**Course Syllabus**

1. **General Information**

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| Course name | Multimedia Workshop |
| Programme | Social Communication and Media |
| Level of studies (BA, BSc, MA, MSc, long-cycle MA) | BA |
| Form of studies (full-time, part-time) | full-time |
| Discipline | Social Communication and Media Studies |
| Language of instruction | English |

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| Course coordinator/person responsible | Paweł Wieczorek |

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| Type of class *(use only the types mentioned below)* | Number of teaching hours | Semester | ECTS Points |
| lecture |  |  | 8 |
| tutorial |  |  |
| classes |  |  |
| laboratory classes |  |  |
| workshops | 60 | III,IV lub V,IV |
| seminar |  |  |
| introductory seminar |  |  |
| foreign language classes |  |  |
| practical placement |  |  |
| field work |  |  |
| diploma laboratory |  |  |
| translation classes |  |  |
| study visit |  |  |

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| Course pre-requisites | Basic knowledge of journalistic genres,  knowledge of the structure and rules of preparing journalistic content |

1. **Course Objectives**

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| O1 – students acquire knowledge how react to the news immediately, preparing a report  from the place of the event, combining video, audio, and text |
| O2 – students learn basic skills in journalistic and mobile using of devices and applications;  they polish their recording, editing, and writing skills |
| O3 – students understand the relationship between various forms of journalistic content and the places where this content will be placed |

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\_W06 | At an advanced level, types and forms of media production,  genre characteristics and the principles of their interpretation and functioning in various types of media and communication channels | P6U\_W1 |
| SKILLS | | |
| K\_U01 | Properly choose information sources, independently reach information sources, select information due to their suitability  for a specific theoretical or practical purpose | P6U\_U1 |
| K\_U02 | Use advanced information and communication techniques  to solve specific practical problems | P6U\_U1 |
| K\_U03 | Use acquired knowledge to solve tasks typical for professional activities related to journalism, promotional and advertising activities, and social communication | P6U\_U1 |
| K\_U08 | Cooperate with other people in the execution of typical tasks in the field of journalism and promotional and advertising activities as well as media studies, propose specific solutions and perform tasks arising from the role assigned in the team | P6U\_U3 |
| SOCIAL COMPETENCIES | | |
| K\_K05 | Solve practical problems independently and in justified cases  with the help of an expert | P6U\_K2 |

1. **Course Content**

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| The multimedia workshop prepares students for work in modern newsrooms where multitasking and ability to use mobile tools are required and highly valued. During the workshop they learn technical aspects of contemporary journalist’s job: they will know how to record events using mobile tools, edit them, combine them with text and prepare them for publication. They also polish their writing skills. Teaching is done through tasks, classroom analysis etc. - all related to practical, journalistic activities. |

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 | | | |
| W06 | discussion | writing assignment | assessment sheet |
| SKILLS | | | |
| U01 | discussion | presentation | assessment sheet |
| U02 | case study | presentation | assessment sheet |
| U03 | case study | essay | assessment sheet |
| U08 | case study | presentation | assessment sheet |
| SOCIAL COMPETENCIES | | | |
| K05 | case study | essay | assessment sheet |

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

1. **Grading criteria, weighting factors**

The participant of multimedia workshop is rated mainly based on qualitative criteria   
- the will to self-develop and noticeable progress are important.   
Class attendance is 20% of the grade, the remaining 80% is grades of the work done.

Very good

The student is active during the workshops. Shows a noticeable willingness to self-develop.   
Performs tasks according to given criteria. Knows how to creatively use the tools,   
i.e. a smartphone and applications. Can create correct text accompanying the visual part of the task.

Good

The student is active during the workshops. Shows a noticeable willingness to self-develop.   
Performs tasks according to given criteria. Has a problem with the creative use of tools,   
i.e. a smartphone and applications. Can create correct text accompanying the visual part of the task.

Satisfactory

The student is active during the workshops. Shows a noticeable willingness to self-develop. Has a problem with completing the task according to the given criteria. Has a problem with the creative use of tools, i.e. a smartphone and applications. Can create correct text accompanying the visual part of the task.

Poor

The student is passive during the workshops. Shows no willingness to develop. Does not perform tasks according to the criteria given. Has a problem with the creative use of tools, i.e. a smartphone and applications. Has trouble creating correct text to accompany the visual part of the task.

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 | **60** |

1. **Literature**

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| Basic literature |
| Bradshaw P., The Online Journalism Handbook, London-New York, 2017  Montgomery R., Mobile Journalism, independently published, 2020  Staschen B., Wellinga V., Mobile Storytelling:  A Journalist’s Guide to the Smartphone Galaxy. Independently published, 2018 |
| Additional literature |
| Cruikshank S. A., Eschenfelder Ch. C., Coleman K., A Complete Guide to Television, Field,  and Digital Producing, London-New York, 2021  Hill S., Lashmar P., Online Journalism: The Essential Guide, Thousand Oaks CA, 2013  Keeble R., The Newspapers Handbook 4th Edition, London-New York, 2005  Kovach B., Rosenstiel T., The Elements of Journalism:  What Newspeople Should Know, New York, 2007 |