

Subject card

Subject name and code	Economic History of World Cinema, PG_00166667						
Field of study	Audiovisual Production						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2027/2028		
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		exam		
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	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		2.0		28.0	50
Subject objectives	The student acquires knowledge about the economic history of world cinema with particular emphasis on the situation in Europe and the United States, the social, political and economic context. He gets to know the most important film studios and production companies from the period of cinema history.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[PFAL3_W01] He/she knows the media market in the world and in Poland and understands the principles of its functioning.		He knows the history of the media market in the world and understands the principles of its functioning.		[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW3] text preparation/written work		
	[PFAL3_U01] He/she has the ability to recognize the specificity of an audiovisual project.		He/she has the ability to recognize the specifics of an audiovisual project, thanks to his knowledge of the economic history of popular cinema.		[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU3] text preparation/written work [SU4] test/exam - oral or written		
	[PFAL3_K04] He/she is aware of the responsibility for preserving the cultural heritage (especially film heritage) of the region, country and Europe.		He/she is aware of his responsibility for preserving the cultural heritage (especially film) of Europe and the world.		[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK3] text preparation/written work [SK4] test/exam - oral or written		
	[PFAL3_W02] He/she has knowledge of the history and present of audiovisual media.		He/she has knowledge of the history and present of audiovisual media, especially from an economic perspective.		[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW3] text preparation/written work		

Subject contents	Lecture issues: The beginnings and development of cinema from the production side. The most important models of the film industry in the development of cinema. Difference between models: free- market and large-scale industrial (Hollywood, the studio system and the most prominent producers), free -market and small - capitalist, state monopoly in statist states, the system of public subsidies in a democratic state (modern Europe). Recent times: global Hollywood and Europe.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	conversation or written test with open-ended questions	51.0%	80.0%
	active participation in classes	80.0%	20.0%
Recommended reading	Basic literature	A. Literature required for the final passing of classes (passing the exam): A.1. used during classes: 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.	
	Supplementary literature	P. Biskind, Down and Dirty Pictures: Miramax, Sundance and the Rise of Independent Film, Bloomsbury 2004.	
	eResources addresses		
Example issues/ example questions/ tasks being completed	1 . What are the most important models of the film industry in the development of cinema ? 2 . What does the term global Hollywood mean ?		
Work placement	Not applicable		

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