

Subject card

Subject name and code	History, Aesthetics and Systems of Television, PG_00166664						
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	full-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 Piotr Kurpiewski				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	25.0	0.0	0.0	0.0	0.0	25
	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	25		2.0		23.0	50
Subject objectives	Familiarizing students with the history, theory and aesthetics of television. Understanding the issues of this medium in the context of its cultural, technological and cognitive conditions.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[PFAL3_U04] He/she has the ability to assess the value of an audiovisual project script from an aesthetic point of view.	Has/she the ability to assess the value of a TV project script from an aesthetic point of view.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU4] test/exam - oral or written [SU5] implementation of a problem task [SU6] demonstration of practical skills [SU8] observation of student's independent or team work
	[PFAL3_W01] He/she knows the media market in the world and in Poland and understands the principles of its functioning.	He/she knows the television market in the world and in Poland and understands the principles of its functioning.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[PFAL3_W03] He/she understands the language of audiovisual media and knows professional terminology, also in English.	He/she understands the language of television media and knows professional terminology, also in English.	[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
	[PFAL3_U03] He/she has the ability to evaluate audiovisual messages from an aesthetic point of view.	He/she has the ability to evaluate television audiovisual transmissions from an aesthetic point of view.	[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 [SU6] demonstration of practical skills [SU8] observation of student's independent or team work
	[PFAL3_W02] He/she has knowledge of the history and present of audiovisual media.	He/she has knowledge of the history and present of television media.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[PFAL3_K01] Understands the need to constantly deepen and update professional qualifications in film production, especially actively following changes in this area.	He/she understands the need to constantly deepen and update professional qualifications in film production, including in particular active monitoring of changes in the functioning of the television medium.	[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

Subject contents	HISTORY		
	The history of television from the perspective of the history of technology.		
	History of TV broadcasting including breakthroughs.		
	The history of television in Poland with particular emphasis on systemic transformations.		
	The latest history of television will be discussed in the SYSTEMS module.		
	AESTHETICS		
	Introduction to issues related to television aesthetics.		
	Specific aesthetic forms: Series, TV Theatre, Docudrama, Sitcom, TV advertising, Information programs, Talent show.		
	SYSTEMS		
	Media Studies and Media Studies.		
	Issues of transmediality.		
	Technology studies.		
	Platform studies.		
Prerequisites and co-requisites	Television research methods.		
	Transformations in TV: Cable, TV on Demand, Streaming, YT and Twitch		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	active participation in classes	80.0%	20.0%
	conversation or written test with open-ended questions	51.0%	80.0%

Recommended reading	Basic literature	A. Literature required for the final passing of classes (passing the exam): A.1. used during classes Bretz, R. (1950). TV as an Art Form. <i>Hollywood Quarterly</i>, 5(2), 153163. https://doi.org/10.2307/1209446. Cardwell, S. (2013). Television aesthetics: Stylistic analysis and beyond. W J. Jacobs & S. Peacock (Red.), <i>Television aesthetics and style</i> (s. 2344). Cardwell, S. (2014). Television Amongst Friends: Medium, Art, Media. <i>Critical Studies in Television: The International Journal of Television Studies</i>, 9(3), 621. https://doi.org/10.7227/CST.9.3.2. Fiske, J. (1986). Television: Polysemy and popularity. <i>Critical Studies in Mass Communication</i>, 3(4), 391408. Fiske, J., & Hartley, J. (2003). Reading television. Pobrano z http://public.eblib.com/choice/publicfullrecord.aspx?p=182674. Jacobs, J., & Peacock, S. (2013). <i>Television aesthetics and style</i>. Michalski, D. (2012). To była bardzo dobra telewizja. Warszawa: MG. Mielczarek, T. (2016). Telewizja w Polsce w latach 1989-2013. <i>Rocznik Historii Prasy Polskiej</i>, XIX (1 (41)), 101121. Nannicelli, T. (2017). <i>Appreciating the art of television: A philosophical perspective</i>. New York: Routledge. Pikulski, T. (2002). <i>Prywatna historia telewizji publicznej</i> (Wyd. 1). Warszawa: MUZA. Wheatley, H. (Red.). (2007). <i>Re-viewing television history: Critical issues in television historiography</i>. London: Tauris.
	Supplementary literature	B1. Additional literature for self-study F. Casetti, R. Odin, <i>Od paleo- do neo-telewizji. W perspektywie semiopragmatyki</i>, przeł. I. Ostaszewska, w: <i>Po kinie?...</i> Audiowizualność w epoce przekazników elektronicznych, pod red. A. Gwoździa, Kraków 1994. Pejzaże audiowizualne. <i>Telewizja, wideo, komputer</i>, pod red. A. Gwoździa, Kraków 1997. Prędkość i przyjemność. <i>Kino i telewizja w dobie symulacji elektronicznej</i>, pod red. A. Gwoździa, Kielce 1994. Widzieć, myśleć, być. <i>Technologie mediów</i>, pod red. A. Gwoździa, Kraków 2001. Zmierzch telewizji? <i>Przemiany medium</i>. Antologia, pod red. T. Bielaka, M. Filiciaka, G. Ptaszka, Warszawa 2011. M. McLuhan, <i>Wybór tekstów</i>, red. E. McLuhan, F. Zingrone, przeł. E. Różalska, J.M. Stokłosa, Poznań 2001. R. C. Allen (red.), <i>Teledyskursy. Telewizja w badaniach współczesnych</i>, przeł. E. Stawowczyk, Kielce 1998. J. Baudrillard, <i>Symulakry i symulacja</i>, przeł. S. Królak, Warszawa 2005. W. Godzic, <i>Rozumieć telewizję</i>, Kraków 2001. J. Fiske, <i>Television Culture</i>, London-New York 1994. P. Virilio, <i>Bomba informacyjna</i>, przeł. S. Królak, Warszawa 2006. G. Ulmer, <i>Teletheory</i>, New York-Hamburg 2004
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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