**Course Syllabus**

1. **General Information**

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| Course name | The introduction to new and social media |
| Programme | Social Communication and Media |
| Level of studies (BA, BSc, MA, MSc, long-cycle MA) | BA |
| Form of studies (full-time, part-time) |  |
| Discipline | Social Communication and Media |
| Language of instruction | English |

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| Course coordinator/person responsible | Dr Łukasz Sarowski |

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| --- | --- | --- | --- |
| Type of class *(use only the types mentioned below)* | Number of teaching hours | Semester | ECTS Points |
| lecture | 30 | 3 | 3 |

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| Course pre-requisites | - |

1. **Course Objectives**

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| O1 - students acquire knowledge about environment of new and social media, their functioning and social usefulness |
| O2 – students learn basic skills in applying theoretical approaches to define the new media environment |
| O3 – students understand the importance of new media for social, economic and artistic life |

1. **Course learning outcomes with reference to programme learning outcomes**

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| --- | --- | --- |
| Symbol | Description of course learning outcome | Reference to programme learning outcome |
| KNOWLEDGE | | |
| K\_W01 | At an advanced level selected facts, objects and phenomena as well as selected detailed issues in the field of social communication and media studies | P6U\_W1 |
| K\_W03 | At an advanced level the functioning of modern media, media systems and media institutions, their history, changes occurring in them and the causes and consequences of these changes for social life, economy and culture | P6U\_W1 |
| SKILLS | | |
| K\_U05 | Communicate using basic specialized terminology characteristic of journalism and media studies, correctly use this terminology in discussions, negotiations and written assignments | P6U\_U3 |
| K\_U04 | Use the theoretical knowledge to describe selected social, political, economic, cultural and legal phenomena and processes of interest to journalism and social communication | P6U\_U1 |
|  | SOCIAL COMPETENCIES |  |
| K\_K01 | Critically assess his/her knowledge and received content, formulate and justify his/her own assessments | P6U\_K2 |

1. **Course Content**

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| New media – introduction to the subject:  History of new media  - New media institutions  - Media systems  Language of new and social media  New media art  Computer mediated communication  Dangers of new and social media  -Cyber crime  -Digital Exlusion  Digital workplace  New media and AI  -Generative AI technologies |
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1. **Didactic methods used and forms of assessment of learning outcomes**

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| Symbol | Didactic methods  *(choose from the list)* | Forms of assessment  *(choose from the list)* | Documentation type  *(choose from the list)* |
| KNOWLEDGE | | | |
| W\_01 | Conversation lecture, traditional lecture | exam | Examination sheet |
| W\_03 | Conversation lecture, traditional lecture | exam | Examination sheet |
| SKILLS | | | |
| U\_04 | discussion | presentation | paper sheet |
| SOCIAL COMPETENCIES | | | |
| K\_01 | discussion | presentation | paper sheet |

e.g.: methods: Conversation lecture, traditional lecture, discussion, case study; forms: presentation, writing assignment; doc: assessment sheet,

1. **Grading criteria, weighting factors**

70% exam result

30% presence and activity

1. **Student workload**

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| --- | --- |
| Form of activity | Number of hours |
| Number of contact hours (with the teacher) | **30** |
| Number of hours of individual student work | **10** |

1. **Literature**

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| Basic literature |
| Dewdney A, Ride P, The new media handbook, Routledge 2006.  Hunsinger J, Senft T, The social media handbook, Routledge 2014. |
| Additional literature |
| Articles from scientific journals |