

TEACHING PROGRAM FOR:
Journalism and social communication

SPECIALIZATION: Journalism and social communication

TYPE OF STUDIES: extramural

LEVEL OF STUDIES: Postgraduate (master)

YEAR OF STARTING PROGRAM: 2022/2023

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.

PRZEDMIOTY OBOWIĄZKOWE:

No	Subject name	No of hours	ECTS	Notes
1.	Philosophy of Communication	18	3	
2.	Polish and global culture in the 20th and 21st century	18	3	
3.	Communication Theory	18	4	
4.	Press Workshop	18	3	
5.	Academic writing	18	2	
6.	Public Relations	18	2	
7.	Autopresentation and Public Speech	18	2	
8.	Economy	18	4	
9.	Media Genres	18	3	
10.	Social Psychology	18	3	
11.	Foreign Language	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	4	
16.	Media Systems in Europe	18	4	
17.	Social and Cultural Media Influence	18	4	
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	54	21	
23.	Media Ethics	18	2	
24.	Public Opinion	18	3	
25.	Language Pragmatics	18	2	
26.	Psychology of Interpersonal Communication (workshop)	18	2	
27.	Intercultural and International Communication	18	2	
28.	Audiovisual Forms of Communication (workshop)	18	2	
29.	Media Relations and Media Planning	18	2	
30.	Cultural-Publicistic Journalism	18	2	
31.	Entrepreneurial Skills: Work, Business, Career	9	1	

OPTIONAL SUBJECTS:

No	Subject name	No of hours	ECTS	Notes
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	

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.

TEACHING PROGRAM FOR:
Journalism and social communication

SPECIALIZATION: Journalism and social communication SCHEDULE

Semester I

	Course	Duration	R/O***	Form*	ECTS	Completion**
1.	Polish and global culture in the 20th and 21st century	18	R	L	5	E
2.	Communication Theory	18	R	L	6	E
3.	Press Workshop	18	R	W	3	C/M
4.	Academic writing	18	R	C	3	C/M
5.	Public Relations	18	R	C	2	C/M
6.	Autopresentation and Public Speech	18	R	W	2	C/M
7.	Media Genres	18	R	C	4	C/M
8.	Social Psychology	18	R	L	5	E
9.	Polish Language*	30	O	C	0	C
	Total	144			30	

* Foreign students are required to complete the Polish language course. Polish students take a foreign language course other than English from the offer of the Foreign Language Center at the level they will qualify for during the placement test
 Studenci obcokrajowcy mają obowiązek zrealizowania kursu języka polskiego. Studenci będący Polakami realizują lektorat inny niż język angielski z oferty Studium Praktycznej Nauki Języków Obcych na poziomie, na jaki zakwalifikują się podczas testu poziomującego.

Semester II

	Course	Duration	R/O***	Form	ECTS	Completion
1.	Methods of Media Research	18	R	L	4	E
2.	Radio Workshop	18	R	W	2	C/M
3.	Local Media	18	R	L	4	E
4.	Media Systems in Europe	18	R	L	6	E
5.	Social and Cultural Media Influence	18	R	C	4	C/M
6.	Analysis of Media Discourse	18	R	C	3	C/M
7.	Marketing and Advertising	18	R	C	2	C/M
8.	Seminar	18	R	C	2	C/M
9.	Facultative Subject 1	18	O	C	2	C/M
10.	Foreign Language*	20	O	C	0	C
	Polish Language*	30	O	C	0	C
11.	Entrepreneurial Skills: Work, Business, Career	9	R	C	1	C/M
	Total	191 lub 201			30	

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Semester III

	Course	Duration	R/O***	Form	ECTS	Completion
1.	TV Workshop	18	R	W	2	C/M
2.	Media Law and Copyright	18	R	L	5	E
3.	Seminar	18	R	C	7	C/M
4.	Media Ethics	18	R	C	3	C/M
5.	Language Pragmatics	18	R	C	4	C/M
6.	Facultative Subject 2	18	O	C	2	C/M
7.	Facultative Subject 3	18	O	C	2	C/M
8.	Foreign Language	20	O	C	4	E
	Polish Language	0	O	C	5	E
	Total	126 lub 146			30 lub 31	

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 Studenci obcokrajowcy mają obowiązek zrealizowania kursu języka polskiego. Studenci będący Polakami realizują lektorat inny niż język angielski z oferty Studium Praktycznej Nauki Języków Obcych na poziomie, na jaki zakwalifikują się podczas testu poziomującego.

Semester IV

	Course	Duration	R/O***	Form	ECTS	Completion
1.	Intercultural and International Communication	18	R	C	5	C/M
2.	Specialization Project	9	R	W	3	C/M
3.	Audiovisual Forms of Communication (workshop)	18	R	W	3	C/M
4.	Seminar	18	R	C	10	C/M
5.	Social Media Communication	18	R	C	4	C/M
6.	Media Relations and Media Planning	18	R	W	3	C/M
7.	Facultative Subject 4	18	O	C	2	C/M
	Total	117			30	

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

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

*** R - required, O - optional