

Specialization/Course: Journalism and Social Communication			
Level of studies: First degree studies			
Polish qualification framework level: 6			
Profile of studies: general academic course			
Field: Social Science			
Discipline/ Disciplines: communication and media studies: 85%			
<i>Learning outcomes for general university subjects (foreign language courses, physical education, entrepreneurship, mission subjects) are defined in separate resolutions of the Senate.</i>			
Learning outcome symbol	Course-specific learning outcomes	Reference to universal characteristics of the first stage levels 6-8 of the PQF (Polish Qualification Framework) ⁱⁱ	Reference to universal characteristics of the second stage levels 6-8 of the PQF (Polish Qualification Framework) ⁱⁱⁱ
	Knowledge: the Graduate knows and understands	Descriptors component code	Descriptors component code
K_W01	At an advanced level selected facts, objects and phenomena as well as selected detailed issues in the field of social communication and media studies	P6U_W1	P6S_WG1
K_W02	Basic research trends in the field of social communication and media studies, methods, techniques and tools of data collection and analysis	P6U_W1	P6S_WG1
K_W03	At an advanced level the functioning of modern media, media systems and media institutions, their history, changes occurring in them and the causes and consequences of these changes for social life, economy and culture	P6U_W1	P6S_WK1 P6S_WG1

K_W04	At an advanced level specialist terminology in the field of media studies and social communication, as well as promotional and advertising activities	P6U_W1	P6S_WG1
K_W06	At an advanced level, types and forms of media production, genre characteristics and the principles of their interpretation and functioning in various types of media and communication channels	P6U_W1	P6S_WG1
K_W05	Basic economic, legal, ethical and social conditions of social communication and various types of professional activity related to journalism and promotional and advertising activities, including basic concepts and principles in the field of intellectual property protection and copyright law	P6U_W2	P6S_WK2
K_W07	Basic rules for creating and developing various forms of entrepreneurship	P6U_W2	P6S_WK3
	Skills: the Graduate can	Descriptors component code	Descriptors component code
K_U01	Properly choose information sources, independently reach information sources, select information due to their suitability for a specific theoretical or practical purpose	P6U_U1	P6S_UW1
K_U02	Use advanced information and communication techniques to solve specific practical problems	P6U_U1	P6S_UW1
K_U03	Use acquired knowledge to solve tasks typical for professional activities related to journalism, promotional and advertising activities and social communication	P6U_U1	P6S_UW1
K_U04	Use the theoretical knowledge to describe selected social, political, economic, cultural and legal phenomena and processes of interest to journalism and social communication	P6U_U1	P6S_UW1
K_U05	Communicate using basic specialized terminology characteristic of journalism and media studies, correctly use this terminology in discussions, negotiations and written assignments	P6U_U3	P6S_UK1
K_U06	Take part in debates, present and justify his/her own positions, present and evaluate various opinions and discuss them	P6U_U3	P6S_UK2
K_U07	Use a foreign language at the B2 Level of the European Framework of Reference for Languages	P6U_U3	P6S_UK3
K_U08	Cooperate with other people in the execution of typical tasks in the field of journalism and promotional and advertising activities as well as media studies, propose specific solutions and perform tasks arising from the role assigned in the team	P6U_U3	P6S_UO1 P6S_UO2

K_U09	Independently acquire knowledge and expand professional skills related to the selected sphere of media and media-related activities as well as plan and implement the learning process	P6U_U2	P6S_UU1
	Social competences: the Graduate is ready to	Descriptors component code	Descriptors component code
K_K01	Critically assess his/her knowledge and received content, formulate and justify his/her own assessments	P6U_K2	P6S_KK1
K_K02	Use the media as a source of information about social life and culture, and as a tool to influence social and cultural processes serving the common good and public interests	P6U_K2	P6S_KO1 P6S_KO2
K_K03	Think and act in an entrepreneurial manner, diagnosing the needs of the closest surrounding and identifying problems that occur in it	P6U_K1	P6S_KO3
K_K04	Comply with the principles of professional ethics and legal regulations in professional work, public activities and communication	P6U_K1	P6S_KR1
K_K05	Solve practical problems independently and in justified cases with the help of an expert	P6U_K2	P6S_KK2

ⁱ In the case of assignment to more than one discipline, indicate the leading discipline and for each discipline the percentage share of the number of ECTS points in the number of ECTS points necessary to complete studies should be determined. Leading discipline should cover over 50% of ECTS points.

ⁱⁱ Universal characteristics of the first stage of learning for qualifications at levels 6-8 of the Polish Qualifications Framework - Act of December 22, 2015 on the Integrated Qualifications System

ⁱⁱⁱ Characteristics of the second stage of learning outcomes for qualifications at levels 6-8 of the Polish Qualifications Framework typical for qualifications obtained under the higher education system - Regulation of the Ministry of Science and Higher Education of November 14, 2018 - Part I