University of Gdańsk

Subject card

Subject name and code	Media systems and contemporary Russian mass media, PG_00205925		
Field of study	Eastern Studies		
Date of commencement of studies	October 2025	Academic year of realisation of subject	2026/2027
Education level	Bachelor's studies	Subject group	Obligatory subject group in the field of study Optional subject group
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	academic	Assessment form	credit
Conducting unit	Division of Russian Language Pragmatics, Communication and Didactics -> Institute of Russian and Eastern Studies -> Faculty of Languages -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr Marcin Trendowicz	
	Teachers	dr hab. Żanna Sładkiewicz, prof. UG dr Marta Noińska	

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	18.0	50

Subject objectives

The course aims to familiarise students with media systems and their models, using examples from selected European countries (the United Kingdom, Germany and France) and Russia. Various media classifications will be presented, with particular emphasis on contemporary Russian media, and similarities and differences between media will be analysed.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[SWSCHL3_U16] Can work in a group, assuming various roles within it	The student can work in a group, taking on different roles when analysing media systems and preparing profiles of selected Russian media outlets.	[SU2] presentation/project/paper/ report [SU8] observation of student's independent or team work
[SWSCHL3_K01] Is aware of the scope of their professional knowledge and skills, as well as understands the need for further, continuous development of professional, personal, and social competencies	The student is aware of the scope of their knowledge and skills concerning media systems and contemporary Russian media and understands the need to keep them up to date and to continuously develop professional, personal and social competencies in response to changes in the media environment.	[SK1] oral statement/conversation/ discussion [SK8] observation of student's independent or team work
[SWSCHL3_W01] Has knowledge of the subject-specific and methodological specifics of the scientific sub-disciplines constituting the field of Eastern Studies, primarily humanities disciplines such as cultural and religious studies, linguistics, and history	The student knows and understands the subject scope and methodological characteristics of research on media systems and contemporary Russian media.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/ report

Subject contents	The systemic nature of the mass media. Characteristics of the media as a system. Models of media systems. The liberal model. The British media system as an example of the liberal model and its constituent elements. Democratic corporatism. The German media system as an example of the democratic corporatist model and its constituent elements. Polarized pluralism. The French media system as an example of the Mediterranean model (the polarized pluralist model) and its constituent elements. Mass media systems in post-communist countries, illustrated by Russia: their distinctive features and principal components. The press as a system. The nationwide Russian press. The regional press. The ethnic press in the regions of the Russian Federation. The business press. The advertising press. The religious, agricultural, women's and youth press. Television: structural and functional aspects. Classifications. Changes in the Russian television system after 1989. Distinctive features of television broadcasting in Russia compared with European Union countries. Russian television networks. The systemic characteristics of radio broadcasting. Sectors of Russian radio broadcasting. Media empires in Russia. Classifications of radio stations. Trends in the development of radio broadcasting. News agencies and their activities. The "Big Four" international news agencies: UPI (United Press International), AP (Associated Press), AFP (Agence France-Presse) and Reuters. An outline of the history of news agencies in Russia. ITAR-TASS. Interfax. RIA Novosti. Electronic mass media.
Prerequisites and co-requisites	

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Assignments completed during the semester, including a profile of a selected mass media outlet	51.0%	50.0%
An oral test covering the course content	51.0%	50.0%

Recommended reading

Basic literature	Adamowski J., Golka B., Stasiak-Jazukiewicz E., Wybrane zagraniczne systemy informacji masowej, część 1 i 2, Warszawa 1996-1997. Donaj Ł., Media w systemie politycznym Federacji Rosyjskiej, Poznań 2001. Dzjaloshinskij I.M., Sovremennoe mediaprostranstvo Rossii, Moskva 2015. Hallin D., Mancini P., Systemy medialne. Trzy modele mediów i polityki w ujęciu porównawczym, Kraków 2007. Ociepka B., Ratajczak M., Media i komunikowanie polityczne, Wrocław 2000. Stasiak-Jazukiewicz E., Jas-Kozarkiewicz M., Polityka medialna Unii Europejskiej, Warszawa 2005. Vartanova E.L. (red.), Mediasistema Rossii, Moskva 2021.
Supplementary literature	Bartoszcze R., Prasa, radio i telewizja w krajach Unii Europejskiej, Kraków 1997. Dobek-Ostrowska B. (red.), Transformacja systemów medialnych w krajach Europy Środkowo-Wschodniej po 1989 roku, Wrocław 2002. Ociepka B., Dla kogo telewizja? Model publiczny w postkomunistycznej Europie Środkowej, Wrocław 2003.
eResources addresses	

Example issues/ example questions/ tasks being completed	
Work placement	Not applicable

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