

1.	Field of study	<b>Media Cultures</b>
2.	Faculty	Faculty of Humanities
3.	Academic year of entry	2025/2026 (winter term)
4.	Level of qualifications/degree	first-cycle studies
5.	Degree profile	general academic
6.	Mode of study	part-time
7.	ISCED code	0314 (Sociology and cultural studies)
8.	Number of semesters	6
9.	Degree	licencjat (Bachelor's Degree)
10.	General characteristics of the field of study and the assumed concept of education	<p>Learning in media culture takes place in three ways:</p> <p>1) 'I experience' - we offer subjects that provide the opportunity to consciously experience media culture and media communication processes as elements of our everyday worlds. Just as there are many cultures and techniques, there are many media cultures, their respective media communication communities, media orders: literacy, analogue audiovisuality (cinema, television) and digital audiovisuality, VR, AR, IoT, AI. Together with the students we identify cultural-communicative mechanisms in the experienced media everydayness;</p> <p>2) 'I get to know' - this is the most comprehensive block of classes in which students acquire, deepen and organise their knowledge and improve their skills in analysing and interpreting various texts and phenomena of media cultures needed to understand the reality around them;</p> <p>3) 'I act' - this path is of a practical nature; within it, students learn about the functioning of media behind the scenes in different cultural sectors and carry out new media projects as part of various workshops, but also learn how to use specific tools and create professional media communication.</p> <p>Media Cultures is an all-academic degree that focuses on exploring, experiencing and acting in the field of mediatised culture. Students take courses on topics such as social media, film, performative practices, cultural, visual and mass communication. They gain knowledge of the complex relationships between different generations of media and, by exploring the cultural contexts of mediality, develop a critical approach to all media phenomena, with an emphasis on new media phenomena. Above all, they develop skills that enable them to move consciously in a mediatised reality. The competences acquired in this way can provide students with a starting point for activities of a practical nature. For this reason, part of the teaching can be carried out outside the university, in places and institutions that are in some way connected to selected areas of the media. The degree concludes with the preparation of a standard bachelor's thesis or a bachelor's project, depending on the student's choice, aimed at using the skills acquired during the course to disseminate and popularise media cultures.</p>
11.	Information on the relationship between the studies and the university's strategy as well as the socio-economic needs that determine the conduct of studies and the compliance of learning outcomes with these needs	<p>Media Cultures is a field of study that implements the University of Silesia's strategy of promoting those areas and types of knowledge about traditional cultures and broadly understood contemporary culture that show graduates ways to actively participate in current and future cultural formations shaped by information societies. The curriculum offers general humanistic knowledge, combined with technological skills and expertise in media studies, especially in the field of media and communication as it is conditioned by the latest media, i.e. knowledge that is considered to be the basis for the progress of civilisation. The programme enables students to participate in the scientific, cultural and artistic life of the University, takes into account the individualisation of educational programmes and supports cooperation with national and foreign universities and scientific and research centres. Through modern and attractive teaching, the development of creative and innovative attitudes, a sense of responsibility for the culture of the region and the country, the opening up of higher education to the immediate environment and to the globalising world, we place particular emphasis on the comprehensive preparation of graduates for effective decision-making and action in an increasingly dynamic labour market, closely linked to multimedia and new communication skills.</p>
12.	Specializations	n/a

13.	General description of the specialization	
14.	The semester from which the specializations starts	n/a
15.	Percentage of the ECTS credits for each of the scientific or artistic disciplines to which the learning outcomes are related to the total number of ECTS credits (along with the indication of the leading discipline)	<ul style="list-style-type: none"> <li><i>[leading discipline]</i> culture and religion studies (humanities): 100%</li> </ul>
16.	Number of ECTS credits required to achieve the qualification equivalent to the level of study	180
17.	Percentage of the ECTS credits for optional modules in relation to the total number of ECTS credits	32%
18.	Total number of ECTS credits that a student must obtain in the modules taught	77
19.	Number of ECTS credits that a student must obtain in modules assigned to disciplines within the humanities or social sciences (not less than 5 ECTS) - in the case of fields of study assigned to disciplines within the fields other than, respectively, humanities or social sciences	6
20.	Number of ECTS credits - higher than 50% of the total number of credits - that a student must obtain: <ul style="list-style-type: none"> <li>in general university programmes within a module connected with research carried out in the scientific or artistic disciplines to develop his/her knowledge and research skills;</li> <li>in practical programmes within a module to develop practical skills</li> </ul>	148
21.	Total number of ECTS credits that a student must obtain in internships	0
22.	Internships (hours and conditions) in	not applicable

	the case of practical programmes and in general university programme - if such requires internship	
23.	Graduation requirements	<p>The condition for admission to the diploma examination is to achieve the learning outcomes provided for in the study program, to obtain a certificate of an appropriate level of language proficiency in a foreign language and to obtain positive grades for the diploma dissertation. The condition for graduation is to pass the diploma examination with at least a satisfactory result. A graduate receives a higher education diploma confirming obtaining the qualifications of the appropriate degree.</p> <p>Detailed rules of the diploma process and the requirements for the diploma thesis are set out in the Rules and Regulations of Studies at the University of Silesia and the diploma regulations.</p>