CHARACTERISTICS AND CONDITIONS OF THE STUDY PROGRAM

Effective from the academic year 2024-2025

Name of the field of study	Media, Visual and Social Communication	
Level of study	bachelor degree	
Study profile	general academic	
1. Total number of class hours	full-time	part-time
	1810 + 90 hours of internship	-
2. The number of ECTS credits for each discipline in the total number of ECTS credits required for graduation from the degree program.	Lead discipline: Linguistics: 113 pts. ECTS Other disciplines: Fine arts and art conservation: 35 pts. ECTS Communication and media studies: 32 pts. ECTS	
3. Total number of ECTS credits to be obtained by the student in classes with direct participation of academic teachers or other instructors	full-time	part-time
	92	-
4. The number of ECTS credits a student must obtain in elective courses (not less than 30% of the total number of ECTS credits).	59 pts. ECTS - 33% Lectures - 8 pts. ECTS Seminar - 14 pts. ECTS Diploma project - 14 pts. ECTS Block of elective subjects - 23 pts. ECTS	
5. Number of hours of physical education classes (for bachelor studies and unified master's programme conducted as full-time studies)	60	
6. The total number of ECTS credits allocated to courses related to scientific activity in the discipline or disciplines to which the field of study is assigned, taking into account the preparation of students for scientific activity or participation in such activity -	149 pts. ECTS	

	applies to the all-academic profile	
7.	Dimension, rules and forms of internships and the number of ECTS credits assigned	Number of hours: 90 Duration: one semester (V) ECTS credits: 4 Form of assessment: graded credit (GC) Method of implementation and conditions for joining the internship: An internship is an integral part of the study plan and is realised in the 5th semester. The internship is carried out in businesses, institutions and other entities related to the specificity of the field of study. The internship is carried out on the basis of an agreement between the University and the workplace. This agreement should specify, in particular: the basis for the internship, the schedule, the conditions and duration of the internship. The internship is carried out during the winter semester with a minimum of 90 hours and must not interfere with mandatory teaching activities at the university. Didactic, educational and organizational supervision of the internship in a given field of study is exercised by the internship coordinator appointed by the Vice-Rector for Student Affairs and Education on the proposal of the Dean. Direct supervision of the internship at the workplace is exercised by the manager of the workplace or a person authorized by them, hereinafter referred to as the Internship Supervisor. The internship is credited by the Internship Coordinator by entering the grade in the Virtual University system. Failure to pass the internship, in accordance with the study program and internship plans is treated as failure to pass the semester. Issues related to the implementation of internships are defined in the internship regulations.
8.	Description of the ways of verification and evaluation of the learning outcomes achieved by the student during the entire cycle of education	Adequate and appropriately differentiated methods of their verification have been selected for all the learning outcomes established in the study program. Details of the methods of verification of learning outcomes are presented in the syllabuses of the subjects. The most common methods include: periodic review of work, project progress checks and corrections conducted in class, participation in discussions, oral and written exams, presentations, colloquia, and a practice log. Passing a course confirms the degree to which a student has achieved the assumed learning outcomes. Verification of the effects is carried out on an ongoing basis during classes and during the final course credit. The program's key learning outcomes are also compulsorily tested through a diploma exam for which the student submits a research paper that was created as part of the

Lp.		seminar, and a diploma exam at which he presents a thesis that he created in one of his chosen studios.
9.	Conditions for graduation	A prerequisite for graduation is the attainment of the learning outcomes specified in the study program and the required number of ECTS points (180), completion of the internships stipulated in the program, submission of the diploma thesis and passing the diploma examination.

Conditions for the implementation of the study program

Lp.	Subjects or groups of subjects *	Directional learning outcomes assigned to subjects/groups of subjects	Number of hours		Form of credit	Number of ECTS points
			Full-time studies	Part-time studies		
Subsidiary subjects						
1.	Foreign language**	K_U02, K_U07	120 classes		GC, E	8
2.	Physical Education	K_K01	60 classes		GC	0
3.	Information Technology	K_U04	15 classes		GC	1
4.	Philosophy	K_W05	15 lecture		C	1
5.	Law and Copyright and Intellectual Property	K_W07	20 lecture		C	1
6.	Adaptation: Theory and Practice/ Polish Studies**.	K_W05, K_U05	30 lecture		C	2
7.	International Relations since 1945 / Political Communication Strategies**.	K_W05, K_U05	30 lecture		C	2
			Σ 195 classes/ 95 lecture			Σ 15
Primary subjects						
8.	English for Specific Purposes	K_U02, K_U07, K_K01	180 classes		GC, E	16
9.	Introduction to Sociolinguistics***	K_W05, K_U08	20 lecture		C, E	3
10.	Introduction to Social Psychology***	K_W05, K_U08	20 lecture		C, E	3
11.	Contemporary Global Culture	K_W05, K_U05	20 lecture		C, E	2
12.	21st Century Skills	K_W01, K_U01, K_U09, K_K03, K_K05	30 classes		GC	3
13.	Marketing Communication	K_W05, K_U08, K_U10, K_K02	30 classes		GC	3
14.	Project Management in Media and Communication	K_W01, K_U04, K_U08, K_U09, K_U10, K_K02, K_K05	60 classes		GC	6
15.	Public Relations	K_W03, K_W08, K_U04, K_K04, K_K06	15 lecture		GC	2

16.	Language and Technology	K_W03, K_W06, K_U04, K_K02, K_K07	45 classes		GC	3
17.	Language Culture	K_U02, K_K03	15 classes		GC	1
18.	Academic Writing	K_W07, K_U02, K_U07, K_K02	30 classes		GC	2
19.	Gender linguistics / Semiotics**.	K_W03, K_W04	30 lecture		C	2
			Σ 390 classes/ 105 lecture			Σ 46
Major subjects						
20.	Control of Communication, Censorship, Patronage and Propaganda in Literature and Culture	K_W05, K_U05	20 lecture		C	1
21.	Social Media Communication	K_W01, K_W02, K_W03, K_W06, K_U01, K_U02, K_K03, K_K07	30 classes		GC	3
22.	Methods of Media Research	K_W03, K_U01, K_K02	15 lecture		C	1
23.	Language of Advertising	K_W01, K_W03, K_U02, K_K04	30 classes		GC	2
24.	Contemporary Media & Social Media Ethics	K_W06, K_K06	15 lecture		C	1
25.	History and Influence of Modern Art.	K_W01, K_U05	20 lecture		C	1
26.	Design Principles	K_W01, K_W03, K_U01, K_K04, K_K06	30 classes		C, E	4
27.	Creativity Workshop	K_W03, K_U10	10 classes		GC	2
28.	Design Research and Design Thinking	K_W04, K_U03, K_K04	30 classes		GC	3
29.	Branding and Visual Identity	K_W03, K_W06, K_U08, K_K04, K_K07	30 classes		GC	3
30.	Digital Workshop	K_W03, K_W04, K_U04, K_U10, K_K01	90 classes		GC	6
31.	Visual Content Creation	K_W08, K_U03, K_U09, K_K03	60 classes		GC	6
32.	Typography and Layout Design	K_W04, K_U02, K_U04, K_K01, K_K04	45 classes		GC	3
33.	Audiovisual Forms of Communication	K_W03, K_W04, K_U03, K_U04, K_K03	45 classes		GC	4
34.	Communication Theory	K_W01, K_W02, K_U01	30 lecture		C, E	4
35.	Persuasive Communication and Rhetoric	K_W01, K_W02, K_U01, K_U02, K_K02	30 lecture		C, E	3
36.	Verbal and Nonverbal Communication	K_W01, K_W03, K_U02, K_U09, K_K01	60 classes		GC, E	6

37.	Intercultural Communication	K_W01, K_U02, K_U05, K_K03, K_K04	45 classes		GC, E	5
38.	Public Speaking	K_W03, K_W04, K_U02, K_U06, K_K03, K_K06	30 classes		GC	4
39.	Research and Presentation Skills	K_W04 K_W06, K_U01, K_U06, K_U10, K_K02, K_K07	30 classes		GC	5
40.	Personal Branding	K_W04, K_U08, K_U10, K_K01, K_K04, K_K05	30 classes		GC	3
			Σ 130 lecture / 595 classes			Σ 70
Elective major subjects						
41.	Seminar	K_W01, K_W05, K_W07, K_U01, K_U07, K_K02	75 seminar		C	14
42.	Capstone Project	K_W02, K_W05, K_W07, K_W08, K_U10, K_K02, K_K03	75 seminar		C, E	14
43.	Media Workshop (Press, TV, Radio, Social media).	K_W03, K_U02, K_K01	60 classes		GC	8
44.	Photography / UI/UX Design	K_W04, K_U10, K_K01	30 classes		GC	3
45.	Creative writing / Stylistics	K_W04, K_U02, K_U07, K_U10	30 classes		GC	3
46.	Argumentative writing / Online research methodology	K_U01, K_U02, K_U07, K_K02	30 classes		GC	3
			Σ 150 seminar / 150 classes			Σ 45
Total:			Σ 1810			Σ176
Internships		K_U02, K_U10, K_01, K_K02, K_K05	90			4
Total:			Σ 1900			Σ 180

C - credit
GC - graded credit
E - exam

* in the case of a field of study for which educational standards have been defined, the names of groups of classes in accordance with the educational standards should be included.
** elective subject
*** subjects implemented in the form of e-learning

Description of the course of study including the order of subjects, rules for the selection of elective subjects and rules for the implementation of study paths:

The course of study *Media, Visual and Social Communication* prepares students for work in the dynamic environment of media, communications and marketing. This program combines theoretical foundations with practical skills, enabling graduates to acquire the comprehensive knowledge and competencies necessary for successful work in media and communications. During

the course of study, students learn both the fundamentals of media and communications, as well as advanced techniques of design, data analysis and project management. The program places a strong emphasis on practical skills, allowing students to gain experience working with the various tools and technologies used in the media and communications industry.

Each semester focuses on specific subject areas that gradually expand students' knowledge and skills. Through the implementation of a variety of elective subjects, students also have the opportunity to tailor the program of study to their interests and choose an educational path that suits their career plans.

Semester 1:
- Basic information technology (IT) is key to understanding the technological context of the media, so this is the first subject.
- Design Research and Design Thinking and Branding and Visual Identity introduce students to the process of design and visual identity, which provides a foundation for further work in the field of media and communications.
- The subjects of social psychology and persuasive communication provide the theoretical basis for understanding social mechanisms and effective interpersonal communication.
- Marketing Communications and Contemporary Skills (21st Century Skills) prepares students to work in the field of marketing and communications, taking into account modern trends and tools.
- Learning English for specialized purposes and choosing between Polish and a foreign language enable the development of language skills in a professional context.

Semester 2:
- Sociolinguistics and Language of Advertising add to the knowledge of communication with the social and cultural contexts of language and the specifics of the language of advertising.
- Design Principles and Digital Media expand design and technology competencies.
- Public Speech and Social Media Communication provide practical application of communication skills in a variety of contexts, from public speaking to online communication.
- Global Culture in the 20th and 21st Century and English for Specific Purposes continue to develop intercultural communication and language skills.

Semester 3:
- The third semester focuses on Digital Content Creation (Digital Content Creation) and Visual Communication (Typography and Layout Design), which is important for practical work in the media field.
- Communication Theory and Research & Presentation Skills shape analytical thinking and research presentation skills.
- Intercultural Communication enables the development of intercultural communication skills useful in a global work environment.
- History and Influence of Modern Art (History and Influence of Modern Art) provides a context for analyzing visual trends.

Semester 4:
- The fourth semester continues with the development of media skills (Digital Media, Audiovisual Forms of Communication) and media analysis (Methods of Media Research).
- Language & Technology and Academic Writing prepare students for academic work and analysis of media phenomena.
- Capstone Project and Seminar allow students to practically apply the knowledge they have gained in the implementation of the final project and presentation of the results.

Semester 5:

- In the fifth semester, students have the opportunity to choose optional subjects, allowing them to deepen their interests in specific areas such as photography, art marketing, international relations or creative writing.
- Language Culture and Media Workshop continue to develop language skills and practical media skills.
- Capstone Project and Seminar allow students to complete a thesis project and reflect on their achievements to date.

Semester 6:
- The final semester focuses on the practical application of skills in the area of media and communications, including audiovisual media (TV workshop) and public relations.
- Optional subjects allow students to deepen their knowledge in selected areas, such as gender linguistics, semiotics or adaptation studies.
- Philosophy and ethics of social media broaden students' perspective on the social and ethical context of media activities.
- Media and Communications Management Project and Copyright and Intellectual Property provide preparation for practical work in the media and communications industry.

Rules for the selection of elective subjects:
- Students can choose elective subjects according to their interests, skills and career goals.
- The choice of elective subjects may depend on specific requirements of the program of study or student preferences.

Principles for the implementation of learning pathways - Capstone Project
- Students can choose study paths that match their interests and career goals, allowing them to focus on specific areas within their program of study

Emphasize the role of the seminar and graduation project:
- The seminar allows students to deepen their knowledge in their chosen area of specialization through discussions, presentations, exchange of experiences - culminating in a scientific article for publication.
- The diploma project is a practical application of the knowledge and skills acquired during the course of study, allowing students to demonstrate creativity, self-reliance and advanced communication skills.

Details are written in the study schedule.

Students are required to take 4 hours of health and safety training and e-learning library training.