HARMONOGRAM ZAJĘĆ

KIERNUNEK: Dziennikarstwo i Komunikacja Społeczna
SPECJALNOŚĆ: Digital Media & Computer Mediated Communication

ROK STUDIÓW: program ERASMUS

SEMESTR:
Miejsce zajęć: ul. Strzegomska 47

STUDIA PIERWSZEGO STOPNIA

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<tr>
<th>Nazwa przedmiotu/Course title</th>
<th>ECTS</th>
<th>Liczba godzin/number of hours</th>
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| w./lecture seminar prosem./proseminar | čw./classes konw./converstations |
Public Relations; history, key issues and trend lines

Description:
The goal of this course is to provide students with an understanding of the nature of public relations. The course covers the development and history of the public relations, major definitions and trend lines. After completing the readings and assignments for this course and participating in class discussion, student will be able to identify main historical figures and events in public relations, define public relations, identify the basic skills and abilities required of public relations professionals, and will be aware of ethical standards.

1. The main topics are:
The definitions and models of public relations
The types of public relations
How Public Relations differs from journalism, advertising and marketing
How Public Relations supports marketing, and customer relations
The main public relations application and evolution of task and attitudes (corporations, politics and government, non-profit organizations)
The main historical figures and events which shaped the contemporary Public Relations (Barnum, Lee, Bernays and others)
The methods and technics in Public Relation practice
The future of public relations
ePR
Subject "ePR" description for erasmus' students:
- Create and manage corporate sites, provide counsel all-things social; manage information, create and develop themes and campaigns targeting customers, partners, promotions, events, etc.
- Create and manage separate FB sites targeting key verticals (advertising, marketing, enterprise, ecommerce, etc.) as appropriate
- Research, compile comprehensive blogger list across industry, verticals, technoratti, analysts, journalists, pundits and posers
- Provide weekly audit of industry, vertical, trade and technoratti blogs – ferret out the key places where response/comment is vital to push corporate viewpoints
- Blogger campaigns: conduct aggressive outreach on company news, product launches, upgrades etc., to secure briefings (discuss new products/industry trends, or use as forum to position execs as though leaders etc.
- Blogger campaign: identify key bloggers, establish relationship for purpose of using them as pre-release evaluators or product reviewers
- Manage and create blogger-focused events (wrapped around a major launch, etc.)
- Social media-enabled press releases including hyperlinks back to product pages/special landing pages/industry pages; augment with keywords

2. 5 15 O, PK
Social media

Social media is a phenomenon that has been changing many aspects of a contemporary world for about twenty years (e.g. culture, human relationships, economy, politics). Positive and negative implications of them are widely discussed both among specialists and common web-users. There is also a huge debate how to teach students whose professional life will depend on progress in these kind of media. Journalists seem to be specially interested in the social media which enable people to obtain information, news and other data as well as education comparatively inexpensive. It means, that through such media, journalists can achieve their mission goals much better than ever before.

The question is how to make them aware of new challenges and help to play a new role in a modern society. Journalists also should recognize and create new trends in the reality in which they participate. So they should know how the social media employ web- and mobile-based technologies to support interactive dialogue between organizations, communities, and individuals as well as classifications of them (e.g. Internet forums, social networks, weblogs, socialblogs, wikis). Impacts on different social processes (e.g. building social authority, an increasing alienation of people, aggressiveness) are also worth to study as well as social media monitoring tools.

Some other phenomena will be analysed during the lectures titled “Social media” run by a psychologist Bożena Uścińska.
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<td><strong>The aim of the course is to present and discuss fundamental issues connected with working with a video camera, using additional lighting and sound implementation equipment. During the classes there will be discussed film and television genres and the characteristics of shots used for them. The intended effect is to prepare students for making a film project from idea through the scenario, the realization of shots, to montage and sharing the finished movie in standard formats</strong></td>
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5. **Cyberactivism**

Cyberactivism is a term used to describe various forms of social activism that employ innovative information and communication technologies (including social media). The aim of cyberactivism is to incite individuals against particular social issues and attempt to form solidarity towards significant collective actions. During the course you will be introduced to the basic terminology related to cyberactivism and learn about the typical tools and practices of cyberactivists. The typology of cyberactivism will be presented. An important element of the course will be the analysis of various activities and networking tools and the evaluation of their effectiveness. Therefore, will also investigate several case studies and attempt to answer some fundamental questions concerning cyberactivism:

- What types of political protest take place online?

- Are digital activism ventures as effective as traditional, direct activism?

Is there any need to differentiate between digital activism and activism at all?
Cyberculture

This course examines the theoretical concepts of cyberculture studies and assumption of Web studies. The workshop will be divided into two blocks. The first will be theoretical, where students will become familiar with Internet and network rules, history of discourse on the complex and multidimensional problems of cyberculture. The first module builds a foundation of knowledge about cyberculture, which later will allow a better understanding of the cyber culture phenomena that take place today and understanding of the mechanisms operating in cyberspace and the real world. The second block will be used for acquiring theory and its reflection on practical points. Students through debates, arguments and cooperation work on individual cases and through strategy building and motivation gaining will acquired practical skills of conscious participation in the culture of the Internet and also they will be qualified to work in electronic media. The course will involve quality contribution to the class discussions and homework assignments. Students are obligated to join the facebook site “DSW_Cyberculture” for the exchange of views, comments the posted issues and share reflexion of reading and expand the classes to the virtuality.
**TV Production Basic**
This course is designed to familiarize students with the tools and processes associated with television production. Students will gain a basic understanding of television as a medium of influence and expression. This course will incorporate both studio and field production techniques also with artistic and aesthetic aspects. Students will prepare pre-production materials, direct, and serve as crew members on some primary types of projects. They will develop their skills through a series of in-class exercises, studio and field exercises and critical evaluations of past and present production styles. Special emphasis is placed on pre-production planning with some journalistic competences: researching the subject, preparing for the interviews, planning the shots etc. Students will be expected to develop a reasonable competency in the following: prepare proposals and carry them through the stages of the production process, script and storyboard some format productions, camera placement and operation, understanding of the technical aspect of television production.

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**OPIEKUN DYDAKTYCZNY dr Marek Zimnak**

Zatwierdzam: