



**UNIVERSITY of INFORMATION  
TECHNOLOGY and MANAGEMENT**  
in Rzeszow, POLAND

# FACULTY OF MEDIA and SOCIAL COMMUNICATION

of the University of  
Information Technology  
and Management  
based in Rzeszów

ORGANISATIONAL STRUCTURE | DESCRIPTION OF FIELDS OF STUDY  
| RESEARCH | PUBLICATIONS | ACADEMIC JOURNALS | RESEARCH  
and DIDACTIC LABORATORIES | SERVICE CENTRES



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and Management in Rzeszów  
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Rzeszów, 2020

# FACULTY OF MEDIA and SOCIAL COMMUNICATION

University of Information Technology  
and Management in Rzeszów

## SCIENTIFIC CATEGORY IN PARAMETRIC EVALUATION OF THE MINISTRY OF SCIENCE AND HIGHER EDUCATION for 2013–2016

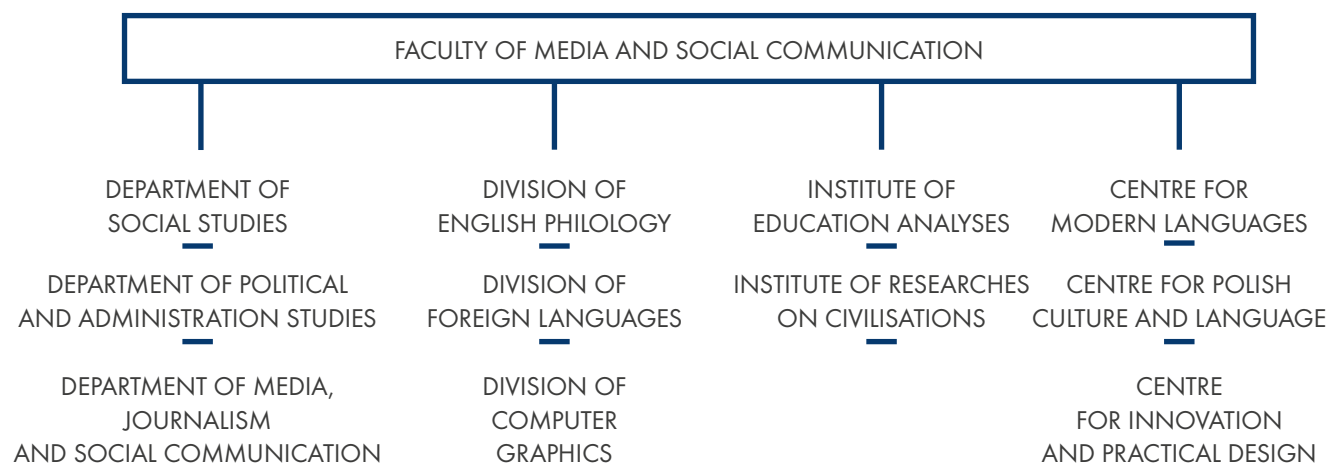
The organisational units which on 1.10.2019 came under the Faculty of Media and Social Communication, until 30.09.2019 were part of the Faculty of Administration and Social Sciences, which during the last categorisation obtained **category B**.

### The main research disciplines in the Faculty of Media and Social Communication:

- Social Communication and Media Studies;
- Political and Administration Studies;
- Humanities/Linguistics.

## ORGANISATIONAL STRUCTURE OF THE FACULTY OF MEDIA AND SOCIAL COMMUNICATION (since 1.10.2019)

Within its structure, the FMSC has research and teaching units (Departments), research units (Institutes), teaching units (Divisions) and service centres.



## **FACULTY SUCCESSES**

Young scholars of the Faculty of Media and Social Communication have been distinguished as outstanding researchers by the Foundation for Polish Science and the Ministry of Science and Higher Education in 2019.

Their scholarships are granted for innovative research at a high level and impressive research achievements of international scope

**Magdalena HOŁY-ŁUCZAJ**, Ph.D. – Fulbright scholar, 2020

**Kamil ŁUCZAJ**, Ph.D. – Kościuszko Foundation scholar, 2020

**Konrad SZOBIK**, Ph.D. – scholarship of the Ministry of Science and Higher Education, 2019

## **FIELDS OF STUDY AT THE FACULTY OF MEDIA AND SOCIAL COMMUNICATION**

### **FIRST-CYCLE STUDIES**

Journalism and Social Communication

English Philology

Computer Graphics and Multimedia Production

### **SECOND-CYCLE STUDIES**

Journalism and Social Communication – Computer Graphics in Media

Journalism and Social Communication – New Media and Public Relations

### **DOCTORAL SEMINAR**

Social Communication and Media Studies

# DESCRIPTIONS OF FIELDS OF STUDY

## **JOURNALISM AND SOCIAL COMMUNICATION**

Contemporary society is based on information – creating it, conveying it, reshaping it. Media and social communication are today the focus of interest of both researchers and practitioners, in relation to the processes of mediatizing various aspects of social life.

This field is dedicated to people of broad interests and talents, for whom working with new technologies is equally important as contact with people. Education of students focuses in particular on practice and individual tutoring of the best teachers, further helped with access to high-class multimedia equipment.

For committed students, Journalism and Social Communication offers boundless opportunities of professional and creative development through work in professional academic media, possible already in the first year of studies, and vocational training in the largest companies in the region.

Since the very beginning, students have live contact with representatives of companies in which later they may have their training, and perhaps also jobs. Within the “Business Lounge – Employers’ Salon” project, students of Journalism and Social Communication meet representatives of the media and marketing agencies.

### **Strategic partners of the field are:**

- IAB Poland (Internet marketing);
- Polish Press Agency (journalism);
- Brand24 (Internet monitoring);
- cux.io (Internet analytics and user experience research);
- Interactive Vision creative agency (social media).

*Journalism and Social Communication offers the following specialties:*

#### **INTERNET MARKETING**

Every year, the money allocated by clients to advertising and marketing in the Internet, and all prognoses indicate that digital marketing will continue to develop dynamically for a good while yet. The specialty of Internet Marketing is addressed to people who are particularly interested in working in marketing and creative agencies, in promotion and marketing departments of companies, as well as in advertising agencies developing campaigns in the Internet. The specialty opens at the fourth semester of studies. Classes are conducted by specialists with practical experience and achievements in Internet marketing.

#### **ONLINE JOURNALISM**

To work effectively, journalists must quickly adapt to the pace of changes in the media. Modern media need journalists who easily move within the Internet and its media, and who can work at a fast pace, aiming for effectiveness and current topics. The specialty is dedicated to people who wish to develop their careers as creators in the world of digital media. The studies provide specialised knowledge and practical skills related to new media and the specific nature of communicating online. People who can find and analyse information and then prepare it for publication in the right form, adjusted to the particular medium, are highly valued at the labour market.

Students of Journalism and Social Communication work in the INTRO MEDIA – Media Group, with e.g. a professional radio studio and a TV studio at their disposal, used for multimedia productions as well as within their curriculum. Students also work on the Intro Magazyn, an online journal, thus perfecting their media skills.

## ENGLISH PHILOLOGY

This field is mainly oriented towards the business sector with its international character, which produces a demand for language skills – both for direct business contact and for translations. English Philology offers unique specialisations focusing on working in business environment. Much emphasis is placed on active teaching methods using IT and multimedia technologies.

During their studies, students gain knowledge in linguistics, history of language, translation, literary theory, as well as the history, culture and literature of the English-speaking countries. Students learn to differentiate language registers and styles in various types of texts and correctly interpret, prepare and translate texts in accordance with their functions and the nature of the recipient. Additionally, students gain experience necessary for creatively solving communication issues, which often hinder effective realisation of a venture.

There is also a unique offer of a **special educational path with Chinese**. At those studies, students have an exceptional chance of spending a semester or year at our partner university (Anshan Normal University) in an intensive course of Chinese, at the end of which they receive a diploma of course completion and the possibility to receive a language certificate (students pay only for the journey).

### English Philology offers the possibility to:

- learn two foreign languages;
- perfect your pronunciation in the Specialist Digital Language Laboratory;
- study abroad within the Erasmus programme;
- take advantage of additional courses in English.

### The strategic partners of English Philology are:

- Pearson;
- Skrivanek;
- the Chamber of Industry and Commerce in Rzeszów.

Our business partners ensure that their specialists provide consultation and opinions on the curriculum, as well as share information on new requirements and trends in the labour market in Poland, the European Union and in the world.

*English Philology offers  
the following specialties:*

### INTERNATIONAL COMMUNICATION IN BUSINESS

#### The specialty starts at the 4th semester of studies and allows to:

- learn theories, strategies and specialised vocabulary within international communication and business communication.
- take intensive language courses, integrated with a block of classes in international communication as well as business communication and management.
- gain perfect orientation in areas concerning international relations.
- effectively use the gained knowledge in everyday functioning of a company and specialised departments (PR, advertising, negotiations).

## DESCRIPTIONS OF FIELDS OF STUDY

The curriculum includes e.g.: Communication Study, International Business, Language as a Business Tool, Language of Persuasion and Advertising, Business English.

A graduate will be prepared to work as a manager, business consultant for international cooperation, or a specialist in Business English.

It is also possible for a graduate to find work as a specialist for international cooperation in public administration bodies, like a Voivodship Office, a Marshal's Office, self-government at district and commune level, as well as in translation agencies.

### **TRANSLATION**

**The specialty starts at the 4th semester of studies and allows to:**

- learn the culture and history of English-speaking countries and various theories and techniques of translation and interpretation.
- learn to use specialised language in selected disciplines.
- develop communication competence necessary to work in an international environment.
- learn e.g. about the use of computers in the work of a translator and editor, current conditions of a translator's and interpreter's work, as well as main issues of collaborating with the publishing market.

The curriculum includes e.g.: Introduction to Translation, General Translation, Specialised Translation, Interpretation, Special Purpose Texts.

A graduate will be prepared to work as a translator or interpreter, organiser and promoter of the culture of particular countries, editor or journalist. It is also possible for a graduate to find work in consulting, in Human Resources or in foreign-language publishing offices.

### **TRANSLATION WITH CHINESE – A SEPARATE EDUCATIONAL PATH**

**The specialty starts at the 1st semester of studies and allows to:**

- learn the culture and history of the particular language area, with particular consideration of China, and various theories and techniques of translation and interpretation;
- learn to use specialised language in selected disciplines;
- develop communication competence necessary to work in an international environment;
- learn e.g. about the use of computers in the work of a translator and editor, current conditions of a translator's and interpreter's work, as well as main issues of collaborating with the publishing market.

The curriculum includes e.g.: Introduction to Translation, General Translation, Specialised Translation, Interpretation, Special Purpose Texts.

A graduate will be prepared to work as a translator or interpreter, organiser and promoter of the culture of particular countries, editor or journalist. It is also possible for a graduate to find work in consulting, in Human Resources or in foreign-language publishing offices.



## COMPUTER GRAPHICS AND MULTIMEDIA PRODUCTION

Computer Graphics and Multimedia Production is conducted at UITM since 2015. The field was created with a view to the needs of the labour market, based also on long-time experiences in educating computer graphic artists (within a specialty conducted at Journalism and Social Communication since 2008). First-cycle studies take 6 semesters and graduates obtain the title of *licencjat*.

The market of graphic services is dynamically changing and developing. The upward trend visible in the graphics industry (increasing demand for specialists) makes this field of study enjoy much popularity among candidates. On study completion, the graduate is ready to work as: graphic designer, multimedia director, Web designer, full stack designer, corporate identity system designer, specialist for multimedia technology, screen designer, e-commerce graphic designer, sound and image editor. A graduate of this field may also provide valuable support to marketing and PR teams developing communication, social or political campaigns.

Laboratory classes are conducted by practitioners, whose everyday job involves graphic design, 3D graphics or multimedia. That allows students to gain and verify skills which are actually in demand in the regional and national labour market. The students can use the Laboratory of Virtual Reality and Image Processing, TV Studio, Photo Studio, Radio Studio, or Laboratory of Sound Processing and Acoustics.

After first-cycle studies in Computer Graphics and Multimedia Production, graduates may continue their education at second-cycle Journalism and Social Communication studies (which offers e.g. the specialty of Computer Graphics in Media).

### **Strategic partners of the field are:**

- SimplicityGames
- VeraShape
- Deloitte
- InteractiveVision

*Computer Graphics and Multimedia Production offers the following specialties:*

### **COMPUTER GAMES DESIGN**

(starting at the 1st semester)

The specialty responds to the demand appearing in the labour market. The trend related to the development of the entertainment market (in particular as concerns digital games) is very strong and opens new broad opportunities. Today, just about anyone can design and develop a simple computer game. However, it is an issue to do so at a professional level – and that is what this educational offer responds to. It allows for cross-sectional and complementary education of professionals in designing and developing digital games.

### **GRAPHIC DESIGN**

Classes are conducted together with teachers from INDIANA UNIVERSITY-PURDUE UNIVERSITY INDIANAPOLIS (IUPUI) – specialists who gained their experience e.g. in the production of big movie hits. The specialty is aimed to develop skills and competences within effective use of digital tools in order to construct cohesive and apt messages for the needs of digital media. During classes, students work with Adobe and Autodesk software. The curriculum includes e.g.: Design for Visualization and Communication, Website design, Infographics, Raster Graphics, Computer Graphics for Social Media, Digital Audio and Video. Some courses within the specialty are conducted in English.

### **DESIGN FOR 3D PRINT**

The specialty is very strongly linked to the currently developing 3D print service market. It is growing in popularity. Currently, 3D print technologies are applied in many areas of life, and so education within the field is necessary. Thanks to this specialty, we can provide professional training in that area. The curriculum includes e.g.: Basics of 3D Print, Modelling for 3D Print, 3D Print Application, 3D Scanning.

The specialty is a novelty in the general offer of Polish universities. It is conducted not only by academic teachers, but also by practitioners. The University's infrastructure allows to work in FDM and 3DP technologies, and thus learn a broad scope of topics connected with 3D print. The courses are practical in nature; the specialty is conducted largely in the form of practical laboratories, and by the end of studies each student will have completed a project.

### **VISUAL COMMUNICATION IN MARKETING**

Courses in this specialty are focused strictly on practice. Most of them are conducted by practitioners who are involved with graphic design, multimedia graphics or branding on a daily basis. That gives students the opportunity to gain skills necessary in the labour market. The studies allow students to broaden their horizons also through general academic courses. Particular emphasis is placed on issues related to corporate marketing communication, public relations and advertising, as well as branding.

The curriculum includes e.g.: Typography, DTP, Advertisement Forms Workshop, Branding, Brand and Corporate Identity System Design, Graphic Design Workshop, Visual Communication.

## **DOCTORAL SEMINAR**

### **– SOCIAL COMMUNICATION AND MEDIA STUDIES**

Since 2016, the doctoral seminar in Social Studies has been preparing candidates to write and defend their doctoral dissertations and obtain the academic degree of Doctor of Social Studies in Social Communication and Media Studies.

The practical education programme allows to develop such skills as conducting independent research and collaborating within research teams, provides opportunities to participate in academic research in Poland and abroad, provides methodological and discipline-related foundations for writing research papers, allows to prepare for the doctoral exam within the curriculum, as well as to initiate the procedure for conferring the doctoral degree.

#### **The doctoral seminar is particularly addressed to people who:**

- work in the media at managing positions, or are responsible in companies, institutions and organisations for managing information, internal communication, contact with mass media and PR activities;
- are professionally engaged in shaping social relationships with the use of new media, represent the sector of marketing communication, promotion and advertising;
- are engaged in media education and wish to improve their knowledge, pedagogical skills and media competence;
- wish to engage in research and work in research institutions within media and social communication and for whom a doctoral degree would be an important step in their research career.

High quality of classes conducted within the doctoral seminar is guaranteed by UITM faculty, whose experience and research work translates into high-quality doctoral dissertations and very good preparation of the seminar participants for exams and the procedure for conferring the doctoral degree.

#### **Beside the academic degree of a Doctor of Social Studies in Social Communication and Media Studies, participants gain:**

- cross-sectional knowledge in social studies, including the most up-to-date scientific achievements;
- advanced detailed knowledge, in particular within social communication and media studies;
- skills within methodology of conducting research;
- social competences related to research activity and the role of a researcher.

You can participate in the doctoral seminar in the full six-semester mode or in a shorter mode within an individual course of studies.

# RESEARCH PROJECTS

## SCIENTIFIC RESEARCH PROJECTS FINANCED FROM EXTERNAL SOURCES

### *Multimedia & Communication in Education & Science*

Project Manager: **Sławomir Gawroński, Assoc. Prof., Ph.D.** [sgawronski@wsiz.rzeszow.pl](mailto:sgawronski@wsiz.rzeszow.pl)

The aim of the project is to further the current partnership through faculty exchange, establishing joint research teams and realisation of two international research projects, resulting in numerous publications of an international character. The key area of collaboration is science and teaching within media and social communication, in particular within new communication technologies.

Duration: **2.10.2019–1.10.2022**

Financing: **International Academic Partnerships of NAWA (Polish National Agency for Academic Exchange)**

### *Lexicon of Polish Logicians 1900–1939*

Project Manager: **Prof. Jan Woleński**

The project comprises the preparation of a lexicon of Polish logicians active between 1900 and 1939. The time period is understandable historically. However, the entries in the lexicon will also include later research of particular logicians. Planned are 130 biographical entries and a leading article presenting the general background of the development of logic in Poland and directions of research in logic.

Duration: **1.10.2019–30.09.2022**

Financing: **National Programme for the Development of Humanities  
at the Ministry of Science and Higher Education**

### *Massively parallel games and information war modelling using Web Mining and Big Data analysis*

Project Manager: **Andrew Schumann, Assoc. Prof., Ph.D.** [aschumann@wsiz.rzeszow.pl](mailto:aschumann@wsiz.rzeszow.pl)

The aim of the project is the construction of a model based on game theory to automatically monitor Web resources in order to block or perform information attacks in an information war. The project will present new methods for Web Mining and analysing Big Data for information purposes, aimed at protecting national interest in making political decisions in Poland. To extract information, methods of semantic data analysis will be used.

Duration: **3.12.2019–31.05.2020**

Financing: **Regional Operational Programme of the Podkarpackie Voivodship  
for 2014–2020 (Podkarpackie Centrum Innowacji, F3\_40)**

### ***Ethical foundations for establishing environmental policy. Dialog between philosophy of technology and environmental philosophy on the example of discourse on utility objects***

Project Manager: **Magdalena Hoły-Łuczaj, Ph.D.** [mholy@wsiz.rzeszow.pl](mailto:mholy@wsiz.rzeszow.pl)

The project aims to provide a deepened analysis of the status of technical artefacts (utility objects) in environmental philosophy and the philosophy of technology, which will serve to establish argumentation strategies concerning the possibility to include artefacts within ethical reflection. The revision of ethical assumptions on the nature of artefacts should translate into recommendations as to establishing specific environmental policy. The main issue will be to depart from perceiving technical artefacts in an exclusively negative manner – only as threats to the natural environment – and attempt to construct a positive attitude towards them, as objects worth of respect and care, which may impact their consumption patterns.

Duration: **22.11.2019–21.11.2021**

Financing: **Dialog Programme of the Ministry of Science and Higher Education (0023/DLG/2019/10)**

### ***International scientists in Poland: motivations, careers and scientific potential***

Project Manager: **Kamil Łuczaj, Ph.D.** [kluczaj@wsiz.rzeszow.pl](mailto:kluczaj@wsiz.rzeszow.pl)

The aim of the project was to examine the cultural and institutional practices of scientists from abroad who live and work in Poland. The research was meant to explain the relationships between migrational biographies and ethnic and family practices of highly qualified specialists against the development of institutional scientific life in Poland.

Duration: **22.12.2017–21.12.2019**

Financing: **Dialog Programme of the Ministry of Science and Higher Education (0142/DLG/2017/10)**

### ***Extentionism of ethic commitments towards utility objects – analysis of post-natural environmentalism***

Project Manager: **Magdalena Hoły-Łuczaj, Ph.D.** [mholy@wsiz.rzeszow.pl](mailto:mholy@wsiz.rzeszow.pl)

The debate on extending the ethical duties of the human towards non-human entities has been intensively continued for decades. Its participants focus on the status of natural entities: arguments appear in favour of including various animal species into ethical consideration; some theoreticians stipulated including all living beings into that consideration; representatives of the most radical branches of environmental philosophy believe that also inanimate natural entities deserve such treatment. In that discussion, either technical artefacts were ignored, or the idea of ethical judgement including human-object relationship was outright criticised. It is only the last dozen years which have seen new trends in philosophical anthropology, environmental philosophy and the philosophy of technology (post-natural environmental philosophy, post-phenomenology, post-humanism) again undertake the issue of including artefacts in the sphere of human ethical duties. The grant concerned a deepened critical analysis of post-natural environmentalism.

Duration: **15.09.2017–14.09.2018**

Financing: **Miniatura Programme of the National Science Centre (NCN) (2017/01/X/HS1/00422)**

## RESEARCH FINANCED WITH GRANTS OF THE MINISTRY OF SCIENCE AND HIGHER EDUCATION

**Title:** *Mediatisation as a leading process in today's world*

Project Manager: **Andrzej Adamski, Assoc. Prof., Ph.D.** [aadamski@wsiz.rzeszow.pl](mailto:aadamski@wsiz.rzeszow.pl)

According to the theory of mediatisation, we live in times in which the media are present in nearly all areas of our lives. Currently, media (esp. the new media) allow for a multifaceted, global, interactive and spatially and temporally compressed transmission of any content, aimed at a global audience. That results from the fact that new media reconfigure and diversify the whole process of information circulation between the sender and receiver, as well as change the key characteristics of media texts. In the case of analogue media, information needed a physical carrier. In new media, digitalised information is stored as a bitstream, unified and standardised, which allows for its practically unlimited copying and transfer between various types of receivers.

**Mediatisation as a leading process in today's world is a group of smaller projects focusing on broadly understood mediatisation, as listed below:**

*Topic 1:*

***Media competences of high-schoolers:  
between facts and mythologizing***

Project Manager: **Kamil Łuczaj, Ph.D.** [kluczaj@wsiz.rzeszow.pl](mailto:kluczaj@wsiz.rzeszow.pl)

The main aim of the project is to diagnose the level of media competences with young people at high-school age, and to analyse the ways in which they search for information concerning further education and career development, which is also related to their information search, selection and processing skills.

Duration: **2018–2019**

*Topic 2:*

***Social aspects of Internet vigilantism***

Project Manager: **Barbara Przywara, Ph.D.** [bprzywara@wsiz.rzeszow.pl](mailto:bprzywara@wsiz.rzeszow.pl)

The aim of the project is to diagnose, describe and provide typology for the phenomenon of Internet vigilantism, also in the aspect of citizen journalism. The first stage is research based on content analysis of online media (e.g. electronic issues of periodicals) and social media, where descriptions of negatively judged behaviours and Web user comments appear. The second stage of research includes conducting online questionnaire-based interviews in order to diagnose the scale of the phenomenon in Poland, types of activities, and motives for engaging in them.

Duration: **2018–2019**

*Topic 3:*

***Media consumption circumstances – research on media and their users***

Project Manager: **Iwona Leonowicz-Bukała, Ph.D.** [ileonowicz@wsiz.rzeszow.pl](mailto:ileonowicz@wsiz.rzeszow.pl)

The main aim of the project is to diagnose media users according to the tools, channels and media which they use for communication. The research also aims at suggesting a diagnosis of the causes for and manners of using particular media and description of user motivations.

Duration: **2018–2019**

Topic 4:

### ***Mediatization of religion in the context of community building***

Project Manager: **Andrzej Adamski, Assoc. Prof., Ph.D.** [aadamski@wsiz.rzeszow.pl](mailto:aadamski@wsiz.rzeszow.pl);  
**Barbara Przywara, Ph.D.** [bprzywara@wsiz.rzeszow.pl](mailto:bprzywara@wsiz.rzeszow.pl)

**The project will allow to:**

- state the degree in which new media (including applications) can substitute for traditional forms of contact with spiritual content (e.g. retreat, conferences);
- answer the question whether the multimedial nature of the carrier impacts the quality of spiritual life (prayer, concentration etc.);
- answer the question whether using content placed on the Web may increase the risk of individualism and alienation from the community;
- diagnose the phenomenon of using virtual communities of a religious character.

Duration: **2018–2019**

Topic 5:

### ***Mediatization of discrimination***

Project Manager: **Marcin Szewczyk, Assoc. Prof., Ph.D.** [mszewczyk@wsiz.rzeszow.pl](mailto:mszewczyk@wsiz.rzeszow.pl)

The research results may help define the manner, scale, scope, tools, methods and social dimension of discrimination mediatization. The study will allow to identify the main social causes and effects of discrimination mediatization, and indirectly indicate the system of values closely related to the shape of identity of the society which creates the mediatized discrimination discourse.

Duration: **2018–2020**

Topic 6:

### ***Perception of media messages of marketing communication of loan institutions by their customers***

Project Manager: **Sławomir Gawroński, Assoc. Prof., Ph.D.** [sgawronski@wsiz.rzeszow.pl](mailto:sgawronski@wsiz.rzeszow.pl)

**The aim of the project is to diagnose:**

- the scale and possible manipulation techniques used by loan institutions in their promotional messages;
- the perception of those messages by recipients;
- consumer awareness of manipulation in the communication of loan institutions.

Duration: **2018–2019**

Topic 7:

### ***Ethical aspects of neural interfaces (brain-computer communication)***

Project Manager: **Andrzej Adamski, Assoc. Prof., Ph.D.** [aadamski@wsiz.rzeszow.pl](mailto:aadamski@wsiz.rzeszow.pl);  
**Konrad Szocik, Ph.D.** [kszocik@wsiz.rzeszow.pl](mailto:kszocik@wsiz.rzeszow.pl)

Is it possible to use adequately attuned waves of a nature and frequency identical to that of brain waves to impact human thinking and the decisions made? Can one speak of identity theft then? The aim of the project is to answer those and other questions in light of the ethical perspective. We assume that the development of the said technology, as well as the current dynamics of social and cultural development inevitably lead to introducing technological solutions in all possible spheres of human life, including those concerning communication and cognition.

Duration: **2018–2019**

Topic 8:

***In the shadow of Vladimir Putin. The evolution of the media system in the Russian Federation (2000–2018)***

Project Manager: **Prof. Janusz W. Adamowski**

The main aim of the project is to provide a presentation and deepened analysis of changes occurring in the Russian media market, starting with the “abdication” of the Russian president Boris Yeltsin in December 1999 and the takeover of power by the then prime minister, Vladimir Putin, who according to the Constitution of the Russian Federation would be the acting head of state until the presidential elections in March 2000. As we know, the latter is still the actual head of state; he was not a president for the brief period of 2008–2012, when the “formal” president was the current (04.2019) prime minister – Dmitri Medvedev, but Putin as a prime minister still had significant (or even fundamental) influence on Russian domestic and foreign policy.

Duration: **2019–2021**

***Title: Islam in Europe vs European Islam – expectations and mutual perception of the European and Muslim communities in contemporary media discourse of selected European countries***

Project Manager: **Zofia Sawicka, Ph.D.**

Islam in Europe is represented by several generations of immigrants, and has greatly changed in form from when it first “settled” on the European continent, starting in the 1950s. The new generation of Muslims is characterised by hybrid identity, and Islam has become the main point of reference to them. What is their vision of Islam functioning in Europe? What space would Europeans like to assign to Islam? Are the two visions compatible, and if not, can any common ground be found? What is the role of new media in that process? Those are some of the questions that the project will attempt to answer.

Duration: **2019–2021**

***Title: Science advice in the process of creating public policy***

Project Manager: **Agata Jurkowska-Gomułka, Assoc. Prof., Ph.D.** [ajurkowska@wsiz.rzeszow.pl](mailto:ajurkowska@wsiz.rzeszow.pl)

The concept of science advice in literature and institutional documents refers to including scientists in decision-making by the public authorities. The related concept of science advocacy is defined as communicating the results of scientific research outside of the academic community, resulting in the inclusion of scientists in the decision-making processes. Science advocacy is sometimes perceived negatively as “refined lobbying”. The need to intensify the presence of scientists in the process of creating public policies is of particular importance in the time of spreading denialism (denying scientific facts concerning global warming), or more broadly: the times of post-truth (Keyes, 2004) or “knowledge corruption” (Crouch, 2015). At the same time, engaging scientists in decision-making processes may bring the danger of producing/preparing/selecting research results to fit the needs of a thesis promoted by specific political or business groups. In 2015, OECD presented 4 policy recommendations for science advice in creating public policies.

The aim of the project is to verify the implementation of OECD recommendations in the process of public policy making in the EU and in Poland (and possibly other states).

Duration: **2019–2020**



***Title: Sources (declared and real) of recommendations issued by the Polish Financial Supervision Board (KNF) for banks, and their legal and economic effects for the financial sector***

Project Manager: **Katarzyna Kurzępa-Dedo, Ph.D.**

The analysis will focus on the effectiveness of the implemented regulations with regard to the stability of the financial and economic sector. Various legal solutions applied in particular countries will be compared, as well as the stability of their financial and economic systems. The research will seek to answer the question whether financial and economic stability of a country results from strong institutions and the applied legal solutions (prudential norms), or whether it is the result of the impact of completely different factors, such as e.g. citizens' wealth, household debts, tendency to create and use financial innovations.

Duration: **2019–2020**

***Title: Academic teachers in the context of systemic changes in higher education***

Project Manager: **Andrzej Rozmus, Assoc. Prof., Ph.D.**

The research results will make it possible to provide a deepened diagnosis of the contemporary conditions (social, legal and economic ones) of the work of academic teachers in Poland. It will also be possible to design tools to support the development of individual career paths of academics.

Duration: **2019**

***Title: Use of quantitative and qualitative methods in research***

Project Manager: **Marcin Kozak, Assoc. Prof., Ph.D.** [mkozak@wsiz.rzeszow.pl](mailto:mkozak@wsiz.rzeszow.pl)

A study aimed at using quantitative and qualitative methods in research in various disciplines of social studies and other branches of science related to social studies (e.g. IT for the purposes of social studies). The research concerns e.g. sociology, scientometry, economy or management. Plans include theoretical research (e.g. studies on new methodology, or critical review papers) as well as empirical studies (e.g. research using quantitative or qualitative methods).

Duration: **since 2018**

# PUBLICATIONS



Employees of the Faculty of Media and Social Communication publish their research results in journals indexed in international bases.

## LIST OF SELECTED PUBLICATIONS OF THE EMPLOYEES OF THE FACULTY OF MEDIA AND SOCIAL COMMUNICATION IN 2017–2019:

Campa, Riccardo; Szocik, Konrad; Braddock, Martin. Why space colonization will be fully automated. TECHNOLOGICAL FORECASTING AND SOCIAL CHANGE, 2019, 143: 162-171. ISSN 0040-1625

Łuczaj, Kamil. Analyzing Biographies of Foreign-born Academics in Slovakia: Why Highly Skilled Employees Decide to Choose A Peripheral Country. SOCIOLOGIA, 2019, 51.3: 250-271. ISSN 0049-1225

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# ACADEMIC JOURNALS



studia humana

QUARTERLY JOURNAL

An online quarterly. The articles published there focus on philosophy, political economy, political studies and sociology, theory of communication and decision-making.

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Publications in those journals are awarded 20 points in the rating of the Polish Ministry of Science and Higher Education.

The journals are indexed in renowned Polish and foreign bibliography bases.

# SERVICE CENTRES

## UITM CENTRE FOR MODERN LANGUAGES

The activity of the UITM Centre for Modern Languages is consistent with the requirements resulting from the resolutions of the Bologna process and provisions of the Council of Europe concerning multilingualism. The examinations conducted here continue the long-term tradition of European language certificates, which have contributed to the development of foreign language teaching and learning in Europe and abroad for decades. The UITM Centre for Modern Languages is also an Examination Centre of many renowned Polish and international institutions, where students can obtain numerous language certificates:

- The European Language Certificates (telc);
- London Chamber of Commerce and Industry (LCCI);
- Educational Testing Service Global (ETS);
- Pearson Test of English General (PTE);
- Certificate in Polish as a Foreign Language issued by the Polish Ministry of Science and Higher Education.

**Within language certification, the Examination Centres' network under UITM Rzeszów have conducted nearly 75 000 telc, LCCI, ETS, PTE examinations and Certificate Examinations for Polish.**

The above-mentioned Examination Centres conduct examinations in: English, French, Spanish, German, Russian, Italian and Polish at various levels of language competence within general and specialised language.

**The telc, LCCI IQ and ETS Global language certificates are recognised by:**

- **the Ministry of Interior and Administration** as a certification confirming knowledge of a foreign language;
- **the Ministry of Science and Higher Education** as a document exempting a doctoral candidate from an examination in a modern foreign language (Ministerial Regulation of 22nd September 2011) and in the qualifying procedure for civil servants (Prime Ministerial Decree of 16th December 2009);
- **the Ministry of National Education** – telc examinations are included in the ministerial list of teachers' professional qualifications as accredited examinations, and so B2 to C2 exams are recognised in the qualifying procedure for teachers, including foreign language teachers (Regulation of the Minister of National Education of 1st August 2017 on detailed qualifications required of teachers).

Over 90 renowned state and non-state universities and educational institutions across Poland conduct their examinations through the telc Rzeszów Examination Centre. The UITM Centre for Modern Languages conducts regular training for licenced telc examiners in: English, German, French, Spanish, Russian and Polish.

## CENTRE FOR POLISH CULTURE AND LANGUAGE (CKIJP)

The Centre as a UITM unit is engaged in organising courses of Polish for foreigners who are planning to study in Polish at UITM or at other Polish universities. The University of Information Technology and Management in Rzeszów may boast of many years of experience teaching foreigners, as well as a good reputation abroad and an extensive educational offer of its own, covering various fields of study and different disciplines, such as technical, economic, social or humanistic studies.

With decisions No. 13/DWM/2016 and 17/DWM/2018, the Minister of Science and Higher Education has granted UITM the authority to organise examinations in Polish as a foreign language at all levels of language competence according to the Common European Framework of Reference. The Centre offers courses in Polish culture and language for foreigners, with a large number of teaching hours.

## CENTRE FOR INNOVATION AND PRACTICAL DESIGN

The Centre for Innovation and Practical Design aims to use broadly understood Science and Research conducted in the Faculty of Media and Social Communication in Business, i.e. commercial activity.

The main activity of the Centre is to design and implement modern design and technological solutions among our business partners. The Centre conducts research and development projects, as well as seeks and sets new directions in industrial and utility design

### **The Centre is engaged e.g. in:**

- educational activity concerning the use of Design Thinking and Design Sprint methodology in project processes (not only design-related ones);
- implementation of Design Thinking and Design Sprint in businesses;
- universal design;
- design audits, design process audits;
- implementation of design and marketing strategies;
- development of marketing strategies;
- broadly understood consulting concerning communication;
- prototyping and small series production;
- 3D scanning;
- 3D print;
- eye-tracking analysis of messages;
- 3D graphics and visualisation;
- graphic design;
- interaction design;
- digitalisation;
- multimedia production.

The Centre for Innovation and Practical Design has an interdisciplinary team. It includes designers, people working in 3D print, digitalisation of reality, virtual reality, image production, visual communication, branding, research in social studies and the media. The team's broad range of skills and competences allows for an unconventional approach to the offered services and projects, while allowing also for precise adjustment to the surrounding reality.

# RESEARCH AND DIDACTIC LABORATORIES

## LABORATORY OF VIRTUAL REALITY AND IMAGE PROCESSING

It came about as a response to the growing interest of the commercial and educational markets in issues related to computer graphics, virtual worlds and augmented reality creation.

The main aim of the laboratory is to create complex three-dimensional scenes, animations and moving picture post-production. Additionally, the laboratory is equipped to support rapid prototyping and issues related to 3D print use (and promotion) in everyday life. Equipment includes M200 and M300LPD Zortrax printers, as well as a 3DP Z-Corporation Z200 printer. The technologies used allow to produce complex prototypes, less advanced medical prints, architectural models, out-of-stock element production. The laboratory has a tracker for 3D scanning of large objects – Faro Focus 3D, as well as a structural light scanner, Shining 3D (for small and average objects). The tasks done in the laboratory include video mapping, 360° image registration, VR application and show development, and video and animation production. Current projects include e.g. Wirtualne Muzea Podkarpacia (Virtual Museums of Podkarpacie).

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Premises: Centre for International Education





## EYE-TRACKING LABORATORY (LABORATORY OF NEUROCOGNITIVE ERGONOMICS)

The university has a measuring stand used for eye-tracking research on visual materials. The laboratory has a Tobii T60 eye-tracker. The Tobii Pro T60 eye-tracker with Tobii Studio software is one of the most popular systems for eye-tracking research used both for website design, interface design, and image analysis.

The system consists of a 17-inch monitor with in-built measurement devices, a camera and speakers. That allows to use eye-tracking in a simple and automated manner, while the respondent is not aware of the conducted study (measurement devices are hidden in the casing). That makes it possible to make a reliable and objective examination (the respondent is not feigning reactions and acts quite naturally, thinking that s/he is looking through content on a typical monitor).

Eye-tracking consists in following eye movements of a respondent, measuring the time of focus on particular elements, and defining the way the eyes travel between particular elements of the interface/website/image (fixation). The University's eye-tracker requires just a few seconds of calibration before an examination, which allows for quick and effective study of large target groups.

Large scope of head movements during a study allows natural behaviour to the respondent, who is not forced to keep their face straight in front of the screen. At the same time, the camera registers facial expressions of the respondent, which may further be correlated with the received content (at an emotional level). The microphone and speakers allow to register sounds and voice, as well as allow communication between the respondent and the researcher.

The Tobii Pro T60 eye-tracker is characterised by great precisions and compensation for head movements. It also allows for participation of a large respondent group – skin colour, origin, age, glasses, or eye colour are here of no consequence.

The laboratory is used by research teams within the Faculty for research projects, as well as for commercial purposes, to answer the needs of the business environment and project conducted therein.

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Premises: Centre for International Education

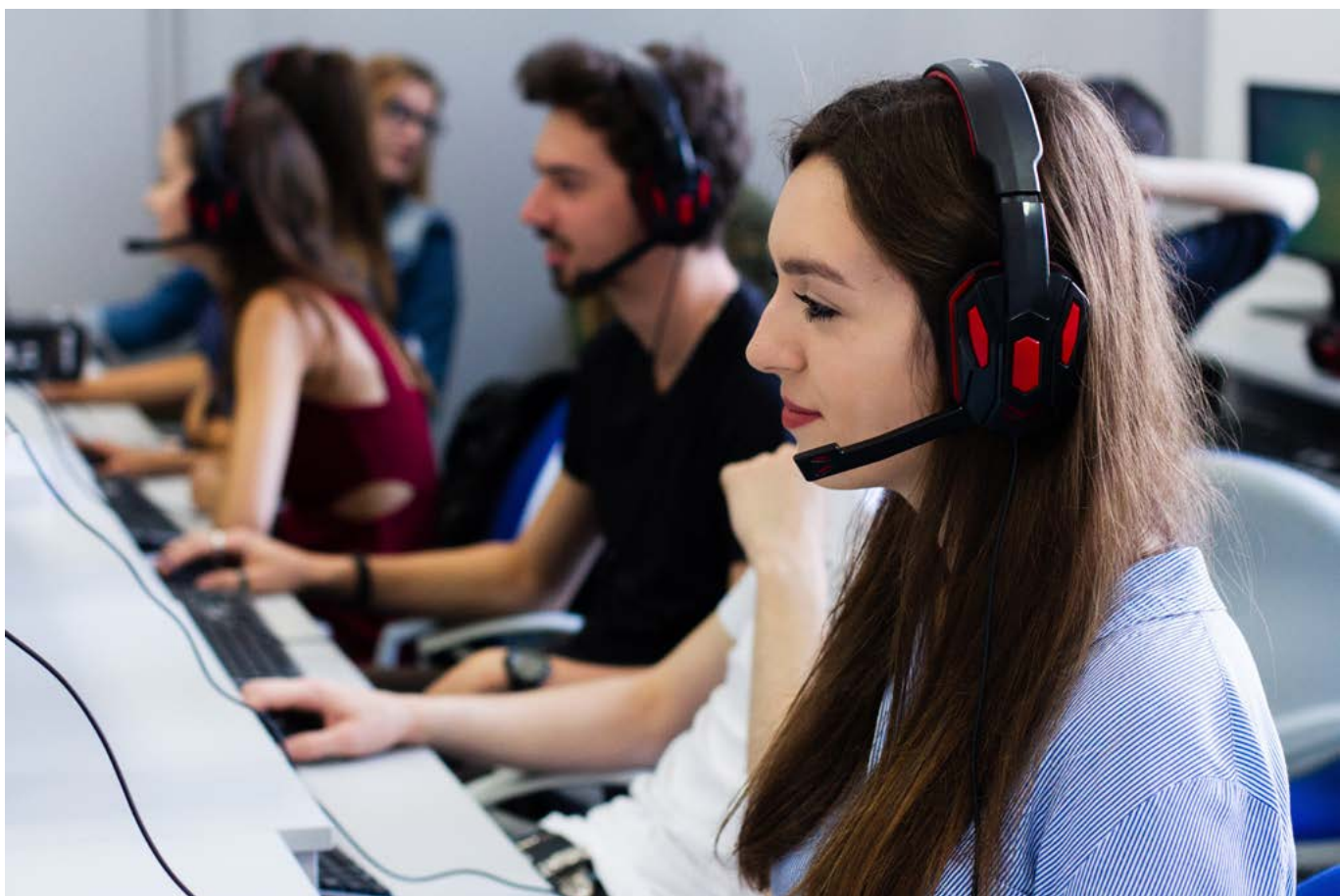


## DIGITAL LANGUAGE LABORATORY

Some of the Philology classes, like Phonetics, Listening & Speaking or Translation, are conducted at UITM in the Specialised Digital Language Laboratory, where students use specialised software to practice phonetic production, correct their own mistakes, as well as perform linguistic tasks important for future translators and interpreters.

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