

Course syllabus for ERASMUS+ incoming students

Course Title	
Media Pedagogy	
Academic Teacher	Anna Maćkowiak, PhD
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ECTS credits	5
Number of hours	120
Course code	INT-IP-MP-26
Course description	
The purpose of the course is to provide students with a basic understanding of the tasks of media education. Participants will gain a general understanding of global, national, and regional media. During the course, students will be introduced to the principles of transmitting news through the media. They will learn the mechanisms governing the media world, as well as the basic linguistic techniques used by the media, particularly electronic media. Students will also be able to create their own journalistic materials as part of the course, and the most interesting materials will have the opportunity to be featured in local media. The course program will also include study visits to media editorial offices in Leszno.	
Learning outcomes - course content	
1) Development of media pedagogy. 2) Elementary information about global, national, regional, and local media. 3) Media language. 4) Media messages and language styles. 5) Forms and structure of media messages. 6) Specificity of printed press messages. 7) Specificity of radio messages. 8) Specificity of television messages. 9) Specificity of the Internet. 10) Expansion of electronic media. 11) Relationships between media content and their audiences. 12) Educational and entertainment functions of media messages. 13) Infotainment. 14) The impact of media on cognitive, emotional, and social development. 15) Young people in the world of online portals – benefits and threats.	

16) Persuasion and manipulation in the media.

17) Marketing and social advertising in the media (with examples of good practices).

18) Media people and people in the media.

19) Journalistic rhetoric.

20) Study visits to local media editorial offices in Leszno.

Student workload (self-study description)

Students will explore these topics during classes with a lecturer. As part of their own work, they will read professional literature and prepare journalistic material (e.g., a report or interview), which they will ultimately submit to the lecturer and present to the group.

This form of classes will allow for the combination of acquiring knowledge and skills in the field of media pedagogy with a pedagogical adventure, thanks to which students will be able to get to know media people and the everyday work of journalists.

Literature

1) Barman N., Language and Morality: The Influence of Language on Ethical Thinking, International Journal for Multidisciplinary Research, Volume 7, Issue 6, November-December 2025,

<https://www.ijfmr.com/papers/2025/6/60315.pdf>

2) Bonikowska M., Media a wyzwania XXI wieku, Warszawa 2009

3) Dobek-Ostrowska B. (red.), Media masowe na świecie. Modele systemów medialnych i ich dynamika rozwojowa, Warszawa 2007

4) Goban-Klas T., Media i komunikowanie masowe. Teorie i analizy prasy, radia, telewizji i Internetu, Warszawa 2009

5) Izdebska J., Dziecko w świecie mediów elektronicznych: teoria, badania, edukacja medialna, Białystok 2007

6) Jay T., Do offensive words harm people? Psychology, Public Policy, and Law 2009, Vol. 15, No. 2, 81–101,

<https://www.mcla.edu/Assets/uploads/MCLA/import/www.mcla.edu/Undergraduate/uploads/textWidget/1457.00018/documents/DoWordsHarm.pdf>

7) Mc Luhan M., Zrozumieć media. Przedłużenia człowieka. Warszawa 2004

8) Ogonowska A., Telewizja w edukacji medialnej, Kraków 2009

9) Siemieniecki B. (red.), Pedagogika medialna, Warszawa 2021

10) Zbróg Z. (red.), Edukacja medialna w kształceniu wczesnoszkolnym: praca zbiorowa, Kielce 2008.