

**TEACHING PROGRAM FOR:**  
**Journalism and social communication**

**SPECIALIZATION: Journalism and social communication**

**TYPE OF STUDIES:** Intramural

**LEVEL OF STUDIES:** Postgraduate (master)

**YEAR OF STARTING PROGRAM: 2016/2017**

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

**Required subjects:**

| No  | Subject name   | No of hours | ECTS | Notes |
|-----|--|-------------|------|-------|
| 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.  | Media Genres   | 30          | 3    |       |
| 10. | Social Psychology                                      | 30          | 3    |       |
| 11. | Foreign Language                                       | 30          | 2    |       |
| 12. | Methods of Media Research                              | 30          | 4    |       |
| 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  |  |
| 17. | Social and Cultural Media Influence                  | 30 | 4  |  |
| 18. | Analysis of Media Discourse                          | 30 | 3  |  |
| 19. | Marketing and Advertising                            | 30 | 2  |  |
| 20. | TV Workshop  | 30 | 2  |  |
| 21. | Media Law and Copyright                              | 30 | 4  |  |
| 22. | Seminar  | 90 | 21 |  |
| 23. | Media Ethics   | 30 | 2  |  |
| 24. | Public Opinion                                       | 30 | 4  |  |
| 25. | Language Pragmatics                                  | 30 | 2  |  |
| 26. | Psychology of Interpersonal Communication (workshop) | 30 | 2  |  |
| 27. | Intercultural and International Communication        | 30 | 2  |  |
| 28. | International Relations                              | 30 | 2  |  |
| 29. | Audiovisual Forms of Communication (workshop)        | 30 | 2  |  |
| 18. | 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  |  |
| 35. | Business studies                                     | 15 | 1  |  |
| 36. | Physical education                                   | 30 | 1  |  |

#### OPTIONAL SUBJECTS:

| No  | Subject name             | No of hours | ECTS | Notes |
|-----|--------------------------|-------------|------|-------|
| 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**

**CRITERIA FOR GRADUATION WITH A MASTER DEGREE OF A GIVEN PROGRAM / MAJOR**

Positive assessment of the master exam and defense of a project appropriate to the core content of studies and completed beforehand

**OTHER REQUIREMENTS**

Examination in a foreign language, level B2+ of the Common European Framework of Reference for Languages.

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**SCHEDULE**

**Semester I**

|     | <b>Course</b>  | <b>Duration</b> | <b>R/O***</b> | <b>Form*</b> | <b>ECTS</b> | <b>Completion**</b> |
|-----|--|-----------------|---------------|--------------|-------------|---------------------|
| 1.  | Philosophy of Communication                            | 30              | R             | C            | 2           | C/M                 |
| 2.  | Polish and global culture in the 20th and 21st century | 30              | R             | L            | 3           | E                   |
| 3.  | Communication Theory                                   | 30              | R             | L            | 3           | E                   |
| 4.  | Press Workshop   | 30              | R             | W            | 2           | C/M                 |
| 5.  | Mass Communication Theory                              | 30              | R             | L            | 3           | E                   |
| 6.  | Public Relations                                       | 30              | R             | C            | 2           | C/M                 |
| 7.  | Autopresentation and Public Speech                     | 30              | R             | W            | 2           | C/M                 |
| 8.  | Economy  | 30              | R             | L            | 3           | E                   |
| 9.  | Media Genres   | 30              | R             | C            | 2           | C/M                 |
| 10. | Social Psychology                                      | 30              | R             | L            | 3           | E                   |
| 11. | Foreign Language                                       | 60              | R             | C            | 5           | E                   |
|     | <b>Total</b>   | <b>360</b>      |               |              | <b>30</b>   |                     |

**Semester II**

|     | <b>Course</b>                       | <b>Duration</b> | <b>R/O***</b> | <b>Form</b> | <b>ECTS</b> | <b>Completion</b> |
|-----|-------------------------------------|-----------------|---------------|-------------|-------------|-------------------|
| 1.  | Methods of Media Research           | 30              | R             | L           | 4           | E                 |
| 2.  | Radio Workshop                      | 30              | R             | W           | 3           | C/M               |
| 3.  | Local Media                         | 30              | R             | L           | 3           | E                 |
| 4.  | Media Systems in Poland and Europe  | 30              | R             | L           | 4           | E                 |
| 5.  | Social and Cultural Media Influence | 30              | R             | C           | 4           | C/M               |
| 6.  | Analysis of Media Discourse         | 30              | R             | C           | 3           | C/M               |
| 7.  | Marketing and Advertising           | 30              | R             | C           | 2           | C/M               |
| 8.  | Seminar                             | 30              | R             | S           | 2           | C/M               |
| 9.  | Facultative Subject 1               | 30              | O             | C           | 2           | C/M               |
| 10. | Facultative Subject 2               | 30              | O             | C           | 2           | C/M               |
| 11. | Physical education                  | 30              | R             | C           | 1           |                   |
|     | <b>Total</b>                        | <b>330</b>      |               |             | <b>30</b>   |                   |

### Semester III

|     | Course   | Duration   | R/O*** | Form | ECTS      | Completion |
|-----|--|------------|--------|------|-----------|------------|
| 1.  | TV Workshop  | 30         | R      | W    | 2         | C/M        |
| 2.  | Media Law and Copyright                              | 30         | R      | L    | 4         | E          |
| 3.  | Seminar  | 30         | R      | S    | 9         | C/M        |
| 4.  | Media Ethics   | 30         | R      | C    | 2         | C/M        |
| 5.  | Public Opinion                                       | 30         | R      | L    | 4         | E          |
| 6.  | Language Pragmatics                                  | 30         | R      | C    | 2         | C/M        |
| 7.  | Psychology of Interpersonal Communication (workshop) | 30         | R      | W    | 2         | C/M        |
| 8.  | Facultative Subject 3                                | 30         | O      | C    | 2         | C/M        |
| 9.  | Facultative Subject 4                                | 30         | O      | C    | 2         | C/M        |
| 10. | Business studies                                     | 15         | R      | C    | 1         | C/M        |
|     | <b>Total</b>   | <b>285</b> |        |      | <b>30</b> |            |

### Semester IV

|     | Course  | Duration   | R/O*** | Form | ECTS      | Completion |
|-----|---|------------|--------|------|-----------|------------|
| 1.  | Intercultural and International Communication | 30         | R      | C    | 2         | C/M        |
| 2.  | International Relations                       | 30         | R      | L    | 2         | E          |
| 3.  | Audiovisual Forms of Communication (workshop) | 30         | R      | W    | 2         | C/M        |
| 4.  | CMC – Alternative Journalism                  | 30         | R      | C    | 2         | C/M        |
| 5.  | Seminar                                       | 30         | R      | C    | 10        | C/M        |
| 6.  | Media Economics                               | 30         | R      | C    | 2         | C/M        |
| 7.  | Media Relations and Media Planning            | 30         | R      | W    | 2         | C/M        |
| 8.  | Cultural-Publicistic Journalism               | 30         | R      | C    | 2         | C/M        |
| 9.  | War and Abroad Correspondence                 | 30         | R      | C    | 2         | C/M        |
| 10. | Facultative Subject 5                         | 30         | O      | C    | 2         | C/M        |
| 11. | Facultative Subject 6                         | 30         | O      | C    | 2         | C/M        |
|     | <b>Total</b>                                  | <b>330</b> |        |      | <b>30</b> |            |

\* L – lecture, C – class, W – workshop, S - seminar

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

\*\*\*R - required, O - optional