

**TEACHING PROGRAM FOR:
Journalism and Social Communication**

SPECIALIZATION: Journalism and Social Communication

Semester I

	Course	Duration	R/O***	Form*	ECTS	Completion**	
1.	Philosophy of Communication	30	R	C	3	C/M	Dr Łukasz Nysler
2.	Polish and global culture in the 20th and 21st century	30	R	L	3	E	Dr Agnieszka Poznańska
3.	Communication Theory	30	R	L	3	E	Prof. Ilona Biernacka Ligęza
4.	Press Workshop	30	R	W	2	C/M	Red. Grzegorz Chojnowski
5.	Academic writing	30	R	C	2	C/M	Mgr Jacek Jabłoński
6.	Public Relations	30	R	C	2	C/M	Prof. Ilona Biernacka Ligęza
7.	Autopresentation and Public Speech	30	R	W	2	C/M	Dr Monika Braun
8.	Economy	30	R	L	3	E	Dr Sebastian Jakubowski
9.	Media Genres	30	R	C	2	C/M	Dr Małgorzata Kolankowska
10.	Social Psychology	30	R	L	3	E	Mgr Michał Misiak
11.	Foreign Language	60	R	C	5	E	
	Total	360			30		

Semester II

	Course	Duration	R/O***	Form	ECTS	Completion	
1.	Methods of Media Research	30	R	L	4	E	Dr hab. Jędrzej Morawiecki
2.	Radio Workshop	30	R	W	3	C/M	Red. Grzegorz Chojnowski
3.	Local Media	30	R	L	3	E	Dr Adam Szynol
4.	Media Systems in Europe	30	R	L	4	E	Dr Przemysław Witkowski
5.	Social and Cultural Media Influence	30	R	C	4	C/M	Dr Małgorzata Kolankowska
6.	Analysis of Media Discourse	30	R	C	3	C/M	Mgr Patrycjusz Śliwiński
7.	Marketing and Advertising	30	R	C	2	C/M	Dr Dorota Kokowicz
8.	Seminar	30	R	S	2	C/M	
9.	Facultative Subject 1 Non-fiction genres	30	O	C	2	C/M	Mgr Patrycjusz Śliwiński
10.	Facultative Subject 2 Social Media Communication and	30	O	C	2	C/M	Mgr Flohic Molin

	Advanced Community Management & Marketing						
11.	Entrepreneurial Skills: Work, Business, Career	15	R	C	1	C/M	
	Total	315			30		

Semester III

	Course	Duration	R/O***	Form	ECTS	Completion	
1.	TV Workshop	30	R	W	2	C/M	Dr Agnieszka Zwiefka-Chwałek
2.	Media Law and Copyright	30	R	L	4	E	Dr Łukasz Żukowski
3.	Seminar	30	R	S	9	C/M	
4.	Media Ethics	30	R	C	2	C/M	Mgr Dominika Ziętek
5.	Public Opinion	30	R	L	4	E	Dr Marcin Dębicki
6.	Language Pragmatics	30	R	C	2	C/M	Prof. Piotr Lewiński
7.	Psychology of Interpersonal Communication (workshop)	30	R	W	2	C/M	Mgr Agata Groyecka
8.	Facultative Subject 3 New models of journalism	30	O	C	2	C/M	Dr Przemysław Witkowski
9.	Facultative Subject 4 Advertising	30	O	C	2	C/M	Dr Patrycja Rozbicka
10.	Business studies	15	R	C	1	C/M	
	Total	285			30		

Semester IV

	Course	Duration	R/O***	Form	ECTS	Completion	
1.	Intercultural and International Communication	30	R	C	3	C/M	Dr Patrycja Rozbicka
2.	Specialization Project	15	R	W	3	C/M	Dr Dorota Kokowicz
3.	Audiovisual Forms of Communication (workshop)	30	R	W	3	C/M	Dr Łukasz Śmigiel
4.	Seminar	30	R	C	10	C/M	
5.	Social Media Communication	30	R	C	3	C/M	Dr hab. Katarzyna Kopecka Piech
6.	Media Relations and Media Planning	30	R	W	2	C/M	Prof. Ilona Biernacka Ligęza
7.	Cultural-Publicistic Journalism	30	R	C	2	C/M	Red. Grzegorz Chojnowski
8.	Facultative Subject 5 Advertising Communication in 3.0 Society	30	O	C	2	C/M	Mgr Aldona Mioduszewska
9.	Facultative Subject 6 Multimodal communication	30	O	C	2	C/M	Dr Joanna Hardukiewicz-Chojnowska
	Total	255			30		