

1.	Field of study	English Studies: Culture-Media-Translation
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	full-time
7.	ISCED code	0232 (Literature and linguistics)
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>The educational concept of the English Studies: Culture – Media – Translation programme is based on interdisciplinary teaching, integrating literary and cultural studies knowledge and English language competences with practical translation skills, knowledge of media and cultural text analysis methods, and the development of digital and media competences. The modules are designed to allow for flexible learning pathways, addressing the diverse needs of students and the labour market.</p> <p>The study programme includes a group of programme modules, a group of field modules, a group of supplementary modules supporting the major (area modules), a group of general university modules (open university module, foreign language courses, physical education), and student internships.</p> <p>Planned curriculum structure:</p> <p>1. Programme modules:</p> <p>Modules in practical English language learning; the curriculum places significant emphasis on writing competences in English. This area of competence distinguishes the Culture – Media – Translation pathway from others within English Studies. Modules in cultural theory: Introduction to cultural theory; monographic modules on cultural theory and contemporary cultural phenomena. Modules in literary theory: Introduction to literary studies; monographic modules in the theory and history of literature. Modules in translation studies and translation practice: The programme trains translators, particularly in interpreting and translating cultural and media texts: Translation of practical texts, Translation of cultural and media texts, Literary translation; elective modules in translation; Digital tools for translators. Diploma thesis: Academic writing methodology; Bachelor's seminar. Elective module in contrastive linguistics for translators of cultural and media texts.</p> <p>1a. Elective modules within the programme group:</p> <p>These modules allow students to deepen their knowledge and skills in selected areas, such as the cultural aspects of media, practical competences in digital media (multimedia workshops), translation studies, or cultural theory. Their completion enables individualised learning paths. Many of these modules will be offered as monographic electives, similar in form and scope to those offered in other English Studies programmes, allowing for mixed student groups across different specialisations. Culture: Elective modules. Literature: Elective modules. Media: Elective modules. Translation: Elective modules. Monographic elective modules: Culture / Media / Translation. Creative project: Writing / translation / media project (elective module)</p> <p>2. Field modules:</p> <p>These modules cover topics in literary studies, the history of literature, and the culture and history of English-speaking countries. They are accessible to students from various programmes within and beyond English Studies. Modules are delivered with consistent workload and ECTS values across study programmes such as English Studies: Culture – Media – Translation, English Studies: Interactive Entertainment Design and Game Studies (SPRINT-WRITE), and English Studies: Literature and Culture. History of the English-Language Literatures: British Literature. History of the English-Language Literatures: American Literature. History of the English-Speaking</p>

Countries: History of the United Kingdom. History of the English-Speaking Countries: History of the United States. Culture of the English-Speaking Countries: British Culture. Culture of the English-Speaking Countries: American Culture.

3. Programme co-related modules:

The curriculum includes area modules supporting the major field of study, comprising 120 hours, including a module on Legal Fundamentals and Entrepreneurship, as well as two additional modules selected individually for each study cycle.

4. General university modules:

Physical education. Foreign language course. Open University Module (OMU): 30 hours

5. Professional internships: 80 hours

Graduate profile:

Graduates of the English Studies: Culture – Media – Translation programme are versatile specialists in English studies, combining advanced language proficiency with skills in analysing and interpreting cultural and media phenomena. Their command of English enables fluent communication and the ability to respond effectively to professional challenges involving nuanced linguistic and cultural knowledge. They are prepared to adapt to dynamic work environments that require both high-level language skills and intercultural communication.

Language competences:

Graduates use English at a level of at least C1 (CEFR), enabling fluent and accurate communication in a variety of registers. They demonstrate advanced knowledge of English grammar, vocabulary, and stylistics, enabling professional translation across genres and levels of complexity.

Cultural and media-related knowledge:

Graduates possess broad knowledge of literature, history, media, and social phenomena in English-speaking countries and apply this knowledge in professional contexts. They analyse and interpret cultural and media texts in global and local contexts. They understand the role of media in society, including mass communication and cultural mediation processes. They collaborate on media translations, multimedia projects, and media narratives.

Translation competence:

Graduates apply written translation techniques across literary, cultural, practical, and media texts. They understand principles of multimedia translation and adaptation for diverse audiences. They use CAT tools and digital technologies in translation workflows.

Academic competence:

Graduates employ critical thinking in evaluating and applying scholarly sources. They demonstrate academic writing proficiency with respect for authorship and scholarly standards. They prepare for independent research and second-cycle (master's) studies.

Practical skills:

Graduates produce English-language content for diverse media platforms. They create basic audiovisual materials, including audiovisual translation, with intercultural sensitivity. They continue education at the MA level, especially in English Studies or Applied Linguistics.

Career opportunities:

Graduates may pursue careers in literary, specialist, and audiovisual translation. They may work in media and communications, including editorial roles in international contexts. They are qualified for English language education across proficiency levels. They can work in cultural institutions, event organisation, and international cultural collaboration.

<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>	<p>The establishment of the English Studies: Culture – Media – Translation programme aligns with the priorities of the Development Strategy of the University of Silesia in Katowice for 2020–2025. The programme will build on the experience gained from running a specialization of the same name within the English Studies programme, which has enjoyed great popularity among candidates for many years. Graduates of this specialization have consistently formed a significant group of candidates applying for admission to second-cycle studies in English Studies. The new programme will enable more effective achievement of the University's strategic goals in the areas of staffing, research, modern education, cooperation with the external environment, and visibility.</p> <p>Staff The creation of the programme will contribute to the development of academic staff through several interconnected effects. Modernizing the educational offer by introducing innovative teaching methods along with a wide range of specialist modules will strengthen teaching competences; teaching will be even more closely integrated with ongoing research in literary studies, cultural and religious studies, and linguistics, which will stimulate research activity among staff members (e.g., by introducing more elective monographic modules into the curriculum). Rational planning of teaching loads and the availability of disciplinary modules shared across programmes will allow for the efficient use of academic resources. The new programme will also enhance the potential of young researchers, providing better conditions for their academic careers.</p> <p>Research Building on the existing experience of the English Studies programme, the new programme will directly contribute to the realization of Priority Research Area 4 (POB4): "Humanities for the Future – Interdisciplinary Research on Culture and Civilization." The integration of educational activities with research will foster the development of interdisciplinary projects in the areas of culture, literature, media culture, and translation studies, increasing the research potential of the University of Silesia in Katowice. Many modules planned in the curriculum are monographic in nature, aiming to encourage researchers to share research results and inspire further scholarly inquiry.</p> <p>Modern Education The curriculum of the programme assumes the use of innovative teaching methods, including individualized learning paths and project-based methods. It also includes modules focused on translation techniques and media work, complementing the interdisciplinary competences of graduates.</p> <p>Cooperation with External Stakeholders The programme will continue the tradition of cooperation with cultural institutions and companies from the media and translation sectors. The current English Studies programme is the most frequently chosen by students coming to the University of Silesia in Katowice under the Erasmus+ exchange programme. The creation of the new programme will increase opportunities for more focused and strategically planned academic cooperation with foreign universities.</p> <p>Visibility A strategic goal in the development of the programme will be to increase the visibility of the achievements of both staff and students beyond the University. A smaller number of graduates will allow for more precise monitoring of their career paths, leading to more effective programme improvements and easier attainment of certifications and accreditations.</p> <p>Socio-Economic Needs The English Studies: Culture – Media – Translation programme responds to broad socio-economic needs associated with dynamic changes in the areas of new media, translation, and culture, as well as the development of the services market requiring intercultural communication competences and foreign language skills. The development of technology and digital media demands specialists who not only understand contemporary communication challenges but are also capable of analyzing their impact on culture and society. At the same time, the growing role of translation as a tool of intercultural dialogue highlights the relevance of this programme for the global exchange of ideas.</p>
---	--

		<p>The current specialization in English Studies: Culture – Media – Translation has enjoyed strong popularity. Graduates are well-received on the labour market, finding employment in sectors such as media, translation services, cultural institutions, and education. The establishment of a separate programme will allow for more precise adjustment of learning outcomes to the current socio-economic needs, taking into account the specificities of these sectors. In many cases, the learning outcomes will be modelled on those previously developed for English Studies, but the new programme will allow for greater flexibility and a stronger focus on competences crucial for interdisciplinary challenges of the contemporary world.</p> <p>The programme will respond to the local labour market needs in the Silesian region, supporting cultural and social development. At the same time, it will be aligned with global trends, such as interdisciplinary humanities education based on high-level language competences.</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"> • <i>[leading discipline]</i> literary studies (humanities): 51% • culture and religion studies (humanities): 38% • linguistics (humanities): 11%
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	41%
18.	Total number of ECTS credits that a student must obtain in the modules taught	110
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:	125

	<ul style="list-style-type: none"> • 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; • in practical programmes within a module to develop practical skills 	
21.	Total number of ECTS credits that a student must obtain in internships	4
22.	Internships (hours and conditions) in the case of practical programmes and in general university programme - if such requires internship	<p>Internships are an integral part of the study program, carried out by students in individual fields, levels, profiles and forms of study. Internships are to help in confronting the knowledge acquired during studies with the requirements of the labour market, acquiring skills useful in the profession, learning about practical issues related to working in positions for which the student is prepared during the course of studies. The internship is to familiarize the student with professional language relevant to a specific industry and work culture. The rules for the organization of internships are set out in the Rector's ordinance. Detailed rules of apprenticeship taking into account the specifics of particular fields of study are set out in the field's of study apprenticeship regulations, in particular: learning outcomes assumed to be achieved by the student during the apprenticeship, framework apprenticeship program including a description of issues, dimension of apprenticeship (number of weeks of practice); form of internship (continuous, mid-year), criteria for choosing the place of internship, obligations of the student staying in the internship, obligations of the academic tutor, conditions for completing the internship by the student and conditions for exemption from the internship obligation in whole or in part. The number of ECTS and the number of hours are specified in the course structure.</p>
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. 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>