

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: Linguistics 63% (113 ECTS credits) Minor disciplines: Fine Arts and Art Conservation: 19% (34 ECTS credits) 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			Σ176
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.

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