

MEDIA CONTENT CREATION 2026/2027

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 outcomes	ECTS	The discipline to which the course relates
			L	C	S	K	La	Total			
1.	Contemporary Polish and Global Culture	O	30					30	E	4	Culture and Religion studies
2.	Theories of Communication	O	30					30	E	4	Communication and Media Studies
3.	Press Workshop	O		30				30	G/C	4	Communication and Media Studies
4.	Academic writing	O		30				30	G/C	3	Communication and Media Studies
5.	Image Communication	O		30				30	G/C	4	Communication and Media Studies
6.	Autopresentation and Public Speech	O		30				30	G/C	3	Communication and Media Studies
7.	Media Genres	O		30				30	G/C	4	Communication and Media Studies
8.	Foreign Language*	O					60*	60	E	4	Communication and Media Studies
9.	Polish Language*	O					30*	30	C	0	Communication and Media Studies
10.	Health and Safety (e-learning)	O		4				4	C	0	Communication and Media Studies
	TOTAL:		60	154			60 or 90	274 or 304		30	

* 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	
			L	C	S	K	La	Total				
1.	Methods of Media Research	O	30					30	E	4	Communication and Media Studies	
2.	Broadcasting Workshop	O		30				30	G/C	3	Communication and Media Studies	
3.	Digital Design	O		30				30	G/C	4	Communication and Media Studies	
4.	Media Systems in the World	O	30					30	E	4	Communication and Media Studies	
5.	Social and Cultural Media Influence	O		30				30	G/C	3	Communication and Media Studies	
6.	Theory and Practice of Advertising	O		30				30	G/C	3	Communication and Media Studies	
7.	Startup Development	O		15				15	G/C	3	Communication and Media Studies	
8.	Writing Skills	O		30				30	G/C	2	Communication and Media Studies	
9.	Master Seminar	O			30			30	G/C	4	Communication and Media Studies	
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
			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	
	Film studies: history, criticism and communication	F									Communication and Media Studies
		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		
	Nation branding	F									Communication and Media Studies	
		F									Communication and Media Studies	
	TOTAL:			120	30			150		30		