



## **a practical guide**

all you need to know about studying  
at the Institute of Journalism and Social Communication

# Hi there!

What you are looking at is a practical guidebook created by the members of the University of Wrocław's Institute of Journalism and Social Communication for those ready to consider joining us in studying here.

If you are wondering what it is like to be a student at one of the biggest and best known universities in Poland and to live in a city once nominated the European Capital of Culture, this booklet is here to give you an idea.

It contains essential information regarding academic life and procedures at the University and our Institute. We will also provide you with some practical details about students' day-to-day life in Wrocław. We hope that by the end of this guidebook you feel like this is a place for you.

**IDiKS**

Institut Dziennikarstwa  
i Komunikacji Społecznej

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# Welcome to the University of Wrocław,

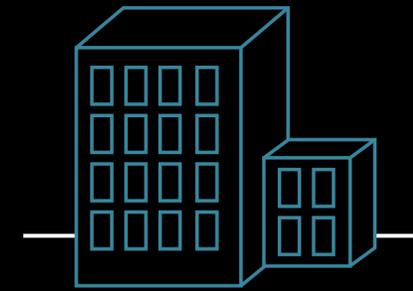
the place where  
hundreds of years  
of tradition and history  
meet thousands  
of students  
and scientists.

## Freedom of expression

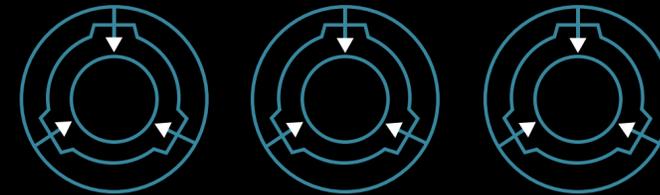
On the journey towards  
development, UWr strongly  
stands by the virtues of  
inclusivity, multiculturalism and  
mutual respect. The University's  
doors are open to all and provide  
a unique free speech platform  
for every student willing  
to thrive in a society.

## Truth

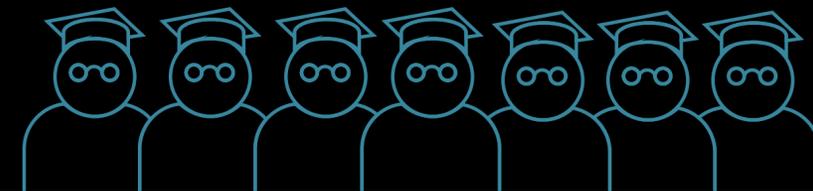
Since 2019, UWr holds  
the prestigious title of a research  
university, one of only 10 in  
Poland. Due to this status, it is  
able to provide its students with  
an array of benefits, including  
grants and scholarships,  
expanding English-language  
program offerings,  
and introducing additional  
single-degree programs for  
the ambitious.



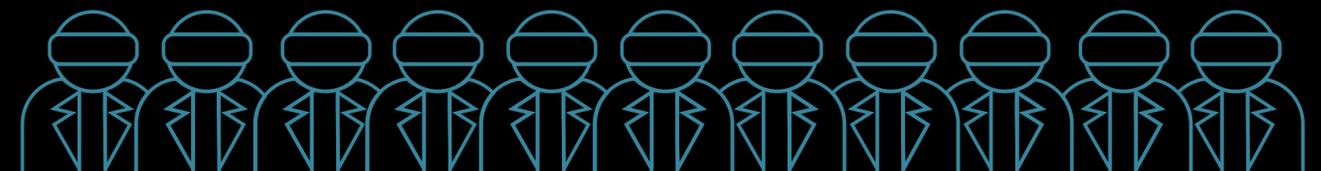
10 faculties



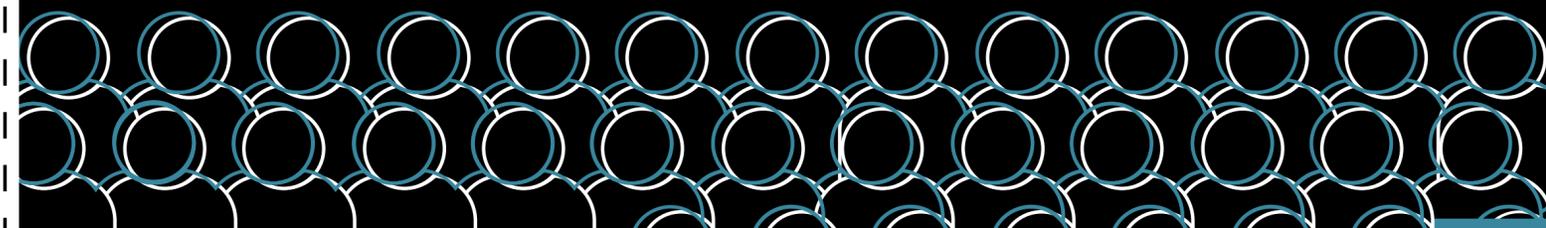
300 scientific departments



460 professors



2 000 scientists



26 000 students

# University structure

## RECTOR OF THE UNIVERSITY OF WROCLAW

pl. Uniwersytecki 1, room 124  
 phone: +48 71 343 68 47,  
 +48 71 375 22 12  
 e-mail: rektor@uwr.edu.pl

## DEAN OF PHILOLOGICAL FACULTY

pl. Nankiera 15b, room 9

## HEAD OF THE INSTITUTE OF JOURNALISM AND SOCIAL COMMUNICATION

ul. Joliot-Curie 15, room 213

### Institute of Journalism and Social Communication – Secretary's Office

ul. Joliot-Curie 15, room 214  
 phone: 71 375 79 00  
 e-mail: sekretariat.idks@uwr.edu.pl

## The following authorities take care of the matters within particular topic areas:

### VICE-RECTOR FOR RESEARCH

pl. Uniwersytecki 1, room 117  
 phone: +48 71 375 29 90  
 e-mail: prorektor.nauka@uwr.edu.pl

### VICE-RECTOR FOR STUDENT AFFAIRS

pl. Uniwersytecki 1, room 128  
 phone: +48 71 375 22 63  
 e-mail: prorstud@uwr.edu.pl

### VICE-RECTOR FOR INTERNATIONAL RELATIONS AND PROJECTS

pl. Uniwersytecki 1, room 117  
 phone: +48 71 375 22 70  
 e-mail: prorektor.projekty@uwr.edu.pl

### VICE-RECTOR FOR INNOVATION AND CHANGE

pl. Uniwersytecki 1, room 117  
 phone: +48 71 375 22 64  
 e-mail: prorektor.innowacje@uwr.edu.pl

### VICE-RECTOR FOR TEACHING

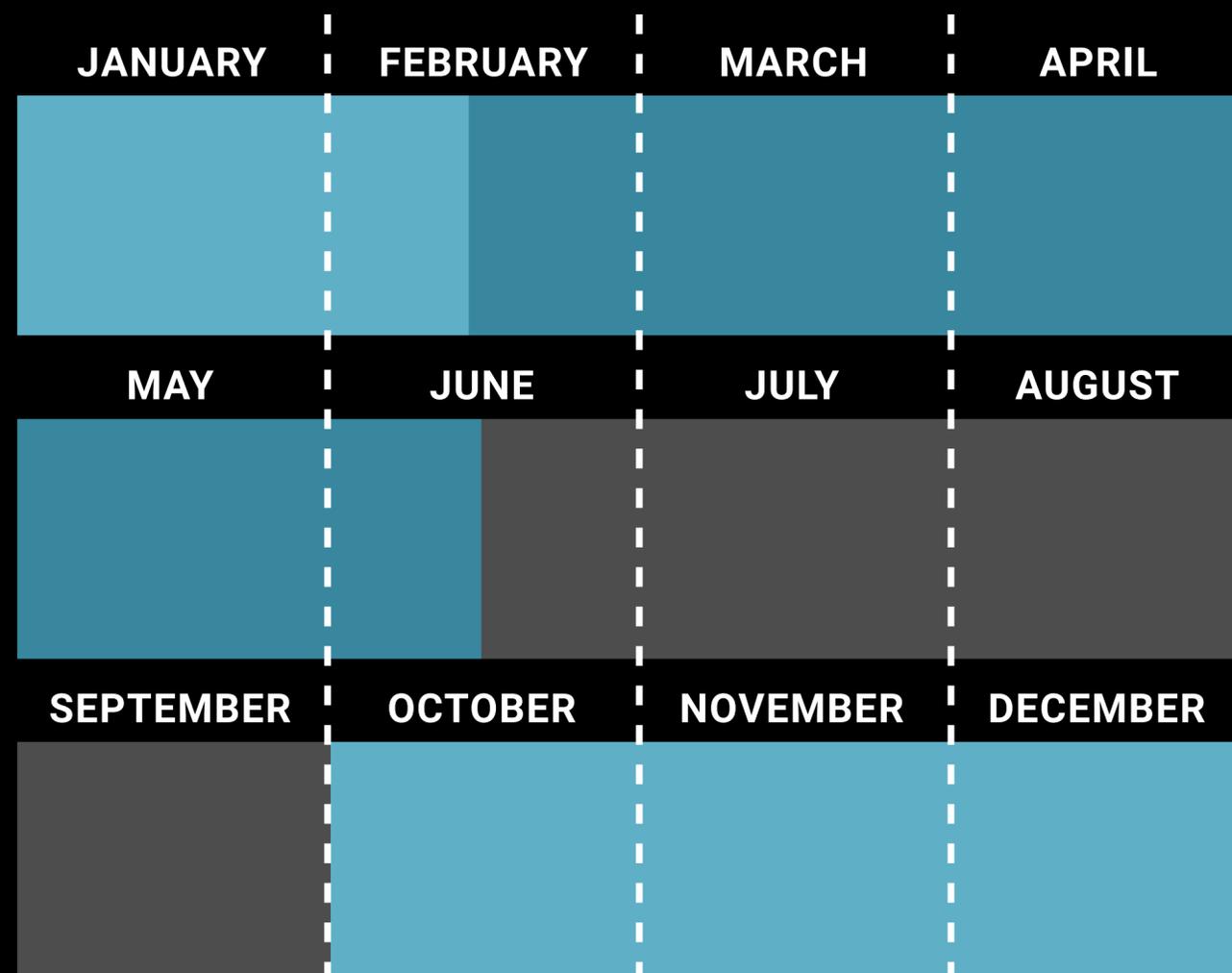
pl. Uniwersytecki 1, room 238  
 phone: +48 71 375 22 55  
 e-mail: prorektor.nauczanie@uwr.edu.pl

### International Office

(Full-degree studies in English):  
 room 36, ground floor  
 phone: +48 71 375 28 77, +48 71 375 28 64  
 e-mail: international@uwr.edu.pl  
 website: [international.uni.wroc.pl/en](http://international.uni.wroc.pl/en)

# Academic calendar

The academic year at UWr starts at the beginning of October and lasts till mid-June. It is divided into winter and summer terms, each ending with a week of the final exams session and a week of the resit exam session.



- WINTER SEMESTER
- SUMMER SEMESTER
- SUMMER HOLIDAYS

### HOLIDAYS AND DAYS OFF:

- Christmas break and Easter break
- Official Polish holidays and moveable holidays (like Corpus Christi)
- Days announced by the Rector and Dean at the beginning of the year

To see the up-to-date and detailed academic calendar, visit website:  
<https://uwr.edu.pl/en/academic-year-calendar/>

# IDIKS

In Polish, **IDIKS** stands for the Institute of Journalism and Social Communication.

IDIKS is one of the University's organizational units, which is part of the Philological Faculty. It offers a range of Bachelor's and Master's programs providing students with knowledge and skills in a wide variety of fields, such as journalism, branding, marketing, advertising, and public relations.

Staff members not only act as teachers, but they also conduct complex research in various fields of studies. The Institute employs experts in media studies, literature, history, culture and reportage, film studies, communication design, intercultural communication, and more.

**Foreign candidates can choose between two English programs:**

## **Communication Management** (full-time and part-time studies)

This course offers an opportunity to build competences and acquire theoretical knowledge in the area of broadly defined brand and organization communication.

## **Journalism and Social Communication** (full-time studies and part-time studies)

This course aims to educate capable prospect journalists and PR specialists.

**How we operate at the Institute is probably not the exact same way you might know from other studies.**

What you must be aware of while considering applying for a program here is that a vast majority of classes are project-based, which results in many group working sessions throughout the course. It might not always be necessary to pull an all-nighter studying for theoretical exams, but instead you'd better be prepared for many group calls or meetings and presenting your assignments during lectures in order to pass a subject. We believe that this method allows students to learn the material thoroughly and allows us to assess their performance in practice. It is also a convenient way to gain additional skills, like teamwork, which are usually required later at work.

## What kind of approach can you expect from the Institute's community?

There are several fundamental virtues that determine its approach to a satisfying and productive coexistence.

### Openness

The Institute's environment favors diversity and welcomes innovative ideas.



### Cooperation and partnership

Students are encouraged to take active part in classes since they are seen and treated as intellectual partners, not just passive listeners.

?

### Curiosity

The urge to get to know the world is what drives people of IDiKS and what lets them thrive academically.

# Communication management

What makes studying communication management so special is that this course is almost one of a kind – not only in the country but far beyond its borders. Setting a path for future employees of the evolving creative industry, this course steps aside from hackneyed approaches – instead of a purely business-focused “Marketing 101”, our students get to unravel the twisted (or not...?) ins and outs of communication while learning how to utilize them on a professional basis.

Within three main specialties the course program consists of theoretical knowledge and practical competences in the areas of specific aspects of communication of organizations and their external and internal image. All passed on by experts and leaders of the industry.

## The graduate will be prepared to hold the following functions:

- Communication advisor for enterprises and commercial organizations.
- Image building advisor for public people (politicians, show-business people), organizations, and institutions.
- Public Relations or image building department employee in various organizations.
- Graphic designer.
- Employee in a film or advertising producing group.
- Developer in a company dealing with computer games and/or software. Self-presentation and negotiation advisor.
- The graduate of this specialization will also be prepared to start their own company in industries like PR, advertising, branding and media relations.

Take a look at types of courses in this programme at page 11.

To see the full list of course programmes, visit [website](#).

## types of courses

### BRANDING & MEDIA

Brand Identity and Personality  
Branding  
Brand Strategy  
Brand Communication  
Employer Branding  
Public Relations  
Media Relations and Media Planning  
Advertising

### SOCIAL

Intercultural Communication  
Theories of Communication  
Lifestyle and Consumer Insights  
Trends and Innovations

### RESEARCH

Empirical Research  
Researching And Market Analysis

### MANAGEMENT

Design Management  
Teamwork and Team Management  
Content Management  
Project Management

### CREATIVITY

Personal and Advertising Photography  
Copyright  
TV Camera and Microphone Workshop

### DESIGN & WEB

Design  
Basics of Designing  
Graphics Fundamentals  
User Experienced Design  
Layouts  
Webdesign  
Vector and Raster Graphics  
Information Design  
Internet Communication  
Integrated Design  
Animation and Special Effects

# Journalism and social communication

As media development proceeds and the art of communication becomes ever so nuanced, IDIKS maintains its mission of raising generations of journalists, PR specialists and media workers, which will continue to define the industry's development. Mainly through workshops, students achieve competencies and skills in the area of broadly defined professional public communication, gaining fluency in all languages of the current media landscape.

The course of studies includes many optional classes, which enables the student to adjust the curriculum to their desired profile and thus to their interests and the needs of the employment market. All classes are conducted in English by theoretical experts and active practitioners of journalism and Public Relations.

## The graduate will be prepared to hold the following functions:

- Journalists in all kinds and all ranges of media.
- Journalists specializing in a given category of topic-specific journalism (investigative, sports, economic).
- Specialists in the area of broadly defined image communication: PR, branding, advertising communication, corporate Identity.
- Editors/editorial assistants (gatekeepers) in the all types of media.
- 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 (public institutions, NGOs).
- Employees of advertising and PR agencies.

Take a look at types of courses in this programme at page 13.

To see the full list of course programmes, visit [website](#).

## types of courses

### THEORETICAL

Philosophy of Communication  
 Communication Theory  
 Social Psychology  
 Social and Cultural  
 Media Influence  
 Media Ethics  
 Intercultural and International Communication  
 Public Opinion

### BUSINESS

Foreign Language  
 Economy  
 Autopresentation and Public Speech  
 Intercultural Workshop

### CULTURE

Polish and global culture in the 20th and 21st century  
 Language Pragmatics

### MEDIA ORIENTED

Media Relations and Media Planning  
 Media Genres  
 Local Media  
 Media Law and Copyright  
 Analysis of Media Discourse  
 Methods of Media

### MODULES FOR JOURNALISM

Press Workshop  
 Radio Workshop  
 TV Workshop  
 Psychology of Interpersonal Communication (workshop)  
 Audiovisual Forms of Communication (workshop)  
 Creative Writing  
 Magazine Journalism  
 Investigative Journalism  
 Sport journalism  
 Radio Presenter  
 TV Production Workshop  
 Camera Workshop  
 Radio Programme

### BRANDING

Public Relations  
 Marketing and Advertising  
 Advertising Workshop  
 Corporate Identity  
 Corporate Design

# How to get into the Institute of Journalism and Social Communication?

In order to become a student of one of the English programs offered by the Institute, you must meet the following requirements:

- ❑ You must hold a higher education diploma entitling you to take up Master's degree studies.
- ❑ If you hold a diploma issued abroad, your application will be formally assessed by the faculty coordinator.
- ❑ You must prove your English knowledge on B2 level by delivering a certificate that is not older than three years.  
The documents accepted by the University of Wrocław are listed on the International Office's website:  
<https://international.uni.wroc.pl/en/admission-full-degree-studies/english-language-requirements>.
- ❑ If you do not have a valid document, you can take a placement test at the English Language Centre in Wrocław instead.

Students that meet one of the following conditions are exempted from the obligation to present the certificate of proficiency:

English is your native language or English was the language of instruction in a school you graduated from.

Or you passed your secondary school final exam in English at advanced level with at least 80% score.

Or you passed an English exam at B2 level during your studies. This fact must be confirmed in the diploma supplement.

# The timetable of recruitment

The process of admission is divided into several stages and each of them ends with a specific deadline.

**1** You start with submitting an application in the IRC system.

You need to pay a 50 Euro registration fee.

**2** The next step is uploading the following documents:

- Legalized Bachelor or Master degree certificate
- Legalized Transcript of grades/supplement from bachelor or master studies
- Certificate confirming English Language knowledge on B2 level
- CV (required for Master of Image Communication – Communication Management)
- Cover Letter (required for Master of Image Communication – Communication Management)
- Confirmation of the registration fee payment
- Passport photocopy
- Digital passport size photo
- A medical certificate

Check the up-to-date schedule of recruitment on the International Office's [website](#).

**3** At last the recruitment results are announced!

- If you are accepted, you will be bound to pay the tuition fee\* within 4 weeks from the date of receiving the letter of offer.

The last stage is completing a set of original documents or their notarized copies and delivering them to the University by post or in person.

\* To see the the information about fees, visit website:  
<https://international.uni.wroc.pl/en/admission-full-degree-studies/tuition-fees>

# The Institute's premises

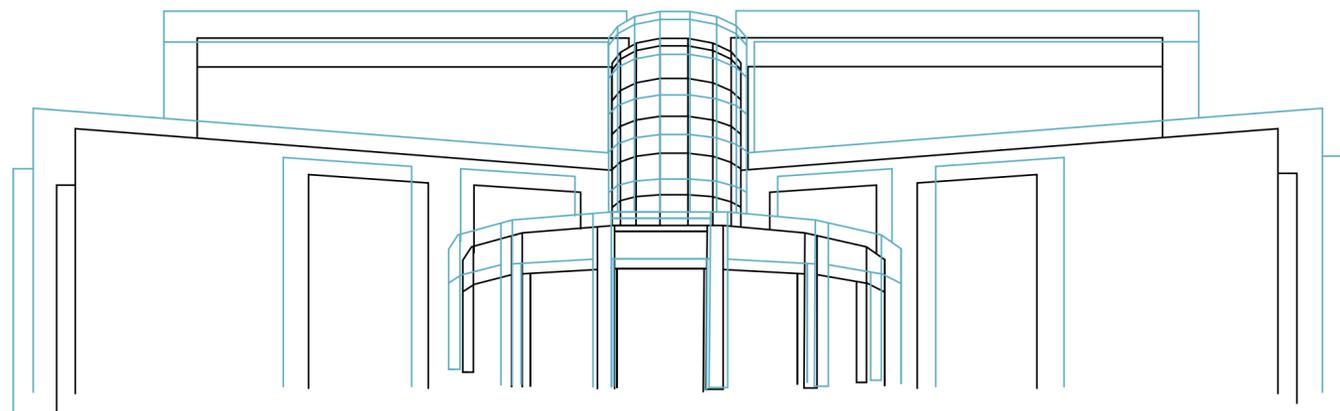
The Institute's main building is located in the "Grunwaldzki Campus", right in the city center by the Odra river. Pleasant surroundings make studying at IDiKS a very enjoyable experience, but its facilities offer more than just that.

While studying here, you will be able to benefit from interactive classes in well-equipped classrooms. The ones where some of the audiovisual-related subjects are taught provide necessities such as cameras, microphone sets, computers and others. Thanks to the specialist equipment, you will get a unique opportunity to gain practical experience, which will help you become a valued individual in the job market later on.

The main building of the Institute, where the majority of classes are held, is located at Joliot-Curie 15.

+ check it out on Google Maps: [4363+98 Wrocław](https://www.google.com/maps/place/4363+98+Wroclaw)

## INSTITUTE OF JOURNALISM AND SOCIAL COMMUNICATION



## Take a look at some other places you will be visiting while studying at the Institute

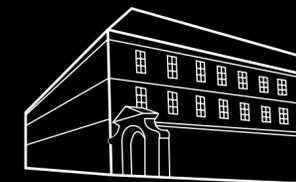
The Dean's office, where you will collect your student ID card, is situated at pl. Nankiera 15b.

+ check it out on Google Maps: [4270+59 Wrocław](https://www.google.com/maps/place/4270+59+Wroclaw)

Some of classes are held also in the building at ul. św. Jadwiga Street and in the Wrocław University Library.

+ check it out on Google Maps: [427R+Q8 Wrocław](https://www.google.com/maps/place/427R+Q8+Wroclaw) (św. Jadwiga Street)

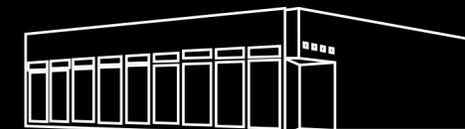
+ check it out on Google Maps: [4362+R4 Wrocław](https://www.google.com/maps/place/4362+R4+Wroclaw) (University Library)



### FACULTY OF PHILOLOGY 2<sup>ND</sup> FACILITY

Św. Jadwigi 3/4

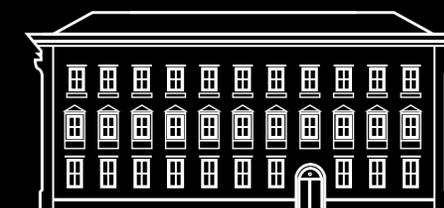
50-266 Wrocław



### WROCLAW UNIVERSITY LIBRARY

Fryderyka Joliot-Curie 12

50-383 Wrocław



### THE DEAN'S OFFICE

pl. Nankiera 15b

50-140 Wrocław

## Living in Poland.

# What to know before moving here

For foreigners, beginning studies at the Institute of Journalism and Social Communication results in the need of adapting not only to a new academic environment, but also to living in a country whose culture they may not be familiar with.

We gathered some practical information that will help you get to know Poland better and find your way around the city of Wrocław more easily.



**Polish cuisine.** Thanks to a variety of flavors, Polish cuisine is capable of satisfying even the most picky eaters. Traditional diet abounds in meat, mainly pork and poultry. Poland is also widely recognized for its charcuterie – especially smoked sausages (kielbasa) and thin dry sausages (kabanosy). Other commonly used products are potatoes, bread and groats. Poles can also make a good use of the selection of seasonal fruits and vegetables that are available at every corner. Apart from serving them in fresh and cooked form, it is also common to eat pickles – cucumbers, sour cabbage, and many others.



### Weather in Poland.

The climate is mostly temperate, both maritime and continental. Lower Silesia, where Wrocław is located, is the warmest region in Poland. There are four distinct seasons here, so make sure to bring a diverse set of clothes with you since the temperatures vary significantly throughout the year. Summers are generally warm, with average temperatures between 18 and 30°C. Winters, on the other hand, can get really cold, with average temperatures around 3°C.



**Polish currency.** The national currency of Poland is the Polish zloty (zł, PLN) which is divided into 100 groszy (gr).



### POLAND'S 10 LARGEST CITIES:

Warszawa (capital), Łódź, Kraków, Wrocław, Poznań, Gdańsk, Szczecin, Bydgoszcz, Lublin and Katowice

## Living in Wrocław.

# What to know about the city

While in Wrocław, do not miss a chance to stroll around the city and explore its eclectic architecture, which combines charming historic edifices with many modern-style constructions.

The Old Town, an area listed in the Registry of Objects of Cultural Heritage and in Poland's list of National Monuments, will amaze you with its adorable streets, cultural properties and buildings filled with history. [Colorful tenement houses found on the Market Square](#) are one of the city's most recognizable symbols. Scattered all around downtown, there are dwelling houses that are fascinating remnants of wartime and the communist era.

Wrocław called "[the City of a Hundred Bridges](#)". You can find even more than that over the city's five rivers: Odra, Ślęza, Widawa, Oława and Bystrzyca.

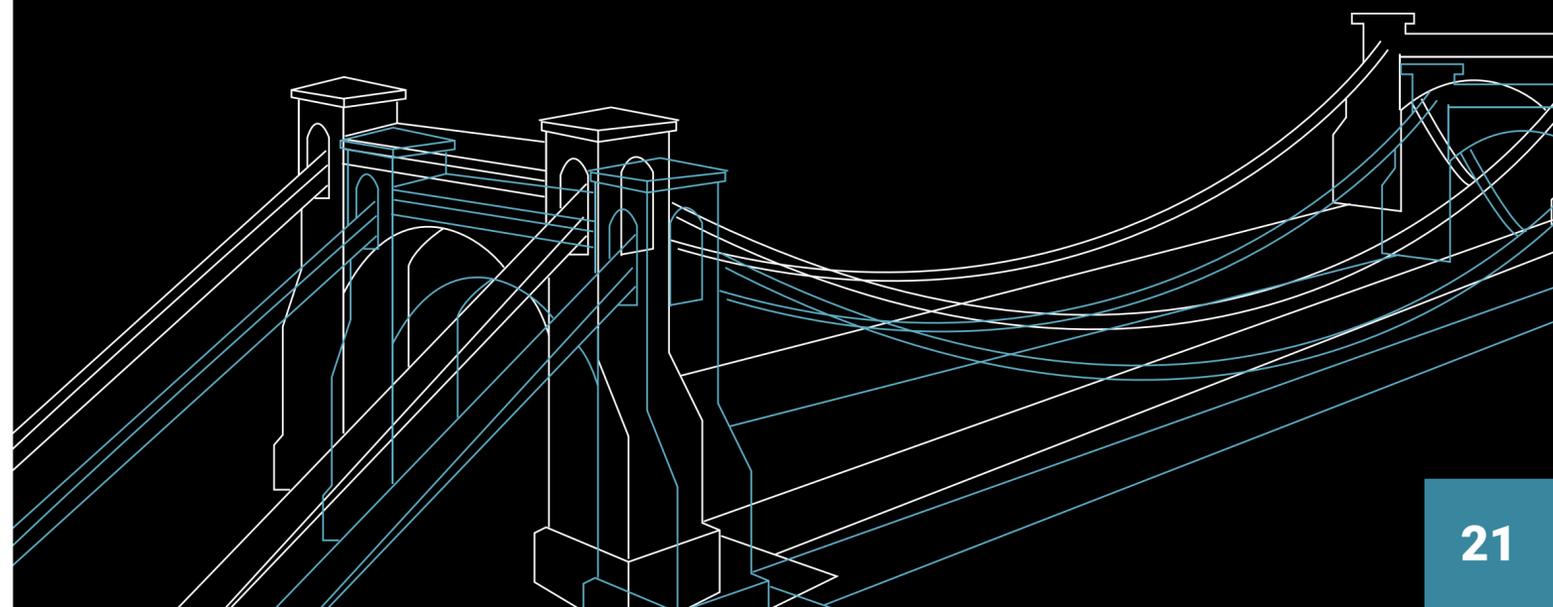
Something that no other city in the world has is [Wrocław's legion of dwarves](#)! That's right, dwarves. There are over 400 of small gnome figurines all around the city. They are some of the most iconic and memorable attractions and undoubtedly the most recognizable symbol of the city. You will inevitably stumble upon a few of them by accident, but you may as well spot their locations according to the list on the city's website during an activity called "gnome hunting".



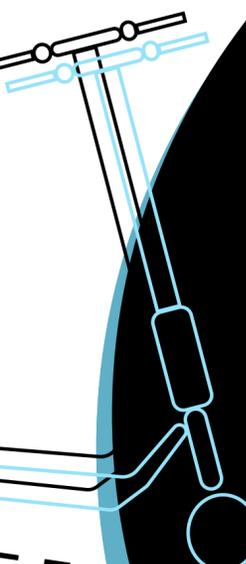
Being [4th on the list of the biggest cities in our country](#), Wrocław offers a variety of experiences, ranging from small and cozy coffee shops to great concert halls and several dozen of shopping malls. If you're looking for a feast, Włodkowica Street is one of the places where you will find numerous restaurants and bars, serving dishes from all around the world – from simple Italian pizza all the way to eccentric South American cuisine. If looking for a dance floor, head to one of the nightclubs in the city center. The opportunity to dance and make some friends is right there.

In 2016, Wrocław was nominated [the European Capital of Culture](#) due to many festivals and events taking place here repeatedly. Visit one of many museums and interactive centers like Hydropolis or The National Museum for an unforgettable cultural and educational experience.

Wrocław is considered an open place where thousands of foreigners come every year either to work, study or simply for touristic purposes. The inhabitants are friendly and usually very supportive of those who come here from abroad. Multiple associations and Facebook groups that you will easily find online emerge to unite newcomers. We are pretty sure that no one will feel left out in a city that uses a slogan "[the Meeting Place](#)" to promote itself all around the world.



## Travelling around Wrocław. How to use Wrocław's public transport system



You will easily get from one part of the city to another by tram or bus. Apps like **jakdojade** or **MobileMPK** will help you find a convenient connection and plan your journey, all in one place.

It takes one phone call to book a taxi and just a few clicks in the app to order an **Uber** or **Bolt**.

If you have your driving license, you can use the services of the several easily accessible car sharing companies, and if you do not, you might want to install an application that will let you rent one of the bikes or electric scooters distributed all around the city.



## Travelling from Wrocław. How to travel from Wrocław to other cities or countries



**The Wrocław Copernicus International Airport** that offers air connections to 64 destinations in Europe and North Africa is located 10 kilometers away from the city center. You can get there by bus or by car.

There are multiple railway and bus connections between Wrocław and other major cities in Poland so you can explore the country conveniently.

**The places especially worth visiting are:**

- Warsaw (the capital),
- Kraków (the second largest city),
- Poznań (west-central Poland),
- Gdańsk (northern Poland).





## That's it!

We hope that this guidebook provided you not only with the practical information that you'll need to apply for our courses but also with a desire to study with us, meet the people who form the Institute and explore our beloved Wrocław.

What you just read was created by IDiKS students. The Institute was the place where we acquired all the skills needed to make it and where we met to make it happen.

### Creators:

Kaja Gontarz, Rafał Hydzyk, Marta Świerczyńska — text

Kasia Janik, Ania Kot, Szymon Magdziarczyk — graphic project

