

1.	Field of study	Journalism and Social Communication
2.	Faculty	Faculty of Social Sciences
3.	Academic year of entry	2025/2026 (winter term)
4.	Level of qualifications/degree	first-cycle studies
5.	Degree profile	general academic
6.	Mode of study	full-time

7.	General information about the module	
Module name		Digital tools and AI in social communication
Module code		NCAIKS
Number of the ECTS credits		2
Language of instruction		Polish
Purpose and description of the content of education		Celem modułu jest wyposażenie studentów w wiedzę, umiejętności i kompetencje społeczne niezbędne do efektywnego wykorzystania nowoczesnych technologii cyfrowych oraz sztucznej inteligencji w procesach komunikacji społecznej. Moduł łączy teoretyczne podstawy z praktycznymi ćwiczeniami, umożliwiając uczestnikom zrozumienie zarówno technologicznych aspektów, jak i konsekwencji społecznych czy etycznych wykorzystania tych rozwiązań w mediach. Interdyscyplinarne podejście do tematyki sztucznej inteligencji wpisuje się w tradycję gruntownego przygotowania zawodowego, jednocześnie odpowiadając na dynamicznie zmieniające się wymagania współczesnego rynku medialnego.
List of modules that must be completed before starting this module (if necessary)		not applicable

8.	Learning outcomes of the module			
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)	
K01	Jest gotów do odpowiedzialnego podejmowania roli dziennikarza w sytuacjach wymagających etycznego wykorzystania narzędzi AI.	K03	4	
K02	Jest świadomy wpływu sztucznej inteligencji na społeczeństwo i jest przygotowany do krytycznej oceny jego zastosowania w mediach w kontekście etycznym i społecznym.	K01 K03	4 3	
K03	Jest przygotowany do ciągłego uczenia się i adaptacji w dynamicznie zmieniającym się środowisku technologicznym.	K01 K06	4 3	
U01	Potrafi wykorzystując posiadaną wiedzę tworzyć i edytować treści medialne przy użyciu narzędzi opartych na AI, takich jak generatory tekstu czy narzędzia do analizy danych.	U02	3	
U02	Potrafi komunikować się z otoczeniem z użyciem specjalistycznej terminologii z zakresu AI oraz nowoczesnych technologii cyfrowych.	U04	3	
U03	Potrafi wykorzystując różnorodne źródła informacji przygotować i wdrożyć strategie komunikacyjne z wykorzystaniem nowoczesnych technologii cyfrowych i AI.	U06 U08	3 3	

W01	Zna i rozumie pojęcia i mechanizmy działania sztucznej inteligencji, w tym uczenie maszynowe, przetwarzanie języka naturalnego oraz ich zastosowanie w mediach i komunikacji społecznej.	W02 W03	4 3
W02	Zna i rozumie w zaawansowanym stopniu kwestie etyczne związane z wykorzystaniem AI w mediach, takie jak prywatność, dezinformacja oraz wpływ technologii na współczesne dziennikarstwo i komunikację społeczną.	W05 W08	4 4

9. Methods of conducting classes		
Code	Category	Name (description)
a03	Lecture methods / expository methods	Description <i>a description of objects, phenomena, processes or people; it involves specifying the structure and characteristic features of the object, phenomenon, or process being described; it is usually accompanied by a demonstration of the described object or by its models, drawings, tables, charts, etc.; a description may take the form of an explanation, classification, justification or comparison</i>
a05	Lecture methods / expository methods	Explanation/clarification <i>explication involving the derivation of a predetermined theorem from other, already known ones, in the number of steps specified by the person teaching the course</i>
d02	Programmed learning methods	Working with a programmed textbook <i>working with a textbook containing instructional material covering part of or the entire curriculum of the module as well as a formula for studying the content; includes working with a subject textbook, an atlas, a catalogue, a problem book, etc.</i>
d03	Programmed learning methods	Working with another teaching tool <i>e.g. using websites in any way or according to the rules set by the teacher; or making use of other subject-specific tools</i>
e01	Practical methods	Laboratory exercise / experiment <i>[also conducted as fieldwork] a method of practical application of knowledge; implemented in three stages: the recognition of a problem induced by the task content, the formulation of the problem and the attempt to solve it accompanied by the assessment of the effects; the goal is to acquire skills, abilities and habits, and to consolidate the acquired knowledge so that it becomes operational; the laboratory method assumes greater independence of learners than carrying out an experiment</i>
e02	Practical methods	Production exercise – workshop <i>an activity involving the creation of an object/product according to the rules/principles/description provided by the academic teacher acting as the workshop master</i>
e08	Practical methods	Practice-as-research <i>also conducted as fieldwork; an activity aimed at confronting the acquired theory with practice through its practical application; students situate themselves in the reality they observe, study and transform through the prism of the theory; the method of practical classes is dominated by the application of knowledge to solving practical tasks</i>
f01	Methods of self-learning	Self-education <i>a method which involves independent acquisition of knowledge, skills and social competences, extending their scope and quality; complementary to the learning process taking place in class; taking on the task of developing and adjusting qualifications on one's own; self-study</i>
f03	Methods of self-learning	Conceptual work <i>a (mainly intellectual) activity carried out independently (or in a selected group) resulting in the creation of a concept, idea or project; creating a plan based on a vision; developing a general outline of a project; producing a simplified sketch of the variant versions of a procedure/product/work</i>

10. Forms of teaching					
Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
01	laboratory classes	30	course work	K01, K02, K03, U01, U02, U03, W01, W02	a03, a05, d02, d03, e01, e02, e08, f01, f03
11. The student's work, apart from participation in classes, includes in particular:					
Code	Category	Name (description)			Is it part of the BUNA?
a01	Preparation for classes	Search for materials and review activities necessary for class participation <i>reviewing literature, documentation, tools and materials as well as the specifics of the syllabus and the range of activities indicated in it as required for full participation in classes</i>			No
a04	Preparation for classes	Consulting materials complementary to those indicated in the syllabus <i>agreeing on materials complementary to those indicated in the syllabus, supporting the implementation of tasks resulting from or necessary for class participation</i>			Yes
b01	Consulting the curriculum and the organization of classes	Getting acquainted with the syllabus content <i>reading through the syllabus and getting acquainted with its content</i>			Yes
c01	Preparation for verification of learning outcomes	Determining the stages of task implementation contributing to the verification of learning outcomes <i>devising a task implementation strategy embracing the division of content, the range of activities, implementation time and/or the method(s) of obtaining the necessary materials and tools, etc.</i>			Yes
c03	Preparation for verification of learning outcomes	Implementation of an individual or group assignment necessary for course/phase/ examination completion <i>a set of activities aimed at performing an assigned task, to be executed out of class, as an obligatory phase/element of the verification of the learning outcomes assigned to the course</i>			Yes
e03	Activities complementary to the classes	Participation in non-obligatory teaching, research or organizational grants intensifying the achievement of the assumed learning outcomes <i>research, artistic, social and other activities not indicated in the curriculum, undertaken on the student's own initiative as a way of supplementing, enriching or extending the content and activities indicated in the module curriculum, intensifying the achievement of learning outcomes</i>			Yes

Information on the details of the module implementation in a given academic year can be found in the syllabus available in the USOS system: <https://usosweb.us.edu.pl>.