



UNIVERSITY of INFORMATION  
TECHNOLOGY and MANAGEMENT  
in Rzeszów, POLAND

# FACULTY OF MEDIA and SOCIAL COMMUNICATION

University of  
Information Technology  
and Management  
in Rzeszów

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

2023



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Rzeszów, 2023

# FACULTY OF MEDIA and SOCIAL COMMUNICATION

of the University of Information Technology  
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## EVALUATION OF SCIENTIFIC ACTIVITIES FOR 2017-2021

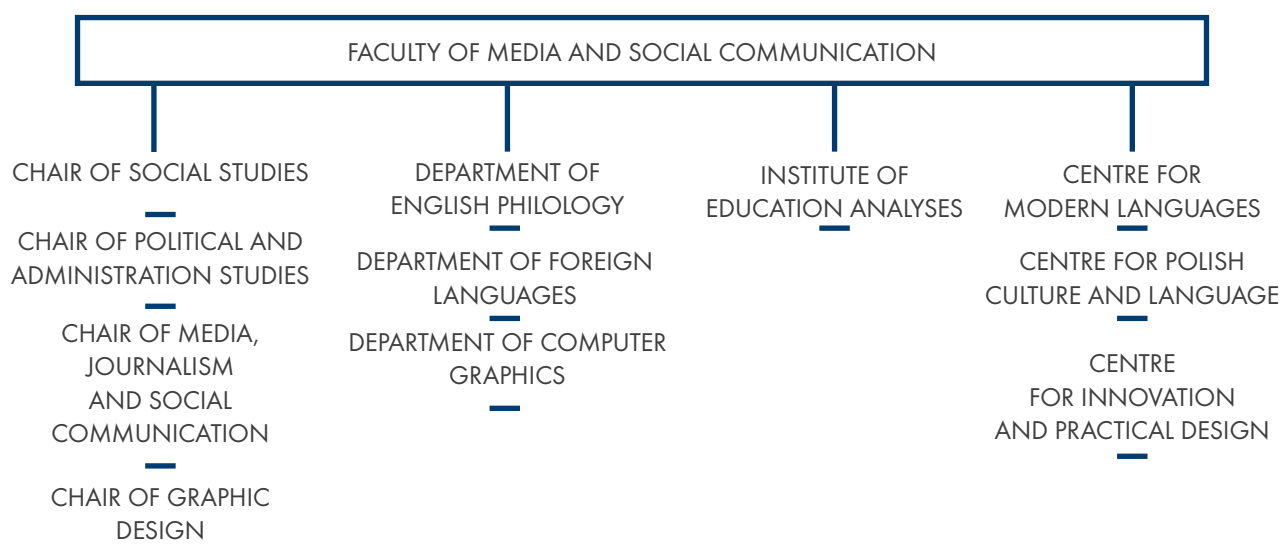
**Social Communication and Media - Scientific Category A**

**The right to confer doctoral and postdoctoral degrees**

Political Science and Public Administration - Scientific Category B

## ORGANISATIONAL STRUCTURE OF THE FACULTY OF MEDIA AND SOCIAL COMMUNICATION

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



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

### **FIRST-CIRCLE STUDIES**

English Philology  
Computer Graphics and Multimedia Production  
Digital communication  
Social Work

### **SECOND-CIRCLE STUDIES**

Digital Marketing  
Graphic Design

### **DOCTORAL SEMINAR**

Social Communication and Media Studies

# DESCRIPTIONS OF FIELDS OF STUDY

## **ENGLISH PHILOLOGY**

### **FIRST-CYCLE STUDIES**

This field is mainly oriented towards the business sector with its international character, which demands language skills – both for direct business contact and for translation. English Philology offers unique specializations focusing on working in the 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 according to their intended functions and the nature of the recipient. Additionally, students gain the experience necessary to creatively solve communication issues, which often hinder the successful realization of a venture.

There is also a unique offer of a special educational pathway in Chinese. In these studies, students have an exceptional opportunity to spend a semester or year at our partner university (Anshan Normal University) attending an intensive course in Chinese, at the end of which they receive a diploma of course completion and the possibility to be awarded a language certificate (students pay only for their travel costs).

### **English Philology offers the possibility to:**

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

**The strategic partners of English Philology are:**

- Pearson;
- Skrivanek;
- the Chamber of Industry and Commerce in Rzeszów.
- Ringier Axel Springer Poland sp. z o.o. – RASP (Newsweek&Forbes)

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 labor market in Poland, the European Union and the rest of the world.

*English Philology offers  
the following specialties:*

**INTERNATIONAL COMMUNICATION IN BUSINESS**

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

learn theories, strategies, and specialized 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 competence in areas relating to international relations.
- effectively use the knowledge gained in the everyday functioning of a company and specialized departments (PR, advertising, negotiations).

The curriculum includes Communication Studies, International Business, Language as a Business Tool, Persuasive Language and Advertising, and Business English.

Graduates are equipped to work as managers, business consultants in international cooperative ventures, or specialists in Business English.

It is also possible for graduates to find work as specialists in international cooperation within 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**

**This specialty starts in 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 interpreting.
- learn to use specialized language in selected disciplines.
- develop the communication competence necessary to work in an international environment.

- learn about, among others, the use of computers in the work of a translator and editor, current conditions relating to the work of a translator or interpreter, as well as an overview of working within the publishing industry.

The curriculum includes Introduction to Translation, General Translation, Specialized Translation, and Interpreting.

A graduate will be equipped to work as a translator or interpreter, organizer, 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.

### **LANGUAGE IN THE MEDIA**

This specialization is implemented from the 4th semester of studies and enables:

- gaining knowledge in the field of creating effective media content in English.
- acquiring the ability to present oneself, as well as a company or product in various contexts, especially in the media.
- development of communication skills necessary to work in an international environment, including the negotiation process.
- getting acquainted with, for example, the rules of composing or transforming a text (in terms of style, terminology, lexis, pragmatics) depending on the language and recipient, as well as technical solutions and tools used in media communication, especially in new media.

The study program includes: Language between cultures, Effective media communication, Self-presentation and public speaking workshops, Aspects of digital communication, and Language of negotiation.

A graduate of this specialization will be able to find employment in professions that require the use of media to create the company's image, such as a spokesperson, communication specialist, editor/publicist, social media specialist, website content manager, and copywriter. There is also the possibility of employment in the marketing, human resources, and in foreign language publishing houses.

### **CHINESE TRANSLATION – A SEPARATE EDUCATIONAL PATHWAY**

This specialty starts in 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 interpreting;
- learn to use specialized language in selected disciplines;
- develop communication competence necessary to work in an international environment;
- learn about, among others, the use of computers in the work of a translator and editor, current conditions relating to the work of a translator and interpreter, as well as an overview of working within publishing.

The curriculum includes Introduction to Translation, General Translation, Specialized Translation, Interpreting, and Special Purpose Texts.

A graduate is equipped to work as a translator or interpreter, organizer and promoter of the culture of particular countries, editor or journalist. It is also possible for a graduate to find employment in consulting, in human resources, or in foreign-language publishing.

## COMPUTER GRAPHICS AND MULTIMEDIA PRODUCTION

### FIRST-CYCLE STUDIES

Computer Graphics and Multimedia Production has been taught at UITM since 2015. The field was created to meet the needs of the labor market, based on our longstanding experience in educating computer graphic artists (a specialty within Journalism and Social Communication since 2008). First-cycle studies take place over 6 semesters and graduates obtain the title of bachelor's degree.

The market for graphic services is dynamic and developing rapidly. The upward trend in the graphics industry (with an increasing demand for specialists) makes this field of study very popular among candidates.

On completion of studies, the graduate is ready to work as: a graphic designer, multimedia director, Web designer, full stack designer, corporate identity system designer, specialist for multimedia technology, screen designer, e-commerce graphic designer, and sound and image editor. A graduate in 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. This allows students to gain and consolidate skills which are currently in demand in the regional and national labor market. Students can use the Laboratory of Virtual Reality and Image Processing, TV Studio, Photo Studio, Radio Studio, or Laboratory of Sound Processing and Acoustics. On completing their first-cycle studies in Computer Graphics and Multimedia Production, graduates may continue their education in second-cycle Journalism and Social Communication studies (which offers, among others, the specialty of Computer Graphics in Media).

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

- VeraShape
- Deloitte
- InteractiveVision
- Juice
- People Can Fly

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

#### **COMPUTER GAMES DESIGN**

(starting in the 1st semester)

This specialty responds to a growing demand in the labor market. The trend related to the development of the entertainment market (in particular relating to digital games) is very strong and opens up a range of new opportunities. Today, just about anyone can design and develop a simple computer game. However, it is a challenge to do so at a professional level – and that is what this educational offer provides, the cross-sectional and complementary education of professionals in designing and developing digital games.

## **VISUALIZATION AND SPECIAL EFFECTS**

The specialty teaches the details of the production process in the creative industry while studying. The studies allow to gain creative space for the realization of passion and further development.

## **INTERACTIVE DESIGN**

This specialty focuses on design activities. Potential employers may include furniture manufacturing companies, producers of all kinds of equipment (e.g. to control machines or production lines), the fashion industry, and the interactive industry (e.g. game studios). Graduates in this specialty will have the technical and creative skills to implement ambitious utility projects, along with a background in project prototyping and testing. Their competences include knowledge of several design approaches and the ability to choose the approach which provides the greatest efficiency to the client.

## **VISUAL COMMUNICATION IN MARKETING**

Courses in this specialty are focused strictly on practice. Most of them are conducted by practitioners who are involved in graphic design, multimedia graphics or branding on a daily basis. This gives students the opportunity to gain the necessary skills for the labor market. The studies allow students to broaden their horizons 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: Typography, DTP, Branding, Graphic Design Workshop, Visual Identification Design Studio, Visual Persuasion Techniques, and Display Advertising.

## **VIRTUAL REALITY (VR) AND IMMERSIVE TECHNOLOGIES**

Discover the fascinating world of virtual reality by studying this specialty! During your studies, you will learn the secrets of advanced 3D graphics and the possibilities of 360 video. You will learn how to design interaction and user experience, and finally you will develop your first VR application. This specialization will prepare you to work in the developing VR industry, where your skills will be appreciated by future employers.

# **DIGITAL COMMUNICATION**

## **FIRST-CYCLE STUDIES**

Digital Communication studies respond to the rapidly changing realities of today's world. The digital transformation of business requires educating specialists in methods and tools to keep pace with a dynamic field. This field of study offers an innovative concept of education, and is unique at the national level.

The main goal of the first-cycle degree Digital Communication studies, with its practical orientation, is to equip students with competences related to communication in today's mediatized and digitalized world, using modern channels (in the area of new technologies), tools and methods which can be effectively used working in various types of organizations (media, enterprises, local government units, non-governmental organizations, own business activity), as well as in marketing communication (especially with the use of social media), and internal communication within organizations.

The studies prepare students for professional work which requires advanced specialist skills, in various types of sectors, including media and marketing (public relations, internet marketing, media relations, image communication,



promotion, internet industry), as well as work in HR departments, communication, and other sectors relating to employer branding, information management, organizing and coordinating remote working, training in the online environment, as well as cooperation and management of virtual, dispersed, and intercultural teams.

**The strategic partners of the studies are:**

- Ringier Axel Springer Polska
- Sagitum
- IAB Polska
- Deloitte;
- Ideo – Software House and Interactive Agency.

*The following specialties are offered in Digital Communication studies:*

### **SOCIAL MEDIA IN BUSINESS**

A specialty covering issues related to the use of social media by companies, both in terms of marketing and community management, building an image or brand, conducting online business, creating various types of content to attract a regular group of customers, building lasting customer relationships using modern communication technology.

### **WORKING IN AN ONLINE ENVIRONMENT**

A specialty which prepares graduates to become specialists in modern communication using Internet technologies, applicable both in dealing with clients and in managing internal communications in an organization, as well as in organizing remote working in companies; and specialists in online communication systems design, training organizations, and work organizations of virtual teams.

## **SOCIAL WORK**

### **FIRST-CYCLE STUDIES (IN ENGLISH)**

Social Work studies respond to the rapidly changing realities of the modern world – demographic changes (ageing societies), more people living with disabilities and mental health problems, growing social inequalities, and an unprecedented increase in the number of refugees. Labor market analyses indicate that the demand for professionals in social work in the Polish and European labor markets is growing rapidly.

The main goal of education in the field of Social Work is to equip students with competences related to providing professional assistance to individuals, families, and social groups in difficult life situations. These studies prepare students to become qualified social workers with the knowledge and professional skills necessary to perform tasks in various organizations, public institutions, and NGOs.

Graduates will be able to work in institutions such as social welfare centers, family support organizations, educational and care facilities, nursing homes for the elderly and people living with disabilities, institutions supporting employment, facilities for people who are homeless or living with addictions, prisons, refugee centers, and non-governmental organizations. All subjects are taught in English, which significantly increases graduates' chances of getting a job abroad.

The field of social work offers core subjects enriched with a set of 15 elective subjects covering different aspects of social work and the specificity of working with various types of clients. Most elective subjects are practical and taught by practitioners with extensive experience. This educational offer reflects the most recent trends in social work, ensuring a practical and high-quality education.

## DIGITAL MARKETING

### SECOND-CYCLE STUDIES

Modern society is experiencing a digital transformation in almost every area, with more complex communications, especially Internet communications, being shared. Digital Marketing studies provide instruction in digital media (including social media) for creating a company's image on the Internet, selling online, and contacting customers, or creating your own image.

These studies are aimed at those who want to link their career with the rapidly developing creative industries, and want to supplement their bachelor's education or plan to progress in the internet marketing industry. The study program is based on industry education standards. The Digital Marketing major offers students the opportunity to obtain the DIMAQ® (Digital Marketing Qualification) certificate.

The DIMAQ® certificate gives you:

- confirmation of knowledge and skills in digital marketing,
- access to a closed knowledge base on digital marketing,
- the possibility of further development through preferential conditions of participation in industry events,
- an advantage in shaping a career development path – this certificate is well known and recognized in the industry and among marketers.

Students can take the certification exam at the first remote IAB Polska Examination Center – at the University of Information Technology and Management in Rzeszów. UITM has been a member of IAB Poland since 2015, which distinguishes us from other universities. Thanks to our membership of IAB Poland, we have a real impact on the industry. Studies with the accreditation of the Association of Internet Industry Employers IAB Poland guarantee not only a properly prepared study program, but also access to the best staff – all practitioners conduct classes in their field.

There are no specializations in this field, but a package of elective subjects depending on students' interests.

# GRAPHIC DESIGN

## SECOND-CYRCLE STUDIES

Master's studies in the field of Graphic Design offer the opportunity to develop individual talents in attractive specialties.

### **DTP AND PRINTING DESIGN FORMS**

A specialization based on the development of creative skills, supported by extensive knowledge in the field of graphic design, and focused on creative forms of graphic design for printing. This specialty was established to meet the growing demand in the labor market for creative graphic designers and artists whose work requires extensive knowledge in the field of graphics and great creativity. A graduate of the specialty is able to create design and artistic graphics.

### **DIGITAL DESIGN FORMS AND BRANDING**

There is a growing demand for graphic designers who create for activities on the Internet. This specialization is focused on digital forms and Branding, UX design, websites, and advertisements to meet the needs of the digital environment, including Google Ads and Facebook Ads. It also provides knowledge on how to design for digital media and the Internet.

### **DESIGN FORMS OF MULTIMEDIA PRODUCTIONS**

Sound processing, creating 2D and 3D animations, video elements, creative films, and other multimedia forms are the skills developed within the specialty of Design Forms of Multimedia Productions. A specialty that will teach how to:

enrich an image with sound elements or music, write a script, and then construct images so that the recipient can easily read the content using image and sound. It provides knowledge on how to creatively combine techniques to create highly intermedia forms and acquire advanced knowledge in the field of 3D design.

## DOCTORAL SEMINAR

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.

This practical education program develops skills such 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, and guidance on preparing for the doctoral exam within the curriculum, as well as how to initiate the procedure for conferring the doctoral degree.

The doctoral seminar is particularly aimed at those who:

- work in the media in management positions;
- are responsible in companies, institutions, and organizations for managing information, internal communications, contact with mass media, and PR activities;
- are professionally engaged in shaping social relationships with the use of new media, representing the sectors 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.

Recruitment for the Doctoral Seminar is conducted on a continuous basis.

# SCIENTIFIC RESEARCH

## SCIENTIFIC RESEARCH PROJECTS ARE FINANCED FROM EXTERNAL SOURCES.

### *Semi-workers and semi-competitors? The interplay of competition and labor law in times of "platformization"*

Project Partner: **Universidade Católica Portuguesa, Porto Faculty of Law**

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

This research project focuses on the legal problems arising from the dual status of people working for electronic platforms (such as Uber) who formally have a self-employed (entrepreneur) status, while in reality their activity brings them closer to the status of entrepreneurs. The project provides a scientific reflection on this double status of people employed by electronic platforms and translates this into proposals for legislative and jurisprudence solutions at the European and national level.

Implementation period: **2022–2024**

Financing: **Joint research projects of Poland and Portugal (NAWA - Fundação para a Ciência e a Tecnologia)**

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

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

The aim of the project is to further the current partnership through faculty exchange, establishing joint research teams, and the realization 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.

Implementation period: **2.10.2019–1.10.2022**

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

### *Bioethics of Space Exploration*

Project Manager: **Konrad Szocik, Ph.D.** [kszocik@wsiz.edu.pl](mailto:kszocik@wsiz.edu.pl)

The project aims at outlining the methodology of bioethics of space missions, analyzing the main biomedical procedures that can be applied in space such as human modification and genetic modification, comparing the space environment with the terrestrial environment in terms of similarities and differences and their moral implications, and finally considers the rather controversial but discussed in the literature concept of biomodification of morality.

Implementation period: **11.02.2022–10.02.2025**

Funding: **OPUS NATIONAL CENTER FOR SCIENCE (DEC-2021/41/B/HS1/00223)**

## ***Culturally Mobile Academics? The Experience of Upward Mobility from a Narrative Perspective***

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

The subject of study is the “upward mobility narratives” of scientists employed at Polish universities. The main objective is to analyze the career paths of working-class individuals who have become university professors and assistant professors. The project critically refers to Pierre Bourdieu’s theory of capital, which on the one hand offers a convincing theory of social differentiation, but on the other hand leaves room for improvement in the analysis of social mobility.

Implementation period: **18.06.2020–17.06.2023**

Financing: **Sonata Programme of the National Science Centre (SONATA 15) (2019/35/D/HS6/00169)**

## ***Media competences of students and teachers as the key to education in a mediatized society***

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

Media competences are considered crucial in the modern world. Yet there are no systemic solutions for shaping media competences of teachers and preparing them for developing such competences in their students. The aim of the project is to improve the quality and adjustment of the educational offer by developing: a tool for the diagnosis of students’ media competences, three training programs, and a postgraduate study program for teachers within media education, as well as recommendations for changes in the Polish media education system for students and teachers through the project of an integrated system of media education in all types and levels of schools until June 2022.

Implementation period: **1.11.2020-30.06.2022**

Financing: **Norway Funds**

## ***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 historical. However, the entries in the lexicon will also include the later research of particular logicians. Planned are 130 biographical entries and a leading article presenting the general background to the development of logic in Poland and directions of research in logic.

Implementation period: **1.10.2019–30.09.2022**

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

### ***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.edu.pl](mailto:mholy@wsiz.edu.pl)

This is the dialog between the philosophy of technology and environmental philosophy considering the example of discourse on utility objects. 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 for 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 worthy of respect and care, which may impact their consumption patterns.

Duration: **22.11.2019–21.11.2022**

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.edu.pl](mailto:kluczaj@wsiz.edu.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 the 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)**

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

***Subject: Facebook online support groups in the management of chronic disease using the example of type 1 diabetes. A leaders' perspective***

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

The aim of the study is to identify the phenomenon of online groups operating in Poland for patients with chronic disease using the example of type 1 diabetes. Groups on Facebook, the most popular social network in Poland, will be analyzed (Kemp et al., 2022).

Implementation period: 2023

***Subject: COVID Gendered Academic Productivity – Polish Perspective***

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

Members of the research team are: Iwona Leonowicz-Bukała, Ph.D. (UITM), Olga Kurek-Ochmańska, Ph.D. (UITM), Monika Struck-Peregończyk, Ph.D. (UITM), Agata L. Lambrechts (USI Università della Svizzera italiana, Lugano, Switzerland)

This is the Polish part of the international research project COVID G.A.P., devoted to scientific productivity during the pandemic, and carried out by a team of researchers from 15 scientific centers in the U.S., Switzerland, Poland, and Qatar. The project involves qualitative research related to the scientific work of male and female researchers during the pandemic crisis and its possible long-term impact on scientific development in the context of gender differences.

Implementation period: 2020-2022

***Subject: Skilled foreign nationals needed immediately? A comparative analysis of media representations and life stories of medical professionals***

Project Manager: **Olga Kurek-Ochmańska, Ph.D.** [okurek@wsiz.edu.pl](mailto:okurek@wsiz.edu.pl) , **Monika Struck-Peregończyk, Ph.D.** [mstruck@wsiz.edu.pl](mailto:mstruck@wsiz.edu.pl).

The main objective of this research project was a comparative analysis of media representations and life stories of two categories of highly skilled migrants who decided to live and work in Poland: 1. Physicians, and 2. nurses with university degrees. The comparison of these two groups aims to capture the similarities and dissimilarities of long-term migration patterns.

Implementation period: 2021-2022



***Subject: Social responsibility of public administration at the regional and local level***

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

The aim of the project was to evaluate implementation of the notion of social responsibility of public administration (governmental and local government level) in the Podkarpackie voivodeship through:

- a) Identification of reception degree of social responsibility notion of public administration in government administered institutions and local government bodies;
- b) Identification of current activities in the field of social responsibility of administration taken by administrative institutions (2018–2020).

Implementation period: **2021-2022**

***Subject: “Strategically autonomous” European Union in a world of multipolar chaos***

Project Manager: **Sylvia K. Mazur, Ph.D.** [smazur@wsiz.edu.pl](mailto:smazur@wsiz.edu.pl)

Research will be divided into three parts, each of which will be rooted in the context of global challenges (climate change, pandemic effects, hybrid threats, the lack of necessary regulation of tech giants). The first area will be dedicated to Transatlantic relations. The second, to the impact that the European Union can exert through a multilateral system. Third will be a focus on EU neighborhood policy.

Implementation period: 2021-2022

***Subject: Bioethical issues in space missions***

Project Manager: **Konrad Szocik, Ph.D.** [kszocik@wsiz.edu.pl](mailto:kszocik@wsiz.edu.pl)

Project assumptions:

- humanity will be carrying out long-term space missions in the near future;
- the negative impact of the space environment requires new, radical, and ethically controversial solutions;
- the concept of genetic modification and other forms of human enhancement is considered as a legitimate postulate.

The aim of the project is to analyze ethical and bioethical problems related to the concept of genetic modification of humans for space missions and selected issues of environmental ethics related to space exploration.

Implementation period: 2018-2022

# PUBLICATIONS

List of selected publications of the faculty of Media and Social Communication employees since 2021:

Marcin Szewczyk. Linguistic Discrimination Against the Roma in the Polish-Language Web 2.0 Discourse. ROCZNIKI NAUK SPOŁECZNYCH - Annals of Social Sciences 2022, Tom 14(50), numer 2. ISSN: 0137-4176.

## [Publication](#)

Marcin Szewczyk, Andrzej Adamski. A Threat, a New Religion or a Chance for Immortality? Polish Opinion-forming Press Discourse on Transhumanism, "European Journal of Science and Theology" 2022 Vol.18, No.2, 25-39.

## [Publication](#)

Marcin Kozak. Academic writing, and how to write in a clear and comprehensible way. Scientia Agricola 79 (1) 2022, ISSN 1678-992X.

## [Publication](#)

Hamid Reza Saeidnia, Ali Ghorbi, Marcin Kozak, Shadi Abdoli. Web-based Application Programming Interface (Web APIs): Vacancies in Iranian Public Library Websites. Webology 2022, Volume 19, Number 1. ISSN: 1735-188X.

## [Publication](#)

Kamil Łuczaj, Olga Kurek-Ochmńska, And Andrzej Rozmus. Managing the Pandemic: Perspectives of Campus Administrative Staff at a University in Poland, pp. 79-90. [in:] Bista K, Allen RM, Chan RY. Impacts of COVID-19 on International Students and the Future of Student Mobility: International Perspectives and Experiences. 1st ed. London: Routledge; 2022 pp. 79-90.

## [Publication](#)

Ł. Szurmiński, S. Gawroński, D. Tworzydło, M. Kaczmarek-Śliwińska (2022). Join your country's army. A poster in the service of agitation propaganda, Cogent Arts & Humanities 2022. 9: 2037228. ISSN: 2331-1983.

## [Publication](#)

Karwacka, A., Gawroński, S. & Tworzydło, D. Political communication in local elections: a comparative analysis of France and Poland. French Politics 2022, 20, 2; 167-181. ISSN: 1476-3419

## [Publication](#)

SLAWOMIR GAWRONSKI, DARIUSZ TWORZYDŁO, JAKUB TOMCZAK. Changes in the Approach of Polish Journalists' Use of Social Media Caused by the Covid-19 Pandemic, Jurnal Komunikasi: Malaysian Journal of Communication 2022, Jilid 38(1): 99-117. E-ISSN: 2289-1528.

## [Publication](#)

Kamil Łuczaj, Iwona Leonowicz-Bukała, Olga Kurek-Ochmańska. English as a lingua franca? The limits of everyday English-language communication in Polish academia. English for Specific Purposes 2022, 66; 6-13. ISSN 0889-4906

## [Publication](#)

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# ACADEMIC JOURNALS



studia humana

QUARTERLY JOURNAL

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

Editor in chief: Prof. Jan Woleński

Publications in these journals are awarded 40 points in the rating of the Polish Ministry of Science and Higher Education.

[studiahumana.com](http://studiahumana.com)



The online journal focuses on the following areas:

- contemporary journalism issues;
- contemporary mass media issues;
- public relations;
- marketing communication;
- visual communication;
- public and political communication;
- mass culture;

Editor in chief: **Sławomir Gawroński. Assoc. Prof., Ph.D.**

[socialcommunication.edu.pl](http://socialcommunication.edu.pl)

Publications in the 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 databases.

# SCIENTIFIC CONFERENCES

## ORGANIZED PERIODICALLY

The InternetBeta Conference, the first and one of the largest events in Poland devoted to the Internet industry, bringing together various environments related to the Internet and new technologies. Its distinguishing feature is its interdisciplinarity: for three days, the conference becomes a meeting place for representatives of the most important advertising and digital agencies, investors, start-uppers, managers, and owners of the largest websites and online stores, people responsible for marketing and innovation, working for both the largest and for niche brands, as well as sociologists and psychologists, and representatives of local governments and non-governmental organizations.

InternetBeta has been held each year since 2009 at the UITM Centre for International Education, where interesting lectures, presentations, and workshops are conducted by experts and enthusiasts in their respective fields, as well as integration meetings, which are an excellent opportunity to establish new industry contacts.

From 2019, every two years, the conference has also had a scientific panel "Beta Academics," aimed at researchers of social communication, visual arts, new media, and new communication technologies. In 2021, the event received funding from the "Excellent Science" program of the Polish Minister of Education and Science.

**The social responsibility of public administration** is the subject of a cyclical, nationwide scientific conference organized by the Rzeszow Branch of the Social Insurance Fund (ZUS), conference originators, and the Chair of Political Sciences and Administration of the University of Information Technology and Management in Rzeszow (in 2016 as a partner of the event, and from 2017 as its co-organizer)



# 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 for many renowned Polish and international institutions, where students can obtain numerous language certificates:

- The European Language Certificate (telc);
- London Chamber of Commerce and Industry (LCCI);
- 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 Centers' network under UITM Rzeszow have conducted nearly 85 000 telc, LCCI, ETS, PTE examinations, and Certificate Examinations for Polish.**

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

**The telc and LCCI IQ language certificates are recognized by:**

- **the Ministry of the Interior and Administration as a certification confirming knowledge of a foreign language;**
- **the Ministry of Education and Science:**
  - as a document exempting a doctoral candidate from examination in a modern foreign language (Ministerial Regulation of 22 September 2011);
  - as a document exempting from examination in a modern foreign language in the qualifying procedure for civil servants (Prime Ministerial Decree of December 16, 2009);
  - telc examinations are included in the ministerial list of teachers' professional qualifications as accredited examinations, and B2 to C2 exams are recognized in the qualifying procedure, for teachers, including foreign language teachers (Regulation of the Minister of National Education of 1 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 Rzeszow 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 (CKJP)**

The Centre as a UITM unit is engaged in promoting Polish culture and language, including the organization of courses in Polish for international students who are planning to stay in Poland, gain Polish citizenship, or study in Polish at UITM or at other Polish universities. The University of Information Technology and Management in Rzeszow can boast of many years' experience teaching students from around the world, as well as enjoying a good reputation abroad, and providing an extensive educational offer of its own, covering various fields of study and different disciplines, such as technical, economic, social, or humanistic studies.

Following decisions No. 13/DWM/2016, 17/DWM/2018, 13/DWM/2020 and 26/DWM/2022, the Minister of Science and Higher Education has granted UITM the authority to organize examinations in Polish as a foreign language at all levels of language competence according to the Common European Framework of Reference. The Center offers courses in Polish culture and language for international students, with extended teaching hours.

### **CENTER FOR INNOVATION AND PRACTICAL DESIGN**

The task of the Center for Innovation and Practical Design is to use broadly understood science as part of the commercial activity of the Faculty of Media and Social Communication in Business.

The main activity of the Center is the design and implementation of modern design and is available among our business organizations. Center conduct research and development tries to set new directions in industrial and utility design. The team of the Center for Innovation and Practical Design is interdisciplinary. It includes individual designers, smart printers, digitization of reality, virtual reality, application, visual communication, branding, research in the field of social sciences and the media. It leads to a wide range of possibilities and allows for an unconventional solution to the attached services and projects that are used to detect and respond to reality.

# RESEARCH AND TEACHING LABORATORIES

USED IN THE EDUCATIONAL PROCESS, IN RESEARCH, AND IN  
THE COMMERCIAL ACTIVITIES OF THE FACULTY



## LABORATORY OF VIRTUAL REALITY AND IMAGE PROCESSING

The laboratory was established in response to the growing interest in the commercial and educational markets in issues related to computer graphics, virtual worlds, and augmented reality creation.

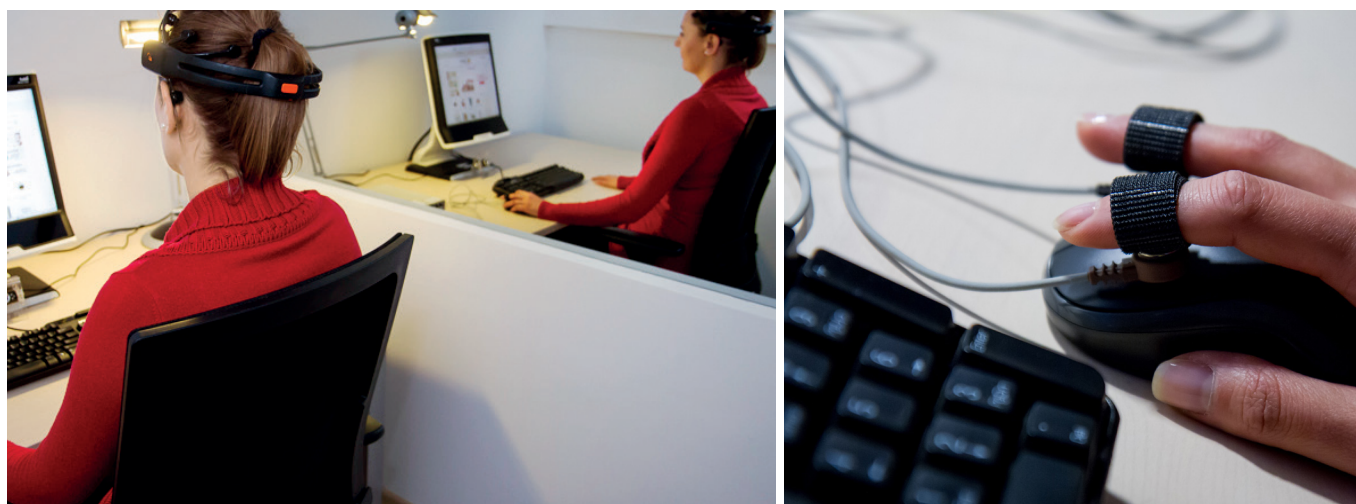
The main purpose of the laboratory is to produce complex three-dimensional scenes, realize animation and post-production in the field of moving image. In addition, the lab is equipped to support rapid prototyping processes and activities related to the use of 3D printing in everyday life (and its dissemination). It is equipped with Zortrax M200 and M300 LPD printers, as well as a Z-Corporation Z200 3DP printer. The technologies used allow for complex prototypes, less sophisticated medical printing, architectural mock-ups, and production of out-of-stock items. The Laboratory has a tracker for 3D scanning of large objects – Faro Focus 3D, as well as a Shining 3D structured light scanner (for medium and small objects). Activities carried out by the Lab include video mapping, 360 image capture, preparation of VR applications and shows, as well as video and animation production. Among the ongoing projects are the 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.

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

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

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

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Premises: Centre for International Education



## DIGITAL LANGUAGE LABORATORY

Some of the Philology classes, like Phonetics, English in spoken Discourse or Translation, are conducted at UITM in the specialized Digital Language Laboratory, where students use dedicated software to practice phonetic production, correct their own mistakes, work with various recordings including their own, as well as perform linguistic tasks important for future translators and interpreters.

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