

Course title	Stories in sounds. Radio analysis.
Form*	D
Level of course	Undergraduate (bachelor's) / graduate (master's)
Year/semester	winter/summer semester
ECTS	8
Language of instruction	English
No. of hours	20
Course content	The subject matter of this course is to provide students with the tools which will enable them to find the meaning of the following artistic radio genres: documentary, radio-drama and feature. "Stories in sounds" will be analyzed in terms of plots but also techniques, narrations, dramaturgies and emotions. Sound performance will allow participants to capture and discuss the fundamental matter of artistic creation and the language of radio-sounds including: voices, words, acoustic elements or 'acoustic kitchen', music, silence as well as their composition. For this course several acoustic arts produced by not only the Polish Radio but also the European radio broadcastings are selected as examples. It should be highlighted that this course sensitizes participants to the ambient sounds and teaches how radio-makers could make people open.
Assessment scheme	Active participation, review
Lecturer	Joanna Bachura-Wojtasik PhD Kinga Klimczak PhD
Contact	joanna.bachura@gmail.com
USOS code	
Literature	B. Bok, <i>Encounter with the Other. Some reflections on interviewing</i> , Stockholm: Stockholm Academy of Dramatic Arts. T. Crook (1999) <i>Radio Drama: Theory and Practice</i> , London and New York: Routledge. T. Crook (2012) <i>The Sound Handbook</i> , London and New York: Routledge. A. Crisell (1994) <i>Understanding Radio (2nd edition)</i> , London and New York: Routledge. <i>Radio: community, challenges, aesthetics</i> (2013) ed. G. Stachyra, Lublin: Maria Curie-Skłodowska University Press. <i>Reality Radio: Telling True Stories in Sound</i> (2010) eds. J. Biewen, A. Dilworth, Chapel Hill, North Carolina: The University of North Carolina Press. G. Starkey (2014) <i>Radio in Context</i> , London: Palgrave Macmillan. S. Street (2012), <i>The Poetry of Radio. The Colour of Sound</i> , London and New York: Routledge.
Field of study/ programme	Journalism/Media/Communication

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

Course title	Journalistic and artistic radio – theory and practice
Form*	T / workshop
Level of course	Undergraduate (bachelor's) / graduate (master's)
Year/semester	winter/summer semester
ECTS	10
Language of instruction	English
No. of hours	30
Course content	<p>The aim of this course is to familiarize students with the genres of information, commentary and artistic radio. The specific theory from areas of radio market and radio genres will be applied during the workshops. The analysis, criticism and appraisal of selected broadcasts as well as work on creation of individual radio journalistic recordings, including street survey, interview, debate or radio-drama will be held as a part of this course. It should be highlighted that particular emphasis will be placed on the necessity to prepare practical tasks and individual or group projects. Some part of this course will take place in the field and the radio studio.</p> <p>This course will allow students to develop their creative ideas related with work in radio and enhance their qualifications to work with a microphone and professional audio recorders for reporters. Also, students will have the opportunity to advance their knowledge and skills concerning on editing recorded materials and producing of sound broadcasts intended for the implementation in the radio. What is important, both tutorials and workshops sensitize participants to the ambient sounds and teach how radio-maker could make people open.</p>
Assessment scheme	audio works, class attendance, activity during the workshops, final test
Lecturer	Joanna Bachura-Wojtasik PhD Kinga Klimczak PhD
Contact	joanna.bachura@gmail.com
USOS code	0100-ERAS509
Literature	<p>T. Crook (1999) <i>Radio Drama: Theory and Practice</i>, London and New York: Routledge.</p> <p>T. Crook (2012) <i>The Sound Handbook</i>, London and New York: Routledge.</p> <p>A. Crisell (1994) <i>Understanding Radio (2nd edition)</i>, London and New York: Routledge.</p> <p><i>Radio: community, challenges, aesthetics</i> (2013) ed. G. Stachyra, Lublin: Maria Curie-Skłodowska University Press.</p> <p><i>Reality Radio: Telling True Stories in Sound</i> (2010) eds. J. Biewen, A. Dilworth, Chapel Hill, North Carolina: The University of North Carolina Press.</p> <p>G. Starkey (2014) <i>Radio in Context</i>, London: Palgrave Macmillan.</p> <p>S. Street (2012), <i>The Poetry of Radio. The Colour of Sound</i>, London and New York: Routledge.</p>
Field of study/ programme	Journalism/Media/Communiaction

* L – lecture, T- tutorial, D – discussion class, 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	8
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	0000-CODE
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>

	Winter B. (1990): <i>Editors and the stress of changing roles</i> . 20.10. nr 56.
Field of study/ programme	Journalism/Media/Communication

* 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	8
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	0000-CODE
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>, Saarbrücken.</p> <p>Altstiel T. (2006): <i>Advertising strategy: creative tactics 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>

Urdang L. (1985): *Dictionary of advertising term*, Crain Books.

**Field of study/
programme** Journalism/Media/Communiaction

* 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	10
Language of instruction	English
No. of hours	36
Course content	<p>The purpose of the course is to acquaint students with Polish Press Market, Press Photography and Internet Journalism in Poland. The lecturer will explain changes in the Polish media market, which took place in 1989 and had influence the shape of today's mass media and will indicate the current trends in Polish journalism by presenting characteristics of journalistic ways of communicating with customers. Joanna Mikosz will draw the reader's attention to the rivalry between on-line and traditional printed press, including concerns for the future.</p> <p>Next part of the course is to acquaint students with commercial radio stations in Poland. Lecturer will explain questions of 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.</p> <p>Third part of the course is dedicated to the issues of TV stations in Poland. It contains such topics as: TV market in Poland, TV stations and its formats, the role of specialized journalism in TV, 24h news stations in Poland.</p> <p>In the next part of this course students will focus on the 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. Joanna Bachura-Wojtasik will indicate on the fundamental matter of artistic creation and the language of radio-sounds including: voices, words, acoustic elements or 'acoustic kitchen', music, silence as well as their composition. Students will familiarize with prominent authors of the Polish Radio and works of well-known feature makers. Moreover, they will have a chance to record their own short 'sound image' in a radio studio.</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	Final test.
Lecturer	Joanna Mikosz PhD Joanna Bachura-Wojtasik PhD Krzysztof Grzegorzewski PhD
Contact	mikoszj@uni.lodz.pl
USOS code	0000-CODE
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/Communiacion

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