

Subject card

Subject name and code	Mass Media Systems and Contemporary Russian Mass Media, PG_00149640						
Field of study	Russian Studies						
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 Optional subject group Humanistic-social subject group Subject group related to scientific research in the field of study		
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	Institute of Russian and Eastern Studies -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Urszula Patocka-Sigłowy				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	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	30		2.0		18.0	50
Subject objectives	To familiarize students with media systems and their models on the example of selected European countries (Great Britain, Germany, France) and Russia. Various media classifications will be presented, with particular emphasis on contemporary Russian media, and the differences and similarities between the media will be analyzed.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ROSL3_W01] He/she is aware of the scope of his/her knowledge and professional skills and understands the need for further continuous development of his/her competences in cultural and religious sciences, social communication and media sciences, economics and finance, linguistics and history as well as personal and social competences	Knows basic terminology in media studies.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[ROSL3_U06] Be able to use basic theoretical approaches, research paradigms and concepts specific to communication and media sciences.	Applies the acquired theoretical knowledge in practice when describing specific media products (magazine, TV channel, radio station, etc.).	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU5] implementation of a problem task
	[ROSL3_U04] He/she is able to acquire knowledge and develop his/her research skills independently and under the guidance of a supervisor, using sources in Polish and Russian.	Is able to independently acquire knowledge about media systems and develop professional (media) skills, using sources in Polish and Russian, and is able to describe contemporary mass media in Russia.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU5] implementation of a problem task
	[ROSL3_W07] Has detailed knowledge in the field of media science, social communication, political science, oriented towards practical application in the selected sphere of cultural, media activity, especially in the field of international cooperation related to the area of Polish and Russian language.	Has structured basic knowledge of the science of media systems of selected European countries and contemporary Russia, understands the systemic nature of mass media, knows the specifics of the development of contemporary media systems in Russia.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[ROSL3_K05] Recognises and formulates moral problems and ethical dilemmas related to the professional environment; seeks optimal solutions, acts in accordance with ethical principles.	Notifies and formulates moral problems and ethical dilemmas related to the professional environment; seeks optimal solutions and follows the principles of media ethics.	[SK1] oral statement/conversation/ discussion
	[ROSL3_U11] Defines, explains and applies correctly orally and in writing basic issues specific to the humanities and political sciences, media sciences and economics in working on selected topics in Polish and Russian. media sciences, law and economics in working on selected topics in Polish and Russian.	Defines, explains and applies correctly in speech and writing the basic issues relevant to media studies when working on selected topics in Polish and Russian.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU5] implementation of a problem task
	[ROSL3_W04] He is familiar with the different structures of cultural, economic, media institutions and the legitimacy of their different components.	Has basic knowledge of the structure and functions of the media system.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[ROSL3_W11] He/she is familiar with the methodology of tasks, norms, procedures and good practices used in institutions related to cultural, media and commercial activities in the field of international cooperation related to the area of Polish and Russian language.	Has basic knowledge of the legal and economic conditions of the functioning of media institutions in European countries and Russia.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[ROSL3_U14] He/she has the ability to prepare oral presentations in Polish and Russian on economic, media and social issues, cultural studies, using basic theoretical approaches as well as various sources.	Communicates in his native language and Russian, using terminology related to media studies.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU5] implementation of a problem task
	[ROSL3_W13] Has a detailed knowledge of the structure and functions of the culture and media system, primarily in the field of culture and media in Russia.	Has basic knowledge of the goals, organization and functioning of institutions related to media activities.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report

Subject contents	Systemicity of mass media. Characteristics of the media as a system. Models of media systems. Liberal model. The British media system as an example of a liberal media system and its components. Democratic corporatism. The German media system as an example of a corporatist-democratic model (and its components). Polarized pluralism. The French media system as an example of a system characteristic of the Mediterranean countries (model of polarized pluralism) and its components. Mass media systems of post-communist countries on the example of Russia - their specificity and main components. The press as a system object. All-Russian press. Regional press. National press of the Russian regions. Business press. Advertising press. Religious, agricultural, women's and youth press. Television: structural and functional aspects. Classifications. Changes in the television system in Russia after 1989. The specificity of television broadcasting in Russia compared to the European Union countries. Russian television networks. System specificity of radio transmission. Sectors of Russian radio broadcasting. Media empires in Russia. Radio station classifications. Trends in the development of radio broadcasting. News agencies and their activities. The "Big Four" of global press agencies: UPI (United Press International), AP (Associated Press), AFP (Agence France Press), Reuters. An outline of the history of news agencies in Russia. ITAR-TASS. Interfax. RIA "Novosti". Electronic mass media.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	oral colloquium on program content	51.0%	50.0%
	tasks carried out during the semester, including the characteristics of the selected mass information medium	51.0%	50.0%
Recommended reading	Basic literature	- Adamowski J., Golka B., Stasiak-Jazukiewicz E., Wybrane zagraniczne systemy informacji masowej, część 1, Warszawa 1996. - Adamowski J., Golka B., Stasiak-Jazukiewicz E., Wybrane zagraniczne systemy informacji masowej, część 2, Warszawa 1997. - Donaj Ł., Media w systemie politycznym Federacji Rosyjskiej, Poznań 2001. - Hallin D., Mancini P., Systemy medialne. Trzy modele mediów i polityki w ujęciu porównawczym, Kraków 2007. - Ociepka B., Ratajczak M., Media i komunikowanie polityczne, Wrocław 2000. - Stasiak-Jazukiewicz E., Jas-Kozarkiewicz M., Polityka medialna Unii Europejskiej, Warszawa 2005.	
	Supplementary literature	- Bartoszcze R., Prasa, radio i telewizja w krajach Unii Europejskiej, Kraków 1997. - Dobek-Ostrowska B. (red.), Transformacja systemów medialnych w krajach Europy Środkowo-Wschodniej po 1989 roku, Wrocław 2002. - Ociepka B., Dla kogo telewizja? Model publiczny w postkomunistycznej Europie Środkowej, Wrocław 2003.	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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