

**Journalism and Social Communication
Postgraduate Studies (MA) in English
For graduates of all specializations (open formula)**

Extramural Studies

QUALIFICATIONS OF GRADUATES

The curriculum we offer is designed to help students develop competences necessary in both these professions. It comprises classes (mainly workshops) that will allow graduates to achieve competencies and skills in the area of broadly defined professional public communication, which will enable them to start a career as:

- journalists in all kinds and all ranges of media (print media, radio, television, the Internet; local and sublocal media, countrywide and global media; general as well as trade and expert media);
- specialists in the area of broadly defined image communication: Public Relations, branding, advertising communication, Corporate Identity, etc.;
- editors/editorial assistants (gatekeepers) in the above mentioned types of media;
- journalists specializing in a given category of topic-specific journalism (investigative, sports, economic, etc.);
- radio and TV presenters and producers (work with a camera and microphone);
- spokespeople and counselors/coaches in the field of communication;
- coaches and counselors in the field of intercultural communication (in organizations, public institutions, NGOs, etc);
- counselors in the field of creating public people's image;
- employees of advertising and PR agencies.

Our graduates will also be prepared to operate in the market independently by organizing a media institution or founding an advertising or PR agency

CURRICULUM

OBLIGATORY COURSES:

No	Code	Course	Duration	ECTS	
1.		Philosophy of Communication	18	3	
2.		Polish and global culture in the 20th and 21st century	18	3	
3.		Communication Theory	18	3	
4.		Press Workshop	18	3	
5.		Mass Communication Theory	18	3	
6.		Public Relations	18	2	
7.		Autopresentation and Public Speech	18	2	
8.		Economy	18	3	
9.		Journalism Species	18	3	
10.		Social Psychology	18	3	
11.		Foreign Language Journalism	18	2	
12.		Methods of Media Research	18	3	
13.		Radio Workshop	18	3	
14.		Media and Public Sphere	18	3	
15.		Local Media	18	3	
16.		Media Systems in Poland and Europe	18	4	
7.		Social and Cultural Media Influence	18	3	
18.		Analysis of Media Discourse	18	3	
19.		Marketing and Advertising	18	2	
20.		TV Workshop	18	2	
21.		Media Law and Copyright	18	3	
22.		Seminar	36	20	
23.		Media Ethics	18	3	
24.		Public Opinion	18	3	
25.		Language Pragmatics	18	2	
26.		Psychology of Interpersonal Communication (workshop)	18	3	
27.		Intercultural and International Communication	18	2	
28.		International Relations	18	2	
29.		Audiovisual Forms of Communication (workshop)	18	2	
18.		CMC – Alternative Journalism	18	2	

31.		Media Economics	18	2	
32.		Media Relations and Media Planning	18	2	
33.		Cultural-Publicistic Journalism	18	2	
34.		War and Abroad Correspondence	18	2	

OPTIONAL COURSES:

Nr	Kod	Nazwa przedmiotu	Liczba godzin	ECTS	Uwagi
1.		Corporate Identity	18	2	
2.		Corporate Design	18	2	
3.		Creative Writing	18	2	
4.		Magazine Journalism	18	2	
5.		Intercultural Workshop	18	2	
6.		Organizational Culture	18	2	
7.		Investigative Journalism	18	2	
8.		Sport journalism	18	2	
9.		Branding	18	2	
10.		Advertising Workshop	18	2	
11.		Radio Presenter	18	2	
12.		Radio Programme	18	2	
13.		TV Production Workshop	18	2	
14.		Camera Workshop	18	2	

PRACTICAL TRAINING (IN MEDIA, PR AGENCY ETC.)

6 WEEKS

SCHEDULE

I / 1

	Course	Duration	Form*	ECTS	Completion**
1.	Philosophy of Communication	18	C	3	C/M
2.	Polish and global culture in the 20th and 21st century	18	L	3	E
3.	Communication Theory	18	L	3	E
4.	Press Workshop	18	W	3	C/M
5.	Mass Communication Theory	18	L	3	E
6.	Public Relations	18	C	2	C/M
7.	Autopresentation and Public Speech	18	W	2	C/M
8.	Economy	18	L	3	E
9.	Journalism Species	18	C	3	C/M
10.	Social Psychology	18	L	3	E
11.	Foreign Language Journalism	18	C	2	C/M

In Total: 198

Exams: 5

ECTS: 30

I / 2

	Course	Duration	Form	ECTS	Completion
1.	Methods of Media Research	18	L	3	E
2.	Radio Workshop	18	W	3	C/M
3.	Media and Public Sphere	18	C	3	C/M
4.	Local Media	18	L	3	E
5.	Corporate Identity / Corporate Design (OC)	18	S	2	C/M
6.	Creative Writing / Magazine Journalism (OC)	18	W	2	C/M
7.	Intercultural Workshop/ Organizational Culture (OC)	18	C	2	C/M
8.	Media Systems in Poland and Europe	18	L	4	E
9.	Social and Cultural Media Influence	18	C	3	E
10.	Analysis of Media Discourse	18	C	3	C/M
11.	Marketing and Advertising	18	C	2	C/M

In Total: 198

Exams: 4

ECTS: 30

I Year In Total: 396

Exam: 9

ECTS: 60

Practical Training: 6 weeks

II / 3

	Course	Duration	Form	ECTS	Completion
1.	TV Workshop	18	W	2	C/M
2.	Media Law and Copyright	18	L	2	E
3.	Seminar	18	C	10	C/M
4.	Investigative Journalism / Sport journalism (OC)	18	W	2	C/M
5.	Branding / Advertising Workshop (OC)	18	W	2	
6.	Media Ethics	18	C	2	C/M
7.	Public Opinion	18	L	2	E
8.	Language Pragmatics	18	C	2	C/M
9.	Psychology of Interpersonal Communication (workshop)	18	W	2	C/M

In Total: 162

Exams: 2

ECTS: 30

II / 4

	Course	Duration	Form	ECTS	Completion
1.	Intercultural and International Communication	18	C	2	C/M
2.	International Relations	18	L	2	E
3.	Audiovisual Forms of Communication (workshop)	18	W	2	C/M
4.	CMC – Alternative Journalism	18	C	2	C/M
5.	Seminar	18	C	10	C/M
6.	Media Economics	18	C	2	C/M
7.	Media Relations and Media Planning	18	W	2	C/M
8.	Cultural-Publicistic Journalism	18	C	2	C/M
9.	War and Abroad Correspondence	18	C	2	C/M
10.	Radio Presenter / Radio Programme (OC)	18	W	2	C/M
11.	TV Production Workshop / Camera Workshop (OC)	18	W	2	C/M

In Total: 198

Exams: 3

ECTS: 30

II Year In Total: 360

Exams: 5

ECTS: 60

Degree to be Obtained	Master of Journalism and Social Communication
Duration/hours	4 semesters/756 hours
ECTS points	120
Exams	15
Requirements	Bachelor's or master's degree

* L – lecture, C – class, W – workshop

**E – exam, C/M – Completion with Mark

***OC – Optional Course