

COURSE OFFERED

Name of the course	Polish	Nowe nowe media w kontekście społecznym
	English	New new media in social context

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

1.1. Section ¹	Section of Social Sciences
1.2. Discipline ²	Communication and Media Studies
1.3. Type of education	Stationary
1.4. Level of education	Doctoral School
1.5. Person preparing the course description	Dr Przemysław Cizek
1.6. Contact	p.cizek@ujk.edu.pl

2. GENERAL CHARACTERISTICS OF THE COURSE OF STUDY

2.1. Type of course ³	Specialized subject
2.2. Language of the course	English, polish

3. DETAILED CHARACTERISTICS OF THE COURSE OF STUDY

3.1. Type of classes ⁴	Classes	
3.2. The number of hours ⁵	15	
3.3. Location of classes	Classes in the UJK teaching room	
3.4. Type of assessment	Pass with grade	
3.5. Didactic methods	Discussion, presentations	
3.6. Literature	basic	1. Levinson, P. (2010). <i>Nowe nowe media</i> , Kraków. 2. Velásquez, B. et al., (2018). <i>From the mass media to social media: reflections on the new media ecology</i> , „Revista Latina de Comunicacion Social”, issue 73. 3. <i>A Companion to New Media Dynamics</i> , (2013). Eds. Hartley, J., Burgess, J., Bruns, A.). Oxford.
	supplementary	1. Rogulski, A. (2020). <i>Zrozumieć Social Media</i> , Gliwice. 2. <i>Policy and Marketing Strategies for Digital Media</i> , (2014) Eds. Liu, Y., Picard, R.). Abingdon-on-Thames. 3. Palczewski, M. (2013). <i>Tweet jako odmiana newsa czy nowy(ponowoczesny) gatunek dziennikarski?</i> , „Nowe media” nr 4.

¹ Section of Humanities:, Social Sciences, Section of Exact and Natural Sciences, Section of Medical and Health Sciences, Section of Arts.

² History,Linguistics, Literary Studies, Medical Sciences, Health Sciences, Political and Administrative Sciences, Legal Sciences, Security Sciences, Pedagogy, Communication and Media Studies, Management and Quality Studies, Biological Sciences, Chemical Sciences, Physical Sciences, Earth and related Environmental Sciences, Visual Arts and Artwork Conservation, Musical Arts.

³ General courses, domain specific subjects in the section, disciplinary subjects in the sections, specialized subjects in the discipline.

⁴ Classes, lecture, seminar.

⁵ Consistent with the education program at the Doctoral School Jan Kochanowski University in Kielce.

4. OBJECTIVES, SYLLABUS CONTENT AND INTENDEND LEARNING OUTCOMES

<p>4.1. Course objectives (including the form of classes)</p> <p>C01 – Systematizing existing knowledge in the field of new new media.</p> <p>C02 – Expanding knowledge with current results of theoretical and practical research on new media</p>
<p>4.2. Syllabus content</p> <ol style="list-style-type: none"> 1. Explanation of terminology related to the topic of classes 2. Characteristics of social media platforms 3. Power dynamics between users, platforms and creators 4. Differences in the use of new media by different social groups 5. Creating identity in the digital space. 6. The impact of algorithms on decisions and interactions 7. Social responsibility of platforms 8. The role of algorithms in content personalization and moderation. 9. Social challenges of algorithms: information bubbles, discrimination, manipulation. 10. New forms of self-presentation and identity management in new media 11. The impact of digital identity on social relationships

5. SUBJECT LEARNING OUTCOMES

Learning outcomes	A doctoral student who has passed the subject:	Reference to the learning outcomes of Doctoral School (according to the training program at the Doctoral School)
in the area of KNOWLEDGE:		
W01	The doctoral student possesses in-depth knowledge of the latest scientific achievements (regarding social media), encompassing theoretical foundations, general issues, and selected specific topics relevant to the scientific or artistic discipline in which the doctoral dissertation is being prepared	SD_W01
W02	The doctoral student is able to formulate significant, current, and unresolved issues in the field of science in which they are studying, especially in the field of social media and new new media, including in a foreign language.	SD_W07
in the area of SKILLS:		
U01	The doctoral student is capable of utilizing knowledge from various disciplines to identify, formulate and creatively solve complex problems or carry out research tasks related to new media.	SD_U03
U02	The doctoral student can evaluate the practical applications of scientific research results in the field of social media.	SD_U04
in the area of SOCIAL COMPETENCE:		
K01	The doctoral student can critically analyze his own contribution to the development of the discipline in which he is preparing his doctoral thesis and the	SD_K01

	scientific achievements of other researchers in this discipline regarding new media and social media.	
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6. METHODS OF ASSESSMENT OF THE INTENDED LEARNING OUTCOMES

SUBJECT LEARNING OUTCOMES	METHOD OF ASSESSMENT (+/-)																							
	Oral/written exam			Kolokwium			Project			activity in class			Own work			Group work			Others					
	The type of classes			The type of classes			The type of classes			The type of classes			The type of classes			The type of classes			The type of classes					
	L	C	S	L	C	S	L	C	S	L	C	S	L	C	S	L	C	S	L	C	S			
W01																								
W02																								
U01																								
U02																								
K01																								

7. CRITERIA OF ASSESSMENT OF THE INTENDED LEARNING OUTCOMES

Form of classes	Grade	Criterion of assessment
Classes (C) ⁶	3,0	Accumulating 51-60% of possible points (points for attendance, presentations, activity during classes)
	3,5	Accumulating 61-70% of possible points (points for attendance, presentations, activity during classes)
	4,0	Accumulating 71-80% of possible points (points for attendance, presentations, activity during classes)
	4,5	Accumulating 81-90% of possible points (points for attendance, presentations, activity during classes)
	5,0	Accumulating 91-100% of possible points (points for attendance, presentations, activity during classes)

Accepted for execution

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⁶ Niepotrzebne usunąć.