

GENERAL INFORMATION ABOUT THE PROGRAMME OF STUDY
Effective from the academic year 2026-2027

1.	Programme of study	Media, Visual and Social Communication
2.	Level of study	First-cycle
3.	Study profile	General academic
4.	Mode of study	Full-time
5.	Number of semesters	6
6.	Number of ECTS credits necessary to complete the studies at a given level	180
7.	Professional title	Bachelor's degree
8.	Assignment of the programme of study to a field of science and a scientific or artistic discipline (specification of the percentage share in the case of assignment of the field of study to more than one discipline and indication of the major discipline within which more than half of the learning outcomes will be achieved)	Major discipline: Humanities – Linguistics: 63% (113 ECTS credits) Minor disciplines: The arts – Fine Arts and Art Conservation: 19% (34 ECTS credits) Social Sciences – Social Communication and Media Studies: 18% (33 ECTS credits) Total: 100%
9.	Differences in relation to other programmes with similarly defined goals and learning outcomes, conducted at the University and assigned to the same discipline	The Media, Visual and Social Communication field of study has been designed as a response to contemporary labour market challenges, preparing graduates for dynamic careers in the areas of communication, media, and design. Thanks to an interdisciplinary approach, an international perspective, and a strong emphasis on practical experience, the programme provides a solid foundation for future experts in the creative industry. The programme is conducted entirely in English, which allows for the integration of content and methods from various fields of science, crossing traditional disciplinary boundaries. This holistic approach encourages students to:

		• create innovative solutions and unconventional approaches to problems. • work effectively in diverse teams, reflecting the realities of the contemporary, multidisciplinary business world. • develop innovative thinking, which is crucial in the social media and visual communication industry. Key Components of the Programme The study programme includes a diverse range of modules, enabling students to explore various aspects of communication in depth: • Communication and Media Studies: a comprehensive analysis of communication theory, nuances of verbal and non-verbal communication, and competencies necessary in intercultural dialogue. • Linguistics: exploring sociolinguistics and psycholinguistics, stylistics analysis, and the study of mutual relations between language and modern technologies. • Artistic Studies: intensive courses covering design principles, design research, digital content creation, and the production of audiovisual forms of communication. • Language Proficiency and Persuasion: professional development of language skills, including rhetoric, public speaking, and proficiency in academic language. • Practical Professional Experience: developing hard competencies in project management, marketing, personal branding, and research and presentation skills. • Sustainable Personal Development: the programme places particular emphasis on shaping transferable skills such as critical thinking, wise communication, the ability to adapt quickly, and effective cooperation in diverse teams. This approach supports the holistic development of the student, equipping them with universal competency capital that allows for flexible career building in a dynamically changing world. • Elective Courses: the possibility of personalizing the educational path through subjects such as semiotics, international
--	--	--

		relations, political communication strategies, or film and literary adaptation. • Capstone Project and Seminar: preparation for the diploma examination through the implementation of an original design project and writing a scientific article. The University of Rzeszów's offer contains no other study programme with the same defined goals and learning outcomes, which gives the Media, Visual and Social Communication field of study a unique character. Differences in relation to other programmes assigned to the same disciplines manifest in the following areas: • Specialised Competency Profile: the programme places priority emphasis on the development of advanced skills in graphic design, digital media production, and critical content analysis. Students explore visual and linguistic communication techniques and strategies, learning to select appropriate means of expression and technological tools. • Creativity in Problem Solving: the field of study promotes an innovative approach to design, teaching creative problem solving and experience design. Graduates are ready to actively seek the most effective solutions for new, complex challenges. • Soft Skills and Teamwork: the programme focuses strongly on the development of interpersonal skills, including the ability to collaborate in project groups and to plan and organize teamwork. It also shapes skills in building relationships and business networks, which are essential in professional project work. • Cooperation with Practitioners: knowledge and teaching methods are updated on an ongoing basis through the direct involvement of industry experts. The practical dimension of the studies is realized through media workshops and mandatory work placement held in the real business environment of creative agencies, editorial offices, or communication departments.
--	--	--

		• Building a Professional Portfolio: the studies are oriented toward measurable practical results, culminating in the Capstone Project, which forms the foundation of the student's professional portfolio. This allows students to demonstrate independence, creativity, and advanced communication skills, facilitating effective entry into the labour market. All these elements, combined with the full implementation of the programme in English and an emphasis on modern technologies such as AI, make these studies intensive workshop preparation for work in the global media environment. The programme also promotes sustainable personal development and the shaping of transferable skills, preparing students for dynamic changes in the modern world.
10.	Description of the graduate profile including the description of general educational goals as well as employment opportunities and the possibility of continuing studies	The graduate of this programme of study possesses a comprehensive, interdisciplinary education that prepares them for professional activity in the areas of social communication, modern media, and visual design. Their competencies encompass the following areas: • Research and Analytical Competencies: the graduate can properly select information sources, conduct their critical analysis, and synthesise data. The ability to draw substantive conclusions allows them to make informed decisions and design precise communication strategies. • Interpersonal Competencies and Sustainable Personal Development: the graduate demonstrates readiness for active cooperation in project groups and building lasting relationships. The programme places particular emphasis on sustainable personal development by shaping transferable skills such as adaptability, critical thinking, and the capacity for self-education, which allows for flexible career management in a dynamic environment. • English Communication Proficiency: the graduate uses English at the C1 level, utilising specialised registers. This enables seamless communication in international business and corporate environments, as well as in creative agencies worldwide.

		• Cultural and Intercultural Competencies: the graduate understands cultural differences and demonstrates sensitivity to the principles of equal treatment and inclusivity. They can adapt the form and content of a message to the specifics of a globalized society. • Marketing and Branding Competencies: the graduate knows the principles of creating socio-economic campaigns and market analysis mechanisms. They possess skills in strategic brand management. • Graphic Design Competencies: the graduate is prepared to create professional visual concepts, including visual identity, advertising, and publishing materials, using modern graphic software. • Multimedia Competencies and AI Integration: the graduate has the ability to co-create interactive and multi-media materials. Thanks to their knowledge of Artificial Intelligence tools, they can implement innovative content generation strategies and understand the impact of algorithms on contemporary media production. • Critical Analysis and Interpretation of Content: the graduate can evaluate the impact of messages on the audience, identifying mechanisms of disinformation and abuse in the media space. They understand the role of media in shaping public opinion. • Media Ethics and Law: the graduate acts in a transparent and reliable manner, respecting intellectual property and copyright norms. They are aware of ethical challenges related to new technologies, including the responsible integration of AI. • Strategic Social Media Management: the graduate possesses advanced knowledge of social platforms, allowing them to effectively build an image, create trends, and professionally engage digital communities. • Communication Project Management: the graduate can plan and organise teamwork, ensuring reliable implementation and building business networks.
--	--	---

		• Social Communication Competencies: the graduate has in-depth knowledge of the theoretical foundations of communication and sociolinguistics, allowing for the accurate identification of target groups and the selection of optimal means of expression. Employment Opportunities A graduate of the Media, Visual and Social Communication programme possesses a broad spectrum of competencies that allow them to pursue a career in many dynamic areas related to communication, modern media, and design, within both Polish and international companies. Below is a summary of employment opportunities resulting directly from the programme content and the competencies acquired during the studies: Creative Sector and Design • Graphic Designer: creating comprehensive visual content, brand identification, and advertising materials. • Creative Director: prepared to supervise artistic and substantive projects thanks to competencies in Design Thinking and team management. • Content Designer: creating professional photo and video content for modern communication channels. Marketing, Social Media, and PR • Social Media Specialist: managing profiles on social platforms, building online presence strategies, and trend analysis. • Copywriter and Content Manager: creating persuasive textual content (advertisements, blogs, articles) using advanced language knowledge and rhetorical techniques. • Public Relations Specialist: building the image of brands and individuals, as well as managing crisis communication and media relations. • Brand Manager: managing brand identity and market positioning. Modern Technologies and AI • AI Coordinator: implementing AI tools into creative and communication processes.
--	--	---

		• Media and Technology Ethics Specialist: advising on the responsible use of AI as well as privacy protection and copyright. Management and Business Communication • Project Manager: managing campaigns and coordinating the work of creative teams. • Corporate Communication Specialist: managing internal and external communication in international corporations, utilising C1 level language proficiency. • Event Marketing Specialist: organising and promoting conferences, as well as cultural and business events. Media and Analysis • Media Specialist: working in press, radio, television, or internet media. • Media and Communication Specialist: data presentation, researching the impact of content on audiences and countering disinformation. These studies, thanks to a strong emphasis on transferable skills and the fact that classes are conducted entirely in English, open doors to careers not only in Poland but also in international agencies and global corporations. The graduate is also fully prepared to continue their education in second-cycle studies.
11.	Language of instruction	English

President of the Senate
of the University of Rzeszów

prof. dr hab. Adam Reich
Rector

DESCRIPTION OF THE ASSUMED LEARNING OUTCOMES

Effective from the academic year 2026/2027

Programme of study		Media, Visual and Social Communication
Level of study		First-cycle
Study profile		General academic
The description of the assumed learning outcomes for the programme of study, level, and profile of education takes into account the universal first-cycle characteristics for levels 6–7 specified in the Act of 22 December 2015 on the Integrated Qualifications System (consolidated text: Journal of Laws of 2024, item 1606) and the second-cycle characteristics for levels 6–7 specified in the Regulation of the Minister of Science and Higher Education of 14 November 2018 (Journal of Laws of 2018, item 2218) on the second-cycle characteristics of learning outcomes for qualifications at levels 6–8 of the Polish Qualifications Framework.		
Symbol	Learning outcomes	Reference to the second-cycle PQF characteristics*, **
Knowledge: the graduate knows and understands		
K_Wo1	at an advanced level, key facts, phenomena and concepts in the fields of linguistics, fine arts, and social communication and media studies	P6S_WG
K_Wo2	at an advanced level, the main communication theories, their importance and influence on social processes, and the interdisciplinary nature of communication knowledge	P6S_WG
K_Wo3	at an advanced level, selected techniques and strategies in media, linguistic and visual communication and correctly distinguishes materials and tools for their implementation, as well as classifies appropriate means of expression	P6S_WG, P6S_WG (Sz)
K_Wo4	at an advanced level, the ways in which visual and linguistic content influences the recipient, as well as methods of learning and organizing creative work	P6S_WG, P6S_WG (Sz)
K_Wo5	at an advanced level, connections between linguistics, fine arts, and social communication and media studies, understanding the	P6S_WG

	relationships between the structure of language, visual form, and social processes	
K_Wo6	ethical principles that should guide the work of media and social communicators; understands the importance of disinformation, abuse or violation of privacy and the influence of the media on the formation of public opinion, and knows methods of counteracting disinformation and promoting responsible participation in the media space	P6S_WK
K_Wo7	legal standards and regulations regarding the protection of intellectual property and copyright	P6S_WK
K_Wo8	principles of creating campaigns and their socio-economic role, the importance of creative activities for the public interest as various forms of entrepreneurship	P6S_WK
K_Wo9	fundamental issues related to sustainable development in the context of modern civilization, is able to analyse their causes, interconnections and potential consequences for various areas of social, economic and environmental life	P6S_WK
Skills: the graduate can		
K_Uo1	correctly identify, select and use various sources of information and freely use them in communicating content, as well as evaluate, critically analyse and synthesise the information obtained	P6S_UW
K_Uo2	construct short information forms (written and oral), select the information obtained, notice and indicate the relationships between them and their impact on social processes and individual attitudes of recipients, using appropriate language in communication with the environment	P6S_UW
K_Uo3	distinguish the relationship between the type of artistic expression used and the message it conveys, and formulate one's own statement based on the rules of visual perception, selecting the means of expression in accordance with one's own preferences and expectations regarding the work, and giving one's own works a conscious, individual character	P6S_UW P6S_UW (Sz)

K_Uo4	use various techniques and learned technologies, tools and equipment, which, depending on the complexity and the given problem, are appropriately selected to achieve the final linguistic, artistic and design form	P6S_UW, P6S_UW (Sz)
K_Uo5	present linguistically and logically correct arguments in support of their own views and the views of other authors, and is able to formulate conclusions taking into account the historical, literary, literary and cultural contexts, as well as participate in debates, presenting and assessing various opinions and positions during the discussion	P6S_UK
K_Uo6	prepare a presentation during which, in an oral presentation or using multimedia techniques, the student presents basic scientific content and presents their own research and creative achievements, possessing both substantive and technical competences in this area	P6S_UK, P6S_UK (Sz)
K_Uo7	use English at level C1 of the Common European Framework of Reference for Languages, including its various registers, and use an additional foreign language at level B2 of the CEFR	P6S_UK
K_Uo8	use knowledge from the basics of management, psychology and sociolinguistics to critically analyse linguistic communication in a social context	P6S_UK
K_Uo9	cooperate with a group or project manager in theoretical and practical terms in planning, organizing and implementing collaborative work, taking into account various aspects of communication	P6S_UO
K_U10	use the developed workshop skills to implement your own concepts and apply effective techniques for practicing these skills, enabling their continuous development through independent work	P6S_UU P6S_UU (Sz)
Social competences: the graduate is ready to		
K_Ko1	independently complement one's own experience, skills and knowledge and constantly updating them	P6S_KK P6S_KK (Sz)
K_Ko2	actively seek information in case of new problems and provide the most effective solution after consulting experts	P6S_KK

K_Ko3	promote open and constructive social dialogue and express opinions, proving the validity of artistic concepts in public discussion of projects, demonstrating the ability to structure discussions on the scientific and ethical aspects of creative work	P6S_KO P6S_KO (Sz)
K_Ko4	predict and create trends in image building and communication by adapting to dynamic changes in the media and intercultural environment	P6S_KO, P6S_KO (Sz)
K_Ko5	plan and manage projects and build relationships and networks in industry, which can foster cooperation, customer acquisition and business partnerships	P6S_KO
K_Ko6	act in a transparent manner and in accordance with the principles of truth in communication and creating a positive image of the profession through high quality of work, reliability and professionalism	P6S_KR
K_Ko7	respect privacy, both in content creation and in research processes and data analysis	P6S_KR P6S_KR (Sz)
K_Ko8	create content and strategies that respect the principles of equal treatment and counteract discrimination, understanding the importance of equality, diversity and inclusivity in communication	P6S_KO P6S_KO (Sz)

* In the case of implementing a study programme leading to the acquisition of engineering competences, in addition to references to the learning outcome characteristics from Part I of the annex, references to the learning outcome characteristics from Part III should be included, ending with the designation (Inż), e.g., P6S_WG (Inż)

** In the case of a programme of study assigned to the field of arts, in addition to references to the learning outcome characteristics from Part I of the annex, references to the learning outcome characteristics from Part II should be included, ending with the designation (Sz), e.g., P6S_WG (Sz)

President of the Senate
of the University of Rzeszów

prof. dr hab. Adam Reich
Rector

CHARACTERISTICS AND CONDITIONS FOR THE IMPLEMENTATION OF THE STUDY PROGRAMME

Effective from the academic year 2026/2027

Programme of study		Media, Visual and Social Communication	
Level of study		First-cycle	
Study profile		General academic	
1.	Total number of teaching hours	full-time studies	part-time studies
		1810 + 90 hours of Work Placement	
2.	Number of ECTS credits for individual disciplines in the total number of ECTS credits required to complete the studies in the programme	Major discipline: Humanities – Linguistics 63% (113 ECTS credits) Minor disciplines: The arts – Fine Arts and Art Conservation: 19% (34 ECTS credits) Social Sciences – Social Communication and Media Studies: 18% (33 ECTS credits) Total: 100%	
3.	Total number of ECTS credits that a student must obtain as part of courses conducted with the direct participation of academic teachers or other persons	full-time studies	part-time studies
		92	
4.	Number of ECTS credits that a student must obtain within courses in the field of humanities or social sciences, not less than 5 ECTS credits – in the case of programmes assigned to disciplines within fields other than humanities or social sciences respectively	not applicable	
5.	Number of ECTS credits that a student must obtain within elective courses (not less than 30% of the total number of ECTS credits)	59 pts. ECTS - 33% Lectures - 8 ECTS credits Seminar - 14 ECTS credits Capstone project – 14 ECTS credits Block of elective courses – 23 ECTS credits	
6.	Number of physical education hours (in the case of first-cycle studies and long-cycle Master's studies conducted in the form of full-time studies)	60	

7.	Total number of ECTS credits assigned to courses shaping practical skills – concerns the practical profile	not applicable
8.	Total number of ECTS credits assigned to courses related to scientific activity in the discipline or disciplines to which the programme of study is assigned, including the preparation of students for conducting scientific activity or participation in this activity – concerns the general academic profile	145
9.	Extent, rules, and forms of professional work placement and the number of ECTS credits assigned to the placement	Work Placement constitutes an integral part of the study programme and is a key stage in preparing the student for entering the labour market. It allows for the practical verification of acquired competencies in a real business and media environment. Technical parameters: • Workload: 90 hours. • Timeline: semester V (winter). • ECTS credits: 4. • Form of credit: graded credit (GC). Rules of implementation: • Placement: students complete their work placement in enterprises, institutions, and entities whose business profile is strictly related to the specifics of the field (e.g., creative agencies, editorial offices, communication departments, cultural institutions). • Formalities: the basis for the work placement is a formal agreement concluded between the University of Rzeszów and the workplace. This document specifies the placement programme, its timeframe, and the terms of cooperation. • Organization: work placement activities take place during the winter semester for a minimum of 90 hours, in a manner that does not conflict with the mandatory schedule. Supervision and credit: • Substantive supervision: supervision over the course of the work placement is exercised by the placement coordinator (appointed by the Vice-Rector for Student Affairs and Teaching) and an institutional placement supervisor designated by the workplace. • Credit conditions: the basis for the credit is a positive grade issued by the

		coordinator in the Virtual University system. It should be noted that, according to the study programme, failure to pass the work placement is equivalent to failing the semester. • Regulations: detailed organizational matters are specified in the Regulations for Work Placement available in the programme documentation.				
10.	Description of methods for verification and assessment of learning outcomes achieved by the student throughout the entire education cycle	Appropriate and suitably varied methods of assessment have been selected for all the learning outcomes set out in the study programme. Details regarding the methods of assessing learning outcomes are set out in the course syllabuses. The most used methods include regular reviews of work, monitoring of project progress and corrections made during class, participation in discussions, oral and written examinations, presentations, tests and the practical training log. Passing a given course confirms the extent to which the student has achieved the intended learning outcomes. The verification of learning outcomes is carried out on an ongoing basis during the semester and the final assessment of the course. The learning outcomes that are key to the programme are also mandatorily assessed during the final examination, during which the student presents an original project prepared as part of the Capstone Project and submits a research paper developed within the seminar.				
11.	Conditions for graduation	To graduate, students must achieve the learning outcomes specified in the programme and obtain the required 180 ECTS credits, complete the work placements specified in the programme, and pass the final diploma examination.				
Conditions for the implementation of the study programme						
No.	Courses or groups of courses *	Learning outcomes assigned to courses/groups of courses	Number of hours		Form of credit	Number of ECTS credits
			full-time studies	part-time studies		
General Courses						
1.	Foreign Language**	K_Uo2, K_Uo7	120		GC, E	8
2.	Physical Education	K_Ko1	60		GC	0

3.	Information Technology	K_Uo4	15		GC	1
4.	Philosophy	K_Wo5	15		C	1
5.	Copyright and Intellectual Property***	K_Wo7	20		C	1
6.	Adaptation: Theory and Practice/ Polish Studies**	K_Wo5, K_Uo5	30		C	2
7.	International Relations since 1945 / Political Communication Strategies**	K_Wo5, K_Wo9, K_Uo5	30		C	2
			Σ 290			Σ 15
Core Courses						
8.	English for Specific Purposes	K_Uo2, K_Uo7, K_Ko1	180		GC, E	16
9.	Introduction to Sociolinguistics***	K_Wo5, K_Uo8	20		C, E	3
10.	Introduction to Social Psychology***	K_Wo5, K_Uo8	20		C, E	3
11.	Contemporary Global Culture	K_Wo5, K_Wo9, K_Uo5	20		C, E	2
12.	Global Understanding	K_Wo1, K_Wo9, K_Uo1, K_Uo9, K_Ko3, K_Ko5, K_Ko8	30		GC	3
13.	Marketing Communication	K_Wo5, K_Uo8, K_U10, K_Ko2	30		GC	3
14.	Project Management in Media and Communication	K_Wo1, K_Uo4, K_Uo8, K_Uo9, K_U10, K_Ko2, K_Ko5, K_Ko8	60		GC	6
15.	Public Relations	K_Wo3, K_Wo8, K_Wo9, K_Uo4, K_Ko4, K_Ko6	15		GC	2
16.	Language and Technology	K_Wo3, K_Wo6, K_Uo2, K_Uo4, K_Ko3, K_Ko8	30		GC	2
17.	Methods of Research	K_Wo3, K_Uo1, K_Ko2	30		GC	2
18.	Academic Writing	K_Wo7, K_Uo2, K_Uo7, K_Ko2	30		GC	2
19.	Gender Linguistics / Semiotics**	K_Wo3, K_Wo4	30		C	2
			Σ 495			Σ 46
Major Courses						
20.	Control of Communication, Censorship, Patronage and Propaganda in Literature and Culture	K_Wo5, K_Wo9, K_Uo5	20		C	1
21.	Social Media Communication	K_Wo1, K_Wo2, K_Wo3, K_Wo6, K_Uo1, K_Uo2, K_Ko3, K_Ko7, K_Ko8	30		GC	3
22.	Data Storytelling	K_Wo3, K_Uo2, K_Ko1, K_Ko6	15		GC	1
23.	Language of Advertising	K_Wo1, K_Wo3, K_Uo2, K_Ko4	30		GC	2
24.	Contemporary Media and Social Media Ethics	K_Wo6, K_Ko6	15		C	1

25.	History and Influence of Modern Art	K_Wo1, K_Uo5	20		C	1
26.	Design Principles	K_Wo1, K_Wo3, K_Uo1, K_Ko4, K_Ko6	30		C, E	4
27.	AI in Media and Communication	K_Wo3, K_Wo6, K_Uo3, K_Uo4, K_Ko8	30		GC	2
28.	Design Research and Design Thinking	K_Wo4, K_Uo3, K_Ko4	30		GC	3
29.	Strategic Brand Management	K_Wo5, K_Wo8, K_Uo8, K_Ko4	30		GC	3
30.	Digital Workshop	K_Wo3, K_Wo4, K_Uo4, K_U10, K_Ko1	75		GC	6
31.	Visual Content Creation	K_Wo8, K_Uo3, K_Uo9, K_Ko3, K_Ko8	60		GC	6
32.	Typography and Layout Design	K_Wo4, K_Uo2, K_Uo4, K_Ko1, K_Ko4	45		GC, E	3
33.	Audiovisual Forms of Communication	K_Wo3, K_Wo4, K_Uo3, K_Uo4, K_Ko3, K_Ko8	40		GC	4
34.	Communication Theory	K_Wo1, K_Wo2, K_Uo1	30		C, E	4
35.	Persuasive Communication and Rhetoric	K_Wo1, K_Wo2, K_Wo9, K_Uo1, K_Uo2, K_Ko2	30		C, E	3
36.	Verbal and Nonverbal Communication	K_Wo1, K_Wo3, K_Uo2, K_Uo9, K_Ko1	60		GC, E	6
37.	Intercultural Communication	K_Wo1, K_Uo2, K_Uo5, K_Ko3, K_Ko4, K_Ko8	45		GC, E	5
38.	Public Speaking	K_Wo3, K_Wo4, K_Uo2, K_Uo6, K_Ko3, K_Ko6	30		GC	4
39.	Research and Presentation Skills	K_Wo4, K_Wo6, K_Wo9, K_Uo1, K_Uo6, K_U10, K_Ko2, K_Ko7	30		GC	5
40.	Personal Branding	K_Wo4, K_Uo8, K_U10, K_Ko1, K_Ko4, K_Ko5	30		GC	3
			Σ 725			Σ 70
Elective Courses						
41.	Seminar	K_Wo1, K_Wo5, K_Wo7, K_Uo1, K_Uo7, K_Ko2	75		C	14
42.	Capstone Project	K_Wo2, K_Wo5, K_Wo7, K_Wo8, K_U10, K_Ko2, K_Ko3, K_Ko8	75		C	14
43.	Media Workshop (Press, TV, Radio, Social Media)	K_Wo3, K_Uo2, K_Ko1	60		GC	8
44.	Photography / UI/UX Design	K_Wo4, K_U10, K_Ko1	30		GC	3

45.	Creative Writing/Stylistics	K_Wo4, K_Uo2, K_Uo7, K_U10	30		GC	3
46.	Elements of Business Law/ Ethical AI Integration	K_Wo4, K_Wo6, K_Uo1, K_Ko6, K_Ko8	30		GC	3
			Σ 300			Σ 45
Total (the sum includes subjects for one specialty/ one educational path)			Σ 1810			Σ 176
Work Placement		K_Uo2, K_U10, K_Ko1, K_Ko2, K_Ko5	90		GC	4
Total:			Σ 1900			Σ 180

** in the case of a programme of study for which education standards have been defined, names of the groups of courses should be included in accordance with the education standards*

*** elective subject*

**** subjects implemented in the form of e-learning*

Description of the course of studies, including the order of subjects, principles of choosing elective subjects and principles of implementing educational paths:

Programme of study *Media, Visual and Social Communication* prepares students for work in the dynamic environment of media, communications, and marketing. This programme combines theoretical foundations with practical skills, enabling graduates to acquire the comprehensive knowledge and competencies necessary to successfully work in the media industry and communications. Students will learn both fundamental media and communications concepts and advanced techniques in design, data analysis, and project management. This programme places a strong emphasis on practical skills, allowing students to gain experience working with a variety of tools and technologies used in the industry.

Each semester focuses on specific thematic areas that gradually expand students' knowledge and skills. By taking a variety of elective courses, students can also tailor their study programme to their interests and choose a learning path that aligns with their career plans.

Year 1: Foundations of media, communication and design

The first year of studies is based on building a solid theoretical knowledge base and extended, available for fluent navigation in the media landscape and implementation of effective communication strategies.

Key Subjects:

- **English for Specific Purposes:** improving language proficiency in areas closely tailored to the specifics of the media and communications industry.
- **Contemporary Global Culture:** analysis of the latest cultural trends and their direct impact on the contemporary media ecosystem.
- **Marketing Communication:** an introduction to the foundations of marketing and the design of strategic communication activities.
- **Control of Communication, Censorship, Patronage and Propaganda in Literature and Culture:** a critical look at the historical and cultural mechanisms of information flow control.
- **Design Principles:** shaping the theoretical and aesthetic skills necessary in design processes.
- **Communication Theory:** developing the theoretical and aesthetic skills necessary in design processes.
- **Social Media Communication and Language of Advertising:** a comprehensive approach to social media presence strategies and an analysis of linguistic mechanisms of persuasion in advertising.
- **Methods of Research, Data Storytelling:** equipped with a modern research workshop and the ability to translate data into engaging visual stories.
- **Contemporary Media and Social Media Ethics:** in-depth reflection on ethical dilemmas and responsibility in the digital public space.

- **Design Research and Design Thinking:** developing innovative approaches to creative problem-solving and experience design.
- **Strategic Brand Management:** brand identity management and creating coherent visual communication.
- **Research and Presentation Skills:** developing advanced research competences and improving professional public speaking skills.

Year 2: Advanced communication, design and technology

The second year of study aims to deepen knowledge in specialized areas of media and communications. The programme is designed to equip students with the tools to analyse complex socio-technological phenomena and to hone advanced practical and creative skills.

Key subjects:

- **English for Specific Purposes:** continuing intensive development of language skills, focused on specialized terminology and professional communication contexts. Key subjects:
- **History and Influence of Modern Art:** analysis of the evolution of modern art and its key influence on the aesthetics and form of contemporary media messages.
- **Typography and Layout Design:** developing advanced skills in typographic design and professional composition of visual content.
- **Visual Content Creation:** practical workshops on designing and producing engaging visual content using modern market standards.
- **Persuasive Communication and Rhetoric:** exploring the mechanisms of persuasion and improving effective rhetorical techniques in public communication.
- **Verbal and Nonverbal Communication:** examining the multidimensionality of verbal communication and the role of non-verbal signals in creating the message.
- **Intercultural Communication:** analysis of the specificity of dialogue in culturally diverse environments and building competences necessary in a global work environment.
- **Public Speaking:** developing self-confidence and proficiency in conducting professional presentations and speaking in front of an audience.
- **Personal Branding:** designing strategic activities aimed at building and managing a strong personal brand in the digital space.
- **Language and Technology:** research on the mutual relationships between the evolution of language and the dynamic development of communication technologies.
- **Academic Writing:** improving the writing skills necessary to create reliable scientific texts, reports and analyses.
- **Digital Workshop:** intensive workshop classes focusing on the practical use of digital tools in media production.

Year 3: Specialization and practical synthesis of competencies

The final year of studies focuses on career development and practical application of acquired knowledge through original projects. The goal is to prepare students to enter the global job market by combining advanced theory with intensive workshop practice.

Key Subjects:

- **Seminar:** a platform for conducting in-depth scientific research and substantive preparation for writing a diploma thesis.
- **Capstone Project:** implementation of a comprehensive diploma project, which constitutes the foundation of the student's professional portfolio.
- **AI in Media and Communication:** a critical analysis of the role of artificial intelligence in media transformation and its impact on modern communication processes.
- **Media Workshop (Press, TV, Radio, Social Media):** advanced workshops offering practical experience in a variety of media and production formats.

- **Photography / UI/UX Design:** an elective module, allowing you to specialize in professional photography or user experience and interface design.
- **Project Management in Media and Communication:** developing skills in managing design processes, teams and budgets in the creative sector.
- **Public Relations:** designing strategic image communication and mastering techniques for building relationships with the environment.
- **General academic electives:** Gender linguistics / Semiotics, Adaptation: Theory and Practice / Polish Studies, International Relations since 1945 / Political Communication Strategies
- **Block of electives:**
 - Ethical AI Integration: a course discussing the ethical and legal aspects of using AI.
 - Elements of Business Law: an introduction to key legal regulations governing business activities.
 - Creative Writing: workshop focused on developing skills in creating original texts, building engaging narratives, and searching for an individual creative voice in functional forms.
 - Stylistics: analysis and practical application of various linguistic devices and stylistic registers.

Rules for selecting courses and programme requirements

The study programme provides students with a high degree of flexibility in shaping their own educational path, allowing them to personalize their learning in line with their career aspirations.

- **Individualization of the learning path:** students can choose courses based on their academic interests, developed skills and professional goals.
- **Selection criteria:** the process of selecting elective courses is carried out in accordance with the requirements of the study programme and individual student preferences, which allows for the profiling of competences within the available paths.

The role of the seminar and the diploma project

The key element at the end of the education process is the diploma examination, which combines scientific integrity with practical workshop.

- **Seminar:** creates a space for in-depth research in a chosen field of specialization. The seminar's work culminates in the preparation of a research article, which allows for the verification of the student's analytical and research competencies.
- **Capstone Project:** It represents a practical synthesis of the knowledge and skills acquired throughout the course of study. This project allows students to demonstrate a high degree of creativity, independence, and proficiency in using advanced communication strategies.

Organizational information and training

A complete list of courses and their detailed requirements are included in the study schedule. In addition, each student is required to complete the following formal requirements:

- **Health and Safety [BHP] Training** a mandatory 4-hour e-learning course ensuring occupational health and safety in the academic environment.
- **Library Training:** implemented in the form of e-learning, preparing for the efficient use of library resources of the University of Rzeszów.

President of the Senate
of the University of Rzeszów

prof. dr hab. Adam Reich
Rector