

Subject card

Subject name and code	The global media and film system, PG_00166241						
Field of study	Film and Audio-Visual Culture Studies						
Date of commencement of studies	October 2025		Academic year of realisation of subject			2026/2027	
Education level	Bachelor's studies		Subject group			Obligatory subject group in the field of study Subject group related to practical vocational preparation	
Mode of study	full-time studies		Mode of delivery			at the university	
Year of study	2		Language of instruction			Polish	
Semester of study	3		ECTS credits			2.0	
Learning profile	practical		Assessment form			credit	
Conducting unit	Division of Film and Media -> Institute of Culture Studies -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Grzegorz Fortuna-Skowron				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	0.0	0.0	0.0	15
	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	15		1.0		34.0	50
Subject objectives	The student is able to characterise the system of organisation, functioning and evolution of the film and television industry against the background of the global media market; characterises the Hollywood and European model of film production; understands the practice of the invisible hand of the market and the helping hand; describes various production strategies (Airbus, occupying a niche, joining a stronger one).						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[WOFKAL3_W15] He/she has knowledge of occupational health and safety in institutions related to film activities	Has knowledge of globally applicable health and safety standards in institutions related to film and media activities.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW5] implementation of a problem task
	[WOFKAL3_U03] He/she is able to independently acquire and develop professional skills in the area of filmmaking and film production organization.	Is able to independently acquire and develop professional skills in the organisation of film production.	[SU1] oral statement/conversation/discussion [SU5] implementation of a problem task
	[WOFKAL3_W07] He/she has advanced knowledge of the goals, organization and functioning of film institutions.	Has advanced knowledge of the aims, organisation and functioning of media and film institutions worldwide.	[SW4] test/exam - oral or written [SW5] implementation of a problem task
	[WOFKAL3_W10] He/she has a well-organized knowledge of the organization of film production.	Has a structured knowledge of film and media production organisation and international trends.	[SW4] test/exam - oral or written [SW5] implementation of a problem task
	[WOFKAL3_W06] He/she has advanced knowledge of the structure and functions of media and film institutions.	Has advanced knowledge of the structure and functions of global media and film institutions.	[SW4] test/exam - oral or written [SW5] implementation of a problem task
	[WOFKAL3_W08] He/she has advanced knowledge of copyright law and normative acts regulating the activities of film and media institutions, as well as systematic knowledge of the economic conditions of their functioning.	Has advanced knowledge of copyright law, normative acts and economic conditions related to global media and film institutions.	[SW4] test/exam - oral or written [SW5] implementation of a problem task
Subject contents	The general situation of the media in the world. Media economics: media monopolies focused on audiovisual and film activities. Characteristics of the media in selected regions and countries. Public media in the world. Hollywood and European model of film production. Strategies for financing film production. Typical forms of support for cinema in European countries. Principles of European funds and programmes supporting the audiovisual industry.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	systematic preparation of topics indicated by the instructor (written and oral)	51.0%	20.0%
	oral or written colloquium	51.0%	60.0%
	attendance and active participation in classes	80.0%	20.0%
Recommended reading	Basic literature	M. Adamczak, Globalne Hollywood, filmowa Europa i polskie kino po 1989 roku, Gdańsk 2010. T. Flew, Media globalne, Kraków 2010. A. Zorska, Korporacje transnarodowe. Przemiany, oddziaływania, wyzwania, Warszawa 2007. K. Jakubowicz, Unia Europejska a media. Między kulturą a gospodarką, Warszawa 2010. K. Jakubowicz, Media publiczne. Początek końca czy nowy początek, Warszawa 2007.	

	Supplementary literature	K. Williams, Media w Europie, Warszawa 2008. H. Jenkins, Kultura konwergencji. Zderzenie starych i nowych mediów, Warszawa 2006. M. Adamczak, Nowe modele produkcji, stara magia przemysłu, Ekran 2013, nr 2. G. Kaszycka, Więcej niż kino, FilmPRO 2013, nr 2. A. Wróblewska, Kina jak marzenie, Kino 2013, nr 7/8.
	eResources addresses	
Example issues/ example questions/ tasks being completed	What is the invisible hand of the market? How has it influenced the development of cinematography in Central Europe after 1989?	
Work placement	Not applicable	

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