Communicology, Media and Journalism, university graduate study -learning outcomes-

Media content on modern digital platforms

1. Interpret the most important theories from the sphere of media and technology;
2. Apply research techniques based on technological innovations;
3. Create media content in different media formats (text, infographics, photography, audio, video);
4. Integrate different media formats into a single media product;
5. Adapt media products to different display technologies.

Editorial

1. to observe the appearance and motivation of editorial work in the media
2. to analyze the discourse of editorial work
3. to master the diversity of editing methods and techniques in the media space and to apply them in a differentiated way
4. to recognize and actively use editing techniques when designing media content
5. to identify and distinguish the values of social interest versus profit
6. to apply ethical principles in media editing
7. to edit media content independently and/or in a group

TV and radio performance communication

1. Critically understand the broader context of communication, media and journalism and critically question communication and media issues in relation to the strategic, business and market environment and socially responsible business. Demonstrate advanced communication and media literacy skills, media content creation and communication management.
2. Manage digital technology for the purposes of evaluation, but also for the independent creation of media content and for the purposes of organizing communication processes in the media environment.
3. Critically evaluate, plan, evaluate and manage communication processes and strategies in accordance with national and international standards and communication channels, respecting the necessary data protection requirements.
4. Demonstrate formal and informal communication skills in a multidisciplinary, multimedia and multicultural environment.
5. Analyze the regulatory framework of the right to access information in the context of journalistic data analysis and generate innovative approaches to research and presentation of data in journalistic reports.
6. Recognize, interpret and compare the main trends in media convergence on different platforms (web, radio, television) and apply the acquired knowledge to solve specific media tasks and challenges in the contemporary digital media landscape.

Media reception

1. State the basic concepts of reception theory and interpret their meaning
2. Understand the cause-and-effect relationships of media interactions
3. Recognize texts constructed according to artificially created media needs

4. Create your own texts by applying the laws of the media environment in a differentiated manner
5. Critically interpret media reception

Creative industries management

1. Be able to define key concepts in the creative industries.
2. Analyze the creative economy and the creative economy.
3. Distinguish between processes and outcomes in the creative industries.
4. List and explore the users of innovations in the creative industries.
5. Analyze the market for creative work.
6. Connect and compare topics over a longer period of time in order to gain knowledge and project future trends in the development of the creative industries.

Open source investigative journalism

1. Define the legal framework of the right to access information and identify key public data sources relevant to open source investigative journalism.
2. Analyze budget data, financial statements and operations of companies under public authority supervision to identify problems, illegalities and unethical practices in operations.
3. Evaluate public procurement procedures and State Audit Office reports to identify irregularities and risks of corruption.
4. Apply OSINT methods for searching and analyzing open sources, including advanced searches, digital tools and information verification.
5. Verify and process data using fact-checking methods and analytical techniques to ensure the accuracy and credibility of investigative findings.
6. Prepare structured data analyses and research reports using visualization and appropriate analytical methods.