



**University of  
Humanities and  
Economics in Lodz**

**ERASMUS+ INCOMING STUDENTS  
ACADEMIC OFFER - COURSES TAUGHT IN ENGLISH – AVAILABLE TO  
ALL STUDENTS, ESPECIALLY TO JOURNALISM, CULTURE STUDIES,  
MEDIA STUDENTS**

**Winter and Spring Semester 2025/2026**

**Subjects are available in both semesters.**

## **JOURNALISM, CULTURE STUDIES, MEDIA BACHELOR**

---

<b>Contemporary cinema</b>	
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.	<b>8</b>
<hr/>	
<b>New Media</b>	
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.	<b>8</b>
<hr/>	
<b>Film language</b>	
Students learn about the main parts which create the film: the script, the visual side like the work of cinematographer and the scenography, the dramaturgy, the edit, the soundtrack, the special effects and the others. Students observe the influence of each part on the other. There are lectures but also the screenings of films.	<b>4</b>

## **Public relations**

Content of the course:

introduction to public relations, PR strategy, defining target groups, PR tools, communication process, creating PR materials, elements/basic rules of copywriting, workshops, PR project preparation

4

---

## **Freedom of Speech**

The course aims to thoroughly familiarize students with issues related to censorship and freedom of expression in a democratic society. After exploring the historical roots of freedom of speech, the course goes on to discuss rebellion, defamation and slander, privacy issues, obscenity and pornography, symbolic speech, hate speech and the impact of technology on freedom. During the course, the special relationship between communication research and freedom of speech research will be explored.

7

---

## **Intellectual Property Law**

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.

2

---

## **Philosophy of human being**

The course comprises the following topics:

**I. WHAT IS PHILOSOPHY OF HUMAN BEING?**

**II. WHAT DOES IT MEAN TO BE HUMAN BEING?**

Theories of human nature. Should we identify being biologically human and being human or distinguish between the two? Can we imagine some naturally occurring (for example, an intelligent alien) or artificially produced entity (for example, a super intelligent computer) which is not human biologically but possesses the hallmarks of our humanity?

**III. IS DEATH AN EVIL?**

4

Why do humans want to be immortal? A journey to the Land of Immortals. How does the consciousness of mortality affect our life? Death and the meaning of life.

#### **IV. WHAT IS THE MEANING OF HUMAN LIFE?**

What makes our life meaningful? Should we discover the meaning of life or create it by ourselves?

The teaching methods include lectures, reading philosophical texts, watching movies (directed by the greatest filmmakers, such as Akira Kurosawa, Ingmar Bergman, Andrei Tarkovsky, Stanley Kubrick, Alfred Hitchcock), and discussions.

---

#### **Bases of Creativity- theory**

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.

2

---

#### **Bases of Creativity – practice**

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.

2

---

#### **Creative personal development**

The aim of the course is to familiarize with the essence of conflict in a group, improve the ability to recognize a conflict situation, show the influence of the group on the process of conflict formation and resolution, improve skills to stop the process of escalation of the conflict at the earliest possible stage of its development, or help in resolving the conflict at every stage.

2

## **Constructive conflict solving**

The aim of the course is to familiarize with the essence of conflict in a group, improve the ability to recognize a conflict situation, show the influence of the group on the process of conflict formation and resolution, improve skills to stop the process of escalation of the conflict at the earliest possible stage of its development, or help in resolving the conflict at every stage.

**2**

---

## **Project of own venture**

The purpose of the course is to familiarize students with the basic concepts of entrepreneurship, to show the relationship between the entrepreneurial attitude and planning their own future, to prepare students to plan and implement their own ventures.

**3**

***!** Please note that in each case AHE reserves the right not to open the subject due to low number of participants or internal issues. At each time we will try to offer alternative subjects to meet the learning outcomes required by the sending institution.*

*The student has 30 days to make changes to his/ her Learning Agreement after the arrival at AHE.*

**CHANGES IN SUBJECTS AND ECTS MAY OCCUR UPON YOUR ARRIVAL.**