



UNIwersYTET
IM. ADAMA MICKIEWICZA
W POZNANIU

Introduction to New Media

Educational subject description sheet

Basic information

Study programme Dziennikarstwo i komunikacja społeczna (English programme) Speciality brak Organizational unit Faculty of Political Studies and Journalism Study level Second-cycle programme Study form Full-time Education profile Practical		Didactic cycle 2024/25 Subject code 14DENNMS.21S.13530.24 Lecture languages English Course type Obligatory Block specialty subjects
Subject coordinator	Artur Pohl	
Lecturer	Artur Pohl	
Period Semester 1	Activities and hours • Lecture: 20, Graded credit	Number of ECTS points 2

Goals

Code	Goal
C1	The main purpose of the course is to provide students with knowledge about the most important theories of new media.

Subject learning outcomes

Code	Outcomes in terms of	Learning outcomes	Examination methods
Knowledge - Student:			
W1	have extended knowledge of the nature of new media.	DEN_K2_W01, DEN_K2_W09	Written colloquium
W2	have in-depth knowledge of the role of new media and communication with new media in the functioning of different social structures.	DEN_K2_W01, DEN_K2_W09	Written colloquium
W3	know how to interpret and explain important phenomena and changes in the media landscape related to new media.	DEN_K2_W04	Written colloquium
Skills - Student:			
U1	be able to use theoretical knowledge to analyze new media content and its impact on individuals and society.	DEN_K2_U01, DEN_K2_U02	Written colloquium
U2	be able to interpret and explain important phenomena and changes in the media landscape related to new media.	DEN_K2_U01	Written colloquium
Social competences - Student:			
K1	is prepared to cooperate with others and critically analyze acquired knowledge concerning new media.	DEN_K2_K01	Written colloquium

Study content

No.	Course content	Subject learning outcomes	Activities
1.	Old and new media.	W1, W2	Lecture
2.	Definitions and features of new media.	W1, W2	Lecture
3.	A history of the emergence and evolution of new media.	W1, W2	Lecture
4.	Selected models of communication.	W1, W2, W3, U2, K1	Lecture
5.	The impact of new media on communication. The role of new media in society.	W2, W3, U1, U2, K1	Lecture
6.	New media in mass communication.	W2, W3, U1, U2, K1	Lecture
7.	New media in interpersonal communication.	W2, W3, U1, U2, K1	Lecture
8.	New media users and their engagement.	W2, U1, K1	Lecture
9.	New media as a political tool.	W1, W2, W3, U1, U2, K1	Lecture

Additional information

Activities	Teaching and learning methods and activities
Lecture	Lecture with a multimedia presentation of selected issues, Conversation lecture, Problem-based lecture, Discussion, Case study, Audio and/or video demonstrations

Activities	Credit conditions
Lecture	The student gets credit by passing the colloquium. The colloquium will be conducted in written form. The student responds to three descriptive inquiries pertaining to the topics discussed during the lecture. Assessment criteria in accordance with AMU in Poznan's grading system: Very good (bdb; 5,0): excellent knowledge, very well mastered skills and well-developed personal and social competences; Good plus (+db; 4,5): in-depth knowledge, well-learned skills and well-developed personal and social competences; Good (db; 4,0): good knowledge, well-learned skills and well-developed personal and social competences; Satisfactory plus (+dst; 3,5): satisfactory knowledge, skills and personal and social competences; Satisfactory (dst; 3,0): basic knowledge, acquired the most important skills and developed basic personal and social competences; Unsatisfactory (ndst; 2,0): unsatisfactory knowledge, uncommon skills and uneducated personal and social competences.

Literature

Obligatory

1. Cobley P., Schulz P. J. (eds.) (2013). Theories and Models of Communication.
2. Fiske J. (2010). Introduction to Communication Studies.
3. McQuail D., (2010). Mass Communication Theory.
4. A. Lievrouw and Sonia Livingstone (eds.). The Handbook of new media: social shaping and consequences of ICTs.

Calculation of ECTS points

Activities	Activity hours*
Lecture	20
Reading the indicated literature	20
Preparation for the exam	20
Student workload	Hours 60
Number of ECTS points	ECTS 2

* academic hour = 45 minutes

Efekty uczenia się dla kierunku

Kod	Treść
DEN_K2_K01	The graduate is ready to poszerzania i aktualizowania oraz krytycznej oceny posiadanej wiedzy
DEN_K2_U01	The graduate can właściwie dobierać źródła i informacje z nich pochodzące, dokonywać oceny, krytycznej analizy, syntezy, twórczej interpretacji i prezentacji tych informacji w celu formułowania i rozwiązywania złożonych i nietypowych problemów w zakresie komunikacji społecznej i mediów
DEN_K2_U02	The graduate can innowacyjnie wykonywać zadania w nieprzewidywalnych warunkach przez odpowiedni dobór oraz stosowanie właściwych metod i narzędzi, w tym zaawansowanych technik informacyjno-komunikacyjnych
DEN_K2_W01	The graduate knows and understands w pogłębionym stopniu fakty, obiekty i zjawiska stanowiące zaawansowaną wiedzę ogólną z zakresu nauk o komunikacji społecznej i mediach
DEN_K2_W04	The graduate knows and understands fundamentalne dylematy współczesnej cywilizacji, związane z rozwojem i rolą mediów oraz ich wpływem na społeczeństwo
DEN_K2_W09	The graduate knows and understands rolę mediów i komunikowania masowego w funkcjonowaniu grupy społecznej, państwa i wspólnoty międzynarodowej oraz o ich historycznej ewolucji