

SYLLABUS – A COURSE DESCRIPTION

I. General information

1. Course name: **Introduction to media studies**
2. Course code: **15-ITMS-ES-11** ([Link USOSWeb](#))
3. Course type (compulsory or optional): **compulsory**
4. Study programme name: **English Studies: Literature and Culture**
5. Cycle of studies (1st or 2nd cycle of studies or full master's programme): **1st cycle**
6. Educational profile (general academic profile or practical profile): **academic**
7. Year of studies (if relevant): **3**
8. Type of classes and number of contact hours (e.g. lectures: 15 hours; practical classes: 30 hours): **practical classes: 30 hours**
9. Number of ECTS credits: **2**
10. Name, surname, academic degree/title, email address of the course lecturer / other teaching staff*: **prof. UAM dr hab. Janusz Kaźmierczak** (jkaz@amu.edu.pl). Group instructors – as per current assignment in USOSWeb.
11. Language of instruction: **English**
12. Online learning - yes (partially / fully) / no : **no**

*please underline course coordinator's name

II. Detailed information

1. Course aim (aims)

- to introduce students to the basic methodological approaches in the study of the media, as well as to substantive issues concerning media technologies and institutions, media content and media users
- to develop the ability to analyse critically research in media studies and culture studies, and to use it in the analysis of media content and of the functioning of media, as well as of the activities of media users
- to develop the ability to communicate and work in a group, including presenting own arguments and criticizing others' arguments in a discussion

2. Pre-requisites in terms of knowledge, skills and social competences (if relevant)

none

3. Course learning outcomes (EU) in terms of knowledge, skills and social competences and their reference to study programme learning outcomes:

Course learning outcome symbol (EU)	On successful completion of the course and validation of its learning outcomes, a student:	Reference to study programme learning outcomes
ITMS_W01	knows and understands basic methodological approaches in the study of the media	K_W01, K_W03, K_W04, K_W05
ITMS_W02	knows and understands the discussed substantive issues concerning media	K_W02, K_W04, K_W07

	technologies and institutions, media content and media users	
ITMS_U01	is able to analyse and interpret examples of media-related phenomena, and of media content, in a wider cultural context	K_U04, K_U05
ITMS_U02	is able to read and comprehend scholarly texts from the fields of media studies and culture studies, and is able to assess them	K_U01
ITMS_U03	is able to present substantive and professional arguments, as well as to form conclusions, with the use of the views of other authors, in English	K_U06
ITMS_K01	is ready to work in a group, assuming various roles in a discussion	K_K3

4. Learning content with reference to course learning outcomes (EU)

Course learning content:	Course learning outcome symbol(s) (EU)
Basic methodological approaches in the study of media	ITMS_W01, ITMS_W03, ITMS_U01, ITMS_U02, ITMS_U03, ITMS_K01
Technological development and the development of media	ITMS_W02, ITMS_U01, ITMS_U02, ITMS_U03, ITMS_K01
Media as industry	ITMS_W02, ITMS_U01, ITMS_U02, ITMS_U03, ITMS_K01
Media content and the methods of studying it	ITMS_W02, ITMS_W03, ITMS_U01, ITMS_U02, ITMS_U03, ITMS_K01
Media users	ITMS_W02, ITMS_U01, ITMS_U02, ITMS_U03, ITMS_K01
Ideology in the media	ITMS_W02, ITMS_U01, ITMS_U02, ITMS_U03, ITMS_K01
News and their production	ITMS_W02, ITMS_U01, ITMS_U02, ITMS_U03, ITMS_K01
Advertising and media	ITMS_W02, ITMS_U01, ITMS_U02, ITMS_U03, ITMS_K01
New media and communication	ITMS_W02, ITMS_U01, ITMS_U02, ITMS_U03,

	ITMS_K01

5. Reading list

Deacon, David, Michael Pickering, Peter Golding and Graham Murdock (eds.). 1999. *Researching communications: A practical guide to methods in media and cultural analysis*. London: Arnold.

Fiske, John. 1990. *Introduction to communication studies*. London: Routledge.

Hodkinson, Paul. 2017. *Media, culture and society: An introduction*. (2nd edition.) London: Sage Publications.

Lindgren, Simon. 2017. *Digital media and society: Theories, topics and tools*. Thousand Oaks: Sage Publications

III. Additional information

1. Teaching and learning methods and activities to enable students to achieve the intended course learning outcomes (please indicate the appropriate methods and activities with a tick and/or suggest other methods.)

Teaching and learning methods and activities	X
Lecture with a multimedia presentation	x
Interactive lecture	
Problem-based lecture	
Discussions	x
Text-based work	x
Case study work	x
Problem-based learning	
Educational simulation / game	
Task-solving learning (e.g.: calculation, artistic, practical tasks)	
Experiential work	
Laboratory work	
Scientific inquiry method	
Workshop method	
Project work	
Demonstration and observation	
Sound and/or video demonstration	x
Creative methods (e.g.: brainstorming, SWOT analysis, decision tree method, snowball technique, concept maps)	
Group work	
Other – please specify	

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2. Assessment methods to test if learning outcomes have been achieved (please indicate with a tick the appropriate methods for each learning outcome (EU) and/or suggest different methods)

Assessment methods	Course learning outcome symbol									
	ITMS_ W01	ITMS_ W02	ITMS_ U01	ITMS_ U01	ITSM_ U03	ITMS_ K01
Written exam	X	X	X	X	X					
Oral exam										
Open book exam										
Written test	X	X	X	X	X					
Oral test										
Multiple choice test										
Project										
Essay										
Report										
Individual presentation										
Practical exam (performance observation)										
Portfolio										
Other (please specify) -										
Effective participation in discussion	X	X	X	X	X	X				

3. Student workload (ECTS credits)

Activity types		Mean number of hours spent on each activity type
Contact hours with the teacher as specified in the study programme		30
Students' self-study*	Preparation for classes	
	Reading for classes	15
	Essay / report / presentation / demonstration preparation, etc.	
	Project preparation	
	Term paper preparation	
	Exam preparation	15
	Other (please specify) -	
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TOTAL HOURS		60

Total ECTS credits for the course	2
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* please indicate the appropriate activity types and/or propose different activities

4. Assessment criteria in accordance with AMU in Poznan's grading system:

Very good (bdb; 5.0): Excellent knowledge of the basic methodological approaches in the study of the media as well as of the discussed substantive issues concerning media technologies and institutions, media content and media users; excellent ability to analyse and interpret media-related phenomena and media content, to read and assess scholarly texts, as well as to present arguments and form conclusions; excellent social competences in regard to participation in a discussion.

Good plus (+db; 4.5): 1-2 learning outcomes attained at level slightly below excellent.

Good (db; 4.0): All or nearly all learning outcomes attained at least at a good level

Satisfactory plus (+dst; 3.5): 1-2 learning outcomes attained at a satisfactory level, others - at a good level

Satisfactory (dst; 3.0): All or nearly all learning outcomes attained at a satisfactory level.
Overall course pass mark: 60%. Credit requirements: the average grade from the two written tests above the pass mark; a satisfactory level of participation in class discussion.

Unsatisfactory (ndst; 2.0): Most learning outcomes not attained at a satisfactory level