

Second-cycle programme – journalism and social communication

III semester

L p	Name of the teaching module	Type of classes (lecture/discussion)	Hours	ECT S point s
1	Main Trends Culture (20th and 21st Centuries)	lecture	30	4
2	Media Economics	lecture	30	4
3	Copyrights for Students of Journalisms and Social Communication	lecture	30	4
4	Methodology of Social Sciences for Students of Journalisms and Social Communication	lecture	30	6
		discussion	30	
5	Theories of Mass Communication	lecture	30	5
		discussion	15	
6	The Information Society	lecture	30	5
		discussion	15	
7	Foreign language (level B2+)	discussion	30	2
	MODULES WITHIN SELECTED SPECIALIZATION		270	30

MODULES BY SPECIALIZATIONS

SPECIALIZATION MULTIMEDIA PRODUCTION AND MEDIA LOGISTICS			
Production and Radio Formats Realization	class	45	6
Logistics and Media Management	class	30	5
Media Ethics	discussion	30	4
Personal Interests and Data in Practice	discussion	30	4
PROMOTIONAL SPECIALIZATION			
Promotion in the Social Media	class	45	6
Communication Strategies of Social Organizations	class	30	5
Media Ethics	discussion	30	4
Personal Interests and Data in Practice	discussion	30	4
SPECIALIZATION MEDIA ANALYSIS AND MONITORING			
Media Technology	class	45	6
Statistics and Data Analysis	class	30	5
Media Ethics	discussion	30	4
Personal Interests and Data in Practice	discussion	30	4

IV semester

L P	Name of the teaching module	Type of classes (lecture/discussion)	Hours	ECT S point s
1	Magister Seminar for Students of Journalisms and Social Communication	discussion	30	6
2	CORE COURSES MANDATORY FOR ALL SPECIALIZATIONS	lecture	60	8
	Semiotics of media and Multimodal Communication	lecture	30	4
	Qualitative Methods in Social Sciences for Students of Journalisms and Social Communication	lecture	30	4
	Marketing (in English) for Students of Journalisms and Social Communication	lecture	30	4
	Social and Political Media Analysis	lecture	30	4
3	MODULES WITHIN SELECTED SPECIALIZATION	class/discussion	105	15
			195	29

MODULES BY SPECIALIZATIONS

SPECIALIZATION MULTIMEDIA PRODUCTION AND MEDIA LOGISTICS				
Technology of in Social Media	class	45	6	
Project Management for Students of Journalisms and Social Communication	class	30	5	
Information Visualisation	discussion	30	4	
Portfolio Creation and Networking	discussion	30	4	
PROMOTIONAL SPECIALIZATION				
Brand Creation	class	45	6	
Social Responsibility of Business for Students of Journalisms and Social Communication	class	30	5	
Information Visualisation	discussion	30	4	
Portfolio Creation and Networking	discussion	30	4	
SPECIALIZATION MEDIA ANALYSIS AND MONITORING				
Studies in Mediatization	class	45	6	
On-line Research	class	30	5	
Information Visualisation	discussion	30	4	
Portfolio Creation and Networking	discussion	30	4	