**Course Syllabus**

1. **General Information**

|  |  |
| --- | --- |
| Course name | Media systems and markets in Poland and around the world |
| Programme  | Social Communication and Media |
| Level of studies (BA, BSc, MA, MSc, long-cycle MA) | BA |
| Form of studies (full-time, part-time) | full-time |
| Discipline | Social Communication and Media Studies |
| Language of instruction | English  |

|  |  |
| --- | --- |
| Course coordinator/person responsible | Paweł Wieczorek |

|  |  |  |  |
| --- | --- | --- | --- |
| Type of class *(use only the types mentioned below)* | Number of teaching hours | Semester | ECTS Points |
| lecture |  |  | 3 |
| tutorial | 30 | IV |
| classes |  |  |
| laboratory classes |  |  |
| workshops |  |  |
| seminar |  |  |
| introductory seminar |  |  |
| foreign language classes |  |  |
| practical placement |  |  |
| field work |  |  |
| diploma laboratory |  |  |
| translation classes |  |  |
| study visit |  |  |

|  |  |
| --- | --- |
| Course pre-requisites | General knowledge of the media market; knowledge of journalistic terminology, understanding the specificity of various media |

1. **Course Objectives**

|  |
| --- |
| O1 – students acquire knowledge about different types of media systems in Poland and around the world and will know how the media work in different regions of the world |
| O2 – students learn basic skills in assessing the business model of a given medium and its anchoring in the journalistic environment |
| O3 – students understand the differences between media systems and the resulting consequences for his future work as a journalist |

1. **Course learning outcomes with reference to programme learning outcomes**

|  |  |  |
| --- | --- | --- |
| Symbol | Description of course learning outcome | Reference to programme learning outcome |
| KNOWLEDGE |
| K\_W03 | At an advanced level the functioning of modern media, media systems and media institutions, their history, changes occurring in them and the causes and consequences of these changes for social life, economy and culture | P6U\_W1 |
| K\_W06 | At an advanced level, types and forms of media production, genre characteristics and the principles of their interpretation and functioning in various types of media and communication channels | P6U\_W1 |
| K\_W05 | Basic economic, legal, ethical and social conditions of social communication and various types of professional activity related to journalism and promotional and advertising activities, including basic concepts and principles in the field of intellectual property protection and copyright law | P6U\_W2 |
| SKILLS |
| K\_U01 | Properly choose information sources, independently reach information sources, select information due to their suitability for a specific theoretical or practical purpose | P6U\_U1 |
| K\_U04 | Use the theoretical knowledge to describe selected social, political, economic, cultural, and legal phenomena and processes of interest to journalism and social communication | P6U\_U1 |
| K\_U05 | Communicate using basic specialized terminology characteristic of journalism and media studies, correctly use this terminology in discussions, negotiations, and written assignments | P6U\_U3 |
| SOCIAL COMPETENCIES |
| K\_K01 | Critically assess his/her knowledge and received content, formulate and justify his/her own assessments | P6U\_K2 |
| K\_K03 | Think and act in an entrepreneurial manner, diagnosing the needs of the closest surrounding and identifying problems that occur in it | P6U\_K1 |
| K\_K04 | Comply with the principles of professional ethics and legal regulations in professional work, public activities and communication | P6U\_K1 |

1. **Course Content**

|  |
| --- |
| The following topics will be covered during the course: the concept of media systems, types of media systems and media systems in different regions of the world, international news flow in the digital era, technology’s role in global journalism, media freedom around the world, journalism ethics and responsibilities, global Journalism in the digital age, journalism ethics and responsibilities |

1. **Didactic methods used and forms of assessment of learning outcomes**

|  |  |  |  |
| --- | --- | --- | --- |
| Symbol | Didactic methods*(choose from the list)* | Forms of assessment*(choose from the list)* | Documentation type*(choose from the list)* |
| KNOWLEDGE |
| W\_01 | traditional lecture | test | assessment sheet |
| W\_02 | discussion | presentation | assessment sheet |
| SKILLS  |
| U\_01 | conversation lecture | presentation | assessment sheet |
| U\_04 | case study | essay | assessment sheet |
| U\_05 | discussion | presentation | assessment sheet |
| SOCIAL COMPETENCIES |
| K\_01 | conversation lecture | presentation | assessment sheet |
| K\_02 | discussion | essay | assessment sheet |

1. **Grading criteria, weighting factors**

Assessment consists of three factors: student grades, class attendance, an exam. A student may be absent for 30% classes and this factor is 30% of assessment. 40% is a factor in the grades they get for their work. 30% is an exam grade.

Very good

Students know the features of the news sources mentioned in the lectures. They are able to explain their specificity and usefulness for a journalist. They can discuss the use of various sources of news, providing examples and methods of use. They are active during classes. Pass the exam.

Good

Students know the features of the news sources mentioned in the lectures. They are able to explain their specificity and usefulness for a journalist. They can’t discuss the use of various sources of news, providing examples and methods of use. They are active during classes. Pass the exam.

Satisfactory

Students know the features of the news sources mentioned in the lectures. They are not able
to explain their specificity and usefulness for a journalist. They can’t discuss the use of various sources of news, providing examples and methods of use. They are active during classes. Pass the exam.

Poor

Students don’t know the features of the news sources mentioned in the lectures. They are not able to explain their specificity and usefulness for a journalist. They can’t discuss the use of various sources of news, providing examples and methods of use. They are passive during classes. No passing the exam.

1. **Student workload**

|  |  |
| --- | --- |
| Form of activity | Number of hours |
| Number of contact hours (with the teacher) | **30** |
| Number of hours of individual student work | **25** |

1. **Literature**

|  |
| --- |
| Basic literature |
| Chadwick, A. (2013). The Hybrid Media System. Politics and Power. Oxford: Oxford University Press.Gunther, R., and A. Mughan (red.) (2000). Democracy and the Media. A Comparative Perspective, Cambridge: Cambridge University Press.Weaver, D. and L. Willnat (eds.) (2012). The Global Journalist in the 21st Century. New York and London: Routledge. |
| Additional literature |
| Brüggemann, M., S. Engesser, F. Büchel, E. Humprecht, and L. Castro (2014). Hallin and Mancini Revisited. Four Empirical Types of Western Media System. Journal of Communication, 64 (6), December 2014, 1037–1065Bajomi-Lázár, P. (2008). The Consolidation of Media Freedom in Post-Communist Countries. In: K. Jakubowicz and M. Sükösd (eds.). Finding the Right Place on the Map. Central and Eastern European Media Change in a Global Perspective. Bristol, UK and Chicago, USA: Intellect Books, 73–85.Castro-Herrero, L., E. Humprecht, S. Engesser, M. Brüggemann, and F. Büchel (2017). Rethinking Hallin and Mancini Beyond the West: An Analysis of Media Systems in Central and Eastern Europe. International Journal of Communication, 11 (2017), 4797–4823.Chadwick, A. (2013). The Hybrid Media System. Politics and Power. Oxford: Oxford University Press.Oates, S. (2012). Post-Soviet Political Communication. In: H. Semetko, M. Scammell (eds.). The Sage Handbook of Political Communication. Los Angeles, London, New Delhi, Singapore, Washington: Sage, 461–471. |