

## First-cycle full-time study programme

(for the students who begin their courses of study in the academic year 2022/2023)

### III semester

Lp.	Name of the teaching module	Type of classes (lecture/discussion)	Hours	ECTS points
1	Contemporary Political Systems	lecture	30	2
2	Advertising in Contemporary Society	lecture	30	2
3	Semiotics and the Theory of Language	lecture	20	2
4	Main Trends in 20-th and 21-st Century Polish and World Literature	lecture	30	4
5	Introduction to Scientific Methodology with Aspects of Logic	lecture	20	3
6	Copyright Law	lecture	30	3
7	The Media in the World	lecture	20	2
8	The Media in the World	discussion	25	2
9	Marketing and Management for Students of Journalisms and Social Communication	lecture	20	2
10	Rhetoric and Eristics of Journalism	discussion	30	3
11	TV Journalism Workshop	class	30	4
12	Sound Editing Workshop	class	30	2
13	Foreign language (level B2)	discussion	30	2
14	Foreign language (any level)	discussion	30	2
			375	35

## IV semester

Lp.	Name of the teaching module	Type of classes (lecture/discussion)	Hours	ECTS points
1	Public Relations for Students of Journalisms and Social Communication	lecture	30	2
2	New Media	lecture	30	2
3	The Media in Poland	lecture	20	2
4	The Media in Poland	discussion	25	2
5	Monographic courses	lecture	40	4
	Political Marketing	lecture	20	2
	European Media Policy	lecture	20	2
	Digital culture	lecture	20	2
	History of Advertising	lecture	20	2
	Etiquette and interpersonal communication	lecture	20	2
	International Relations	lecture	20	2
6	Radio Journalism Workshop	class	30	4
7	TV Editing Workshop	class	30	2
8	Foreign language (level B2)	discussion	30	2
9	Foreign language (any level)	discussion	30	2
10	Internship for Students of Journalisms and Social Communication		240	8
			265	30