University of Gdańsk

Subject card

Subject name and code	Polish Media System (Lecture), PG_00206541						
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						
	Additional information:						
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. Familiarization with the main models of media organization and functioning in Poland and worldwide (historically and contemporarily). 2. Characteristics of the media system in Poland after 1989. 3. Description of the determinants and standards of journalistic professionalism that build professional culture						

Learning outcomes

Course outcome	Subject outcome	Method of verification
[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_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 [SU4] test/exam - oral or written
[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 [SK4] test/exam - oral or written
[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
[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 [SU4] 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 [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 or she has knowledge of the functioning of individual links in the Polish media system	[SW4] test/exam - oral or written
[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 [SK4] test/exam - oral or written
[DZiKSL3_W04] He/she has advanced knowledge of the goals, organization, and functioning of enterprises as well as media and cultural institutions, and of the fundamental principles of creating and developing various forms of entrepreneurship in the field of media and social communication.	He or she has knowledge of the activities of media and cultural institutions	[SW4] test/exam - oral or written

Subject contents

1. Models of media organization and operation in Poland and worldwide (past and present)
2. The information order in communist Poland (1944/45-1989)
3. Transformation and functioning of the Polish media system in 1989-2015
4. The media system in Poland under the United Right government (2015-2023)
5. The Polish media system in transition (since December 2023): formal solutions and the functioning of leading mass media and media groups
6. Artificial intelligence in the newsroom: working principles and ethical challenges

Prerequisites and co-requisites

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
	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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