General questions:

1. The Information Society – concepts, definitions, indications
2. The role of scientific expertise in policymaking
3. Conformity - definition, types and factors influencing the level of conformity
4. 6 rules of influence by Cialdini
5. Stereotypes, prejudice and discrimination - definition and sources of prejudice
6. The key threats to Freedom of Expression in Europe
7. The role of community media in the media systems of the Central European countries
8. Impact of the European integration on the media and the media policy in the CE countries
9. The importance of cross-cultural etiquette in international business
10. Key elements of constructivism in international relations
11. Causes of wars
12. The power and purpose of terrorism
13. Sampling strategies in discourse analysis (top down approach, cyclical approach)
14. Selected strategies of representing social groups in public discourse.
15. Topos in political discourse. Functions and examples.
16. Culture shock: symptoms and stages of adaptation process
17. Hofstede's model of 6 dimensions of culture
18. Cultural framework of verbal style of communication and non-verbal communication.
19. International and intercultural communication: definitions and models.
20. Media content analysis: qualitative approach and quantitative approach
21. Public speaking: main challenges and the most common mistakes.
22. Traditions in communication research
23. Definitions and indicators of mass communication
24. Theory of mass society and mass culture
25. Critical and cultural theories of mass communication

New media:

1. Define vector and bitmap graphics
2. Describe differences between RGB and CMYK color modes,
3. The "golden section" and „the rule of thirds" in graphic composition
4. The difference between normalization and compression process
5. The bit resolution and the sampling frequency and what they are responsible for in the sound
6. Explain how the TCP/IP protocol works.
7. Explain basic concepts of DNS and TCP/IP protocol
8. New Media prinicples, according to Manovich and McQuail.
9. Describe types of camera shots.
10. What is the depth of field and what parameters are responsible for it?
11. Describe White Balance and how its changing by different light sources.
12. Explain the post-production process of photography.
13. Describe different methods of image composing.
14. Describe advantages of using Content Management System.
15. Describe importance of proper Search Engine Optimization