CHARACTERISTICS AND CONDITIONS OF THE STUDY PROGRAM

Effective from the academic year 2025-2026

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 work experience	-

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: 110 pts. ECTS
		
		Other disciplines:
		   Fine arts and art conservation: 30 pts. ECTS
		
		    Communication and media studies: 40 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 Work Experience (WE): WE is an integral part of the study plan and is realised in the 5th semester. The WE is carried out in businesses, institutions and other entities related to the specificity of the field of study. The WE 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 WE 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 WE in a given field of study is exercised by the WE coordinator appointed by the Vice-Rector for Student Affairs and Education on the proposal of the Dean. Direct supervision of the WE at the workplace is exercised by the manager of the workplace or a person authorized by them, hereinafter referred to as the WE Coordinator. The WE is credited by the Coordinator by entering the grade in the Virtual University system. Failure to pass the internship, in accordance with the study program and WE plans is treated as failure to pass the semester. Issues related to the implementation of internships are defined in the WE 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

			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 WE stipulated in the program, submission of the diploma research 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_W09, 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_W09, K_U05	20 lecture		C, E	2
12.	Global Understanding	K_W01, K_W09, K_U01, K_U09, K_K03, K_K05, K_K08	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, K_K08	60 classes		GC	6

15.	Public Relations	K_W03, K_W08, K_W09, K_U04, K_K04, K_K06	15 lecture		GC	2
16.	Language and Technology	K_W03, K_W06, K_U02, K_U04, K_K03, K_K08	30 classes		GC	2
17.	AI in Media and Communication	K_W03, K_W06, K_U03, K_U04, K_K08	30 classes		GC	2
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_W09, 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, K_K08	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, K_K08	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, K_K08	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_W09, 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, K_K08	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_W09, 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, K_K08	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.	Hybrid Communication and Learning Environments/ AI-Driven Content Creation: Tools and Strategies	K_W03, K_W04, K_U01, K_U04, K_K02, K_K07	30 classes		GC	3
46.	AI generated communication/ Ethical AI Integration	K_W04, K_W06, K_U01, K_U04, K_K06, K_K08	30 classes		GC	3
			Σ 150 seminar / 150 classes			Σ 45
Total:			Σ 1810			Σ176
Work Experience		K_U02, K_U10, K_01, K_K02, K_K05	90		GC	4
Total:			Σ 1900			Σ 180
C - credit GC - graded credit E - exam						

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 Media, Visual and Social Communication programme prepares students for work in the dynamic environment of media, communication and marketing. The programme combines theoretical foundations with practical skills, enabling graduates to acquire comprehensive knowledge and the competences necessary to work effectively in the media and communication industry. During their studies, students learn both the basics of media and communication and advanced techniques of design, data analysis and project management. The programme places a strong emphasis on practical skills, enabling students to gain experience in working with various tools and technologies used in the industry.

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

Year 1
Fundamentals of media, communication and design. The aim is to provide students with a solid foundation of knowledge and skills necessary to understand the media landscape and effective communication practices.
Key subjects:
• English for Specific Purposes: develops language skills tailored to media and communication contexts.
• Contemporary Global Culture: explores current cultural trends and their impact on the media.
• 21st Century Skills: equips students with the skills necessary for the modern job market.
• Marketing Communication: introduces marketing principles and communication strategies.
• Control of Communication, Censorship, Patronage and Propaganda in Literature and Culture: examines the historical and cultural aspects of communication control.
• Design Principles: provides a theoretical understanding of design.
• Communication Theory: provides a theoretical foundation for communication.
• Social Media Communication: focuses on social media strategies.
• Language of Advertising: focuses on advertising techniques.
• Methods of Media Research: introduces research methodologies related to media studies.
• Contemporary Media & Social Media Ethics: explores ethical issues in media and social media.
• Design Research and Design Thinking: develops creative problem-solving skills.
• Branding and Visual Identity: covers branding strategies and visual communication.
• Research and Presentation Skills: provides practical skills in presentation techniques.

Year 2
Advanced topics in communication, design and technology. The aim is to deepen students' knowledge of specialist areas in media and communication, enabling them to analyse complex issues and develop advanced skills.
Key subjects:
• English for Specific Purposes: continues to develop language skills.
• History and Influence of Modern Art: explores the historical context of modern art and its influence on media.
• Typography and Layout Design: develops design skills in the creation of visual content.
• Visual Content Creation: develops design skills in the creation of visual content.
• Persuasive Communication and Rhetoric: focuses on persuasive communication techniques.
• Verbal and Nonverbal Communication: explores the nuances of communication.
• Intercultural Communication: explores intercultural communication.

• Public Speaking: develops public speaking skills.
• Personal Branding: develops personal branding strategies.
• Language & Technology: explores the relationship between language and technology.
• AI in Media and Communication: enables students to understand the impact of artificial intelligence on media and various forms of communication.
• Academic Writing: develops academic writing skills.
• Digital Workshop: provides practical skills in digital media.

Year 3:
Specialisation and practical application of knowledge. The aim is to enable students to specialise in a chosen area of media and communication and to apply their acquired knowledge in practical projects, preparing them to enter the job market.
Key subjects:
• Seminar: provides an opportunity for in-depth research.
• Capstone Project: provides an opportunity to develop a portfolio.
• Media Workshop (Press, TV, Radio, Social media): offers practical experience
in various media formats.
• Photography / UI/UX Design: develops skills in visual design and user experience.
• Project Management in Media and Communication: focuses on the principles of project management.
• Public Relations: covers public relations strategies and techniques.
• University-wide elective courses: Gender linguistics / Semiotics, Adaptation: Theory and Practice / Polish Studies, International Relations since 1945/Political Communication Strategies.
• A block of elective courses related to the use of technology:
- Hybrid Communication and Learning Environments - a course on the integration of traditional and modern methods of communication and learning in a digital context.
- AI-Driven Content Creation: Tools and Strategies - a course focused on the use of artificial intelligence in the content creation process.
- AI-Generated Communication - a course that explores the use of artificial intelligence
in communication processes.
- Ethical AI Integration - a course discussing the ethical aspects of AI use.

Rules for selecting elective courses:
• Students have the opportunity to select elective courses according to their interests, skills, and career goals.
• The selection of elective courses may depend on specific programme requirements or student preferences.

Emphasis on the role of seminars and dissertation projects:
• The seminar allows students to deepen their knowledge in a chosen field of specialisation, culminating in a scientific article.
• The Capstone project is a practical application of the knowledge and skills acquired during the course of study, allowing students to demonstrate their creativity, independence and advanced communication skills.

Details are provided in the study schedule.

Students are required to complete a 4-hour health and safety training course and an e-learning library training course.