

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

**Intramural 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	30	3	
2.		Polish and global culture in the 20th and 21st century	30	3	
3.		Communication Theory	30	3	
4.		Press Workshop	30	3	
5.		Mass Communication Theory	30	3	
6.		Public Relations	30	2	
7.		Autopresentation and Public Speech	30	2	
8.		Economy	30	3	
9.		Journalism Species	30	3	
10.		Social Psychology	30	3	
11.		Foreign Language Journalism	30	2	
12.		Methods of Media Research	30	3	
13.		Radio Workshop	30	3	
14.		Media and Public Sphere	30	3	
15.		Local Media	30	3	
16.		Media Systems in Poland and Europe	30	4	
7.		Social and Cultural Media Influence	30	3	
18.		Analysis of Media Discourse	30	3	
19.		Marketing and Advertising	30	2	
20.		TV Workshop	30	2	
21.		Media Law and Copyright	30	3	
22.		Seminar	60	20	
23.		Media Ethics	30	3	
24.		Public Opinion	30	3	
25.		Language Pragmatics	30	2	
26.		Psychology of Interpersonal Communication (workshop)	30	3	
27.		Intercultural and International Communication	30	2	
28.		International Relations	30	2	
29.		Audiovisual Forms of Communication (workshop)	30	2	
30.		CMC – Alternative Journalism	30	2	

31.		Media Economics	30	2	
32.		Media Relations and Media Planning	30	2	
33.		Cultural-Publicistic Journalism	30	2	
34.		War and Abroad Correspondence	30	2	

**OPTIONAL COURSES:**

No	Code	Course	Duration	ECTS	
1.		Corporate Identity	30	2	
2.		Corporate Design	30	2	
3.		Creative Writing	30	2	
4.		Magazine Journalism	30	2	
5.		Intercultural Workshop	30	2	
6.		Organizational Culture	30	2	
7.		Investigative Journalism	30	2	
8.		Sport journalism	30	2	
9.		Branding	30	2	
10.		Advertising Workshop	30	2	
11.		Radio Presenter	30	2	
12.		Radio Programme	30	2	
13.		TV Production Workshop	30	2	
14.		Camera Workshop	30	2	

**PRACTICAL TRAINING  
6 WEEKS**

## SCHEDULE

I / 1

	<b>Course</b>	<b>Duration</b>	<b>Form*</b>	<b>ECTS</b>	<b>Completion**</b>
1.	Philosophy of Communication	30	C	3	C/M
2.	Polish and global culture in the 20th and 21st century	30	L	3	E
3.	Communication Theory	30	L	3	E
4.	Press Workshop	30	W	3	C/M
5.	Mass Communication Theory	30	L	3	E
6.	Public Relations	30	C	2	C/M
7.	Autopresentation and Public Speech	30	W	2	C/M
8.	Economy	30	L	3	E
9.	Journalism Species	30	C	3	C/M
10.	Social Psychology	30	L	3	E
11.	Foreign Language Journalism	30	C	2	C/M

In Total: 330

Exams: 5

ECTS: 30

I / 2

	<b>Course</b>	<b>Duration</b>	<b>Form</b>	<b>ECTS</b>	<b>Completion</b>
1.	Methods of Media Research	30	L	3	E
2.	Radio Workshop	30	W	3	C/M
3.	Media and Public Sphere	30	C	3	C/M
4.	Local Media	30	L	3	E
5.	Corporate Identity / Corporate Design (OC)	30	C	2	C/M
6.	Creative Writing / Magazine Journalism (OC)	30	W	2	C/M
7.	Intercultural Workshop/ Organizational Culture (OC)	30	C	2	C/M
8.	Media Systems in Poland and Europe	30	L	4	E
9.	Social and Cultural Media Influence	30	C	3	E
10.	Analysis of Media Discourse	30	C	3	C/M
11.	Marketing and Advertising	30	C	2	C/M

In Total: 330

Exams: 4

ECTS: 30

I Year In Total: 660

Exam: 9

ECTS: 60

Practical Training: 6 weeks

## II / 3

	<b>Course</b>	<b>Duration</b>	<b>Form</b>	<b>ECTS</b>	<b>Completion</b>
1.	TV Workshop	30	W	2	C/M
2.	Media Law and Copyright	30	L	2	E
3.	Seminar	30	C	10	C/M
4.	Investigative Journalism / Sport journalism (OC)	30	W	2	C/M
5.	Branding / Advertising Workshop (OC)	30	W	2	
6.	Media Ethics	30	C	2	C/M
7.	Public Opinion	30	L	2	E
8.	Language Pragmatics	30	C	2	C/M
9.	Psychology of Interpersonal Communication (workshop)	30	W	2	C/M

In Total: 270

Exams: 2

ECTS: 30

## II / 4

	<b>Course</b>	<b>Duration</b>	<b>Form</b>	<b>ECTS</b>	<b>Completion</b>
1.	Intercultural and International Communication	30	C	2	C/M
2.	International Relations	30	L	2	E
3.	Audiovisual Forms of Communication (workshop)	30	W	2	C/M
4.	CMC – Alternative Journalism	30	C	2	C/M
5.	Seminar	30	C	10	C/M
6.	Media Economics	30	C	2	C/M
7.	Media Relations and Media Planning	30	W	2	C/M
8.	Cultural-Publicistic Journalism	30	C	2	C/M
9.	War and Abroad Correspondence	30	C	2	C/M
10.	Radio Presenter / Radio Programme (OC)	30	W	2	C/M
11.	TV Production Workshop / Camera Workshop (OC)	30	W	2	C/M

In Total: 330

Exams: 3

ECTS: 30

II Year In Total: 600

Exams: 5

ECTS: 60

Degree to be Obtained	Master of Journalism and Social Communication
Duration/hours	4 semesters/1260 hours
ECTS points	120
Exams	14
Requirements	Bachelor's or master's degree

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

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

\*\*\*OC – Optional Course