

1. Field of study	Media Cultures
2. Faculty	Faculty of Humanities
3. Academic year of entry	2019/2020 (winter term), 2020/2021 (winter term)
4. Level of qualifications/degree	second-cycle studies
5. Degree profile	general academic
6. Mode of study	full-time

Code of the learning outcome of the programme	Learning outcomes The graduate:	Codes of the second-order PRK characteristics to which the learning outcome of the programme is related
KNOWLEDGE		
02-MO2SN-14_W01	has an in-depth knowledge of the subject-related and methodological specificity of the range of media studies and cultural communication, which is able to develop and apply in professional activities;	2018_P7S_WG
02-MO2SN-14_W02	knows the terminology of media studies and cultural communication at an extended level;	2018_P7S_WG
02-MO2SN-14_W03	has a structured in-depth knowledge covering terminology, theories and methodologies in the field of media studies and knowledge of cultural communication, with particular attention given to the disciplines of knowledge in areas such as visual culture, media studies, film studies, theatre studies and performing arts, theory of culture, theory of communication, history and theory of art, fine arts, anthropology of culture, literary criticism and interpretation, theory and anthropology of literature, language theory, methods of linguistic research; can work simultaneously based on a narrow and broad definitions of culture and media;	2018_P7S_WG
02-MO2SN-14_W04	has a structured, in-depth detailed knowledge that leads to the major in areas such as media and new media culture, visual culture, theory of communication, linguistic research methods, theory, anthropology and philosophy of culture, cultural anthropology, literary interpretation, art theory, fine arts and performing arts;	2018_P7S_WG
02-MO2SN-14_W05	has an in-depth knowledge of the multi-/trans-/interdisciplinarity of media studies and communicology and of their relationships with other disciplines of humanities that allow for integration of different research areas;	2018_P7S_WG
02-MO2SN-14_W06	has a detailed knowledge of contemporary achievements, research centres and schools in areas such as media communication, visual cultures, aesthetics of visibility, new media journalism, cultural spectacles and memetics;	2018_P7S_WG
02-MO2SN-14_W07	knows and understands advanced methods of analysis, interpretation, problematization and valuating of various creations of media-mediated cultural communication specific to selected traditions, theories or research schools in the field of media studies and communicology;	2018_P7S_WG
02-MO2SN-14_W08	knows and understands the basic concepts and principles of copyright protection and the rules for the management of intellectual property assets;	2018_P7S_WK
02-MO2SN-14_W09	has an in-depth knowledge of the complex nature of the language and of the historical variability of its meanings in the general sense, as well as with regard to the language of the media, and is aware of the multiplicity of languages of the various cultural fields and art areas as well as the diversity of discourses in the field of humanities;	2018_P7S_WG
02-MO2SN-14_W10	has an extended and in-depth knowledge of cultural institutions and is familiarized with contemporary cultural and intellectual life;	2018_P7S_WG
02-MO2SN-14_W11	has an in-depth knowledge of the processes of communication changes related to selected structures, institutions and social ties; is aware of their correlation with the development of technologies and media systems; is familiar with the regularity of these changes;	2018_P7S_WG
SKILLS		
02-MO2SN-14_U01	can search in different sources and select necessary information and then analyse, interpret, integrate and evaluate them, and formulate critical opinion as a result;	2018_P7S_UW
02-MO2SN-14_U02	has in-depth research skills in terms of the analysis of scientific papers, synthesis of different ideas and views; can analyse complex problems, can select methods and use appropriate research tools; is able to develop and present research results;	2018_P7S_UW

02-MO2SN-14_U03	can independently acquire knowledge of media studies and cultural communication, develop research skills and undertake tasks aimed at professional self-development;	2018_P7S_UW
02-MO2SN-14_U04	can integrate knowledge in various disciplines relevant to the areas of media communication, visual cultures, aesthetics of visibility, new media journalism, cultural spectacles, memetics and use the acquired skills for research into new media and cultural communication;	2018_P7S_UW
02-MO2SN-14_U05	can carry out an in-depth analysis and interpretation of phenomena and creations in the field of new media, cultural communication, performative activities, visual arts and literature; can consciously apply methods developed in the field of humanities, particularly those related to new media and cultural communication; can determine the significance of phenomena and creations of media-mediated cultural communication and reconstruct and discuss their ways of social impact;	2018_P7S_UW
02-MO2SN-14_U06	can argue logically, coherently and substantively using well-known theoretical and methodological views and formulate conclusions and synthetic summaries;	2018_P7S_UK
02-MO2SN-14_U07	is able to communicate using various communication channels and techniques with multimedia culture creators and with specialists in terms of cultural studies and related scientific disciplines in Polish and foreign languages; can promote knowledge in the field of media and cultural communication;	2018_P7S_UK
02-MO2SN-14_U08	can prepare advanced forms of written work (problem draft, analytical, interpretative work, research report, review, scientific dissertation etc.) on selected specific problems related to media communication, visual cultures, aesthetics of visibility, new media journalism, cultural spectacles, memetics based on appropriate theoretical views and using materials from different sources;	2018_P7S_UK
02-MO2SN-14_U09	can prepare various forms of oral presentations that require the use of specialist scientific knowledge from the following areas: media communication, visual cultures, aesthetics of visibility, new media journalism, cultural spectacles, memetics;	2018_P7S_UK
02-MO2SN-14_U10	can correctly interpret and explain the communication and cultural phenomena found in the media and relativise them to the specificity of the medium; can apply methods developed on the basis of social sciences and humanities;	2018_P7S_UW
02-MO2SN-14_U11	can predict and model complex social processes involving phenomena in the field of cultural communication and new media, including PR communication, visual communication, using advanced methods and tools in the fields of science and scientific disciplines specific to the programme;	2018_P7S_UW
02-MO2SN-14_U12	has language skills in terms of fields of science and scientific disciplines specific to the programme of media culture studies in accordance with the requirements for the B2+ level of the Common European Framework of Reference for Languages;	2018_P7S_UK
02-MO2SN-14_U13	understands the need to improve their knowledge and skills, inspires the educational activities of others and animates cultural life in particular by means of new media;	2018_P7S_UU
02-MO2SN-14_U14	is able to cooperate and work in a group, adopting different roles; can participate in the team elaboration of research problems and issues, applying in practice previous theoretical recognitions; can use new media to build intra-group and intergroup relationships;	2018_P7S_UO
02-MO2SN-14_U15	can appropriately define the priorities for the implementation of the task defined by themselves or others;	2018_P7S_UW
SOCIAL COMPETENCES		
02-MO2SN-14_K01	correctly identifies and resolves the dilemmas associated with the profession; takes practical media-related activities associated with them;	2018_P7S_KR
02-MO2SN-14_K02	actively participates in activities to preserve the cultural heritage of the region, country, Europe and the world;	2018_P7S_KR
02-MO2SN-14_K03	consciously and systematically participates in various forms of cultural life, particularly using the media; is interested in innovative forms of artistic expression and new phenomena in culture;	2018_P7S_KO
02-MO2SN-14_K04	is able to formulate critical opinions and present them in various forms and through new media, using the acquired scientific knowledge and developed skills of contact with creations of mediated culture;	2018_P7S_KK