Jan Kochanowski University of Kielce

Academic year 2022/2023

Faculty of Humanities

Department of Journalism and Communication

Field of study: Journalism and Social Communication

Academic coordinator: dr hab. Olga Dąbrowska-Cendrowska, prof. UJK

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Detailed description of the courses below is available at: <https://kdiks.ujk.edu.pl/wp-content/uploads/2022/09/all-in-English.pdf>

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| JOURNALISM AND SOCIAL COMMUNICATION |
| Course unit | Przedmiot | Type | ECTS | Completion requirements  | Academic hours per semester |
| WINTER SEMESTER (1) |
| *Information Technology* | Techniki informacyjno-komunikacyjne | laboratory | 1 | graded credit | 30 |
| *Journalistic Information Sources* | Dziennikarskie źródła informacji | classes | 2 | graded credit | 30 |
| *Communication Science*  | Nauka o komunikowaniu | classes | 4 | exam | 60 |
| *Sociology with elements of Methods and Techniques of Social Research* | Socjologia z elementami metod i technik badań społecznych | classes | 3 | exam | 30 |
| *Journalistic Workshop*  | Warsztat dziennikarski | classes | 2 | graded credit | 30 |
| *Contemporary Political Systems* | Współczesne systemy polityczne | classes | 4 | exam | 45 |
| *Media Studies Introduction* | Wstęp do nauki o mediach | classes | 1 | graded credit | 15 |
| *Media Content Analysis\**  | Analiza zawartości mediów | classes | 4 | exam | 45 |
| *Computer Graphics* | Grafika komputerowa | laboratory | 2 | graded credit | 30 |
| *Journalistic Expression Language\** | Język wypowiedzi dziennikarskiej | classes | 3 | graded credit | 45 |
| *Public Relations*  | Public relations | classes | 3 | graded credit | 45 |
| *Report Art\**  | Sztuka reportażu | classes | 2 | graded credit | 30 |
| *Online and Press Journalistic Genres* | Internetowe i prasowe gatunki dziennikarskie | classes | 3 | graded credit | 30 |
| *Bases of Webside Design* | Podstawy projektowania stron WWW  | laboratory | 3 | graded credit | 30 |
| *Radio and TV Journalistic Genres\** | Radiowe i telewizyjne gatunki dziennikarskie | classes | 3 | graded credit | 30 |
| *Sound Editing*  | Realizacja dźwięku | classes | 3 | graded credit | 30 |
| *Interpersonal Communication* | Komunikacja interpersonalna | classes | 3 | graded credit | 30 |
| *Advertising and PR Psychology\** | Psychologia reklamy i PR | classes | 3 | graded credit | 30 |
| *Foreign Media System* | Systemy medialne na świecie | classes | 4 | exam | 60 |
| *Press Studio*  | Pracownia prasowa | classes | 3 | graded credit | 30 |
| *New Media Photographer’s Workshop\** | Warsztat fotografa nowych mediów | classes | 3 | graded credit | 30 |
| *Documentary and Audiovisual Journalism* | Dokument i publicystyka audiowizualna | classes | 3 | graded credit | 30 |
| *Audiovisual Studio* | Pracownia audiowizualna | classes | 3 | graded credit | 30 |
| *Advertising and PR Studio* | Pracownia reklamy i PR | classes | 3 | graded credit | 30 |
| *International and Cultural Communication*  | Komunikowanie międzynarodowe i kulturowe  | classes | 3 | exam | 30 |
| *Manipulation in Media* | Manipulacja w mediach | classes | 2 | graded credit | 30 |
| *Effect of the Media on the Society and Culture*  | Społeczne i kulturowe oddziaływanie mediów | classes | 3 | graded credit | 45 |
| *Mass Comunication Theory\**  | Teoria komunikowania masowego | classes | 3 | exam | 45 |
| *Media Discourse Analysis*  | Analiza dyskursu medialnego | classes | 2 | graded credit | 30 |
| *Media Marketing\** | Marketing medialny | classes | 3 | exam | 45 |
| *The Introduction to SEO* | Podstawy SEO | laboratory | 3 | graded credit | 45 |
| *Infobrokering – Online Information Sourses\** | Infobrokering -elektroniczne źródła informacji | laboratory | 3 | graded credit | 30 |
| *Contemporary Journalist Workshop* | Warsztat współczesnego dziennikarza | classes | 2 | graded credit | 30 |
| *Manager’s Workshop* | Warsztat menadżera | classes | 2 | graded credit | 30 |
| *Basic Problems of Mediatization*  | Podstawowe problemy mediatyzacji | classes | 2 | graded credit | 30 |
| SUMMER SEMESTER (2) |
| *Media History* | Historia mediów | classes | 3 | exam | 30 |
| *Media convergence* | Konwergencja mediów | classes | 1 | graded credit | 15 |
| *New Media* | Nowe media | classes | 3 | graded credit | 45 |
| *Media Reception*  | Recepcja mediów | classes | 3 | graded credit | 45 |
| *Advertising* | Reklama | classes | 3 | graded credit | 45 |
| *Media Information Technologies* | Technologie informacyjne mediów | classes | 2 | graded credit | 30 |
| *Journalistic Workshop*  | Warsztat dziennikarski | classes | 2 | graded credit | 30 |
| *Information Agencies\**  | Agencje informacyjne | classes | 3 | exam | 30 |
| *Polish Media System* | Polski system medialny | classes | 4 | exam | 60 |
| *Content Management Systems*  | Systemy zarządzania treścią CMS | laboratory | 3 | graded credit | 30 |
| *New Media Journalist Workshop* | Warsztat dziennikarza nowych mediów | classes | 3 | graded credit | 30 |
| *Self-Presentation Art* | Sztuka autoprezentacji | classes | 3 | graded credit | 30 |
| *Radio and TY Workshop* | Warsztat radiowo-telewizyjny | classes | 3 | graded credit | 30 |
| *Press Studio*  | Pracownia prasowa | classes | 3 | graded credit | 30 |
| *Audiovisual Studio* | Pracownia audiowizualna | classes | 3 | graded credit | 30 |
| *Advertising and PR Studio* | Pracownia reklamy i PR | classes | 3 | graded credit | 30 |
| *Visual Communication\** | Komunikacja wizualna | classes | 2 | graded credit | 30 |
| *Pop Culture* | Kultura popularna | classes | 2 | graded credit | 30 |
| *Video Games as a form of Communication* | Gry wideo jako forma komunikacji społecznej | classes | 2 | graded credit | 30 |
| *Media in the Process of Local Communication* | Media w procesie komunikacji lokalnej | classes | 2 | graded credit | 30 |
| *Media Studies Conservatory* | Konwersatorium medioznawcze | classes | 3 | graded credit | 45 |
| *Local and Environmental Media*  | Media lokalne i środowiskowe | classes | 3 | exam | 45 |
| *Public Opinion*  | Opinia publiczna  | classes | 2 | graded credit | 30 |
| *Social Psychology\**  | Psychologia społeczna | classes | 2 | graded credit | 30 |
| *Radio nad TV Broadcasting* | Montaż radiowo-telewizyjny | classes | 3 | graded credit | 30 |
| *Advertising Market* | Rynek reklamy | classes | 3 | graded credit | 30 |
| *Political Communication* | Komunikowanie polityczne | classes | 2 | graded credit | 30 |
| *Electronic Journalism Elements\** | Elementy dziennikarstwa elektronicznego | classes | 3 | graded credit | 45 |
| *Social Media*  | Serwisy społecznościowe | classes | 2 | graded credit | 30 |
| *Big Data* | Big data  | classes | 3 | graded credit | 30 |
| *Desktop Publishing*  | Programy DTP | laboratory | 3 | graded credit | 30 |
| *Contemporary Journalist Workshop* | Warsztat współczesnego dziennikarza | classes | 2 | graded credit | 30 |
| *Manager’s Workshop* | Warsztat menadżera | classes | 2 | graded credit | 30 |
| *Management Media Company\** | Zarządzanie firmą medialną | classes | 3 | graded credit | 30 |

\*these courses must be individually consulted with the coordinator