

# Methods of Testing Mass Media - course description

General information	
Course name	Methods of Testing Mass Media
Course ID	14.2-WP-SOCDA-MBM
Faculty	<a href="#">Faculty of Social Sciences</a>
Field of study	Sociology
Education profile	academic
Level of studies	Second-cycle studies leading to MS degree
Beginning semester	winter term 2020/2021

Course information	
Semester	4
ECTS credits to win	4
Course type	obligatory
Teaching language	polish
Author of syllabus	<ul style="list-style-type: none"><li>dr hab. Dorota Szaban, prof. UZ</li></ul>

Classes forms					
The class form	Hours per semester (full-time)	Hours per week (full-time)	Hours per semester (part-time)	Hours per week (part-time)	Form of assignment
Class	30	2	-	-	Credit with grade

## Aim of the course

The aim of the course is to familiarize students with traditional and modern mass media research, their specificity and application possibilities.

## Prerequisites

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## Scope

1. The market of research institutions in Poland.
2. Traditional and modern media - a review of research methods, introduction.
3. Press, radio, television, Internet as the subject of the study.
4. Basic stages and elements of the research process.
5. Analysis of media content.
6. The content of traditional and modern media as a source base for learning about reality.
7. Electronic media research.
8. Survey research.

## Teaching methods

Work with the text, group work, brainstorming, group discussion.

## Learning outcomes and methods of theirs verification

Outcome description	Outcome symbols	Methods of verification	The class form
Student takes responsibility for designed and performed tasks.	<ul style="list-style-type: none"><li>• <a href="#">K_K06</a></li></ul>	<ul style="list-style-type: none"><li>• Group work</li></ul>	<ul style="list-style-type: none"><li>• Class</li></ul>
The student has in-depth knowledge of selected methods and techniques of social research, their specificity, limitations and areas of application.	<ul style="list-style-type: none"><li>• <a href="#">K_W07</a></li></ul>	<ul style="list-style-type: none"><li>• Group work</li></ul>	<ul style="list-style-type: none"><li>• Class</li></ul>
Student is able to prepare appropriate written works or public presentations concerning both theoretical and empirical issues with their arguments (in Polish and foreign languages).	<ul style="list-style-type: none"><li>• <a href="#">K_U05</a></li></ul>	<ul style="list-style-type: none"><li>• Group work</li></ul>	<ul style="list-style-type: none"><li>• Class</li></ul>

## Assignment conditions

Preparing media research project for a selected topic. Rated compliance with the topic, correct work structure, language, reliability, independence of the work, appropriate selection of the literature of the subject.

## Recommended reading

1. Wimmer R. D., Dominick J. R. (2006), Mass Media Research: An Introduction (10th Edition), Wadsworth, Cengage Learning: Boston MA.
2. Berger A. A. (1995), Essentials of Mass Communication Theory, Thousands Oaks: Sage Publications.
3. Zielińska M., Szaban D. (2016), On the way to post-materialism? Polish and Ukrainian students in terms of cultural change, [in:] Youth In Central and Eastern Europe. Sociological Studies, 2 (6), s. 135–151.
4. Karlsson M.B. (2016), Goodbye politics, hello lifestyle. Changing news topics in tabloid, quality and local newspaper websites in the U.K. and Sweden from 2002 to

## Further reading

1. Newton K. (1999), Mass Media Effects: Mobilization or Media Malaise?, [in:] British Journal of Political Sciences, vol. 29, No. 4 (577-599).
2. Jakubowicz K. (2008), „Poli-tabloidization” and the Media in Central and Eastern Europe, [in:] Global Media Journal—Polish Edition No 1 (4), 2008.

## Notes

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Modified by dr Tomasz Kołodziej (last modification: 16-04-2020 09:50)

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