

## Second-cycle programme – journalism and social communication

### I semester

L p	Name of the teaching module	Type of classes (lecture/discussion)	Hours	ECTS points
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 discussion	30 30	6
5	Theories of Mass Communication	lecture discussion	30 15	5
6	The Information Society	lecture discussion	30 15	5
7	Foreign language (level B2+)	discussion	30	2
			270	30

### II semester

L p	Name of the teaching module	Type of classes (lecture/discussion)	Hours	ECTS points
1	Tools and Techniques for the Media Specialist	discussion	20	4
2	Creative Writing	discussion	20	2
3	<b>CORE COURSES MANDATORY FOR ALL SPECIALIZATIONS</b>	lecture	60	8
	Linguistic Pragmatics	lecture	30	4
	Mediatization of the Public Sphere	lecture	30	4
	Media Sociology	lecture	30	4

	Public Diplomacy and Country Branding	lecture	30	4
4	Foreign language (level B2+)	discussion	30	2
5	<b>MODULES WITHIN SELECTED SPECIALIZATION</b>	class/discussion	105	15
			235	31

## MODULES BY SPECIALIZATIONS

<b>SPECIALIZATION MULTIMEDIA PRODUCTION AND MEDIA LOGISTICS</b>				
	Production and Radio Formats Realization	class	45	6
	Online promotion of a media company	class	30	5
	Human Resources Management in Media	discussion	30	4
	Managing a Media Business	discussion	30	4
<b>PROMOTIONAL SPECIALIZATION</b>				
	Professional Promotion	class	45	6
	International Public Relations	class	30	5
	Human Resources Management in Media	discussion	30	4
	Managing a Media Business	discussion	30	4
<b>SPECIALIZATION MEDIA ANALYSIS AND MONITORING</b>				
	Quantitative Methods and Techniques	class	45	6
	Conversation Analysis	class	30	5
	Human Resources Management in Media	discussion	30	4
	Managing a Media Business	discussion	30	4