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No.	Name of the course	Curriculum content
1.	Contemporary Polish and Global Culture	Cultural theory and problems of the study of contemporary culture. Selected theories of culture. Cultural sciences as basic sciences. Communication, media and the transformation of civilization. Relationships of consumption, play and religion: their implications for culture. Metamorphoses of the body. Cultural memory. Celebrity time and mediatization. Kitsch in contemporary culture. Art as an area of cultural testing.
2.	Theories of Communication	Communication science as a theoretical discipline. Diversity of schools and paradigms. Communication - an attempt at definition. Features of communication. The essence of communication. Sign, meaning, paradigm, syntagma, code. Denotation and connotation. Rhetoric of image. Types of communication distinguished by context: interpersonal communication, characteristics, effectiveness. Types of communication distinguished by context: group communication, communication versus structure in a group. Types of communication distinguished by context: mass communication. Features, disputes around the concept, impact of mass media. Media discourse, role of media in shaping messages.
3.	Press Workshop	Press polemic, journalistic objectivity, impartiality, separation of information from commentary. Text entitling, principles, journalistic practice. Press commentary, structure, genological features, principles of preparation. Review in the press, evaluative genres, specialized journalism. Press interview, journalist as an interviewer, preparation for conducting an interview. Principles of editing, authorization and publication of a press interview, work with the text. Relationships between journalist-editor-publisher and spokesman-journalist, press service-journalist.
4.	Academic writing	Characteristics of academic style. Using sources - finding and evaluating academic critical texts. Paragraph structure. Writing an introduction, conclusion. Writing a summary, paraphrase. Structure of an academic article. Anti-plagiarism policy. Principles of documenting sources using MLA and APA as examples. Argumentation. Addressing counter-arguments.

5.	Image Communication	Basic concepts of image communication. Work on identifying the main elements linking a brand to its environment. Pointing out the historical perspective of image communication. Identification of image communication tools from a marketing perspective - the interface between theory and practice. Identification of image communication tools from a PR perspective - interface between theory and practice. Identification of image communication tools from a branding perspective - the interface between theory and practice. Using research methods to outline audience groups. Language and image communication - elements of the linguistic worldview and their significance. Discourse as an element of language organisation influencing image communication.
6.	Autopresentation and Public Speech	Recognizing the listener/audience. The art of self-storytelling and the art of persuasion. Determining topics for self-narration and speeches. Techniques of composing and shaping the style of speech in direct contact with the audience. Appropriate selection of evidence, topos and emotional means for self-presentation and speeches. Building argumentative forms, refuting accusations. Recognizing sophisms and eristic tricks. The art of memorizing the text (or its elements) and skillfully handling the text of the speech when the content has not been memorized. Overcoming performance anxiety, positive use of stage fright, relaxation techniques. Maintaining contact with the audience, keeping the audience's attention. Appropriate use of voice (in terms of audibility, clarity and expressiveness). Appropriate use of movement, so-called body language, aesthetics of gesture, facial expressions. Preparing the scenery of the speech (appropriate space). The importance of attire during self-presentation and public speaking. Directing the rhetorical action (integrating verbal and non-verbal means) in view of the need for naturalness of the speech, its conformity to the individual expression of the person. The art of discussion, answering questions as part of public speaking.
7.	Media Genres	Concept of genology. Genesis and evolution of journalistic genres, definition of genre, criteria for genre division, genre pattern as a set of rules, genre signals. Press journalistic genres - information, division, criteria for division. Press genres,

		gatekeeping theory, infotainment, report, infographics, infographics, press photography. Interview - genesis, genre features, types, questions, interaction, roles of the journalist, fait divers. Journalistic genres - features, criteria for division; commentary, article, introductory article, column. Reportage in the press, feature. News service in public and commercial radio - analysis and comparison, radio magazine, documentary program. Other radio forms: reportage, radio play, radio author's commentary, radio feature. Television genres: television film, documentary film, television magazine (informational, thematic), morning program, news program (service), popular science program, current affairs program, entertainment program, sports program, reality show, television reportage, soap opera, television series, sitcom, soap opera, documentary soap opera, talk-show, television theater, quiz show. New media and problems of genre.
8.	Foreign Language	The curriculum of the B2+ language course in groups attended by students of one faculty covers the topics related to their field of study. The program content aims at enriching a discipline-specific vocabulary and consolidating and deepening linguistic competence. Therefore, during the conducted classes the tasks focus on listening, speaking, reading, and writing skills.
9.	Polish Language	The program of classes aims at language adaptation in a new place. It is supposed to make students acquire basic communication skills to sustain a conversation in real contexts important for students (e.g. Polish language classes, conversation with the teacher, lecturers, coordinator, situations in public transportation, shops, dormitory, the dean's office/secretariat). Moreover, the program is aimed at helping students master the basic rules of language etiquette. The objective is also to form an elementary intercultural competence by introducing Polish sociocultural realities and to induce in learners a sense of subjective usefulness of the Polish language. The course assumes the lexical introduction of grammatical structures important for everyday communication. Teaching methods comply with communicative and task-based approaches.

10.	Methods of Media Research	Scientific description of the media world and communicological phenomena. The essence of the scientific method. Cognitive methods. Research procedures. The essence of the hypothesis and research question. Key elements of research. Concepts and constructs. Variables as part of the search for relationships between social and media phenomena. Dependent and independent variables. Sampling. Relationships between population and sample. Ways of constructing a research sample. The principle of representativeness of the sample to the population under study. Sampling error. Qualitative research methods. Objectives of qualitative research. Advantages and justification of using qualitative research. Field observations. Focus groups. Case studies. In-depth interviews. Methodology for creating reports on qualitative methods. Content analysis of media messages. Justification for the use of content analysis. Stages of content analysis and its limitations. Reliability and relevance. Survey research methods. Usefulness of survey research.

		Principles of question formulation. Structure of a survey questionnaire. Practice of survey research. Difficulties in the work of the interviewer. Ethics of quantitative research. Basic difficulties in constructing a survey questionnaire. Practice of print media research. Typology of press research. In-depth analysis of media content. Difficulties in Polish print media research. Practice of electronic media research. Research on viewing and listening figures. Research on radio and television not concerning viewing and listening figures. Internet research. Strategies for collecting data on the Internet. Internet as a source of data collection on social and media phenomena. Advertising research. Methods of evaluating advertising campaigns. Quantitative versus qualitative methods in advertising research.
11.	Broadcasting Workshop	Components of a radio station. The role of the radio presenter at different stations. Indication of the characteristics of a radio presenter. Presentation of the schedule of meetings. Types of radio. Public and commercial radio, analogue and digital. Indication of differences and common features in the Polish and European markets. Presentation of guidelines for homework (discussion of individual stations). Radio in Poland. Discussion of individual stations according to the guidelines given earlier. Summarizing information about the role of a radio presenter. Appearance on the air. The basic field of action of the radio presenter. Explanation of the concept. Presentation of different appearances on the air, taking into account the types of

		public and private radio programs. Preparation of appearances on the air by students.
12.	Digital Design	The language and matter of graphic design. Basic information on the history of type, typeface typology, typographic principles, composition. Typographic poster. Design of an image and information poster for a typeface. Getting the maximum expression out of typography. Black and white design. Colour harmony, introduction to colour theory. Creating any advertising poster based on colour. History of advertising. A cross-section of graphic styles in outdoor advertising.
13.	Media Systems in the World	The concept of the media system (a category of system analysis in the social sciences), the system of mass communication. Transformation of the media system in Poland - from monopoly to duopoly. Legal bases of media functioning in Poland. Journalist in Poland. Press law. Polish media market at the beginning of the 21st century. The electronic media market in Poland. System analysis according to the new approach to media systems theory by D. Hallin and P. Mancini. The liberal system. Press and electronic media - development and current state. British media - social responsibility or neo-liberal model? BBC and 'all the rest' - commercial players in the public market. The press in the UK. The model of democratic corporatism. The model of polarized pluralism. A fourth model? Media systems of postcommunist countries (Czech Republic and Slovakia, Hungary).
14.	Social and Cultural Media Influence	Criticism of mass culture and modern media. Technological determinism according to Marshall McLuhan. From mass culture to popular culture. Jean Baudrillard's

		culture of simulation. Postmodern perspective on the study of media. Postmodern society. Post-critical theories.

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15.	Theory and Practice of Advertising	Kotler's concept of marketing - basics, polemic. Advertising as a form of communication. Advertising versus other marketing tools. Definition(s) of advertising. Typologies of advertising. Legal aspects of advertising. Psychological aspects of advertising. Media of advertising. Byron Sharp and the revolution in marketing. Advertising market in Poland and the world. Advertising agencies, creative agencies. Social advertising. Political advertising.
16.	Startup Development	Entrepreneurship in a startup perspective. Relevant factors in the startup business environment. The creation of a startup. Creating a startup team. Discussion of successful startups from different sectors.
17.	Writing Skills	Developing writing skills in English. Types of styles in written language. Adapting style to the language of written expression. Creating different types of formal and informal texts. Developing paraphrasing skills. Using synonymous expressions and phrases. Creating definitions of words. Rules of spelling and punctuation. Elements of English grammar at the C1 level.
18.	Master Seminar	MA thesis preparation.
19.	TV Workshop	Types of film sets and their use. The Golden Rule in frame composition - camera exercises. Camera movements and their importance for visual narrative - handheld camera, tripod camera, panoramas, whip-pans. The role of light. The structure of the 4 points of light. Exercise in creative use of light. Creative implementation of sound. The role of background sounds in television storytelling. Interviews. Basic principles of interviewing and types of interviews. Voiceover. Voiceover writing exercises. Stand-ups. Making a documentary scene. The role of punctuation. Telling stories with images. Image-word relationship. Strategies of TV storytelling.
20.	Media Law and Copyright	System of sources of law. Freedom of speech and the right to information in the Constitution of the Republic of Poland and international regulations. Protection of personal rights in the light of international law and the Constitution of the Republic of Poland. Personal rights in the Civil Code and in the Criminal Code. Objectives of protection of intellectual property. Objects of copyright protection. Copyright personal and property rights, transfer, use. Press law - basic concepts. Rights and obligations of journalists. Competition law. The right to authorization. Criminal and civil liability in the media.

21.	Language Pragmatics	Pragmatics as a sub-discipline dealing with speech acts - definitions, areas of pragmatic research. Pragmatics versus semantics and syntactics. Pragmatics as a science of human action through the use of linguistic (and extra-linguistic) means. Classifications of speech acts according to Austin: constatives, performatives, locution, illocution, perlocution. Verbal and non-verbal exponents of the illoquation
		aspect. The problem of IFIDs. Speech acts according to Searle. Conditions for the effectiveness (fortuity) of a speech act. Types of contexts and their role in communication. Functions of language and speech in the light of speech act theory. Grice's theory of conversational implicatures - the maxims of quantity, quality, ratio and manner. Analysis of indirect and metaphorical speech acts, the issue of non-direct communication. Registers of communication according to G. Leech. The purpose of communication - social norms - politeness. The use of politeness maxims as a manifestation of a pragmatic approach to communication. Presuppositions. Pragmatic analysis of selected speech acts related to the practice of journalism, propaganda, PR and advertising - taking into account discourse analysis, the issue of contextual conditions: social, cultural, moral, ethical etc.
22.	Digital Storytelling	The essence of narrative. Typology of narrative and the narrator. Indication of as complete a list as possible of possible narrator types. Reading narrative texts illustrating a variety of narrative modes. The art of evoking emotion in narrative texts. Psychological definitions of suspense. Mechanisms of creating suspense. Functions of suspense. Functions of mystery. Designing the virtual reader. Discussion of the categories of the virtual reader. Discussion of basic concepts and tools related to advertising storytelling: narrative architecture, external and internal storytelling, forming the core of a brand story. Case study - analysis of narrative architecture in the branding of specific brands. Design work - new brand versus storytelling. Specifics of storytelling created for digital channels.

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23.	Intercultural and International Communication	Introduction to the theory of intercultural communication: basic definitions and types of communication, international relations and intercultural communication, Poland and its neighbours. Further introduction to basic research approaches of intercultural communication. Verbal, non-verbal communication. Theories of Edward T. Hall, introduction to cultural standards theory, Geert Hofstede's typology of four dimensions. Continuation of Geert Hofstede's research, GLOBE project - critical incidents. Stereotypes - function, types:autostereotype, heterostereotype, introduction to research on collective memory: cultural memory, communicative memory. Polish and German ethnic stereotypes, Poles in the eyes of neighbours, neighbours in the eyes of Poles, Polish and German culture of communication. Analysis of examples: museums and exhibitions in Poland and Germany.
24.	Communication in Business and in Professional Activity	Language in the communicative social, cultural and civilizational space. Verbal and non-verbal communication. Integrated leadership model. Communication styles in business. Effective listening in the process of team building. Evaluating and communicating evaluations in professional interactions. Barriers to effective communication in business. Management in business. Negotiation styles. Motivation strategies and techniques for reducing and dealing with pressure. Savior-Vivre in professional contacts.

25.	Branding	Brand theory. Brand architecture. The process of creating a brand from research and marketing studies through to the construction of the company's identity and personality in relation to the lifestyles of the brand's addressees. Stages of brand creation and communication. The complex nature of the brand.
26.	Analysis of Media Discourse	The concept of discourse (discourse theory, discourse linguistics, discursive worldview). Language, speaking, text, discourse - categories of analysis in communication science. Media, new media, mechanics of media narratives. Convergence of media (social, communicative consequences). Mediatization of the world image. Tabloidization of public discourse. Differentiation of discourse by reference, ideology. Relationship of media and politics. Media and political discourse. Pragmatic, stylistic determinants of scientific discourse. Mediatization of scientific discourse. Methods of analysis of press discourse. Methods of analysis of audiovisual discourse.

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27.	Audiovisual Forms of Communication	The pre-production stage of the film. The role of the script and storyboard. Developing a shot list for shooting. Practical exercises, working with the camera. Realization of a short film etude (theme: activity). Continuation of realization of a film etude. Film editing workshop. Sound and light in film. Practical exercises. Realization of a film etude (topic: detail). Promotional and advertising films. Discussion of sample realizations. Planning work on own film projects. Working in the studio - realization of shooting for own film projects. Beginning editing of own film projects. Post-production, color correction, sound editing of films. Preparation of projects for public screening.
28.	Social Media Content	History of the Internet and social media. Ideas and values guiding the World Wide Web. Generation Z - genesis, characteristics. Qualitative analysis of the latest research results of online communities. Social media in a semiotic context. Social media in a sociological context. Ways of applying social media.
29.	Creative writing	Brochure as a teaching and informational medium. Project brief, logotype, claim, local hero. Functions of language - functions of texts. Stylistic means. Subjectivity / objectivity in writing. Metaphor as a stylistic means. Word buiding. Word play, neologism. Creative and innovative texts in branding, advertising and marketing. Conveying values with text.
30.	Digital Photography	The impact of the invention of photography on the understanding of the image. Social uses of photography: stereoscopy, casual, carte de visite, album, Kodak. Image design: goals and needs. A study of the reception of Walter Gropius. Observation and participation in the photographic process. Making the experience accessible to the public. Making the image accessible to the public. Assimilation, inclusion, inclusion of the audience. Photographic process, idea/intention/strategy, preparation for photo shoot, moodboard; technical decisions; friendliness, working with people; technical processing of photo; interpretation of image. Presentation of styles in contemporary photography. Photography vs. modernity, American influences. Direct photography, photography in avant-garde art and design,
		photography and class emigration, humanistic photography, John Szarkowski's concept of photography. Basics of photo interpretation. Looking at, behind and in front of a photograph. Analysis of the photographic process and the concept of photographic thinking. Photography in media, intermedia and post-media concepts.