

<b>1.</b>	<b>Field of study</b>	<b>Digital communication</b>
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	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
<b>KNOWLEDGE</b>		
KC_W01	has advanced knowledge and terminology in the fields of humanities, social sciences, science and technology, including linguistics, media studies, sociology, psychology and computer science, and understands the interrelationships between them	2018_P6S_WG
KC_W02	has knowledge of interpersonal communication, media communication, rhetoric and persuasive skills, understands the principles of human social functioning that determine communication	2018_P6S_WG
KC_W03	knows methods and techniques of data acquisition and analysis in communication and evaluation of the effects of communication activities	2018_P6S_WG
KC_W04	knows the characteristics of the audience of culture, advertising and media, their social ties, ways of defining them, linguistic identification, and also understands the fundamental dilemmas of modern civilization	2018_P6S_WG
KC_W05	has knowledge of programming, electronics, computer and information systems, digital techniques and artificial intelligence for utility and communication purposes	2018_P6S_WG
KC_W06	has knowledge of the functioning of the human nervous system, including cognitive processes, and knows the tools for their study and use in communication, including statistical and numerical methods helpful in data analysis	2018_P6S_WG
KC_W07	knows the methods and procedures used in the activities of promotional, media and cultural institutions	2018_P6S_WK
KC_W08	has knowledge of the economic, legal and ethical conditions related to communication and information technology, including copyright and patent law	2018_P6S_WK
KC_W09	has knowledge of the management and conduct of business, including economic and marketing conditions of editorial offices, promotional agencies and cultural dissemination units; knows the general principles of creating and developing forms of individual entrepreneurship	2018_P6S_WK
MOB.2023_W01	has advanced knowledge of selected scientific or scholarly theories and methods, is familiar with the issues specific to the chosen academic discipline and understands its connection with the leading discipline of the degree programme	2018_P6S_WG
OMU.2023_W01	has advanced knowledge of selected scientific theories and methods and is familiar with the issues specific to the selected academic discipline in the context of other disciplines	2018_P6S_WG
<b>SKILLS</b>		
KC_U01	can diagnose the needs of different audiences in traditional and digital communication, use knowledge about the audience of communication activities, their social ties and linguistic identification, as well as pragmatic aspects of the use of language in cultural, media and business activities	2018_P6S_UW
KC_U02	is able to use and implement in digital activities knowledge about methods and procedures used in the activities of promotional, media, business and cultural institutions, as well as protection of goods, social and industrial property, copyright and patent law	2018_P6S_UW
KC_U03	practical use of knowledge about methods and techniques of data acquisition and analysis in communication and evaluation of the effects of communication activities, can also apply statistical and numerical methods useful in data analysis, in particular in the study of cognitive processes in communication using neuroscience tools	2018_P6S_UW

KC_U04	is able to search for needed news from various sources and is able to select, analyse, interpret, integrate and evaluate them, as well as formulate critical judgments based on them	2018_P6S_UK, 2018_P6S_UW
KC_U05	is able to use software to solve various practical problems; uses paradigms and programming methods; is able to create digital audiovisual content for communication purposes	2018_P6S_UK, 2018_P6S_UU, 2018_P6S_UW
KC_U06	can use mathematical methods and computer techniques to solve problems; can use mathematical formalism to accurately describe practical tasks	2018_P6S_UU, 2018_P6S_UW
KC_U07	is able to take part in the debate, express critical opinions, argue substantively and logically, adapting the language of the text to the communication situation and observing the rules of language etiquette	2018_P6S_UK
KC_U08	is able to work within a team (including a multicultural one), is ready to work in a group, assuming both managerial and sub-executive functions; is able to adequately plan the implementation of his or her assigned tasks or other tasks	2018_P6S_UO
KC_U09	is able to update knowledge about contemporary trends in digital communication and to determine the directions of further learning and implement the process of self-education using library resources and resources, electronic resources and databases	2018_P6S_UU
KJ.2023_U	clearly and comprehensibly communicates with others in a foreign language at the B2 level of the Common European Framework of Reference for Languages, making use of his/her knowledge and terminology	2018_P6S_UK
MOB.2023_U01	asks questions, analyzes research problems and finds solutions to them based on the knowledge, skills and experience he/she has gained within the chosen academic discipline in conjunction with the leading discipline of the degree programme; communicates the results of his/her work in a way which is clear and understandable not only to specialists	2018_P6S_UK, 2018_P6S_UW
OMU.2023_U01	has advanced skills in asking research questions, analyzing problems or providing practical solutions to them based on the knowledge, experience and skills gained within the chosen academic discipline in the context of other disciplines	2018_P6S_UW
<b>SOCIAL COMPETENCES</b>		
KC_K01	is ready to critically assess knowledge and content received and recognize expertise in solving problems in the field of humanities, social sciences, science and technology	2018_P6S_KK
KC_K02	is prepared to participate in social life and take actions supporting the cultural heritage of different regions, while being aware of the processes of globalization	2018_P6S_KO
KC_K03	is ready for entrepreneurial thinking and action, taking into account costs, economic effects, profit and loss account, profitability, trade-offs	2018_P6S_KO
KC_K04	is ready to comply with ethical principles in professional work and social activities; is characterized by openness, reflection and pro-social attitudes; appreciates the importance of intellectual integrity in his own actions and those of others	2018_P6S_KR
MOB.2023_K01	is ready to meet social obligations, co-organize activities for the benefit of the community and is open to scientific solutions to cognitive and practical problems	2018_P6S_KK, 2018_P6S_KO
OMU.2023_K01	acknowledges and makes use of knowledge from different disciplines and is ready to change opinion in the light of scientifically proven arguments	2018_P6S_KK