**GENERAL DESCRIPTION OF THE STUDY PROGRAMME**

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| **Basic classes** | |
| Name of the faculty | Faculty of Letters |
| Name of the field of study/specialisation  in Polish | Tworzenie zawartości mediów |
| Name of the field of study/specialisation  in English | Media Content Creation |
| Stage of studies | II |
| Profile of education | General academic profile |
| Form of studies | Full-time and extramural |
| Number of semesters | 4 |
| Language in which studies are conducted | English |
| Professional title awarded to graduates | Master |
| The academic year from which the study programme applies | 2024/2025 |
| Professional qualifications obtained (if applicable) | After completing their studies, the graduate of second-cycle studies obtains a master's degree. It allows you to find employment in various business entities and scientific and cultural institutions, both in Poland and abroad, including: in: scientific and research units, media of all sectors, creative industry entities, including PR agencies, as well as all entities with communication departments and press offices or press spokesman positions. |
| **Concept of education** | |
| Objectives of education, indication of the relationship of the concept of the field of study with the Development Strategy of the University of Wrocław | The concept of education in the field of Media Content Creation is closely related to the mission and main strategic goals of the University of Wrocław, approved by Senate Resolution No. 34/2020, describing the development strategy of the UWr. Its foundation is the search for truth and knowledge, the transmission of these values ​​to the young generation, and the continuous development and improvement of the quality of education based on a high level of scientific research and the development of scientific and teaching staff. The fundamental assumption of the education concept is modern and effective education in order to prepare graduates to enter the labor market. The concept of education is also based on cooperation with the socio-economic environment that has a real impact on the teaching process. Its goal is not only substantive preparation for taking up work, but also preparation for functioning and activity in society by setting high standards, including ethical ones. |
| Graduate profile | A graduate of Media Content Creation has the knowledge and skills to work in scientific units dealing with media research and broadly understood social communication. In addition, the graduate has the qualifications necessary to perform the role of a media employee in various sectors in the preparation of various types of content: written, film, audio and photographic. Thus, a graduate of Media Content Creation studies has the skills necessary to perform the role of a journalist and editor in contemporary media, which require their employees to be versatile in creating content for various channels of communication with recipients needed to act as a creator of press, radio and television content. and online. At the same time, the graduate has the skills needed to perform the tasks assigned to employees of the so-called creative sectors, including in the field of running brand profiles, creating advertising campaigns, preparing content for social media profiles, engaging communities around profiles in these media, as well as creating modern and effective communication strategies. Due to the course in Media Content Creation in English, the graduate is prepared to work in an international environment, carrying out media and communication tasks in English. |
| Indication of the socio-economic needs of conducting studies. | The Media Content Creation direction is a response to the needs of modern societies and economies in which reliable information becomes a key capital. Graduates of the field are prepared to act as researchers of media and various communication mechanisms, and are also prepared to act as journalists and employees of various media-related institutions. In accordance with the planned learning outcomes, the graduate acquires specialized and in-depth knowledge in the field of social communication and media sciences, research skills for analyzing media phenomena, including manipulation and disinformation, as well as numerous competences for working as a media researcher. At the same time, he gains the knowledge and skills necessary to work in various media sectors (press, television, radio and digital media). The great advantage of the studies is their international nature and the great emphasis placed in the educational process on content related to intercultural and international communication. Graduates of English-language studies in Media Content Creation will be prepared to work in international media, in international teams, and will also have competences to describe intercultural and international issues. |
| Field(s) of study to which the learning outcomes apply | Social Sciences |
| Scientific discipline(s) to which the learning outcomes apply | Communication and media studies |

**STUDY PROGRAMME**

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| --- | --- |
| Name of the faculty | The Fuculty of Letters |
| Name of the field of study | Media Content Creation |
| Stage of studies | Second degree cycle |
| Profile of education | General academic profile |
| The program is effective from the academic year | 2024/2025 |

1. **Assignment of the field of study to scientific fields and disciplines on the basis of learning outcomes.**

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| --- | --- | --- |
| Scientific field | Scientific discipline | Leading discipline  (discipline in which more than half of the learning outcomes are achieved) |
| Social sciences | Communication and Media Studies | Communication and Media Studies |

1. **Table of the percentage of ECTS credits for each discipline in the total number of ECTS credits required for graduation.**

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| --- | --- | --- |
| Scientific field | Scientific discipline | Percentage of the number of ECTS credits for each discipline in the total number of ECTS credits required for graduation |
| Social sciences | Communication and Media Studies | 100% |

1. **General information about the study programme.**

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| --- | --- |
| Number of semesters | 4 |
| Number of ECTS credits required for graduation | 120 or 125 (foreigners) |
| Professional title awarded to graduates | Master |
| Form of studies | Full-time |
| ISCED code | 0388 |
| Number of ECTS credits for elective courses | 36 |
| Total number of ECTS credits to be obtained by the student in classes with direct participation of academic teachers or other instructors | 120 |
| Number of ECTS credits in humanities or social sciences course (not less than 5 ECTS) | 7 |
| Number of ECTS credits in modern foreign language course | 4 |
| Number of ECTS credits for Polish language course for foreigners during studies in Polish or studies in English | 5 |
| Total number of class hours in the study programme (with distinction by speciality, if applicable) | 934 |

**4. Description of the learning outcomes defined for study programmes in relation to the characteristics of the second level of the Polish Qualification Framework for qualifications at levels 6-7 obtained within the system of higher education and science after obtaining a full qualification at level 4.**

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| --- | --- | --- |
| FIELD OF STUDY: Media Content Creation | | |
| SCIENTIFIC DISCIPLINES: Communication and Media Studies (100%)  (percentage share) | | |
| LEVEL OF EDUCATION: II | | |
| PROFILE OF EDUCATION: General academic profile | | |
| LEARNING OUTCOMES FOR THE FIELD OF STUDY | | |
| Symbol of the learning outcomes for the study programme | Upon completion of the second-cycle studies at the field of study Media Content Creation the graduate will obtain learning outcomes in the following areas: | Reference to the second-cycle PRK characteristics |
| **KNOWLEDGE** | | |
| K\_W01 | has an in-depth knowledge of the place and significance of the sciences of social communication and media in the system of sciences, understands the developmental trends of the discipline and its relations to other scientific disciplines and has an in-depth knowledge of the theoretical aspects of media communication and other aspects of professional communication in the public sphere, also in the international and intercultural environment | P7S\_WG |
| K\_W02 | has an in-depth knowledge of the terminology of the sciences of social communication and media, as well as an in-depth understanding of selected facts, objects and phenomena and the scientific theories pertaining to them, as appropriate to the discipline of sciences of social communication and media, with particular reference to intercultural communication | P7S\_WG |
| K\_W03 | has an in-depth knowledge and understanding of key issues underpinned by a structured theoretical knowledge and selected issues of specific knowledge related to media and social communication, in particular intercultural communication | P7S\_WG |
| K\_W04 | has in-depth detailed knowledge, leading to specialisation, of a selected topic in the field of social communication sciences and media, with particular emphasis on intercultural communication | P7S\_WG |
| K\_W05 | has in-depth knowledge of selected methods and tools of description, analysis, interpretation, evaluation and problematisation appropriate to the social communication sciences and the media and applied to the practice of journalistic and communication management professions in the creative industries, as well as the methodologies, norms, procedures, tools, technologies and good practices used in media and media-related activities, with particular reference to international and intercultural contexts | P7S\_WG |
| K\_WO6 | knows and understands the economic, legal, ethical conditions of various professional activities in the media sector, as well as notions, regulations and principles concerning the protection of intellectual property and copyright, and identifies the legal conditions of media and media-related activities, taking into account international specificity | P7S\_WK |
| K\_W07 | knows and understands the dilemmas of modern civilisation, as well as selected aspects of contemporary culture and the principles and possibilities of active participation in cultural life | P7S\_WK |
| K\_W08 | knows the methods and principles for the creation and development of various forms of entrepreneurship | P7S\_WK |
| **SKILLS** | | |
| K\_U01 | is able to construct, both orally and in writing, in English, a coherent argument referring to his/her own and others' points of view, enabling him/her to communicate on specific topics in the field of media communication sciences to a variety of audiences, including from different countries and cultures | P7S\_UW  P7S\_UK |
| K\_U02 | is able to construct a comprehensive written expression of a scientific nature in English, in particular in the field of media studies and social communication | P7S\_UW  P7S\_UK |
| K\_U03 | has in-depth research skills, including analysis of the work of other authors, synthesis of various ideas and views, selection of methods and construction of research tools, elaboration and presentation of results, assuming the use of advanced information techniques, allowing for original solutions of complex problems in the field of social communication sciences and media, as well as in-depth skills of solving practical tasks related to interpersonal and media communication, journalism and other forms of professional communication in the public sphere, with particular emphasis on intercultural conditions | P7S\_UW  P7S\_UK |
| K\_U04 | is able to communicate in specific terms with a diverse range of audiences, including professionals from the fields of social communication sciences and media, as well as with representatives of the media and media industries, including from different countries and cultures | P7S\_UK |
| K\_U05 | is able to search, analyse, evaluate, select and integrate information from a variety of sources and formulate critical judgments on this basis; he/she is also able to acquire knowledge from a variety of social and humanistic disciplines and to apply it in new situations | P7S\_UW |
| K\_U06 | is able to expand his/her acquired knowledge independently, and can purposefully and effectively apply the skills acquired in professional situations; moreover, he/she is able to adapt and modify his/her knowledge and skills to professional needs (analyse problems and solve practical tasks concerning the knowledge of the media and social communication, as well as those which may arise during the performance of tasks specific to media and media-related professions) | P7S\_UU |
| K\_U07 | is able to use paradigms, theoretical concepts and notions important for the social communication sciences and the media and apply them to cognitive activities and in various professional situations which may arise in the course of media and media-related professions, including international and intercultural ones | P7S\_UW |
| K\_U08 | be able to organise, cooperate and efficiently lead a team, including an international and intercultural team | P7S\_UO |
| K\_U09 | is able to plan and implement lifelong learning and improvement processes; is able to inspire and organise the learning of others | P7S\_UU |
| K\_U10 | is able to manage his/her time and carry out specific tasks, alone or as part of a team, to specified deadlines; moreover, he/she is able to choose the optimum solution and argue his/her case effectively, and is responsible for the results obtained in teamwork | P7S\_UO P7S\_UU |
| K\_U11 | is able to carry out a critical analysis and interpretation of various texts and material culture products using original approaches, taking into account current achievements in social sciences, in order to determine their meanings, social impact and place in the historical-cultural process; moreover, he is able to make a critical analysis of the way in which technical solutions, characteristic of the media and media-related field, function | P7S\_UW  P7S\_UK |
| K\_U12 | is able to communicate in a modern foreign language at a level consistent with the B2+ level of the Common European Framework of Reference for Languages | P7S\_UK |
| **SOCIAL SKILLS** | | |
| K\_K01 | is ready to critically appraise his/her knowledge and perceived content, and recognises the importance of knowledge in solving cognitive and practical problems in the field of social communication and the media, and is ready to consult experts when encountering difficulties in solving a problem independently | P7S\_KK |
| K\_K02 | understands the principles of cultural pluralism and is ready to put knowledge of intercultural communication mechanisms into practice | P7S\_KO |
| K\_K03 | is aware of the importance of the rules of professional ethics of the media and media-related professions and of intellectual honesty in his own actions and those of others, and is prepared to act in accordance with these rules and to develop them | P7S\_KR  P7S\_KO |
| K\_K04 | is ready to accept consciously the importance of knowledge about social communication and the media and to fulfil social responsibilities, inspire and organise activities for the social environment and the public interest | P7S\_KO |
| K\_K05 | is ready to accept consciously the co-responsibility for the preservation of the cultural heritage of the region, the country and Europe and to participate in various actions undertaken in this field | P7S\_KO |
| K\_K06 | is ready to think and act in an entrepreneurial way, to cooperate and collaborate, to negotiate, to use methods and tools to manage his/her own career path | P7S\_KO |
| K\_K07 | is ready to fulfil professional roles in the media and peripheral media sector in a responsible and ethical manner, taking into account the changing needs of society, including developing the achievements of the media and peripheral media professions and upholding their ethos | P7S\_KR |

Explanation of symbols:

PRK - Polish Qualifications Framework

P6S\_WG/P7S \_WG – code of qualification description component for level 6 and 7 in the second-cycle characteristics of Polish Qualifications Framework

K\_W - directional learning outcomes in terms of knowledge

K\_U - directional learning outcomes in terms of skills

K\_K - directional learning outcomes in terms of social skills

01, 02, 03 and following - the number of the specific learning outcome

**5. Curriculum content**

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| No. | Name of the course | Curriculum content | Course-assigned directional learning outcomes |
|  | Contemporary Polish and Global Culture | Cultural theory and problems of the study of contemporary culture. Selected theories of culture. Cultural sciences as basic sciences. Communication, media and the transformation of civilization. Relationships of consumption, play and religion: their implications for culture. Metamorphoses of the body. Cultural memory. Celebrity time and mediatization. Kitsch in contemporary culture. Art as an area of cultural testing. | K\_W07;  K\_U11;  K\_K05 |
|  | Theories of Communication | Communication science as a theoretical discipline. Diversity of schools and paradigms. Communication - an attempt at definition. Features of communication. The essence of communication. Sign, meaning, paradigm, syntagma, code. Denotation and connotation. Rhetoric of image. Types of communication distinguished by context: interpersonal communication, characteristics, effectiveness. Types of communication distinguished by context: group communication, communication versus structure in a group. Types of communication distinguished by context: mass communication. Features, disputes around the concept, impact of mass media. Media discourse, role of media in shaping messages. | K\_W01; K\_W04;  K\_U01; K\_U07;  K\_K04 |
|  | Press Workshop | Press polemic, journalistic objectivity, impartiality, separation of information from commentary. Text entitling, principles, journalistic practice. Press commentary, structure, genological features, principles of preparation. Review in the press, evaluative genres, specialized journalism. Press interview, journalist as an interviewer, preparation for conducting an interview. Principles of editing, authorization and publication of a press interview, work with the text. Relationships between journalist-editor-publisher and spokesman-journalist, press service-journalist. | K\_W03;  K\_U01; K\_U04;  K\_U05;  K\_K07 |
|  | Academic writing | Characteristics of academic style. Using sources - finding and evaluating academic critical texts. Paragraph structure. Writing an introduction, conclusion. Writing a summary, paraphrase. Structure of an academic article. Anti-plagiarism policy. Principles of documenting sources using MLA and APA as examples. Argumentation. Addressing counter-arguments. | K\_W02;  K\_U01; K\_U02;  K\_K03 |
|  | Image Communication | Basic concepts of image communication. Work on identifying the main elements linking a brand to its environment. Pointing out the historical perspective of image communication. Identification of image communication tools from a marketing perspective - the interface between theory and practice. Identification of image communication tools from a PR perspective - interface between theory and practice. Identification of image communication tools from a branding perspective - the interface between theory and practice. Using research methods to outline audience groups. Language and image communication - elements of the linguistic worldview and their significance. Discourse as an element of language organisation influencing image communication. | K\_W04; K\_W08; K\_U03; K\_U08;  K\_K03 |
|  | Autopresentation and Public Speech | Recognizing the listener/audience. The art of self-storytelling and the art of persuasion. Determining topics for self-narration and speeches. Techniques of composing and shaping the style of speech in direct contact with the audience. Appropriate selection of evidence, topos and emotional means for self-presentation and speeches. Building argumentative forms, refuting accusations. Recognizing sophisms and eristic tricks. The art of memorizing the text (or its elements) and skillfully handling the text of the speech when the content has not been memorized. Overcoming performance anxiety, positive use of stage fright, relaxation techniques. Maintaining contact with the audience, keeping the audience's attention. Appropriate use of voice (in terms of audibility, clarity and expressiveness). Appropriate use of movement, so-called body language, aesthetics of gesture, facial expressions. Preparing the scenery of the speech (appropriate space). The importance of attire during self-presentation and public speaking. Directing the rhetorical action (integrating verbal and non-verbal means) in view of the need for naturalness of the speech, its conformity to the individual expression of the person. The art of discussion, answering questions as part of public speaking. | K\_W03;  K\_U04;  K\_K06 |
|  | Media Genres | Concept of genology. Genesis and evolution of journalistic genres, definition of genre, criteria for genre division, genre pattern as a set of rules, genre signals. Press journalistic genres - information, division, criteria for division. Press genres, gatekeeping theory, infotainment, report, infographics, infographics, press photography. Interview - genesis, genre features, types, questions, interaction, roles of the journalist, fait divers. Journalistic genres - features, criteria for division; commentary, article, introductory article, column. Reportage in the press, feature. News service in public and commercial radio - analysis and comparison, radio magazine, documentary program. Other radio forms: reportage, radio play, radio author's commentary, radio feature. Television genres: television film, documentary film, television magazine (informational, thematic), morning program, news program (service), popular science program, current affairs program, entertainment program, sports program, reality show, television reportage, soap opera, television series, sitcom, soap opera, documentary soap opera, talk-show, television theater, quiz show. New media and problems of genre. | K\_W01;  K\_U07; K\_U09;  K\_U11;  K\_K01 |
|  | Foreign Language | The curriculum of the B2+ language course in groups attended by students of one faculty covers the topics related to their field of study. The program content aims at enriching a discipline-specific vocabulary and consolidating and deepening linguistic competence. Therefore, during the conducted classes the tasks focus on listening, speaking, reading, and writing skills. | K\_W07;  K\_U05; K\_U12;  K\_K02 |
|  | Polish Language | The program of classes aims at language adaptation in a new place. It is supposed to make students acquire basic communication skills to sustain a conversation in real contexts important for students (e.g. Polish language classes, conversation with the teacher, lecturers, coordinator, situations in public transportation, shops, dormitory, the dean's office/secretariat). Moreover, the program is aimed at helping students master the basic rules of language etiquette. The objective is also to form an elementary intercultural competence by introducing Polish sociocultural realities and to induce in learners a sense of subjective usefulness of the Polish language. The course assumes the lexical introduction of grammatical structures important for everyday communication. Teaching methods comply with communicative and task-based approaches. | K\_W07;  K\_U05;  K\_K02 |
|  | Methods of Media Research | Scientific description of the media world and communicological phenomena. The essence of the scientific method. Cognitive methods. Research procedures. The essence of the hypothesis and research question. Key elements of research. Concepts and constructs. Variables as part of the search for relationships between social and media phenomena. Dependent and independent variables. Sampling. Relationships between population and sample. Ways of constructing a research sample. The principle of representativeness of the sample to the population under study. Sampling error. Qualitative research methods. Objectives of qualitative research. Advantages and justification of using qualitative research. Field observations. Focus groups. Case studies. In-depth interviews. Methodology for creating reports on qualitative methods. Content analysis of media messages. Justification for the use of content analysis. Stages of content analysis and its limitations. Reliability and relevance. Survey research methods. Usefulness of survey research. Principles of question formulation. Structure of a survey questionnaire. Practice of survey research. Difficulties in the work of the interviewer. Ethics of quantitative research. Basic difficulties in constructing a survey questionnaire. Practice of print media research. Typology of press research. In-depth analysis of media content. Difficulties in Polish print media research. Practice of electronic media research. Research on viewing and listening figures. Research on radio and television not concerning viewing and listening figures. Internet research. Strategies for collecting data on the Internet. Internet as a source of data collection on social and media phenomena. Advertising research. Methods of evaluating advertising campaigns. Quantitative versus qualitative methods in advertising research. | K\_W05;  K\_U03;  K\_K06 |
|  | Broadcasting Workshop | Components of a radio station. The role of the radio presenter at different stations. Indication of the characteristics of a radio presenter. Presentation of the schedule of meetings. Types of radio. Public and commercial radio, analogue and digital. Indication of differences and common features in the Polish and European markets. Presentation of guidelines for homework (discussion of individual stations). Radio in Poland. Discussion of individual stations according to the guidelines given earlier. Summarizing information about the role of a radio presenter. Appearance on the air. The basic field of action of the radio presenter. Explanation of the concept. Presentation of different appearances on the air, taking into account the types of public and private radio programs. Preparation of appearances on the air by students. | K\_W01;  K\_U01; K\_U04;  K\_K08; K\_K07 |
|  | Digital Design | The language and matter of graphic design. Basic information on the history of type, typeface typology, typographic principles, composition. Typographic poster. Design of an image and information poster for a typeface. Getting the maximum expression out of typography. Black and white design. Colour harmony, introduction to colour theory. Creating any advertising poster based on colour. History of advertising. A cross-section of graphic styles in outdoor advertising. | K\_W05;  K\_U01;  K\_K01 |
|  | Media Systems in the World | The concept of the media system (a category of system analysis in the social sciences), the system of mass communication. Transformation of the media system in Poland - from monopoly to duopoly. Legal bases of media functioning in Poland. Journalist in Poland. Press law. Polish media market at the beginning of the 21st century. The electronic media market in Poland. System analysis according to the new approach to media systems theory by D. Hallin and P. Mancini. The liberal system. Press and electronic media - development and current state. British media - social responsibility or neo-liberal model? BBC and 'all the rest' - commercial players in the public market. The press in the UK. The model of democratic corporatism. The model of polarized pluralism. A fourth model? Media systems of post-communist countries (Czech Republic and Slovakia, Hungary). | K\_W01; K\_W03;  K\_U03;  K\_K04 |
|  | Social and Cultural Media Influence | Criticism of mass culture and modern media. Technological determinism according to Marshall McLuhan. From mass culture to popular culture. Jean Baudrillard's culture of simulation. Postmodern perspective on the study of media. Postmodern society. Post-critical theories. | K\_W07;  K\_U07; K\_U12;  K\_K02 |
|  | Theory and Practice of Advertising | Kotler's concept of marketing - basics, polemic. Advertising as a form of communication. Advertising versus other marketing tools. Definition(s) of advertising. Typologies of advertising. Legal aspects of advertising. Psychological aspects of advertising. Media of advertising. Byron Sharp and the revolution in marketing. Advertising market in Poland and the world. Advertising agencies, creative agencies. Social advertising. Political advertising. | K\_W01;  K\_U01; K\_U11;  K\_K03 |
|  | Startup Development | Entrepreneurship in a startup perspective. Relevant factors in the startup business environment. The creation of a startup. Creating a startup team. Discussion of successful startups from different sectors. | K\_W06; K\_W08;  K\_U09; K\_U12  K\_K05 |
|  | Writing Skills | Developing writing skills in English. Types of styles in written language. Adapting style to the language of written expression. Creating different types of formal and informal texts. Developing paraphrasing skills. Using synonymous expressions and phrases. Creating definitions of words. Rules of spelling and punctuation. Elements of English grammar at the C1 level. | K\_W05;  K\_U01; K\_U11;  K\_K06 |
|  | Master Seminar | MA thesis preparation. | K\_W01; K\_W03;  K\_U01; K\_U02;  K\_K04 |
|  | TV Workshop | Types of film sets and their use. The Golden Rule in frame composition - camera exercises. Camera movements and their importance for visual narrative - hand-held camera, tripod camera, panoramas, whip-pans. The role of light. The structure of the 4 points of light. Exercise in creative use of light. Creative implementation of sound. The role of background sounds in television storytelling. Interviews. Basic principles of interviewing and types of interviews. Voiceover. Voiceover writing exercises. Stand-ups. Making a documentary scene. The role of punctuation. Telling stories with images. Image-word relationship. Strategies of TV storytelling. | K\_W04; K\_W06;  K\_U06; K\_U10;  K\_K03 |
|  | Media Law and Copyright | System of sources of law. Freedom of speech and the right to information in the Constitution of the Republic of Poland and international regulations. Protection of personal rights in the light of international law and the Constitution of the Republic of Poland. Personal rights in the Civil Code and in the Criminal Code. Objectives of protection of intellectual property. Objects of copyright protection. Copyright personal and property rights, transfer, use. Press law - basic concepts. Rights and obligations of journalists. Competition law. The right to authorization. Criminal and civil liability in the media. | K\_W06;  K\_U05; K\_U06;  K\_K03; K\_K04; |
|  | Language Pragmatics | Pragmatics as a sub-discipline dealing with speech acts - definitions, areas of pragmatic research. Pragmatics versus semantics and syntactics. Pragmatics as a science of human action through the use of linguistic (and extra-linguistic) means. Classifications of speech acts according to Austin: constatives, performatives, locution, illocution, perlocution. Verbal and non-verbal exponents of the illoquation aspect. The problem of IFIDs. Speech acts according to Searle. Conditions for the effectiveness (fortuity) of a speech act. Types of contexts and their role in communication. Functions of language and speech in the light of speech act theory. Grice's theory of conversational implicatures - the maxims of quantity, quality, ratio and manner. Analysis of indirect and metaphorical speech acts, the issue of non-direct communication. Registers of communication according to G. Leech. The purpose of communication - social norms - politeness. The use of politeness maxims as a manifestation of a pragmatic approach to communication. Presuppositions. Pragmatic analysis of selected speech acts related to the practice of journalism, propaganda, PR and advertising - taking into account discourse analysis, the issue of contextual conditions: social, cultural, moral, ethical etc. | K\_W02; K\_W01;  K\_U04; K\_U06;  K\_K03 |
|  | Digital Storytelling | The essence of narrative. Typology of narrative and the narrator. Indication of as complete a list as possible of possible narrator types. Reading narrative texts illustrating a variety of narrative modes. The art of evoking emotion in narrative texts. Psychological definitions of suspense. Mechanisms of creating suspense. Functions of suspense. Functions of mystery. Designing the virtual reader. Discussion of the categories of the virtual reader. Discussion of basic concepts and tools related to advertising storytelling: narrative architecture, external and internal storytelling, forming the core of a brand story. Case study - analysis of narrative architecture in the branding of specific brands. Design work - new brand versus storytelling. Specifics of storytelling created for digital channels. | K\_W07; K\_W10;  K\_U07; K\_U09;  K\_K02 |
|  | Intercultural and International Communication | Introduction to the theory of intercultural communication: basic definitions and types of communication, international relations and intercultural communication, Poland and its neighbours. Further introduction to basic research approaches of intercultural communication. Verbal, non-verbal communication. Theories of Edward T. Hall, introduction to cultural standards theory, Geert Hofstede's typology of four dimensions. Continuation of Geert Hofstede's research, GLOBE project - critical incidents. Stereotypes - function, types:autostereotype, heterostereotype, introduction to research on collective memory: cultural memory, communicative memory. Polish and German ethnic stereotypes, Poles in the eyes of neighbours, neighbours in the eyes of Poles, Polish and German culture of communication. Analysis of examples: museums and exhibitions in Poland and Germany. | K\_W07;  K\_U02;  K\_K02; |
|  | Communication in Business and in Professional Activity | Language in the communicative social, cultural and civilizational space. Verbal and non-verbal communication. Integrated leadership model. Communication styles in business. Effective listening in the process of team building. Evaluating and communicating evaluations in professional interactions. Barriers to effective communication in business. Management in business. Negotiation styles. Motivation strategies and techniques for reducing and dealing with pressure. Savior-Vivre in professional contacts. | K\_W07;  K\_U05;  K\_K01; K\_K05 |
|  | Branding | Brand theory. Brand architecture. The process of creating a brand from research and marketing studies through to the construction of the company's identity and personality in relation to the lifestyles of the brand's addressees. Stages of brand creation and communication. The complex nature of the brand. | K\_WO2; K\_WO6;  K\_U05;  K\_K03 |
|  | Analysis of Media Discourse | The concept of discourse (discourse theory, discourse linguistics, discursive worldview). Language, speaking, text, discourse - categories of analysis in communication science. Media, new media, mechanics of media narratives. Convergence of media (social, communicative consequences). Mediatization of the world image. Tabloidization of public discourse. Differentiation of discourse by reference, ideology. Relationship of media and politics. Media and political discourse. Pragmatic, stylistic determinants of scientific discourse. Mediatization of scientific discourse. Methods of analysis of press discourse. Methods of analysis of audiovisual discourse. | K\_W05;  K\_U03;  K\_K07; |
|  | Audiovisual Forms of Communication | The pre-production stage of the film. The role of the script and storyboard. Developing a shot list for shooting. Practical exercises, working with the camera. Realization of a short film etude (theme: activity). Continuation of realization of a film etude. Film editing workshop. Sound and light in film. Practical exercises. Realization of a film etude (topic: detail). Promotional and advertising films. Discussion of sample realizations. Planning work on own film projects. Working in the studio - realization of shooting for own film projects. Beginning editing of own film projects. Post-production, color correction, sound editing of films. Preparation of projects for public screening. | K\_W03;  K\_U04;  K\_K06 |
|  | Social Media Content | History of the Internet and social media. Ideas and values guiding the World Wide Web. Generation Z - genesis, characteristics. Qualitative analysis of the latest research results of online communities. Social media in a semiotic context. Social media in a sociological context. Ways of applying social media. | K\_W04; K\_U01;  K\_U02;  K\_K01 |
|  | Creative writing | Brochure as a teaching and informational medium. Project brief, logotype, claim, local hero. Functions of language - functions of texts. Stylistic means. Subjectivity / objectivity in writing. Metaphor as a stylistic means. Word buiding. Word play, neologism. Creative and innovative texts in branding, advertising and marketing. Conveying values with text. | K\_W05;  K\_U01; K\_U11;  K\_K06 |
|  | Digital Photography | The impact of the invention of photography on the understanding of the image. Social uses of photography: stereoscopy, casual, carte de visite, album, Kodak. Image design: goals and needs. A study of the reception of Walter Gropius. Observation and participation in the photographic process. Making the experience accessible to the public. Making the image accessible to the public. Assimilation, inclusion, inclusion of the audience. Photographic process, idea/intention/strategy, preparation for photo shoot, moodboard; technical decisions; friendliness, working with people; technical processing of photo; interpretation of image. Presentation of styles in contemporary photography. Photography vs. modernity, American influences. Direct photography, photography in avant-garde art and design, photography and class emigration, humanistic photography, John Szarkowski's concept of photography. Basics of photo interpretation. Looking at, behind and in front of a photograph. Analysis of the photographic process and the concept of photographic thinking. Photography in media, intermedia and post-media concepts. | K\_W04;  K\_U03; K\_UO4;  K\_K06 |

1. **Study plan**

**Year of study: I**

**Semester: first**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Item** | **Name of the subject** | **O/F** | **Form of course**  **Number of class hours** | | | | | | **Way to verify learning outcomes** | **ECTS** | **The discipline to which the course relates** | **Organizational unit conducting the course** |
| **L** | **C** | **S** | **K** | **La** | **Total** |
|  | Contemporary Polish and Global Culture | O | 30 |  |  |  |  | 30 | E | 4 | Culture and Religion studies | IJSC\*\* |
|  | Theories of Communication | O | 30 |  |  |  |  | 30 | E | 4 | Communication and Media Studies | IJSC |
|  | Press Workshop | O |  | 30 |  |  |  | 30 | G/C | 4 | Communication and Media Studies | IJSC |
|  | Academic writing | O |  | 30 |  |  |  | 30 | G/C | 3 | Communication and Media Studies | IJSC |
|  | Image Communication | O |  | 30 |  |  |  | 30 | G/C | 4 | Communication and Media Studies | IJSC |
|  | Autopresentation and Public Speech | O |  | 30 |  |  |  | 30 | G/C | 3 | Communication and Media Studies | IJSC |
|  | Media Genres | O |  | 30 |  |  |  | 30 | G/C | 4 | Communication and Media Studies | IJSC |
|  | Foreign Language\* | O |  |  |  |  | 60\* | 60 | E | 4 | Communication and Media Studies | FLC |
|  | Polish Language\* | O |  |  |  |  | 30\* | 30 | C | 0 | Communication and Media Studies | SPLC |
|  | Health and Safety (e-learning) | O |  | 4 |  |  |  | 4 | C | 0 | Communication and Media Studies | The Occupational Health, Safety and Fire Protection |
|  | TOTAL: |  | 60 | 154 |  |  | 60 or 90 | 274 or 304 |  | 30 |  |  |

* Foreign students are required to complete a Polish language course at the School of Polish Language and Culture for Foreigners. All students (both Poles and foreigners) complete a course in any foreign language at the B2+ level from the offer of the Study of Practical Foreign Language.

**Semester: second**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Item** | **Name of the subject** | **O/F** | **Form of course**  **Number of class hours** | | | | | | **Way to verify learning outcomes** | **ECTS** | **The discipline to which the course relates** | **Organizational unit conducting the course** |
| **L** | **C** | **S** | **K** | **La** | **Total** |
|  | Methods of Media Research | O | 30 |  |  |  |  | 30 | E | 4 | Communication and Media Studies | IJSC\*\* |
|  | Broadcasting Workshop | O |  | 30 |  |  |  | 30 | G/C | 3 | Communication and Media Studies | IJSC |
|  | Digital Design | O |  | 30 |  |  |  | 30 | G/C | 4 | Communication and Media Studies | IJSC |
|  | Media Systems in the World | O | 30 |  |  |  |  | 30 | E | 4 | Communication and Media Studies | IJSC |
|  | Social and Cultural Media Influence | O |  | 30 |  |  |  | 30 | G/C | 3 | Communication and Media Studies | IJSC |
|  | Theory and Practice of Advertising | O |  | 30 |  |  |  | 30 | G/C | 3 | Communication and Media Studies | IJSC |
|  | Startup Development | O |  | 15 |  |  |  | 15 | G/C | 3 | Communication and Media Studies | IJSC |
|  | Writing Skills | O |  | 30 |  |  |  | 30 | G/C | 2 | Communication and Media Studies | IJSC |
|  | Master Seminar | O |  |  | 30 |  |  | 30 | G/C | 4 | Communication and Media Studies | IJSC |
|  | Polish Language\* | O |  |  |  |  | 30\* | 30\* | E | 5 | Communication and Media Studies | SPLC |
|  | TOTAL: |  | 60 | 165 | 30 |  | 30 | 255 or 285 |  | 30 or 35 |  |  |

* Foreign students are required to complete a Polish language course at the School of Polish Language and Culture for Foreigners. All students (both Poles and foreigners) complete a course in any foreign language at the B2+ level from the offer of the Study of Practical Foreign Language.

**Semester: third**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Item** | **Name of the subject** | **O/F** | **Form of course**  **Number of class hours** | | | | | | **Way to verify learning outcomes** | **ECTS** | **The discipline to which the course relates** | **Organizational unit conducting the course** |
| **L** | **C** | **S** | **K** | **La** | **Total** |
|  | TV Workshop | O |  | 30 |  |  |  | 30 | G/C | 4 | Communication and Media Studies | IJSC\*\* |
|  | Media Law and Copyright | O | 15 |  |  |  |  | 15 | E | 3 | Communication and Media Studies | IJSC |
|  | Master Seminar | O |  |  | 30 |  |  | 30 | G/C | 8 | Communication and Media Studies | IJSC |
|  | Language Pragmatics | O |  | 30 |  |  |  | 30 | G/C | 3 | Linguistics | IJSC |
|  | Digital Storytelling | O |  | 30 |  |  |  | 30 | G/C | 4 | Communication and Media Studies | IJSC |
|  | Intercultural and International Communication | O |  | 30 |  |  |  | 30 | G/C | 5 | Communication and Media Studies | IJSC |
|  | Elective subject: |  |  | 30 |  |  |  | 30 | G/C | 3 |  |  |
| Communication in Business and in Professional Activity | F |  |  |  |  |  |  |  |  | Communication and Media Studies | IJSC |
| Branding | F |  |  |  |  |  |  |  |  | Communication and Media Studies | IJSC |
|  | TOTAL |  | 15 | 150 | 30 |  |  | 195 |  | 30 |  |  |

**Semester: fourth**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Item** | **Name of the subject** | **O/F** | **Form of course**  **Number of class hours** | | | | | | **Way to verify learning outcomes** | **ECTS** | **The discipline to which the course relates** | **Organizational unit conducting the course** |
| **L** | **C** | **S** | **K** | **La** | **Total** |
|  | Analysis of Media Discourse | O |  | 30 |  |  |  | 30 | G/C | 5 | Communication and Media Studies | IJSC\*\* |
|  | Audiovisual Forms of Communication | O |  | 30 |  |  |  | 30 | G/C | 4 | Communication and Media Studies | IJSC |
|  | Master Seminar | O |  |  | 30 |  |  | 30 | G/C | 14 | Communication and Media Studies | IJSC |
|  | Social Media Content | O |  | 30 |  |  |  | 30 | G/C | 4 | Communication and Media Studies | IJSC |
|  | Elective subject: |  |  | 30 |  |  |  | 30 | G/C | 3 |  |  |
| Creative writing | F |  |  |  |  |  |  |  |  | Communication and Media Studies | IJSC |
| Digital Photography | F |  |  |  |  |  |  |  |  | Communication and Media Studies | IJSC |
|  | TOTAL: |  |  | 120 | 30 |  |  | 150 |  | 30 |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Media Content Creation**  **Full-time studies, master degree** | **SEMESTER** | | | | **TOTAL** |
| I | II | III | IV |  |
| Number of ETCS | 30 | 30 lub 35 | 30 | 30 | 120 lub 125 |
| Total number of hours for the  programme | 274 lub 304 | 255 lub 285 | 195 | 150 | 874 lub 934 |

**KEY**

**Forms of classes:**

L - lecture

C - class

S - seminar

La – language classes

**Assessment methods:**

E – exam

G/C- graded credit

C - credit

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O – obligatory

F – facultative

\*\*IJSC – Institute of Journalism and Social Communication

FLC - Foreign Languages Centre

**SPLC- School of Polish Language and Culture for Foreigners**

**STUDY PROGRAMME**

|  |  |
| --- | --- |
| Name of the faculty | The Fuculty of Letters |
| Name of the field of study | Media Content Creation |
| Stage of studies | Second degree cycle |
| Profile of education | General academic profile |
| The program is effective from the academic year | 2024/2025 |

1. **Assignment of the field of study to scientific fields and disciplines on the basis of learning outcomes.**

|  |  |  |
| --- | --- | --- |
| Scientific field | Scientific discipline | Leading discipline  (discipline in which more than half of the learning outcomes are achieved) |
| Social sciences | Communication and Media Studies | Communication and Media Studies |

1. **Table of the percentage of ECTS credits for each discipline in the total number of ECTS credits required for graduation.**

|  |  |  |
| --- | --- | --- |
| Scientific field | Scientific discipline | Percentage of the number of ECTS credits for each discipline in the total number of ECTS credits required for graduation |
| Social sciences | Communication and Media Studies | 100% |

1. **General information about the study programme.**

|  |  |
| --- | --- |
| Number of semesters | 4 |
| Number of ECTS credits required for graduation | 120 or 125 (foreigners) |
| Professional title awarded to graduates | Master |
| Form of studies | Extramural |
| ISCED code | 0388 |
| Number of ECTS credits for elective courses | 36 |
| Total number of ECTS credits to be obtained by the student in classes with direct participation of academic teachers or other instructors | 120 |
| Number of ECTS credits in humanities or social sciences course (not less than 5 ECTS) | 7 |
| Number of ECTS credits in modern foreign language course | 4 |
| Number of ECTS credits for Polish language course for foreigners during studies in Polish or studies in English | 5 |
| Total number of class hours in the study programme (with distinction by speciality, if applicable) | 602 |

**4. Curriculum content**

|  |  |  |  |
| --- | --- | --- | --- |
| No. | Name of the course | Curriculum content | Course-assigned directional learning outcomes |
|  | Contemporary Polish and Global Culture | Cultural theory and problems of the study of contemporary culture. Selected theories of culture. Cultural sciences as basic sciences. Communication, media and the transformation of civilization. Relationships of consumption, play and religion: their implications for culture. Metamorphoses of the body. Cultural memory. Celebrity time and mediatization. Kitsch in contemporary culture. Art as an area of cultural testing. | K\_W07;  K\_U11;  K\_K05 |
|  | Theories of Communication | Communication science as a theoretical discipline. Diversity of schools and paradigms. Communication - an attempt at definition. Features of communication. The essence of communication. Sign, meaning, paradigm, syntagma, code. Denotation and connotation. Rhetoric of image. Types of communication distinguished by context: interpersonal communication, characteristics, effectiveness. Types of communication distinguished by context: group communication, communication versus structure in a group. Types of communication distinguished by context: mass communication. Features, disputes around the concept, impact of mass media. Media discourse, role of media in shaping messages. | K\_W01; K\_W04;  K\_U01; K\_U07;  K\_K04 |
|  | Press Workshop | Press polemic, journalistic objectivity, impartiality, separation of information from commentary. Text entitling, principles, journalistic practice. Press commentary, structure, genological features, principles of preparation. Review in the press, evaluative genres, specialized journalism. Press interview, journalist as an interviewer, preparation for conducting an interview. Principles of editing, authorization and publication of a press interview, work with the text. Relationships between journalist-editor-publisher and spokesman-journalist, press service-journalist. | K\_W03;  K\_U01; K\_U04;  K\_U05;  K\_K07 |
|  | Academic writing | Characteristics of academic style. Using sources - finding and evaluating academic critical texts. Paragraph structure. Writing an introduction, conclusion. Writing a summary, paraphrase. Structure of an academic article. Anti-plagiarism policy. Principles of documenting sources using MLA and APA as examples. Argumentation. Addressing counter-arguments. | K\_W02;  K\_U01; K\_U02;  K\_K03 |
|  | Image Communication | Basic concepts of image communication. Work on identifying the main elements linking a brand to its environment. Pointing out the historical perspective of image communication. Identification of image communication tools from a marketing perspective - the interface between theory and practice. Identification of image communication tools from a PR perspective - interface between theory and practice. Identification of image communication tools from a branding perspective - the interface between theory and practice. Using research methods to outline audience groups. Language and image communication - elements of the linguistic worldview and their significance. Discourse as an element of language organisation influencing image communication. | K\_W04; K\_W08; K\_U03; K\_U08;  K\_K03 |
|  | Autopresentation and Public Speech | Recognizing the listener/audience. The art of self-storytelling and the art of persuasion. Determining topics for self-narration and speeches. Techniques of composing and shaping the style of speech in direct contact with the audience. Appropriate selection of evidence, topos and emotional means for self-presentation and speeches. Building argumentative forms, refuting accusations. Recognizing sophisms and eristic tricks. The art of memorizing the text (or its elements) and skillfully handling the text of the speech when the content has not been memorized. Overcoming performance anxiety, positive use of stage fright, relaxation techniques. Maintaining contact with the audience, keeping the audience's attention. Appropriate use of voice (in terms of audibility, clarity and expressiveness). Appropriate use of movement, so-called body language, aesthetics of gesture, facial expressions. Preparing the scenery of the speech (appropriate space). The importance of attire during self-presentation and public speaking. Directing the rhetorical action (integrating verbal and non-verbal means) in view of the need for naturalness of the speech, its conformity to the individual expression of the person. The art of discussion, answering questions as part of public speaking. | K\_W03;  K\_U04;  K\_K06 |
|  | Media Genres | Concept of genology. Genesis and evolution of journalistic genres, definition of genre, criteria for genre division, genre pattern as a set of rules, genre signals. Press journalistic genres - information, division, criteria for division. Press genres, gatekeeping theory, infotainment, report, infographics, infographics, press photography. Interview - genesis, genre features, types, questions, interaction, roles of the journalist, fait divers. Journalistic genres - features, criteria for division; commentary, article, introductory article, column. Reportage in the press, feature. News service in public and commercial radio - analysis and comparison, radio magazine, documentary program. Other radio forms: reportage, radio play, radio author's commentary, radio feature. Television genres: television film, documentary film, television magazine (informational, thematic), morning program, news program (service), popular science program, current affairs program, entertainment program, sports program, reality show, television reportage, soap opera, television series, sitcom, soap opera, documentary soap opera, talk-show, television theater, quiz show. New media and problems of genre. | K\_W01;  K\_U07; K\_U09;  K\_U11;  K\_K01 |
|  | Foreign Language | The curriculum of the B2+ language course in groups attended by students of one faculty covers the topics related to their field of study. The program content aims at enriching a discipline-specific vocabulary and consolidating and deepening linguistic competence. Therefore, during the conducted classes the tasks focus on listening, speaking, reading, and writing skills. | K\_W07;  K\_U05; K\_U12;  K\_K02 |
|  | Polish Language | The program of classes aims at language adaptation in a new place. It is supposed to make students acquire basic communication skills to sustain a conversation in real contexts important for students (e.g. Polish language classes, conversation with the teacher, lecturers, coordinator, situations in public transportation, shops, dormitory, the dean's office/secretariat). Moreover, the program is aimed at helping students master the basic rules of language etiquette. The objective is also to form an elementary intercultural competence by introducing Polish sociocultural realities and to induce in learners a sense of subjective usefulness of the Polish language. The course assumes the lexical introduction of grammatical structures important for everyday communication. Teaching methods comply with communicative and task-based approaches. | K\_W07;  K\_U05;  K\_K02 |
|  | Methods of Media Research | Scientific description of the media world and communicological phenomena. The essence of the scientific method. Cognitive methods. Research procedures. The essence of the hypothesis and research question. Key elements of research. Concepts and constructs. Variables as part of the search for relationships between social and media phenomena. Dependent and independent variables. Sampling. Relationships between population and sample. Ways of constructing a research sample. The principle of representativeness of the sample to the population under study. Sampling error. Qualitative research methods. Objectives of qualitative research. Advantages and justification of using qualitative research. Field observations. Focus groups. Case studies. In-depth interviews. Methodology for creating reports on qualitative methods. Content analysis of media messages. Justification for the use of content analysis. Stages of content analysis and its limitations. Reliability and relevance. Survey research methods. Usefulness of survey research. Principles of question formulation. Structure of a survey questionnaire. Practice of survey research. Difficulties in the work of the interviewer. Ethics of quantitative research. Basic difficulties in constructing a survey questionnaire. Practice of print media research. Typology of press research. In-depth analysis of media content. Difficulties in Polish print media research. Practice of electronic media research. Research on viewing and listening figures. Research on radio and television not concerning viewing and listening figures. Internet research. Strategies for collecting data on the Internet. Internet as a source of data collection on social and media phenomena. Advertising research. Methods of evaluating advertising campaigns. Quantitative versus qualitative methods in advertising research. | K\_W05;  K\_U03;  K\_K06 |
|  | Broadcasting Workshop | Components of a radio station. The role of the radio presenter at different stations. Indication of the characteristics of a radio presenter. Presentation of the schedule of meetings. Types of radio. Public and commercial radio, analogue and digital. Indication of differences and common features in the Polish and European markets. Presentation of guidelines for homework (discussion of individual stations). Radio in Poland. Discussion of individual stations according to the guidelines given earlier. Summarizing information about the role of a radio presenter. Appearance on the air. The basic field of action of the radio presenter. Explanation of the concept. Presentation of different appearances on the air, taking into account the types of public and private radio programs. Preparation of appearances on the air by students. | K\_W01;  K\_U01; K\_U04;  K\_K08; K\_K07 |
|  | Digital Design | The language and matter of graphic design. Basic information on the history of type, typeface typology, typographic principles, composition. Typographic poster. Design of an image and information poster for a typeface. Getting the maximum expression out of typography. Black and white design. Colour harmony, introduction to colour theory. Creating any advertising poster based on colour. History of advertising. A cross-section of graphic styles in outdoor advertising. | K\_W05;  K\_U01;  K\_K01 |
|  | Media Systems in the World | The concept of the media system (a category of system analysis in the social sciences), the system of mass communication. Transformation of the media system in Poland - from monopoly to duopoly. Legal bases of media functioning in Poland. Journalist in Poland. Press law. Polish media market at the beginning of the 21st century. The electronic media market in Poland. System analysis according to the new approach to media systems theory by D. Hallin and P. Mancini. The liberal system. Press and electronic media - development and current state. British media - social responsibility or neo-liberal model? BBC and 'all the rest' - commercial players in the public market. The press in the UK. The model of democratic corporatism. The model of polarized pluralism. A fourth model? Media systems of post-communist countries (Czech Republic and Slovakia, Hungary). | K\_W01; K\_W03;  K\_U03;  K\_K04 |
|  | Social and Cultural Media Influence | Criticism of mass culture and modern media. Technological determinism according to Marshall McLuhan. From mass culture to popular culture. Jean Baudrillard's culture of simulation. Postmodern perspective on the study of media. Postmodern society. Post-critical theories. | K\_W07;  K\_U07; K\_U12;  K\_K02 |
|  | Theory and Practice of Advertising | Kotler's concept of marketing - basics, polemic. Advertising as a form of communication. Advertising versus other marketing tools. Definition(s) of advertising. Typologies of advertising. Legal aspects of advertising. Psychological aspects of advertising. Media of advertising. Byron Sharp and the revolution in marketing. Advertising market in Poland and the world. Advertising agencies, creative agencies. Social advertising. Political advertising. | K\_W01;  K\_U01; K\_U11;  K\_K03 |
|  | Startup Development | Entrepreneurship in a startup perspective. Relevant factors in the startup business environment. The creation of a startup. Creating a startup team. Discussion of successful startups from different sectors. | K\_W06; K\_W08;  K\_U09; K\_U12  K\_K05 |
|  | Writing Skills | Developing writing skills in English. Types of styles in written language. Adapting style to the language of written expression. Creating different types of formal and informal texts. Developing paraphrasing skills. Using synonymous expressions and phrases. Creating definitions of words. Rules of spelling and punctuation. Elements of English grammar at the C1 level. | K\_W05;  K\_U01; K\_U11;  K\_K06 |
|  | Master Seminar | MA thesis preparation. | K\_W01; K\_W03;  K\_U01; K\_U02;  K\_K04 |
|  | TV Workshop | Types of film sets and their use. The Golden Rule in frame composition - camera exercises. Camera movements and their importance for visual narrative - hand-held camera, tripod camera, panoramas, whip-pans. The role of light. The structure of the 4 points of light. Exercise in creative use of light. Creative implementation of sound. The role of background sounds in television storytelling. Interviews. Basic principles of interviewing and types of interviews. Voiceover. Voiceover writing exercises. Stand-ups. Making a documentary scene. The role of punctuation. Telling stories with images. Image-word relationship. Strategies of TV storytelling. | K\_W04; K\_W06;  K\_U06; K\_U10;  K\_K03 |
|  | Media Law and Copyright | System of sources of law. Freedom of speech and the right to information in the Constitution of the Republic of Poland and international regulations. Protection of personal rights in the light of international law and the Constitution of the Republic of Poland. Personal rights in the Civil Code and in the Criminal Code. Objectives of protection of intellectual property. Objects of copyright protection. Copyright personal and property rights, transfer, use. Press law - basic concepts. Rights and obligations of journalists. Competition law. The right to authorization. Criminal and civil liability in the media. | K\_W06;  K\_U05; K\_U06;  K\_K03; K\_K04; |
|  | Language Pragmatics | Pragmatics as a sub-discipline dealing with speech acts - definitions, areas of pragmatic research. Pragmatics versus semantics and syntactics. Pragmatics as a science of human action through the use of linguistic (and extra-linguistic) means. Classifications of speech acts according to Austin: constatives, performatives, locution, illocution, perlocution. Verbal and non-verbal exponents of the illoquation aspect. The problem of IFIDs. Speech acts according to Searle. Conditions for the effectiveness (fortuity) of a speech act. Types of contexts and their role in communication. Functions of language and speech in the light of speech act theory. Grice's theory of conversational implicatures - the maxims of quantity, quality, ratio and manner. Analysis of indirect and metaphorical speech acts, the issue of non-direct communication. Registers of communication according to G. Leech. The purpose of communication - social norms - politeness. The use of politeness maxims as a manifestation of a pragmatic approach to communication. Presuppositions. Pragmatic analysis of selected speech acts related to the practice of journalism, propaganda, PR and advertising - taking into account discourse analysis, the issue of contextual conditions: social, cultural, moral, ethical etc. | K\_W02; K\_W01;  K\_U04; K\_U06;  K\_K03 |
|  | Digital Storytelling | The essence of narrative. Typology of narrative and the narrator. Indication of as complete a list as possible of possible narrator types. Reading narrative texts illustrating a variety of narrative modes. The art of evoking emotion in narrative texts. Psychological definitions of suspense. Mechanisms of creating suspense. Functions of suspense. Functions of mystery. Designing the virtual reader. Discussion of the categories of the virtual reader. Discussion of basic concepts and tools related to advertising storytelling: narrative architecture, external and internal storytelling, forming the core of a brand story. Case study - analysis of narrative architecture in the branding of specific brands. Design work - new brand versus storytelling. Specifics of storytelling created for digital channels. | K\_W07; K\_W10;  K\_U07; K\_U09;  K\_K02 |
|  | Intercultural and International Communication | Introduction to the theory of intercultural communication: basic definitions and types of communication, international relations and intercultural communication, Poland and its neighbours. Further introduction to basic research approaches of intercultural communication. Verbal, non-verbal communication. Theories of Edward T. Hall, introduction to cultural standards theory, Geert Hofstede's typology of four dimensions. Continuation of Geert Hofstede's research, GLOBE project - critical incidents. Stereotypes - function, types:autostereotype, heterostereotype, introduction to research on collective memory: cultural memory, communicative memory. Polish and German ethnic stereotypes, Poles in the eyes of neighbours, neighbours in the eyes of Poles, Polish and German culture of communication. Analysis of examples: museums and exhibitions in Poland and Germany. | K\_W07;  K\_U02;  K\_K02; |
|  | Communication in Business and in Professional Activity | Language in the communicative social, cultural and civilizational space. Verbal and non-verbal communication. Integrated leadership model. Communication styles in business. Effective listening in the process of team building. Evaluating and communicating evaluations in professional interactions. Barriers to effective communication in business. Management in business. Negotiation styles. Motivation strategies and techniques for reducing and dealing with pressure. Savior-Vivre in professional contacts. | K\_W07;  K\_U05;  K\_K01; K\_K05 |
|  | Branding | Brand theory. Brand architecture. The process of creating a brand from research and marketing studies through to the construction of the company's identity and personality in relation to the lifestyles of the brand's addressees. Stages of brand creation and communication. The complex nature of the brand. | K\_WO2; K\_WO6;  K\_U05;  K\_K03 |
|  | Analysis of Media Discourse | The concept of discourse (discourse theory, discourse linguistics, discursive worldview). Language, speaking, text, discourse - categories of analysis in communication science. Media, new media, mechanics of media narratives. Convergence of media (social, communicative consequences). Mediatization of the world image. Tabloidization of public discourse. Differentiation of discourse by reference, ideology. Relationship of media and politics. Media and political discourse. Pragmatic, stylistic determinants of scientific discourse. Mediatization of scientific discourse. Methods of analysis of press discourse. Methods of analysis of audiovisual discourse. | K\_W05;  K\_U03;  K\_K07; |
|  | Audiovisual Forms of Communication | The pre-production stage of the film. The role of the script and storyboard. Developing a shot list for shooting. Practical exercises, working with the camera. Realization of a short film etude (theme: activity). Continuation of realization of a film etude. Film editing workshop. Sound and light in film. Practical exercises. Realization of a film etude (topic: detail). Promotional and advertising films. Discussion of sample realizations. Planning work on own film projects. Working in the studio - realization of shooting for own film projects. Beginning editing of own film projects. Post-production, color correction, sound editing of films. Preparation of projects for public screening. | K\_W03;  K\_U04;  K\_K06 |
|  | Social Media Content | History of the Internet and social media. Ideas and values guiding the World Wide Web. Generation Z - genesis, characteristics. Qualitative analysis of the latest research results of online communities. Social media in a semiotic context. Social media in a sociological context. Ways of applying social media. | K\_W04; K\_U01;  K\_U02;  K\_K01 |
|  | Creative writing | Brochure as a teaching and informational medium. Project brief, logotype, claim, local hero. Functions of language - functions of texts. Stylistic means. Subjectivity / objectivity in writing. Metaphor as a stylistic means. Word buiding. Word play, neologism. Creative and innovative texts in branding, advertising and marketing. Conveying values with text. | K\_W05;  K\_U01; K\_U11;  K\_K06 |
|  | Digital Photography | The impact of the invention of photography on the understanding of the image. Social uses of photography: stereoscopy, casual, carte de visite, album, Kodak. Image design: goals and needs. A study of the reception of Walter Gropius. Observation and participation in the photographic process. Making the experience accessible to the public. Making the image accessible to the public. Assimilation, inclusion, inclusion of the audience. Photographic process, idea/intention/strategy, preparation for photo shoot, moodboard; technical decisions; friendliness, working with people; technical processing of photo; interpretation of image. Presentation of styles in contemporary photography. Photography vs. modernity, American influences. Direct photography, photography in avant-garde art and design, photography and class emigration, humanistic photography, John Szarkowski's concept of photography. Basics of photo interpretation. Looking at, behind and in front of a photograph. Analysis of the photographic process and the concept of photographic thinking. Photography in media, intermedia and post-media concepts. | K\_W04;  K\_U03; K\_UO4;  K\_K06 |

1. **Study plan**

**Year of study: I**

**Semester: first**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Item** | **Name of the subject** | **O/F** | **Form of course**  **Number of class hours** | | | | | | **Way to verify learning outcomes** | **ECTS** | **The discipline to which the course relates** | **Organizational unit conducting the course** |
| **L** | **C** | **S** | **K** | **La** | **Total** |
|  | Contemporary Polish and Global Culture | O | 18 |  |  |  |  | 18 | E | 4 | Culture and Religion studies | IJSC\*\* |
|  | Theories of Communication | O | 18 |  |  |  |  | 18 | E | 4 | Communication and Media Studies | IJSC |
|  | Press Workshop | O |  | 18 |  |  |  | 18 | G/C | 4 | Communication and Media Studies | IJSC |
|  | Academic writing | O |  | 18 |  |  |  | 18 | G/C | 3 | Communication and Media Studies | IJSC |
|  | Image Communication | O |  | 18 |  |  |  | 18 | G/C | 4 | Communication and Media Studies | IJSC |
|  | Autopresentation and Public Speech | O |  | 18 |  |  |  | 18 | G/C | 3 | Communication and Media Studies | IJSC |
|  | Media Genres | O |  | 18 |  |  |  | 18 | G/C | 4 | Communication and Media Studies | IJSC |
|  | Polish Language\* | O |  |  |  |  | 30\* | 30 | C | 0 | Communication and Media Studies | SPLC |
|  | Health and Safety (e-learning) | O |  | 4 |  |  |  | 4 | C | 0 | Communication and Media Studies | The Occupational Health, Safety and Fire Protection |
|  | TOTAL: |  | 36 | 94 |  |  | 30 | 130 lub 160 |  | 26 |  |  |

* Foreign students are required to complete a Polish language course at the School of Polish Language and Culture for Foreigners. All students (both Poles and foreigners) complete a course in any foreign language at the B2+ level from the offer of the Study of Practical Foreign Language.

**Semester: second**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Item** | **Name of the subject** | **O/F** | **Form of course**  **Number of class hours** | | | | | | **Way to verify learning outcomes** | **ECTS** | **The discipline to which the course relates** | **Organizational unit conducting the course** |
| **L** | **C** | **S** | **K** | **La** | **Total** |
|  | Methods of Media Research | O | 18 |  |  |  |  | 30 | E | 4 | Communication and Media Studies | IJSC\*\* |
|  | Broadcasting Workshop | O |  | 18 |  |  |  | 30 | G/C | 3 | Communication and Media Studies | IJSC |
|  | Digital Design | O |  | 18 |  |  |  | 30 | G/C | 4 | Communication and Media Studies | IJSC |
|  | Media Systems in the World | O | 18 |  |  |  |  | 30 | E | 4 | Communication and Media Studies | IJSC |
|  | Social and Cultural Media Influence | O |  | 18 |  |  |  | 30 | G/C | 3 | Communication and Media Studies | IJSC |
|  | Theory and Practice of Advertising | O |  | 18 |  |  |  | 30 | G/C | 3 | Communication and Media Studies | IJSC |
|  | Startup Development | O |  | 15 |  |  |  | 15 | G/C | 3 | Communication and Media Studies | IJSC |
|  | Writing Skills | O |  | 18 |  |  |  | 30 | G/C | 2 | Communication and Media Studies | IJSC |
|  | Master Seminar | O |  |  | 18 |  |  | 30 | G/C | 4 | Communication and Media Studies | IJSC |
|  | Foreign Language\* | O |  |  |  |  | 20\* | 20\* | G/C | 0 | Communication and Media Studies | FLC |
|  | Polish Language\* | O |  |  |  |  | 30\* | 30\* | E | 5 | Communication and Media Studies | SPLC |
|  | TOTAL: |  | 36 | 105 | 18 |  | 20 or 50 | 179 or 209 |  | 30 or 35 |  |  |

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**Semester: third**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Item** | **Name of the subject** | **O/F** | **Form of course**  **Number of class hours** | | | | | | **Way to verify learning outcomes** | **ECTS** | **The discipline to which the course relates** | **Organizational unit conducting the course** |
| **L** | **C** | **S** | **K** | **La** | **Total** |
|  | TV Workshop | O |  | 18 |  |  |  | 18 | G/C | 4 | Communication and Media Studies | IJSC\*\* |
|  | Media Law and Copyright | O | 15 |  |  |  |  | 15 | E | 3 | Communication and Media Studies | IJSC |
|  | Master Seminar | O |  |  | 18 |  |  | 18 | G/C | 8 | Communication and Media Studies | IJSC |
|  | Language Pragmatics | O |  | 18 |  |  |  | 18 | G/C | 3 | Linguistics | IJSC |
|  | Digital Storytelling | O |  | 18 |  |  |  | 18 | G/C | 4 | Communication and Media Studies | IJSC |
|  | Intercultural and International Communication | O |  | 18 |  |  |  | 18 | G/C | 5 | Communication and Media Studies | IJSC |
|  | Foreign Language\* |  |  |  |  |  | 20\* | 20\* | E | 4 | Communication and Media Studies | FLC |
|  | Elective subject: |  |  | 18 |  |  |  | 18 | G/C | 3 |  |  |
| Communication in Business and in Professional Activity | F |  |  |  |  |  |  |  |  | Communication and Media Studies | IJSC |
| Branding | F |  |  |  |  |  |  |  |  | Communication and Media Studies | IJSC |
|  | TOTAL |  | 15 | 90 | 18 |  | 20 | 143 |  | 34 |  |  |

* Foreign students are required to complete a Polish language course at the School of Polish Language and Culture for Foreigners. All students (both Poles and foreigners) complete a course in any foreign language at the B2+ level from the offer of the Study of Practical Foreign Language.

**Semester: fourth**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Item** | **Name of the subject** | **O/F** | **Form of course**  **Number of class hours** | | | | | | **Way to verify learning outcomes** | **ECTS** | **The discipline to which the course relates** | **Organizational unit conducting the course** |
| **L** | **C** | **S** | **K** | **La** | **Total** |
|  | Analysis of Media Discourse | O |  | 18 |  |  |  | 18 | G/C | 5 | Communication and Media Studies | IJSC\*\* |
|  | Audiovisual Forms of Communication | O |  | 18 |  |  |  | 18 | G/C | 4 | Communication and Media Studies | IJSC |
|  | Master Seminar | O |  |  | 18 |  |  | 18 | G/C | 14 | Communication and Media Studies | IJSC |
|  | Social Media Content | O |  | 18 |  |  |  | 18 | G/C | 4 | Communication and Media Studies | IJSC |
|  | Elective subject: |  |  | 18 |  |  |  | 18 | G/C | 3 |  |  |
| Creative writing | F |  |  |  |  |  |  |  |  | Communication and Media Studies | IJSC |
| Digital Photography | F |  |  |  |  |  |  |  |  | Communication and Media Studies | IJSC |
|  | TOTAL: |  |  | 72 | 18 |  |  | 90 |  | 30 |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Media Content Creation**  **Part-time studies, master degree** | **SEMESTER** | | | | **TOTAL** |
| I | II | III | IV |  |
| Number of ETCS | 26 | 30 lub 35 | 34 | 30 | 120 lub 125 (foreigners) |
| Total number of hours for the  programme | 130 lub 160 | 179 lub 209 | 143 | 90 | 542 lub 602 |

**KEY**

**Forms of classes:**

L - lecture

C - class

S - seminar

La – language classes

**Assessment methods:**

E – exam

G/C- graded credit

C - credit

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O – obligatory

F – facultative

\*\*IJSC – Institute of Journalism and Social Communication

FLC - Foreign Languages Centre

**SPLC- School of Polish Language and Culture for Foreigners**