

Міністерство освіти і науки України
Львівський національний університет імені Івана Франка
Факультет журналістики
Кафедра теорії і практики журналістики

ЗАТВЕРДЖЕНО
на засіданні кафедри теорії і практики журналістики
факультету журналістики
Львівського національного університету імені Івана
Франка
(протокол № 8 від 15.04.2026 р.)

Т.в.о. завідувача кафедри –
кандидат наук із соціальних
комунікацій, доцент ШАЙДА Н.К.



СИЛАБУС З НАВЧАЛЬНОЇ ДИСЦИПЛІНИ
«Медіасемінар» (англ.),
що викладається в межах ОНП
третього освітньо-наукового рівня вищої освіти для здобувачів зі
спеціальності С7 – журналістика

Львів -- 2026

1. GENERAL INFORMATION / ЗАГАЛЬНА ІНФОРМАЦІЯ

- **Course Name:** Media Seminar / Медіасемінар
- **Level of Education:** Third (Educational-Scientific) — Doctor of Philosophy (PhD)
- **Specialty:** C7 Journalism
- **Language of Instruction:** English
- **Course Status:** Elective (Вибіркова)
- **Volume:** 3 ECTS credits (90 hours total: 32 classroom hours, 58 self-study)
- **Course Website:** lvivmediaseminar.blogspot.com

Instructor / Викладач

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Consultations

- **In-person:** Wednesdays, 12:00–14:00 (Room 202).
- **Online:** Via Zoom/Google Meet by prior arrangement.

2. COURSE ANNOTATION & OBJECTIVES

Annotation: "Media Seminar" is a discussion-based course designed for PhD students to engage with cutting-edge academic research in the field of Media Studies. The seminar operates as a scholarly forum where participants present and critically evaluate two types of scientific papers: those directly related to their dissertation research and those representing broader, significant trends in global media discourse. The course emphasizes peer review skills, critical thinking, and academic English proficiency.

Main Goal: To foster a high-level academic environment for PhD candidates to refine their research topics, master the methodology of critical analysis, and stay informed about the latest international developments in communication theory and media practice.

Objectives:

1. To develop skills in analyzing high-impact scientific articles (Q1/Q2 Scopus/WoS).
2. To provide a platform for "pre-defense" discussions of dissertation-related literature.
3. To enhance scholarly communication skills in English.
4. To explore emerging media phenomena (AI, platformization, digital ethics) through collaborative inquiry.

3. LEARNING OUTCOMES

By the end of the course, students will be able to:

- **LO 1:** Critically evaluate the methodology and theoretical frameworks of contemporary media research.
- **LO 2:** Systematically present literature reviews related to their specific PhD thesis.
- **LO 3:** Engage in professional academic debates, providing constructive peer feedback.
- **LO 4:** Identify and synthesize global media trends that influence the local Ukrainian context.

4. EVALUATION & GRADING POLICY

The total score is **100 points**.

Continuous Assessment (50 points)

- **Presentation of Research-Specific Article (Type 1):** 25 points. (Summary, methodological critique, and relevance to the student's PhD project).
- **Presentation of General Interest Article (Type 2):** 15 points. (Focus on global trends, technological shifts, or ethical dilemmas).
- **Active Participation & Peer Review:** 10 points. (Leading discussions, asking critical questions, participating in workshops).

Final Exam / Credit (50 points)

The final assessment involves the submission of a **Critical Literature Review Paper** (1,500–2,000 words in English) or a **Reflective Journal** of the seminar sessions.

- Theoretical depth: 30 points.
- Academic English & Citation accuracy: 20 points.

5. SEMINAR STRUCTURE (THEMATIC PLAN)

| Week | Session Theme / Activity | Format | Assignment |
|------|---|----------|-----------------------------------|
| 1 | Introduction. Setting the Agenda. Journal ranking systems (SJR, IF). | Workshop | Select 2 papers for the semester. |
| 2 | Methodology Workshop. How to read and critique a Q1 journal article. | Seminar | Reviewing a sample paper. |

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|------|--|---------------|--|
| 3-4 | Dissertation Focus (I). Presentations of articles related to individual PhD topics. | Presentations | Peer feedback sessions. |
| 5-6 | General Interest (I). Digital Platforms and Algorithm Studies. | Discussion | Analyzing "Platform Society" papers. |
| 7-8 | Dissertation Focus (II). Advanced theoretical frameworks in current research. | Presentations | Comparative analysis of sources. |
| 9-10 | General Interest (II). Artificial Intelligence and Automated Journalism. | Discussion | Exploring AI ethics in media. |
| 11 | Peer Review Simulation. Mock review of a draft article. | Workshop | Writing a short peer-review report. |
| 12 | Media Ecology & Crisis Communication. Researching media in times of war. | Seminar | Discussion of relevant Ukrainian/Global studies. |
| 13 | Dissertation Focus (III). Final round of dissertation-linked article discussions. | Presentations | Synthesis of literature review. |
| 14 | General Interest (III). Audience | Seminar | Discussion on new methodological |

| | | | |
|----|--|------------|--|
| | Studies and Digital Ethnography. | | turns. |
| 15 | Global Academic Networking. Preparing for ICA/IAMCR conferences. | Lecture | Draft an abstract for a conference. |
| 16 | Final Wrap-up. Submission of the Critical Review Paper. | Conclusion | Self-reflection on the seminar outcomes. |

6. RECOMMENDED READING

6.1. Key Journals for the Seminar

- *Journal of Communication* (Oxford Academic)
- *New Media & Society* (SAGE)
- *Digital Journalism* (Taylor & Francis)
- *Media, Culture & Society* (SAGE)
- *Journalism & Mass Communication Quarterly* (AEJMC)

6.2. Classic and Foundations (Books)

1. **McLuhan, M.** (1994). *Understanding Media: The Extensions of Man*. MIT Press.
2. **Manovich, L.** (2001). *The Language of New Media*. MIT Press.
3. **Castells, M.** (2010). *The Rise of the Network Society*. Wiley-Blackwell.
4. **Potyatynyk, B.** (2010). *Media: Keys to Understanding*. PAIS.

6.3. Advanced Seminar Readings (Articles & Monographs)

1. **Benkler, Y.** (2006). *The Wealth of Networks: How Social Production Transforms Markets and Freedom*. Yale University Press. [Full text link](#)
2. **boyd, d.** (2014). *It's Complicated: The Social Lives of Networked Teens*. Yale University Press. [Reference](#)
3. **Bruns, A.** (2007). Prodsusage: Towards a broader framework for user-led content creation. *Creativity & Cognition*, 99-106. <https://doi.org/10.1145/1254960.1254975>
4. **Couldry, N., & Hepp, A.** (2016). *The Mediated Construction of Reality*. Polity Press. [Publisher link](#)
5. **Gillespie, T.** (2014). The Relevance of Algorithms. *Media Technologies*, 167-194. <https://doi.org/10.7551/mitpress/9780262525381.003.0009>

6. **Hall, S.** (1973). *Encoding and Decoding in the Television Discourse*. University of Birmingham. <https://doi.org/10.1080/01439688100260271>
7. **Kosterich, A., & Weber, M. S.** (2018). Transformation of a profession: Social media and the journalism profession. *Journalism*, 19(11), 1539-1555. <https://doi.org/10.1177/1464884917726543>
8. **Marwick, A. E., & boyd, d.** (2011). I tweet honestly, I tweet passionately: Twitter users, context collapse, and the imagined audience. *New Media & Society*, 13(1), 114-133. <https://doi.org/10.1177/1461444810385386>
9. **Papacharissi, Z.** (2012). Without You, I'm Nothing: Networking the Self. *The Networked Self*, 307-322. [Taylor & Francis link](#)
10. **Pariser, E.** (2011). *The Filter Bubble: What the Internet Is Hiding from You*. Penguin Press. [Reference](#)
11. **Srnicek, N.** (2017). *Platform Capitalism*. Polity Press. [Publisher link](#)
12. **Tandoc, E. C., Lim, Z. W., & Ling, R.** (2018). Defining "Fake News": A typology of scholarly definitions. *Digital Journalism*, 6(2), 137-153. <https://doi.org/10.1080/21670811.2017.1360143>
13. **Turkle, S.** (2011). *Alone Together: Why We Expect More from Technology and Less from Each Other*. Basic Books. [Reference](#)
14. **Van Dijck, J., & Poell, T.** (2013). Understanding Social Media Logic. *Media and Communication*, 1(1), 2-14. <https://doi.org/10.17645/mac.v1i1.70>
15. **Vosoughi, S., Roy, D., & Aral, S.** (2018). The spread of true and false news online. *Science*, 359(6380), 1146-1151. <https://doi.org/10.1126/science.aap9559>

6.4. Web Resources

- [Lviv Media Seminar Blog](#)
- [Scimago Journal & Country Rank \(SJR\)](#)
- [Google Scholar Metrics \(Journal Ranking\)](#)

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