

Analysis of Media Content - opis przedmiotu

Informacje ogólne	
Nazwa przedmiotu	Analysis of Media Content
Kod przedmiotu	14.2-WP-SOCDA-ATM
Wydział	Wydział Nauk Społecznych
Kierunek	Sociology
Profil	ogólnoakademicki
Rodzaj studiów	drugiego stopnia z tyt. magistra
Semestr rozpoczęcia	semestr zimowy 2018/2019

Informacje o przedmiocie	
Semestr	4
Liczba punktów ECTS do zdobycia	3
Typ przedmiotu	obowiązkowy
Język nauczania	angielski
Sylabus opracował	dr Justyna Nyćkowiak

Formy zajęć					
Forma zajęć	Liczba godzin w semestrze (stacjonarne)	Liczba godzin w tygodniu (stacjonarne)	Liczba godzin w semestrze (niestacjonarne)	Liczba godzin w tygodniu (niestacjonarne)	Forma zaliczenia
Konwersatorium	30	2	-	-	Zaliczenie na ocenę

Cel przedmiotu

To familiarize students with the basic models of media content analysis, diversity of media content and ways of their selection.

Wymagania wstępne

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Zakres tematyczny

1. Characteristics of modern media and broadcasters.
2. Review of available existing databases on the media in Poland.
3. Content analysis of media-research techniques characteristics, history, indications, advantages and disadvantages.
4. Constructing objectives and tools: analysis of the statistical model, associative model, on a discourse analysis.
5. Categorization key, selection of material and the ways of its encoding.
6. Examples of media analysis.
7. Implementation of student's own project of analysis of a selected media message.

Metody kształcenia

The content covered at all points in the classes is carried out as the book and source texts work and content from points 1 -2 and 6-7 are carried out as group work.

Efekty uczenia się i metody weryfikacji osiągnięcia efektów uczenia się

Opis efektu	Symbole efektów	Metody weryfikacji	Forma zajęć
He/she has in-depth knowledge on broadcasting institutions (various media: press, radio, television, Internet) and the rules of the public media functioning.	• K_W03	• przygotowanie projektu • presentation	• Konwersatorium
He/she can make a critical and reflective analysis of the processes taking place in modern societies based on the selected media content using both existing data and by his/her own projects by acquiring own empirical data.	• K_U04	• przygotowanie projektu • presentation	• Konwersatorium
Is able to cooperate in a team while implementing a project of analysis of selected media content.	• K_K03	• przygotowanie projektu • presentation	• Konwersatorium
He/she can search for and collect data on the functioning of the media in Poland (both data about opinions and audience/viewing ratings, economic data – for example, expenditure on advertising).	• K_K05	• przygotowanie projektu • presentation	• Konwersatorium

Warunki zaliczenia

FORM OF ASSESSMENT OF CLASSES	REMARKS
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Grade	Yes
Preparing a student's lecture in writing.	Student's lecture Compliance with the topic, correct structure of work, language, reliability, independence of preparing work, proper selection of literature. The correct presentation, ability to answer questions about the presented material.
Preparation of a project in writing and presentation in the classroom.	Project and presentation. Compliance with the topic, correct structure of work, language, reliability, independence of preparing work, proper selection of literature. The correct presentation, ability to answer questions about the presented material.
Criteria for grade assessment for classes.	Classes grade will be the arithmetic mean of all grades.

The final grade* is the grade of the classes

Literatura podstawowa

Wimmer R. D., Dominick J. R. (2006), Mass Media Research: An Introduction (10th Edition), Wadsworth, Cengage Learning: Boston MA.

Berger A. A. (1995), Essentials of Mass Communication Theory, Thousands Oaks: Sage Publications.

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.

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.

Literatura uzupełniająca

Newton K. (1999), Mass Media Effects: Mobilization or Media Malaise?, [in:] British Journal of Political Sciences, vol. 29, No. 4 (577-599).

Jakubowicz K. (2008), „Poli-tabloidization” and the Media in Central and Eastern Europe, [in:] Global Media Journal—Polish Edition No 1 (4), 2008.

Uwagi

Zmodyfikowane przez dr Dorota Bazuń (ostatnia modyfikacja: 02-05-2018 18:04)

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