University of Gdańsk

Subject card

Subject name and code	History of Media and Journalism , PG_00216175						
Field of study	Journalism and Social Communication						
Date of commencement of studies	October 2027		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	1		Language of instruction	Polish			
Semester of study	1		ECTS credits	2.0			
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	35.0	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 and understanding fundamental concepts related to media.3. Developing the skills to create short texts with historical content using information sources and AI.4. Recognizing the role of media in shaping the contemporary world.						

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_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.	[SW1] oral statement/ conversation/discussion [SW5] implementation of a problem task
[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.	[SU6] demonstration of practical skills
[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.	He/she can create media content using digital tools while incorporating acquired knowledge and information.	[SU3] text preparation/written 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.	When gathering information and creating media content, he/she can think critically and consider the surrounding phenomena and processes.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU3] text preparation/written work
[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/she acquires the skills to identify and analyze manipulation techniques used in the media, can assess the credibility and authenticity of information sources, which enables conscious and responsible use of media and protection against misinformation.	[SK1] oral statement/conversation/ discussion [SK5] implementation of a problem task

Subject contents

1. Press and audiovisual sources concerning the history of the media.
2. The Fourth Estate – preparing a text on the history, role and significance of the media, as well as a text on a topic chosen by the students, using artificial intelligence as a tool to support the writing process.
3. The concepts of hot and cool media, the principle of “the medium is the message”, and technological determinism.
4. The role and significance of the phonetic alphabet in the development of communication and the media.
5. Restrictions on media freedom – the concepts of censorship and propaganda, and their various forms.

Prerequisites and co-requisites

Basic knowledge of Polish history, general history, social studies, and cultural studies acquired in secondary school, along with an understanding of the basics of critical analysis of historical sources.

Assessment methods and criteria

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

Recommended reading

Basic literature

1. Habielski R., Polityczna historia mediów w Polsce w XX wieku, Warszawa 2009 (wybrane strony).
2. Levinson P., Miękkie ostrze, czyli historia i przyszłość rewolucji informacyjnej, Warszawa 2006 (wybrane strony).
3. McLuhan M., Zrozumieć media. Przedłużenie człowieka, Warszawa 2004 (wybrane strony).
4. Słownik Wiedzy o Mediach, pod red. E. Chudzińskiego, Warszawa Bielsko Biała 2009 (wybrane strony

	Supplementary literature	1. Adamowski J., Narodziny czwartej władzy. Geneza i rozwój brytyjskiego systemu medialnego, Warszawa 2005. 2. Bajka Z., Historia mediów, Kraków 2008. 3. Briggs A, Burke P., Społeczna historia mediów. Od Gutenberga do Internetu, Warszawa 2010. 4. Encyklopedia wiedzy o prasie, pod red. J. Maślanki, Wrocław 1976. 5. Paczkowski A., Czwarta władza. Prasa dawniej i dziś, Warszawa 1973. 6. Wolert W., Szkice z dziejów prasy światowej, Kraków 2005.
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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