**GENERAL DESCRIPTION OF THE STUDY PROGRAMME**

|  |  |
| --- | --- |
| **Basic classes** | |
| Name of the faculty | Faculty of Letters |
| Name of the field of study/specialisation  in Polish | Tworzenie zawartości mediów |
| Name of the field of study/specialisation  in English | Media Content Creation |
| Stage of studies | II |
| Profile of education | General academic profile |
| Form of studies | Full-time and extramural |
| Number of semesters | 4 |
| Language in which studies are conducted | English |
| Professional title awarded to graduates | Master |
| The academic year from which the study programme applies | 2024/2025 |
| Professional qualifications obtained (if applicable) | After completing their studies, the graduate of second-cycle studies obtains a master's degree. It allows you to find employment in various business entities and scientific and cultural institutions, both in Poland and abroad, including: in: scientific and research units, media of all sectors, creative industry entities, including PR agencies, as well as all entities with communication departments and press offices or press spokesman positions. |
| **Concept of education** | |
| Objectives of education, indication of the relationship of the concept of the field of study with the Development Strategy of the University of Wrocław | The concept of education in the field of Media Content Creation is closely related to the mission and main strategic goals of the University of Wrocław, approved by Senate Resolution No. 34/2020, describing the development strategy of the UWr. Its foundation is the search for truth and knowledge, the transmission of these values ​​to the young generation, and the continuous development and improvement of the quality of education based on a high level of scientific research and the development of scientific and teaching staff. The fundamental assumption of the education concept is modern and effective education in order to prepare graduates to enter the labor market. The concept of education is also based on cooperation with the socio-economic environment that has a real impact on the teaching process. Its goal is not only substantive preparation for taking up work, but also preparation for functioning and activity in society by setting high standards, including ethical ones. |
| Graduate profile | A graduate of Media Content Creation has the knowledge and skills to work in scientific units dealing with media research and broadly understood social communication. In addition, the graduate has the qualifications necessary to perform the role of a media employee in various sectors in the preparation of various types of content: written, film, audio and photographic. Thus, a graduate of Media Content Creation studies has the skills necessary to perform the role of a journalist and editor in contemporary media, which require their employees to be versatile in creating content for various channels of communication with recipients needed to act as a creator of press, radio and television content. and online. At the same time, the graduate has the skills needed to perform the tasks assigned to employees of the so-called creative sectors, including in the field of running brand profiles, creating advertising campaigns, preparing content for social media profiles, engaging communities around profiles in these media, as well as creating modern and effective communication strategies. Due to the course in Media Content Creation in English, the graduate is prepared to work in an international environment, carrying out media and communication tasks in English. |
| Indication of the socio-economic needs of conducting studies. | The Media Content Creation direction is a response to the needs of modern societies and economies in which reliable information becomes a key capital. Graduates of the field are prepared to act as researchers of media and various communication mechanisms, and are also prepared to act as journalists and employees of various media-related institutions. In accordance with the planned learning outcomes, the graduate acquires specialized and in-depth knowledge in the field of social communication and media sciences, research skills for analyzing media phenomena, including manipulation and disinformation, as well as numerous competences for working as a media researcher. At the same time, he gains the knowledge and skills necessary to work in various media sectors (press, television, radio and digital media). The great advantage of the studies is their international nature and the great emphasis placed in the educational process on content related to intercultural and international communication. Graduates of English-language studies in Media Content Creation will be prepared to work in international media, in international teams, and will also have competences to describe intercultural and international issues. |
| Field(s) of study to which the learning outcomes apply | Social Sciences |
| Scientific discipline(s) to which the learning outcomes apply | Communication and media studies |

**STUDY PROGRAMME**

|  |  |
| --- | --- |
| Name of the faculty | The Fuculty of Letters |
| Name of the field of study | Media Content Creation |
| Stage of studies | Second degree cycle |
| Profile of education | General academic profile |
| The program is effective from the academic year | 2024/2025 |

1. **Assignment of the field of study to scientific fields and disciplines on the basis of learning outcomes.**

|  |  |  |
| --- | --- | --- |
| Scientific field | Scientific discipline | Leading discipline  (discipline in which more than half of the learning outcomes are achieved) |
| Social sciences | Communication and Media Studies | Communication and Media Studies |

1. **Table of the percentage of ECTS credits for each discipline in the total number of ECTS credits required for graduation.**

|  |  |  |
| --- | --- | --- |
| Scientific field | Scientific discipline | Percentage of the number of ECTS credits for each discipline in the total number of ECTS credits required for graduation |
| Social sciences | Communication and Media Studies | 100% |

1. **General information about the study programme.**

|  |  |
| --- | --- |
| Number of semesters | 4 |
| Number of ECTS credits required for graduation | 120 or 125 (foreigners) |
| Professional title awarded to graduates | Master |
| Form of studies | Full-time |
| ISCED code | 0388 |
| Number of ECTS credits for elective courses | 36 |
| Total number of ECTS credits to be obtained by the student in classes with direct participation of academic teachers or other instructors | 120 |
| Number of ECTS credits in humanities or social sciences course (not less than 5 ECTS) | 7 |
| Number of ECTS credits in modern foreign language course | 4 |
| Number of ECTS credits for Polish language course for foreigners during studies in Polish or studies in English | 5 |
| Total number of class hours in the study programme (with distinction by speciality, if applicable) | 934 |

**Study plan**

**Year of study: I**

**Semester: first**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Item** | **Name of the subject** | **O/F** | **Form of course**  **Number of class hours** | | | | | | **Way to verify learning outcomes** | **ECTS** | **The discipline to which the course relates** | **Organizational unit conducting the course** |
| **L** | **C** | **S** | **K** | **La** | **Total** |
|  | Contemporary Polish and Global Culture | O | 30 |  |  |  |  | 30 | E | 4 | Culture and Religion studies | IJSC\*\* |
|  | Theories of Communication | O | 30 |  |  |  |  | 30 | E | 4 | Communication and Media Studies | IJSC |
|  | Press Workshop | O |  | 30 |  |  |  | 30 | G/C | 4 | Communication and Media Studies | IJSC |
|  | Academic writing | O |  | 30 |  |  |  | 30 | G/C | 3 | Communication and Media Studies | IJSC |
|  | Image Communication | O |  | 30 |  |  |  | 30 | G/C | 4 | Communication and Media Studies | IJSC |
|  | Autopresentation and Public Speech | O |  | 30 |  |  |  | 30 | G/C | 3 | Communication and Media Studies | IJSC |
|  | Media Genres | O |  | 30 |  |  |  | 30 | G/C | 4 | Communication and Media Studies | IJSC |
|  | Foreign Language\* | O |  |  |  |  | 60\* | 60 | E | 4 | Communication and Media Studies | FLC |
|  | Polish Language\* | O |  |  |  |  | 30\* | 30 | C | 0 | Communication and Media Studies | SPLC |
|  | Health and Safety (e-learning) | O |  | 4 |  |  |  | 4 | C | 0 | Communication and Media Studies | The Occupational Health, Safety and Fire Protection |
|  | TOTAL: |  | 60 | 154 |  |  | 60 or 90 | 274 or 304 |  | 30 |  |  |

* Foreign students are required to complete a Polish language course at the School of Polish Language and Culture for Foreigners. All students (both Poles and foreigners) complete a course in any foreign language at the B2+ level from the offer of the Study of Practical Foreign Language.

**Semester: second**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Item** | **Name of the subject** | **O/F** | **Form of course**  **Number of class hours** | | | | | | **Way to verify learning outcomes** | **ECTS** | **The discipline to which the course relates** | **Organizational unit conducting the course** |
| **L** | **C** | **S** | **K** | **La** | **Total** |
|  | Methods of Media Research | O | 30 |  |  |  |  | 30 | E | 4 | Communication and Media Studies | IJSC\*\* |
|  | Broadcasting Workshop | O |  | 30 |  |  |  | 30 | G/C | 3 | Communication and Media Studies | IJSC |
|  | Digital Design | O |  | 30 |  |  |  | 30 | G/C | 4 | Communication and Media Studies | IJSC |
|  | Media Systems in the World | O | 30 |  |  |  |  | 30 | E | 4 | Communication and Media Studies | IJSC |
|  | Social and Cultural Media Influence | O |  | 30 |  |  |  | 30 | G/C | 3 | Communication and Media Studies | IJSC |
|  | Theory and Practice of Advertising | O |  | 30 |  |  |  | 30 | G/C | 3 | Communication and Media Studies | IJSC |
|  | Startup Development | O |  | 15 |  |  |  | 15 | G/C | 3 | Communication and Media Studies | IJSC |
|  | Writing Skills | O |  | 30 |  |  |  | 30 | G/C | 2 | Communication and Media Studies | IJSC |
|  | Master Seminar | O |  |  | 30 |  |  | 30 | G/C | 4 | Communication and Media Studies | IJSC |
|  | Polish Language\* | O |  |  |  |  | 30\* | 30\* | E | 5 | Communication and Media Studies | SPLC |
|  | TOTAL: |  | 60 | 165 | 30 |  | 30 | 255 or 285 |  | 30 or 35 |  |  |

* Foreign students are required to complete a Polish language course at the School of Polish Language and Culture for Foreigners. All students (both Poles and foreigners) complete a course in any foreign language at the B2+ level from the offer of the Study of Practical Foreign Language.

**Semester: third**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Item** | **Name of the subject** | **O/F** | **Form of course**  **Number of class hours** | | | | | | **Way to verify learning outcomes** | **ECTS** | **The discipline to which the course relates** | **Organizational unit conducting the course** |
| **L** | **C** | **S** | **K** | **La** | **Total** |
|  | TV Workshop | O |  | 30 |  |  |  | 30 | G/C | 4 | Communication and Media Studies | IJSC\*\* |
|  | Media Law and Copyright | O | 15 |  |  |  |  | 15 | E | 3 | Communication and Media Studies | IJSC |
|  | Master Seminar | O |  |  | 30 |  |  | 30 | G/C | 8 | Communication and Media Studies | IJSC |
|  | Language Pragmatics | O |  | 30 |  |  |  | 30 | G/C | 3 | Linguistics | IJSC |
|  | Digital Storytelling | O |  | 30 |  |  |  | 30 | G/C | 4 | Communication and Media Studies | IJSC |
|  | Intercultural and International Communication | O |  | 30 |  |  |  | 30 | G/C | 5 | Communication and Media Studies | IJSC |
|  | Elective subject: |  |  | 30 |  |  |  | 30 | G/C | 3 |  |  |
| Communication in Business and in Professional Activity | F |  |  |  |  |  |  |  |  | Communication and Media Studies | IJSC |
| Branding | F |  |  |  |  |  |  |  |  | Communication and Media Studies | IJSC |
|  | TOTAL |  | 15 | 150 | 30 |  |  | 195 |  | 30 |  |  |

**Semester: fourth**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Item** | **Name of the subject** | **O/F** | **Form of course**  **Number of class hours** | | | | | | **Way to verify learning outcomes** | **ECTS** | **The discipline to which the course relates** | **Organizational unit conducting the course** |
| **L** | **C** | **S** | **K** | **La** | **Total** |
|  | Analysis of Media Discourse | O |  | 30 |  |  |  | 30 | G/C | 5 | Communication and Media Studies | IJSC\*\* |
|  | Audiovisual Forms of Communication | O |  | 30 |  |  |  | 30 | G/C | 4 | Communication and Media Studies | IJSC |
|  | Master Seminar | O |  |  | 30 |  |  | 30 | G/C | 14 | Communication and Media Studies | IJSC |
|  | Social Media Content | O |  | 30 |  |  |  | 30 | G/C | 4 | Communication and Media Studies | IJSC |
|  | Elective subject: |  |  | 30 |  |  |  | 30 | G/C | 3 |  |  |
| Creative writing | F |  |  |  |  |  |  |  |  | Communication and Media Studies | IJSC |
| Digital Photography | F |  |  |  |  |  |  |  |  | Communication and Media Studies | IJSC |
|  | TOTAL: |  |  | 120 | 30 |  |  | 150 |  | 30 |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Media Content Creation**  **Full-time studies, master degree** | **SEMESTER** | | | | **TOTAL** |
| I | II | III | IV |  |
| Number of ETCS | 30 | 30 lub 35 | 30 | 30 | 120 lub 125 |
| Total number of hours for the  programme | 274 lub 304 | 255 lub 285 | 195 | 150 | 874 lub 934 |

**KEY**

**Forms of classes:**

L - lecture

C - class

S - seminar

La – language classes

**Assessment methods:**

E – exam

G/C- graded credit

C - credit

-------

O – obligatory

F – facultative

\*\*IJSC – Institute of Journalism and Social Communication

FLC - Foreign Languages Centre

**SPLC- School of Polish Language and Culture for Foreigners**