

SYLLABUS

STATE UNIVERSITY OF APPLIED SCIENCES IN WŁOCŁAWEK

Course: Media education

Faculty:		New media and e-business						
Speciality/specialization:		E-business						
		Media and social communication						
Unit hosting the Faculty:		New Media Department						
Practical course profile								
Course language:		Polish/English						
Course category:		core						
Learning cycle:		2023-2026						
Academic year: I 2023-2024					Semester: I			
Number of hours required to complete the course in full time-mode:								
TOTAL	lecture	ACTIVE FORMS						
		classes	projects	labs	workshops	conservatory	seminar/proseminar	professional training
30	15	15						
Method of carrying out all active forms of classes:		Classes are conducted: <ul style="list-style-type: none">• in the didactic room (including a computer room and a recording studio),• on-line,• during thematic events held outside the university, in the institutions of the city of Włocławek operating in the field of education.						
Specification of introductory courses with prerequisites:		No prerequisites.						

Educational goal:	Discussing the role the media serve in the life of modern man and the mechanisms of their influence on the audience/users, as well as the possible individual and social effects of the presence of the media in human life. Developing the ability to consciously and effective use of the media, forming a critical and creative attitude towards them, including the use of media in educational activities in the broadest sense. Encouraging class participants to share their knowledge of the media with different audiences.
Learning outcomes (course-related): K_W01 K_W01 K_W01 K_W02 K_W09 K_U02	Knowledge: Student knows: W1 – opportunities and threats resulting from the presence of traditional and recent media in people's lives, lists good practices in the area of media use, and proposes methods to counteract the threats, W2 – phenomena related to the impact of the media on its audience/users and society, lists competencies useful for informed participation in media communication, W3 – terminology of communication sciences and media, taking into account the age and competence of the target group, W4 – the subject connections between social communication and media sciences with management and quality sciences as well as pedagogy in the context of the challenges related to media education, W5 – various methods and good practices for organizing and conducting activities in the field of media education. Skills: Student can: U1 – apply the acquired theoretical knowledge from the fields of social communication and media sciences, management and quality sciences, as well as other related disciplines, to analyze the strengths and weaknesses of promotional and social campaigns and their impact on audiences in different age groups, U2 – propose and demonstrate ways to effectively search and analyze, as well as evaluate and use information from the media; apply these ways during individual and group tasks.

K_U04	Social competences:
K_K04	K1 – Student undertakes tasks in the field of media education with dedication and demonstrates a professional approach during their implementation, identifies and discusses dilemmas related to the educational potential of the media.

Full course description/ syllabus content:	LECTURE CONTENTS:	Reference to the learning outcomes
	1. Media and information society - educational contexts. The problem of digital exclusion.	W1, W2, W3, W4
	2. Media as a peculiar educational environment of modern man - opportunities and threats. The problem of cyberbullying, information stress, cyberaddictions.	W1, W2, W3
	3. Objectives, forms and tools of media education. Educational innovations (e/m-learning, neurodidactics, ICT, serious games, AR, VR, AI in education).	W1, W2, W4, W5
	4. Cultural development trends as educational challenges. Competencies and professions of the future.	W1, W2
	5. BigTech power and privacy management.	W1, W2
	CLASSES CONTENT:	
	1. Opportunities and threats resulting from the presence of the media in human life. The impact of the media on society.	W1, W2
	2. Online disinformation. Critical thinking vs. fake news, deep fakes, trolls, bots and the information bubble.	W1, W2, W3, U1, U2
	3. Internet trends and the language of new media in the educational context.	W1, W2, W5, U1, U2, K1

	4. ICT in education. Designing an online educational game.	W1, W2, W3, W5, U2, K1	
	5. Design of media education: problem, audience group, methods of implementation. Workshop design on the use of information from the web.	W1, W2, W3, W5, U2, K1	
	6. Education through social campaigns - case study. Designing an educational campaign with the use of new media.	W1, W3, W5, U1, U2, K1	
	7. Project evaluation.	W5, K1	
Methods of conducting classes:	<ul style="list-style-type: none">• lecture: problem lecture, interactive lecture, lecture accompanied by multimedia presentation,• active forms: discussions, practical projects, group work, analysis of the audiovisual material together with discussion.		
Student workload/ECTS points FULL-TIME STUDIES: 1) included in the working hours: - lecture: - active forms: 2) not included in the working hours: - exams	Forms of activity	Average number of hours to complete the activity	
		W	AF
	Number of hours with the participation of an academic teacher	15	15
	Number of hours without the participation of an academic teacher:	35	35
	1. Preparation for classes, including studying the recommended literature	25	10
	2. Processing of the results/preparation for the exam, tests, other	10	0
	3. Preparation of a report, presentation, discussion	0	25
	Total	50	50
	Total number of ECTS points for the method of classes	2	2
Form and method of passing, assessment criteria or requirements.	Methods of passing the course: <ul style="list-style-type: none">• passing with a grade (in the case of obtaining a negative grade, student may re-take the exam a second time, but it is not possible to improve a positive grade)		

The accepted value for calculating the assessment	Forms of passing the course: <ul style="list-style-type: none"> • lecture: the grade is determined by the points earned during the semester (including e-learning and an oral or written credit colloquium), • classes: the grade is determined on the basis of points earned during the semester (including active and substantive participation in class and completion of assignments). 													
	Basic criteria: <ul style="list-style-type: none"> • lecture: earning min. 50% of possible points; correctness and punctuality of completion of e-learning tasks, knowledge of issues discussed in the lecture; • classes: earning min. 50% of the possible points; active and substantive participation in the class, creativity, punctuality and merit of the completed tasks. 													
	Value for calculating the assessment: <table border="1"> <thead> <tr> <th><u>% of points</u></th><th><u>grade</u></th></tr> </thead> <tbody> <tr> <td>0% - 49%</td><td>- F</td></tr> <tr> <td>50% - 59%</td><td>- C</td></tr> <tr> <td>60% - 69%</td><td>- C+</td></tr> <tr> <td>70% - 79%</td><td>- B</td></tr> <tr> <td>80% - 89%</td><td>- B+</td></tr> <tr> <td>90% - 100%</td><td>- A</td></tr> </tbody> </table>	<u>% of points</u>	<u>grade</u>	0% - 49%	- F	50% - 59%	- C	60% - 69%	- C+	70% - 79%	- B	80% - 89%	- B+	90% - 100%
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Literature list:	Compulsory literature: <ol style="list-style-type: none"> 1. G. Ptaszek, <i>Edukacja medialna 3.0. Krytyczne rozumienie mediów cyfrowych w dobie Big Data i algorytmizacji</i>, Wydawnictwo UJ, Kraków 2019 (otwarty dostęp online). 													
	Supplementary literature: <ol style="list-style-type: none"> 1. A. Andrzejewska, <i>Dzieci i młodzież w sieci zagrożeń realnych i wirtualnych</i>, Wydawnictwo Difin, Warszawa 2014. 2. J. Bednarek (red.), <i>Człowiek w obliczu szans cyberprzestrzeni i świata wirtualnego</i>, Wydawnictwo Difin, Warszawa 2014. 3. J. Fazlagić, <i>Sztuczna inteligencja (AI) jako megatrend kształtujący edukację. Jak przygotowywać się na szanse i wyzwania społeczno-gospodarcze związane ze sztuczną inteligencją?</i>, Instytut Badań Edukacyjnych, Warszawa 2022 (otwarty dostęp online). 4. T. Goban-Klas, <i>Cywilizacja medialna. Geneza, ewolucja, eksplozja</i>, Wydawnictwo Szkolne i Pedagogiczne, Warszawa 2015. 5. A. Ogonowska, <i>Współczesna edukacja medialna: teoria i</i> 													

	<p><i>rzeczywistość</i>, Wydawnictwo Naukowe Uniwersytetu Pedagogicznego, Kraków 2015.</p> <p>6. A. Ogonowska, G. Ptaszek (red.), <i>Edukacja medialna w dobie współczesnych zmian kulturowych, społecznych i technologicznych</i>, Oficyna Wydawnicza Impuls, Kraków 2016.</p> <p>7. D. Siemieniecka (red.), <i>Edukacja a nowe technologie w kulturze, informacji i komunikacji</i>, Wydawnictwo Naukowe Uniwersytetu Mikołaja Kopernika, Toruń 2015.</p>
Names of person/persons who prepared the course description: PhD. Agnieszka Powierska	