

UO

Wydział Filologiczny/ Faculty of Philology

MASTER OF LIBERAL ARTS

studia 2 stopnia/ MA level

stacjonarne / full time

Seminarium magisterskie dla rocznika 2022-2024/ MA Seminar for 2022-2024

Propozycja/ proposal

The students who enroll for Master of Liberal Arts MA study programme 2022-2023 will have a choice between two majors to follow in their MA seminar that will start in the 2nd semester. See the details in the charts below:

OPTION 1:

Dyscyplina/Field of study
Językoznawstwo/studia Interdyscyplinarne (media i komunikacja społeczna) Linguistics/Interdisciplinary studies (media and communication studies)
Prowadzący / Supervisor
Dr hab. Katarzyna Molek-Kozakowska, prof. UO
Kierunek, stopień/ Study Programme, Major
Master of Liberal Arts Major: PUBLIC COMMUNICATION Studia 2 stopnia/ MA level Stacjonarne / full time
Krótki opis / Short description
DISCURSIVE STRATEGIES IN PUBLIC COMMUNICATION In this seminar, students explore selected areas of public communication (political propagandas, promotional discourses, marketing and advertising, news and journalism, organizational or institutional websites, social media, blogosphere). The focus is on discursive strategies used there (self-presentation, identity construction, persuasion, manipulation). Students also become familiar with the main research orientations and methods of analyzing public texts (content analysis, semiotic analysis, narrative analysis, rhetorical analysis and discourse analysis) and with exemplary studies in the field. In the following semester(s) students choose their individual research projects. They draw on their knowledge of theories and practices of mediated communication and their ability to apply analytic categories. In their projects, students analyze a sample of freely available texts to answer a research question related to the properties and effectiveness of those texts. They explore this in the context of a given theory of communication. The conclusions from their projects may include practical implications.

OPTION 2:

Dyscyplina/Field of study
Nauki o kulturze i religii/Culture studies
Prowadzący / Supervisor
Dr hab. Krzysztof Piotr Skowroński, prof. UO
Kierunek, stopień/ Study Programme, Major
Master of Liberal Arts Major: PHILOSOPHY, CULTURE, POLITICS Studia 2 stopnia/ MA level Stacjonarne / full time
Krótki opis / Short description
PHILOSOPHY, CULTURE, POLITICS – The aim of PCP major is to provide the students with the knowledge about the main research orientations and with research methods and skills that are needed to identify and articulate ideas at the intersection of philosophy, culture and politics. In their MA, students are expected to conduct an academic project within the area of their interest that can be connected, for example, to the relations between religion and politics, the social and political implications of multiculturalism, the consequences of cultural relativism, or the role of culture criticism. The basic approaches to apply in the projects can be drawn from socio-political philosophy, political theory, feminist criticism and pragmatism.

It is possible to find a supervisor in a different field in individual cases. Contact the study programme coordinator for further information.