

COURSE OFFERED

Name of the course	Polish	Teorie komunikowania masowego
	English	Mass Communication Theories

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

1.1. Section¹	Social Sciences
1.2. Discipline²	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 hab. Olga Dąbrowska-Cendrowska, prof. UJK
1.6. Contact	cendrowska@ujk.edu.pl

2. GENERAL CHARACTERISTICS OF THE COURSE OF STUDY

2.1. Type of course³	specialized subjects in the discipline
2.2. Language of the course	English

3. DETAILED CHARACTERISTICS OF THE COURSE OF STUDY

3.1. Type of classes⁴	Lectures, classes
3.2. The number of hours⁵	15h (lectures); 15h (classes)
3.3. Location of classes	Classes in the UJK teaching room
3.4. Type of assessment	Exam (lectures); credit with a grade (classes)
3.5. Didactic methods	Dialogue lecture, discussion, work with text
3.6. Literature	basic Baran S. J., Davis D. K, <i>Mass Communication Theory. Foundations, Ferment and Future</i> , (4 th ed.), Canada 2006. Defleur L. M, DeFleur H. M., <i>Mass Communication Theories Explaining Origins, Processes, and Effects</i> , London Routledge, 2022 D. McQuail, <i>Teoria komunikowania masowego</i> , Warszawa 2007
	supplementary Rossenbery J., Vicker L.A., <i>Applied Mass Communication Theory. A Guide for Media Practitioners</i> , London Routledge 2022; Laughey D., <i>Media Studies: Theories And Approaches</i> , New York 2009

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.

		McLuhan M., Wybór tekstów, Poznań 2001. Dobek – Ostrowska B., <i>Komunikowanie polityczne i publiczne</i>, Warszawa 2006. Mielczarek T., <i>Medioznawstwo polskie. Ludzie-instytucje-nauka</i>, Kielce 2021
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4. OBJECTIVES, SYLLABUS CONTENT AND INTENDEND LEARNING OUTCOMES

4.1. Course objectives (including the form of classes) Lectures: C01. The doctoral student has an extended knowledge of the formation and development of the academic discipline studying mass communication media; C02. The doctoral student understands the differences between social/behavioural and critical/cultural theories. Exercises: C03. The doctoral student knows and navigates the underlying theories applicable to the social communication and media sciences. C04. The doctoral student identifies mid-range theories describing selected aspects of media functioning in society.	4.2. Syllabus content Lectures: 1. Transdisciplinary of social communication and media sciences 2. Historical development of communication and the media 3. Communication - mass communication - media - analysis of concepts. Mutual relations 4. The concept of theory, criteria for the classification of mass communication theories 5. Overview of the most important underlying theories: technological theories, economic theories - political economy; critical theories; semiotic theories, constructivist theories; cultural theories, system theories, feminist theories, psychoanalytic theories, media-philosophical theories Exercises: 1. The importance of middle-range theories. 2. Gatekeeping and Information Value theory 3. Framing and Agenda-Setting 4. Elaboration Likelyhood Model and Uses and Gratifications 5. Parasocial Interaction and Diffusion of Innovation 6. Third Party Effect and Spiral of Silence
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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)
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in the area of KNOWLEDGE :		
W01	knows and understands to a degree that allows for a revision of existing paradigms – the world achievements, covering theoretical foundations and general issues and selected specific issues – relevant to the science of social communication and media	SD_W01
W02	knows and understands the main development trends in the discipline of communication and media science related to the research topic	SD_W02
in the area of SKILLS :		
U01	is able to use knowledge from various fields of science to creatively identify, formulate and innovatively solve complex problems or perform research tasks	SD_U03
U02	is able to use English at a level enabling active participation in classes, discussion and academic communication in the field of social communication and media	SD_U07
in the area of SOCIAL COMPETENCE :		
K01	is ready to recognize the importance of knowledge in solving cognitive and practical problems	SD_K02

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								+		+			+								
K02										+			+								

7. CRITERIA OF ASSESSMENT OF THE INTENDED LEARNING OUTCOMES

Form of classes	Grade	Criterion of assessment
Lecture (L) ⁶	3,0	Oral exam - 51-60 % of points scored.
	3,5	Oral exam - 61-70 % of points scored.
	4,0	Oral exam - 71-80 % of points scored.
	4,5	Oral exam - 81-90% of points scored.
	5,0	Oral exam - 91-100% of points scored.
Classes (C) ⁷	3,0	Activity in class; own work; project - 51-60 % of points scored.
	3,5	Activity in class, own work, project - 61-70 % of points scored.

⁶ Niepotrzebne usunąć.

⁷ Niepotrzebne usunąć.

	4,0	Activity in class, own work, project - 71-80 % of points scored.
	4,5	Activity in class, own work, project - 81-90 % of points scored.
	5,0	Activity in class; own work; project - 91-100 % of points scored.

Accepted for execution

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