

## Subject card

|                                             |                                                                                                                                                                                               |                                                          |                                         |                                     |                                                |            |     |
|---------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------------|-------------------------------------|------------------------------------------------|------------|-----|
| Subject name and code                       | Media Systems in the World (Laboratory Classes), PG_00207525                                                                                                                                  |                                                          |                                         |                                     |                                                |            |     |
| Field of study                              | Journalism and Social Communication                                                                                                                                                           |                                                          |                                         |                                     |                                                |            |     |
| Date of commencement of studies             | October 2027                                                                                                                                                                                  |                                                          | Academic year of realisation of subject |                                     | 2029/2030                                      |            |     |
| 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                         |                                     | credit                                         |            |     |
| 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                                                                                                                                                                         | 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                          | 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_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      |
|                                 | [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_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_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_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_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      |
| 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                |
|                                 | projekt , active participation                                                                                                                                                                                                                                                                                                | 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/<br>example questions/<br>tasks being completed | Prepare the development of the selected Asian media system |                                                                                                                                                                                               |
| Work placement                                                 | Not applicable                                             |                                                                                                                                                                                               |

Document generated electronically. Does not require a seal or signature.