



**Akademia
Humanistyczno
Ekonomiczna
w Łodzi**



2026-2027

ACADEMIC OFFER

JOURNALISM



JOURNALISM

Language: **English**

Winter and Spring
2026-2027

Journalism Bachelor

SUBJECTS OFFERED IN JOURNALISM FIELD

CONTEMPORARY CINEMA

exercises

NEW MEDIA

exercises

FILM LANGUAGE

exercises

INTELLECTUAL PROPERTY PROTECTION

lecture

BASES OF CREATIVITY

exercises

CONSTRUCTIVE CONFLICT RESOLUTION

workshops

AWARENESS OF VALUE OF MADE DECISIONS

workshops

FOUNDATIONS OF PHILOSOPHY

lecture

PROJECT OF OWN VENTURE

project

Contemporary Cinema

exercises

8 ECTS

Teaching methods

lecture / didactic discussion /
visits to cultural institutions / demonstrations

Method of verifying education

assignments / activity during classes

OBJECTIVES

Students learn about the contemporary cinema- the foreign cinema but also the Polish one. Students can see the examples of the documental films, the feature films and also the animated films made recently.

COURSE CONTENT

- Characteristics of postmodern culture and its influence on film culture.
- Key theorists and perspectives on the reality of the late XX and early XXI centuries.
- Postmodern cinema: notable work and filmmakers.
- Contemporary American and European cinema: phenomena, trends, and distinctive creative figures.
- Phenomena and notable personalities within smaller national cinematographies.
- Aesthetic transformations under the influence of new technologies.
- The condition and trends of contemporary cinema in the context of the development of digital culture

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge:

- Students can characterize examples of contemporary audiovisual culture.
- They can give examples and characterize renowned filmmakers and examples of their work.

In terms of skills:

- Students can recall crucial trends in contemporary culture and interpret them.
- They have the ability to formulate and defend their opinions on the subject of the role of modern cinema.

In terms of social competencies:

- Students can confront their view with others.
- They can cooperate and work as a team with other students.

New Media

exercises

8 ECTS

Teaching methods

lecture / didactic discussion /
visits to cultural institutions / demonstrations

Method of verifying education

assignments / activity during classes

OBJECTIVES

Students learn what new media mean nowadays. They find the relationship between media and new technologies. Examples include: websites, virtual worlds, multimedia, computer games, digital animation and others. Students can notice how important is new media in human communication in contemporary times. Both – lectures and screenings are conducted during the class.

COURSE CONTENT

- Old and new media – characteristics and differences.
- Cyberspace – definitions.
- Strategical communication for culture in new media.
- Types of culture consumers and different marketing strategies in new media.
- Modern marketing strategies (ex. shock advertising, virus advertising, storytelling).
- Stereotypes in communication (ex. feminist criticism of media message).
- The most common communication errors in new media (errors on websites, principles of web writing – effective online content creation).
- The role of social media in promoting culture (examples of effective campaigns on social media).

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge:

- Student has knowledge about the distinctions between old and new media in context of their importance for culture.
- They understand the potential of new media in terms of presence and promotion of culture.

In terms of skills:

- They can conduct a discussion on the role of new media in culture.
- They can effectively communicate visually in new media for socio-cultural or artistic institutions.

In terms of social competencies:

- They can cooperate with other team members.
- They can take on responsibility for planning activities for the social environment. They can think and act in an entrepreneurial way.

Film Language

exercises

4 ECTS

Teaching methods

lecture / didactic discussion /
visits to cultural institutions / demonstrations

Method of verifying education

assignments / activity during classes

OBJECTIVES

This course provides students with a comprehensive understanding of the language of film. Through selected examples, students are introduced to the formal language of cinema not only in narrative (feature) films, but also in documentary and animated forms. The course offers insights into film genres and the elements that constitute cinematic expression, including: film narration and dramaturgy, visual aspects (e.g. types of shots, frame composition, camera work, set design), acting, soundtrack, editing, and special effects. Learning is reinforced through group discussions.

COURSE CONTENT

- Components of the language of film: narration and dramaturgy, visual aspects, acting, soundtrack, editing, special effects.
- Film shots and camera work – illustrated with selected examples.
- Film editing and sound design – illustrated with selected examples.
- Postproduction and special effects – illustrated with selected examples.
- Analysis of selected films.
- The language of animated film – the use of abbreviation and symbolism.
- The language of documentary film.

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge:

- Students know and understand basic elements of film language, including storytelling, visual aspects of the film, acting, sound design, editing, and special effects.
- Students gain knowledge of film genres and ability to distinguish between feature, documentary and animation.

In terms of abilities:

- Students acquire the ability to perform detailed analyses of films and to apply theoretical concepts to practical case studies.
- Students are able to identify and evaluate the role of visual, auditory and narrative elements in shaping the meaning of a film.

In terms of social competencies:

- The course develops competences such as openness to different viewpoints, effective communication skills and teamwork.

Intellectual Property Protection

lecture

1 ECTS

Teaching methods

lecture

Method of verifying education

exam

OBJECTIVES

Students will learn the concept of intellectual property. The course also covers issues: the role and importance of intellectual property in education, commercial activities and research, and the general scope of protection by exclusive rights, including time and territory. Students will also learn about intellectual property categories and exhaustion of intellectual property rights. Students will learn international treaties and other legal provisions.

COURSE CONTENT

- The historical development of intangible goods protection.
- International and national aspects of intellectual property protection.
- The origins and position of contemporary copyright law and related rights.
- The relationship between intellectual property protection, competition policy, unemployment reduction, innovation, and economic growth.
- The subject matter and entities of copyright law; basic definitions.
- Authors' moral rights to protected works.
- The concept and basic catalogue of economic rights and fields of exploitation of a work; selected issues concerning licenses.
- Forms of infringement of moral and economic copyright: the concepts of plagiarism, piracy, and databases; the role of collective copyright management organizations.
- The concept and principles of permissible private and public use of a work; the rights of libraries and schools; the quotation right.
- Special protection of computer programs, images, and correspondence.
- Protection of inventions, trademarks, and industrial designs; the Community trademark.
- Civil and criminal liability rules for infringement of intellectual property rights.

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge:

- Students know and understand concepts in the field of intellectual property, including copyright law.
- They know the relationship between intellectual property protection, fair competition, innovation, and economic growth.
- They know the principles of intellectual property protection.
- They know and understand the differences between moral rights and economic (property) copyrights.

In terms of abilities:

- Student: is able to accurately define a work and other objects of intellectual property in both legal and economic terms.
- Is able to determine which works are not protected by copyright law and provide a reasoned justification.
- Is able to select relevant information and statistical data to analyze the economic impact of intellectual property rights.

In terms of social competencies:

- Student is aware of their knowledge of the social and economic role of intellectual property protection.
- Acts in a professional manner, respecting intellectual property.
- Is able to produce academic texts and simple informational content without infringing copyright law.

Bases of Creativity

exercises

1 ECTS

Teaching methods

workshop methods / didactic discussion / problem-solving method / individual work

Method of verifying education

assignments / activity during classes

OBJECTIVES

The purpose of the course is to familiarize students with the concepts of creativity, equip them with knowledge of the language of deliberate creativity. The subject will allow students to get acquainted with the subjective concept of man, develop fluidity, flexibility and originality of thinking, the ability to perceive and give new meanings and meanings to reality and also prepare students for creative problem solving.

COURSE CONTENT

- Thinking through analogy, metaphor, and abstraction.
- Selected methods of creative problem-solving.
- Conscious development of creative dispositions.
- Features of creative thinking – fluency, flexibility, originality.
- Specificity of the creative art, intentionally creative.

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge:

- The student distinguishes creative behaviours from standard ones.
- Identifies the characteristics of fluency, flexibility, and originality in thinking.
- Explains selected methods of creative problem-solving.

In terms of abilities:

- The student modifies their perception of reality.
- Combines various ideas, concepts, and notions.
- Justifies their stance and opinions.
- Demonstrates readiness to break patterns in thinking and action. Applies selected methods of creative problem-solving.

In terms of social competencies:

- Takes care to maintain their own autonomy in thinking and action.
- Organizes their activities in an innovative way.
- Demonstrates flexibility in thinking and action.

Constructive Conflict Resolution

workshops

1 ECTS

Teaching methods

didactic discussion / brainstorming /
drama techniques / workshop method

Method of verifying education

assignments / activity during class

OBJECTIVES

To familiarize students with the nature of conflict within a group.

Improving the ability to recognize conflict situations.

Demonstrate the influence of the group on the process of conflict formation and resolution.

Improving the ability to stop the escalation of conflict at the earliest possible stage of its development, or to help resolve conflict at any stage.

COURSE CONTENT

- Definition of conflict and types of conflict.
- Stages of constructive conflict resolution. Conflict resolution styles.
- Phases of group conflict.
- The role of emotions in group conflict.
- Group process and conflict situations.
- Conflict resolution styles.
- Constructive ways of resolving conflict in a group.

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge:

- The Student distinguishes and describes the stages of constructive conflict resolution, knows conflict resolution styles.

In terms of skills:

- observes and diagnoses conflicts occurring within the group.
- recognizes their emotions and needs in a conflict situation.
- applies the principles and techniques of conflict resolution in a group.

In terms of social competencies:

- demonstrates responsibility for the process taking place within the group.
- ensures constructive conflict resolution.

Awareness of value of made decisions

workshops

1 ECTS

Teaching methods

didactic discussion / brainstorming /
drama techniques / workshop method

Method of verifying education

individual and group work / activity during classes

OBJECTIVES

- Preparing students to analyze their own hierarchy of values.
- Showing the relationship between choices made and underlying needs and values.
- Expanding the ability to make independent and conscious decisions..

COURSE CONTENT

- Perception of values in selected philosophical approaches (relativism, absolutism, objectivism, subjectivism)
- Real values versus declared values
- Perception of good and evil
- Awareness of the current hierarchy of values
- Goals and values versus life planning – the importance of purpose in human life
- Defining the concept of decision and the decision-making process
- The role of emotions in the decision-making process
- Individual versus group decision-making
- Factors influencing decisions made
- Freedom and responsibility in decision-making; decision-making errors and their consequences

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge:

- The student defines and lists the stages of decision-making.
- The student explains the specificity of individual and group decision-making.

In terms of skills:

- The student efficiently uses axiological concepts.
- The student analyzes and verifies their own hierarchy of values.
- The student develops the ability to make decisions (both individually and in groups) based on professed values.
- The student analyzes different styles of decision-making.

In terms of social competencies:

- The student justifies their views and arguments.
- The student demonstrates responsibility for the choices made.
- The student remains open to different styles of decision-making.
- The student is oriented towards the needs of others in the decision-making process.

Foundations of Philosophy

lecture

1 ECTS

Teaching methods

conversational lecture / didactic discussion / project-based method

Method of verifying education

exam

OBJECTIVES

Introduction to key concepts and issues in philosophy. Equipping students with knowledge of the history of European philosophy. Enhancing skills related to resolving moral dilemmas encountered in daily life. Fostering a dialogical attitude – developing skills in discussion and teamwork.

COURSE CONTENT

- Fundamentals of Philosophy – Concepts and Major Schools of Thought.
- Key Issues from Various Periods and Branches of Philosophy: Metaphysics, Epistemology, Axiology.
- Discussion of the Most Representative Philosophical Concepts in the History of European Philosophy.
- Preparation for a Philosophical Project using Project-Based Methodology.
- Addressing the Problem of "How to Engage Children, Youth, and Elderly People in Philosophy" – Implementation and Evaluation of a Philosophical Project.

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge:

- Knows and understands the nature of philosophy and the differences between philosophy and other disciplines and fields of culture. Knows and understands selected concepts and problems of philosophy. Knows and understands major ethical theories.

In terms of skills:

- Critically analyzes both their own beliefs, arguments, and actions as well as those of others. Argues their position in a coherent and logical manner. Recognizes ethical dilemmas and resolves them independently and responsibly.

In terms of social competencies

- Shows respect for others' opinions. Collaborates within a team, completes assigned tasks, and manages their time effectively. Demonstrates openness to new ideas, facts, and challenges.

Project of own venture

project

3 ECTS

Teaching methods

didactic discussion / brainstorming / group work / project-based method

Method of verifying education

project / activity during classes

OBJECTIVES

Stimulating an entrepreneurial attitude among students.

Inspiring students to create jobs for themselves and others.

Developing the ability to independently plan a career path in order to realize personal goals and passions.

COURSE CONTENT

- Planning one's own initiative
- Action schedule
- Characteristics of an entrepreneurial attitude
- Identifying strengths and weaknesses of the project
- Evaluation of change
- Passions and interests versus professional work
- Formulating objectives

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge:

- The student knows the definition and individual stages of a project.
- The student distinguishes an initiative from other forms of activity.

In terms of abilities:

- The student defines personal objectives realized during the design of their own initiative.
- The student designs their own undertaking.
- The student transforms passions and interests into a real project.
- The student critiques their own project as well as the projects of other group members.

In terms of social competencies:

- The student remains open to change.
- The student demonstrates personal benefits resulting from the implementation of the project.
- The student takes responsibility for their own undertaking.