***Seminar***

**dr Małgorzata Kolankowska**

**Journalism and its role in the digital culture**

The idea of the seminar is to analyse the condition of journalist and journalism in different countries, especially in the digitalera. Ryszard Kapuscinski used to say that a reporter is like a translator, but he translates from one culture to another, that is why we are going to look for some interesting examples of journalists/ media/projects that work in that way. The new digital media ecosystem gives a possibility to create new narrative forms that change the perception of journalism. What are the characteristics of those new formats? How do they  influence the slow journalism? These are some of the questions of our seminar.

**prof. Arkadiusz Lewicki**

**AUDIO-VISUAL COMMUNICATION**

The seminar will be undertaken themes related to the audio-visual communication. Film, television, radio, advertising, creating images of brands or companies, ways of visual promotion, all these topics are related to communication mediated by the sphere of imaging and may constitute the basis for the master's theses.

**Dr Patrycja Rozbicka**

Description:

The MA seminar will be devoted to a broad reflection on communication (social, visual, intercultural), for which culture, society and social space are the key interpretative context.

The seminar will also be open to other topics.

Specific issues: qualitative research; social communication, intercultural communication, visual communication, branding, intercultural public relations; category Other/Alien, multiculturalism, post-colonialism, nationalism, constructing identity; the visuality of the city, the visuality of contemporary mass culture

**Dr Dorota Kokowicz**

**Course title**: Master Seminar

**Description:**

Countries do not only compete with each other using material resources, infrastructure and attractive tax system. Today their success also depends on their reputation and awareness - as Simon Anholt said: "in the modern world, the factor of national reputation is becoming more and more significant”.

Within the framework of this Master Seminar student can choose the scientific area for their master’s thesis among the issues related to nation branding indicated below (please, note that they are not ready-made titles for master’s thesis but general areas - students will have to specify one of them):

1. Theoretical and practical aspects of shaping the nation brand by countries (foreign policy, culture, tourism and economy);
2. The image of countries and nations (including national stereotypes);
3. Communication in public diplomacy;
4. Tourism as a tool of nation branding;
5. The role of culture in shaping positive image of a country;
6. Brand and product as “ambassadors” of their country of origin;
7. PR activities of countries;
8. Modern forms of public diplomacy (e.g. in the social media);
9. Promotion of cities and regions;
10. The social media in nation branding, etc.

**Course policies and requirements:**

Final grade:

1. Presentation of a topic of your master’s thesis along with proper literature and the outline of your thesis;
2. Sending by the end of the semester one chapter of your thesis.

Plagiarism:

Any form of plagiarism results in failing the course without a possibility to improve a grade. Each plagiarism is reported to the authorities.

Plagiarism is serious academic misconduct and is subject to penalties under University regulations. Please always acknowledge your sources.

**Dr Łukasz Śmigiel**

The seminar includes an analysis of topics in the field of new media and technology used in communication. Particular attention is paid to the subject of promotion and self-promotion, as well as building communication between the sender of messages (including advertising) and the audience.

Two main seminar topics:  
  
Book Marketing  
The main theme is the analysis of mechanisms for the promotion of books and writers. As part of the seminar, we are looking for answers to questions - how to inform readers about old and new publishing titles today, how to create the image of writers. We examine who are new readers and how new technologies affect the book as a medium. We are interested in issues such as: the book and the brand, promotion of writers and literature through social media, the role of the distributor, publisher in the promotion of the book, publishing process, promotion of the book outside the Internet, book cover as its packaging.

Popular Music  
In this case, the main topic is about popular music and it's relations with all kinds of media (old and new). Our research will concentrate on such issues like: personal branding of a music star, process of creating the artistic image, promotion of popular music in the media, relation between popular music and various media (radio, press, television, online media), the role of a music producer, history of popular music, independent musicians and their role in the music business, new music platforms (data clouds, streaming, podcasts).