

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	30					30	E	4	Culture and Religion studies	IJSC**
2.	Theories of Communication	0	30					30	E	4	Communication and Media Studies	IJSC
3.	Press Workshop	0		30				30	G/C	4	Communication and Media Studies	IJSC
4.	Academic writing	0		30				30	G/C	3	Communication and Media Studies	IJSC
5.	Image Communication	0		30				30	G/C	4	Communication and Media Studies	IJSC
6.	Autopresentation and Public Speech	0		30				30	G/C	3	Communication and Media Studies	IJSC
7.	Media Genres	0		30				30	G/C	4	Communication and Media Studies	IJSC
8.	Foreign Language*	0					60*	60	E	4	Communication and Media Studies	IJSC
9.	Polish Language*	0					30*	30	C	0	Communication and Media Studies	IJSC
10.	Health and Safety (e-learning)	0		4				4	C	0	Communication and Media Studies	

	TOTAL:		60	154			60 or 90	274 or 304		30	
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*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
1.	Methods of Media Research	O	30					30	E	4	Communication and Media Studies	IJSC**
2.	Broadcasting Workshop	O		30				30	G/C	3	Communication and Media Studies	IJSC
3.	Digital Design	O		30				30	G/C	4	Communication and Media Studies	IJSC
4.	Media Systems in the World	O	30					30	E	4	Communication and Media Studies	IJSC
5.	Social and Cultural Media Influence	O		30				30	G/C	3	Communication and Media Studies	IJSC
6.	Theory and Practice of Advertising	O		30				30	G/C	3	Communication and Media Studies	IJSC
7.	Startup Development	O		15				15	G/C	3	Communication and Media Studies	IJSC
8.	Writing Skills	O		30				30	G/C	2	Communication and Media Studies	IJSC
9.	Master Seminar	O			30			30	G/C	4	Communication and Media Studies	IJSC
10.	Polish Language*	O					30*	30*	E	5	Communication and Media Studies	
	TOTAL:		60	165	30		30	255 or 285		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		30				30	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			30			30	G/C	8	Communication and Media Studies	IJSC
4.	Language Pragmatics	O		30				30	G/C	3	Linguistics	IJSC
5.	Digital Storytelling	O		30				30	G/C	4	Communication and Media Studies	IJSC
6.	Intercultural and International Communication	O		30				30	G/C	5	Communication and Media Studies	IJSC
7.	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				
1.	Analysis of Media Discourse	O		30				30	G/C	5	Communication and Media Studies	IJSC**
2.	Audiovisual Forms of Communication	O		30				30	G/C	4	Communication and Media Studies	IJSC

3.	Master Seminar	O			30			30	G/C	14	Communication and Media Studies	IJSC
4.	Social Media Content	O		30				30	G/C	4	Communication and Media Studies	IJSC
5.	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 or 35	30	30	120 lub 125
Total number of hours for the programme	274 or 304	255 or 285	195	150	874 lub 934

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