University of Gdańsk

Subject card

Subject name and code	Polish Media System (Laboratory Classes), PG_00206540						
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	1.0			
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	10.0	25	
Subject objectives	1. Understanding the concept of a media system. 2. Comprehending the principles of the functioning of the Polish media system in the context of other systems. 3. Recognizing the need for changes in the Polish media system in light of proposals for these changes. 4. Developing the ability to conduct qualitative and quantitative analysis of the content of Polish media.						

Learning outcomes

Course outcome	Subject outcome	Method of verification
[DZiKSL3_W11] He/she has organised knowledge of ethical principles and norms as well as professional ethics	Is familiar with the principles, legal norms, and ethical standards of the Polish media system.	[SW1] oral statement/ conversation/discussion
[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.	Recognizes signs of manipulation in the Polish media system and is able to conduct a critical analysis of this phenomenon.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report
[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.	Has knowledge of the conditions of the Polish media system and understands the regularities occurring within this system.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
[DZiKSL3_U09] He/she is able to plan and organise work individually and in a team, cooperate, also with people representing other fields of knowledge and scientific disciplines.	Is able to organize and conduct both individual and collaborative work, analyzing or contributing to the Polish media system.	[SU2] presentation/project/paper/ report [SU8] observation of student's independent or team work
[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.	Is able to describe events and phenomena occurring in the Polish media system, taking into account the context of this description.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report

Subject contents

1. The concept of a media system and its role in contemporary society
2. Elements of the Polish media system
3. Functioning of the Polish media system in comparison to other systems
4. Plans and proposals for media system reforms
5. Public, commercial, state, national, party, and government media - similarities and differences

Prerequisites and co-requisites

Completion of the subjects: History of Media and Journalism, and Local and Community Media. Characteristics of the media system during the partitions and in Reborn Poland (1918-1939) and in contemporary times.

Assessment methods and criteria

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

Recommended reading

Basic literature

1. Dziennikarstwo i świat mediów, red. Z. Bauer, E. Chudziński, Kraków 2012.
2. Hallin D.C., Mancini P., Systemy medialne, Kraków 2007.
3. Media obywatelskie kierunki przebudowy mediów publicznych, zespół ekspertów J. Dworak S. Jędrzejewski M. Kaczmarek-Śliwińska, K. Kościński, T. Kowalski, J. Weksler 10/2022
4. *Perspektywy rozwoju branży rozrywki i mediów w Polsce 2023-2027, Raport PwC Polska.*
5. Sonczyk W., System medialny: zakres struktura definicja, "Studia Medioznawcze", 2009, nr 3 (38), s.66-75.
6. Ustawy, rozporządzenia dotyczące mediów publicznych np. Ustawa o Radiofonii i telewizji, Ustawa o mediach narodowych
7. Wnuk, M., Media publiczne obywatelskie czy narodowe? Najnowszy dyskurs parlamentarny o mediach w kontekście zmian w ustawie o radiofonii i telewizji, "Studia Medioznawcze", 2016, 3(66), 77-91.

	Supplementary literature	1. Mc Quail D., Teoria komunikowania masowego, Warszawa 2007. 2. Habielski R., Polityczna historia mediów w Polsce w XX wieku, Warszawa 2009. 3. Współczesne media: media informacyjne, red. I. Hofman, D. Kępa-Piech, Lublin 2016.
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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