University of Gdańsk

Subject card

Subject name and code	The History of the 20th Century Media (Lecture), PG_00206493						
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	exam			
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	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	1. Understanding the process (and its stages) of the development of printed and audiovisual media systems in the 20th century. 2. Learning about the historical, political, economic, and civilizational conditions of the development of the Polish and foreign press in the 20th century. 3. Presenting various models of mass communication and their entities. 4. Understanding the functions of the journalistic profession in the past and present, including its sociological, cultural, and political conditions.						

Learning outcomes

Course outcome	Subject outcome	Method of verification
[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_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.	[SU4] test/exam - oral or written [SU8] observation of student's independent or team work
[DZiKSL3_K06] He/she cares about the achievements and traditions of the journalistic profession.	He/she appreciates the achievements of journalists in the 20th century and strives to continue the best traditions of this profession.	[SK1] oral statement/conversation/ discussion [SK4] test/exam - oral or written
[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.	[SW4] test/exam - oral or written

Subject contents

1. Civilizational, political, social, and technical conditions of the evolution of European and global media in the 20th century.
2. The formation of the mass press system in the United States and Europe at the turn of the 19th and 20th centuries. Various models of content concepts and editorial forms.
3. The genesis of the new media system after the popularization of radio and television.
4. The press and the socio-political system of the state. Media systems in totalitarian states.
5. The Polish press from the regained independence in 1918 to the end of the People's Republic of Poland.

Prerequisites and co-requisites

Basic knowledge of Polish history, general history, social studies, and cultural studies acquired in secondary school, as well as familiarity with the basics of critical analysis of historical sources.

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
	51.0%	100.0%

Recommended reading

Basic literature	1. Bajka Z., Historia mediów, Kraków 2008. 2. Grzelewska D., Habielski R., Kozieł A. i in., Prasa, radio i telewizja w Polsce. Zarys dziejów, Warszawa 2001.
Supplementary literature	1. Briggs A., Burke P., Społeczna historia mediów. Od Gutenberga do Internetu, Warszawa 2010. 2. Goban-Klas T., Cywilizacja medialna. Geneza, ewolucja, eksplozja, Warszawa 2005. 3. Goban-Klas T., Zarys historii rozwoju mediów. Od malowideł naskalnych do multimediów, Kraków 2001. 4. Jarowiecki J., Myśliński J., Notkowski A., Prasa polska w latach 1939 1945, Warszawa 1980. 5. Łojek J., Myśliński J., Władyka W., Dzieje prasy polskiej, Warszawa 1988. 6. Miszczak S., Historia radiofonii i telewizji w Polsce, Warszawa 1972. 7. Miszczak S., Radiofonia i telewizja na świecie 1920 1970, Warszawa 1971. 8. Myśliński J., Kalendarium polskiej prasy, radia i telewizji, Warszawa 2012. 9. Nałęcz D, Zawód dziennikarza w Polsce 1918 1939, Warszawa 1982. 10. Paczkowski A., Czwarta władza. Prasa dawniej i dziś, Warszawa 1973. 11. Paczkowski A., Prasa polska w latach 1918 1939, Warszawa 1980. 12. Pokorna Ignatowicz K, Telewizja w systemie politycznym i medialnym PRL. Między polityką a widzem, Kraków 2003. 13. Prasa polska w latach 1864 1918, pod red. J. Łojka, Warszawa 1976. 14. Romanow A., Gdańska prasa polska w Wolnym Mieście Gdańsku 1891 1920, Warszawa 1994.
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Example issues/ example questions/ tasks being completed	
Work placement	Not applicable

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