***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 hab. Jędrzej Morawiecki**

Master Seminar: Empirical Research

We can work together on the reception of broadly understood media messages. We can identify the determinants of their production. Finally, we can describe the environment of the producers of these messages (e.g. reporters, journalists, PR departments, etc.) and look at these groups or categories from a sociological perspective. However, we can also deal with consumer research or communication case studies. The entry conditions for our seminar are: selection of the sampling method, focus on the case study, measurement design (operationalization of field research; I do not allow theoretical or descriptive work).