

Subject card

Subject name and code	Media Studies II, PG_00166289						
Field of study	Film and Audio-Visual Culture Studies						
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 Humanistic-social subject group		
Mode of study	part-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		Polish		
Semester of study	2		ECTS credits		2.0		
Learning profile	practical		Assessment form		exam		
Conducting unit	Division of Film and Media -> Institute of Culture Studies -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Grażyna Świętochowska				
	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 aim is to familiarise students with the most important media studies concepts and elements of media history. Demonstrate the interplay between different media. To develop the ability to discuss media studies texts and to analyse media messages orally and in writing.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[WOFKAL3_W01] He/she has a structured general knowledge of art and cultural sciences, oriented towards practical applications in cultural and artistic activities.	Has a structured general knowledge of media studies, oriented towards practical applications in cultural and artistic activities.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
	[WOFKAL3_W02] He/she has advanced knowledge of the historical and cultural context of cinema and the media and their relationship with other areas of science and areas of contemporary life.	Has advanced knowledge of the historical and cultural context of the media and its relationship to other areas of science and fields of contemporary life.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
	[WOFKAL3_W03] He/she has a well-organized knowledge of the history and principles of functioning of new media and the history of cinema.	Has a structured knowledge of the history and principles of new media.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
	[WOFKAL3_W07] He/she has advanced knowledge of the goals, organization and functioning of film institutions.	Has advanced knowledge of the objectives, organisation and functioning of media institutions.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
	[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 media institutions.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
	[WOFKAL3_U06] He/she can search, analyze, critically evaluate and select information using spoken and written sources.	Be able to search, analyse, critically evaluate and select information on media studies using spoken and written sources.	[SU1] oral statement/conversation/ discussion [SU4] test/exam - oral or written
	[WOFKAL3_W14] He/she has systematic knowledge of methods of diagnosing needs and assessing the quality of services provided by film and media institutions.	Has a structured knowledge of methods for diagnosing needs and assessing the quality of media institutions' services.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
	[WOFKAL3_K02] He is open to new ideas and ready to reformulate his position.	He/she is open to new ideas and ready to reformulate his position on media studies.	[SK1] oral statement/conversation/ discussion [SK4] test/exam - oral or written
	[WOFKAL3_K01] He/she is aware of the need for continuous development of competences in the area of film studies and the principles of popularization of film culture.	Is aware of the need for continuous development of competences in media studies.	[SK1] oral statement/conversation/ discussion
	[WOFKAL3_U02] He/she is able to independently acquire knowledge and develop their skills in the area of film studies and audiovisual culture, including practical activities.	Is able to independently acquire knowledge and develop his/her skills in the field of media studies, including practical activities.	[SU1] oral statement/conversation/ discussion [SU4] test/exam - oral or written
	[WOFKAL3_W13] He/she has knowledge about the recipients of film culture.	Has knowledge of media culture audiences.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
	[WOFKAL3_W05] He/she knows professional terminology in the area of art sciences and cultural sciences, with particular emphasis on film studies and audiovisual culture.	Knows the professional terminology of the arts and cultural sciences, with particular emphasis on media literacy.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
	[WOFKAL3_U19] Formulates interpretative theses and basic theoretical problems in writing, using appropriate terminology and knowledge of art sciences	Formulates interpretative theses and basic theoretical problems in writing, using appropriate terminology and knowledge of media studies.	[SU4] test/exam - oral or written
	[WOFKAL3_U05] Developing his/her professional skills, he/she uses modern information technologies, multimedia and the Internet.	He/she develops his professional skills related to media knowledge by using modern information technology, multimedia and the Internet.	[SU1] oral statement/conversation/ discussion
	[WOFKAL3_U18] He/she can communicate with film specialists using specialist Polish and foreign terminology.	Is able to communicate with professionals in the field of film studies using specialised Polish and foreign terminology concerning media studies.	[SU1] oral statement/conversation/ discussion

	Course outcome	Subject outcome	Method of verification
	[WOFKAL3_U16] He/she has the ability to substantively justify their interpretative theses and formulate conclusions using the views of other authors.	He/she has the ability to substantively justify his interpretative theses and to formulate conclusions using the views of other authors in the field of media studies.	[SU1] oral statement/conversation/discussion [SU4] test/exam - oral or written
	[WOFKAL3_U11] He/she is able to develop and present the results of individual or group research in accordance with the principles applicable in art and culture studies.	Is able to process and present the results of individual or group research in a manner consistent with the principles of the arts and cultural sciences, particularly media studies.	[SU1] oral statement/conversation/discussion [SU4] test/exam - oral or written
	[WOFKAL3_U01] He/she can search, analyze, evaluate, select and use information using modern technologies and in accordance with the guidance of the supervisor/lecturer.	Is able to search, analyse, evaluate, select and use media information using modern technology and according to the guidance of the tutor/lecturer.	[SU1] oral statement/conversation/discussion [SU4] test/exam - oral or written
Subject contents	Definitions of media. Speech - the primordial medium. Writing - the key to the history of mankind. Evolution of the book. The press in the age of the Internet. Radio - the surviving medium. Paleo- and neo-TV. Simulacrum theory and television news. The Internet - from Web 1.0 to Web 2.0. Communication on the Internet. Mobile phone and mobile media.		
Prerequisites and co-requisites	Student completed media studies course I.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	active participation in the conversation	51.0%	30.0%
	written or oral exam	51.0%	70.0%

Recommended reading	Basic literature	M. McLuhan, Medium jest przekazem, [in:] M. McLuhan: Wybór pism, Poznań, 2001, s. 212-228, or: [in:] M. McLuhan: Zrozumiec media, Warszawa, 2004, s. 37- 54. W. J. Ong, Psychodynamika oralności, [in:] Antropologia słowa. Zagadnienia i wybór tekstów, ed. G. Godlewski, A. Mencwel, R. Sulima, Warszawa 2003, pp. 191-202. W. J. Ong, Wtórna oralność, [in:] Nowe media w komunikacji społecznej w XX wieku. Antologia, ed. M. Hopfinger, Warszawa 2002, pp. 178-186. Toffler, Odmasowione środki przekazu, [in:] Nowe media w komunikacji społecznej w XX wieku. Antologia, ed. M. Hopfinger, Warszawa 2002, pp. 441-447. K. Bernat, Radio w eterze i w Internecie, [in:] Internetowe gatunki dziennikarskie, ed. K. Wolny-Zmorzyński, W. Furman, Warszawa 2010, pp. 109-118.
	Supplementary literature	T. Kowalski, Prasa codzienna rozwój w cieniu nowych technologii, [in:] Media na rynku. Wprowadzenie do ekonomiki mediów, Warszawa 2008, pp. 100-135. J. Baudrillard, Precesja symulaków, [in:] Nowe media w komunikacji społecznej w XX wieku. Antologia, ed. M. Hopfinger, Warszawa 2002, pp. 629-638. F. Casetti, R. Odin, Od paleo- do neo-telewizji. W perspektywie semiopragmatyki, [in:] Po kinie?... Audiowizualność w epoce przekazników elektronicznych, ed. A. Gwóźdź, Kraków 1994, pp. 117-136. N. Burbules, Retoryka sieci: hiperkultura czy krytyczny poziom piśmienności, [in:] Ekrany piśmienności. O przyjemnościach tekstu w epoce nowych mediów, ed. A. Gwóźdź, Warszawa 2008, pp. 193-212.
	eResources addresses	
Example issues/ example questions/ tasks being completed	Please characterise the features of paleo- and neo-television. Describe cold and hot media based on McLuhan's theory. Jean Baudrillard's theory of simulacra.	
Work placement	Not applicable	

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