

Subject card

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|--|---|--|--|-------------------------------------|---------|--|-----|
| Subject name and code | Polish media system, PG_00205807 | | | | | | |
| Field of study | Journalism and Social Communication | | | | | | |
| 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 | |
| Mode of study | full-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 | | | exam | |
| Conducting unit | Division of Visual Anthropology -> Institute of Media, Journalism and Social Communication -> Faculty of Social Sciences -> Rector | | | | | | |
| Name and surname of lecturer (lecturers) | Subject supervisor | | dr hab. Jacek Wojsław | | | | |
| | 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 | | 0.0 | | 20.0 | 50 |
| Subject objectives | Transfer of knowledge on the functioning of institutions forming the architecture of the Polish media system. An analysis of the functioning of the press sector of the Polish media with a breakdown into media groups. An analysis of the functioning of the non-commercial radio sector. An analysis of the functioning of the commercial radio market. An analysis of the functioning of TVP as public television and its individual channels. The functioning of commercial television. The functioning of cable, satellite and Internet television. | | | | | | |

| Learning outcomes | Course outcome | Subject outcome | Method of verification |
|-------------------|---|--|--|
| | [DZiKSL3_W04] He/She has advanced knowledge of the goals, organization and functioning of media enterprises and media and cultural institutions | He or she has knowledge of the activities of media and cultural institutions | [SW4] test/exam - oral or written |
| | [DZiKSL3_U01] Student is able to skilfully search and select sources of information in media activities. | He or she can skilfully search for and select reliable sources | [SU1] oral statement/conversation/discussion |
| | [DZiKSL3_K06] He/she cares about the achievements and traditions of the journalistic profession. | He or she is willing to abide by the rules that define a high professional culture for journalists | [SK1] oral statement/conversation/discussion |
| | [DZiKSL3_U03] He/she correctly uses normative systems (e.g. media, legal, professional, ethical) in order to solve tasks and problems in the field of scientific discipline appropriate for the field of study and profession. | He or she correctly uses the knowledge acquired on the functioning of selected normative systems in order to solve tasks and problems from the area of the scientific discipline proper to the studied major | [SU4] test/exam - oral or written |
| | [DZiKSL3_U05] Using the knowledge of media studies and the knowledge of media research methodology, he/she is able to analyse the content of media. | He or she can analyse media content in a factual manner | [SU1] oral statement/conversation/discussion |
| | [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 or she has knowledge of the functioning of individual links in the Polish media system | [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 or she is willing to maintain the standards that are part of so-called quality journalism | [SK1] oral statement/conversation/discussion |
| | [DZiKSL3_K05] He/she is ready to act responsibly as a journalist, media worker, advertising and PR industry employee in accordance with the principles of professional ethics and requires it from others. | He or she is ready to work with professional ethics in a media environment | [SK1] oral statement/conversation/discussion |
| | [DZiKSL3_W08] He/she has organised knowledge of the structure and functions of the social communication system, and knows selected media systems of other countries. | He or she has knowledge of the structure and functions of the Polish media system in the context of the activities of other media systems | [SW4] test/exam - oral or written |
| Subject contents | <ol style="list-style-type: none"> 1. The media system in Poland before 1989; the journalist - political officer. 2. Liquidation of RSW Prasa - Książka - Ruch in the years 1990 - 1992 (course and consequences). 3. Creation of a new media system in Poland after 1989 (public and commercial media). 4. Functioning of the National Broadcasting Council and the National Media Council. 5. Development of the press sector (Agora, Rignier - Axel Springer, Polska Press Grup, Bauer, Hersant, Edipresse, Fratria Grupa Medialna, Forum, Niezależne Wydawnictwo Polskie). | | |

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| Prerequisites and co-requisites | | | |
| Assessment methods and criteria | Subject passing criteria | Passing threshold | Percentage of the final grade |
| | Activity in class and mastery of subject material | 51.0% | 100.0% |
| Recommended reading | Basic literature | Not applicable | |
| | Supplementary literature | Not applicable | |
| | eResources addresses | | |
| Example issues/ example questions/ tasks being completed | Dilemmas of the transformation of the Polish media on the threshold of the 1980s and 1990s | | |
| Work placement | Not applicable | | |

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