

Course Description (Syllabus)

Course Code:		Item name	Media and Power		
2025-26_D_/P_1_ST_B1_10			Media i władza		
Language of instruction		English			
Academic year		2025/26			
Field of study		Journalism,			
Level of study		First-Cycle Degree Programme			
Study profile		Practical Profile			
Mode of study		Full-time studies			
Semester / semesters		VI			
Course group:		B1. Group of compulsory major courses			
Course status		compulsory			
Forms of instruction, number of hours, and ECTS credits		Form of classes	Hours	ECTS	
		Lectures	15[h]	2 ECTS	
		Practical classes	15 [h]		
		Practical workshops	[h]		
Course relevance	Profile relevance	Develops practical skills (practical profile)			1 ECTS
	with entitlements	-			0 ECTS
	Discipline	Social Communication and Media Studies			2 ECTS
Mode of delivery		Traditional – on-site classes held at the University			
Prerequisites:		None			
Unit responsible for the course:		Faculty of Philology and Pedagogy			
Course coordinator:		Dr Maria Gagacka			
Website:		www.wfp.uniwersytetradom.pl			
Coordinator's e-mail		m.gagacka@urad.edu.pl ,			

EFEKTY UCZENIA SIĘ, TREŚCI PROGRAMOWE, REALIZACJA ZAJĘĆ DYDAKTYCZNYCH, WERYFIKACJA EFEKTÓW UCZENIA SIĘ

Course Objectives	<ol style="list-style-type: none"> 1. To introduce students to the relationship between media and political, economic and symbolic power. 2. To critically analyze the influence of media systems on society, democracy and civic participation. 3. To develop the ability to detect and interpret manipulation, persuasion, and narrative framing in political communication. 4. To foster ethical and socially responsible attitudes in
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	journalistic practice.
Course Content:	<p>Lectures:</p> <ul style="list-style-type: none"> • The concept of power: political, media-related, cultural. • Media as the fourth estate: watchdog, gatekeeper, agenda setter. • Media systems under different forms of government: democratic, authoritarian, hybrid. • Ownership, regulation and control of media. • Propaganda, disinformation and political marketing. • Influence of social media and digital platforms on political processes. • Media freedom and pluralism in different political contexts. • Case studies: media and power in Poland, the USA, Russia, Hungary, and China. <p>Workshops:</p> <ul style="list-style-type: none"> • Media framing of political events: comparative analysis. • Political interviews and press conference simulations. • Designing a media campaign on a civic issue. • Ethical dilemmas in political journalism. • Political discourse analysis using current media content. • Group project: analysis of media power structures in a chosen country.
Teaching Methods:	<ul style="list-style-type: none"> • Interactive lectures with multimedia support • Discussion and moderated debate • Case study analysis • Practical workshops and simulations • Group project work and presentations
Assessment requirements, evaluation criteria for achieved learning outcomes, method of calculating the final grade	<p>The condition for passing the course is that the student achieves the required learning outcomes. Obtaining positive grades in all forms of classes included in the course is equivalent to the student earning the number of ECTS credits assigned to the course. The method for calculating the grade for each form of class is as follows:</p> <p>Lecture – graded:</p> <ul style="list-style-type: none"> • Attendance (minimum 70%) • Written test (5 open questions) <p>Workshop – graded:</p> <ul style="list-style-type: none"> • 2 individual analytical assignments (25% each) • Group project and presentation (30%) • Participation and attendance (20%) <p>Grading Scale:</p> <ul style="list-style-type: none"> • 90–100% = 5 (very good) • 80–89% = 4.5 (good plus) • 75–79% = 4 (good) • 70–74% = 3.5 (satisfactory plus) • 60–69% = 3 (satisfactory)

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Learning outcomes for the course in relation to the programme (field-specific) learning outcomes and the form of classes				Methods of verification of learning outcomes enia się	
Learning outcome number	Description of learning outcomes for the course (CLO – Course Learning Outcomes) A student who has passed the course: <ul style="list-style-type: none"> • (K) <i>knows and understands</i> / • (S) <i>can (is able to)</i> / • (C) <i>is ready to (is prepared to)</i> 	Programme Learning Outcome (PLO)	Class format	Form of assessment (verification)	Methods of evaluation and assessment
W1	Has basic knowledge of the social functions of the media and their impact on the processes of legitimizing power and building social identity.	K_WG03	Lecture	Written assessment	Form of assessment
W2	Knows and understands the impact of algorithmization and Big Data on communication processes	K_WK17	Lecture	Written assessment	Form of assessment
W3	Understands the ideological and cultural determinants of media messages and knows the basic tools for their sociological analysis	K_WK16	Lecture	Written assessment	Form of assessment
U1	Understands the ideological and cultural determinants of media messages and knows the basic tools for their sociological analysis	K_UW01	Classes	Project work / Essay	Form of assessment
U2	Analyses the functioning of the media as social actors in various contexts (e.g. political, civic, economic).	K_UW07	Classes	Project work / Essay	Form of assessment
U3	Is able to analyse media narratives with consideration of stakeholders and ideologies	K_UW13	Classes	Teacher observation	Form of assessment
K1	Is aware of the influence of their own beliefs on the reception and interpretation of media messages and is able to identify manipulation mechanisms.	K_KK01	Classes	Teacher observation	Form of assessment
K2	Demonstrates readiness to participate in public debate while maintaining a critical attitude and openness to diverse cultural perspectives.	K_KR09	Classes	Teacher observation	Form of assessment
K3	Is able to collaborate in a group when conducting media analysis	K_KO02	Classes	Teacher observation	Form of assessment

Literature and learning resources
<p>Required reading list:</p> <p>Davis, A. (2023). <i>Political communication: An introduction for crisis times</i>. John Wiley & Sons.</p> <p>Perloff, R. M. (2021). <i>The dynamics of political communication: Media and politics in a digital age</i>. Routledge. List of supplementary literature:</p> <p>Morrison, J., Birks, J., & Berry, M. (Eds.). (2021). <i>The Routledge companion to political journalism</i>. Taylor & Francis.</p> <p>Learning resources: presentations, reports</p>

Student workload required to achieve the intended learning outcomes – ECTS points breakdown		
Class attendance and participation	Student workload [h]	
	Independent study (student's self-directed work)	Instructional classes

Attendance at lectures	X	15 [h]
Participation in classes	X	15 [h]
Preparation for practical classes Preparation for course assessment	20 [h]	X
Summary of student workload	20[h]/ 0,8 ECTS	30 [h]/ 1,2 ECTS
ECTS credits for the course	2 ECTS	

Additional notes and comments	
<p>In the case of students with special needs, including those with disabilities and chronic illnesses, the methods and forms of verification of learning outcomes specified above (in the course card) are appropriately adapted to the individual needs of these students.</p> <p>Detailed rules and forms of support for students with special needs—including those with disabilities and chronic illnesses—during classes, assessments, and exams are defined in the following documents: the Study Regulations, the Study Guidelines, and the Procedure for Ensuring Accessibility of the Education Process for Students with Special Needs, including those with disabilities and chronic illnesses.</p>	