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| <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: 2024/2025                       |

*Learning outcomes for general university courses (foreign language classes, physical education, entrepreneurship, Introduction to tutoring, university mission courses, marriage and family in Christian anthropology) 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<br>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   |   |  |

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|-------|--|--------------------------|--------------------------|--------------------------|--------------------------|
| 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<br>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<br>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                  |                          |                          |

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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.