

# Public Media Relations - course description

General information	
Course name	Public Media Relations
Course ID	14.2-WP-SOCDA-PMR
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

To acquaint the student with the main issues related to Public Relation and Media Relations.

## Prerequisites

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## Scope

1. Public relations in social communication
2. Basic tools for image shaping
3. Influence of the media, information, public opinion and political communication
4. Public relations in public institutions
5. Public relations and politics
6. Media spinning
7. Public relations in crisis situations
8. Internal communication (Internal communication)
9. Design and analysis of the image campaign
10. Ethics in public relations
11. PR in the service of ideas - social gatherings

## Teaching methods

Work with the text, group discussion, team work.

## Learning outcomes and methods of theirs verification

Outcome description	Outcome symbols	Methods of verification	The class form
The student is able to formulate, based on his knowledge and analytical skills, an in-depth assessment of the actions taken to solve specific social problems.	<ul style="list-style-type: none"><li>• <a href="#">K_U06</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 is ready to indicate new fields of activity and use the acquired knowledge both in the implementation of profit and non-profit projects.	<ul style="list-style-type: none"><li>• <a href="#">K_K04</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 the types of social bonds and the regularities that govern them.	<ul style="list-style-type: none"><li>• <a href="#">K_W06</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

Preparation of group work in the form of an image campaign project.

## 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 2012 [in:] Observatorio Journal, vol. 10 – No.4 (2016), 150-165.

## Further reading

Additional materials prepared by the teacher.

## Notes

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Modified by dr Tomasz Kołodziej (last modification: 26-04-2020 11:44)

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