

MEDIA CONTENT CREATION 2025/2026

STUDY PROGRAMME

Field of study: Media Content Creation

Level of studies: Second degree cycle

Learning profile: General academic profile

Semester: first

Item	Name of the subject	O/F	Form of course Number of class hours						Way to verify learning outcome s	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	O	18					18	E	4	Culture and Religion studies	IJSC**
2.	Theories of Communication	O	18					18	E	4	Communication and Media Studies	IJSC
3.	Press Workshop	O		18				18	G/C	4	Communication and Media Studies	IJSC
4.	Academic writing	O		18				18	G/C	3	Communication and Media Studies	IJSC
5.	Image Communication	O		18				18	G/C	4	Communication and Media Studies	IJSC
6.	Autopresentation and Public Speech	O		18				18	G/C	3	Communication and Media Studies	IJSC
7.	Media Genres	O		18				18	G/C	4	Communication and Media Studies	IJSC
8.	Polish Language*	O					30 *	30	C	0	Communication and Media Studies	SPLC
9.	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 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.

Semester: second

Item	Name of the subject	O/F	Form of course Number of class hours						Way to verify learning outcome s	ECTS	The discipline to which the course relates	Organization al unit conducting the course
			L	C	S	K	La	Total				
1.	Methods of Media Research	O	18					30	E	4	Communication and Media Studies	IJSC**
2.	Broadcasting Workshop	O		18				30	G/C	3	Communication and Media Studies	IJSC
3.	Digital Design	O		18				30	G/C	4	Communication and Media Studies	IJSC
4.	Media Systems in the World	O	18					30	E	4	Communication and Media Studies	IJSC
5.	Social and Cultural Media Influence	O		18				30	G/C	3	Communication and Media Studies	IJSC
6.	Theory and Practice of Advertising	O		18				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		18				30	G/C	2	Communication and Media Studies	IJSC
9.	Master Seminar	O			18			30	G/C	4	Communication and Media Studies	IJSC
10.	Foreign Language*	O					20 *	20*	G/C	0	Communication and Media Studies	FLC
11.	Polish Language*	O					30 *	30*	E	5	Communication and Media Studies	SPLC
	TOTAL:		36	10 5	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
			L	C	S	K	La	Total			
1.	TV Workshop	O		30				30	G/C	4	Communication and Media Studies
2.	Media Law and Copyright	O	15					15	E	3	Communication and Media Studies
3.	Master Seminar	O			30			30	G/C	8	Communication and Media Studies
4.	Language Pragmatics	O		30				30	G/C	3	Linguistics
5.	Digital Storytelling	O		30				30	G/C	4	Communication and Media Studies
6.	Intercultural and International Communication	O		30				30	G/C	5	Communication and Media Studies
7.	Elective subject:			30				30	G/C	3	
	Communication in Business and in Professional Activity	F									Communication and Media Studies
	Branding	F									Communication and Media Studies
	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
			L	C	S	K	La	Total			
1.	Analysis of Media Discourse	O		30				30	G/C	5	Communication and Media Studies
2.	Audiovisual Forms of Communication	O		30				30	G/C	4	Communication and Media Studies
3.	Master Seminar	O			30			30	G/C	14	Communication and Media Studies
4.	Social Media Content	O		30				30	G/C	4	Communication and Media Studies
5.	Elective subject:			30				30	G/C	3	
		F									Communication and Media Studies
	Digital Photography	F									Communication and Media Studies
	TOTAL:			120	30			150		30	