

Subject card

Subject name and code	Media systems and contemporary Russian mass media, PG_00177331						
Field of study	Eastern Studies						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2025/2026		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		Polish Polish - 50%, Russian - 50%		
Semester of study	3		ECTS credits		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Żanna Śładkiewicz				
	Teachers		dr hab. Żanna Śładkiewicz				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	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	30		2.0		18.0	50
Subject objectives	To acquaint students with media systems and their models on the example of selected European countries (Great Britain, Germany, France) and Russia. Various media classifications will be presented, with particular emphasis on contemporary Russian media, and differences and similarities between the media will be analyzed.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[SWSCHL3_U09] Has the ability to substantively argue using the views of other authors and formulate conclusions	The student analyzes scientific media texts on their subject and synthesizes various views, logically develops topics related to the analysis of media systems. The student independently formulates theses on the basis of the literature read in the field of the selected topic.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU4] test/exam - oral or written [SU5] implementation of a problem task
	[SWSCHL3_W01] Has knowledge of the subject-specific and methodological specifics of the scientific sub-disciplines constituting the field of Eastern Studies, primarily humanities disciplines such as cultural and religious studies, linguistics, and history	The student understands the specificity of media systems research, the methods used and the identified types of systems, understands the characteristic features of the media system in Russia and its differences in relation to the Polish system.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[SWSCHL3_U16] Can work in a group, assuming various roles within it	The student performs problem-solving tasks within the scope of media systems topics individually, in pairs or in a group of three.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[SWSCHL3_K01] Is aware of the scope of their professional knowledge and skills, as well as understands the need for further, continuous development of professional, personal, and social competencies	The student submits the prepared issues and project to continuous evaluation in the context of their compliance with their subject knowledge, and continuously develops their knowledge and skills while working in classes and at home.	[SK1] oral statement/conversation/discussion [SK4] test/exam - oral or written [SK8] observation of student's independent or team work
Subject contents	The systemic nature of mass media. Characteristics of media as a system. Models of media systems. The liberal model. The media system of Great Britain as an example of a liberal media system and its components. Democratic corporatism. The German media system as an example of a corporatist-democratic model (and its components). Polarized pluralism. The French media system as an example of a system characteristic of the Mediterranean countries (polarized pluralism model) and its components. The mass media systems of post-communist countries as exemplified by Russia their specificity and main components. The press as a systemic object. The all-Russian press. The regional press. The business, advertising, religious, agricultural, women's, youth press. Television: structural and functional aspects. Classifications. Changes in the television system in Russia after 1989. Specifics of television broadcasting in Russia compared to the countries of the European Union. Russian television networks. Systemic specifics of radio broadcasting. Sectors of Russian radio broadcasting. Media empires in Russia. Trends in the development of radio broadcasting. News agencies and their activities. The "big four" of world news agencies: UPI (United Press International), AP (Associated Press), AFP (Agence France Press), Reuters. Outline of the history of news agencies in Russia. ITAR-TASS. Interfax. RIA "Novosti". Electronic media.		
Prerequisites and co-requisites	choice of subject		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	presentation of the issue	51.0%	50.0%
	oral colloquium	51.0%	50.0%
Recommended reading	Basic literature	Adamowski J., Golka B., Stasiak-Jazukiewicz E., Wybrane zagraniczne systemy informacji masowej, część 1, Warszawa 1996. Adamowski J., Golka B., Stasiak-Jazukiewicz E., Wybrane zagraniczne systemy informacji masowej, część 2, Warszawa 1997. Donaj Ł., Media w systemie politycznym Federacji Rosyjskiej, Poznań 2001. Hallin D., Mancini P., Systemy medialne. Trzy modele mediów i polityki w ujęciu porównawczym, Kraków 2007. Ociepka B., Ratajczak M., Media i komunikowanie polityczne, Wrocław 2000. Stasiak-Jazukiewicz E., Jas-Kozarkiewicz M., Polityka medialna Unii Europejskiej, Warszawa 2005.	

	Supplementary literature	Bartoszcze R., Prasa, radio i telewizja w krajach Unii Europejskiej, Kraków 1997. Dobek-Ostrowska B. (red.), Transformacja systemów medialnych w krajach Europy Środkowo-Wschodniej po 1989 roku, Wrocław 2002. Loewe I. (red.), Encyklopedia mediolingwistyki, Krakow 2023 (selected texts). Ociepka B., Dla kogo telewizja? Model publiczny w postkomunistycznej Europie Środkowej, Wrocław 2003.
	eResources addresses	
Example issues/ example questions/ tasks being completed	1. Polish media in the PRL era 2. Polish media system 3. Significant media figures in Russia (e.g. Solovyov, Medvedev) 4. Russian social media	
Work placement	Not applicable	

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