

## Subject card

|                                             |                                                                                                                                                                                                                                                       |                                                          |                                         |                                     |                                                                          |            |     |
|---------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------------|-------------------------------------|--------------------------------------------------------------------------|------------|-----|
| Subject name and code                       | Hollywood Dreams of Polish Screens - the Origin and Cultural Significance of the Americanization of Native Cinematography and Television, PG_00176950                                                                                                 |                                                          |                                         |                                     |                                                                          |            |     |
| Field of study                              | Film and Audio-Visual Culture Studies                                                                                                                                                                                                                 |                                                          |                                         |                                     |                                                                          |            |     |
| Date of commencement of studies             | October 2025                                                                                                                                                                                                                                          |                                                          | Academic year of realisation of subject |                                     | 2025/2026                                                                |            |     |
| Education level                             | Bachelor's studies                                                                                                                                                                                                                                    |                                                          | Subject group                           |                                     | Obligatory subject group in the field of study<br>Optional subject group |            |     |
| Mode of study                               | part-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 Film and Media -> Institute of Culture Studies -> Faculty of Languages -> Rector                                                                                                                                                          |                                                          |                                         |                                     |                                                                          |            |     |
| Name and surname of lecturer (lecturers)    | Subject supervisor                                                                                                                                                                                                                                    |                                                          | mgr Łukasz Krajnik                      |                                     |                                                                          |            |     |
|                                             | Teachers                                                                                                                                                                                                                                              |                                                          |                                         |                                     |                                                                          |            |     |
| Lesson types                                | Lesson type                                                                                                                                                                                                                                           | Lecture                                                  | Tutorial                                | Laboratory                          | Project                                                                  | Seminar    | SUM |
|                                             | Number of study hours                                                                                                                                                                                                                                 | 20.0                                                     | 0.0                                     | 0.0                                 | 0.0                                                                      | 0.0        | 20  |
|                                             | 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                                                                                                                                                                                                                                 | 20                                                       |                                         | 2.0                                 |                                                                          | 28.0       | 50  |
| Subject objectives                          | To broaden students' knowledge of topics related to Polish genre cinema, to explore the relationship between Polish cinema and television and American cultural and genre patterns, to reflect on the changes in Polish cinematic culture after 1989. |                                                          |                                         |                                     |                                                                          |            |     |

| Learning outcomes               | Course outcome                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Subject outcome                                                                                                                                                                                                                                                 | Method of verification                                                                          |
|---------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|
|                                 | [WOFKAL3_W02] He/she has advanced knowledge of the historical and cultural context of cinema and the media and their relationship with other areas of science and areas of contemporary life.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Has advanced knowledge of the historical and cultural context of Polish cinema and its relationship with other areas of science and contemporary fields.                                                                                                        | [SW1] oral statement/<br>conversation/discussion<br>[SW2] presentation/project/paper/<br>report |
|                                 | [WOFKAL3_U20] He/she has the ability to prepare written works in Polish or a foreign language of various forms, purposes, lengths and styles, using basic theoretical approaches, sources, footnotes, as well as professional terminology.                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Has the ability to prepare written work in Polish of varying form, purpose, volume and style, using basic theoretical approaches, sources, footnotes, as well as professional terminology concerning Polish cinema and uses this in a group project for credit. | [SU2] presentation/project/paper/<br>report<br>[SU3] text preparation/written work              |
|                                 | [WOFKAL3_K09] He/she is aware of the responsibility for preserving the cultural heritage (especially film heritage) of the region, country and Europe.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | He/she is aware of his responsibility for the preservation of the cultural heritage (especially film) of the country.                                                                                                                                           | [SK1] oral statement/conversation/<br>discussion<br>[SK2] presentation/project/paper/<br>report |
|                                 | [WOFKAL3_W03] He/she has a well-organized knowledge of the history and principles of functioning of new media and the history of cinema.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Has a structured knowledge of the history of Polish cinema (especially after 1989).                                                                                                                                                                             | [SW1] oral statement/<br>conversation/discussion<br>[SW2] presentation/project/paper/<br>report |
|                                 | [WOFKAL3_W05] He/she knows professional terminology in the area of art sciences and cultural sciences, with particular emphasis on film studies and audiovisual culture.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Is familiar with the professional terminology of the arts and cultural sciences, with particular reference to film studies (in relation to Polish cinema after 1989).                                                                                           | [SW1] oral statement/<br>conversation/discussion<br>[SW2] presentation/project/paper/<br>report |
| Subject contents                | <p>The topics of the faculty will be:</p> <p>"Americanization" of Polish cinema and genre series (reinterpretations and inspirations of American thriller cinema in Polish post-transformation plots),</p> <p>a bridge between the deadly seriousness of the 1990s and the campiness and parody of the "Americanness" of the nineties,</p> <p>the tradition of Polish folk horror confronted with Polish Americanised horror,</p> <p>the cultural significance of the commercial success of the Polish Americanised romantic comedy</p> <p>the Americanised urban landscape of the modern Polish TV soap opera,</p> <p>the discourse of domestic genre cinema among viewers, critics and the filmmakers themselves.</p> |                                                                                                                                                                                                                                                                 |                                                                                                 |
| Prerequisites and co-requisites | Subject selection                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                 |                                                                                                 |
| Assessment methods and criteria | Subject passing criteria                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Passing threshold                                                                                                                                                                                                                                               | Percentage of the final grade                                                                   |
|                                 | attendance and active participation in classes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 80.0%                                                                                                                                                                                                                                                           | 30.0%                                                                                           |
|                                 | preparation of a group presentation on a selected topic                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 51.0%                                                                                                                                                                                                                                                           | 70.0%                                                                                           |

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| Recommended reading                                            | Basic literature         | <p>Baudillard, Jean (1998). <i>Ameryka</i>. Kraków: Wydawnictwo Znak.</p> <p>Chudzik, Anna (2002). <i>Tabu ciała i czynności fizjologicznych a humor (na przykładzie polskiego stand-upu)</i>. Kraków: Uniwersytet Jagielloński.</p> <p>Drygas, Paweł (2015). <i>Zjawisko westernizacji muzyki popularnej. Przyczyny, mechanizmy, skutki</i>. Szczecin: Opuscula Sociologica nr 4.</p> <p>Ginsberg, Allen (1984). <i>Skowyt i inne wiersze</i>. Wydawnictwo Pomorze.</p> <p>Jaśkowska, Joanna (2009). <i>Talk show - między referencją a kreacją</i>. Opole: Uniwersytet Opolski.</p>                                                                                       |
|                                                                | Supplementary literature | <p>Kaczmarek, Anna (2015). <i>Angielskie dublety leksykalne w polskiej prasie kobiecej kilka uwag o ocenie innowacji językowych</i>. Lublin: Roczniki Humanistyczne 63(6):89-100.</p> <p>Siuda, Piotr (2011). <i>Homogenizacja i amerykanizacja globalnej popkultury</i>. Bydgoszcz: Uniwersytet Kazimierza Wielkiego.</p> <p>Szostak, Sylwia (2021). <i>Kultura produkcji polskich seriali fabularnych w latach 1998-2012</i>. Katowice: Kultura - media - teologia nr 45, s. 73-114.</p> <p>Żabicki, Piotr, Jolanta Szymkowska-Bartyzel (Akces:25.06.2025). <i>Ameryka w głowach Polaków</i>. Kraków: <a href="https://nauka.uj.edu.pl/">https://nauka.uj.edu.pl/</a></p> |
|                                                                | eResources addresses     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Example issues/<br>example questions/<br>tasks being completed |                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Work placement                                                 | Not applicable           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |

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