

Subject card

Subject name and code	Media Outlets, PG_00141444						
Field of study	Polish Studies						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2027/2028		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional subject group Humanistic-social subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		Polish		
Semester of study	5		ECTS credits		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Division of Literary Theory and Art Criticism -> Institute of Polish Philology -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Artur Nowaczewski				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	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	During the exercises, the student is introduced to the Polish media market. The classes discuss the titles of daily and weekly newspapers, radio and television stations participating in the social and political debate, their programme profile and worldview. TV stations participating in the social and political debate, their programme profile and worldview. Articles on the following topics are analysed key topics of public discourse are analysed in order to sensitise students to the entanglements to which the various media are subjected and to the falsities of propaganda.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[FPL3_K03] Reliably and with commitment, he carries out professional tasks in accordance with the profession's appropriate code of ethics.	The student has an extended knowledge of literary and linguistic studies in the scope of his/her chosen specialization: he/she has basic knowledge about Polish dailies and weeklies, radio and television stations; - uses basic journalistic terminology correctly; - correctly identifies and is able to name the worldview of publicists.	[SK1] oral statement/conversation/discussion [SK5] implementation of a problem task [SK8] observation of student's independent or team work
	[FPL3_W12] Has an specific knowledge of literary and linguistic studies in the field of the chosen specialty, allowing to understand the phenomena of con-temporary culture and act ethically within the chosen specialty.	The student has an extended knowledge of literary and linguistic studies in the scope of his/her chosen specialization: he/she has basic knowledge about Polish dailies and weeklies, radio and television stations; - uses basic journalistic terminology correctly; - correctly identifies and is able to name the worldview of publicists.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion
	[FPL3_K05] He participates creatively in pro-social activities, following standards and having in mind the welfare of the environment.	The student participates creatively in pro-social activities with taking into account ethical norms, bearing in mind the welfare of the environment: - he/she is able to verify his/her standpoint, make syntheses; - is able to work and cooperate in a group; recognises and is sensitive to the idioms of social groups targeted by journalism in the press.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK5] implementation of a problem task [SK8] observation of student's independent or team work
	[FPL3_U08] Is capable of planning and organizing work in a team and using various methods and forms of work in literary and linguistic methodology related to the chosen specialty.	The student is able to use various methods and forms of work in the methodology of literary and linguistic studies related to the chosen specialization: searches, analyses and selects information in daily and weekly newspapers, radio and television stations; - - uses the archival resources of newspapers and magazines; compares the way the same information is reported in different media, and draws conclusions from it; recognises and analyses various typical forms of journalistic expression; predicts what form a description of the same event may take in different media; - predicts the shape of a description of the same event in different media; different media; has basic professional skills in his/her chosen specialisation specialisation.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU8] observation of student's independent or team work
Subject contents	The contemporary media market; the worldview profile of dailies, weeklies, radio and television stations; opinion sections in dailies and weeklies; the journalistic struggle of individual titles against each other (using selected examples); profiles of journalists connected with the major media in Poland; preparation of a press review for a given day/week.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
		51.0%	30.0%
		51.0%	40.0%
		51.0%	30.0%

Recommended reading	Basic literature	"Dziennik Gazeta Prawna", "Dziennik Polska The Times", "Fakt", "Gazeta Polska. Codziennie", "Gazeta Wyborcza", "Nasz Dziennik", "Rzeczpospolita", "Gazeta Polska", "Gość Niedzielny", "Newsweek Polska", "Polityka", "Przegląd", "Przekrój", "Tygodnik Powszechny", Do Rzeczy, Sieci, Press (aktualne numery) Bourdieu P., <i>O telewizji. Panowanie dziennikarstwa</i>, przeł. K. Sztandar-Sztanderska, A. Ziółkowska, red. M. Jacyno, Warszawa 2009. Dzierżyńska Mielczarek J., <i>Oblicza polskiego rynku medialnego tendencje i analizy przypadków</i>, Kielce 2015. Mielczarek T., <i>Raport o śmierci polskich gazet</i>, Warszawa 2012. Piekot T., <i>Dyskurs polskich wiadomości prasowych</i>, Kraków 2006. Świerczyńska-Głównia W., <i>Ewolucja rynku telewizyjnego w Polsce: analiza przypadku TVP i TVN</i>, Kraków 2014.
	Supplementary literature	Bogucka T., <i>Triumfujące profanum: telewizja po przełomie 1989</i>, Warszawa 2002. Gutowski M., <i>Trójka z dżemem : palce lizać! : biografia pewnego radia</i>, Kraków 2012. McLuhan M., <i>Wybór tekstów</i>, red. E. McLuhan, F. Zingrone, przeł. E. Różalska, J.M. Stokłosa, Poznań 2001. <i>Prasa w dobie nowych mediów</i>, red. R. Rozbicka, A. Staniszewski, Olsztyn 2014.
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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