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 2026/2027

1. BASIC COURSE/MODULE INFORMATION

Course/Module title	Media Workshop (Press, TV, Radio, Social Media)
Course/Module code *	KW3
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 3, semester 6
Course type	elective 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**
6		60						8

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 introduce students to techniques for creating various types of media content, such as newspaper articles, radio reports, video content for television and content for social media.
O2	To develop in students the ability to work with selected media communication techniques and strategies, both linguistic and visual, selected appropriately for different types of media.
O3	To introduce students to the differences between different communication channels and the resulting different ways of presenting information.
O4	To enable students to complete their craft, develop practical skills and expand their knowledge of media content production, and to motivate them to constantly update and improve themselves in the field of media and communication.

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 apply a variety of techniques in the creation of media content, including newspaper articles, radio reports, video content for television and content for social media.	K_W03
LO_02	Students will be able to classify and use appropriate means of expression, both linguistic and visual, depending on the communication goal and the specifics of the medium in which they are working.	K_W03
LO_03	Students will be able to identify and select appropriate materials and tools necessary to carry out tasks in different media, taking into account the specifics of each medium.	K_U02
LO_04	Students will be able to systematically complete their craft, develop practical skills and expand their knowledge of media content production. In addition, they will demonstrate a willingness and motivation to constantly update and improve themselves in the field of media and communications in order to be competitive in the job market and effective media professionals.	K_K01

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

A. Lectures

Content outline

B. Classes, laboratories, seminars, practical classes

Content outline
1. Introduction to media workshop (overview of different types of media and their role in society, discussion of the importance of media workshop in the context of today's world). 2. Fundamentals of newspaper workshop (discussion of types of newspaper articles, discussion of different types of traditional and interactive newspapers and magazines, exercises in writing short newspaper articles). 3. Fundamentals of radio workshop (discussion of different radio program formats, exercises in conducting radio interviews, podcasts). 4. Production of your own radio program (working in groups to produce a short radio program, presentations and evaluation of the program by the whole group). 5. Fundamentals of television workshop (presentation of different types of television programs, exercises in conducting television interviews). 6. fundamentals of social media workshop (discussion of different social media platforms, discussion of social media content creation strategies, exercises in planning and creating content on social media platforms). 7. Planning integrated outreach activities in different types of 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	Individual and group projects, observation during classes	Classes
LO-02	Individual and group projects, observation during classes	Classes
LO-03	Individual and group projects, observation during classes	Classes
LO-04	Individual and group projects, observation during classes	Classes

4.2 Course assessment criteria

Activity and involvement in discussions, preparation of the final project, completion of individual and group practical tasks.

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

Activity	Number of hours
Course hours	60
Other contact hours involving the teacher (consultation hours, examinations)	10
Non-contact hours - student's own work (preparation for classes or examinations, projects, etc.)	120
Total number of hours	190
Total number of ECTS credits	8

* 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: Keller T., *Television news: the heart and how-to of video storytelling*, Keller T., *Television news: the heart and how-to of video storytelling*, Routledge, 2019. Turow J., *Media today: mass communication in a converging world*, Routledge, London 2023. Wulfemeyer, K.T., *Online newswriting,* Blackwell Publishing, Ames 2006.
Complementary literature: Cyrran J., Hesmondhalgh D., *Media and socjety*, Zed Books, London 2019.

Approved by the Head of the Department or an authorised person