University of Gdańsk

Subject card

Subject name and code	Media Systems in the World (Lecture), PG_00206585						
Field of study	Journalism and Social Communication						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2028/2029		
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	3		Language of instruction		Polish		
Semester of study	5		ECTS credits		1.0		
Learning profile	practical		Assessment form		exam		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Michalina Ahmad				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	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	The aim of the course is to familiarize students with the media systems of other European and non-European countries, taking into account cultural, social, political and economic diversity.						

Learning outcomes

Course outcome	Subject outcome	Method of verification
[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.	Has knowledge of the organization of various media systems	[SW2] presentation/project/paper/ report
[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.	Has structured knowledge of selected foreign media systems	[SW2] presentation/project/paper/ report
[DZiKSL3_K02] He/she uses the acquired knowledge to solve cognitive and practical problems. He/she is ready to consult experts in case of difficulties in solving the problem on his/her own.	Uses acquired knowledge of foreign media systems to solve cognitive problems in this area	[SK2] presentation/project/paper/ report
[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 takes part in the debate on foreign media systems by comparing and discussing different systems	[SK3] text preparation/written work
[DZiKSL3_W02] He/she has advanced knowledge of trends and theories in media studies. He/she also knows the methods and techniques of media research.	Has knowledge of research into various media systems	[SW1] 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.	Has knowledge of social, cultural and historical conditions that influenced the formation of selected foreign media systems	[SW3] text preparation/written work
[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.	Is able to analyze selected fragments of foreign media content using knowledge of media research methodologyP	[SU2] presentation/project/paper/ report
[DZiKSL3_U04] He/she creates media messages with various functions. He/she uses specialised terminology, methods and tools, including modern and advanced information and communication techniques, to solve problems.	Creates messages in the field of foreign media systems using specialized terminology and advanced information and communication techniques	[SU2] presentation/project/paper/ report
[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.	Correctly uses normative systems to solve tasks related to foreign media systems	[SU2] presentation/project/paper/ report

Subject contents

Introduction - formation of media systems; various models of media systems. US media system. UK media system. Germany's media system. France's media system. Japan's media system.

Prerequisites and co-requisites

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
active participation, exam	51.0%	100.0%

Recommended reading	Basic literature	ed. Konarska K., Media markets of selected Western European countries, regulations, structure, transformations, Kraków 2018.ed. Adamowski J. W., Selected foreign media systems, Warsaw 2008.
	Supplementary literature	Taylor L., Willis A., Media Studies. Texts, institutions and recipients, Kraków 2006.
	eResources addresses	
Example issues/ example questions/ tasks being completed	Describe the development of the British media system until the spread of the printed press	
Work placement	Not applicable	

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