

STUDY PROGRAMME

Name of the faculty	The Faculty 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

Year 1

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
1.	Contemporary Polish and Global Culture	0	18					18	E	4	Culture and Religion studies	IJSC**
2.	Theories of Communication	0	18					18	E	4	Communication and Media Studies	IJSC
3.	Press Workshop	0		18				18	G/C	4	Communication and Media Studies	IJSC
4.	Academic writing	0		18				18	G/C	3	Communication and Media Studies	IJSC
5.	Image Communication	0		18				18	G/C	4	Communication and Media Studies	IJSC
6.	Autopresentation and Public Speech	0		18				18	G/C	3	Communication and Media Studies	IJSC
7.	Media Genres	0		18				18	G/C	4	Communication and Media Studies	IJSC
8.	Polish Language*	0					30*	30	C	0	Communication and Media Studies	IJSC
9.	Health and Safety (e-learning)	0		4				4	C	0	Communication and Media Studies	
	TOTAL:		36	94			30	130 or 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.

Year 2

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
1.	Methods of Media Research	0	18					30	E	4	Communication and Media Studies	IJSC**
2.	Broadcasting Workshop	0		18				30	G/C	3	Communication and Media Studies	IJSC
3.	Digital Design	0		18				30	G/C	4	Communication and Media Studies	IJSC
4.	Media Systems in the World	0	18					30	E	4	Communication and Media Studies	IJSC
5.	Social and Cultural Media Influence	0		18				30	G/C	3	Communication and Media Studies	IJSC
6.	Theory and Practice of Advertising	0		18				30	G/C	3	Communication and Media Studies	IJSC
7.	Startup Development	0		15				15	G/C	3	Communication and Media Studies	IJSC
8.	Writing Skills	0		18				30	G/C	2	Communication and Media Studies	IJSC
9.	Master Seminar	0			18			30	G/C	4	Communication and Media Studies	IJSC
10.	Foreign Language*	0					20*	20*	G/C	0	Communication and Media Studies	
11.	Polish Language*	0					30*	30*	E	5	Communication and Media Studies	
	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					
1.	TV Workshop	O		18					18	G/C	4	Communication and Media Studies	IJSC**
2.	Media Law and Copyright	O	15						15	E	3	Communication and Media Studies	IJSC
3.	Master Seminar	O			18				18	G/C	8	Communication and Media Studies	IJSC
4.	Language Pragmatics	O		18					18	G/C	3	Linguistics	IJSC
5.	Digital Storytelling	O		18					18	G/C	4	Communication and Media Studies	IJSC
6.	Intercultural and International Communication	O		18					18	G/C	5	Communication and Media Studies	IJSC
7.	Foreign Language*							20*	20*	E	4	Communication and Media Studies	IJSC
8.	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		

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Semester: fourth

Item	Name of the subject	O/F	Form of course Number of class hours							ECTS	The discipline to which the course relates	
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			L	C	S	K	La	Total	Way to verify learning outcomes			Organizational unit conducting the course
1.	Analysis of Media Discourse	O		18				18	G/C	5	Communication and Media Studies	IJSC**
2.	Audiovisual Forms of Communication	O		18				18	G/C	4	Communication and Media Studies	IJSC
3.	Master Seminar	O			18			18	G/C	14	Communication and Media Studies	IJSC
4.	Social Media Content	O		18				18	G/C	4	Communication and Media Studies	IJSC
5.	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 or 35	34	30	120 or 125
Total number of hours for the programme	130 or 160	179 or 209	143	90	542 or 602

It is possible to change the list of elective subjects. The list is adopted by the Institute Council for the academic year.

KEY

Forms of classes:

L - lecture

C - class
S - seminar
La - language classes

Assessment methods:

E – exam
G/C- graded credit
C - credit

O – obligatory
F – facultative

**IJSC – Institute of Journalism and Social Communication