

<b>Programme: journalism and social communication</b>
Level of studies: First degree studies
Polish qualification framework level: 6
Profile of studies: general academic course
Field: Social Science
Discipline <sup>1</sup> : Social Communication and Media Studies
Learning outcomes for the cycle: 2022/2023

*Learning outcomes for general university courses (foreign language classes, physical education, entrepreneurship, university mission courses) are specified in the relevant resolutions of the Senate*

Symbol of the programme learning outcome	<b>Programme learning outcomes</b>	Reference to universal first stage descriptors – PRK levels 6-8 <sup>ii</sup>	Reference to second stage descriptors - PRK levels 6-8 <sup>iii</sup>	Reference to second stage descriptors - PRK levels 6 and 7 in the field of art sciences <sup>iv</sup>	Reference to second stage descriptors - PRK levels 6 and 7 for engineering qualifications <sup>v</sup>
	<b>Knowledge: Graduate knows and understands</b>	<b>Descriptor symbol</b>	<b>Descriptor symbol</b>	<b>Descriptor symbol</b>	<b>Descriptor symbol</b>
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_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_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_W07	Basic rules for creating and developing various forms of entrepreneurship	P6U_W2	P6S_WK3		
	<b>Skills: a graduate can</b>	<b>Descriptor symbol</b>	<b>Descriptor symbol</b>	<b>Descriptor symbol</b>	<b>Descriptor symbol</b>
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		

	<b>Social competence: a graduate is ready to</b>	<b>Descriptor symbol</b>	<b>Descriptor symbol</b>	<b>Descriptor symbol</b>	<b>Descriptor symbol</b>
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		

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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 first stage descriptors for PRK levels 6-8 – Act of 22 December 2015 on the Integrated Qualifications System (Journal of Law of 2016, item 64).

iii Second stage descriptors for PRK levels 6-8 typical for qualifications awarded by higher education institutions – Regulation of MNiSW of 14 November 2018 r. - part I.

iv Second stage descriptors for PRK levels 6-8 typical for qualifications awarded by higher education institutions in the field of art sciences. – Regulation of MNiSW of 14 November 2018 r. - part II.

v Second stage descriptors for PRK levels 6-8 typical for engineering qualifications awarded by higher education institutions – Regulation of MNiSW of 14 November 2018 r. - part III.