

Subject card

Subject name and code	The international film market, PG_00167060						
Field of study	Audiovisual Production						
Date of commencement of studies	October 2026		Academic year of realisation of subject			2028/2029	
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	part-time studies		Mode of delivery			at the university	
Year of study	3		Language of instruction			Polish	
Semester of study	5		ECTS credits			1.0	
Learning profile	practical		Assessment form			credit	
Conducting unit	Division of Audiovisual Production -> 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	20.0	0.0	0.0	0.0	0.0	20
	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	20		1.0		4.0	25
Subject objectives	Students gain knowledge about the specifics and structure of the global film market. They learn about production models in different cultures and economic systems, and the relationships between them.						
Learning outcomes	Course outcome		Subject outcome			Method of verification	
	[PFAL3_U02] He/she can adapt the project to the specifics of the audiovisual market.		He is able to adapt the project to the specifics of the international film market.			[SU4] test/exam - oral or written	
	[PFAL3_K02] He/she is prepared to take an active part in the activities of institutions, organizations and social groups involved in audiovisual production.		Is prepared to take an active part in the activities of institutions, organizations and social groups involved in audiovisual production and distribution.			[SK4] test/exam - oral or written	
	[PFAL3_W01] He/she knows the media market in the world and in Poland and understands the principles of its functioning.		He knows the media market in the world and in Poland and understands the principles of its operation.			[SW4] test/exam - oral or written	
Subject contents	Global media conglomerates; global production models; the Hollywood and European systems; national cinematographies; the Chinese market.						
Prerequisites and co-requisites							
Assessment methods and criteria	Subject passing criteria		Passing threshold			Percentage of the final grade	
	test		51.0%			70.0%	
	active participation in classes		80.0%			30.0%	

Recommended reading	Basic literature	Global Media Giants, ed. B. Birkinbine, R. Gomez, J. Wasko, Routledge 2017. R. Aft, The Global Markets, [w:] The Movie Business Book 3rd Edition, ed. J. E. Squire, New York 2006. M. Adamczak, Film industry capitals: Hollywood, Europe, China, PWN 2019. M. Adamczak, Global Hollywood: Film Europe and Polish Cinema after 1989. Transformations of Audiovisual Culture at the Turn of the Century, Gdańsk 2010.
	Supplementary literature	F. Martel, Mainstream. What's popular everywhere in the world, Warszawa 2011.
	eResources addresses	
Example issues/ example questions/ tasks being completed	A discussion of the operation of the international film market. A discussion of the changes in the international film market over recent decades. A discussion of the various figures and institutions operating in the international film market.	
Work placement	Not applicable	

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