

Dear Students,

Below you can find information about **enrollment in Master Seminar subject:**

Registration is online and takes place through individual USOS accounts <https://usosweb.uni.wroc.pl> (registration will be active on the day the system is opened).

Please check the enrollment access for Master Seminar subject on your individual USOS accounts.

Please report any problems by sending an e-mail to the following address: rejestracja.dkskw@gmail.com

Please provide: name, major (Communication Management or Journalis and Social Communication) and student ID number!

Date of verification: 13/02/2024 (from 10:00 a.m.) - 14/02/2024 (to 11:59 p.m.)

Date of enrollment: 15/02/2024 (from 10 a.m.) - 16/02/2024 (to 11:59 p.m.)

Please, remember, the places in groups are limited, so first come, first served!

MASTER THESIS SUPERVISORS YOU CAN CHOOSE (9 PEOPLE IN A GROUP):

DR ŁUKASZ ŚMIGIEL

Seminar: Media and popular culture

Objectives of the subject: The aim of the course is to prepare a diploma thesis in the field of:

New media, storytelling, promotion and marketing, popular culture, popular music, image creation and self-promotion, building a brand, book marketing, creative writing, radio and radio art, working in a recording studio, publishing market, movies and video games in popular culture.

Classes end with a credit on the basis of the materials given by the students: thesis topic, plan of thesis chapters, bibliography, subsequent chapters to be corrected and edited.

DR PAWEŁ BARANOWSKI

This master's seminar is tailored for students interested in utilizing empirical media analysis, with a strong emphasis on conducting independent research, particularly of a quantitative nature. I particularly invite students interested in using media content analysis or survey methods. The scope of topics I can help with include new media, political communication, advertising, brand communication on social media, as well as journalism theory and practice.

Seminar Overview:

- Topic selection: Guiding students in selecting suitable research topics.
- Thesis construction and editorial requirements: Providing guidance on structuring the thesis and meeting editorial standards.
- Research methodology: Exploring various research methodologies applicable to media analysis.
- Conceptualization of the master's thesis: Assisting students in developing a clear conceptual framework for their thesis.
- Source search and editing of the bachelor's thesis: support in sourcing relevant materials and editing the master's thesis for publication.

PROF. ADAM SZYNOL

"Polish media and journalism in the digital age"

The task of the three-semester seminar is to prepare a valuable and substantively correct master's thesis, the topics of which fall within the field of social communication and media sciences. The first semester focuses mainly on conceptual and methodological issues. Participants become familiar with the requirements for writing scientific papers, and together with the tutor they determine the topic of the dissertation and the scope of the available bibliography. The next two semesters are a gradual implementation of the previously accepted research concept, writing the thesis, solving possible problems and preparing for the viva voce.

PROF. JĘDRZEJ MORAWIECKI

Communication empirical research

We will examine journalist groups and audience categories, propose models of production conditions and communication case studies. For this reason, we will focus on fieldwork, including surveys, in-depth interviews, focus groups, participatory and non-participatory action research. Works focusing on content analysis are allowed only if supplemented with the above-mentioned methods. The studied phenomenon must be verified on a specific case and the measurement must be precisely defined in time. Clearly defined samples should always be properly selected. These conditions should be met at the beginning of designing your project the master's thesis. Exclusively non-reactive researches, master's theses focused on theoretical considerations, only descriptive works, do not fit into the formula of the proposed seminar. The condition for passing the first semester of the seminar is to write any chapter of the master's thesis (about 15-20 standardized pages).

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

Topic: Communication – Society - Culture - Marketing

Description:

The seminar will be dedicated to a broad reflection on communication, for which society and the social and cultural space are crucial interpretive contexts.

Specific issues: social communication, intercultural communication, visual communication; marketing; branding, cultural branding; the category of Other, multiculturalism, postcolonialism, nationalism, identity construction; the visibility of the city, the visibility of contemporary mass culture, cultural codes.