University of Gdańsk

Subject card

Subject name and code	Media Theory, PG_00189697						
Field of study	Management of Artistic Institutions						
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		
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		4.0		
Learning profile	practical		Assessment form		exam		
Conducting unit	Division of Research into the Performing Arts -> Institute of English and American Studies -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Paweł Sitkiewicz, prof. UG				
	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		68.0	100
Subject objectives	The aim of the course is to introduce basic theories of media and communication, and explain the mechanisms of media operation (social, economic, and political).						

Learning outcomes

Course outcome	Subject outcome	Method of verification
[ZIAL3_W02] They have an advanced understanding of fundamental theories, methodologies, and terminology in fields of arts studies, management and quality studies, literary studies, as well as auxiliary and related studies.	Has advanced knowledge of basic theories, methodologies and terminology in the field of media theory.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
[ZIAL3_K06] They are prepared to engage in artistic and cultural life as recipients and managers, interacting with its diverse forms. They recognize the importance of the cultural heritage of the region, country, and Europe, and acknowledge their own responsibility in preserving them.	Is ready to participate in artistic and cultural life as a recipient and manager; recognizes the importance of the cultural heritage of the region, country, and Europe, with special attention to media and art, and acknowledges his/her own responsibility in preserving it.	[SK1] oral statement/conversation/ discussion
[ZIAL3_K01] They are prepared for a critical assessment of their knowledge and skills in the fields of art studies and the management of artistic institutions.	Is ready to critically evaluate the knowledge and skills he/she possesses in the field of media theory.	[SK1] oral statement/conversation/ discussion
[ZIAL3_W03] They possess advanced detailed knowledge of specific topics within arts studies, management and quality studies, literary studies, as well as auxiliary and related studies, with a focus on practical applications in managerial and/or artistic activity.	Has advanced detailed knowledge of selected problems in the field of media theory, focused on practical applications in managerial activities.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
[ZIAL3_W01] They possess an advanced level of general knowledge in fields of arts studies, management and quality studies, literary studies, as well as auxiliary and related studies.	Has advanced knowledge of basic general issues in the field of media theory.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
[ZIAL3_U04] They are capable of actively participating in debates regarding art, literature, and arts management, presenting, evaluating, and discussing various viewpoints.	Is able to participate in debates concerning media and art, presenting, evaluating and discussing different points of view.	[SU1] oral statement/conversation/ discussion
[ZIAL3_U03] They are capable of communicating effectively using specialized terminology in arts studies, management and quality studies, literary studies, as well as auxiliary and related studies.	Is able to communicate using professional terminology from the field of media theory.	[SU1] oral statement/conversation/ discussion

Subject contents

Media and communication theory in the context of social sciences and humanities. Media theory. Methodology of media studies. Old and new media. Mass and popular media. Media doctrines and media systems. Media communication: main concepts. Media convergence: main concepts. Mass and global communication and culture. The language of new media. Social and political conditions of the media. Media and socio-economic and cultural development. Impact of media. Goals of media education. Ideology in the media: propaganda films, television news. New media metaphors (e.g. network society, screen society). Participatory culture, interactivity of new media, social media, the problem of intellectual property. Social campaigns in the media. The most important thinkers in media studies and mass culture theory: W. Benjamin, T. Adorno, M. McLuhan, F. Casseti and R. Odin, A. Toffler, H. Jenkins, J. Baudrillard.

Prerequisites and co-requisites

Attendance at all classes is mandatory unless the student has obtained the Dean’s approval to follow an individual study plan.

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
active participation in classes	51.0%	30.0%
exam	51.0%	70.0%

Recommended reading	Basic literature	W. Benjamin, *Dzieło sztuki w epoce możliwości jego technicznej reprodukcji*, [in:] *Estetyka i film*, ed. A. Helman, Warszawa 1972; or W. Benjamin, Anioł historii. Eseje, szkice, fragmenty, Poznań 1996. T. Adorno, *Podsumowanie rozważań na temat przemysłu kulturowego*, [in:] T. Adorno, *Sztuka i sztuki. Wybór esejów*, trans. Krzemień-Ojak, Warszawa 1990. M. McLuhan, *Medium jest przekazem i Przekaźniki zimne i gorące*, [in:] M. McLuhan, *Zrozumieć media*, trans. N. Szczucka, Warszawa 2004; or from *Wybór tekstów*. A. Toffler, *Trzecia Fala*, trans. E. Woydyłło, 2nd ed. [and next editions], Warszawa 1997, chapter: Odmasowienie środków przekazu. F. Casetti, R. Odin, *Od paleo- do neo-telewizji. W perspektywie semiopragmatyki*, trans. I. Ostaszewska [in:] *Po kinie?... Audiowizualność w epoce przekaźników elektronicznych*, ed. A. Gwóźdź, Kraków 1994. J. Baudrillard, *Precesja symulakrów*, [in:] J. Baudrillard, *Symulakry i symulacja*, trans. S. Królak, Warszawa 2005. H. Jenkins, *Kultura konwergencji. Zderzenie starych i nowych mediów*, trans. M. Bernatowicz, M. Filiciak, Warszawa 2007, Wstęp, pp. 7-28. A. Keen, *Kult amatora. Jak internet niszczy kulturę*, Warszawa 2007, chapters 2 i 3. M. Filiciak, *Media. Wersja beta. Film i telewizja w czasach gier komputerowych i Internetu*, Gdańsk 2013; or M. Filiciak, *Nowe media i gry komputerowe*, [in:] M. Filiciak, *Wirtualny plac zabaw. Gry sieciowe i przemiany kultury współczesnej*, Warszawa 2006. L. Manovich, *Język nowych mediów*, Warszawa 2006 (excerpts). A. Nacher, *Media lokacyjne. Ukryte życie obrazów*, Kraków 2016, chapter 1. P. Levinson, *Nowe nowe media*, trans. M. Zawadzka, Kraków 2010, introduction.
	Supplementary literature	N/A
	eResources addresses	
Example issues/ example questions/ tasks being completed	1. Media evolution, convergence culture. 2. Every medium is born twice. 3. Medium is the message. 4. Cold and hot media. 5. Art in the age of mechanical reproduction and in Web 2.0 culture. 6. Media landscape of the 20th and 21st centuries: from photography, cinema and radio to video games and VR. 7. Simulacra and simulation in social media culture.	
Work placement	Not applicable	

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