

Master's Degree Programme
JOURNALISM AND SOCIAL COMMUNICATION
Adam Mickiewicz University in Poznań
(I year of studies)
2023/2024

Winter term

No.	Module title	ECTS	Lecturer	Lectures	Practical classes	Type of exam
1.	English p. 1/2	2			30	Z
2.	Entrepreneurship p. 1/2: Multiculturalism in business practices	2	dr J. Skrzypeczyńska		15	Z
3.	Political Communication	4	dr M. Pawłowski	15	15	Z
4.	Modern Media System	4	prof. UAM dr hab. A. Stepińska	30		E
5.	Theory of Mass Communication	5	dr E. Smolak Lozano	15	15	E
6.						

New Media

No.	Module title	ECTS	Lecturer	Lectures	Practical classes	Type of exam
7.	Introduction to New Media	2	dr hab. M. Wielopolska-Szymura	20		Z
8.	Content Analysis	3	dr J. Wyszynski		30	Z
9.	Sound	2	dr D. Kujawa		15	Z
10.	Creative Thinking	2	mgr V. Fadyeyeva		15	Z

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1.	Public Relations	1	dr P. Łokić		15	Z
2.	Critical analysis of public communications	1	Prof. UAM dr hab. A. Lipiński		15	Z
3.	Facultative courses (2)	8 (2*4)			60 (2*30h)	Z
4.	Political Economy of the Media	2	l. p. mgr M. Polcyn	15	15	Z
5.	Information in Contemporary World	2	dr P. Łokić	30		Z
6.	M.A. Seminar p. 2/3	3			30	Z
7.	International and Intercultural Communication	3	dr E. Smolak-Lozano	20	10	E
8.	New Media: Benefits and Challenges	3	dr E. Smolak-Lozano	20	10	E
9.	Modern Media System	4	prof. UAM, dr hab. A. Stępińska	30		E

New Media

No.	Module title	ECTS	Lecturer	Lectures	Practical classes	Type of exam
10.	Journalism in New Media	3	l. mgr W. Dopierała-Kalińska p. mgr B. Użarowska	15	15	E
11.	Framing and Agenda Setting - Qualitative Media Analysis	2	dr P. Łokić	15	15	Z
12.	Content Analysis	3	dr J. Wszyński		30	Z
13.	Digital Photography	2	dr A. Wykrota		30	Z