

Course title Experimental radio studies: genreless genres
Form* discussion practice class
Level of course bachelor/ master
Year/semester Winter semester 2017/18
ECTS 6
Language of instruction English
No. of hours 30
Course content: <ol style="list-style-type: none"> 1. History of radio documentary, radio drama and feature. First experimental works 2. European artistic and experimental works <ol style="list-style-type: none"> a. Germany b. UK c. Poland 3. Artistic radio genres in USA and Australia 4. Experimental radio story: how to review? 5. Sound, music, voice, narration, silence, script – how experimental audio story is build? 6. Creating short experimental work
Assessment scheme Criteria of Assessment: <ul style="list-style-type: none"> <input type="checkbox"/> regular and active class participation (50%) <input type="checkbox"/> audio project (50%)
Lecturer Natalia Kowalska
USOS code: 0100-ERAL156
Literature <p>A. Crisell (1994) Understanding Radio (2nd edition), London and New York: Routledge.</p> <p>A. Crisell (2004), More Than a Music Box. Radio</p>

Cultures and Communities in a Multi-Media World ,
New York.

A. Weiss (1995) Phasmatic Radio, Duke
University Press.

Media Practice and Everyday Agency in Europe
(2014) eds. L. Kamp, N. Carpentier, A. Hepp, I.
Tomanic-Trivundza, H. Nieminen, R. Kunelius,
T. Olsson, E. Sundin, R. Kilborn.

Reality Radio: Telling True Stories in Sound (2010)
eds. J. Biewen, A. Dilworth, Chapel Hill, North
Carolina: The University of North Carolina Press.

J. Potter (2004), Stephen Potter at the BBC. Features
in War and Peace, Suffolk: OrfordBooks.

S. McHugh M.A. Lindgren, , *Not dead yet: emerging
trends in radio documentary forms inAustralia and
the US*, „Australian Journalism Review”, 35 (2).

S. Street (2012), The Poetry of Radio. The
Colour of Sound, London and New York:
Routledge.

Hendy D., *Reality Radio: The Documentary*, (w:) A.
Crisell (ed.), *More Than a Music Box. Radio
Cultures and Communities in a Multi-Media World* ,
New York.

Field of study/ programme:

Culture studies, journalism, radio studies, audio art
studies

* L – lecture, T- tutorial, D – discussion class, E – exam, Lab – laboratory, or other

Course title	Journalism and press journalist's profession
Form*	T
Level of course	Undergraduate (bachelor's) / graduate (master's)
Year/semester	winter/summer semester

ECTS	4
Language of instruction	English
No. of hours	20
Course content	<p>The course is designed to familiarize students with the basics of press journalism. During the workshops students should gain skills and abilities to write articles in accordance with the highest journalistic and legal standards. Also, the objective is to make students aware of the benefits of teamwork, especially at international and cross-cultural level. They will also know the work conditions in Polish editorial offices, professional ethics, and the rights of journalists and their informants. Joanna Mikosz, will introduce the sources of journalist information and gives an account of legal regulations concerning the use of sources of journalist information too.</p> <p>Each student who attends to this course get a book "Journalism, Media and Advertising in Poland – Selected Issues", which will be helpful during the classes. This book is designed for international students interested in journalism, advertising and media market in Poland.</p>
Assessment scheme	paper work, class attendance, activity during the workshops.
Lecturer	Joanna Mikosz PhD
Contact	mikoszj@uni.lodz.pl
USOS code	0100-ERAS075
Literature	<p>Mikosz J. (2012): <i>Journalism, Media and Advertising in Poland – Selected Issues</i>. Lodz.</p> <p>Bagdikian B. H.(2000): <i>The Media Monopoly</i>.</p> <p>Brophy J. (2007): <i>Working as a journalists</i>. The Irish Academy. Ireland.</p> <p>Donsbach W. (1995): <i>Lapdogs, watchdogs and jukyard dogs</i>. "Media Studies Journal". Vol 9. Page 17-30.</p> <p>Frost Ch. (2002): <i>Reporting for Journalists</i>. London.</p> <p>Harcup T. (2006): <i>Journalism. Principles and Practice</i>. London.</p> <p>Kovach B., Rosenstiel T. (2001): <i>The Elements of Journalism: What Newspeople Should Know and The Public Should Expect</i>.</p> <p>Murray M.D (2000): <i>Writing to Deadline: The Journalist at Work</i>.</p> <p>Murray M.D (2001): <i>Write to learn</i>.</p> <p>Ryan M., (2001): <i>Journalistic ethics, objectivity, existential journalism, standpoint epistemology, and public journalism</i>. "Journal of Mass Media Ethics". Vol 16, issue 1, March, pages 3-22.</p> <p>Winter B. (1990): <i>Editors and the stress of changing roles</i>. 20.10. nr 56.</p>
Field of study/ programme	Journalism/Media/Communiacion

* L – lecture, T- tutorial, D – discussion class, Lab – laboratory, or other

Course title	Advertising
Form*	T
Level of course	Undergraduate (bachelor's) / graduate (master's)

Year/semester	winter/summer semester
ECTS	4
Language of instruction	English
No. of hours	20
Course content	<p>The course "Advertising " is addressed to students of the Erasmus Programme. The main objective is to present a broad array of issues connected with the market of advertising. The special focus will be put onto new phenomena and the process of advertising technology. The participants of the course will acquire knowledge about online advertising, outdoor, press, a different types of press advertising, possibilities of placing advertisements, the structure of advertising rates, non – standard solutions in advertising and financial situation on the advertising market in Poland.</p> <p>They will also gain ability how to produce the commercial. All lectures are supported with the huge iconic material visualizing theoretical issues.</p> <p>Each student who attends to this course get a book "Journalism, Media and Advertising in Poland – Selected Issues", which will be helpful during the classes. This book is designed for international students interested in journalism, advertising and media market in Poland.</p>
Assessment scheme	paper work, class attendance, activity during the workshops
Lecturer	Joanna Mikosz PhD
Contact	mikoszj@uni.lodz.pl
USOS code	0100-ERAS890
Literature	<p>Mikosz J. (2012): <i>Journalism, Media and Advertising in Poland – Selected Issues</i>. Lodz.</p> <p>Mikosz J. (2012): <i>Ways of Press Promotion</i>, Saarbrucken.</p> <p>Altstiel T. (2006): <i>Advertising strategy: creative tacts from the outside/in</i>, Sage Publications.</p> <p>Powles J. (1996): <i>Advertising and popular culture</i>, Sage Publications.</p> <p>McDonough J., Egolf K., Reid J. V., 2003, <i>Advertising Age</i>, Fitzroy Dearborn.</p> <p>Messairs P. (1997): <i>Visual persuasion: the role of images in advertising</i>, Sage Publications.</p> <p>Murdoch A. (2005): <i>Modern advertising</i>, Szkoła Główna Handlowa.</p> <p>Rosenberg J. M., 1995, <i>Dictionary of marketing and advertising</i>, John Wiley&Sons.</p> <p>Urdang L. (1985): <i>Dictionary of advertising term</i>, Crain Books.</p>
Field of study/ programme	Journalism/Media/Communiaction

* L – lecture, T- tutorial, D – discussion class, Lab – laboratory, or other

Course title	Citizen journalism
Form*	D
Level of course	Undergraduate (bachelor's) / graduate (master's)
Year/semester	winter/summer semester

ECTS	4
Language of instruction	English
No. of hours	20
Course content	The course is designed to familiarize students with citizen journalism in the world. During the workshops students will be talk about the definition of citizen journalism, about the beginnings connected with development of Internet and about citizen journalism today. We will be discussing about big citizen website and citizen journalism in local communities, about capabilities and danger of this kind of journalism.
Assessment scheme	Radio broadcast about citizen journalism, class attendance, activity during the workshops
Lecturer	Kinga Sygizman PhD
Contact	kinga.sygizman@gmail.com
USOS code	0100-ERAS970
Literature	GILLMOR D. (2004), <i>We the media, Grassroots Journalism By the People, For the People</i> . Keen A., (2013), <i>Digital Vertigo: How Today's Online Social Revolution Is Dividing, Diminishing, and Disorienting Us</i> . Bowman, S. and Willis, C. (2003) <i>We Media: How Audiences are Shaping the Future of News and Information. The Media Center at the American Press Institute</i> . Jay Rosen J (14 July 2008). "A Most Useful Definition of Citizen Journalism". <i>PressThink</i> . Retrieved 21 May 2012. http://archive.pressthink.org/2008/07/14/a_most_useful_d.html
Field of study/ programme	Journalism/Media/Communication

* L – lecture, T- tutorial, D – discussion class, Lab – laboratory, or other

Course title	Media Market in Poland
Form*	T
Level of course	Undergraduate (bachelor's) / graduate (master's)
Year/semester	winter/summer semester
ECTS	6

Language of instruction	English
No. of hours	36
Course content	<p>The purpose of the course is:</p> <ul style="list-style-type: none"> - Polish Press Market, Press Photography and Internet Journalism in Poland. Changes in the Polish media market, after 1989 and their influence the shape of today's mass media and current trends in Polish journalism, characteristics of journalistic ways of communicating with customers. - commercial radio stations in Poland: mainstream radio formats and musical programming, way of preparing broadcast, duties and workshop of a radio deejay, newsroom and its specifics, cooperation with radio advertising agency. Lecturer cooperates with a local editorial of Radio Eska. - TV market in Poland, TV stations and its formats, the role of specialized journalism in TV, 24h news stations in Poland. - art genres of radio, especially radio-plays and features which have been developed from the beginning radio broadcasting until today. Furthermore, the area of acoustic arts in Poland will be discussing in the background of the European radio broadcastings.
Assessment scheme	Final test.
Lecturer	Joanna Mikosz PhD Joanna Bachura-Wojtasik PhD Krzysztof Grzegorzewski PhD
Contact	mikoszj@uni.lodz.pl
USOS code	0100-ERAS014
Literature	<p>Mikosz J. (2012): <i>Journalism, Media and Advertising in Poland – Selected Issues</i>. Lodz.</p> <p>Below N., J. (2011): Photojournalism in War and Armed Conflicts. Germany.</p> <p>British Press Photographers' Association (2007): <i>Press Photography in a Changing World</i>. Great Britain.</p> <p>Dashti A. (2011): The effect of online journalism on the freedom of the press. Germany.</p> <p>DeFleur M., Dennis E. (1996): <i>Understanding Mass Communication</i>, Princeton.</p> <p>Frost Ch. (2002): <i>Reporting for Journalists</i>. London.</p> <p>McQuail D. (1994): <i>Theories of Mass Communication</i>. London.</p> <p>Miliša Z, Mirela Tolić (2011): Addicted to media and media manipulation. Germany.</p> <p>Murray M.D (2000): <i>Writing to Deadline: The Journalist at Work</i>.</p>
Field of study/ programme	Journalism/Media/Communication

* L – lecture, T- tutorial, D – discussion class, Lab – laboratory, or other

Course title	Stories in sounds. Radio analysis
Form*	discussion class
Level of course	
Year/semester	Winter semester 2017/18

ECTS 6

Language of instruction

English

No. of hours

30

Course content:

1. Introduction to artistic radio genres – radio-drama, documentaries and feature
2. Artistic radio in Poland and Europe – in context
3. Scandinavian radio documentary
4. The power of sound in an image-focused civilization
5. Innovation in the radio as a medium and innovation specifically in the artistic radio
6. Themes and topics in radio documentaries: good and bad subject, dramatic tension, scenes, protagonists, metaphor etc.
7. Reporter working methods. The invisible or visible reporter
8. Work on creation of radio-drama – critical stages
9. Language of radio-sounds including: music, voices and silence, as well as their dramaturgical composition/structure
10. Sound and imagination, sound and emotion, the colour of sound
11. Aesthetics of listening

Assessment scheme

Criteria of Assessment:

attendance (20%)

- regular and active class participation (20%)
- review (30%)
- individual or small group presentation in class (30%)

Lecturer

Joanna Bachura-Wojtasik, PhD

USOS code 0100-ERAS852

Literature

- B. Bok, Encounter with the Other. Some reflections on interviewing, Stockholm: Stockholm Academy of Dramatic Arts.
- T. Crook (1999) Radio Drama: Theory and Practice, London and New York: Routledge.
- T. Crook (2012) The Sound Handbook, London and

New York: Routledge.

A. Crisell (1994) *Understanding Radio* (2nd edition), London and New York: Routledge.

Radio: community, challenges, aesthetics (2013) ed.

G. Stachyra, Lublin: Maria Curie-Skłodowska University Press.

Reality Radio: Telling True Stories in Sound (2010)

eds. J. Biewen, A. Dilworth, Chapel Hill, North Carolina: The University of North Carolina Press.

G. Starkey (2014) *Radio in Context*, London: Palgrave Macmillan.

S. Street (2012), *The Poetry of Radio. The Colour of Sound*, London and New York: Routledge.

Field of study/ programme:

* L – lecture, T- tutorial, D – discussion class, E – exam, Lab – laboratory, or other