

**DESCRIPTION OF LEARNING OUTCOMES OF
ENGLISH IN PUBLIC COMMUNICATION**
FIRST-CYCLE DEGREE PROGRAMME WITH ACADEMIC PROFILE
since academic year - 2019/2020

Key:

K (before the underscore) – study programme learning outcomes

W – knowledge

U – skills

K (after the underscore) social competence

P6S - characteristics of the second stage of the Polish Qualification Framework - level 6 (first-cycle programme)

WG - knowledge, the extent and depth - the completeness of the cognitive perspective and relationships

WK - knowledge, context - conditions, effects

UW - skills, use of knowledge - solved problems and performed tasks

UK - skills, communication - reception and production of messages, dissemination of knowledge in the scientific community and using a foreign language

UO - skills, work organization - planning and teamwork

UU - skills, learning - planning their own development and the development of others

KK - competence, assessment - critical approach

KO - competence, responsibility - fulfilment of social obligations and public interest actions

KR - competence, professional role - independence and ethos development

Symbol	Learning outcomes	Reference to the PQF
KNOWLEDGE: GRADUATE KNOWS AND UNDERSTANDS		
k_Wo1	the place and significance of the communication studies among humanities and their analytical and methodological tools	P6S_WG
k_Wo2	basic terminology and theories of linguistic, media studies and cultural studies	P6S_WG
k_Wo3	the role of English as a cognitive means and a tool used for public communication including persuasion	P6S_WG
k_Wo4	main methods of analysis and interpretation of public communication tools, including cultural conditions of English speaking countries	P6S_WG
k_Wo5	complex nature of linguistic phenomena, their evolution and multiple functions in public communication	P6S_WG
k_Wo6	economic, political and institutional facts referring to public communication in the English-speaking countries	P6S_WG
k_Wo7	elements of academic discourse and linguistic considerations relating to the studied discipline	P6S_WG
k_Wo8	legal, ethical and linguistic considerations of their professional activity resulting from public communication in media and business	P6S_WK
k_Wo9	principles of functioning of institutions, systems, norms and values and their linguistic characteristics related to professional public communication	P6S_WK
k_Wo10	principles of copyright and its protection in relation to various products of communication and culture, in particular in media in public domain	P6S_WK
k_Wo11	the contents associated with the elective module (as specified in a separate list of module learning outcomes)	
SKILLS: GRADUATE CAN		
k_Uo1	use the terminology and take theoretical standpoints in reference to theoretical models derived from research in communication, media and language studies	P6S_UW
k_Uo2	recognize different types of texts in order to perform their critical analysis and assess their relevance and impact in public communication	P6S_UW
k_Uo3	use arguments and formulate logical conclusions based on studies of other authors	P6S_UW
k_Uo4	create and read English-language texts and prepare elaborate presentations relating to communication studies using formal sources	P6S_UK
k_Uo5	use English at the level of C1 of the Common European Framework for Languages	P6S_UK
k_Uo6	formulate research problems and use appropriate tools and methods to analyse and discuss them with other specialists in the field of public communication under the guidance of the supervisor	P6S_UK
k_Uo7	explore and critically analyse information from various sources, institutions and media	P6S_UO
k_Uo8	take up individual and group activities aimed at developing language skills and intercultural communication skills	P6S_UO
k_Uo9	use the acquired knowledge and skills to deepen their academic interests in the interdisciplinary dimension	P6S_UU
k_Uo10	use communication tools in an ethical and responsible manner, including specialized information and communications technologies oriented to persuade and influence the audience	P6S_UU
k_Uo11	use another foreign language at B2 level.	P6S_UK
k_Uo12	use the knowledge associated with the elective module (as specified in a separate list of module learning outcomes)	

SOCIAL COMPETENCE: GRADUATE IS READY TO		
k_Ko1	manage time and prioritize the implementation of various tasks related to studying and professional work	P6S_KK
k_Ko2	critically evaluate and solve problems arising from the implementation of professional tasks such as creating public texts for media or business or providing language support in institutions and enterprises	P6S_KK
k_Ko3	accept linguistic and cultural differences and recognize them as natural vocational factors	P6S_KO
k_Ko4	participate in various forms of cultural life in an engaged and creative way	P6S_KO
k_Ko5	comply with the rules of professional ethics and develop their language skills in the English language in the process of lifelong learning	P6S_KR
k_Ko6	improve their position in the media services market and entrepreneurship by developing communication competences and cultural sensitivity	P6S_KR
k_Ko7	function competently, responsibly and ethically within the area defined by the elective module (as specified in a separate list of module learning outcomes)	