

## EFEKTY UCZENIA SIĘ I TREŚCI PROGRAMOWE DLA ZAJĘĆ

Kierunek: **Dziennikarstwo i komunikacja społeczna** (zajęcia w języku angielskim)  
Poziom studiów: **Studia drugiego stopnia**

Course name: **Introduction to International Relations**

**On successful completion of this course, a student**

**in terms of knowledge:**

1. Knows and understands basic concepts and theories used in the study of International Relations
2. Understands the context and consequences of main trends shaping contemporary international politics

**in terms of skills:**

1. Is able to apply basic theoretical concepts of IR to explain and understand current events taking place in international politics

**Course learning content:**

Introducing International Relations  
Power in international politics  
International institutions  
International economy and globalization  
International conflicts  
Main global challenges and transnational issues  
Ethics in IR

Course name: **Entrepreneurship: Negotiations in business**

**On successful completion of this course, a student**

**in terms of knowledge:**

1. Understands the reasons and objectives of negotiations, and knows the basic terms related to them
2. Knows various styles, methods and techniques of conducting negotiations and understands the need to adapt them to negotiation situations
3. Knows how to influence others and understands the need for rational decision-making

**in terms of skills:**

1. Is able to solve emerging conflicts in the team using negotiations
2. Is able to adjust the style and choose the appropriate techniques and methods of conducting negotiations to the purpose and conditions of their conduct
3. Can apply chess strategy in negotiations
4. Can analyze the negotiation decisions based on game theory

**in terms of social competences:**

1. Is ready to expand knowledge of the use of negotiations in private and professional life

**Course learning content:**

Conflict, basic ways of solving disputes and negotiations  
Basic negotiation terms. BATNA, ZOPA.  
Stages of negotiations and tasks of the negotiator  
Negotiation styles: hard, soft and principled negotiations  
Strategies and techniques of conducting negotiations  
The specificity of international and multilateral negotiations - workshops  
Game theory and manipulation in negotiations  
Chess strategy in negotiations

Course name: **Entrepreneurship: Multiculturalism in business practices**

**On successful completion of this course, a student**

**in terms of knowledge:**

1. have knowledge about differences in cultures and organizations
2. Have knowledge about etiquette in business practice

**in terms of skills:**

1. Indicate the pros and cons of multiculturalism in the organization
2. use etiquette in business practice

**in terms of social competences:**

1. Express assessments about the importance of teamwork in business

**Course learning content:**

Types of interpersonal communications

The patterns of cross-cultural business behavior  
Informal vs. Formal Business Cultures  
Expressive vs. Reserved Cultures  
Etiquette In business Practice

Course name: **Information in Contemporary World**

**On successful completion of this course, a student**

**in terms of knowledge:**

1. has in-depth knowledge of information theory and the role of information in modern social communication process
2. Knows advanced concepts and definitions related to the role and function of information in the contemporary world of the media

**in terms of skills:**

1. Consciously critically analyzes the information received from the mass media institutions and actors
2. Can distinguish the manipulation of information from the objectified media message
3. Is ready to create a reliable and objective information in professional work as a journalist

**in terms of social competences:**

1. Is aware of the various forms of pressure and power influencing the shape of the messages present in the mass media discourse and is ready to analyse those messages and evaluate their value for audiences

**Course learning content:**

Information in communication - basic concepts and definitions  
Claude Shannon's information theory and cybernetic approach to communication  
Information in the mass media - historical background  
Modern information in mass media theories  
Information or news in the work of a journalist  
Differences between hard and soft news in journalism and contemporary mass media  
The problem of tabloidization of the message and its consequences  
The manipulation of information as a propagandist's communication strategy  
Determinants of the value of information in the mass media  
Does reliable information have to be true? Differences between role of the information for the audiences and for the media actors

Course name: **Critical analysis of public communications**

**On successful completion of this course, a student**

**in terms of knowledge:**

1. Will learn how to identify and describe patterns in the organisation of public communication
2. Will learn about various methods of the analysis of public communication

**in terms of skills:**

1. Will read critically the relevant literature and analyse instances of spoken and written discourse using appropriate methodologies
2. Will prepare the paper researching selecting aspects of public communication

**in terms of social competences:**

1. Will develop the disposition to critically engage in the public sphere to promote fair and inclusive communication

**Course learning content:**

Discourse and public communication – basic concepts and frameworks  
Constructing social actors and social actions in the media  
Political interviews  
Political speeches-functions, strategies, metaphors  
Constructing „the other” in public communication  
Language of war, terror and conflict  
(Non)-Apologies, denial and evasive language in the public sphere

Course name: **Political Communication**

**On successful completion of this course, a student**

**in terms of knowledge:**

1. knows the basic research approaches and their evolution in political communication and is able to use them in independent scientific activity
2. knows the history of political campaigns

**in terms of skills:**

1. is able to manage communication in any organization (political and commercial).
2. is able to create and manage a political and social campaign
3. has the knowledge how to use research methods to conduct research on political communication
4. can independently organize a media event, e.g. a press conference.

**in terms of social competences:**

1. has knowledge of the threats to democracy and security resulting from some practices of contemporary political communication.
2. He can critically analyze the actions of political actors

**Course learning content:**

political communication theory  
history and evolution of political communication research  
history and evolution of communication activities of political actors  
fake news and threats to democracy  
research methods in political communication

Course name: **Modern Media System**

**On successful completion of this course, a student**

**in terms of knowledge:**

1. knows main elements of the media system.
2. recognizes political, economic, legal, social, and cultural factors that affect how the media operate.
3. recognizes features of the journalistic cultures across countries
4. recognizes patterns of the media use across countries

**in terms of skills:**

1. applies theoretical knowledge to describe and analyse a multidimensional character of the media system and is able to formulate opinions and critically select data and methods of analysis.

**in terms of social competences:**

1. finds additional sources of knowledge and improves analytical skills and competences

**Course learning content:**

Media system: definition, elements, and determinants.  
Political, economic, social, and cultural factors affecting media system.  
Typologies of models of the media systems.  
Liberal model of the media system (examples: US, UK).  
Democratic corporatist model of the media system (examples: Austria, Norway)  
Polarized pluralist model of the media systems (examples: Italy, Spain)  
Media systems in Central and Eastern European countries  
Media systems in Asia (examples: Japan, China)  
Journalistic cultures across countries  
Media use patterns across countries

Course name: **Public Relations**

**On successful completion of this course, a student**

**in terms of knowledge:**

1. Has in-depth knowledge of definitions public relations activity and can distinguish it from related concepts such as marketing, advertising, publicity, propaganda, human relations or public affairs
2. Knows the history of Public Relations and understands the importance of these activities in a social and political context

**in terms of skills:**

1. Effectively selects appropriate tools and methods analysis of PR communication in order to formulate and achieving the assumed strategic and operational goals
2. Cooperates in a group and effectively creates strategies communication appropriate to needs of the various entities and public institutions
3. Critically analyzes the effectiveness of PR activities during the crisis
4. Knows the basics of crisis prevention and has competence to formulate a effective response for the organisation during a crisis
5. Uses methods of analysis of the initial situation and knows the tools and methodology dedicated to establish a proper evaluation of the effectiveness of PR activities

**in terms of social competences:**

1. Is aware of the importance of a professional managing the entity's communication with its external & internal environment, also student can formulate the communication goals in manner of respect the good practices and professional ethics in the social communication field

**Course learning content:**

History of Public Relations. Historical PR equivalents, pioneers in the professionalization of the profession of PR counselor

Public Relations and related concepts

PR programming. Motives, strategic goals and operational PR

Public Relations tools & instruments

Methods of analyzing the initial situation of the object

PR in crisis situations. Prevention and object response strategies

Corporate social responsibility as a factor supporting good PR

The practical dimension of PR in institutions and entities operating in public space

Course name: **Self-Presentation and the Art of Public Speaking**

**On successful completion of this course, a student**

**in terms of knowledge:**

1. - has a structured and in-depth knowledge of public speaking- is aware of the importance of non-verbal communication in public speaking,- knows and understands own reactions resulting from high levels of stress,- understands the essence of effective speaking as a soft competence

**in terms of skills:**

1. - is able to give an oral presentation, including non-verbal communication and work on the voice- is able to apply selected stress coping strategies

**in terms of social competences:**

1. - is ready to independently expand the knowledge and skills acquired during the course

**Course learning content:**

Basics of public speaking

Verbal and non-verbal communication

Stress, coping with stress

Working on the voice

Good public speaking in practice

Course name: **Polish Media System**

**On successful completion of this course, a student**

**in terms of knowledge:**

1. correctly defines the concept of a media system and is aware of the differences in media systems

2. Freely uses theoretical concepts regarding various models of media systems in the world

3. knows the advanced factors shaping the media system in Poland and is able to describe them

**in terms of skills:**

1. is able to analyze the media system in a given country and assign the results of this analysis to theoretical concepts

**in terms of social competences:**

1. is aware of the diversity of the role and functions of the media in the world and has the competence to adapt in his professional work to various formal and legal regulations and expectations towards the media specific to various media systems

**Course learning content:**

Media system definition(s)

Types of media system – traditional approach

Polish media environment

Laws & regulations within polish media system

Economy of the media

Freedom of speech in the media system

Media online as a part of media system

Hybridity of media system

Course name: **Social Psychology**

**On successful completion of this course, a student**

**in terms of knowledge:**

1. Define concepts in the field of social psychology.

2. Explain observed social phenomena.

3. Identify factors determining the appearance of specific social phenomena.

**in terms of skills:**

1. Use knowledge in the field of social psychology to predict the effects of observed phenomena.
2. Design activities aimed at the occurrence of desirable social phenomena and limiting the occurrence of undesirable phenomena.

**in terms of social competences:**

1. Participate actively in the group work on task, is aware of the importance of the influence of external factors on the behavior of the individual.

**Course learning content:**

Methodology of social psychology.  
Interpersonal attraction.  
Self-presentation.  
Cognitive dissonance.  
Conformity.  
Social influence: manipulation and persuasion.  
Aggression.  
Prejudice.  
Influence in Social Groups and Group Processes.  
Prosocial behavior.  
Nonverbal Communication.

Course name: **Theory of Mass Communication**

**On successful completion of this course, a student  
in terms of knowledge:**

1. have extended knowledge of the nature of media science.
2. have in-depth knowledge of the role of mass media and communication in the functioning of different social structures.
3. know how to interpret and explain important phenomena and changes in the media landscape.

**in terms of skills:**

1. be able to use theoretical knowledge to analyze media content and its impact on individuals and society.
2. be able to interpret and explain important phenomena and changes in the media landscape.

**in terms of social competences:**

1. work with others in the group.

**Course learning content:**

Definitions and indicators of mass communication.  
Main periods in theory of mass communication.  
Normative theories of mass communication.  
Descriptive theories of mass communication.  
Theory of mass society and mass culture.  
Theory of limited media effects.  
Critical and cultural theories of mass communication.  
Audience in mass communication process.  
New media in mass communication.

Course name: **Specialized English**

**On successful completion of this course, a student  
in terms of skills:**

1. Creates a variety of written works in English on a selected issue of journalism and social communication, as well as justifies the claims presented therein using a variety of sources and studies Prepares oral speeches in English on a selected issue of journalism and social communication and justifies the claims made therein, using a variety of sources and studies Uses English as the language of public governance in accordance with the requirements of level B2+ of the Common European Framework of Reference for Languages Searches for, analyses, evaluates, selects and evaluates information from a variety of sources and formulates critical judgments based on them Argues substantively using own views and views of other authors, formulates conclusions and creates synthetic summaries Knows the importance of teamwork for the realization of goals in professional work and public activity in international cooperation

**Course learning content:**

Course content is being done weekly, depending on issues taking place in international relations. Students work with text and/or videos serving as a stimulus for group works and discussions. Important vocabulary items are taken from the materials. Students do variety of exercises mastering this vocabulary.

Each class, one or two students prepare oral and multimedia presentation on issues related to the country of their origin

Course name: **Mass Media Research**

**On successful completion of this course, a student in terms of knowledge:**

1. have extensive knowledge about the nature of the media science and the research methods used in that field.

**in terms of skills:**

1. is able to apply theoretical knowledge to describe and analyse a process of international and intercultural communication and is able to formulate opinions and critically select data and methods of analysis.

2. know how to search and analyse information on international relations using a variety of sources and methods.

3. be able to evaluate the quality of media services and effectiveness of promotional/advertising activities

**in terms of social competences:**

1. be well aware of the importance of acting professionally and ethically in the professional work.

**Course learning content:**

Definition of research; overview of the pre-research, research, and post-research phases of the research process and how theory is integrated into phases.

Research questions and hypotheses.

The pre-research and research phases of survey research.

Survey research design, conceptualization and measurement, valid survey questions.

Questionnaire construction; pretesting; sampling; interviewing; telephone and online survey data collection.

Focus group.

In-depth interviews.

Content analysis: qualitative and quantitative approaches.

Content analysis: a codebook.

Content analysis: coding.

Data analysis; reading computer printouts; statistics; written and oral reports of research results.

Content analysis: discourse analysis.

Computer-assisted methods.

Course name: **Political Economy of the Media**

**On successful completion of this course, a student**

**in terms of knowledge:**

1. Knows the ways of financing media enterprises.

2. Knows the specifics of the media and advertising market.

**in terms of skills:**

1. Is able to prepare a business plan for a media enterprise.

2. Is able to develop documents necessary to establish a media enterprise.

**in terms of social competences:**

1. Is prepared to look for sources of media funding.

2. Is prepared to work in the media in the administration, marketing and advertising departments.

**Course learning content:**

The concept and subject of political economy of the media.

The place of the media in the economy.

Media companies/enterprises in the world.

Economic characteristics of the printed press.

Economic characteristics of the radio.

Economic characteristics of the television.

Economic characteristics of the online media.

Licensing process.

Licensing and publishing agreements.

Contracts with employees/journalists.  
Monetization of journalism and entrepreneurial journalism.  
Sponsorship and product placement.  
Public media financing.  
Ethical issues in the media – including surreptitious advertising.

Course name: **Media in War and Conflict**

**On successful completion of this course, a student  
in terms of knowledge:**

1. have in-depth knowledge of the role of mass media and communication in the functioning of a social group, the state and the international community, as well as their historical evolution.
2. have in-depth knowledge of the role of mass media in war and conflicts.

**in terms of skills:**

1. know how to effectively interpret and explain important phenomena of political, economic, and cultural life; and the mutual relations between them.
2. knows how to search, analyze, evaluate, select, and integrate information on international relations using a variety of sources and is able to form critical judgments on this basis.
3. know how to describe the role of mass media in war and conflicts.

**Course learning content:**

Describing selected conflicts in the end of 20th and beginning of 21st century.  
Understand major theories and practical use of media in war and conflict.  
Understand how conflict parties (state and non state actors) try to influence public opinion.  
Understand how journalists work in war and conflict and how technical developments (in media as well as in weapons technology) changed that work.

Course name: **Specialized English**

**On successful completion of this course, a student  
in terms of skills:**

1. Creates a variety of written works in English on a selected issue of journalism and social communication, as well as justifies the claims presented therein using a variety of sources and studies Prepares oral speeches in English on a selected issue of journalism and social communication and justifies the claims made therein, using a variety of sources and studies Uses English as the language of public governance in accordance with the requirements of level B2+ of the Common European Framework of Reference for Languages Searches for, analyses, evaluates, selects and evaluates information from a variety of sources and formulates critical judgments based on them Argues substantively using own views and views of other authors, formulates conclusions and creates synthetic summaries Knows the importance of teamwork for the realization of goals in professional work and public activity in international cooperation

**Course learning content:**

Course content is being done weekly, depending on issues taking place in international relations. Students work with text and/or videos serving as a stimulus for group works and discussions. Important vocabulary items are taken from the materials. Students do variety of exercises mastering this vocabulary.

Each class, one or two students prepare oral and multimedia presentation on issues related to the country of their origin

Course name: **International and Intercultural Communication**

**On successful completion of this course, a student  
in terms of knowledge:**

1. have extensive knowledge about the role of the media in international communication.
2. have extensive knowledge about types of international communication.
3. have in-depth knowledge of changes in international communication and knows the principles that govern these changes.

**in terms of skills:**

1. be able to correctly interpret and explain a role of intercultural communication in social life.
2. is able to apply theoretical knowledge to describe and analyse a process of international and intercultural communication and is able to formulate opinions and critically select data and methods of analysis.

**in terms of social competences:**

1. understands the need to expand and update knowledge, skills and competences all life long, and is convinced about others also having to learn.
2. is prepared to work in a group, is aware of the importance of teamwork for achieving objectives in professional and public activities.

**Course learning content:**

Theoretical approach to international communication (1): modernization theory, dependency theory, structural theory, hegemony.

Theoretical approach to international communication (2): critical theory, theories of information society, globalization.

Creating a global communication infrastructure.

Global media marketplace.

International flow of information (1): international TV stations.

International flow of information (2): news agencies.

Foreign news on domestic media.

Definitions of culture; elements of culture, types of culture.

Intercultural communication: a current theoretical perspectives.

National stereotypes and autostereotypes.

Cultural shock.

Process of cultural adaptation.

Verbal styles of communication.

Elements and functions of nonverbal communication.

Types of nonverbal communication.

Course name: **New Media: Benefits and Challenges**

**On successful completion of this course, a student in terms of knowledge:**

1. student knows and characterises new media (indicates their advantages and disadvantages).
2. has in-depth knowledge of the role of new media in the organisation of society and the state.
3. knows how to interpret and explain important phenomena and changes in the communications and organisation of social life related to new media.
4. knows the risks of new media and the mechanisms to defend against them.
5. sees the positives associated with new media, sees it as an opportunity for itself.

**in terms of skills:**

1. is able to describe the nature of new media and recognise their benefits, including their impact on the labour market.
2. is able to recognise and counteract the dangers of new media (e.g. verifying information).
3. is able to critically analyse the impact of new media on society and the state.

**in terms of social competences:**

1. is prepared to make informed use of new media and to use them in his/her professional work.

**Course learning content:**

New media – advantages and disadvantages.

New media and their impact on the evolution of the way the state and society communicate and organise themselves.

New media as a tool of manipulation and place to create fake news. Methods of verifying information.

The role of new media in the evolution of the labour market, including the profession of journalist and communication expert. Opportunities and challenges.

Threats of new media – the impact of new media on users.

Media competences necessary for the conscious use of new media.

New media as an opportunity for young representatives of the profession of journalist and communication expert.

Course name: **Selected Organization of Internship**

**On successful completion of this course, a student in terms of knowledge:**

1. Has knowledge about the functioning of institutions and workplaces that are a potential workplace for graduates.
2. Knows the specifics of work in places employing graduates of the field.

**in terms of skills:**

1. Can conscientiously perform his professional duties and carry out projects commissioned by his superiors.



2. Is able to use the knowledge gained during his studies in his professional work.

**in terms of social competences:**

1. Is ready to perform individual tasks as part of employee duties.
2. Is prepared for effective teamwork and creating effective teams of people.

**Course learning content:**

OSH training.

Getting acquainted with the work regulations and other documents regulating work in a given institution.

Familiarize yourself with the scope of job duties in a given position.

Implementation of tasks assigned by superiors.

Conscientious and reliable performance of professional duties.

Implementation of individual and team projects and execution of superiors' orders.

Course name: **Journalism in New Media**

**On successful completion of this course, a student**

**in terms of knowledge:**

1. knows and characterises new media (their history, evolution, and ways of functioning).
2. knows and understands the role of new media in journalism and editorial office work.
3. knows the journalistic forms typical of new media.
4. knows the principles of creating journalistic materials in new media.

**in terms of skills:**

1. is able to characterise the new media and describe their role in journalism and the work of the editorial office.
2. is able to identify examples of journalistic practices in the new media.
3. is able to create journalistic material in the new media.

**in terms of social competences:**

1. is prepared to work as a journalist using new media and to work in an editorial office that uses new media.

**Course learning content:**

New media (history and evolution).

The role of new media in journalism.

Examples of journalistic forms typical of new media.

Principles of creating journalistic forms typical of new media.

The use of new media in press journalism.

The use of the new media in radio journalism.

The use of the new media in television journalism.

New media as an opportunity and a threat to the profession of journalism.

New media in the work of journalistic editors.

Creating (in practice) journalistic materials typical of the new media.

Course name: **Digital Graphics and DTP**

**On successful completion of this course, a student**

**in terms of knowledge:**

1. Understands the importance of graphic elements in building a complementary image of the entity.
2. Knows the procedures related to the creation and preparation of publications.

**in terms of skills:**

1. Can use software for preparing graphic designs and publications (including online).
2. Prepares, develops and optimizes projects depending on the form and channel of their distribution.
3. Effectively selects graphic forms of expression to achieve the assumed design goals.

**in terms of social competences:**

1. Can create projects and prepare them for publication.
2. Effectively cooperates with team members in order to create a consistent visual identity tailored to the requirements of the client.

**Course learning content:**

Introduction to Digital Graphics and DTP - basic concepts, principles of creating applied graphics, classic principles of design and their contemporary application.

Basic graphic design and DTP tools.

Text on the page - typesetting rules, fonts, formatting, proofreading marks.

Hues, saturation, color - the principles of applying basic graphic parameters.

The importance of graphic elements in shaping a coherent image of the entity.

The use of raster and vector graphics in graphic design.

Rules for preparing the project for printing and online publication (including on mobile devices).  
Print and online marketing.

Course name: **Digital Photography**

**On successful completion of this course, a student  
in terms of knowledge:**

1. Understand the importance of image in social communication
2. Know differences between various photography techniques

**in terms of skills:**

1. Name and understand differences between analogue and digital images
2. Choose proper technique to create artwork for different publication medias
3. Analyze image in terms of composition, light, colors, technique and distinguishes difference between them
4. Describes various work licenses and understand how to working on place

**Course learning content:**

Introduction to photography, its history and technology

Introduction to gear

Aesthetic aspects of photography and composition, light and color temperature

Working on field

External light, studio flash

Different photography disciplines

In-class presentation and discuss

Course name: **Creative Thinking**

**On successful completion of this course, a student  
in terms of knowledge:**

1. Student knows how to:- establish a clear mission and vision in each project (company)- communicate the project's(company) goals easily and creatively - adapt creative-thinking techniques and space to develop the space for creativity

**in terms of skills:**

1. Student can:- build strategic framework: gather information; identify relationships; develop a solution; implement- make a portrait of stakeholders: empathy; hobby; assumptions; persistence; - using the techniques of creative problem-solving

**in terms of social competences:**

1. Student ready to:- substitute: changing from this idea for something else- combine: elements of this idea can you combine for efficiency- adapt: adapt this idea for a different market (making global local and local global)- modify: modify to improve functionality (sustainable)- put to another use: another use for this idea (recycling of ideas)- eliminate: each unnecessary parts- reverse: make each project better

**Course learning content:**

Creative thinking as a fundamental in project management

Creative thinking is a base for problem solving

Critical thinking is a key point during all creative processes

Course name: **Media Law**

**On successful completion of this course, a student  
in terms of knowledge:**

1. Students will be able to define legal concepts used in media law.

**in terms of skills:**

1. Students will be able to analyze the legal situation of media subjects.
2. Students will be able to solve basic legal problems arising from the functioning of the media.

**in terms of social competences:**

1. The student has a legal awareness of the media profession

**Course learning content:**

What is Media Law 1. What is the Media? -History of Global, European and Polish Media,-Contemporary Polish media landscape 2. What is Media Law? 3. The International, European and Polish Media Law.§ Legal sources of International and European and Polish Media Law

II. Fundamental Rights and Principles 1. The Human Rights Framework 2. The Rights of Content Providers - FoE and Freedom of Speech - European Standards 3. Restriction on FoE and Media Freedom• Regulation of Defamation in Europe and Legal Liability of Journalists: A Guarantor or Killer of Free Speech in the Public Sphere?

The Press( Media) Law in the European Countries  
Professional Status of Journalists in Selected European Union Member States  
The Theory and Practice of the Press Law in Poland  
Broadcasting and Audiovisual Media Services  
Internet Regulation  
Data Protection (GPDR)  
Intellectual property rights

Course name: **Innovative Project Design and Management**

**On successful completion of this course, a student  
in terms of knowledge:**

1. Be able to define a project and its elements, name the phases of a project's cycle, enumerate methods of analyzing of project preparing subject.
2. Be able to point projects financing sources, characterize ways of project activities construction as well as project methods, explain project budgeted construction rules.

**in terms of skills:**

1. Be able to analyze project problems and aims using the methods of tree of problems and tree of aims, describe a project problem, find an open project contest.
2. Be able to interpret the project contest's conditions as well as project documents, select a project target group, build project indicators.

**in terms of social competences:**

1. Be ready to collaborate with other individuals by project tasks' implementation, be creative and innovative with regard to ideas inventing and setting in the field of social and professional activities.
2. Be ready to notice interrelations between the project work efficiency and necessity of further professional training, be well organized with regard to systematic work and planned project tasks creation.

**Course learning content:**

Project – introductory remarks:

Project, project method, project cycle, project structure, types of project, cross-border projects.

Analysis of the project preparing subject:

Project idea, project subject's profile, SWOT analysis.

Surrounding environment analysis:

Project problem analysis, project aims analysis, project trees, SMART rule.

Project fundraising and project financing:

Project contest, Project documentation, financial rule, project agreement.

Project activities and project methods:

Methods and activities, target groups, project partners.

Results and results' indicators:

Project results and their indicators, indicators' table.

Budget of a project:

Financial rules, co financing, project bookkeeping.

Project documentation and project formular filling:

Typical parts of the project formular.

Project implementation:

Project team, informing about the project, project monitoring.

Project evaluation and continuation:

Reporting, continuation phase.

Course name: **Framing and Agenda Setting - Qualitative Media Analysis**

**On successful completion of this course, a student**

**in terms of knowledge:**

1. Recognizes the basic concepts and mechanisms related to the influence of the media on the recipient
2. Has in-depth knowledge of framing and agenda setting mechanisms used in the contemporary mass communication environment

**in terms of skills:**

1. Is able to perform a qualitative analysis of media discourse, taking into account the methods and mechanisms of framing and agenda setting used within the broadcast
2. is able to distinguish and evaluate various media messages in terms of the features of objectivity, journalistic integrity and manipulation or propaganda present within the broadcasts

**in terms of social competences:**

1. Is aware of the threats resulting from the impact of mass media on the recipient and is able to limit this impact on himself and his environment

**Course learning content:**

Theories of media influence in the tradition of communication science  
framing and agenda setting as a theory of limited and delayed media influence  
Qualitative methods of mass media research  
Elements of the critical analysis of media discourse  
Media broadcast - analysis of selected examples of framing and agenda setting  
Causes and consequences of using framing and agenda in mass media  
Contemporary media discourse and its tabloidization  
Presentation of the results of a qualitative analysis of a selected media discourse

Course name: **Content analysis**

**On successful completion of this course, a student in terms of knowledge:**

1. knows theoretical principles of content analysis
2. is familiar with different techniques used in content analysis of various media types

**in terms of skills:**

1. can design research project using CA techniques
2. is able to analyse and interpret outcomes of a CA research project

**in terms of social competences:**

1. understands why CA is a useful research method
2. can take active role in a research team

**Course learning content:**

Content analysis basics:  
description of the method, basic terms and concepts, advantages and disadvantages, stages of research process, different approaches, selected tools  
Formulating a research problem, constructing a sample, unit of analysis, selecting variables, hypothesis  
Defining categories  
Designing and performing a research project  
Interpreting and presenting the outcomes

Course name: **Movie Production**

**On successful completion of this course, a student in terms of knowledge:**

1. have a basic theoretical knowledge of film production,

**in terms of skills:**

1. have a practical skill in film production.
2. have the ability to collaborate on a common audiovisual project.
3. have skills to produce complete video material to match the emission parameters.
4. have skills to produce complete movie scene.

**in terms of social competences:**

1. have skills to participate in movie production from pre-production to post-production.

**Course learning content:**

Working in Adobe Premiere and DaVinci Resolve software.  
Presentation about movie productions process and classes about „how it works”.  
Presentation of various movies in the studio.  
Video recording in the studio.  
Field recording.  
Recording on various digital video cameras and DSLRs.  
Making foley sound production for movie.  
Colorizing a movie.  
Making movies in groups.

Course name: **Webmastering**

**On successful completion of this course, a student in terms of knowledge:**

1. knows the basic concepts and protocols related to of the Internet, in particular, about security and privacy of services on the Internet
2. Is familiar with the client-server architecture

**in terms of skills:**

1. is able to install and configure a System Content Management System (CMS)
2. is able to create modern interactive website with dynamic content
3. is able to use online tools to search for interesting information and perform research tasks

**Course learning content:**

Basic terms: internet, domain, DNS, service, protocol, ISP, Whois, location by IP.

Transmission of data on the Internet: client-server, data formats. Privacy and security on the Internet, VPN

Content Management Systems (CMS - Wordpress)

Course name: **Introduction to New Media**

**On successful completion of this course, a student**

**in terms of knowledge:**

1. have extended knowledge of the nature of new media.
2. have in-depth knowledge of the role of new media and communication with new media in the functioning of different social structures.
3. know how to interpret and explain important phenomena and changes in the media landscape related to new media.

**in terms of skills:**

1. be able to use theoretical knowledge to analyze new media content and its impact on individuals and society.
2. be able to interpret and explain important phenomena and changes in the media landscape related to new media.

**in terms of social competences:**

1. is prepared to cooperate with others and critically analyze acquired knowledge concerning new media.

**Course learning content:**

Old and new media.

Definitions and features of new media.

A history of the emergence and evolution of new media.

Selected models of communication.

The impact of new media on communication. The role of new media in society.

New media in mass communication.

New media in interpersonal communication.

New media users and their engagement.

New media as a political tool.

Course name: **Sound**

**On successful completion of this course, a student**

**in terms of knowledge:**

1. Knows the basic concepts related to sound

**in terms of skills:**

1. Is able to use the Adobe Audition software in a basic scope
2. Can properly record the audio signal on a computer or using an audio recorder
3. Knows the basic types of microphones and can use the right type depending on the recording situation
4. Can post-produce an audio signal in a basic way
5. Can apply basic sound restoration techniques
6. Can create an audio multi-track project

**in terms of social competences:**

1. can collaborate on group media projects and knows that an advanced audiovisual product requires the cooperation of many people

**Course learning content:**

Organizational classes + theoretical knowledge + presentation of various sound experiments in the studio

Basics of Adobe Audition software + basic audio editing tools

Postproduction of voice and audio cleaning process

Kinds of microphones and digital audio recorders  
Space in sound + foley recordings  
Creating radio jingle  
Postproduction of sound in audiovisual projects