

Specializations

Journalism, criticism, media education

Year II, semester 2

Course title	Hours per semester	L-lecture T-tutorial	ECTS	Assessment E – exam G - grade
Press market analysis	30	T	3	G
Press, radio and TV criticism	30	T	3	G
Art of radio documentary	30	T	3	G
Lexical creativity in media texts	30	T	3	G
Successes of the Polish Radio Theatre	30	T	3	G
The history of the radio against the background of culture transformations	30	L	1	G
Total	180		16	

Year III, semester 1

Course title	Hours per semester	L-lecture T-tutorial	ECTS	Assessment E – exam G - grade
Radio documentary analysis	30	T	3	G
Masterpieces of journalism	30	T	2	G
Journalistic style	30	T	2	G
Genealogy of critical text	30	T	2	G
Radio drama analysis	30	T	3	G
Radio as the artistic and information medium	30	T	3	G
Total	180		15	

Year III, semester 2

Course title	Hours per semester	L-lecture T-tutorial	ECTS	Assessment E – exam G - grade
Massmedia and democracy	30	L	1	G
Radio discourse	15	T	1	G
Centres of radio culture	15	T	1	G
Dialogue about work-recipients and authors	30	T	3	G
Multimedia	30	T	3	G
Occasional literature in radio, TV and Internet	30	T	3	G
Polish school of literary reportage	30	L	1	G
Practices and strategies of creative writing	30	T	3	G
Total	210		16	

Advertising, public relations and company promotion

Year II, semester 2

Course title	Hours per semester	L-lecture T-tutorial	ECTS	Assessment E – exam G - grade
The origins and development of functional genres	30	T	3	G
Picture, sound and word in advertising-workshop	30	T	3	G
Press spokesman's texts	30	T	3	G
Psychological mechanisms of advertising	30	L	1	G
Workshop on creativity	30	T	3	G
Influence – workshop	30	T	3	G
Total	180		16	

Year III, semester 1

Course title	Hours per semester	L-lecture T-tutorial	ECTS	Assessment E – exam G - grade
Media relations – workshop	30	T	3	G
Internal public relations	30	T	2	G
External public relations	30	T	2	G
PR in Internet – workshop	30	T	2	G
Advertising in Internet – workshop	30	T	3	G
Social, political and commercial advertising	30	T	3	G
Total	180		15	

Year III, semester 2

Course title	Hours per semester	L-lecture T-tutorial	ECTS	Assessment E – exam G - grade
Anthropology of culture	30	L	1	G
Barriers in communication	30	L	1	G
Verbal etiquette (the history and the present)	30	T	3	G
Etiquette in social communication and diplomacy	30	T	2	G
Naming – workshop	30	T	3	G
Advertising campaigns-workshop	30	T	3	G
Sponsorship, lobbying and EU funds	30	T	3	G
Total	210		16	

Public relations, social communication, culture

Year II, semester 2

Course title	Hours per semester	L-lecture T-tutorial	ECTS	Assessment E – exam G - grade
Public relations	30	T	3	G
Corporate image creating	30	T	3	G
Digital media and contemporary theories of communication	30	T	3	G
Rules and strategies of public discourse	30	T	3	G
Journalistic photography	30	T	3	G
Economic journalism	30	L	1	G
Total	180		16	

Year III, semester 1

Course title	Hours per semester	L-lecture T-tutorial	ECTS	Assessment E – exam G - grade
Sociological film document	30	T	2	G
Performance Theory	30	T	2	G
Present problems of public sphere	30	T	3	G
Social ethics	30	T	3	G
Economic journalism	30	T	2	G
Public opinion, communication, democracy	30	T	3	G
Total	180		15	

Year III, semester 2

Course title	Hours per semester	L-lecture T-tutorial	ECTS	Assessment E – exam G - grade
Press spokesman's work	30	T	3	G
Subcultures	30	T	3	G
National stereotypes	30	L	1	G
Alternative ways of media communication	30	T	3	G
Poetics, rhetoric and ethics of advertising	30	T	2	G
Culture and society	30	L	1	G
Anthropology and semiotics of popular culture	30	T	3	G
Total	210		16	