



Wrocław – University of
communication design – branding –
communication design – PR – copywriting
graphic design – discourses – research
design thinking – lifestyle – UX – social
psychology – creativity – CX – commun
journalism – radio – advertising – audi
course – creative writing – work
– IDiKS – media

a practical guide

all you need to know about studying
at the Institute of Journalism and Social Communication

Hi there!

What you are looking at is a practical guidebook created by the members of the University of Wrocław's Institute of Journalism and Social Communication for those ready to consider joining us in studying here.

If you are wondering what it is like to be a student at one of the biggest and best known universities in Poland and to live in a city once nominated the European Capital of Culture, this booklet is here to give you an idea.

It contains essential information regarding academic life and procedures at the University and our Institute. We will also provide you with some practical details about students' day-to-day life in Wrocław. We hope that by the end of this guidebook you feel like this is a place for you.

IDiKS

Institut Dziennikarstwa
i Komunikacji Społecznej

Table of contents

1	UNIVERSITY OF WROCŁAW	
	Welcome to the University of Wrocław	4
	University structure	6
	Academic calendar	7
2	INSTITUTE OF JOURNALISM AND SOCIAL COMMUNICATION	
	IDiKS. About the Institute	8
	Our approach	9
	Course: Communication management	10
	Course: Media Content Creation	12
	How to get into the Institute?	14
	The timetable of recruitment	15
	The Institute's premises	16
3	LIVING IN WROCŁAW AND POLAND	
	Living in Poland	18
	Living in Wrocław	20
	Travelling around and from Wrocław	22

Welcome to the University of Wrocław,

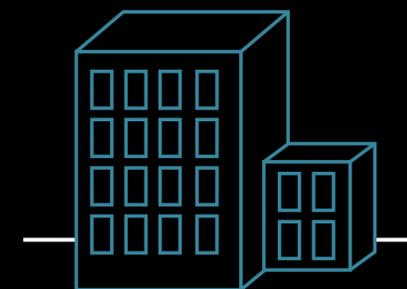
the place where
hundreds of years
of tradition and history
meet thousands
of students
and scientists.

Freedom of expression

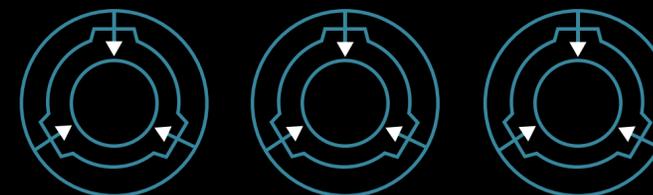
On the journey towards
development, UWr strongly
stands by the virtues of
inclusivity, multiculturalism and
mutual respect. The University's
doors are open to all and provide
a unique free speech platform
for every student willing
to thrive in a society.

Truth

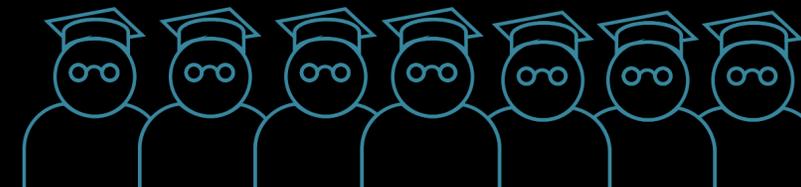
Since 2019, UWr holds
the prestigious title of
a research university, one of
only 10 in Poland. Due to this
status, it is able to provide
its students with an array of
benefits, including grants and
scholarships, expanding English-
language program offerings,
and introducing additional
single-degree programs for
the ambitious.



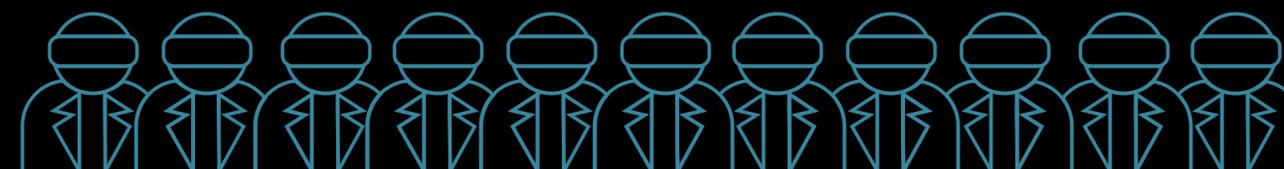
10 faculties



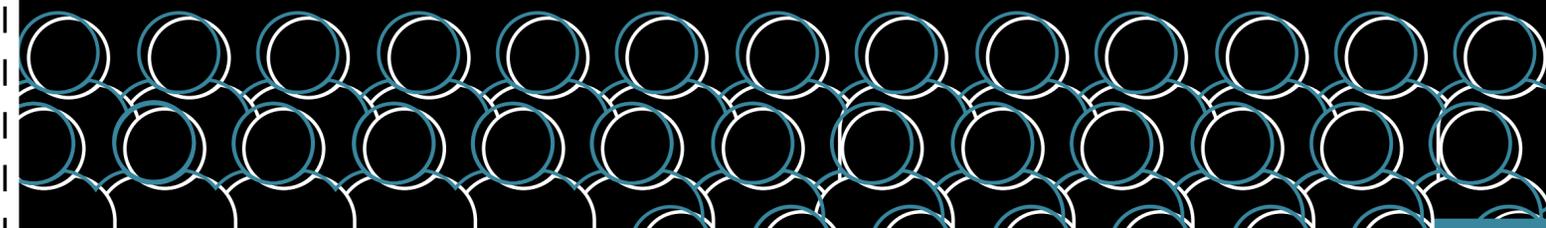
300 scientific departments



460 professors



2 000 scientists



26 000 students

University structure

RECTOR OF The UNIVERSITY OF WROCLAW

pl. Uniwersytecki 1, room 124
phone: +48 71 343 68 47,
+48 71 375 22 12
e-mail: rektor@uwr.edu.pl

DEAN OF PHILOLOGICAL FACULTY

pl. Nankiera 15b, room 9

HEAD OF THE INSTITUTE OF JOURNALISM AND SOCIAL COMMUNICATION

ul. Joliot-Curie 15, room 213

Institute of Journalism and Social Communication – Secretary's Office

ul. Joliot-Curie 15, room 214
phone: 71 375 79 00
e-mail: sekretariat.idks@uwr.edu.pl

The following authorities take care of the matters within particular topic areas:

VICE-RECTOR FOR RESEARCH

pl. Uniwersytecki 1, room 117
phone: +48 71 375 29 90
e-mail: prorektor.nauka@uwr.edu.pl

VICE-RECTOR FOR STUDENT AFFAIRS

pl. Uniwersytecki 1, room 128
phone: +48 71 375 22 63
e-mail: prorstud@uwr.edu.pl

VICE-RECTOR FOR INTERNATIONAL RELATIONS AND PROJECTS

pl. Uniwersytecki 1, room 117
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VICE-RECTOR FOR INNOVATION AND CHANGE

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VICE-RECTOR FOR TEACHING

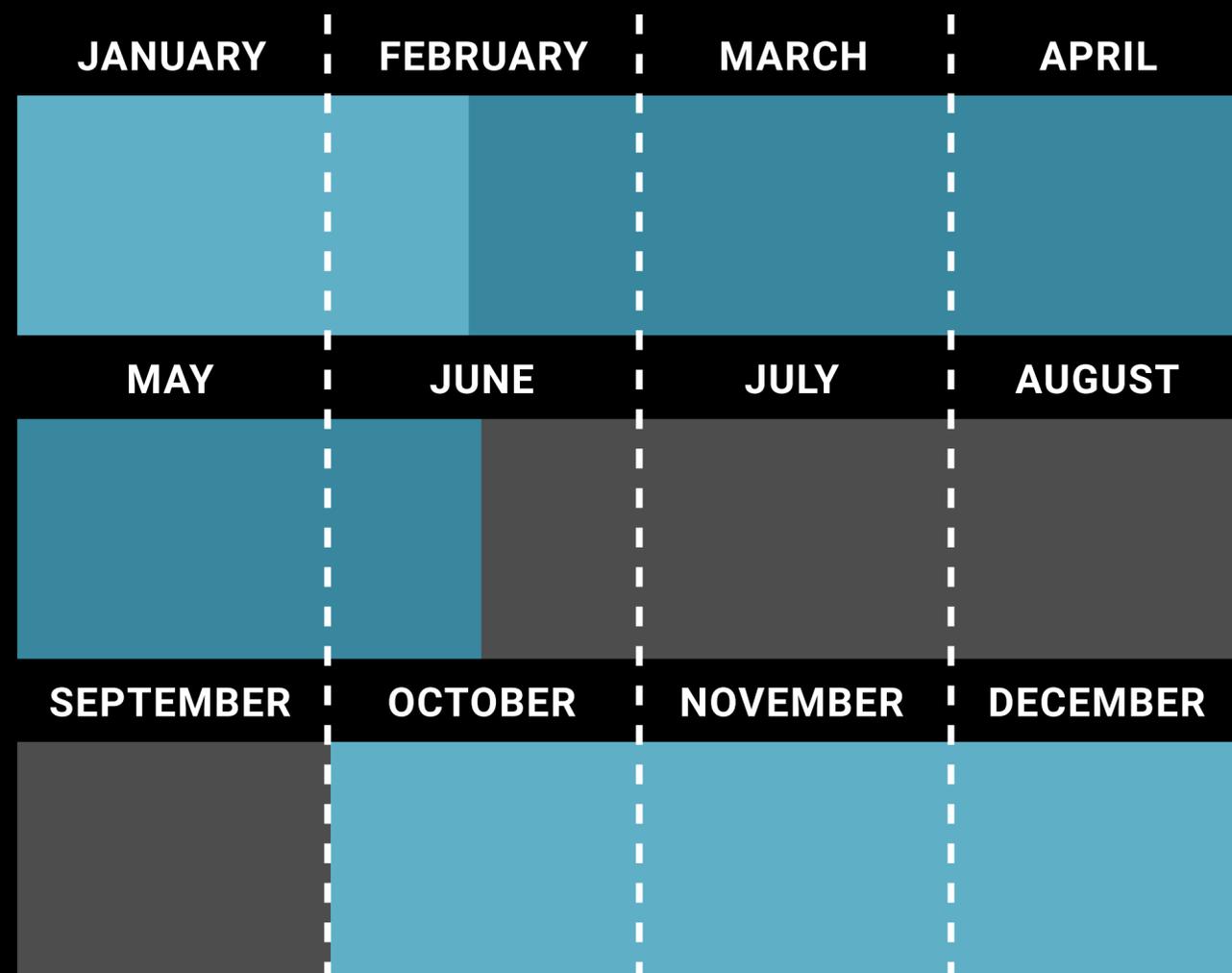
pl. Uniwersytecki 1, room 238
phone: +48 71 375 22 55
e-mail: prorektor.nauczanie@uwr.edu.pl

International Office

(Full-degree studies in English):
room 36, ground floor
phone: +48 71 375 28 77, +48 71 375 28 64
e-mail: international@uwr.edu.pl
website: international.uni.wroc.pl/en

Academic calendar

The academic year at UWr starts at the beginning of October and lasts till mid-June. It is divided into winter and summer terms, each ending with a week of the final exams session and a week of the resit exam session.



- WINTER SEMESTER
- SUMMER SEMESTER
- SUMMER HOLIDAYS

HOLIDAYS AND DAYS OFF:

- Christmas break and Easter break
- Official Polish holidays and moveable holidays (like Corpus Christi)
- Days announced by the Rector and Dean at the beginning of the year

To see the up-to-date and detailed academic calendar, visit website:
<https://uwr.edu.pl/en/academic-year-calendar/>

IDiKS

In Polish, **IDiKS** stands for the Institute of Journalism and Social Communication.

IDiKS is one of the University's organizational units, which is part of the Philological Faculty. It offers a range of Bachelor's and Master's programs providing students with knowledge and skills in a wide variety of fields, such as journalism, branding, marketing, advertising, and public relations.

Staff members not only act as teachers, but they also conduct complex research in various fields of studies. The Institute employs experts in media studies, literature, history, culture and reportage, film studies, communication design, intercultural communication, and more.

Foreign candidates can choose between two English programs:

Communication Management (full-time and part-time studies)

The course is focused on building a superhero-level set of skills – communication, economics, marketing, and media know-how.

Media Content Creation (full-time studies and part-time studies)

This course it's a journey through the digital landscape, exploring the dynamic fusion of media, tech, and communication.

How we operate at the Institute is probably not the exact same way you might know from other studies.

What you must be aware of while considering applying for a program here is that a vast majority of classes are project-based, which results in many group working sessions throughout the course. It might not always be necessary to pull an all-nighter studying for theoretical exams, but instead you'd better be prepared for many group calls or meetings and presenting your assignments during lectures in order to pass a subject. We believe that this method allows students to learn the material thoroughly and allows us to assess their performance in practice. It is also a convenient way to gain additional skills, like teamwork, which are usually required later at work.

What kind of approach can you expect from the Institute's community?

There are several fundamental virtues that determine its approach to a satisfying and productive coexistence.

Openness

The Institute's environment favors diversity and welcomes innovative ideas.



Cooperation and partnership

Students are encouraged to take active part in classes since they are seen and treated as intellectual partners, not just passive listeners.



Curiosity

The urge to get to know the world is what drives people of IDiKS and what lets them thrive academically.

Communication management

What makes studying communication management so special is that this course is almost one of a kind – not only in the country but far beyond its borders. Setting a path for future employees of the evolving creative industry, this course steps aside from hackneyed approaches – instead of a purely business-focused “Marketing 101”, our students get to unravel the twisted (or not...?) ins and outs of communication while learning how to utilize them on a professional basis.

Within three main specialties the course program consists of theoretical knowledge and practical competences in the areas of specific aspects of communication of organizations and their external and internal image. All passed on by experts and leaders of the industry.

The graduate will be prepared to hold the following functions:

- Communication advisor for enterprises and commercial organizations
- Image building advisor for public people (politicians, show-business people), organizations, and institutions
- Public Relations or image building department employee in various organizations
- Graphic designer
- Employee in a film or advertising producing group
- Developer in a company dealing with computer games and/or software. Self-presentation and negotiation advisor
- The graduate of this specialization will also be prepared to start their own company in industries like PR, advertising, branding and media relations

Take a look at types of courses in this programme at page 11.

To see the full list of course programmes, visit [website](#).

types of courses

SOCIAL

Intercultural Communication
Theories of Communication
Lifestyle and Consumer Insights
Trends and Innovations

MANAGEMENT

Design Management
Teamwork and Team Management
Content Management
Project Management

RESEARCH

Empirical Research
Researching And Market Analysis

BRANDING & MEDIA

Brand Identity and Personality
Branding
Brand Strategy
Brand Communication
Employer Branding
Public Relations
Media Relations and Media Planning
Advertising

DESIGN & WEB

Design
Basics of Designing
Graphics Fundamentals
User Experience Design
Layouts
Webdesign
Vector and Raster Graphics
Information Design
Internet Communication
Integrated Design
Animation and Special Effects

CREATIVITY

Personal and Advertising Photography
Copyright
TV Camera and Microphone Workshop

Media Content Creation

Unlock Your Creativity in the Dynamic World of Media Content Creation! Embark on a transformative journey at our esteemed university, where the Media Content Creation Program revolutionizes the intersection of media and writing through cutting-edge technologies. Say goodbye to conventional approaches and embrace a forward-thinking curriculum tailored to meet the dynamic demands of the market.

In our Media Content Creation program, we immerse you in the realm of digital media, unleashing its potential as a powerful tool in reshaping everyday life. Here, you'll not only hone your creativity but also refine your speaking and writing skills to seamlessly navigate diverse media landscapes. Our Master's Studies provide a unique opportunity to blend artistic expression with the practical skills needed to excel as journalists, media researchers, and specialists in various media-related institutions.

The graduate will be prepared to hold the following functions:

- Youtubers and vloggers
- Bloggers and writers
- Podcasters
- Filmmakers and video producers
- Social media influencers
- Photographers and visual artists
- Game developers and streamers
- Traditional media professionals
- Advertising and marketing experts
- Educators and online course creators
- Emerging technology innovators

Take a look at types of courses in this programme at page 13.

To see the full list of course programmes, visit [website](#).

types of courses

THEORETICAL

Theories of Communication
Media Genres
Theory and Practice of Advertising
Analysis of Media Discourse
Contemporary Polish and Global Culture

PERSONAL BRANDING

Autopresentation and Public Speech
Language Pragmatics
Branding

DIGITAL CREATION

Digital Storytelling
Digital Design
Digital Photography

COMMUNICATION & MEDIA

Image Communication
Intercultural and International Communication
Audiovisual Forms of Communication
Social and Cultural Media Influence
Social Media Content
Methods of Media Research

BUSINESS FOCUS

Startup Development
Communication in Business and in Professional Activity
Media Law and Copyright

PRACTICAL

Press Workshop
Broadcasting Workshop
TV Workshop
Writing Skills

How to get into the Institute of Journalism and Social Communication?

In order to become a student of one of the English programs offered by the Institute, you must meet the following requirements:

- You must hold a higher education diploma entitling you to take up Master's degree studies.
- If you hold a diploma issued abroad, your application will be formally assessed by the faculty coordinator.
- You must prove your English knowledge on B2 level by delivering a certificate that is not older than three years.
The documents accepted by the University of Wrocław are listed on the International Office's website:
<https://international.uni.wroc.pl/en/admission-full-degree-studies/english-language-requirements>.
- If you do not have a valid document, you can take a placement test at the English Language Centre in Wrocław instead.

Students that meet one of the following conditions are exempted from the obligation to present the certificate of proficiency:

English is your native language or English was the language of instruction in a school you graduated from.

Or you passed your secondary school final exam in English at advanced level with at least 80% score.

Or you passed an English exam at B2 level during your studies. This fact must be confirmed in the diploma supplement.

The timetable of recruitment

The process of admission is divided into several stages and each of them ends with a specific deadline.

1 You start with submitting an application in the IRC system.

You need to pay a 50 Euro registration fee.

2 The next step is uploading the following documents:

- Legalized Bachelor or Master degree certificate
- Legalized Transcript of grades/supplement from bachelor or master studies
- Certificate confirming English Language knowledge on B2 level
- CV (required for Master of Image Communication – Communication Management)
- Cover Letter (required for Master of Image Communication – Communication Management)
- Confirmation of the registration fee payment
- Passport photocopy
- Digital passport size photo
- A medical certificate

Check the up-to-date schedule of recruitment on the International Office's [website](#).

3 At last the recruitment results are announced!

- If you are accepted, you will be bound to pay the tuition fee* within 4 weeks from the date of receiving the letter of offer.

The last stage is completing a set of original documents or their notarized copies and delivering them to the University by post or in person.

* To see the the information about fees, visit website:
<https://international.uni.wroc.pl/en/admission-full-degree-studies/tuition-fees>

The Institute's premises

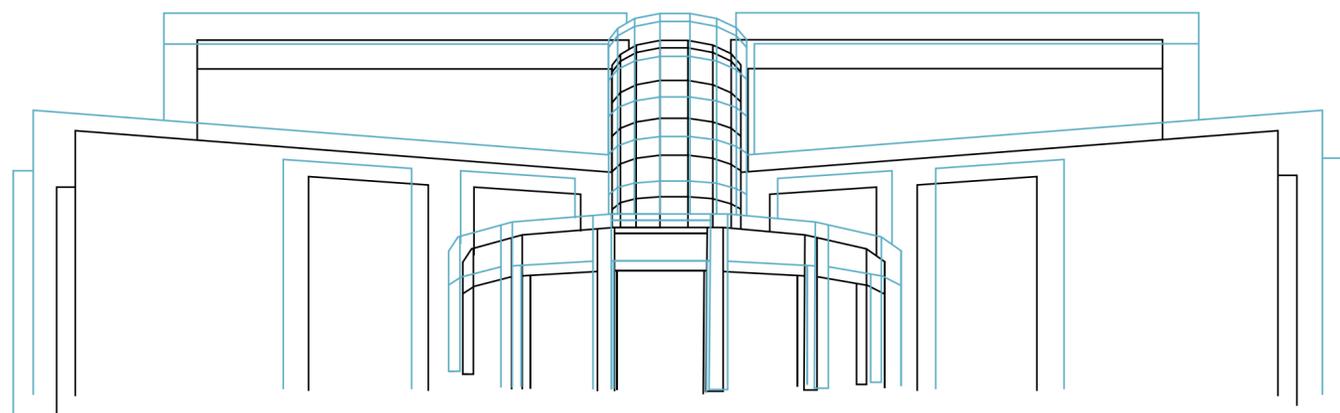
The Institute's main building is located in the "Grunwaldzki Campus", right in the city center by the Odra river. Pleasant surroundings make studying at IDiKS a very enjoyable experience, but its facilities offer more than just that.

While studying here, you will be able to benefit from interactive classes in well-equipped classrooms. The ones where some of the audiovisual-related subjects are taught provide necessities such as cameras, microphone sets, computers and others. Thanks to the specialist equipment, you will get a unique opportunity to gain practical experience, which will help you become a valued individual in the job market later on.

The main building of the Institute, where the majority of classes are held, is located at Joliot-Curie 15.

+ check it out on Google Maps: [4363+98 Wrocław](#)

INSTITUTE OF JOURNALISM AND SOCIAL COMMUNICATION



Take a look at some other places you will be visiting while studying at the Institute

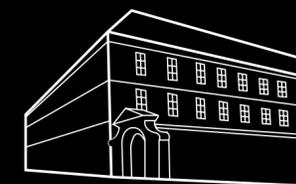
The Dean's office, where you will collect your student ID card, is situated at pl. Nankiera 15b.

+ check it out on Google Maps: [4270+59 Wrocław](#)

Some of classes are held also in the building at ul. św. Jadwiga Street and in the Wrocław University Library.

+ check it out on Google Maps: [427R+Q8 Wrocław](#) (św. Jadwiga Street)

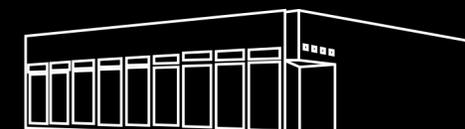
+ check it out on Google Maps: [4362+R4 Wrocław](#) (University Library)



FACULTY OF PHILOLOGY 2ND FACILITY

Św. Jadwigi 3/4

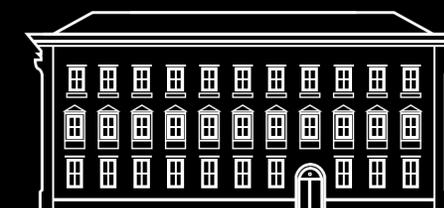
50-266 Wrocław



WROCLAW UNIVERSITY LIBRARY

Fryderyka Joliot-Curie 12

50-383 Wrocław



THE DEAN'S OFFICE

pl. Nankiera 15b

50-140 Wrocław

Living in Poland.

What to know before moving here

For foreigners, beginning studies at the Institute of Journalism and Social Communication results in the need of adapting not only to a new academic environment, but also to living in a country whose culture they may not be familiar with.

We gathered some practical information that will help you get to know Poland better and find your way around the city of Wrocław more easily.



Polish cuisine. Thanks to a variety of flavors, Polish cuisine is capable of satisfying even the most picky eaters. Traditional diet abounds in meat, mainly pork and poultry. Poland is also widely recognized for its charcuterie – especially smoked sausages (kielbasa) and thin dry sausages (kabanosy). Other commonly used products are potatoes, bread and groats. Poles can also make a good use of the selection of seasonal fruits and vegetables that are available at every corner. Apart from serving them in fresh and cooked form, it is also common to eat pickles – cucumbers, sour cabbage, and many others.



Weather in Poland. The climate is mostly temperate, both maritime and continental. Lower Silesia, where Wrocław is located, is the warmest region in Poland. There are four distinct seasons here, so make sure to bring a diverse set of clothes with you since the temperatures vary significantly throughout the year. Summers are generally warm, with average temperatures between 18 and 30°C. Winters, on the other hand, can get really cold, with average temperatures around 3°C.



Polish currency. The national currency of Poland is the Polish zloty (zł, PLN) which is divided into 100 groszy (gr).



POLAND'S 10 LARGEST CITIES:

Warszawa (capital), Łódź, Kraków, Wrocław, Poznań, Gdańsk, Szczecin, Bydgoszcz, Lublin and Katowice

Living in Wrocław.

What to know about the city

While in Wrocław, do not miss a chance to stroll around the city and explore its eclectic architecture, which combines charming historic edifices with many modern-style constructions.

The Old Town, an area listed in the Registry of Objects of Cultural Heritage and in Poland's list of National Monuments, will amaze you with its adorable streets, cultural properties and buildings filled with history. [Colorful tenement houses found on the Market Square](#) are one of the city's most recognizable symbols. Scattered all around downtown, there are dwelling houses that are fascinating remnants of wartime and the communist era.

Wrocław called "[the City of a Hundred Bridges](#)". You can find even more than that over the city's five rivers: Odra, Ślęza, Widawa, Oława and Bystrzyca.

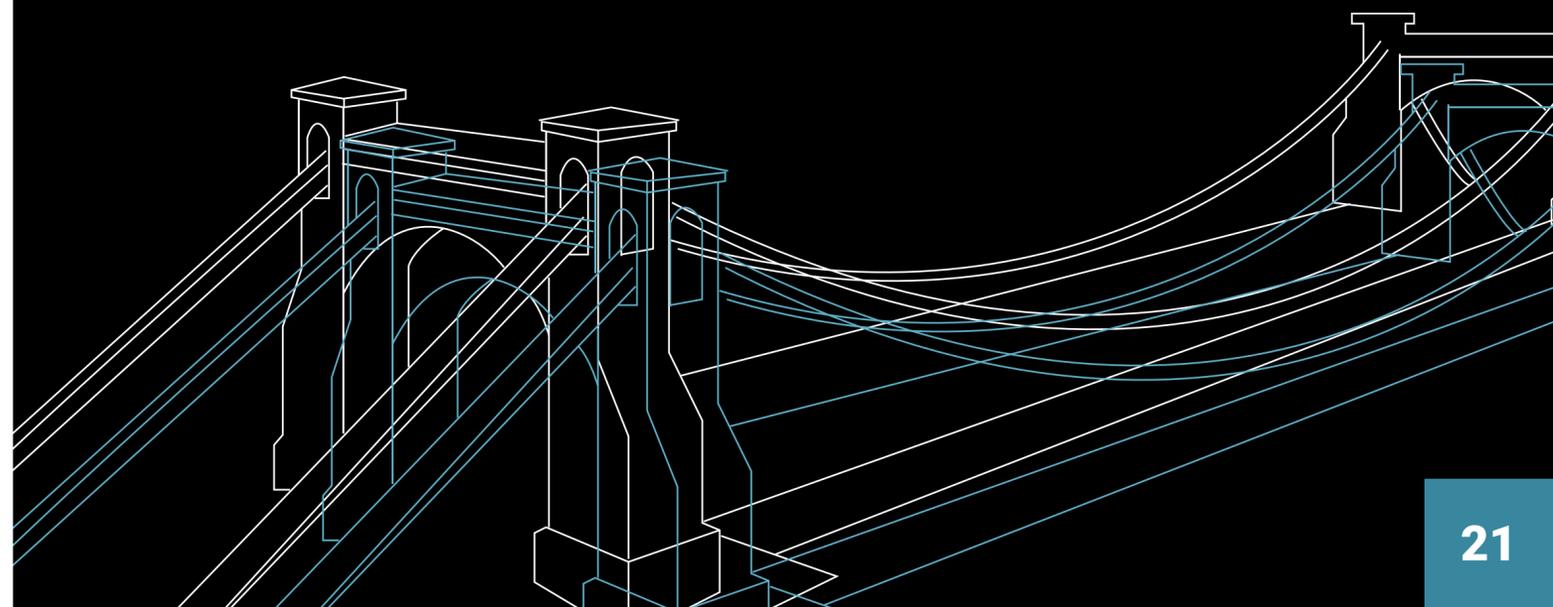
Something that no other city in the world has is [Wrocław's legion of dwarves!](#) That's right, dwarves. There are over 400 of small gnome figurines all around the city. They are some of the most iconic and memorable attractions and undoubtedly the most recognizable symbol of the city. You will inevitably stumble upon a few of them by accident, but you may as well spot their locations according to the list on the city's website during an activity called "gnome hunting".



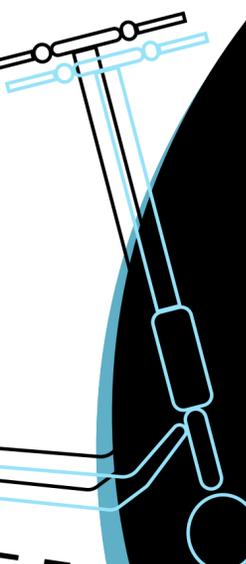
Being [4th on the list of the biggest cities in our country](#), Wrocław offers a variety of experiences, ranging from small and cozy coffee shops to great concert halls and several dozen of shopping malls. If you're looking for a feast, Włodkowica Street is one of the places where you will find numerous restaurants and bars, serving dishes from all around the world – from simple Italian pizza all the way to eccentric South American cuisine. If looking for a dance floor, head to one of the nightclubs in the city center. The opportunity to dance and make some friends is right there.

In 2016, Wrocław was nominated [the European Capital of Culture](#) due to many festivals and events taking place here repeatedly. Visit one of many museums and interactive centers like Hydropolis or The National Museum for an unforgettable cultural and educational experience.

Wrocław is considered an open place where thousands of foreigners come every year either to work, study or simply for touristic purposes. The inhabitants are friendly and usually very supportive of those who come here from abroad. Multiple associations and Facebook groups that you will easily find online emerge to unite newcomers. We are pretty sure that no one will feel left out in a city that uses a slogan "[the Meeting Place](#)" to promote itself all around the world.



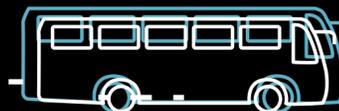
Travelling around Wrocław. How to use Wrocław's public transport system



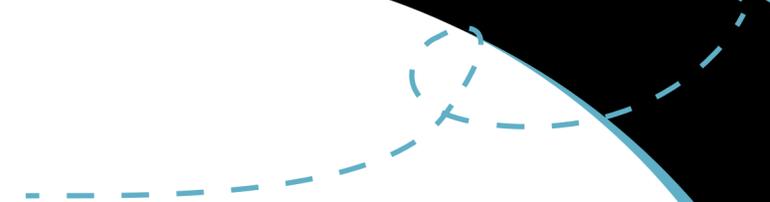
You will easily get from one part of the city to another by tram or bus. Apps like **jakdojade** or **MobileMPK** will help you find a convenient connection and plan your journey, all in one place.

It takes one phone call to book a taxi and just a few clicks in the app to order an **Uber** or **Bolt**.

If you have your driving license, you can use the services of the several easily accessible car sharing companies, and if you do not, you might want to install an application that will let you rent one of the bikes or electric scooters distributed all around the city.



Travelling from Wrocław. How to travel from Wrocław to other cities or countries



The Wrocław Copernicus International Airport that offers air connections to 64 destinations in Europe and North Africa is located 10 kilometers away from the city center. You can get there by bus or by car.

There are multiple railway and bus connections between Wrocław and other major cities in Poland so you can explore the country conveniently.

The places especially worth visiting are:

- Warsaw (the capital),
- Kraków (the second largest city),
- Poznań (west-central Poland),
- Gdańsk (northern Poland).



That's it!

We hope that this guidebook provided you not only with the practical information that you'll need to apply for our courses but also with a desire to study with us, meet the people who form the Institute and explore our beloved Wrocław.

What you just read was created by IDiKS students. The Institute was the place where we acquired all the skills needed to make it and where we met to make it happen.

Creators:

Kaja Gontarz, Rafał Hydzyk, Marta Świerczyńska — text

Kasia Janik, Ania Kot, Szymon Magdziarczyk — graphic project

