

## **Theory of Media and Communication**

The aim of the course is to provide students with the ability to recognize and analyze media, the main theories of media and communication, and communication processes effects and introduction to media and communication theory. Part 1 is dedicated to theories of media and communication: concepts and models; theories of media and theory of society; mass media and culture; new media and news; normative theories of media and communication. Part 2 is dedicated to structures: media structure and performance: principles and accountability; media structure and institutions; global media and mass communication. Part 3 is dedicated to organizations: the media organizations and its context; production of media culture. Part 4 is dedicated to content: media content: issues, concepts, methods of media and text analysis; Part 5 is dedicated to: audience: theory and tradition of research dedicated to audience. Part 6 is dedicated to effects: the effect research tradition: four phases of media effect research, levels and kind of effects, a typology; effects of communication: short-term and long-term effects, indirect effects. Models of behavior effect, propaganda, campaigns.

## **International Relations**

The course is about the global relations. We will consider this topic from various angles, focusing on global trends; the world order and factors which shape it; the participants of global relations; contemporary global problems. We will keep in mind that very often global relations originate in the regional or local level. An effective global network requires negotiation skills, readiness to cooperate and to share responsibility and work. It depends on our ability to find a consensus.

The aim of the lectures and seminars is: to deliver a basic knowledge of the topic; to build a theoretical and factual framework for the discussion. Some of the lectures are illustrated by films.

## **Creative Writing**

The main goal of the course is to educate students in the ability to write non-standard texts with the use of alternative and creative stylistic solutions, and in an efficient movement between selected genres. Students will improve their literary skills; however, selected classes will also be devoted to diagnosing, planning and creating functional texts significant in contemporary social communication. Particular emphasis will therefore be placed on image texts and the design of information texts.

## **Marketing**

The main goal of the course is to equip students with marketing knowledge and skills. During the course, students learn the theory of marketing, with particular emphasis on its key branches, such as economic sector marketing, social marketing and political marketing. The program of the course includes: marketing instruments and tools, marketing strategies and techniques, image and brand creation, segmentation and positioning mechanisms, mechanisms of monitoring and evaluation of marketing activity. Selected but representative examples of marketing activities of commercial, public and social entities at local, regional, national and international level are discussed during the course.

## **Intercultural Communication**

The goal of this course is to provide students with knowledge about specificity of interactions occurring between representatives of different cultures and to help them develop intercultural communication competence. The impact of cultural differences on processes of communication and the role of cultural differences in various communication contexts and conflicts will be



presented. Students will learn about the applications of intercultural communication in conflict management.

### **Introduction to Sociology of Media**

The goal of this course is to present the impact of culture and society on the media, and the role media play in shaping people's attitudes and behaviors. Functionalist and critical approaches to this problem will be discussed in reference to specific problems: transmission of cultural values, promoting (or fighting with) stereotypes, provoking socially disruptive behaviors, mobilizing audiences through mass media campaign etc. Some of the most relevant theoretical contributions to the field of sociology of media (Lazarsfeld's, Merton's, Gerbner's, Noelle Neumann's, Stuart Hall's, Chomsky's) will be discussed. The notion and mechanisms of public opinion will be studied, together with the role of public opinion leaders. Social consequences of technological innovations in the media will be debated on. The issue of innovations in media technology and their impact on the relationship between the medium and its audiences will be addressed. The role of the new media and potential similarities between the off-line and on-line communities will be also studied.

### **Introduction to Public Relations**

The aim of this course is to introduce students to the most important theoretical approaches to public relations, as well as to the practical knowledge related to preparation, implementation and evaluation of public relations activities. First part of the course introduces following groups of topics : legal, social, cultural, economic and political context of public relations activities; definitions of public relations; and history and evolution of public relations. Second part of the lectures introduces practical aspects of public relations, including: the most important fields of public relations activities; the most important methods and tools used in public relations; public relations strategies; preparation of public relations activities; implementation of public relations activities; evaluation of public relations activities.

### **Media Analysis**

The course aims to introduce the methodology of data mining and its application in social sciences. The course presents a practical approach to media research. Software and databases that may be used for traditional media content analysis will be explained. Students will work on their project aimed at the content analysis of global media coverage. They will also test new analytical tools to monitor social media and the internet's content. Strategies for building social media research will be discussed. Students will work in teams, present their empirical findings, and search for their explanation. The classes will be organized in the form of workshops.

### **Interdisciplinary Research Methods**

The main aim of the course is to equip Students with a set of tools, enabling them to conduct research of complex social phenomena, from different theoretical perspectives and with the use of multiples research methods, stemming from different disciplines of social sciences. The main premise behind this approach is the holistic approach to social sciences. Limiting research according to the lines of disciplinary divisions lowers the effectiveness of a research procedure. Therefore, Students will not only gain theoretical knowledge on interdisciplinarity, but will also work on practical solutions to complex research problems. The main forms of the coursework include: critical text analysis, discussion, group work, case study and working on their own project. After finishing the course, the Student should not only postulate an interdisciplinary approach in theoretical parts of their writings, but should be able to pursue it empirically. This means that the Student will be able to formulate a research problem, ask research questions,



formulate a hypothesis and construct an analytical framework with the use of methods from different disciplines of social sciences, and conduct research

### **Global Business**

The central goal of this course is to enhance students' understanding of global corporate strategies, tools and practices, employed by firms – both large multinationals and SME - in their investment and trade activities across the globe. More specifically, the course will discuss the following issues: globalization and international business, multinational firms in a globalized world, formal institutions (politics, law, economics), informal institutions (culture, values, norms), international strategies, international trade, foreign direct investment, economic integration – regional and global dimensions, global monetary system and forex, global production and supply chain management, global marketing, global HR management, technology transfer and the role of information, ethics and CSR in global business.

### **Political Communication**

The aim of the course is to provide students with the ability to recognize and analyze political communication, communication among political actors and voters via the mass media and social media, the methods of use the media and analyze of its effects. The course covers the main approaches in studies on political communication, including political propaganda and its history in Europe. The course offers introduction to the language of politics, its functions, styles and symbols, symbols. Students learn about the basics of political advertising and discuss the relevance of social media in political campaigns.

### **Media and International Conflicts**

Main objective of the course is to enable students to develop understanding of the ways in which media interact with international conflicts. In 21st century global television networks and leading social networking sites can determine policies towards conflicts, in particular foreign policy. They also have an impact on public opinion and they frame perceptions of various stakeholders. On the other hand the established media and online media platforms are to a large scale subjected to the influence of propaganda, disinformation, fake news etc. That is why this phenomena require interdisciplinary approach of political science, international studies, media and communication studies combined in supranational context of contemporary wars, crises, conflicts, security issues. This course offers consideration of many dimensions of the media coverage and responses to international conflicts, including complex relationship between various actors (governments, NGO's, international organizations, the military etc.) both at the international scene and within hybrid media environment.

### **Cold War and Process of Transformation in Central-Eastern Europe**

The objective of the course is to explain issues of the political geography and modern history of the states of the Central-Eastern Europe. The course explains the important lines of political, economic, cultural, civilization, religious and ethnic divisions of the region. Student understands and is able to exemplify the political, economic and social processes occurring in the region during the times of the Cold War and can relate them to the process of political and economic transformation. Student is able to analyze and evaluate the meaning of the key regional and international factors influencing the situation of the Central-Eastern European states during the Cold War, including the Soviet domination, totalitarian/authoritarian communist regimes, social and economic reforms and changes, East vs. West rivalry etc. Student knows the conditions of the democratic transformation of the Central-Eastern European states and is able to explain the internal politics and socio-economic processes of those states nowadays.



## **Global Media and Communication**

The course is focused on soft power and its tools, and their relevance in international relations. The lectures give insight into main theoretical approaches in the field, starting with J.S Nye concept of the three dimensions of power. Public diplomacy (and also its new version – the so called New Public Diplomacy) will be discussed as a form of external political communication and the way, governments use the countries' soft power assets and translate their values, culture and foreign policy for foreign audiences. Thus, soft power and its tools are presented as means of contemporary foreign policy, basing on the experiences of superpowers, middle powers and small countries. The lectures introduce also nation branding as a term and as a policy and confront soft power tools with the theory and practice of propaganda. The course integrates approaches from international relations and media and communication studies. Poland's public diplomacy is included into the course as one of the cases.

## **Ethics of Communication**

The purpose of the course is to introduce students into the ethics of communication. The curriculum covers three basic areas. First, given the "global" orientation of the programme, issues related the pluralism inherent in communication (i.e. communication as the activity involving diverse subjects) are discussed (discourse ethics, John Rawls's idea of public reason, Hannah Arendt's philosophy and its interpretations, ethics of sexual difference). Second, the approaches that present communication as the basic ethical phenomenon are analysed (the philosophy of dialogue, ethics of care, Karl Jaspers's existentialism). Third, the course asks about the limits of communication, meaning: whether it can be extended beyond the human world (speaking and listening as ethico-political categories, the ecologies of indigenous cosmologies, i.e. as presented by Kyle Whyte).

## **Public Relations Training**

This course provides students with the practical knowledge and skills of planning and managing strategic communication campaigns and other types of communicative activities between organizations and their stakeholders. Effective and creative campaign planning and management are central to all public relations activities. The elements of strategic public relations campaign are explored through direct experience. Topics explored include the social and organizational contexts of public relations management, the different types of plans, PR research, strategies for planning, implementing and evaluating public relations campaigns.

The course focusses on skills relevant to developing and managing PR campaigns which support organisational goals and result in enhancing reputation. The course looks at different aspects of PR planning such as stakeholder identification, media planning, budgeting and monitoring and evaluation across a range of media including social media. The course also outlines key PR activities such as making presentations, PR writing, publications planning and an understanding of relevant messages and the features of different communication channels. This course represents an opportunity to bring together and apply knowledge students have already learned in other public relations and communication courses.

Several profit oriented as well as public communication campaigns will be analysed.

## **Media Law and Human Rights**

The course would be a kind of introduction into Media Law and its different aspects. Students should easily recognize interdisciplinary character of this legal branch and shall divide between rights of viewers and individuals, whose human rights have been violated and obligations imposed on media without the violating their rights of free expression and freedom of the press.



Precise depiction of the role played by media democratic society shall allow to see the proper standards for them and how political propaganda works.

### **Masters Seminar 1: Media and Communication**

The objective of the MA seminar is to prepare students to conduct their own research, plan it, learn how to ask research questions and to verify hypotheses, and eventually how to defend the thesis. The seminar and the master theses will be focused on global and international communication, relations between media and politics in international environment, especially on public diplomacy and branding as tools of foreign policy.

### **Masters Seminar 2: International Relations**

This course combines elements of lectures/seminars on research methodology, methods, procedures and techniques with individual work on the particular topics chosen by students for their MA thesis. Finally, students should learn how to research and write their thesis.

Seminar is focused mainly on political aspects of international relations and offered to all the students, who would like to deepen their knowledge and develop their skills in analyzing various processes and events which dominate in contemporary world politics and discourse.

### **Communication for Development**

The aim of the course is to equip students with general knowledge in the area of development communication, which allows them to precisely distinguish differences between concepts such as media for development, media development, media assistance, communicating development, media aid projects, foreign broadcasting and agenda. Afterwards students will be able to research different initiatives on development communication conducted in different parts of the world, at different times, by different stakeholders and with different results.

### **Online Communication**

The objective of the workshop is to prepare students for self-organized work online, for example, for the construction of simple website projects (basing on available forms) and opening of public social media accounts. Students will be introduced into the basics of computer graphics and will be familiar with the rules of cybersecurity while working and communicating online. The course taught by the colleagues from the IT Service Section at the University of Wrocław allows for training the skills such as creating websites, based on most popular and available forms and schemes, while caring for the rules of security online.

### **Migration as a global issue**

The course is prepared as an introduction to the international migration both from the theoretical and empirical perspective. While studying the interdisciplinary and complex nature of migration, students will be analysing readings from economics, political science, geography, demography, sociology, and other disciplines in order to learn the causes and effects of this process.

We will study the mechanism of international migration to answer the main questions: 1) why do people migrate, 2) what are the categories of migrants, 3) what are the consequences of migration for sending and receiving societies, 4) what are the challenges of migration governance. The language of the public debate on migration, as well as media coverage of this issues will be one of the crucial element of the entire course.

### **Public and Cultural Diplomacy**

The objective of the course is to introduce the students into the use of soft assets, first of all culture, in foreign policy and international relations, to prepare to the construction of strategies,



including media events, and to the understanding of the basics of media relations. The course introduces to the theory and practice of public and diplomacy, their structures, objectives and tools. On the basis of case studies, students will analyse public and cultural diplomacy efforts and while working on papers, learn the basics of public and cultural diplomacy projects such as cultural diplomacy events.

The course is based on the effects of research on public and cultural diplomacy from two angles: theory of international relations and foreign policy, media and communication.

Public diplomacy (and its new version, the so called New Public Diplomacy) will be discussed as forms of external communication and the way, governments activate the soft power assets of the country; while basing on the cases of the superpowers, middle powers and small states.

### **Branding Smart Cities**

The aim of the class is to present main conception of branding smart cities and chief problems in this area. Branding smart cities is understood as an activity involving the task of re-invention, re-description, and promotion of characteristic features of a city, and is aimed at enhancing its developmental prospects. As such, the process implies construction and promulgation of imaginative narratives, persuasively conveying the sense of uniqueness of a city, encouraging an emotional relationship to it, and supporting its image as an attractive centre of social, economic and cultural life. The activity is to convey the message of uniqueness, trust, innovation, emotionality, inclusiveness and opportunity. Such a message will be trustworthy if based upon an innovative re-description of the history and the condition of the city, aimed at communicating its intrinsic resilience and potential. The imaginative employment of concepts referring to emotionality, signaling the inclusiveness of the city, serves as a mode of building a personal identification with it, thus fostering the image of the city as a place of opportunities.

### **Diplomatic Protocol**

The main aim of the course is to introduce general rules, norms and methods of diplomatic protocol. Students will gain fundamental knowledge of protocol and etiquette in the diplomatic world. The first part of the course introduces the following topics: introduction to contemporary diplomacy, definitions and functions of diplomatic protocol; historical development of diplomatic protocol; aims and functions of diplomatic protocol in contemporary official relations. The second part focuses on topics of precedence, organization of ceremonial, official and occupational visits; diplomatic receptions, meetings and conferences; etiquette: “savoir-vivre”, and dress code.

In the frame of the second part of the course students will practice competencies and skills entwined with diplomatic etiquette and good manners.

### **The Art of Negotiation**

The course provides background for analysis and preparation of negotiations. Students will be exposed to issues related to problems and conflicts solving at various levels: regional, national and international. They will train negotiation skills and techniques. They will learn how to apply different types of negotiations. The course gives the ability to train the main skills in negotiations and implement the learned strategies.

