

## Subject card

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| Subject name and code                       | Institutional transformations of contemporary Polish cinema, PG_00166347                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                          |                                         |                                     |                                                                                                             |            |     |
| Field of study                              | Film and Audio-Visual Culture Studies                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                          |                                         |                                     |                                                                                                             |            |     |
| 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<br>Subject group related to practical vocational preparation |            |     |
| Mode of study                               | part-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                         |                                     | credit                                                                                                      |            |     |
| Conducting unit                             | Division of Film and Media -> Institute of Culture Studies -> Faculty of Languages -> Rector                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                          |                                         |                                     |                                                                                                             |            |     |
| Name and surname of lecturer (lecturers)    | Subject supervisor                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                          | dr hab. Krzysztof Kornacki              |                                     |                                                                                                             |            |     |
|                                             | Teachers                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                          |                                         |                                     |                                                                                                             |            |     |
| Lesson types                                | Lesson type                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Lecture                                                  | Tutorial                                | Laboratory                          | Project                                                                                                     | Seminar    | SUM |
|                                             | Number of study hours                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 10.0                                                     | 0.0                                     | 0.0                                 | 0.0                                                                                                         | 0.0        | 10  |
|                                             | 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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 10                                                       |                                         | 2.0                                 |                                                                                                             | 38.0       | 50  |
| Subject objectives                          | Students will be able to characterise the historical production models of Polish cinema: the period of partitions, the production model of the Second Republic of Poland, the estatist model of the Polish People's Republic until 1987, the limited subsidy model (until 2005), the Polish Film Institute (since 2005); they will be able to describe the aims and the structure of the functioning of the Polish Film Institute; they will have basic information on contemporary film production theory and practice; they will be familiar with basic types of institutions responsible for production, distribution and exploitation; they will be familiar with basic normative acts concerning the organisation of film life in Poland. |                                                          |                                         |                                     |                                                                                                             |            |     |

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| Learning outcomes               | Course outcome                                                                                                                                                                                                                                                                                                                                                                                                                                              | Subject outcome                                                                                                                                                                                       | Method of verification                                                                                                          |
|                                 | [WOFKAL3_W06] He/she has advanced knowledge of the structure and functions of media and film institutions.                                                                                                                                                                                                                                                                                                                                                  | Has advanced knowledge of the structure and functions of film institutions in Poland.                                                                                                                 | [SW4] test/exam - oral or written<br>[SW1] oral statement/<br>conversation/discussion<br>[SW5] implementation of a problem task |
|                                 | [WOFKAL3_W08] He/she has advanced knowledge of copyright law and normative acts regulating the activities of film and media institutions, as well as systematic knowledge of the economic conditions of their functioning.                                                                                                                                                                                                                                  | Has advanced knowledge of copyright law and normative acts regulating the activities of film institutions in Poland, as well as a structured knowledge of the economic conditions of their operation. | [SW4] test/exam - oral or written<br>[SW1] oral statement/<br>conversation/discussion<br>[SW5] implementation of a problem task |
|                                 | [WOFKAL3_W07] He/she has advanced knowledge of the goals, organization and functioning of film institutions.                                                                                                                                                                                                                                                                                                                                                | Has advanced knowledge of the aims, organisation and functioning of film institutions in Poland.                                                                                                      | [SW4] test/exam - oral or written<br>[SW1] oral statement/<br>conversation/discussion<br>[SW5] implementation of a problem task |
|                                 | [WOFKAL3_W10] He/she has a well-organized knowledge of the organization of film production.                                                                                                                                                                                                                                                                                                                                                                 | Has a structured knowledge of the organisation of film production in Poland.                                                                                                                          | [SW4] test/exam - oral or written<br>[SW1] oral statement/<br>conversation/discussion<br>[SW5] implementation of a problem task |
|                                 | [WOFKAL3_W15] He/she has knowledge of occupational health and safety in institutions related to film activities                                                                                                                                                                                                                                                                                                                                             | Has knowledge of health and safety at work in Polish film-related institutions.                                                                                                                       | [SW4] test/exam - oral or written<br>[SW1] oral statement/<br>conversation/discussion<br>[SW5] implementation of a problem task |
| Subject contents                | <p>Historical models of Polish cinematography.</p> <p>Legal acts regulating Polish cinema.</p> <p>Public sources of financing film production.</p> <p>Polish Film Institute and operational programmes.</p> <p>Bank loans as a means of financing production.</p> <p>Sponsoring and product placement.</p> <p>Film co-productions and international cooperation.</p> <p>Other sources of financing.</p> <p>Types of production depending on the budget.</p> |                                                                                                                                                                                                       |                                                                                                                                 |
| Prerequisites and co-requisites |                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                       |                                                                                                                                 |
| Assessment methods and criteria | Subject passing criteria                                                                                                                                                                                                                                                                                                                                                                                                                                    | Passing threshold                                                                                                                                                                                     | Percentage of the final grade                                                                                                   |
|                                 | systematic preparation of topics indicated by the instructor (oral and written)                                                                                                                                                                                                                                                                                                                                                                             | 51.0%                                                                                                                                                                                                 | 20.0%                                                                                                                           |
|                                 | oral or written credit test                                                                                                                                                                                                                                                                                                                                                                                                                                 | 51.0%                                                                                                                                                                                                 | 60.0%                                                                                                                           |
|                                 | attendance and active participation in classes                                                                                                                                                                                                                                                                                                                                                                                                              | 80.0%                                                                                                                                                                                                 | 20.0%                                                                                                                           |

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| Recommended reading                                            | Basic literature                                                                       | <p>E. Zajicek, Kinematografia, [w:] Encyklopedia kultury polskiej XX wieku. Film, kinematografia, pod red. E. Zajicka, Warszawa 1994.</p> <p>E. Gebicka, Między państwowym mecenatem a rynkiem. Polska kinematografia w kontekście transformacji ustrojowej, Katowice 2006.</p> <p>M.J. Zabłocki, Źródła finansowania produkcji, FilmPRO, 2011, nr 2.</p> <p>Application to the operational programme film production (<a href="http://www.pisf.pl">www.pisf.pl</a>).</p> |
|                                                                | Supplementary literature                                                               | <p>A. Grzegorzczak, Sponsoring kultury, Warszawa 2003.</p> <p>A. Czarnecki, Product placement. Niekonwencjonalny sposób promocji, Warszawa 2003.</p>                                                                                                                                                                                                                                                                                                                      |
|                                                                | eResources addresses                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Example issues/<br>example questions/<br>tasks being completed | Financing models for cinema in Poland during the communist and post-transition periods |                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Work placement                                                 | Not applicable                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |

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