

Subject card

Subject name and code	Economic History of World Cinema, PG_00167001						
Field of study	Audiovisual Production						
Date of commencement of studies	October 2026		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	part-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		Polish		
Semester of study	1		ECTS credits		2.0		
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	14.0	0.0	0.0	0.0	0.0	14
	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	14		1.0		35.0	50
Subject objectives	Students will gain knowledge of the economic history of world cinema, with particular emphasis on the situation in Europe and the United States, and the social, political, and economic context. They will also learn about the most important film studios and production companies in the history of cinema.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[PFAL3_K04] He/she is aware of the responsibility for preserving the cultural heritage (especially film heritage) of the region, country and Europe.		Is aware of the responsibility for preserving the film heritage of Europe and the world.		[SK1] oral statement/conversation/discussion [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 international media market and understands the principles of its functioning - also in the historical context.		[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion		
	[PFAL3_W02] He/she has knowledge of the history and present of audiovisual media.		Has knowledge of the history of universal cinema.		[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion		
	[PFAL3_U01] He/she has the ability to recognize the specificity of an audiovisual project.		Has the ability to recognize the specificity of an audiovisual project in its historical context.		[SU1] oral statement/conversation/discussion [SU4] test/exam - oral or written		
Subject contents	The origins and development of cinema from the production perspective. The most important models of the film industry in the development of cinema. The differences between the free market and large-scale industrial models (Hollywood, the studio system, and the most prominent producers), the free market and petty capitalist models, state monopoly in estatist states, and the system of public subsidies in democratic states (contemporary Europe). The modern era: global Hollywood and Europe.						
Prerequisites and co-requisites							

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	active participation in classes	81.0%	20.0%
	test	51.0%	80.0%
Recommended reading	Basic literature	D. Puttnam, Movies and Money, New York 1998. S. Prince, A New Pot of Gold: Hollywood under the Electronic Rainbow, 1980-1989, University of California Press 2000. P. Biskind, Down and Dirty Pictures: Miramax, Sundance and the Rise of Independent Film, Bloomsbury 2004.	
	Supplementary literature	Additional literature may be assigned by the instructor during classes.	
	eResources addresses		
Example issues/ example questions/ tasks being completed	The beginnings and development of cinema from a production perspective. The most important models of the film industry in the development of cinema. The latest times: global Hollywood and Europe.		
Work placement	Not applicable		

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