

Kwalifikacja na poziomie siódmym Polskiej Ramy Kwalifikacji i europejskich ram kwalifikacji

Dziennikarstwo i komunikacja społeczna; Katolicki Uniwersytet Lubelski Jana Pawła II w Lublinie

Kategoria: studia wyższe

Krótką charakterystyka kwalifikacji

The graduate has profound knowledge and expanded skills to be employed in the media (radio and TV stations, the press, web portals), PR and advertising agencies. He/She is also prepared to conduct media research. The graduate is acquainted with social, political, economic, legal aspects of media functioning. He/she has knowledge of international and intercultural communication. He/she understands the social function of local media. He/she has a knowledge of marketing, promotion, public service campaigns. He/she understands various aspects of media psychology. The graduate has a command of English including terminology related to journalism and social communication. Depending on an individual choice he/she possesses journalistic skills in the field of the press, radio, tv or film production. He/she knows creative writing techniques and is able to use them to prepare media and promotional materials. He/she knows the specifics of mobile journalism. He/she is prepared to research the media and media audience. Graduates are characterised by professional creativity, aesthetic sensibility and high ethical and professional standards. The graduate is prepared to be employed as a journalist in the press, radio and TV stations, web portals, social and citizen media, news agencies. Competences in PR and advertising enable graduates to be employed in media houses, advertising and eventing agencies, press offices and departments of information, promotion and marketing departments in companies, governmental and self-governmental institutions, non-governmental organizations. The qualification allows graduates to be employed as specialists in creating and managing web portals, specialists in social media client communication, as media, communication, image advisors/consultants in cultural, research, education, and political institutions (f. e. members of parliament offices, political campaign staff), public administration and also business projects. The graduate possesses the skills to be employed as a media and communication researcher.

Informacje o kwalifikacji

Informacje dodatkowe

Liczba punktów ECTS

120

Czas trwania studiów - liczba semestrów

4

Kod kwalifikacji (od 2020 roku)

27735