

GENERAL DESCRIPTION OF THE STUDY PROGRAMME

Basic details	
Name of the faculty	Faculty of Social Sciences
Name of the field of study/specialisation in Polish	Komunikacja globalna (GC)
Name of the field of study/specialisation in English	Global Communication (GC)
Stage of studies	Master (2nd cycle)
Profile of education	General academic
Form of studies	Full-time
Number of semesters	4
Language in which studies are conducted	English
Professional title awarded to graduates	Master of Arts (MA)
The academic year from which the study programme applies	2026/2027
Professional qualifications obtained (if applicable)	NOT APPLICABLE

STUDY PROGRAMME

Name of the faculty	Faculty of Social Sciences
Name of the field of study	Global Communication (GC) [Komunikacija globalna]
Stage of studies	Master (2nd cycle)
Profile of education	General academic
The programme is effective from the academic year	2026/2027

1. Assignment of the field of study to scientific fields and disciplines based on learning outcomes.

Scientific field	Scientific discipline	Leading discipline (discipline in which more than half of the learning outcomes are achieved)
Social Sciences	Political and Administrative Sciences Social Communication and Media Studies	Political and Administrative Sciences

2. Table of the percentage of ECTS credits for each discipline in the total number of ECTS credits required for graduation.

Scientific field	Scientific discipline	Percentage of the number of ECTS credits for each discipline in the total number of ECTS credits required for graduation
Social Sciences	Political and Administrative Sciences Social Communication and Media Studies	68% 32%

3. General information about the study programme.

Number of semesters	4
Number of ECTS credits required for graduation	120 (124 – concerns foreign students)

Professional title awarded to graduates	Master of Arts (MA)
Form of studies	Full-time
ISCED code	0312
Number of ECTS credits for elective courses	39
Total number of ECTS credits to be obtained by the student in classes with direct participation of academic teachers or other instructors	120 (124 – concerns foreign students)
Number of ECTS credits in humanities (not less than 5 ECTS)	6
Number of ECTS credits in a modern foreign language course	4
Number of ECTS credits for the Polish language course for foreigners during studies in Polish or studies in English	4
Number of hours, number of ECTS credits, rules and form of professional practice	Not applicable
Total number of class hours in the study programme (with distinction by speciality, if applicable)	964 (1024 – concerns foreign students)

4. Description of the learning outcomes defined for study programme in relation to the characteristics of the second level of the Polish Qualification Framework for qualifications at levels 6-7 obtained within the system of higher education and science after obtaining a full qualification at level 4.

FIELD OF STUDY: Global Communication (GC)		
SCIENTIFIC DISCIPLINES: Political and Administrative Sciences (68%) Social Communication and Media Studies (32%)		
LEVEL OF EDUCATION: Master (2nd level)		
PROFILE OF EDUCATION: general academic		
LEARNING OUTCOMES FOR THE FIELD OF STUDY		
Symbol of the learning outcomes for the study programme	Upon completion of the second-cycle studies at the field of study Global Communication (GC) the graduate will acquire learning outcomes in the following areas:	Reference to the second-cycle PRK characteristics (<i>codes</i>)
KNOWLEDGE		
K_W01	They know and understand the rules governing politics and media, as well as mechanisms of global communication, including in particular interdependencies between these areas.	P7S_WG
K_W02	They know and understand the theories and methods used in political and administrative sciences, as well as their key development trends. They explain application of those theories and methods in the analysis of public policy implemented at various levels, including the diagnosis of global-scale problems and in relation to processes of global communication.	P7S_WG
K_W03	They have an in-depth knowledge and understanding of concepts and approaches in the social sciences used to interpret and explain phenomena related to media and political communication.	P7S_WG
K_W04	They define and classify strategies and tactics of global communication, taking into account the legal and economic context of media operations in different political systems.	P7S_WG
K_W05	They hold an in-depth knowledge of barriers in international and intercultural communication, their impact on the emergence of socio-political conflicts, and ways of resolving them.	P7S_WG
K_W06	They know and understand the regulations related to the activities of media organisations, broadcasters, and digital platforms at different levels of operation (global and national),	P7S_WG

	particularly with regard to freedom of speech, media ownership, and responsibility for content. They also identify mechanisms for counteracting disinformation and differences between regulatory systems in democratic and authoritarian states.	
K_W07	They have in-depth knowledge and understanding of the relationship between the right to information and media freedom and human rights, freedom of social activity, and political participation, including the role of international organisations in shaping media standards.	P7S_WG P7S_WK
K_W08	They know and understand the concept of power and authority in global politics, as well as the differences in the effects of soft and hard power instruments in relations between states and other actors in international politics.	P7S_WG
K_W09	They know criteria of distinguishing and classifying principles of designing communication campaigns in international and intercultural environments, taking into account the role of celebrities and the influence of popular culture.	P7S_WG
K_W10	They know and understand the fundamental tensions and contradictions generated by contemporary civilisational transformations, especially in the area of media communication, social media, and online threats.	P7S_WK
K_W11	They know and understand the basic concepts and principles of intellectual property protection and copyright law, including in the fields of political activity and global communication.	P7S_WK
K_W12	They know and understand the organisational, economic, legal, and ethical aspects of developing various forms of entrepreneurship, particularly in the sphere of political activity and in the field of international communication.	P7S_WK
SKILLS		
K_U01	They identify and analyse global problems in their political and communicative aspects and propose solutions to them.	P7S_UW
K_U02	They analyse the relationships and problems between the media and the sphere of politics in the context of social and economic conditions at various levels, applying advanced information and communication techniques as well as analytical tools.	P7S_UW
K_U03	They design comprehensive communication campaign strategies, effectively planning and delegating tasks, as well as managing teamwork.	P7S_UW P7S_UO
K_U04	They analyse and interpret global communication processes in the digital environment, applying the research apparatus of the political and administrative sciences as well as social communication and media studies, while correctly applying the existing research methods, techniques and tools or developing new ones.	P7S_UW
K_U05	They verify sources of information and identify false information; they share skills related to verifying information and its sources with others.	P7S_UW P7S_UU

K_U06	They present content related to their own projects, both orally and in writing, communicating it in a reliable and comprehensible manner, adapting the style and form of expression to diverse audiences.	P7S_UK
K_U07	They design their own personal and professional development path, pursuing lifelong learning and guiding others in this area.	P7S_UU
K_U08	They organise and plan individual and team work within assigned projects, cooperating effectively with others depending on needs and circumstances. They assume leading roles in teams and manage teamwork.	P7S_UO
K_U09	They organise and chair debates, moderating discussions, ensuring respectful communication, and engaging participants in active and substantive exchanges of views.	P7S_UK
K_U10	They use a foreign language at the B2+ level of the Common European Framework of Reference for Languages, including specialist terminology.	P7S_UK
SOCIAL SKILLS		
K_K01	They are prepared to maintain a critical approach toward information and phenomena and to engage in self-reflection on their own competences and actions.	P7S_KK
K_K02	They recognise the importance of knowledge in political and administrative sciences for addressing problems of global politics and communication, and demonstrate readiness to seek expert opinions in situations requiring support.	P7S_KK
K_K03	They are prepared to responsibly evaluate their own actions in professional and intercultural environments, taking into account both rational and emotional aspects of communication.	P7S_KK P7S_KR
K_K04	They are prepared to identify ethical and moral dilemmas, consider their legal consequences, and assume responsibility for decisions made in professional and social life.	P7S_KR
K_K05	They are ready to think and act in an entrepreneurial manner, to actively contribute to their social environment, to identify challenges — including communicative ones - and to undertake responsible actions aimed at resolving them, with respect for pluralism of opinions and positions.	P7S_KO
K_K06	They demonstrate readiness to initiate and undertake actions conducive to resolving conflicts and communication barriers, including in political and multicultural environments, considering the social and public interest.	P7S_KO
K_K07	They are prepared to responsibly perform professional roles related to creating and leading teams implementing communication campaigns and research projects, aware of the consequences of their decisions, including under conditions of uncertainty and time pressure.	P7S_KR

Explanation of symbols:

PRK - Polish Qualifications Framework

P6S_WG/P7S_WG - code of qualification description component for level 6 and 7 in the second-cycle characteristics of the Polish Qualifications Framework

K_W - learning outcomes in terms of knowledge for the field of study

K_U - learning outcomes in terms of skills for the field of study

K_K - learning outcomes in terms of social skills for the field of study

01, 02, 03 and following - number of the specific learning outcome

Study plan

Year of study: I

Semester: first

Name of the subject/ course	O/ W/ OzW*	Form of course Number of class hours						Verification of learning outcomes	ECTS credits	Discipline(s) to which the course relates	Organisational unit conducting the course
		W	Ć	S	K	Other	Total				
Komunikacja w erze cyfrowej / <i>Communication in Digital Age</i>	O	15	30				45	E/Zo	6	Political and Administrative Sciences Social Communication and Media Studies	Institute of Political Science
Polityka publiczna wobec współczesnych wyzwań globalnych / <i>Public Policy Responses to Contemporary Global Challenges</i>	O	15	30				45	E/Zo	6	Political and Administrative Sciences	Institute of Political Science
Inteligentne strategie władzy w stosunkach międzynarodowych / <i>Smart Power Strategies in International Relations</i>	O	15	30				45	E/Zo	6	Political and Administrative Sciences	Institute of Political Science
Analiza mediów / <i>Media Analysis</i>	O					30	30	Zo	3	Social Communication and Media Studies	Institute of Political Science
Marka osobista / <i>Personal Branding</i>	O					30	30	Zo	3	Political and Administrative Sciences	Institute of Political Science
Pisanie kreatywne / <i>Creative Writing</i>	O					30	30	Zo	3	Political and Administrative Sciences	Institute of Political Science

Metody badawcze w naukach społecznych / <i>Research Methods in Social Sciences</i>	O		30				30	Zo	3	Political and Administrative Sciences	Institute of Political Science
Język polski dla cudziemców 1 / <i>Polish for Foreigners 1</i>	O					30	30	Zo	2	-	School of Polish Language and Culture for Foreigners
Szkolenie wstępne z zakresu BHP oraz ochrony ppoż. / <i>Introductory Training in Occupational Safety and Hygiene, Fire Protection</i>	O					4	4	Z	0	-	Occupational Health, Safety and Fire Protection Department
TOTAL of class hours/ECTS points	-	45	120	-	-	94	259	-	30	-	-
TOTAL of class hours/ECTS points for foreigners	-	45	120	-	-	124	289	-	32	-	-

Foreigners are obliged to complete a Polish language course in I and II term lasting a total of 60 hours, in accordance to separate provisions (30 hours in I term).

Year of study: I
Semester: second

Name of the subject/ course	O/ W/ OzW*	Form of course Number of class hours						Verification of learning outcomes	ECTS credits	Discipline(s) to which the course relates	Organisational unit conducting the course
		W	Ć	S	K	Other	Total				
Systemy polityczne i medialne na świecie / <i>Political and Media Systems in the World</i>	O	30	30				60	E/Zo	6	Political and Administrative Sciences Social Communication and Media Studies	Institute of Political Science
Komunikacja międzykulturowa / <i>Intercultural Communication</i>	O	30	30				60	E/Zo	6	Political and Administrative Sciences Social Communication and Media Studies	Institute of Political Science
Etyka / <i>Ethics</i>	O	30	30				60	E/Zo	6	Philosophy	Institute of Political Science
Prawo autorskie / <i>Copyright</i>	O		30				30	Zo	3	Political and Administrative Sciences	Institute of Political Science
Media a kryzysy międzynarodowe / <i>Media and International Crises</i>	O				30		30	Zo	3	Political and Administrative Sciences Social Communication and Media Studies	Institute of Political Science
Praca dyplomowa 1 / <i>MA Thesis 1</i>	OzW					5	5	Zo	6	Political and Administrative Sciences Social Communication and Media Studies	Institute of Political Science

Język polski dla cudziemców 2 / <i>Polish for Foreigners 2</i>	O					30	30	E	2	-	School of Polish Language and Culture for Foreigners
TOTAL of class hours/ECTS points	-	90	120	-	30	5	245	-	30	-	-
TOTAL of class hours/ECTS points for foreigners	-	90	120	-	30	35	275	-	32	-	-

Foreigners are obliged to complete a Polish language course in I and II term lasting a total of 60 hours, in accordance to separate provisions (30 hours in II term).

A student develops the diploma thesis and prepares for the graduation exam supervised individually by a supervisor. Total predicted associated workload is 575 hours, including respectively: II term: 150 hours.

Year of study: II**Semester: third**

Name of the subject/ course	O/ W/ OzW*	Form of course Number of class hours						Verification of learning outcomes	ECTS credits	Discipline(s) to which the course relates	Organisational unit conducting the course
		W	Ć	S	K	Other	Total				
Media i komunikowanie polityczne w ujęciu globalnym / <i>Media and Political Communication in Global Comparison</i>	O	30	30				60	E/Zo	6	Political and Administrative Sciences Social Communication and Media Studies	Institute of Political Science
Trening public relations / <i>Public Relations Training</i>	O					30	30	Zo	3	Political and Administrative Sciences	Institute of Political Science
Globalne firmy technologiczne i organizacje z branży mediów / <i>Big Tech and Media Organisations</i>	O		30				30	Zo	3	Social Communication and Media Studies	Institute of Political Science
Regres i odporność demokracji / <i>Democratic Backsliding and Resilience</i>					30		30	Zo	3	Political and Administrative Sciences	Institute of Political Science
Rynek pracy i przedsiębiorczość / <i>Labour Market and Entrepreneurship</i>	O		30				30	Zo	3	Political and Administrative Sciences	Institute of Political Science
MODUŁ do wyboru**: Komunikacja na rzecz zmiany społecznej / <i>Communication for Social Change</i> Popkultura i polityka / <i>Pop Culture and Politics</i>	OzW		60				60	Zo	6	Political and Administrative Sciences Social Communication and Media Studies	Institute of Political Science
Praca dyplomowa 2 / <i>MA Thesis 2</i>	OzW					5	5	Zo	6	Political and Administrative Sciences	Institute of Political Science

										Social Communication and Media Studies	
TOTAL of class hours/ECTS points	-	30	150	-	30	35	245	-	30	-	-

Students choose either the 'Communication for Social Change' or the 'Popculture and Politics' module. Within the selected module, students are required to complete two courses. Each course consists of 30 contact hours, concludes with a graded credit, and is worth 3 ECTS credits.

A student develops the diploma thesis and prepares for the graduation exam supervised individually by a supervisor. Total predicted associated workload is 575 hours, including respectively: III term: 150 hours.

Year of study: II
Semester: fourth

Name of the subject/ course	O/ W/ OzW*	Form of course Number of class hours						Verification of learning outcomes	ECTS credits	Discipline(s) to which the course relates	Organisational unit conducting the course	
		W	Ć	S	K	Other	Total					
Innowacje cyfrowe w organizacjach obywatelskich i politycznych / <i>Digital Innovations in Civic and Political Organizations</i>	O		30					30	Zo	3	Political and Administrative Sciences	Institute of Political Science
Ekonomia mediów i zarządzanie / <i>Media Economics and Management</i>	O		30					30	Zo	3	Social Communication and Media Studies	Institute of Political Science
Narracje, storytelling i analiza dyskursu medialnego / <i>Narratives, Storytelling, and Media Discourse Analysis</i>	O						30	30	Zo	3	Political and Administrative Sciences Social Communication and Media Studies	Institute of Political Science
MODUŁ do wyboru **: Demokracja cyfrowa / <i>Digital Democracy</i> Komunikacja cyfrowa / <i>Digital Communication</i>	OzW		60					60	Zo	6	Political and Administrative Sciences Social Communication and Media Studies	Institute of Political Science
Praca dyplomowa 3 / <i>MA Thesis 3</i>	OzW						5	5	Zo	11	Political and Administrative Sciences Social Communication and Media Studies	Institute of Political Science
Język obcy / <i>Foreign Language</i>	OzW					60		60	E	4	-	Foreign Languages Centre

TOTAL of class hours/ECTS points	-	-	120	-	-	95	215	-	30	-	-
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Students choose either the 'Digital Democracy' or the 'Digital Communication' module. Within the selected module, students are required to complete two courses. Each course consists of 30 contact hours, concludes with a graded credit, and is worth 3 ECTS credits.

A student develops the diploma thesis and prepares for the graduation exam supervised individually by a supervisor. Total predicted associated workload is 575 hours, including respectively: IV term: 275 hours.

A student is obliged to complete foreign language course at the B2+ level by the end of IV term. Students have the option to start their language classes in II term.

TOTAL for the studies		165	510	-	60	229	964		120		
TOTAL for the studies – foreigners		165	519	-	60	289	1024		124		

* Subject/Course: mandatory – O ; elective – W ; mandatory with choice – OzW

General subjects - occupational health and safety, foreign language, physical education, Polish language

EXPLANATIONS

Forms of conducting classes:

W - lecture
 Ć - classworks
 S - seminar
 P - proseminar
 L - laboratory classes
 K - conversion course
 W - workshop
 Pr - labs
 L - lecture
 Ćw. - field exercises
 T - tutorial
 Other: e.g., internships

Verification of learning outcomes:

Eu - oral exam
 Ep - written exam
 T - test
 Es. - essay
 Proj. - project
 Pr. - annual work
 Z - pass
 Zo - pass/fail
 Other: e.g. UP - oral presentation, R - report