraków.
- AWDIEJEW A., HABRAJSKA G., 2004, *Wprowadzenie do gramatyki komunikacyjnej*, t.1, Łask.
- AWDIEJEW A., HABRAJSKA G., 2006, *Wprowadzenie do gramatyki komunikacyjnej*, t.2, Łask.
- DOBEK-OSTROWSKA B., 1999, *Podstawy komunikowania społecznego*, Wrocław.
- DOBEK-OSTROWSKA B., 2006, *Komunikowanie polityczne i publiczne*, Warszawa.
- FISKE J., 1999, *Wprowadzenie do badań nad komunikowaniem*, Wrocław.
- FLEISCHER M., 2002, *Teoria kultury i komunikacji. System i ewolucyjne podstawy*, Wrocław.
- GOBAN-KLAS T., 2004, *Media i komunikowanie masowe*, Warszawa.
- GRIFFIN E., 2003, *Podstawy komunikacji społecznej*, przekł. O. i W. Kubińscy, M. Kacmajor, Gdańsk.
- MCLUHAN M., 2001, *Wybór tekstów*, przekł. E. Różalska, J. Stokłosa, Poznań.
- NEŃCKI Z., 2000, *Komunikacja międzyludzka*, Kraków.

**Introduction to Communication Science** (*type of course: obligatory*) 2hrs of tutorial per week

<b>Course code</b> 0100-DAX105	<b>Year</b> I	<b>Semester</b> 1, winter	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 3
<b>Format</b> tutorial	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> mgr Urszula Wich, mgr Anita Filipczak, mgr Piotr Fąka	

**Objectives of the course**

To acquaint students with the essential notions of communication science. The students differentiate between interpersonal, institutional, group and mass communication, know the basic communication models and understand specific features of social communication systems. Tools and instruments necessary to analyze the process of communication are provided during the course.

**Contents**

Communication science as a field of study; origin and development of communication science; interdisciplinarity; the notion and elements of communication; communicative situation; communicative competence; the phenomenon of communicative intention; communication versus technology; models of communication; semiotic systems; language and communication; language and society; cognitive, communicative and constructivist approach to communication; relevance theory; semantic standards; communicative strategies; normativity.

**Recommended reading**

- AWDIEJEW A., 2004, *Gramatyka interakcji werbalnej*, Kraków.
- AWDIEJEW A., HABRAJSKA G., 2004, *Wprowadzenie do gramatyki komunikacyjnej*, t.1, Łask.
- AWDIEJEW A., HABRAJSKA G., 2006, *Wprowadzenie do gramatyki komunikacyjnej*, t.2, Łask.
- DOBEK-OSTROWSKA B., 1999, *Podstawy komunikowania społecznego*, Wrocław.
- DOBEK-OSTROWSKA B., 2006, *Komunikowanie polityczne i publiczne*, Warszawa.
- FISKE J., 1999, *Wprowadzenie do badań nad komunikowaniem*, Wrocław.
- FLEISCHER M., 2002, *Teoria kultury i komunikacji. System i ewolucyjne podstawy*, Wrocław.
- GOBAN-KLAS T., 2004, *Media i komunikowanie masowe*, Warszawa.
- GRIFFIN E., 2003, *Podstawy komunikacji społecznej*, przekł. O. i W. Kubińscy, M. Kacmajor, Gdańsk.
- MCLUHAN M., 2001, *Wybór tekstów*, przekł. E. Różalska, J. Stokłosa, Poznań.
- NEŃCKI Z., 2000, *Komunikacja międzyludzka*, Kraków.

## **Contemporary political systems** (type of course: obligatory) 3hrs of lecture per week

<b>Course code</b> 0100-DAX107	<b>Year</b> I	<b>Semester</b> 1, winter	<b>Number of teaching hours</b> 45	<b>ECTS credits</b> 2
<b>Format</b> lecture	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> Polish staff	

### **Objectives of the course**

The main objective of the lecture is presenting the most important notions and phenomena connected with political systems. Students should acquire knowledge of and understand the structure and modus operandi of different political institutions. Furthermore, they should obtain the ability to classify political parties and party systems. The purpose of the lecture is also to point out the significance of procedures and institutions in the governing process. During the course students gain knowledge about political systems in different European countries. They understand the idea of the citizenship.

### **Contents**

The notion of political system; political systems in selected countries (United Kingdom, Russian Federation, United States, France, Sweden, Germany, Switzerland, Spain, India, Mexico); political regime versus political system; regime in Europe; European social and political divisions; conflicts in Europe; the languages of left- and right-wing parties; the notion of political party; political parties in West Europe; political parties in Middle and East Europe; political parties versus pressure group; electoral system; system of rules in Poland; selected worldwide systems of party; the structure and role of the parliament; public authority and its body; the notion of citizenship.

### **Recommended reading**

ANTOSZEWSKI A., HERBUT R., 2006, *Systemy polityczne współczesnej Europy*, Warszawa.  
GUNNING J., P., 2001, *Zrozumieć demokrację*, Warszawa.  
HAMAN J., 2003, *Demokracja, decyzje, wybory*, Warszawa.  
PRZYBYLSKI H., 1996, *Politologia*, Katowice.  
SOBOLEWSKA-MYŚLIK K., 2005, *Partie i systemy partyjne na świecie*, Warszawa.  
WIATR J., RACIBORSKI J., BARTKOWSKI J., 2000, *Demokracja polska 1989 – 2003*, Warszawa.  
ŻMIGRODZKI M., DZIEMIDOK-OLSZEWSKA B., 2007, *Współczesne systemy polityczne*, Warszawa.  
ŻUK P., 2004, *Demokracja spektaklu*, Warszawa.

**Grammar and style** (*type of course: obligatory*) 2hrs of tutorial per week

<b>Course code</b> 0100-DAX108	<b>Year</b> I	<b>Semester</b> 1, winter	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 3
<b>Format</b> tutorial	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> dr Beata Grochala	

**Objectives of the course**

To provide students with a sound knowledge of grammatical correctness. Also, to develop their language awareness, to gain the ability to avoid mistakes, to use verbal etiquette properly, and to use rich and extensive vocabulary in everyday and professional communication. Moreover, to find and correct mistakes in a journalistic text.

**Contents**

The notion of the culture of language; linguistic norm; norms versus habits; grammatical correctness; the notion of language mistake; spelling mistakes; pronunciation errors; punctuation; stylistics; dictionaries; grammar (phonetics, phonology; word formation, inflection, syntax); phraseology; borrowings; innovations; linguistic fashion; professional vocabulary; colloquial versus formal vocabulary; vulgar language.

**Recommended reading**

- BUGAJSKI M., 1993, *Językoznawstwo normatywne*, Warszawa.  
BUTTLER D., KURKOWSKA H., SATKIEWICZ H., 1986, *Kultura języka polskiego*, Warszawa.  
DOROSZEWSKI W., 1978, *Kryteria poprawności językowej*, Warszawa.  
MIODEK J., 1992, *O języku do kamery*, Rzeszów.  
MIODEK J., 1987, *Odpowiednie dać rzeczy słowo. Szkice o współczesnej polszczyźnie*, Wrocław.  
PISAREK W., 1978, *Słownik języka niby-polskiego, czyli błędy językowe w prasie*, Wrocław.  
ZGÓŁKOWIE H. i T., 1993, *Językowy savoir-vivre*, Poznań.



**Journalistic workshop - On-line journalism** (type of course: obligatory) 2hrs of tutorial per week

<b>Course code</b> 0100-DAX109	<b>Year</b> I	<b>Semester</b> 1, winter	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 3
<b>Format</b> tutorial	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> dr Joanna Mikosz, mgr Izabela Franckiewicz	

**Objectives of the course**

The crucial goal of the tutorial is to present methods and techniques of on-line journalism. Moreover, students should gain a sound knowledge and skills necessary and essential in this kind of journalism.

**Contents**

The role of Internet in mass media; on-line journalism terminology; virtual editorial office; Internet as one of the most basic sources of information in modern journalism; the benefits of network resources; electronic news and on-line archives; searching the Internet for information; verifying, reviewing and comparing on-line information to the other sources of information; selection; the critical approach to on-line resources; technology versus thematically organized data; multimedia and information: photography, photo gallery, sound information, video; databases; the importance of on-line communication to social relationship.

**Recommended reading**

- BATORSKI D., 2006, „Internet w Polsce. Niektóre społeczne aspekty korzystania z nowych mediów”, [w:] *Studia Medioznawcze*, Warszawa.
- GRZENIA J., 2006, *Komunikacja językowa w Internecie*, Warszawa.
- JUNG B., 2005, „Nowe technologie w mediach elektronicznych. Cyfryzacja, Internet i co dalej?”, [w:] *Studia Medioznawcze*, Warszawa.
- KARPIŃSKI M., 2006, „Gloger wyjęty spod prawa”, [w:] *Press*, nr 8.
- MIKOSZ J., 2008, „Internet w pracy dziennikarza prasowego”, [w:] *Z warsztatu przyszłego dziennikarza prasowego*, Łódź.
- OLSZAŃSKI W., 2006, *Dziennikarstwo internetowe*, Warszawa.
- PISAREK W., 2006, *Słownik terminologii medialnej*, Kraków.
- RYMKIEWICZ B., 2007, „Uwaga na wpisy”, [w:] *Press*, nr 8.

## **Journalistic genres – press** (type of course: obligatory) 2hrs of tutorial per week

<b>Course code</b> 0100-DAX110	<b>Year</b> I	<b>Semester</b> 1, winter	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 3
<b>Format</b> tutorial	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> dr Monika Worsowicz	

### **Objectives of the course**

The purpose is to present the complete and thorough description of press genres. During the course students are familiarized with the correct and proper use of press genres, develop and improve their writing skills. Also, students should gain the knowledge to define a genre and ascribe specific linguistic and stylistic means to a particular genre.

### **Contents**

The essential notions of contemporary press studies; information versus journalism; articles on social, political and cultural subjects; texts in press; the role of the front page; the front page in the newspaper and magazine; the architectonics and structure of a press text; information genres versus feature genres – detailed characterization and analysis; infographics; genres' overlapping; genre innovation.

### **Recommended reading**

- ABC dziennikarstwa. Wskazówki i porady nie tylko dla początkujących*, Warszawa 2002.  
BAUER Z, CHUDZIŃSKI E., 2000, *Dziennikarstwo i świat mediów*, Kraków.  
FRAS J., 1999, *Dziennikarski warsztat językowy*, Wrocław.  
NICZYPEROWICZ A., 2001, *Dziennikarstwo od kuchni*, Poznań  
MAGDOŃ A., 2000, *Reporter i jego warsztat*, Kraków.  
PISAREK W., 2006, *Słownik terminologii medialnej*, Kraków.  
WOJTAK M., 2004, *Gatunki prasowe*, Lublin.  
WOLNY-ZMORZYŃSKI K., KALISZEWSKI A., FURMAN W., 2006, *Gatunki dziennikarskie. Teoria, praktyka, język*, Warszawa.

**Diction and vocal emission** (type of course: obligatory) 2hrs of tutorial per week

<b>Course code</b> 0100-DAX112	<b>Year</b> I	<b>Semester</b> 1, winter	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 2
<b>Format</b> tutorial	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> mgr Stanisław Kwaśniak	

**Objectives of the course**

To acquaint students with principles of correct speaking, articulation and proper voice emission in public communication. During the course students are learnt to avoid vocal errors and are familiarized with respiratory exercises. Gaining the knowledge of vocal organs hygiene is also the important goal of the tutorial.

**Contents**

The notion of communicativeness; voice training; the care of the voice; self-presentation; nerves and stage fright; interpersonal skills; voice versus gesture; the language of media and politics; respiratory and relaxing exercises; vocal emission; vocal organs; consonant pronunciation (voiced, voiceless, ejective, plosive, velar, hissing, fricative, palatal and affricates consonants; sonorants); mistakes in vocal emission.

**Recommended reading**

- KOCHANOWICZ J., 1961, *Podstawy recytacji i mowy scenicznej*, Warszawa.  
BEDNAREK J. D., *Ćwiczenia wyrazistości mowy*, Wrocław 2002.  
MARKOWSKA E., 1998, *Uczymy się chuchać, dmuchać i oddychać prawidłowo*, Warszawa.  
MARKOWSKA E., 1998, *Izometryczne ćwiczenia warg, języka i żuchwy*, Warszawa.  
MINCZAKIEWICZ E. M., 1997, *Mowa – rozwój, zaburzenia, terapia*, Kraków.  
WIERZCHOWSKA B., 1970, *Wymowa polska*, Warszawa.  
ZIELIŃSKA H., 1998, *Kształcenie głosu*, Lublin.

**Advertising in media** (type of course: obligatory) 1hr of lecture per week

<b>Course code</b> 0100-DAX114	<b>Year</b> I	<b>Semester</b> 1, winter	<b>Number of teaching hours</b> 15	<b>ECTS credits</b> 1
<b>Format</b> lecture	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> prof. dr hab. Kazimierz Michalewski	

**Objectives of the course**

The crucial purpose of the course is to present the essence and role of advertising in contemporary mass media. To understand the relationship between persuasion and advertising. To gain abilities to analyze the structure and language of advertising.

**Contents**

The notion of advertising; advertising as acting and the product of acting; language in advertising; the role of picture and sound; non-verbal communication and its role in advertising; speech acts; referentiality; emotionality; persuasion; manipulation; catchwords and catchphrases; advertising syntax.

**Recommended reading**

- BOGUNIA-BOROWSKA M., 2003, *Reklama jako tworzenie rzeczywistości społecznej*, Kraków.  
BRALCZYK J., 1996, *Język na sprzedaż*, Warszawa.  
BUDZYŃSKI W., 2005, *Reklama. Techniki skutecznej perswazji*, Warszawa.  
DOLIŃSKI D., 2005, *Psychologiczne mechanizmy reklamy*, Gdańsk.  
KOCHAN M., 2003, *Slogany w reklamie i polityce*, Warszawa.  
PAJDZIŃSKA A., 1993, *Frazeologizmy jako tworzywo współczesnej poezji*, Lublin.  
SZCZĘSNA E., 2003, *Poetyka reklamy*, Warszawa.  
WASILEWSKI J., 2006, *Retoryka dominacji*, Warszawa.

**Advertising in media** (type of course: obligatory) 1hr of tutorial per week

<b>Course code</b> 0100-DAX116	<b>Year</b> I	<b>Semester</b> 1, winter	<b>Number of teaching hours</b> 15	<b>ECTS credits</b> 1
<b>Format</b> tutorial	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> mgr Zofia Władyka-Łuczak	

**Objectives of the course**

The crucial purpose of the course is to present the essence and role of advertising in contemporary mass media. To understand the relationship between persuasion and advertising. To gain abilities to analyze the structure and language of advertising.

**Contents**

The notion of advertising; advertising as acting and the product of acting; language in advertising; the role of picture and sound; non-verbal communication and its role in advertising; speech acts; referentiality; emotionality; persuasion; manipulation; catchwords and catchphrases; advertising syntax.

**Recommended reading**

- BOGUNIA-BOROWSKA M., 2003, *Reklama jako tworzenie rzeczywistości społecznej*, Kraków.  
BRALCZYK J., 1996, *Język na sprzedaż*, Warszawa.  
BUDZYŃSKI W., 2005, *Reklama. Techniki skutecznej perswazji*, Warszawa.  
DOLIŃSKI D., 2005, *Psychologiczne mechanizmy reklamy*, Gdańsk.  
KOCHAN M., 2003, *Slogany w reklamie i polityce*, Warszawa.  
PAJDZIŃSKA A., 1993, *Frazeologizmy jako tworzywo współczesnej poezji*, Lublin.  
SZCZĘSNA E., 2003, *Poetyka reklamy*, Warszawa.  
WASILEWSKI J., 2006, *Retoryka dominacji*, Warszawa.

**Language of values** (type of course: obligatory) 2hrs of lecture per week

<b>Course code</b> 0100-DAX200	<b>Year</b> I	<b>Semester</b> 2, summer	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 1
<b>Format</b> lecture	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> prof. dr hab. Andrzej Kudra	

**Objectives of the course**

To provide students with the basic knowledge and issues connected with the phenomenon of axiology and value in communication. The lecture is to make students aware of the role of language in value conveying and show them how and to what extent values are present in media texts.

**Contents**

The notions of value, value judgments, valuation and axiology from philosophical and linguistic point of view; axiological discourse; semantics and pragmatics of values; linguistic and textual means of value expressing; persuasion, stimulation and manipulation as linguistic and psychological phenomena; conversational maxims; associations; norms and directives versus language; language – values – politics – media; political transformation in Poland and changes in the hierarchy of values; language in media – an axiological approach.

**Recommended reading**

- BARTMIŃSKI J., 2003, *Język w kręgu wartości. Studia semantyczne*, Lublin.  
BARTMIŃSKI J., 2003, *Język – wartości - polityka. Zmiany rozumienia nazw wartości w okresie transformacji ustrojowej w Polsce. Raport z badań empirycznych*, Lublin.  
KARWAT M., 2006, *O złośliwej dyskredytacji. Manipulowanie wizerunkiem przeciwnika*, Warszawa.  
KARWATOWSKA M., 2001, *Prawda i kłamstwo w języku młodzieży licealnej lat 90.*, Lublin.  
LASKOWSKA E., 1993, *Wartościowanie w języku potocznym*, Bydgoszcz.  
OSIKERA A., 2007, *Antynomie wartości. Problematyka aksjologiczna w językoznawstwie*, Łódź.  
PUZYNINA J., 1992, *Język wartości*, Warszawa.  
PUZYNINA J., 1997, *Słowo – wartość - kultura*, Lublin.

## **Contemporary Polish History** (type of course: obligatory) 2hrs of lecture per week

<b>Course code</b> 0100-DAX201	<b>Year</b> I	<b>Semester</b> 2, summer	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 3
<b>Format</b> lecture	<b>Language</b> Polish	<b>Assessment</b> exam	<b>Lecturer(s)</b> Polish staff	

### **Objectives of the course**

The goal of the lecture is to present the 20th and 21st century Polish history in comparison with political and economic events in Europe and in the world. The lecture enables to understand the significance of a historic event and facilitates uncovering the interrelatedness between different societies and countries.

### **Contents**

The 20th century Polish history; the First and Second World War; the interwar period; fascism; communism; political opposition after 1945; martial law; political and economic transformation in 1989; the fall of communism; the session of the Round Table; Poland versus European Union.

### **Recommended reading**

CZIOMER E., ZYBLIKIEWICZ L., 2005, *Zarys współczesnych stosunków międzynarodowych*, Kraków.  
*Historia Polski*, 1988, Warszawa.  
KUKUŁKA J., 2000, *Historia współczesnych stosunków międzynarodowych*, Warszawa.  
KUŹNIARA R., 2005, *Porządek międzynarodowy u progu XXI wieku*, Warszawa.  
ROSZKOWSKI W., *Historia Polski 1945-2005*, Warszawa.

**Public Relations** (type of course: obligatory) 2hrs of tutorial per week

Course code 0100-DAX203	Year I	Semester 2, summer	Number of teaching hours 30	ECTS credits 3
Format tutorial	Language Polish	Assessment grade	Lecturer(s) dr Katarzyna Liberska-Kinderman mgr Anna Obrębska	

**Objectives of the course**

To give students the general idea of public relations and its role in the process of a company image creation. During the course students should gain the ability to distinguish public relations from other promotion actions and techniques of communication. Also to define correctly the basic aims of public relations, and to use public relations' instruments properly and adequately for a situation.

**Contents**

The history, evolution and role of public relations in modern society; the notion and definitions of public relations; the place of public relations in the corporate structure; management of corporate communication; promotion-mix; marketing-mix; public relations versus advertising, marketing, propaganda, journalism, human resources, corporate identity, public affairs, publicity and lobbying; internal relations; institution of press spokesman; media relations; media research techniques; axiology in media texts; crisis communication; sponsorship and lobbying; eventing; strategies of public relations; public opinion; the foundations of public relations law; corporate social responsibility; public relations and multiculturalism; public relations in different corporations (financial, public, charity, etc.).

**Recommended reading**

- BLACK S., 2006, *Public Relations*, Kraków.  
BUDZYŃSKI W., 2001, *Public relations. Zarządzanie reputacją firmy*, Warszawa.  
CENKER E. M., 2000, *Public Relations*, Poznań.  
CZAJA I., 1998, *Public Relations: studia przypadków i zadania*, Kraków.  
DAVIS A., 2007, *Public Relations*, Warszawa.  
FLEISCHER M., 2003, *Corporate identity i public relations*, Wrocław.  
GOBAN-KLAS T., 1997, *Public relations czyli promocja reputacji. Pojęcia, definicje, uwarunkowania*, Warszawa.  
HOFSTEDE G., 2000, *Kultury i organizacje*, Warszawa.  
JABŁOŃSKI W., 2006, *Kreowanie informacji. Media relations*, Warszawa.  
KUŚMIERSKI S., 1997, *Opinia publiczna – wprowadzenie do teorii*, Warszawa.  
MARTYNIAK Z., red., 2000, *Zarządzanie informacją i komunikacją. Wybrane zagadnienia w świetle studiów i badań empirycznych*, Kraków.  
MURDOCH A., 2003, *Komunikowanie w kryzysie*, Warszawa.  
OLĘDZKI J., TWORZYDŁO D., red., 2007, *Public relations. Znaczenie społeczne i kierunki rozwoju*, Warszawa.  
ROZWADOWSKA B., 2002, *Public relations. Teoria, praktyka, perspektywy*, Warszawa.  
SEITEL F. P., 2003, *Public Relations w praktyce*, Warszawa.  
SMEKTAŁA T., 2001, *Public relations w sytuacjach kryzysowych przedsiębiorstw*, Wrocław.  
STANKIEWICZ J., 1999, *Komunikowanie się w organizacji*, Wrocław.  
TWORZYDŁO D., 2003, *Public relations – teoria i studia przypadków*, Rzeszów.  
WOJCIK K., 1997, *Public relations od A do Z*, Warszawa.



**Rhetoric and Eristic** (*type of course: obligatory*) 2hrs of lecture per week

<b>Course code</b> 0100-DAX204	<b>Year</b> I	<b>Semester</b> 2, summer	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 3
<b>Format</b> lecture	<b>Language</b> Polish	<b>Assessment</b> exam	<b>Lecturer(s)</b> prof. dr hab. Barbara Bogołębska	

**Objectives of the course**

During the lecture the most essential notions, issues and terms of classical and modern rhetoric are presented. Students gain abilities to understand and use properly the principles of effective speech, persuading and discussion. Furthermore, they are introduced to professional knowledge connected with journalistic rhetoric.

**Contents**

The notion of rhetoric and eristic; rhetoric versus communication; classical rhetoric versus modern approaches to rhetoric; journalistic rhetoric; contemporary researches on rhetoric; rhetorical terminology; rhetoric seen from text creation strategies point of view; visual rhetoric; rhetoric as an anthropological theory; creative writing; composition; invention; disposition; elocution; mnemonics and action; rhetoric versus other disciplines; rhetoricity of journalistic genres and functional texts; rhetoric newspapers.

**Recommended reading**

- BOGOŁĘBSKA B., 2006, *Konteksty retoryczne i stylistyczne*, Łódź.  
CZARNAWSKA M. M., 1995, *Współczesny sofista czyli nowe chwytły erystyczne*, Warszawa.  
KOCHAN M., 2005, *Pojedynek na słowa*, Kraków.  
KOROLKO M., 1990, *Sztuka retoryki*, Warszawa.  
KOROLKO M., 2002, *Przekonuj i daj się przekonać*, Piotrków Trybunalski.  
LICHĄSKI J. Z., 2007, *Retoryka* Warszawa.  
PISAREK W. , 2002, *Nowa retoryka dziennikarska*, Kraków.  
RUSINEK M., ZAŁAŻIŃSKA A., 2005, *Retoryka podręczna*, Kraków.  
ZIOMEK J., 1990, *Retoryka opisowa*, Wrocław.

**Polish media system** (type of course: obligatory) 2hrs of lecture per week

<b>Course code</b> 0100-DAX206	<b>Year</b> I	<b>Semester</b> 2, summer	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 1
<b>Format</b> lecture	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> dr Marcin Składanek	

**Objectives of the course**

The aim of the course is to present Polish media system and its transformations based on media doctrines. To understand mechanisms governing media market, perceive main players of media market in Poland, identify the role of specific media and media institutions. Also to gain a thorough knowledge of the meaning and significance of public and commercial mass media in Polish media system.

**Contents**

Mass communication; methods and techniques of mass communication; the significance of technological revolution; media doctrines: authoritarian, liberal, communist, social responsibility, democratic participation; catholic; constantly informing institutions; primitive and secondary market; the notion of media system; information agencies in Poland; the Polish Press Agency; media convergence; advertising market; advertising agencies; the structure of Media system in Poland; press market; radio market; TV market; Internet as an important part of the media market; public versus commercial media.

**Recommended reading**

BARTA J., 2004, *Prawo mediów*, Warszawa.

BORKOWSKI A., 1976, *Informacyjne agencje prasowe*, Kraków.

GOBAN-KLAS T., 1999, *Media i komunikowanie masowe. Teorie i analizy prasy, radia, telewizji i Internetu*, Kraków.

PISAREK W., 2006, *Słownik terminologii medialnej*, Kraków.

**Creative writing** (*type of course: obligatory*) 2hrs of tutorial per week

<b>Course code</b> 0100-DAX207	<b>Year</b> I	<b>Semester</b> 2, summer	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 3
<b>Format</b> tutorial	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> dr Konrad Tatarowski, mgr Urszula Wich	

**Objectives of the course**

To develop skills of creative and effective writing. The course introduces students to creative writing strategies and encompasses different stylistic techniques used in journalism.

**Contents**

The notion and means of modern stylistics; functional stylistics; journalistic versus literary style; speech acts and speech genres; variants of the language; the language of propaganda; graffiti; polemics; announcements; the formal structure of dispatch.

**Recommended reading**

BRALCZYK J., 1996, *Język na sprzedaż*, Warszawa.

BUTCHER A., DUNIN-DUDKOWSKA A., 1997, *Polski język biznesu dla cudzoziemców*, Lublin.

GAJDA S., 1995, *Przewodnik po stylistyce*, Opole.

GŁOWIŃSKI M., 1991, *Nowomowa po polsku*, Warszawa.

WOLNY K., 1991, *O poetyce współczesnego reportażu polskiego (1945 – 1985)*, Rzeszów.

**Computer in journalist and PR officer's work** (type of course: obligatory) 2hrs of tutorial per week

<b>Course code</b> 0100-DAX208	<b>Year</b> I	<b>Semester</b> 2, summer	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 3
<b>Format</b> tutorial	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> mgr Anna Obrębska	

**Objectives of the course**

The purpose of the course is to introduce students to and give them a general idea of the essence and significance of on-line environment. Also, to develop and support abilities that guarantee efficiency in information management and effectiveness in the use of electronic resources.

**Contents**

Public relations and marketing communication in Internet: strategies, methods and techniques; Internet and its tools of communication; netiquette; sources of information available in Internet; on-line media monitoring; softwares useful to a journalist and PR officer; softwares designed for journalists and PR officers; professional presentations; making presentations; electronic devices supporting public speaking; the significance of message in the age of on-line information; graphics and multimedia in journalism, advertising and public relations; design and visual components of corporate identity; on-line publicity materials; bulletins, brochures, newspapers and magazines – planning and designing; webs designing; promotion, organizing and web administrating; image creating in Internet; crisis management in Internet.

**Recommended reading**

- BRADY R., FORREST E., MIZERSKI R., 2002, *Marketing w Internecie*, Warszawa.  
DE KARE-SILVER M., 2002, *E – rewolucja elektroniczna w handlu*, Warszawa.  
KING J., 2002, *Grafika w sieci WWW*, Kraków.  
MACIEJOWSKI T., 2003, *Narzędzia skutecznej promocji w Internecie*, Kraków.  
OLSZAŃSKI L., 2006, *Dziennikarstwo internetowe*, Warszawa.  
PERROW M., 2002, *Funkcjonalność stron internetowych*, Helion.  
ROSENFELD L., MORVILLE P., 2003, *Architektura informacji w serwisach internetowych*, Helion.  
SOKÓŁ M., 2002, *ABC języka HTML*, Gliwice.

**Journalistic workshop – press** (type of course: obligatory) 2hrs of tutorial per week

<b>Course code</b> 0100-DAX209	<b>Year</b> I	<b>Semester</b> 2, summer	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 3
<b>Format</b> tutorial	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> dr Katarzyna Rakowska	

**Objectives of the course**

The crucial goal of the tutorial is to present methods and techniques used in press journalism. Moreover, students should gain a sound knowledge and skills necessary and essential in this kind of journalism.

**Contents**

The structure and organization of press editorial office; the role of editor-in-chief; the role of deputy editor; editorial staff and contributing editors; the main sources of information in press journalism; headlines; leads; editorials; articles; the editorial page; page layout; supplements and inserts; free press; the role of make-up editor; photojournalism.

**Recommended reading**

BORTNOWSKI S., 1999, *Dla kogo ta książka? Warsztaty dziennikarskie*, Warszawa.

MAGDOŃ A., 2000, *Reporter i jego warsztat*, Kraków.

MIKOSZ J., 2008, „Internet w pracy dziennikarza prasowego”, [w:] *Z warsztatu przyszłego dziennikarza prasowego*, Łódź.

PISAREK W., 2006, *Słownik terminologii medialnej*, Kraków.

NICZYPEROWICZ A., 2001, *Dziennikarstwo od kuchni*, Poznań.

SOBCZAK J., 2000, *Prawo prasowe*, Warszawa.

SPODENKIEWICZ P., 2006, *Brukowiec. Warsztat reporterski w praktyce*, Łódź.

ZIOMECKI M., SKOWROŃSKI K., LIS T., 2002, *ABC dziennikarstwa*, Warszawa.

**Journalistic genres - radio** (type of course: obligatory) 2hrs of tutorial per week

<b>Course code</b> 0100-DAX210	<b>Year</b> I	<b>Semester</b> 2, summer	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 3
<b>Format</b> tutorial	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> mgr Kinga Klimczak, mgr Joanna Bachura	

**Objectives of the course**

The purpose is to present the complete and thorough description of radio genres. During the course students are familiarized with the correct and proper use of radio genres, develop and improve their journalistic skills. Also, students should gain the knowledge to define a genre and ascribe specific stylistic means to a particular genre.

**Contents**

The work of radio presenter and newscaster; the role of radio reporter; tools and instruments used in the radio reporter work; information genres; radio montage; a street survey – recording and montage; an interview in studio; the studio audience; radio drama as the most artistic and literary field of radio-making; radio adaptations; radio features; the role of sound, sound effects and music.

**Recommended reading**

- BARDIJEWSKA S., 2001, *Nagie słowo. Rzecz o słuchowisku*, Warszawa.  
BOYD E., 2006, *Dziennikarstwo radiowo-telewizyjne*, przekł. A. Sadza, Kraków .  
JĘDRZEJEWSKI S., 2003, *Radio w komunikacji społecznej. Rola i tendencje rozwojowe*, Warszawa.  
MAYEN J., 1965, *Radio a literature*, Warszawa.  
McLEISH R., 2007, *Produkcja radiowa*, przekł. A. Sadza, Kraków.  
SPARK D., 2007, *Dziennikarstwo śledcze. Studium techniki*, Kraków.

**Contemporary cultural life** (*type of course: obligatory*) 2hrs of lecture per week

<b>Course code</b> 0100-DAX212	<b>Year</b> I	<b>Semester</b> 2, summer	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 1
<b>Format</b> lecture	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> dr Magdalena Lachman	

**Objectives of the course**

The main objective of the lecture is to present the wide range of cultural life. To understand the relation between culture and mass media.

**Contents**

The relation between culture and mass media; institutionalization versus culture; institutional frames of culture; Polish and world museology; marginal significance of literature in contemporary culture; the notion of commercialization; the commercialization of cultural life; competitions and awards (literary, artistic, music, film and drama awards); Polish and world festivals; artistic reviews; the notion of carnivalization; mass culture versus highbrow culture; the relation between social life and cultural life; regional versus national culture; national versus world culture; the notion of spiritual and material culture.

**Recommended reading**

- BAUMAN Z., 2000, *Globalizacja. I co z tego dla ludzi wynika*, przeł. E. Klekot, Warszawa.
- FLEISCHER M., 2002, *Teoria kultury i komunikacji*, Wrocław.
- KALAGA W., 2004, *Dylematy wielokulturowości*, Kraków.
- EDENSOR T., 2004, *Tożsamość narodowa, kultura popularna i życie codzienne*, Kraków.
- PREIS-SMITH A., 2004, *Kultura, tekst, ideologia. Dyskursy współczesnej amerykanistyki*, Kraków.
- SZAHAJ A., 2004, *Zniewalająca moc kultury. Artykuły i szkice z filozofii kultury, poznania i polityki*, Toruń
- L. DRONG I W. KALAGA, 2005, *Wielokulturowość. Postulat i praktyka*, Katowice.

**Communication Science – Argumentation in Social Communication** (*type of course: obligatory*) 2hrs of tutorial per week

<b>Course code</b> 0100-DAX213	<b>Year</b> I	<b>Semester</b> 2, summer	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 3
<b>Format</b> tutorial	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> mgr Piotr Fąka, mgr Anita Filipczak	

**Objectives of the course**

The course is designed to familiarize students with the basic rules of argumentation and provide them with necessary and effective, from the communicative point of view, tools of correct argumentation.

**Contents**

The basic notions and historical background of argumentation theory; the place and role of argumentation in communication; argument versus proof versus belief; the structure of argument; argument analysis and evaluation; deductive and non-deductive reasoning; acceptance of premises/conclusion; defining; the notion and role of definition in argumentation; mistakes in defining; exemplification; analogy; material argumentation; scientific versus pseudo-scientific argumentation; substantive and non-substantive argumentation; axiological argumentation; ideological basis; description versus prescription; the role of culture and its products (stereotypes, social constructs, etc.) in argumentation; the notion of general rule and classifying proposition; the logic of discussion and debate; faulty reasoning and fallacies; demagoguery.

**Recommended reading**

- ARYSTOTELES, 1990, *Dzieła wszystkie*, t. 1: *Kategorie, Hermeneutyka, Analityki pierwsze, Analityki wtóre, Topiki, O dowodach sofistycznych*, Warszawa.
- AJDUKIEWICZ K., 1974, *Logika pragmatyczna*, Warszawa.
- AWDIEJEW A., HABRAJSKA G., 2006, *Wprowadzenie do gramatyki komunikacyjnej*, t. 2, Łask.
- AWDIEJEW A., 2007, *Konstruowanie trzeciej rzeczywistości [w:] Mechanizmy perswazji i manipulacji. Zagadnienia ogólne*, red. G. Habrajska, Łask, s. 95-104.
- AWDIEJEW A., 2008, *Argumentacja aksjologiczna w komunikacji publicznej [w:] Rozmowy o komunikacji 2*, red. G. Habrajska, Łask, s. 129-140.
- FLEISCHER M., 2005, *Obserwator trzeciego stopnia. O rozsądnym konstruktywizmie*, Wrocław.
- HABRAJSKA G., 2008, *Druga rzeczywistość jako baza do konstruowania trzeciej rzeczywistości [w:] Rozmowy o komunikacji 2*, red. G. Habrajska, Łask, s. 141-150.
- HOŁÓWKA T., 1986, *Myślenie potoczne: heterogeniczność zdrowego rozsądku*, Warszawa.
- HOŁÓWKA T., 1998, *Błędy, spory, argumenty*, Warszawa.
- HOŁÓWKA T., 2005, *Kultura logiczna w przykładach*, Warszawa.
- MARCISZEWSKI W., 1971, *Sztuka dyskusowania*, Warszawa.
- PERELMAN Ch., 2002, *Imperium retoryki. Retoryka i argumentacja*, Warszawa.
- STANOSZ B., 1980, *Ćwiczenia z logiki*, Warszawa.
- SZYMANEK K., 2004, *Sztuka argumentacji. Słownik terminologiczny*, Warszawa.
- SZYMANEK K., WIECZOREK K. A., WÓJCIK A. S., 2004, *Sztuka argumentacji. Ćwiczenia w badaniu argumentów*, Warszawa.
- TOKARZ M., 2003, *Elementy pragmatyki logicznej*, Warszawa.
- TOKARZ M., 2006, *Argumentacja. Perswazja. Manipulacja. Wykłady z teorii komunikacji*, Gdańsk.
- ZIEMBIŃSKI Z., 2000, *Logika praktyczna*, Warszawa.



**Foreign media systems** (*type of course: obligatory*) 2hrs of lecture per week

<b>Course code</b> 0100-DAX300	<b>Year</b> II	<b>Semester</b> 1, winter	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 3
<b>Format</b> lecture	<b>Language</b> Polish	<b>Assessment</b> exam	<b>Lecturer(s)</b> Polish staff	

**Objectives of the course**

To present the basic European and world media systems. The lecture introduces to mechanisms and distinctive features of media systems in different countries. Students should be able to compare the media systems, pinpoint similarities and differences, analyze mechanisms and main features of different media systems in the legal, economic and political respect.

**Contents**

Typology of media systems; press market; radio market; TV market; on-line journalism market; institutions and legal instruments regulating relations between players of media market; the phenomenon of concentration; the phenomenon of commercialization and globalization; selected media systems (UK, USA, Germany, France, Spain, Russia, Japan, India); media systems and media market in post-communist countries; development potential; foreign capital; media versus politics.

**Recommended reading**

BARTA J., 2004, *Prawo mediów*, Warszawa.

BORKOWSKI A., 1976, *Informacyjne agencje prasowe*, Kraków.

GOBAN – KLAS T., 1999, *Media i komunikowanie masowe. Teorie i analizy prasy, radia, telewizji i Internetu*, Kraków.

PISAREK W., 2006, *Słownik terminologii medialnej*, Kraków.

**Media Law** (*type of course: obligatory*) 2hrs of lecture per week

<b>Course code</b> 0100-DAX305	<b>Year</b> II	<b>Semester</b> 1, winter	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 1
<b>Format</b> lecture	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> Polish staff	

**Objectives of the course**

To acquaint students with the elementary issues connected with legal aspects of media market and mass communication. To gain abilities to use legal sources correctly and efficiently.

**Contents**

The basic terminology of media law; law on the mass media; press law; radio and TV law; the journalistic profession from legal point of view; responsibility for speech; freedom of speech; the role of censorship; the right to access to public information; social responsibility of media and journalism; laws and duties of the journalistic profession.

**Recommended reading**

BARTA J., 2007, *Ochrona danych osobowych. Komentarz*, Kraków.

BARTA J., MARKIEWICZ R., 2007, *Telewizja interaktywna a prawo autorskie*, Warszawa.

BARTA J., MARKIEWICZ R., 2005, *Handel zagraniczny. Problemy prawne*, Kraków.

BARTA J., MARKIEWICZ R., MATLAKA A., 2007, *Prawo mediów*, Warszawa.

BARTA J., CZAJKOWSKA – DĄBROWSKA M., ĆWIAKALSKI Z., MARKIEWICZ R., TRAPLE E., 2005, *Prawo autorskie i prawo pokrewne*, Kraków.

## **Journalistic and PR ethics** (type of course: obligatory) 2hrs of lecture per week

<b>Course code</b> 0100-DAX303	<b>Year</b> II	<b>Semester</b> 1, winter	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 2
<b>Format</b> lecture	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> Polish staff	

### **Objectives of the course**

The objective is to make students aware of difference between a legal instrument and a moral standard. To present ethical standards in journalism and public relations. Also, to point out moral dilemmas appearing in professional life, the origins of the dilemmas and its solutions.

### **Contents**

The history and role of ethics; law versus ethics; professional ethics and its relation to general ethics; ethical codes; ethical standards in journalism and public relations; duties in journalism and public relations; the notion of independence, truth, social responsibility, honesty, dignity, objectivity and reliability; conflicts of values; ethics versus business; spinning; political correctness.

### **Recommended reading**

- GOLKA B., 1995, *Etyka dziennikarska: utopia czy ratunek?*, „zeszyty Prasoznawcze”, nr 1-2.  
GOLKA B., MICHALSKI B., 1989, *Etyka dziennikarska a kwestie informacji masowej*, Warszawa.  
PISAREK W., 2000, „Kodeks etyki dziennikarskiej”, [w:] *Dziennikarstwo i świat mediów*, Kraków.  
PISAREK W., 2006, *Słownik terminologii medialnej*, Kraków.  
PŁONOWSKI T., 1995, *Amerykańska koncepcja społecznej odpowiedzialności dziennikarzy*, Warszawa.  
RIVERS W., MATHEWS C., 1995, *Etyka środków przekazu*, Warszawa.  
SOBCZAK JACEK, 2000, *Prawo prasowe*, Warszawa.  
WOJCIECHOWSKI P., 1998, *Sprawozdanie Rady Etyki Mediów*, „Forum dziennikarzy”.  
ZASĘPA T., 2002, *Media – Człowiek – Społeczeństwo*, Częstochowa.

**Journalistic sources of information** (type of course: obligatory) 2hrs of tutorial per week

<b>Course code</b> 0100-DAX304	<b>Year</b> II	<b>Semester</b> 1, winter	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 2
<b>Format</b> tutorial	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> Polish staff	

**Objectives of the course**

The essential goal is developing the ability to gain, collect and verify information. Moreover, distinguishing on the one hand between credible and fake sources of information, and on the other hand between objective and subjective sources. During the course obtaining information from databases, statistics, scientific studies, balance sheets, economic reports and legal articles is taught. Also, drawing conclusions from surrounding reality.

**Contents**

The source of information; types of information; the phenomenon of credibility and truthfulness; the process of gaining, collecting and verifying; selection and classification based on the type and number of criteria involved; methods of verification; ethical aspects of gaining information.

**Recommended reading**

BOYD A., 2006, *Dziennikarstwo radiowo- telewizyjne. Techniki tworzenia programów informacyjnych*, Kraków.

CHUDZIŃSKI E., 2000, *Dziennikarstwo i świat mediów*, Kraków.

MIKOSZ J., 2008, *Z warsztatu przyszłego dziennikarza prasowego*, Łódź.

OLSZAŃSKI L., 2006, *Dziennikarstwo internetowe*, Warszawa.

PALCZEWSKI M., 2006, *Przeciek a ochrona źródeł informacji*, [w:] „Media – Kultura – Społeczeństwo”, Łódź.

PISAREK W., 2006, *Słownik terminologii medialnej*, Kraków.

SPODENKIEWICZ P., 2006, *Warsztat reporterski w praktyce*, Łódź.

ZIOMECKI M., SKOWROŃSKI K., LIS T., 2002, *ABC dziennikarstwa*, Warszawa.

**Art of negotiations** (type of course: obligatory) 2hrs of tutorial per week

<b>Course code</b> 0100-DAX306	<b>Year</b> II	<b>Semester</b> 1, winter	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 4
<b>Format</b> tutorial	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> mgr Anna Obrębska	

**Objectives of the course**

The main objective of the tutorial is to introduce students to the foundations of theory of negotiation used both in everyday and professional communication. Also to gain abilities to communicate in crisis situations.

**Contents**

The essential notions and terminology of theory of negotiation; communicative optimality; the notion and structure of conflict of interests; the cooperation principle; techniques of confrontation; negotiation versus argumentation versus persuading; the structure of negotiation; conflict situations' players; methods and techniques used in professional negotiations; negotiations in everyday communication; the stages of negotiation.

**Recommended reading**

- DOBEK-OSTROWSKA B., OCIEPKA J., B., 1997, *Teoria i praktyka propagandy*, Wrocław.
- HEIGL P., 2004, *30 minut aby zostać dobrym mówcą. Naucz się mówić interesująco, zrozumiale i pewnie!*, Katowice.
- KENNEDY G., 1999, *Negocjować można wszystko*, Warszawa.
- MYŚLIWIEC G., 2001, *Techniki i triki negocjacyjne*, Warszawa.
- TOKARZ M., 2006, *Argumentacja, perswazja, manipulacja. Wykłady z teorii komunikacji*, Gdańsk.

**Journalistic workshop – radio** (type of course: obligatory) 2hrs of tutorial per week

<b>Course code</b> 0100-DAX307	<b>Year</b> II	<b>Semester</b> 1, winter	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 3
<b>Format</b> tutorial	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> Polish staff	

**Objectives of the course**

The crucial goal of the tutorial is to present methods and techniques used in radio journalism. Moreover, students should gain a sound knowledge and skills necessary and essential in this kind of journalism.

**Contents**

The basic notions of radio workshop; reporter workshop; the features of radio broadcasts; radio terminology; the rules and principles of broadcasts creating (news, show, dramas); newsroom; the sources of journalistic information; interview; the differences between public and commercial radio; the work of broadcaster; the structure of listeners; the significance and impact of modern radio.

**Recommended reading**

BARDIJEWSKA, S. , 2001, *Nagie słowo. Rzecz o słuchowisku*, Warszawa.

BOYD, E., 2006, *Dziennikarstwo radiowo-telewizyjne*, przekł. A. Sadza, Kraków.

JĘDRZEJEWSKI, S. , 2003, *Radio w komunikacji społecznej. Rola i tendencje rozwojowe*, Warszawa.

MCLEISH, R. , 2007, *Produkcja radiowa*, przekł. A. Sadza, Kraków.

ZIOMECKI M., Skowroński K., Lis T., 2002, *ABC dziennikarstwa*, Warszawa.

### **Journalistic genres – TV** (type of course: obligatory) 2hrs of tutorial per week

<b>Course code</b> 0100-DAX308	<b>Year</b> II	<b>Semester</b> 1, winter	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 4
<b>Format</b> tutorial	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b>	

#### **Objectives of the course**

The purpose is to present the complete and thorough description of TV genres. During the course students are familiarized with the correct and proper use of TV genres, develop and improve their journalistic skills. Also, students should gain the knowledge to define a genre and ascribe specific stylistic means to a particular genre.

#### **Contents**

The most important TV genres; TV genres typology; the structure of TV programmes; documentary; journalistic genology; the stylistics and rhetoric of TV programmes; principles of TV genres creating; information genres versus feature genres – detailed characterization and analysis; infographics; infotainment; genres' overlapping; genre innovation.

#### **Recommended reading**

- BOYD A., 2006, *Dziennikarstwo radiowo – telewizyjne*, Kraków.  
CHUDZIŃSKI E., 2007, *Słownik wiedzy o mediach*, Warszawa – Bielsko-Biała.  
*Dziennikarstwo i świat mediów*, Kraków 2000.  
GODZIC W., 2004, *Telewizja i jej gatunki. Po „Wielkim Bracie”*, Kraków.  
MATLAK A., 2004, *Radiofonia i telewizja*, w : BARTA J., *Prawo mediów*, Warszawa.  
PISAREK W., 2006, *Słownik terminologii medialnej*, Kraków.

**Contemporary Polish and World Literature** (*type of course: obligatory*) 2hrs of lecture per week

<b>Course code</b> 0100-DAX309	<b>Year</b> II	<b>Semester</b> 1, winter	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 1
<b>Format</b> lecture	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> dr Krystyna Pietrych	

**Objectives of the course**

The main goal of the lecture is to provide students with essential knowledge of trends in contemporary literature. Furthermore, to make them aware of the influence of literature on social life and cultural standards.

**Contents**

A brief outline of the history of literature; modernism; the interwar period; literature at war and under two occupations; postmodernism; the newest trends and phenomena in literature; American literature; Asian literature; literature and mass communication; 20<sup>th</sup> century forms of expression; the art correspondence.

**Recommended reading**

- CZAPLIŃSKI P., 2001, *Wzniosłe tęsknoty. Nostalgie w prozie lat dziewięćdziesiątych*, Kraków.
- HUTNIKIEWICZ A., 1974, *Od Czystej Formy do literatury faktu. Główne teorie i programy literackie dwudziestolecia*, Warszawa.
- JARZĘBSKI J., 1997, *Apetyt na Przemianę. Notatki o prozie współczesnej*, Kraków.
- KWIATKOWSKI J., 1990, *Literatura Dwudziestolecia*, Warszawa.
- Słownik literatury polskiej XX wieku*, 1992, red. A. Brodzka i in., Wrocław.
- ŚWIĘCH J., 1997, *Literatura polska w latach drugiej wojny światowej*, Warszawa.



## Communication Science – persuasion and manipulation (type of course:

obligatory) 2hrs of lecture per week

<b>Course code</b> 0100-DAX310	<b>Year</b> II	<b>Semester</b> 1, winter	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 3
<b>Format</b> lecture	<b>Language</b> Polish	<b>Assessment</b> exam	<b>Lecturer(s)</b> prof. dr hab. Grażyna Habrajska	

### Objectives of the course

The main objective of the course is gaining a complete knowledge of the processes of persuasion and manipulation. To make students aware of similarities and differences between persuasion and manipulation, gain skills and abilities to communicate in a conscious, efficient and effective manner.

### Contents

Persuasion and manipulation – the notion and the role in communication; persuasion versus argumentation; the structure of persuasion and manipulation; external and internal persuasion; persuasion strategies; modal negotiations; axiological shifts; changes in standard behaviour; influence; persuasion versus propaganda; persuasion schemata; persuasion and manipulation versus semiotic code; techniques of manipulation; defense against manipulations; fake argumentation; misinformation; ethical aspects of persuasion and manipulation.

### Recommended reading

- AWDIEJEW A., 2004, *Gramatyka interakcji werbalnej*, Kraków.
- AWDIEJEW A., HABRAJSKA G., 2006, *Wprowadzenie do gramatyki komunikacyjnej*, t. 2, Łask.
- BÖHNER G., WÄNKE M., 2004, *Postawy i zmiana postaw*, Gdańsk.
- BRALCZYK J., 2003, *O języku polskiej polityki lat osiemdziesiątych i dziewięćdziesiątych*, Warszawa.
- CIALDINI R., 2004, *Wywieranie wpływu na ludzi. Teoria i praktyka*, Gdańsk.
- HABRAJSKA G., 2005, *Nakłanianie, perswazja i manipulacja językowa*, „Acta Universitatis Lodzensis. Folia Litteraria” 7.
- HABRAJSKA G., red., 2007, *Mechanizmy perswazji i manipulacji. Zagadnienia ogólne*, Łask.
- KARWAT M., 2006, *O złośliwej dyskredytacji. Manipulowanie wizerunkiem przeciwnika*, Warszawa.
- KRZYŻANOWSKI P., NOWAK P., red., 2004, *Manipulacja w języku*, Lublin.
- LASKOWSKA E., 2004, *Dyskurs parlamentarny w ujęciu komunikacyjnym*, Bydgoszcz.
- PRATKANIS A., ARONSON E., 2004, *Wiek propagandy. Używanie i nadużywanie perswazji na co dzień*, Warszawa.
- TOKARZ M., 2006, *Argumentacja, perswazja, manipulacja*, Gdańsk.

**Communication Science – persuasion and manipulation** (type of course: obligatory) 2hrs of tutorial per week

<b>Course code</b> 0100-DAX311	<b>Year</b> II	<b>Semester</b> 1, winter	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 4
<b>Format</b> tutorial	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> mgr Piotr Fąka, mgr Anna Barańska	

**Objectives of the course**

The main objective of the course is gaining a complete knowledge of the processes of persuasion and manipulation. To make students aware of similarities and differences between persuasion and manipulation, gain skills and abilities to communicate in a conscious, efficient and effective manner.

**Contents**

Persuasion and manipulation – the notion and the role in communication; persuasion versus argumentation; the structure of persuasion and manipulation; external and internal persuasion; persuasion strategies; modal negotiations; axiological shifts; changes in standard behaviour; influence; persuasion versus propaganda; persuasion schemata; persuasion and manipulation versus semiotic code; techniques of manipulation; defense against manipulations; fake argumentation; misinformation; ethical aspects of persuasion and manipulation.

**Recommended reading**

- AWDIEJEW A., 2004, *Gramatyka interakcji werbalnej*, Kraków.
- AWDIEJEW A., HABRAJSKA G., 2006, *Wprowadzenie do gramatyki komunikacyjnej*, t. 2, Łask.
- BÖHNER G., WÄNKE M., 2004, *Postawy i zmiana postaw*, Gdańsk.
- BRALCZYK J., 2003, *O języku polskiej polityki lat osiemdziesiątych i dziewięćdziesiątych*, Warszawa.
- CIALDINI R., 2004, *Wywieranie wpływu na ludzi. Teoria i praktyka*, Gdańsk.
- HABRAJSKA G., 2005, *Nakłanianie, perswazja i manipulacja językowa*, „Acta Universitatis Lodzensis. Folia Litteraria” 7.
- HABRAJSKA G., red., 2007, *Mechanizmy perswazji i manipulacji. Zagadnienia ogólne*, Łask.
- KARWAT M., 2006, *O złośliwej dyskredytacji. Manipulowanie wizerunkiem przeciwnika*, Warszawa.
- KRZYŻANOWSKI P., NOWAK P., red., 2004, *Manipulacja w języku*, Lublin.
- LASKOWSKA E., 2004, *Dyskurs parlamentarny w ujęciu komunikacyjnym*, Bydgoszcz.
- PRATKANIS A., ARONSON E., 2004, *Wiek propagandy. Używanie i nadużywanie perswazji na co dzień*, Warszawa.
- TOKARZ M., 2006, *Argumentacja, perswazja, manipulacja*, Gdańsk.

**History of media** (type of course: obligatory) 2hrs of lecture per week

<b>Course code</b> 0100-DAX400	<b>Year</b> II	<b>Semester</b> 2, summer	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 3
<b>Format</b> lecture	<b>Language</b> Polish	<b>Assessment</b> exam	<b>Lecturer(s)</b> Polish staff	

**Objectives of the course**

The lecture gives students the basic idea of media development, the place and role of mass media in modern society. Also, the objective is to present the most essential phenomena of media market from historical perspective, understand the relation between the history of media and economic and political history, and gain a general knowledge of mass media in different historical periods.

**Contents**

The stages of mass media development; the history of press, radio, television and Internet; interrelations between the history of media and social, economic and technological history; freedom of speech in different historical periods; the phenomenon of censorship presented from the evolutionary point of view; important and influential people in journalism; the historical origins of the newest trends in media market.

**Recommended reading**

BAUERA Z., I Chudzińskiego E., 2000, *Dziennikarstwo i świat mediów*, Kraków.  
GOBAN-KLAS T., 2001, *Zarys historii i rozwoju mediów. Od malowideł naskalnych do multimediiów*. Kraków.  
GODZIC W., 2002, *Telewizja jako kultura*, Kraków.  
HOPFINGER M., 2005. *Nowe media w komunikacji społecznej XX wieku. Antologia*. Warszawa.  
ŁOJEK J., 1988, *Historia prasy polskiej*, Warszawa.  
GRZELEWSKA D., HABIELSKI R., KOZIEŁ A., OSICA J., PIWOŃSKA-PYKAŁO L., *Prasa, radio i telewizja w Polsce. Zarys dziejów*, 2001, Warszawa.

**Communication Science – Self-Presentation** (*type of course: obligatory*) 2hrs of tutorial per week

<b>Course code</b> 0100-DAX404	<b>Year</b> II	<b>Semester</b> 2, summer	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 3
<b>Format</b> tutorial	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> mgr Piotr Fąka; mgr Anita Filipczak	

**Objectives of the course**

The purpose of the tutorial is to introduce students to the most common and essential techniques of self-presentation used in everyday and professional communication. To improve the ability to create and manage one's own image. To make students aware of the role of effectively created image.

**Contents**

the notion of self-presentation; self-presentation versus communication versus persuading; the process of image and self-image creating; the structure of image; methods and techniques used in self-presentation; the goals of self-presentation; the notion of credibility; stability of an image; the role of language and visualization in self-presentation.

**Recommended reading**

- KENRICK D. T., NEUBERG S. L., CIALDINI R. B., 2006, *Psychologia społeczna*, Gdańsk.
- KOFTA, M., 1985, *Procesy atrybucji w spostrzeganiu społecznym* [w:] *Psychologia spostrzegania społecznego* Warszawa.
- MARUSZEWSKI T., 2000, *Pamięć autobiograficzna jako podstawa tworzenia doświadczenia indywidualnego*. [w:] *Psychologia. Podręcznik akademicki*. Gdańsk.
- LEARY M., 2005, *Wywieranie wrażenia na innych. O sztuce autoprezentacji*, Gdańsk.
- LEWICKA M., 1985, *Afektywne i deskryptywne mechanizmy spostrzegania innych ludzi*, [w:] *Psychologia spostrzegania społecznego*, Warszawa.
- RHODEWALT F., 2005, *Umysł społeczny narcyza-poznawcze i motywacyjne aspekty budowania tożsamości poprzez relacje interpersonalne*, [w:] *Umysł społeczny*, Gdańsk.
- SCHUTZ A., 2005, *Samoocena a style autoprezentacji*, [w:] *Umysł społeczny*, Gdańsk.

### **Journalistic workshop – TV** (type of course: obligatory) 2hrs of tutorial per week

<b>Course code</b> 0100-DAX405	<b>Year</b> II	<b>Semester</b> 2, summer	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 4
<b>Format</b> tutorial	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> Polish staff	

#### **Objectives of the course**

The crucial goal of the tutorial is to present methods and techniques used in TV journalism. Moreover, students should gain a sound knowledge and the skills necessary and essential in this kind of journalism.

#### **Contents**

The relation between a speaker and hearer in TV environment; TV records; script as the first stage of programme production; TV interview; the role and principles of TV interview; sets; montage; control room; the work with TV cameras; the role and significance of brevity of TV communication.

#### **Recommended reading**

- BOYD A., 2006, *Dziennikarstwo radiowo – telewizyjne*, Kraków.  
MATLAK A., 2004, *Radiofonia i telewizja*, w : BARTA J., *Prawo mediów*, Warszawa.  
PISAREK W., 2006, *Słownik terminologii medialnej*, Kraków.  
FRANCUZ P., 1999, *Psychologiczne aspekty odbioru telewizji*, Lublin  
GWÓŹDŹ, A., 1997, *Pejzaże audiowizualne. Telewizja, wideo, komputer*, Kraków.  
DOBEK-OSTROWSKA B., 1999, *Studia z teorii komunikowania masowego*, Wrocław.

**Foundations of Economy** (*type of course: obligatory*) 2hrs of lecture per week

<b>Course code</b> 0100-DAX501	<b>Year</b> III	<b>Semester</b> 1, winter	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 3
<b>Format</b> lecture	<b>Language</b> Polish	<b>Assessment</b> exam	<b>Lecturer(s)</b> Polish staff	

**Objectives of the course**

The essential objective of the lecture is to provide students with a basic idea and knowledge of economics. Furthermore, to understand the importance of the economic phenomena and its influence on the society. To assess economic tools and instruments. To understand the interrelation between different economic processes.

**Contents**

The basics of economics; the difference between micro- and macroeconomics; terminology of modern economics; a brief outline of the most important modern economic theories; tools and instruments used in economics; market economy; the grey economy; private and public companies; consumer and consumer goods; inflation; the phenomenon of unemployment; the monetary system and policy; public revenue and spending; kinds of taxes; banking; financial markets; financial investments; stock exchanges.

**Recommended reading**

BEDNARSKI M., WILKIN J., 2007, *Ekonomia dla prawników i nie tylko*, Warszawa.

CZARNY B., 2008, *Podstawy ekonomii*, Warszawa.

MILEWSKI R., 2006, *Elementarne zagadnienia ekonomii*, Warszawa.

MILEWSKI R., Kwiatkowski E., 2007, *Podstawy ekonomii*, Warszawa.

NOJSZEWSKA E., 2005, *Podstawy ekonomii*, Warszawa.

## Journalism, criticism, media education

### **Press market analysis** (type of course: specialization) 2hrs of tutorial per week

Course code	Year	Semester	Number of teaching hours	ECTS credits
0100-DAD200	II	2, summer	30	3
Format	Language	Assessment	Lecturer(s)	
tutorial	Polish	grade	Polish staff	

### **Press, radio and TV criticism** (type of course: specialization) 2hrs of tutorial per week

Course code	Year	Semester	Number of teaching hours	ECTS credits
0100-DAD201	II	2, summer	30	3
Format	Language	Assessment	Lecturer(s)	
tutorial	Polish	grade	Polish staff	

### **Art of radio documentary** (type of course: specialization) 2hrs of tutorial per week

Course code	Year	Semester	Number of teaching hours	ECTS credits
0100-DAD202	II	2, summer	30	3
Format	Language	Assessment	Lecturer(s)	
tutorial	Polish	grade	Polish staff	

### **Lexical creativity in media texts** (type of course: specialization) 2hrs of tutorial per week

Course code	Year	Semester	Number of teaching hours	ECTS credits
0100-DAD203	II	2, summer	30	3
Format	Language	Assessment	Lecturer(s)	
tutorial	Polish	grade	Polish staff	

### **Successes of the Polish Radio Theatre** (type of course: specialization) 2hrs of tutorial per week

Course code	Year	Semester	Number of teaching hours	ECTS credits
0100-DAD204	II	2, summer	30	3
Format	Language	Assessment	Lecturer(s)	
tutorial	Polish	grade	Polish staff	

### **The history of the radio against the background of culture transformations**

*(type of course: specialization)* 2hrs of lecture per week

<b>Course code</b> 0100-DAD205	<b>Year</b> II	<b>Semester</b> 2, summer	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 1
<b>Format</b> lecture	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> Polish staff	

### **Radio documentary analysis** *(type of course: specialization)* 2hrs of tutorial per week

<b>Course code</b> 0100-DAD300	<b>Year</b> III	<b>Semester</b> 1, winter	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 3
<b>Format</b> tutorial	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> Polish staff	

### **Masterpieces of journalism** *(type of course: specialization)* 2hrs of tutorial per week

<b>Course code</b> 0100-DAD301	<b>Year</b> III	<b>Semester</b> 1, winter	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 2
<b>Format</b> tutorial	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> Polish staff	

### **Journalistic style** *(type of course: specialization)* 2hrs of tutorial per week

<b>Course code</b> 0100-DAD302	<b>Year</b> III	<b>Semester</b> 1, winter	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 2
<b>Format</b> tutorial	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> Polish staff	

### **Genology of critical text** *(type of course: specialization)* 2hrs of tutorial per week

<b>Course code</b> 0100-DAD303	<b>Year</b> III	<b>Semester</b> 1, winter	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 2
<b>Format</b> tutorial	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> Polish staff	

### **Radio drama analysis** *(type of course: specialization)* 2hrs of tutorial per week

<b>Course code</b> 0100-DAD304	<b>Year</b> III	<b>Semester</b> 1, winter	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 3
<b>Format</b> tutorial	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> Polish staff	



**Radio as the artistic and information medium** (*type of course: specialization*) 2hrs of tutorial per week

<b>Course code</b> 0100-DAD305	<b>Year</b> III	<b>Semester</b> 1, winter	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 3
<b>Format</b> tutorial	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> Polish staff	

**Massmedia and democracy** (*type of course: specialization*) 2hrs of lecture per week

<b>Course code</b> 0100-DAD306	<b>Year</b> III	<b>Semester</b> 2, summer	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 1
<b>Format</b> lecture	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> Polish staff	

**Radio discourse** (*type of course: specialization*) 1hr of tutorial per week

<b>Course code</b> 0100-DAD307	<b>Year</b> III	<b>Semester</b> 2, summer	<b>Number of teaching hours</b> 15	<b>ECTS credits</b> 1
<b>Format</b> tutorial	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> Polish staff	

**Centres of radio culture** (*type of course: specialization*) 1hr of tutorial per week

<b>Course code</b> 0100-DAD308	<b>Year</b> III	<b>Semester</b> 2, summer	<b>Number of teaching hours</b> 15	<b>ECTS credits</b> 1
<b>Format</b> tutorial	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> Polish staff	

**Dialogue about work-recipients and authors** (*type of course: specialization*) 2hrs of tutorial per week

<b>Course code</b> 0100-DAD309	<b>Year</b> III	<b>Semester</b> 2, summer	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 3
<b>Format</b> tutorial	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> Polish staff	

**Multimedia** (*type of course: specialization*) 2hrs of tutorial per week

<b>Course code</b> 0100-DAD310	<b>Year</b> III	<b>Semester</b> 2, summer	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 3
<b>Format</b> tutorial	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> Polish staff	

**Occasional literature in radio, TV and Internet** (*type of course: specialization*)

2hrs of tutorial per week

Course code	Year	Semester	Number of teaching hours	ECTS credits
0100-DAD311	III	2, summer	30	3
Format	Language	Assessment	Lecturer(s)	
tutorial	Polish	grade	Polish staff	

**Polish school of literary reportage** (*type of course: specialization*) 2hrs of lecture per week

Course code	Year	Semester	Number of teaching hours	ECTS credits
0100-DAD312	III	2, summer	30	1
Format	Language	Assessment	Lecturer(s)	
lecture	Polish	grade	Polish staff	

**Practices and strategies of creative writing** (*type of course: specialization*) 2hrs of tutorial per week

Course code	Year	Semester	Number of teaching hours	ECTS credits
0100-DAD313	III	2, summer	30	3
Format	Language	Assessment	Lecturer(s)	
tutorial	Polish	grade	Polish staff	

**Objectives of the specialization**

The aim of the specialization is to deepen a knowledge and gain professional abilities in the theory of journalism, stylistics, journalistic workshop and media communication – press, television, radio and Internet. The courses complete qualifications gained during the process of earlier education. Students specialize in radio, develop and improve their rhetorical and vocal skills. Students are introduced to the history of radio, media market and journalistic genealogy. The specialization enable also to develop necessary abilities in the reportage and documentary. Students broaden their knowledge of professional ethics, artism of the journalistic utterance and journalistic sources of information.

## Advertising, public relations and company promotion

### **The origins and development of functional genres** (*type of course: specialization*)

2hrs of tutorial per week

<b>Course code</b> 0100-DAR200	<b>Year</b> II	<b>Semester</b> 2, summer	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 3
<b>Format</b> tutorial	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> prof. dr hab. Marek Cybulski	

### **Picture, sound and word in advertising-workshop** (*type of course: specialization*)

2hrs of tutorial per week

<b>Course code</b> 0100-DAR201	<b>Year</b> II	<b>Semester</b> 2, summer	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 3
<b>Format</b> tutorial	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> mgr Zofia Władyka-Łuczak	

### **Press spokesman's texts** (*type of course: specialization*) 2hrs of tutorial per week

<b>Course code</b> 0100-DAR202	<b>Year</b> II	<b>Semester</b> 2, summer	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 3
<b>Format</b> tutorial	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> dr Katarzyna Liberska-Kinderman	

### **Workshop on creativity** (*type of course: specialization*) 2hrs of tutorial per week

<b>Course code</b> 0100-DAR204	<b>Year</b> II	<b>Semester</b> 2, summer	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 3
<b>Format</b> tutorial	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> dr Mariusz Bartosiak	

### **Influence – workshop** (*type of course: specialization*) 2hrs of tutorial per week

<b>Course code</b> 0100-DAR205	<b>Year</b> II	<b>Semester</b> 2, summer	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 3
<b>Format</b> tutorial	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> mgr Piotr Fąka	

### **Psychological mechanisms of advertising** (*type of course: specialization*) 2hrs of lecture per week

<b>Course code</b> 0100-DAR203	<b>Year</b> II	<b>Semester</b> 2, summer	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 1
<b>Format</b> lecture	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> Polish staff	

**Media relations – workshop** (*type of course: specialization*) 2hrs of tutorial per week

<b>Course code</b> 0100-DAR300	<b>Year</b> III	<b>Semester</b> 1, winter	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 3
<b>Format</b> tutorial	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> Polish staff	

**Internal public relations** (*type of course: specialization*) 2hrs of tutorial per week

<b>Course code</b> 0100-DAR301	<b>Year</b> III	<b>Semester</b> 1, winter	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 2
<b>Format</b> tutorial	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> Polish staff	

**External public relations** (*type of course: specialization*) 2hrs of tutorial per week

<b>Course code</b> 0100-DAR302	<b>Year</b> III	<b>Semester</b> 1, winter	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 2
<b>Format</b> tutorial	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> Polish staff	

**PR in Internet – workshop** (*type of course: specialization*) 2hrs of tutorial per week

<b>Course code</b> 0100-DAR303	<b>Year</b> III	<b>Semester</b> 1, winter	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 2
<b>Format</b> tutorial	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> Polish staff	

**Advertising in Internet – workshop** (*type of course: specialization*) 2hrs of tutorial per week

<b>Course code</b> 0100-DAR304	<b>Year</b> III	<b>Semester</b> 1, winter	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 3
<b>Format</b> tutorial	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> Polish staff	

**Social, political and commercial advertising** (*type of course: specialization*) 2hrs of tutorial per week

<b>Course code</b> 0100-DAR305	<b>Year</b> III	<b>Semester</b> 1, winter	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 3
<b>Format</b> tutorial	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> Polish staff	

**Anthropology of culture** (type of course: specialization) 2hrs of lecture per week

<b>Course code</b> 0100-DAR306	<b>Year</b> III	<b>Semester</b> 2, summer	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 1
<b>Format</b> lecture	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> Polish staff	

**Barriers in communication** (type of course: specialization) 2hrs of lecture per week

<b>Course code</b> 0100-DAR307	<b>Year</b> III	<b>Semester</b> 2, summer	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 1
<b>Format</b> lecture	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> Polish staff	

**Verbal etiquette (the history and the present)** (type of course: specialization) 2hrs of tutorial per week

<b>Course code</b> 0100-DAR308	<b>Year</b> III	<b>Semester</b> 2, summer	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 3
<b>Format</b> tutorial	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> Polish staff	

**Naming – workshop** (type of course: specialization) 2hrs of tutorial per week

<b>Course code</b> 0100-DAR310	<b>Year</b> III	<b>Semester</b> 2, summer	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 3
<b>Format</b> tutorial	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> Polish staff	

**Advertising campaigns-workshop** (type of course: specialization) 2hrs of tutorial per week

<b>Course code</b> 0100-DAR311	<b>Year</b> III	<b>Semester</b> 2, summer	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 3
<b>Format</b> tutorial	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> Polish staff	

**Etiquette in social communication and diplomacy** (type of course: specialization) 2hrs of tutorial per week

<b>Course code</b> 0100-DAR309	<b>Year</b> III	<b>Semester</b> 2, summer	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 2
<b>Format</b> tutorial	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> Polish staff	

**Sponsorship, lobbying and EU funds** (*type of course: specialization*) 2hrs of tutorial per week

<b>Course code</b> 0100-DAR312	<b>Year</b> III	<b>Semester</b> 2, summer	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 3
<b>Format</b> tutorial	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> Polish staff	

**Objectives of the specialization**

The essential purpose of the courses is gaining the thorough knowledge and abilities to promote an image of a person, product or organization. Also, making aware of the role of linguistic and cognitive processes embedded in communication. Moreover, students are provided with tools and instruments that enable them to understand correctly the specificity of advertising and public relations' activities. Internships give a necessary knowledge of the requirements of the labour market and employers expectations. During the courses students are introduced to effective communication via the Internet. The most of the courses is organized into the ten- or twelve-person tutorials. On the one hand a sound and detailed analysis of communicative issues and problems is feasible to carry out, and on the other hand gaining and improving both interpersonal and team skills and abilities is possible.

## Public relations, social communication, culture

### **Public relations** (type of course: specialization) 2hrs of tutorial per week

Course code	Year	Semester	Number of teaching hours	ECTS credits
0100-DAK200	II	2, summer	30	3
Format	Language	Assessment	Lecturer(s)	
tutorial	Polish	grade	Polish staff	

### **Corporate image creating** (type of course: specialization) 2hrs of tutorial per week

Course code	Year	Semester	Number of teaching hours	ECTS credits
0100-DAK201	II	2, summer	30	3
Format	Language	Assessment	Lecturer(s)	
tutorial	Polish	grade	Polish staff	

### **Digital media and contemporary theories of communication** (type of course: specialization) 2hrs of tutorial per week

Course code	Year	Semester	Number of teaching hours	ECTS credits
0100-DAK202	II	2, summer	30	3
Format	Language	Assessment	Lecturer(s)	
tutorial	Polish	grade	Polish staff	

### **Rules and strategies of public discourse** (type of course: specialization) 2hrs of tutorial per week

Course code	Year	Semester	Number of teaching hours	ECTS credits
0100-DAK203	II	2, summer	30	3
Format	Language	Assessment	Lecturer(s)	
tutorial	Polish	grade	Polish staff	

### **Journalistic photography** (type of course: specialization) 2hrs of tutorial per week

Course code	Year	Semester	Number of teaching hours	ECTS credits
0100-DAK205	II	2, summer	30	3
Format	Language	Assessment	Lecturer(s)	
tutorial	Polish	grade	Polish staff	

### **Economic journalism** (type of course: specialization) 2hrs of lecture per week

Course code	Year	Semester	Number of teaching hours	ECTS credits
0100-DAK204	II	2, summer	30	1
Format	Language	Assessment	Lecturer(s)	
lecture	Polish	grade	Polish staff	

**Sociological film document** (*type of course: specialization*) 2hrs of tutorial per week

<b>Course code</b> 0100-DAK300	<b>Year</b> III	<b>Semester</b> 1, winter	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 2
<b>Format</b> tutorial	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> Polish staff	

**Performance Theory** (*type of course: specialization*) 2hrs of tutorial per week

<b>Course code</b> 0100-DAK303	<b>Year</b> III	<b>Semester</b> 1, winter	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 2
<b>Format</b> tutorial	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> Polish staff	

**Present problems of public sphere** (*type of course: specialization*) 2hrs of tutorial per week

<b>Course code</b> 0100-DAK301	<b>Year</b> III	<b>Semester</b> 1, winter	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 3
<b>Format</b> tutorial	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> Polish staff	

**Social ethics** (*type of course: specialization*) 2hrs of tutorial per week

<b>Course code</b> 0100-DAK304	<b>Year</b> III	<b>Semester</b> 1, winter	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 3
<b>Format</b> tutorial	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> Polish staff	

**Economic journalism** (*type of course: specialization*) 2hrs of tutorial per week

<b>Course code</b> 0100-DAK302	<b>Year</b> III	<b>Semester</b> 1, winter	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 2
<b>Format</b> tutorial	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> Polish staff	

**Public opinion, communication, democracy** (*type of course: specialization*) 2hrs of tutorial per week

<b>Course code</b> 0100-DAK305	<b>Year</b> III	<b>Semester</b> 1, winter	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 3
<b>Format</b> tutorial	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> Polish staff	



**National stereotypes** (type of course: specialization) 2hrs of lecture per week

<b>Course code</b> 0100-DAK311	<b>Year</b> III	<b>Semester</b> 2, summer	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 1
<b>Format</b> lecture	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> Polish staff	

**Culture and society** (type of course: specialization) 2hrs of lecture per week

<b>Course code</b> 0100-DAK309	<b>Year</b> III	<b>Semester</b> 2, summer	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 1
<b>Format</b> lecture	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> Polish staff	

**Poetics, rhetoric and ethics of advertising** (type of course: specialization) 2hrs of tutorial per week

<b>Course code</b> 0100-DAK306	<b>Year</b> III	<b>Semester</b> 2, summer	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 2
<b>Format</b> tutorial	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> Polish staff	

**Press spokesman's work** (type of course: specialization) 2hrs of tutorial per week

<b>Course code</b> 0100-DAK307	<b>Year</b> III	<b>Semester</b> 2, summer	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 3
<b>Format</b> tutorial	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> Polish staff	

**Subcultures** (type of course: specialization) 2hrs of tutorial per week

<b>Course code</b> 0100-DAK310	<b>Year</b> III	<b>Semester</b> 2, summer	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 3
<b>Format</b> tutorial	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> Polish staff	

**Alternative ways of media communication** (type of course: specialization) 2hrs of tutorial per week

<b>Course code</b> 0100-DAK308	<b>Year</b> III	<b>Semester</b> 2, summer	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 3
<b>Format</b> tutorial	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> Polish staff	

**Anthropology and semiotics of popular culture** (*type of course: specialization*)

2hrs of tutorial per week

<b>Course code</b> 0100-DAK312	<b>Year</b> III	<b>Semester</b> 2, summer	<b>Number of teaching hours</b> 30	<b>ECTS credits</b> 3
<b>Format</b> tutorial	<b>Language</b> Polish	<b>Assessment</b> grade	<b>Lecturer(s)</b> Polish staff	

## **PRESS JOURNALISM IN PRACTICE – WORKSHOP**

Module designed for exchange students  
30 hours in a semester, 10 ECTS credits

The course is designed to familiarize students with the basics of press journalism. During the workshop students should gain skills and abilities to write articles in accordance with the highest journalistic and legal standards. Also, the objective is to make students aware of the benefits of teamwork, especially at international and cross-cultural level. The course *Press journalism in practice* introduces participants to internal public relations' tools and instruments, provides with the essential knowledge about the role of argumentation and persuasion in journalism, and develops critical thinking skills. More importantly, the workshop ends with editing and publishing the student magazine.

### **A brief outline of the course “Press journalism in practice”**

- The structure and organization of an editorial office [editor-in-chief, deputy editor, editorial staff, contributing editors (if any)]
- Press journalistic genres
- Journalistic style
- The structure of press article
- Journalistic sources of information
- Naming (how to create a good name)
- Headlines creating
- Leads
- Press photography
- Page layout
- Credibility, objectivism and truth in communication
- Law and journalism
- Persuasion in journalism
- Selected issues of argumentation theory
- Faulty reasoning and fallacies in journalistic articles
- Internal relations
- Teamwork

### **Lecturers**

dr Joanna Mikosz, mgr Piotr Fałka (Department of Journalism and Social Communication)

### **Assessment**

A grade based on class attendance, activity during the workshop and quality of prepared articles.

### **Credits**

10 ECTS

Please apply to the International Relations Office of the University of Łódź (International Students Office, e-mail address: iso@uni.lodz.pl)

### **Selected references in English**

- Bagdikian B.H., 1983, *The Media Monopoly*, Boston: Beacon Press.
- Berkowitz, D. (ed.), 1997, *Social Meanings of News: A Text-Reader*. London: Sage.
- Boyd–Barret O., 1990, *Media, Knowledge and Power*, New York: Routledge.
- Briggs, A., Cobley P. (eds), 1998, *The Media: An Introduction*, NY: Longman.
- Curry L., 1990, *Poland's Journalists Professionalism and Politics*, Cambridge.
- Cutlip S. M., Center A. H., Broom G. M., 2006, *Effective public relations*, NJ: Pearson Education International.
- Fleming, C., 2006, *An introduction to journalism*, London: Sage Publications.
- Houston B., 1996, *Computer–Assisted Reporting. A Practical Guide*, New York, Columbia, Missouri: IRE, Inc.
- *International Encyclopedia of Communication*, 1989, Oxford University Press.
- Johnston D. (ed.), 2003, *Encyclopedia of international media and communications*, London : Academic Press.
- Koch T., 1991, *Journalism in the 21st century*, Twickenham: Adamantine Press.
- Lacey, N., 1998, *Image and representation: key concepts in media studies*, New York: Palgrave.
- McQuail D., 2000, *Mass communication theory*, London: Sage.
- Pratkanis A. R., Aronson E., 2001, *Age of Propaganda. The everyday Use and Abuse of Persuasion*, New York: Owl Books.
- Rantanen T., 2005, *The media and globalization*, London: Sage.
- Taylor L., Willis A., 1999, *Media studies: texts, institutions and audiences*, Oxford: Blackwell Publishers.
- Van Belle, D. A., 2000, *Press freedom and global politics*, London: Praeger.
- Weaver, P.H., 1994, *News and the Culture of Lying*, New York: The Free Press.

### **Journals:**

- *Journalism*
- *British Journalism Review*
- *Communication Monography*
- *Media, culture and Society*
- *Journal of public relations researches*