



UNIVERSITAS
OPOLIENSIS

Communi- cation & Social Sciences

- >>> ENGLISH IN PUBLIC COMMUNICATION (BA)
- >>> MASTER OF LIBERAL ARTS (MA)
- >>> INTERCULTURAL COMMUNICATION / SOCIOLOGY (MA)
- >>> VISUAL COMMUNICATION / ART EDUCATION (MA)
- >>> EUROPA MASTER / POLITICAL SCIENCE (MA)



ENGLISH IN PUBLIC COMMUNICATION BA PROGRAMME

The English in Public Communication BA programme is an excellent opportunity for the students who would like to be able to face challenges of a highly competitive job market in an increasingly global society.

The programme offers an integrated approach to public communication in such domains as politics, culture, society, management, business, and technology.

ADVANTAGES OF STUDYING ENGLISH IN PUBLIC COMMUNICATION

Enhancement of communication skills

As a result of the three-year-long study of English in Public Communication, our graduates, apart from earning a Bachelor of Arts degree, will become highly trained professional communicators.

Experienced academic staff

All the courses offered within the programme are instructed in English by experts in communication studies, linguistics, mediated communication, and political and social science from the Institute of English and the Institute of Political Science.

Friendly atmosphere

Here at the University of Opole, we cherish our relationships with students. We host no more than 15 students in a group, so you will never be anonymous to us.

Professional training

A variety of practice-oriented courses fosters such skills as adaptability, creativity, criticality, and collaboration in group settings.



WORK OPPORTUNITIES AND FURTHER EDUCATION OPTIONS

Prospective jobs, sectors, and skills

The graduates of English in Public Communication can find employment in a broad range of fields involving public communication, such as advertising, journalism, publishing, public relations and public affairs, business communication, marketing, and education.

MA in English Philology, Intercultural Communication, or Master of Liberal Arts

The graduate of English in Public Communication can apply for MA studies at any European university. The University of Opole offers 2 year MA programmes in Intercultural Communication (Sociology), English Philology, and Master of Liberal Arts.

MASTER OF LIBERAL ARTS

MA PROGRAMME

Master of Liberal Arts is, for the University of Opole, a brand new approach to the field of study that has always been defined from the top down and divided arbitrarily. The University of Opole has prepared a programme, holistic and interdisciplinary in its nature, which combines humanities and art with elements of social and judicial sciences.

Master of Liberal Arts programme is the response to the limited specialisations of STEM type of studies where neither human and social factors nor critical approach to technology are taken into consideration. Our programme differs from the traditional form of Master of Liberal Studies mainly due to the specialisations that are adjusted to demands of the labour market, namely, Creative Industries, Digital Media, Applied Gender Studies, Public Communication, etc.





INTERESTING SUBJECT OF STUDIES

During the course of studies, we will be raising key issues of modern society, such as social inequalities, migration, propaganda and creation of discourse, identity and algorithms in digital media, intercultural business relations, and others. Division of the programme into specialisations allows students to gain not only conceptual and theoretical foundations of modern phenomena, but also creates favourable conditions to acquire essential practical skills which will be highly valued by prospective employers.

INTERCULTURAL ENVIRONMENT

The University of Opole, as well as the city of Opole itself, is a highly hospitable place to live and study in. You will have a unique opportunity to participate in the academic life with people from different countries with various cultural backgrounds and develop your intercultural skills. These competences will undoubtedly help you face challenges and achieve successes in multicultural corporate communication typical of the internationally operating companies located in Poland and abroad.

WORK OPPORTUNITIES AND FURTHER EDUCATION OPTIONS

Prospective jobs, sectors, and skills

After graduation, you will be well prepared to work as a highly skilled public officer, media specialist, journalist, NGO activist or watchdog, researcher, community communication manager, or advertiser.

Further education option PhD in English Language and Literature

Our graduates have an opportunity to develop their research projects in the field of linguistics and literary studies. Doctoral students pursue an intensive and individualized course of study with experienced professors who are committed to facilitating the students' intellectual development and scholarly achievements.

INTERCULTURAL COMMUNICATION MA PROGRAMME IN SOCIOLOGY

In the times of unprecedented mass flow of people from virtually all cultural and national backgrounds around the world, after the great rural-urban migration and in the era of networked but individualized societies, both communication and in-depth understanding of the other emerge as highly valuable skills. The given programme has been designed to train flexibility and the ability to adjust and apply those skills tactfully and with sensibility that will enhance the efficiency of intercultural interactions within one country and internationally.

ADVANTAGES OF STUDYING INTERCULTURAL COMMUNICATION

Intercultural contact

Opole, located in the centre of Europe, with its complicated and mixed German, Polish, Bohemian and Silesian heritage, on the one hand, and you – a group of students coming from all over the world, on the other – create a perfect environment for studying and developing intercultural communication.

Experienced researchers, teachers and a friendly atmosphere

Here at the University of Opole we cherish our relationships with students. We host no more than 15 students in a group, so you will never be anonymous to us. We carry out research projects in Poland, Europe, and on other continents.

Career Possibilities

There is a great demand for graduates with skills we teach: analytical and critical thinking, problem solving, project work, team work, not to mention communication and understanding of the other. If you are into a corporate culture, you can just join one of the multinational companies in Opole. You can also try your chances in the whole EU – with our diploma, even coming from a non-EU country, you are eligible to work here. We also believe that if you return to your home country you will be a valuable employee for anyone looking for a communication and research expert.



WORK OPPORTUNITIES AND FURTHER EDUCATION OPTIONS

Prospective jobs, sectors, and skills

During the programme, students acquire various skills which they can apply while working for the multinational companies, NGOs, governmental structures, small business enterprises, international departments of educational institutions.

The PhD Programme in English Literature and Language

The programme offers qualified candidates a unique opportunity to develop their research projects in the field of linguistics and literary studies. Doctoral students pursue an intensive and individualized course of study with experienced professors who are committed to facilitating the students' intellectual development and scholarly achievements.

VISUAL COMMUNICATION

MA PROGRAMME

IN ART EDUCATION

In the era of communication, connectedness, visuals and information overload, the world needs not only skilled creators but also aware educators and inquisitive analysts. The master's programme in Visual Communication consists of three paths blended in one field. They are grounded in the domains of art, education, and communication with a strong emphasis on visual arts.

Nowadays, with abounding images and narratives, there is a constant need for sound inquiry into the visual cultures as well as good artistry in the field. The development of creative skills in graphic design, printmaking, drawing, and illustration is one of the main objectives of the programme.

The artistic craftsmanship, especially in digital environments, is supplemented by the emphasis on understanding and interpretation of contemporary art and artworks. This enables our students to become informed, conscious, and critical art educators. Last but not least, the skills to analyze communication processes (semiotics, semantics, rhetorics) are developed as well as the means to see the broader context of society and culture. We shape creators, educators, and communicators to work either in the art institutions or culture industries or in marketing and advertising spheres.

ADVANTAGES OF STUDYING VISUAL COMMUNICATION

Comprehensive art training

Our graduates will acquire a blend of creative skills in visual arts, including designing in the industry standard Creative Suits, and substantial theoretical background to understand the visual cultures.

Favourable learning environment

Art studios of our compact and young yet vibrant Faculty of Art exude the perfect aura for developing originality and getting inspiration. It is the place where your potential will not be wasted but developed beyond the limits.

Soft skills

Owing to the interdisciplinary character of the study, you will gain flexibility so much on demand today in the labour market. Moreover, there is a particular stress on the soft skills, including – obviously – creativity as well as project-based work, teamwork, interpersonal communication, analytical skills, and critical thinking.

A photograph of a modern, bright studio or classroom. Several students are seated at white desks, working on laptops and computers. The room has large windows and a high ceiling, creating a bright and airy atmosphere. The students are focused on their work, and the overall environment is professional and creative.

WORK OPPORTUNITIES

Graphic design, illustration, broad understanding and sense of art as well as of the communication process – these are the skills that will guarantee you a position in different art institutions and organizations in the creative positions or in communication departments.

You will be fully prepared to work in advertisement or broader in public relations sectors assuming all kinds of creative roles in design, illustration, and other artistic areas.

*to get enrolled in Visual Communication MA programme you will have to pass an exam consisting of two parts: review of the portfolio (10 works of art minimum) and interview on the topics of contemporary art, art history, and communications. The exam can be passed online.

EUROPA MASTER MA PROGRAMME IN POLITICAL SCIENCE

Europa Master called “Weimar program” is a unique triple programme created and administered jointly by the University of Opole, the University of Mainz, and the University of Burgundy. The purpose of the programme is to prepare specialists in the area of European integration and make students aware of different “faces” of the united Europe.

An international group of students recruited on even basis by each of the partner universities study together during the first semester in Opole, during the second semester in Mainz, and during the third semester in Dijon. For the fourth semester students choose the university where they want to prepare their Master's thesis. In each semester students are obliged to study two foreign languages, with French, German, and Polish being three basic languages of choice.

ADVANTAGES OF EUROPA MASTER

No Tuition Fee

EUROPE MASTER programme is FREE of charge to all the students irrespective of their country of origin.

Multiple Opportunities

The programme gives a unique possibility to study at three different universities in three different countries in an international group of students and to receive three diplomas.

WORK OPPORTUNITIES AND FURTHER EDUCATION OPTIONS

Prospective jobs, sectors, and skills

Graduates of our programme are well equipped with theoretical and practical knowledge as well as language skills to work in the governmental sector at the state and EU level, IGOs, NGOs, embassies, consulates, companies, universities, and research centres.

PhD Programmes in Political Sciences

After graduation our students receive an MA degree which allows them to undertake a postgraduate or PhD programme in political sciences at any university of EU or non-EU country at their discretion.



"(...)I LIKE OPOLE. I AM HERE FOR THE FIRST TIME. FOR THIS REASON, OPOLE IS IMPORTANT TO ME. DIFFERENT CULTURE, DIFFERENT PEOPLE, DIFFERENT CITY"

Umir, Turkey



"I HAD AN IMPRESSIVE EXPERIENCE IN OPOLE. THANK YOU"

Xi Chen, Fujian Normal University, China

ERASMUS PROGRAMME

Students of any nationality studying at a higher education institution in the European Union can apply for an Erasmus mobility and be granted a monthly scholarship ranging between 300 and 700 EUR. Travel costs are reimbursed as well. We strongly advise you to use scholarships also for your internships – we will provide you with our contacts around Europe so that you could spend your summer holiday, or thanks to rescheduling your semester, even part of the academic year getting some extra experience.

The training scholarships are also available to you for up to 12 months after your graduation.

TUITION FEES

1160 EUR per year

EU citizens and the Pole's Card holders study free of charge

ENROLMENT PROCEDURE

Enrolment to our university starts in April and is conducted via this website:

rekrecja.uni.opole.pl

CONTACT DETAILS

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A photograph of the University of Opole campus. In the foreground, a bronze statue of a seated woman, likely a scholar, is positioned on a cobblestone path. Behind her is a well-manicured lawn with several large, rounded green bushes. In the background, a large, multi-story brick building with a tiled roof and several windows is visible under a clear blue sky. A tree with green leaves is partially visible on the left side of the frame.

**Please direct any inquiries connected with registration
to the Office for International Study Programmes:**

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More information about the University of Opole
and its educational offer can be found at: **uni.opole.pl**

**UNIVERSITY OF OPOLE
- EN ROUTE
TO EUROPE**