

Subject card

Subject name and code	Media economy, PG_00152482						
Field of study	Journalism and Social Communication						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2025/2026		
Education level	Master's studies	Subject group			Obligatory subject group in the field of study		
Mode of study	full-time studies	Mode of delivery			at the university		
Year of study	2	Language of instruction			Polish polish		
Semester of study	3	ECTS credits			2.0		
Learning profile	practical	Assessment form			exam		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Grzegorz Kapuściński				
	Teachers		dr Grzegorz Kapuściński				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		2.0		0.0	32
Subject objectives	The student will obtain information about the specificity and role of media economics. You will learn the distribution structure of the media market, forms of organization of the media market, side effects on the media market, classic relations and new media.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[DZiKSMU2_K03] He/she is able to responsibly perform the entrusted tasks, fulfils his/her teamwork obligations, initiates and conducts cooperation with the social environment.	Is able to responsibly perform assigned tasks, fulfills the obligations of working in a team, initiates and conducts cooperation with the social environment in the sphere of functioning of media institutions on the free market.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK3] text preparation/written work [SK4] test/exam - oral or written [SK5] implementation of a problem task [SK8] observation of student's independent or team work
	[DZiKSMU2_U03] He/she is able to formulate and solve research problems including the analysis of the works of other authors, the synthesis of various ideas and views, the selection of methods and construction of research tools, development and presentation of results using advanced information and communication techniques, allowing for original solving of complex problems in the field of social communication sciences and media.	Is able to formulate and solve research problems including analysis of the works of other authors, synthesis of various ideas and views, selection of methods and construction of research tools, development and presentation of results using advanced information and communication techniques, allowing for original solution of complex problems in the field of social communication sciences and media, in particular media economics, in relation to the functioning of media institutions on the free market.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU3] text preparation/written work [SU4] test/exam - oral or written [SU5] implementation of a problem task [SU8] observation of student's independent or team work
	[DZiKSMU2_U10] He/she is able to cooperate and work in a group, set and achieve common goals, assume various roles in the team, including managerial ones.	Is able to cooperate and work in a group, set and implement common goals, take on various roles in the team, including managerial roles in the sphere of functioning of media institutions on the free market.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU3] text preparation/written work [SU4] test/exam - oral or written [SU5] implementation of a problem task [SU8] observation of student's independent or team work
	[DZiKSMU2_U07] He/she is able to prepare comprehensive oral, written and visual messages. He/she uses terminology specialized for the discipline, based on independently found, analysed, assessed, and selected sources of information, taking into account the achievements of the sciences on social communication and media as well as other scientific disciplines.	Able to prepare extensive oral, written and visual messages. It uses discipline-specific terminology based on independently researched, analyzed, assessed and selected sources of information, taking into account the achievements of social communication and media sciences, in particular media economics and other scientific disciplines in relation to the functioning of media institutions on the free market.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU3] text preparation/written work [SU4] test/exam - oral or written [SU8] observation of student's independent or team work
	[DZiKSMU2_W02] He/she knows the terminology proper to the discipline of social communication and media studies at an extended level and adapts the conceptual apparatus of related disciplines to it. He/she is aware of the application of this knowledge in professional activities related to the field of study.	Knows at an advanced level the terminology specific to the discipline of social communication and media science and adapts the conceptual apparatus from related disciplines to it. Is aware of the application of this knowledge in professional activities related to the field of study, in relation to the functioning of media institutions on the free market.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW3] text preparation/written work [SW5] implementation of a problem task
	[DZiKSMU2_U02] He/she is able to effectively use the acquired knowledge for a critical analysis of social, cultural, political and economic processes and phenomena.	Is able to effectively use the acquired knowledge to critically analyze social, cultural, political and economic processes and phenomena in relation to the functioning of media institutions on the free market.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU3] text preparation/written work [SU4] test/exam - oral or written [SU5] implementation of a problem task [SU8] observation of student's independent or team work

Course outcome	Subject outcome	Method of verification
[DZiKSMU2_W03] He/she has extended knowledge of the methods and theories relevant to media studies and the dependencies existing between them, as well as knowledge of other scientific disciplines that provide theoretical and practical foundations for an advanced analysis of issues relevant to the journalism and social communication programme.	Has extended knowledge of the methods and theories relevant to media studies and the relationships between them, in particular in the sphere of media economics, as well as knowledge of other scientific disciplines that provide theoretical and practical foundations for advanced analysis of issues relevant to the journalism and social communication program, in relation to functioning of media institutions on the free market.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW3] text preparation/written work [SW5] implementation of a problem task
[DZiKSMU2_U04] He/she is able to independently identify and solve problems characteristic of media and media-related activities; select means and methods of work adequate to the proper performance of professional tasks.	Is able to independently identify and solve problems typical of media and media-related activities, select means and work methods adequate to properly perform professional tasks in the sphere of functioning of media institutions on the free market.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU3] text preparation/written work [SU4] test/exam - oral or written [SU8] observation of student's independent or team work
[DZiKSMU2_U05] He/she has the ability to integrate knowledge in the field of social communication and media, as well as its application in professional situations and assess the risk and possible consequences of undertaken professional activities.	Has the ability to integrate knowledge in the field of social communication and media, as well as its application in professional situations and to assess the risk and possible consequences of undertaken professional ventures in relation to the functioning of media institutions on the free market.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU3] text preparation/written work [SU4] test/exam - oral or written [SU8] observation of student's independent or team work
[DZiKSMU2_K04] He/she has the ability to think and act in an entrepreneurial manner.	Is able to think and act in an entrepreneurial way in the reality of functioning of media institutions on the free market.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK3] text preparation/written work [SK4] test/exam - oral or written [SK5] implementation of a problem task [SK8] observation of student's independent or team work
[DZiKSMU2_U01] The student is able to select sources correctly and use research methods appropriate for the research workshop of a communicator and media expert, as well as effectively select information in order to solve a task formulated by themselves or others.	Is able to correctly select sources, correctly apply research methods appropriate to the research skills of a communicator and media expert, and effectively select information in order to solve the task formulated by himself or others in relation to the functioning of media institutions on the free market.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU3] text preparation/written work [SU4] test/exam - oral or written [SU5] implementation of a problem task
[DZiKSMU2_W01] The student has an in-depth knowledge of selected facts and phenomena as well as the resulting regularities important from the point of view of media studies.	Has in-depth knowledge of selected facts and phenomena and the resulting regularities in relation to the functioning of media institutions on the free market.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW3] text preparation/written work [SW5] implementation of a problem task
[DZiKSMU2_K06] He/she is ready to follow the rules of professional ethics related to his/her own work and that of others.	Is ready to comply with the principles of professional ethics related to his own work and that of others in the sphere of functioning of media institutions on the free market.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK3] text preparation/written work [SK4] test/exam - oral or written [SK8] observation of student's independent or team work
[DZiKSMU2_K02] He/she recognizes the importance of knowledge in solving cognitive and practical problems. He/she is ready to consult experts in case of difficulties in solving the problem on his/her own.	Recognizes the importance of knowledge in solving cognitive and practical problems. Is ready to seek the opinion of experts in case of difficulties in independently solving a problem relating to the functioning of media institutions on the free market.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK3] text preparation/written work [SK4] test/exam - oral or written [SK5] implementation of a problem task [SK8] observation of student's independent or team work

	<table border="1"> <thead> <tr> <th>Course outcome</th> <th>Subject outcome</th> <th>Method of verification</th> </tr> </thead> <tbody> <tr> <td>[DZiKSMU2_K01] Based on his/her own knowledge, he/she can critically evaluate the received content.</td> <td>Is able, based on his own knowledge, to critically evaluate the received content in relation to the functioning of media institutions on the free market.</td> <td>[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK3] text preparation/written work [SK4] test/exam - oral or written [SK5] implementation of a problem task [SK8] observation of student's independent or team work</td> </tr> <tr> <td>[DZiKSMU2_U06] He/she is able to communicate efficiently using various channels, genres and methods, both with experts and other recipients, using advanced technological solutions.</td> <td>Is able to communicate efficiently using various channels, genres and methods both with experts and other recipients, using advanced technological solutions in the sphere of functioning of media institutions on the free market.</td> <td>[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU3] text preparation/written work [SU4] test/exam - oral or written [SU5] implementation of a problem task [SU8] observation of student's independent or team work</td> </tr> </tbody> </table>	Course outcome	Subject outcome	Method of verification	[DZiKSMU2_K01] Based on his/her own knowledge, he/she can critically evaluate the received content.	Is able, based on his own knowledge, to critically evaluate the received content in relation to the functioning of media institutions on the free market.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK3] text preparation/written work [SK4] test/exam - oral or written [SK5] implementation of a problem task [SK8] observation of student's independent or team work	[DZiKSMU2_U06] He/she is able to communicate efficiently using various channels, genres and methods, both with experts and other recipients, using advanced technological solutions.	Is able to communicate efficiently using various channels, genres and methods both with experts and other recipients, using advanced technological solutions in the sphere of functioning of media institutions on the free market.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU3] text preparation/written work [SU4] test/exam - oral or written [SU5] implementation of a problem task [SU8] observation of student's independent or team work
Course outcome	Subject outcome	Method of verification								
[DZiKSMU2_K01] Based on his/her own knowledge, he/she can critically evaluate the received content.	Is able, based on his own knowledge, to critically evaluate the received content in relation to the functioning of media institutions on the free market.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK3] text preparation/written work [SK4] test/exam - oral or written [SK5] implementation of a problem task [SK8] observation of student's independent or team work								
[DZiKSMU2_U06] He/she is able to communicate efficiently using various channels, genres and methods, both with experts and other recipients, using advanced technological solutions.	Is able to communicate efficiently using various channels, genres and methods both with experts and other recipients, using advanced technological solutions in the sphere of functioning of media institutions on the free market.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU3] text preparation/written work [SU4] test/exam - oral or written [SU5] implementation of a problem task [SU8] observation of student's independent or team work								
Subject contents	<ul style="list-style-type: none"> • Economics and media economics basic concepts. • Media and the economy - competitiveness and globalization. • Production and the market and media industry. • Media companies, transnational media conglomerates. • Media convergence. • Advertising and the functioning of the media • Press, radio, television as media enterprises. • Media markets in the perspective of the information society. 									
Prerequisites and co-requisites										
Assessment methods and criteria	<table border="1"> <thead> <tr> <th>Subject passing criteria</th> <th>Passing threshold</th> <th>Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td></td> <td>51.0%</td> <td>100.0%</td> </tr> </tbody> </table>	Subject passing criteria	Passing threshold	Percentage of the final grade		51.0%	100.0%			
Subject passing criteria	Passing threshold	Percentage of the final grade								
	51.0%	100.0%								
Recommended reading	<p>Basic literature</p> <ul style="list-style-type: none"> • Kowalski T., Media i pieniądze, Dom Wydawniczy Przedsiębiorstwa Handlowego TEXT, Warszawa 2008. • Kowalski T., Media na rynku, Wprowadzenie do ekonomiki mediów, Wydawnictwa Akademickie i Profesjonalne, Warszawa 2006. • Kowalski T., Zarządzanie w mediach, Oficyna a Wolters Kluwer business, Warszawa 2013. • Kowalski T., Między twórczością a biznesem. Wprowadzenie do zarządzania w mediach i rozrywce, Wyd. Akad. i Profesjonalne, Warszawa 2008 • Kreft J., Ewolucja strategii transmedialnych korporacji transnarodowych, Wyd. Uniwersytetu Gdańskiego, Gdańsk 2012. • McQuail D., Teoria komunikowania masowego, Wydawnictwo Naukowe PWN, Warszawa 2007. • Media i społeczeństwo, red. M. Sokołowski, Wydawnictwo A. Marszałek, Toruń 2008. 									

	Supplementary literature	<ul style="list-style-type: none"> • Bajka Z., Rynek mediów w Polsce [w:] Dziennikarstwo a świat mediów, Wyd. Universitas, Kraków 2000. • Halin D., Mancini P., Systemy medialne, Wydawnictwo UJ, Kraków 2007. • Czarnecki A., Korsak R., Planowanie mediów w kampaniach reklamowych, Polskie Wydawnictwo Ekonomiczne, Warszawa 2001. • Kowalski T., Wprowadzenie do ekonomii mediów, [w:] Media, komunikacja, biznes elektroniczny, B. Jung (red.), Wydawnictwo Difin, Warszawa 2001.
	eResources addresses	
Example issues/ example questions/ tasks being completed	Media convergence and its dimensions and effects. Media production in new and old media. Relationships between media theory, media economics and cultural theories.	
Work placement	Not applicable	

Document generated electronically. Does not require a seal or signature.