Jan Kochanowski University of Kielce

Academic year 2024/2025

Faculty of Humanities

Institute of Media, Journalism and Social Communication

Field of study: Journalism and Social Communication

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

e-mail: cendrowska@ujk.edu.pl

Detailed description of the courses below is available at: <https://imdiks.ujk.edu.pl/wp-content/uploads/2024/03/all-in-English_2024.pdf>

|  |
| --- |
| JOURNALISM AND SOCIAL COMMUNICATION |
| Course unit | Przedmiot | Type | ECTS | Completion requirements  | Academic hours per semester |
| WINTER SEMESTER (1) |
| *Information and communication techniques* | Techniki informacyjno-komunikacyjne | laboratory | 1 | graded credit | 30 |
| *Communication Science*  | Nauka o komunikowaniu | classes | 4 | exam | 60 |
| *Social research methods and techniques* | Metody i techniki badań społecznych | classes | 3 | graded credit | 30 |
| *Journalistic Workshop*  | Warsztat dziennikarski | classes | 2 | graded credit | 30 |
| *Contemporary Political Systems in the World* | Współczesne systemy polityczne na świecie | classes | 2 | exam | 30 |
| *Media Studies Introduction* | Wstęp do nauki o mediach | classes | 1 | graded credit | 15 |
| *Computer Graphics* | Grafika komputerowa | laboratory | 2 | graded credit | 30 |
| *Public Relations*  | Public relations | classes | 3 | exam | 45 |
| *Online Journalistic Genres* | Internetowe 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 |
| *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 |
| *Social Media Workshop* | Pracownia mediów społecznościowych | 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 |
| *The Introduction to SEO* | Podstawy SEO | laboratory | 3 | graded credit | 45 |
| *Media Studies Conservatory* | Konwersatorium medioznawcze | classes | 3 | graded credit | 45 |
| *Monograph Lecture 1: Video games in the media* | Wykład monograficzny 1: Gry wideo w mediach | classes | 2 | graded credit | 30 |
| *Monograph Lecture 2: Breakfast television as a morning advisor* | Wykład monograficzny 1: Telewizja śniadaniowa jako poranny doradca | classes | 2 | graded credit | 30 |
| *Video Broadcasting* | Montaż video | 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 | exam | 45 |
| *Media Information Technologies\** | Technologie informacyjne mediów | classes | 2 | graded credit | 30 |
| *Journalistic Workshop*  | Warsztat dziennikarski | classes | 2 | graded credit | 30 |
| *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 |
| *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 |
| *Video Games as a form of Communication* | Gry wideo jako forma komunikacji społecznej | classes | 2 | graded credit | 30 |
| *Media Discourse Analysis*  | Analiza dyskursu medialnego | classes | 2 | graded credit | 30 |
| *Public Opinion*  | Opinia publiczna  | classes | 2 | graded credit | 30 |
| *Political Communication\** | Komunikowanie polityczne | classes | 2 | graded credit | 30 |
| *Media Marketing\** | Marketing medialny | classes | 3 | exam | 45 |
| *Social Media Workshop* | Pracownia mediów społecznościowych | classes | 3 | graded credit | 30 |
| *Digital Journalism*  | Dziennikarstwo cyfrowe | classes | 3 | graded credit | 30 |
| *Social Media* | Media społecznościowe | classes | 2 | graded credit | 30 |
| *Digital Media* | Digital media | classes | 2 | graded credit | 30 |
| *Audio Broadcasting* | Montaż audio | classes | 2 | graded credit | 30 |
| *Elements of Audiovisual Technology* | Elementy techniki audiowizualnej | classes | 2 | graded credit | 30 |
| *Video and Sound Editing* | Realizacja obrazu i dźwięku | classes | 2 | graded credit | 30 |
| *Social Media Analytics* | Analityka social media | classes | 2 | graded credit | 30 |
|  |  |  |  |  |  |

\*these courses must be individually consulted with the coordinator