

1.	Field of study	Media Cultures
2.	Faculty	Faculty of Humanities
3.	Academic year of entry	2024/2025 (winter term)
4.	Level of qualifications/degree	first-cycle studies
5.	Degree profile	general academic
6.	Mode of study	part-time
7.	Academic year for which the revised course structure applies	—

No.	Module	Lang.	E/C	form of teaching			Total ECTS	year 1			year 2			year 3			
				Total	L	O		semester 1			semester 2			semester 3			
								L	O	E	L	O	E	L	O	E	
1	Planning an individual learning path	PL	C	5	5		0	5									
2	Aesthetics – pop culture – media	PL	C	20		20	3		20	3							
3	Basics of marketing	PL	C	20	10	10	2	10	10	2							
4	Cultural communication	PL	C	20		20	2		20	2							
5	Culture and society: an introduction (social module II)	PL	C	20		20	3		20	3							
6	Elements of copyright	PL	C	10		10	1		10	1							
7	Elements of cultural philosophy	PL	C	30	10	20	3	10	20	3							
8	Film practices	PL	C	10		10	2		10	2							
9	Information technology	PL	C	10		10	1		10	1							
10	Introduction to communication theory (social module I)	PL	E	20	10	10	3	10	10	3							
11	Literary, liberatory, digital - textual practices of the contemporary	PL	C	20		20	3		20	3							
12	Poetics of cinema	PL	C	30	10	20	3	10	20	3							
13	Screens in culture	PL	C	20	20		2	20		2							
14	Social media research	PL	E	10	10		2	10		2							
15	Analysing and interpreting media messages	PL	C	20		20	2				20	2					
16	Cultural and media performances	PL	C	30	10	20	3				10	20	3				
17	Cyberculture	PL	E	20	20		3				20	3					
18	Digital spaces for marketing communication	PL	C	20	10	10	2				10	10	2				
19	Foreign language course 1	–	C	20		20	3				20	3					
20	Intermediality in culture	PL	E	40	20	20	3				20	20	3				
21	Module elective 1: Literature *[see description below]	*	*	20		20	3				20	3					
22	New rhetoric in media	PL	C	10	10		2				10	2					
23	Persuasive communication	PL	C	20		20	2				20	2					
24	Selected sources of contemporary culture	PL	C	30	10	20	3				10	20	3				
25	Senses and sensory perception	PL	C	20		20	2				20	2					
26	Transformations of media and mass communication	PL	C	20		20	2				20	2					
27	Cultural myths of the present	PL	C	30	10	20	2						10	20	2		
28	Foreign language course 2	–	C	20		20	3						20	3			
29	Games - between theory and practice	PL	C	20	10	10	2						10	10	2		
30	Media and performing arts	PL	C	20		20	2						20	2			
31	Media arts	PL	C	20	20		2						20	2			
32	Module elective 1: Design *[see description below]	*	*	10		10	2						10	2			

Programme modules										form of teaching			year 1			year 2			year 3				
													semester 1		semester 2	semester 3		semester 4	semester 5		semester 6		
No.	Module	Lang.	E/C	Total	L	O	Total ECTS	L	O	E	L	O	E	L	O	E	L	O	E	L	O	E	
33	Neuroaesthetics	PL	C	10	10		1										10	1					
34	Persuasion practices	PL	C	10		10	2										10	2					
35	Poetics of TV and streaming	PL	C	10		10	2										10	2					
36	Selected theories of culture	PL	C	30	10	20	2										10	20	2				
37	Semiotics of communication	PL	C	10		10	2										10	2					
38	Social media marketing	PL	C	10		10	1										10	1					
39	Visual communication	PL	C	10		10	2										10	2					
40	Wprowadzenie do game studies	PL	E	10	10		2										10	2					
41	Foreign language course 3	-	C	20		20	3											20	3				
42	Forms of contemporary journalism	PL	C	20		20	2											20	2				
43	Language in the media	PL	C	10		10	2											10	2				
44	Media images of world cultures	PL	C	10		10	1											10	1				
45	Media project scenarios	PL	C	20		20	3											20	3				
46	Module Elective 3: Audio Culture *[see description below]	*	*	20		20	3											20	3				
47	Multimedia education	PL	C	20		20	3											20	3				
48	New media competences	PL	C	10	10		2											10	2				
49	New ritualities	PL	C	10		10	2											10	2				
50	The art of game design	PL	C	10		10	1											10	1				
51	Theatre and new media	PL	C	10		10	1											10	1				
52	Virtuality in culture	PL	C	10		10	2											10	2				
53	Visual communication in action	PL	C	20	10	10	2											10	10	2			
54	Bachelor's seminar I	PL	C	20		20	8												20	8			
55	Communication strategies in new media art	PL	C	10		10	3												10	3			
56	Foreign language course 4	-	C	20		20	3												20	3			
57	Media culture expert's workshop I	PL	C	20		20	4												20	4			
58	Module elective 4: Journalism *[see description below]	*	*	20		20	3												20	3			
59	Module elective 5: Theatre *[see description below]	*	*	20		20	3												20	3			
60	Bachelor's seminar II	PL	C	20		20	15														20	15	
61	Elective Module 6: Media and Experiencing the World *[see description below]	*	*	20		20	3														20	3	
62	Media culture expert's workshop II	PL	C	20		20	6														20	6	
63	Module Elective 7: Cultural Strategies of Resistance *[see description below]	*	*	10		10	3														10	3	
64	Module Elective 8: New paths of research *[see description below]	*	*	10		10	3														10	3	

TOTAL Programme modules: 1115 245 870 168 75 170 30 80 190 30 70 150 27 20 170 27 0 110 24 0 80 30

Open access modules										form of teaching			year 1			year 2			year 3			
													semester 1		semester 2	semester 3		semester 4	semester 5		semester 6	
No.	Module	Lang.	E/C	Total	L	O	Total ECTS	L	O	E	L	O	E	L	O	E	L	O	E	L	O	E
1	Open University Module	-	C	14		14	3												14	3		

TOTAL Open access modules: 14 0 14 3 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 14 3 0 0 0

Programme co-related modules										form of teaching			year 1			year 2			year 3			
													semester 1		semester 2	semester 3		semester 4	semester 5		semester 6	
No.	Module	Lang.	E/C	Total	L	O	Total ECTS	L	O	E	L	O	E	L	O	E	L	O	E	L	O	E
1	Group of programme co-related modules 1 *[see description below]	*	*	18		18	3										18	3				

Programme co-related modules										form of teaching			year 1			year 2			year 3								
													semester 1		semester 2		semester 3		semester 4		semester 5		semester 6				
No.	Module	Lang.	E/C	Total	L	O	Total ECTS	L	O	E	L	O	E	L	O	E	L	O	E	L	O	E	L	O	E		
2	Module in the "Civil Society and Entrepreneurship" area	-	C	18		18	3										18	3									
3	Group of programme co-related modules 2 * <i>[see description below]</i>	*	*	18		18	3													18	3						
TOTAL Programme co-related modules:										54	0	54	9	0	0	0	0	0	0	18	3	0	18	3	0	0	0
TOTAL:										1183	245	938	180	245	30	270	30	238	30	208	30	142	30	80	30		
TOTAL EXCLUDING INTERNSHIPS										1183																	
TOTAL										1183																	

The study ends with the awarding of a Bachelor's Degree in the field of kultury mediów.

* Groups of modules

Group of programme co-related modules 1

Description:										
A student selects one of the modules offered within indicated areas.										
Modules:										
Module in the "Creative Expression and Critical Thinking" area										
Module in the "Digital World" area										

Group of programme co-related modules 2

Description:										
A student selects one of the modules offered within indicated areas.										
Modules:										
Module in the "Creative Expression and Critical Thinking" area										
Module in the "Digital World" area										

Module elective 1: Literature

Description:										
The student chooses one of the indicated modules.										
Modules:										
Literary images of the world										
Reading the world – reading literature										

Module elective 1: Design

Description:										
The student chooses one of the indicated modules.										
Modules:										
Design and media										
Silesia – a cultural design										

Module Elective 3: Audio Culture**Description:**

The student chooses one of the indicated modules.

Modules:

	Lang.	E/C	L	O	ECTS
Music in culture	PL	C		20	3
Sound spaces	PL	C		20	3

Module elective 4: Journalism**Description:**

The student chooses one of the indicated modules.

Modules:

	Lang.	E/C	L	O	ECTS
Reportage workshops	PL	C		20	3
Review workshops	PL	C		20	3

Module elective 5: Theatre**Description:**

The student chooses one of the indicated modules.

Modules:

	Lang.	E/C	L	O	ECTS
Analysis of a theatrical performance	PL	C		20	3
Interpretation of theatrical text	PL	C		20	3

Elective Module 6: Media and Experiencing the World**Description:**

The student chooses one of the indicated modules.

Modules:

	Lang.	E/C	L	O	ECTS
Media and body	PL	C		20	3
Media and customs	PL	C		20	3
Media and spirituality	PL	C		20	3

Module Elective 7: Cultural Strategies of Resistance**Description:**

The student chooses one of the indicated modules.

Modules:

	Lang.	E/C	L	O	ECTS
Cultural strategies of resistance: histories	PL	C		10	3
Cultural strategies of resistance: theories and practices	PL	C		10	3

Module Elective 8: New paths of research**Description:**

The student chooses one of the indicated modules.

Modules:

	Lang.	E/C	L	O	ECTS
Media and gender studies	PL	C		10	3
Media archaeology	PL	C		10	3



Legend

Each semester consists of 15 weeks

E/C - exam/course work

E - ECTS

L - lecture, O - all forms of teaching excluding lecture (practical classes, laboratory classes, discussion classes, seminar, proseminar, language classes, field practice, workshop, internship, tutoring)