University of Gdańsk

Subject card

Subject name and code	The history of the twentieth century media, PG_00205775		
Field of study	Journalism and Social Communication		
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	2.0
Learning profile	practical	Assessment form	credit
Conducting unit	Division of Theory, History and Language of Media -> Institute of Media, Journalism and Social Communication -> Faculty of Social Sciences -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr hab. Konrad Knoch	
	Teachers		

Lesson types							
	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	0.0	0.0	0.0	15
	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	15	0.0	35.0	50

Subject objectives	1. Understanding the process (and its stages) of the development of printed and audiovisual media systems in the 20th century.2. Learning and understanding fundamental concepts related to media.3. Developing the skills to create short texts with historical content using information sources.4. Recognizing the role of media in shaping the contemporary world.

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[DZiKSL3_U02] He/she can describe, critically analyse, synthesise and evaluate the collected information, taking into account economic, philosophical, cultural, historical, political and sociological processes and phenomena relevant to the field of study.	When gathering information and creating media content, he/she can think critically and consider the surrounding phenomena and processes.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU3] text preparation/written work
	[DZiKSL3_U04] He/she creates media messages with various functions. He/she uses specialised terminology, methods and tools, including modern and advanced information and communication techniques, to solve problems.	He/she can create media content using digital tools while incorporating acquired knowledge and information.	[SU3] text preparation/written work
	[DZiKSL3_U01] Student is able to skilfully search and select sources of information in media activities.	He/she can find information in news agencies and digital archives.	[SU6] demonstration of practical skills
	[DZiKSL3_W01] Student has advanced knowledge of the social, cultural and historical determinants of social and media communication and the resulting regularities important from the point of view of media studies. He/ she knows the application of this knowledge in professional activities related to the field of study.	He/she understands the historical foundations of media markets' functioning and knows the causes and effects of changes in the media in the 20th century.	[SW1] oral statement/ conversation/discussion [SW5] implementation of a problem task
	[DZiKSL3_W05] He/she has advanced knowledge of the history of media and journalism. He/she understands the functioning of processes, tools and factors influencing the contemporary functioning of media.	He/she has knowledge of groundbreaking events related to the development of media in the 20th century in Poland and worldwide.	[SW4] test/exam - oral or written
	[DZiKSL3_K01] Student is sensitive to any signs of manipulation of the recipient, understanding the threats resulting from this phenomenon and is able to critically evaluate the received content.	He/she acquires the skills to identify and analyze manipulation techniques used in the media, can assess the credibility and authenticity of information sources, which enables conscious and responsible use of media and protection against misinformation.	[SK1] oral statement/conversation/ discussion [SK5] implementation of a problem task

Subject contents	
	1. Understanding the process (and its stages) of the development of printed and audiovisual media systems in the 20th century.2. Learning and comprehending fundamental concepts related to media.3. Developing skills in creating short texts with historical content using information sources.4. Recognizing the role of media in shaping the contemporary world.

Prerequisites and co-requisites	
	Basic knowledge of Polish history, general history, social studies, and cultural studies acquired in secondary school, along with an understanding of the basics of critical analysis of historical sources.

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	The grade is awarded based on the points earned during the semester for quizzes, independent work, class participation and attitude, completion of assigned tasks, etc.	51.0%	100.0%

Recommended reading		
	Basic literature	1. Habielski R., Polityczna historia mediów w Polsce w XX wieku, Warszawa 2009 (wybrane strony). 2. Levinson P., Miękkie ostrze, czyli historia i przyszłość rewolucji informacyjnej, Warszawa 2006 (wybrane strony). 3. McLuhan M., Zrozumieć media. Przedłużenie człowieka, Warszawa 2004 (wybrane strony). 4. Słownik Wiedzy o Mediach, pod red. E. Chudzińskiego, Warszawa Bielsko Biała 2009 (wybrane strony

	Supplementary literature	1. Adamowski J., Narodziny czwartej władzy. Geneza i rozwój brytyjskiego systemu medialnego, Warszawa 2005. 2. Bajka Z., Historia mediów, Kraków 2008. 3. Briggs A, Burke P., Społeczna historia mediów. Od Gutenberga do Internetu, Warszawa 2010. 4. Encyklopedia wiedzy o prasie, pod red. J. Maślanki, Wrocław 1976. 5. Paczkowski A., Czwarta władza. Prasa dawniej i dziś, Warszawa 1973. 6. Wolert W., Szkice z dziejów prasy światowej, Kraków 2005.
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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