Appendix No. 1.5 to the Resolution No. 7/2023
of the Rector of the University of Rzeszów

SYLLABUS

REGARDING THE QUALIFICATION CYCLE FROM 2024 TO 2027
ACADEMIC YEAR 2024/2025

1. BASIC COURSE/MODULE INFORMATION

Course/Module title	Social Media Communication
Course/Module code *	K2
Faculty (name of the unit offering the field of study)	College of Humanities
Name of the unit running the course	Institute of Modern Languages
Field of study	Media, Visual and Social Communication
Qualification level	Bachelor's degree
Profile	general academic
Study mode	full-time
Year and semester of studies	Year 1, semester 2
Course type	major
Language of instruction	English
Coordinator	dr Krystyna Gielarek-Gorczyca
Course instructor	dr Krystyna Gielarek-Gorczyca

* - as agreed at the faculty

1.1. Learning format – number of hours and ECTS credits

Semester (no.)	Lectures	Classes	Laboratories	Seminars	Practical classes	Internships	others	**ECTS credits**
2		30						3

1.2. Course delivery methods
- conducted in a traditional way

1.3. Course/Module assessment (exam, pass with a grade, pass without a grade)
- pass with a grade

2. PREREQUISITES

none

3. OBJECTIVES, LEARNING OUTCOMES, COURSE CONTENT, AND INSTRUCTIONAL METHODS

3.1. Course/Module objectives

O1	To acquaint students at an advanced level with the main facts, phenomena and concepts in the field of communication in the broad sense of the term in the context of social media. This includes understanding the mechanisms of online communication, the processes of social interaction and the impact of social media on society and culture.
O2	To present the main theories of communication in the context of social media, their significance, impact and the place of communication knowledge in the general field of social sciences.
O3	To teach students selected media, linguistic and visual communication techniques and strategies, and to master the ability to distinguish appropriate materials and tools for their implementation in the context of social media.
O4	To develop the ability to identify reliable sources of information in social media, to use different social media platforms to obtain information and to critically evaluate and analyse available sources in terms of their reliability, timeliness and relevance to the topic.
O5	To introduce students to techniques for producing clear and accessible written and oral content for social media. To develop the ability to select the most relevant information and communicate it concisely.
O6	Improve their ability to formulate arguments, present their own views, listen to and respect the views of others, and develop skills to identify and reduce negative online behaviour such as hate speech and cyberbullying. To master the principles of social media privacy and related research processes and to improve students' ability to use tools and techniques to ensure user privacy in the context of content creation and publication.

3.2. COURSE/MODULE LEARNING OUTCOMES (TO BE COMPLETED BY THE COORDINATOR)

Learning Outcome	The description of the learning outcome defined for the course/module	Relation to the degree programme outcomes
LO_01	Students will be able to identify and describe at an advanced level key facts, phenomena and concepts in the field of communication in the context of social media.	K_W01
LO_02	Students will be able to analyse at an advanced level the main theories of communication, identify their relevance and understand their links with other social sciences.	K_W02
LO_03	Students will be able to use selected media, language and visual communication techniques and strategies in the context of social media at an advanced level. They will also be able to classify appropriate materials	K_W03

	and implementation tools for effective online communication.	
LO_04	Students will be aware of the role of social media in shaping public opinion and the ways in which social media content can influence perceptions of various social, political and cultural issues.	K_W06
LO_05	Students will identify and select a variety of sources of information on social media and assess the credibility and reliability of information from different sources. They will master the various tools available on social media platforms for searching, filtering and gathering information. Students will be able to evaluate and analyse a variety of content published on social media, taking into account different contexts and perspectives.	K_U01 K_U02
LO_06	Students will master the skills of formulating arguments, presenting their views and listening to and respecting the opinions of others. They will develop the ability to identify and reduce negative online behaviour, such as heckling or cyberbullying, and master the principles of social media privacy and related research processes.	K_K03 K_K07

3.3. Course content (to be completed by the coordinator)

A. Lectures

Content outline

B. Classes, laboratories, seminars, practical classes

Content outline
1. Social media as part of our everyday life (definition of social media and its importance, overview of the most popular social media platforms: Facebook, Twitter, Instagram, linkedin, tiktok, etc., discussion of the basic functions of each platform: creating posts, commenting, sharing, likes, stories, live, etc., discussion of the differences between offline and online communication and the phenomenon of virtual identity). 2. Tools and techniques used to increase user engagement (case study of social media successes, discussion of tools for creating graphics, photos and videos, practical exercises to create different types of content: posts, graphics, stories, videos, etc., discussion of communication strategies adapted to different platforms and target groups). 3. Online community (discussion of the concept of online community, analysis of community promotion strategies using the example of brands and influencers, exercises to build community engagement through active participation, moderating discussions

and responding to feedback, discussion of the challenges of managing online communities: conflict resolution, maintaining trust, etc.).

4. Data analysis and social media monitoring (introduction to the basic metrics of social media analysis: reach, engagement, conversions, etc., discussion of data analysis tools such as Google Analytics, Facebook Insights, Twitter Analytics, etc., practical exercises in interpreting data, discussion of the ethical aspects of monitoring user data and protecting privacy).
5. Ethics in social media (discussion of the main issues related to ethics in social media: cyberbullying, hype, fake news, invasion of privacy, etc.; case study of unethical behaviour in social media and its consequences; discussion on how to promote positive values and respect in online communication; exercises on developing an ethics policy for an organisation in the context of social media).

3.4. Methods of Instruction

Text analysis and discussion/project work (practical project)
Group work (problem solving, case study, discussion)
Didactic games

4. Assessment techniques and criteria

4.1 Methods of evaluating learning outcomes

Learning outcome	Methods of assessment of learning outcomes (e.g. test, oral exam, written exam, project, report, observation during classes)	Learning format (lectures, classes,...)
LO-01	Observation of the classroom, project	Classes
LO-02	Observation of the classroom, project	Classes
LO-03	Observation of the classroom, project	Classes
LO-04	Observation of the classroom, project	Classes
LO-05	Observation of the classroom, project	Classes
LO-06	Observation of the classroom, project	Classes

4.2 Course assessment criteria

The final grade will be based on the following:

- **Class Participation (20%):** Active involvement in discussions and activities.
- **Individual Project (40%):** A content analysis project applying course concepts.
- **Group Project (40%):** A social media campaign development or social media content creation project.

The following is the overall grading scale for the entire course:

93-100%: A (Excellent)
85-92%: B (Very Good)
77-84%: C (Good)
69-76%: D (Satisfactory)
60-68%: E (Pass)
0-59%: F (Fail)

5. Total student workload needed to achieve the intended learning outcomes – number of hours and ECTS credits

Activity	Number of hours
Course hours	30
Other contact hours involving the teacher (consultation hours, examinations)	10
Non-contact hours - student's own work (preparation for classes or examinations, projects, etc.)	30
Total number of hours	70
Total number of ECTS credits	3

* one ECTS point corresponds to 25-30 hours of total student workload

6. Internships related to the course/module

Number of hours	
Internship regulations and procedures	

7. Instructional materials

Compulsory literature: Qihao J., *Social Media and Society*, Taylor & Francis Group, Milton 2023. Ninan J., *Social media for project management*, CRC Press, Boca Raton, Florida 2022. Rasmussen Neal D., *Social media for academics: a practical guide*, Chandos Publishing, Oxford 2012.
Complementary literature: Simpson B., *Young people, social media and the law*, Routledge, London 2018.

Approved by the Head of the Department or an authorised person