

<b>University</b>	Vistula University
<b>Faculty</b>	Art, Technology and Communication
<b>Level of Studies</b>	First Degree Studies
<b>Field of Study</b>	Journalism and Social Communication (2024/2025)
<b>Specialty</b>	1. Business Journalism 2. Social Media Journalism
<b>Mode of Study</b>	- Full-Time - Part-Time
<b>Profile</b>	Practical
<b>PROGRAM OF VOCATIONAL STUDENT INTERNSHIPS</b>	
<b>Legal basis for internships completion</b>	
<ol style="list-style-type: none"> <li>1. Act of July 20, 2018 - Law on Higher Education (Journal of Laws of 2018, item 1668, as amended),</li> <li>2. Order No. 6/08/2023 of the Rector of Vistula University in Warsaw of September, 11, 2023 on the Introduction of the Terms and Conditions for Vocational Student Internships at Vistula University in Warsaw,</li> <li>3. Terms and Conditions of Study of Vistula University in Warsaw,</li> <li>4. Education program</li> </ol>	
<b>Type and duration of internships (number of weeks and hours) and year/semester of study</b>	
Duration of internships: - 6 months 750 hours, 2 <sup>nd</sup> and 3 <sup>rd</sup> year, 4 <sup>th</sup> - 6 <sup>th</sup> semester	
<b>Place of internships (type of institution, department/departments in which internships will take place)</b>	
<ul style="list-style-type: none"> <li>✓ media: editorial offices of newspapers and magazines / printed and on-line /, radio, television / public and commercial /</li> <li>✓ marketing, public relations, corporate communication departments of selected companies, advertising agencies, travel agencies</li> <li>✓ Internet media run by non-governmental organizations</li> <li>✓ Vistula University, Vistula School of Hospitality: media coverage of events</li> </ul>	

**Objectives in the area of knowledge:**

The vocational student internships are aimed at providing students with opportunities for professional contact and familiarizing them with the basic aspects of professional work in various institutions. The objective is to provide students with opportunities to learn about and understand changes taking place in journalism and communication under the influence of the Internet and new technologies, and to gain knowledge about traditional and new journalism genres. Students can become acquainted with the general functioning of media institutions.

**Objectives in the area of skills:**

The vocational student internships are aimed at expanding students' professional journalistic knowledge in specialized media and journalism institutions in various areas of social communication with the use of the latest media technologies, and to acquire and consolidate their practical skills in the field of journalistic professional skill set: press, radio, television, Internet, developing the ability to use in practice the techniques of classical journalism: rhetoric, eristics, debate, the ability to work under time pressure, the basics of behaviour in front of the camera and microphone, stylistic and script correction skills in current editorial work.

**Objectives in the area of social competences:**

The vocational student internships are aimed at developing a critical and objectified attitude towards one's own work and group achievements, openness to innovation, teamwork involving creative use of partners' achievements, tolerance and distance taking into account different religious, social, political, and cultural beliefs.

**Intern's tasks and duties**

The basic **task** of the internship participant is to achieve the assumed objectives of the internship as well as the learning outcomes in all areas in accordance with the chosen specialty.

The student can choose the following modes of internships:

1. Internships covering 750 hours carried out in a medium, marketing dept. or organization chosen by the student, approved by the study program director in the field of Journalism and Social Communication.
2. Internships including editorial and marketing work at Vistula University.

The choice of the internship mode requires the approval of the director of the Journalism and Social Communication program

**Specific objectives of student internships:**

1. General practice for Journalism and Social Communication
  - practical application of the knowledge and skills acquired during the studies
  - workshop specialization based on editorial experience

- practical organizational skills related to the functioning of the editorial office
- experience in the actual functioning of the media, basics of media criticism, knowledge of the media market
- practice in the field of advertising and media marketing

2. Specialty: Business Journalism

- practice developing the skills of navigating the international media market
- broadening the source of the information base, the ability to use international information agencies and multimedia in a comprehensive manner
- ability to conduct critical evaluation of media materials related to economic issues.

3. Specialty: Social Media

- practice developing the skills of navigating the social media market
- practice developing the skills of creating websites, as well as using social media tools
- ability to use the multimedia possibilities of social media.

**Conditions and basis for obtaining a credit for internships**

The basis and conditions for obtaining a credit for internships are defined in §12 of Terms and Conditions of Vocational Student Internships

Internships are credited on condition of:

- 1) completing the internship in the agreed time schedule;
- 2) performing the tasks provided for in the internship program;
- 3) submitting an agreement for the organization of professional student internships;
- 4) submitting a document confirming completion of the internship to the Supervisor of Vocational Student Internships:
  - a) certificate of completing internships - in the case of students participating in internships organized in the form specified in § 8 section 2 points 1-2 - in accordance with the template attached as Appendix No. 6 to these Regulations,
  - b) documents indicated in the relevant resolution of the University Senate - in the case of students undergoing organized internships in the form specified in § 8 section 2 points 3-5.
- 5) submitting a report on the course of internships, in the form of a Daily Report of vocational student internships, in accordance with the template attached as Appendix No. 5 to these Regulations, stamped at the Host Company and signed by a Host Company representative;
- 6) acceptance of the report by the Faculty Supervisor of Vocational Student Internships on completing the internships.

**Regulations regarding exemption from internships, failing to complete internships, dismissal from internships**

1. Terms and Conditions of Vocational Student Internships of Vistula University in Warsaw - §8 *Conditions for obtaining credit for internships*
2. Resolution No. 4 / 30.09 / 2014 of the Senate of Vistula University of September 30, 2014 on defining the conditions for exempting students from obligatory vocational internships.

## **Rules for the Completion of Vocational Student Internships in the field of Journalism and Social Communication**

1. The rules for the completion of vocational student internships in the field of Journalism and Social Communication have been defined based on the Terms and Conditions of Vocational Student Internships of Vistula University.

(Order No. 1/04/2020 of the Rector of Vistula University in Warsaw of April 1, 2020 on the Introduction of the Terms and Conditions for Vocational Student Internships at Vistula University in Warsaw)

2. The objective of internships is to:

a) provide students with opportunities for professional contact and familiarize them with the basic aspects of professional work in various institutions and especially to provide students with opportunities to learn about and understand changes taking place in journalism and communication under the influence of the Internet and new technologies, and to gain knowledge about traditional and new journalism genres.

b) expand students' professional journalistic knowledge in specialized media and journalism institutions in various areas of social communication with the use of the latest media technologies, and to allow students to acquire and consolidate their practical skills in the field of journalistic professional skill set: press, radio, television, Internet, developing the ability to use in practice the techniques of classical journalism: rhetoric, eristics, debate, the ability to work under time pressure, the basics of behaviour in front of the camera and microphone, stylistic and script correction skills in current editorial work.

c) develop a critical and objectified attitude towards one's own work and group achievements, openness to innovation, teamwork involving creative use of partners' achievements, tolerance and distance taking into account different religious, social, political, and cultural beliefs.

3. Specific objectives are specialty-related and refer to:

a) in the case of Business Journalism: developing the skills of navigating the international market of the media dealing with economic issues, broadening the source of the information base, developing the ability to use international information agencies and multimedia in a comprehensive manner in the scope of the economy functioning, ability to conduct critical evaluation of media materials dealing with economic issues.

b) in the case of Social Media: developing the skills of navigating the social media market, creating websites, as well as using social media tools, ability to use the multimedia possibilities of social media.

4. Possible places or institutions of internship completion:

a) media: editorial offices of newspapers and magazines (printed and on-line), radio, television (public and commercial),

b) marketing, public relations, corporate communication departments of selected companies, advertising agencies, travel agencies,

c) Internet media run by non-governmental organizations,

d) Vistula University, the Warsaw School of Tourism and Hospitality Management: media coverage of events.

5. The methods and ways of verifying the learning outcomes related to the completion of internships depend on the place of the internship.

a) in the case of the media - texts and materials written or produced jointly or with other journalists, published or unpublished,

b) in the case of marketing departments or advertising agencies - the implementation of tasks set

by supervisors, in particular posts in social media,

c) in online media run by non-governmental organizations - texts and materials written or produced jointly or with other journalists, published or unpublished, as well as posts in social media,

d) in the promotion department and media coverage of Vistula University events - completion of tasks set by supervisors, in particular texts and materials written or completed, as well as posts in social media.

6. Any doubts related to the place of internships or ways and methods of verifying the learning outcomes related to internships are resolved by the Faculty Supervisor of Vocational Student Internships.