

**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: 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.

**Required subjects:**

No	Subject name	No of hours	ECTS	Notes
1.	Polish and global culture in the 20th and 21st century	30	4	
2.	Communication Theory	30	5	
3.	Press Workshop	30	2	
4.	Academic writing	30	3	
5.	Public Relations	30	2	
6.	Autopresentation and Public Speech	30	2	
7.	Media Genres	30	2	
8.	Social Psychology	30	5	
9.	Polish Language	30	5	
10.	Foreign Language	30	4	
11.	Methods of Media Research	30	4	
12.	Radio Workshop	30	3	
13.	Local Media	30	3	

14.	Media Systems in Europe	30	6	
15.	Social and Cultural Media Influence	30	4	
16.	Analysis of Media Discourse	30	3	
17.	Marketing and Advertising	30	2	
18.	TV Workshop	30	4	
19.	Media Law and Copyright	30	5	
20.	Seminar	90	21	
21.	Media Ethics	30	3	
22.	Language Pragmatics	30	5	
23.	Intercultural and International Communication	30	5	
24.	Audiovisual Forms of Communication (workshop)	30	3	
25.	Media Relations and Media Planning	30	3	
26.	Specialization Project	15	3	
27.	Social Media Communication	30	4	
28.	Entrepreneurial Skills: Work, Business, Career	15	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	

#### 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.	Polish and global culture in the 20th and 21st century	30	R	L	4	E
2.	Communication Theory	30	R	L	5	E
3.	Press Workshop	30	R	W	2	C/M
4.	Academic writing	30	R	C	3	C/M
5.	Public Relations	30	R	C	2	C/M
6.	Autopresentation and Public Speech	30	R	W	2	C/M
7.	Media Genres	30	R	C	3	C/M
8.	Social Psychology	30	R	L	5	E
9.	Foreign Language/Język obcy*	60	O	C	4	E
	Polish Language/Język polski jako obcy*	60	O	C	5	E
	<b>Total</b>	<b>300</b>			<b>30 lub 31</b>	

\* 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**

	<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 Europe	30	R	L	6	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.	Entrepreneurial Skills: Work, Business, Career	15	R	C	1	C/M
	<b>Total</b>	<b>285</b>			<b>30</b>	

### Semester III

	Course	Duration	R/O***	Form	ECTS	Completion
1.	TV Workshop	30	R	W	4	C/M
2.	Media Law and Copyright	30	R	L	5	E
3.	Seminar	30	R	S	9	C/M
4.	Media Ethics	30	R	C	3	C/M
5.	Language Pragmatics	30	R	C	5	C/M
6.	Facultative Subject 2	30	O	C	2	C/M
7.	Facultative Subject 3	30	O	C	2	C/M
	<b>Total</b>	<b>210</b>			<b>30</b>	

### Semester IV

	Course	Duration	R/O***	Form	ECTS	Completion
1.	Intercultural and International Communication	30	R	C	5	C/M
2.	Specialization Project	15	R	W	3	C/M
3.	Audiovisual Forms of Communication (workshop)	30	R	W	3	C/M
4.	Seminar	30	R	C	10	C/M
5.	Social Media Communication	30	R	C	4	C/M
6.	Media Relations and Media Planning	30	R	W	3	C/M
7.	Facultative Subject 4	30	O	C	2	C/M
	<b>Total</b>	<b>195</b>			<b>30</b>	

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

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

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