

## Subject card

|                                             |                                                                                                                                                                                                                                                                     |                                                          |                                         |                                     |                                                |            |     |
|---------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------------|-------------------------------------|------------------------------------------------|------------|-----|
| Subject name and code                       | Media economy, PG_00152482                                                                                                                                                                                                                                          |                                                          |                                         |                                     |                                                |            |     |
| Field of study                              | Journalism and Social Communication                                                                                                                                                                                                                                 |                                                          |                                         |                                     |                                                |            |     |
| Date of commencement of studies             | October 2025                                                                                                                                                                                                                                                        |                                                          | Academic year of realisation of subject |                                     | 2026/2027                                      |            |     |
| Education level                             | Master'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                               | 2                                                                                                                                                                                                                                                                   |                                                          | Language of instruction                 |                                     | Polish                                         |            |     |
| Semester of study                           | 3                                                                                                                                                                                                                                                                   |                                                          | ECTS credits                            |                                     | 2.0                                            |            |     |
| Learning profile                            | practical                                                                                                                                                                                                                                                           |                                                          | Assessment form                         |                                     | exam                                           |            |     |
| Conducting unit                             |                                                                                                                                                                                                                                                                     |                                                          |                                         |                                     |                                                |            |     |
| Name and surname of lecturer (lecturers)    | Subject supervisor                                                                                                                                                                                                                                                  |                                                          | dr Grzegorz Kapuściński                 |                                     |                                                |            |     |
|                                             | Teachers                                                                                                                                                                                                                                                            |                                                          |                                         |                                     |                                                |            |     |
| 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                                 |                                                | 0.0        | 32  |
| Subject objectives                          | The student will obtain information about the specificity and role of media economics. You will learn the distribution structure of the media market, forms of organization of the media market, side effects on the media market, classic relations and new media. |                                                          |                                         |                                     |                                                |            |     |

| Learning outcomes               | Course outcome                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Subject outcome                                                                                                                                                                                                                                                                                                                                                                                                                            | Method of verification                                                                                              |
|---------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|
|                                 | [DZiKSMU2_W03] He/she has extended knowledge of the methods and theories relevant to media studies and the dependencies existing between them, as well as knowledge of other scientific disciplines that provide theoretical and practical foundation for an advanced analysis of issues relevant to the journalism and social communication programme.                                                                                                                                                                 | Has extended knowledge of the methods and theories relevant to media studies and the relationships between them, in particular in the sphere of media economics, as well as knowledge of other scientific disciplines that provide theoretical and practical foundations for advanced analysis of issues relevant to the journalism and social communication program, in relation to functioning of media institutions on the free market. | [SW4] test/exam - oral or written<br>[SW2] presentation/project/paper/report<br>[SW3] text preparation/written work |
|                                 | [DZiKSMU2_U05] He/she has the ability to integrate knowledge in the field of social communication and media, as well as its application in professional situations and assess the risk and possible consequences of undertaken professional activities.                                                                                                                                                                                                                                                                 | Has the ability to integrate knowledge in the field of social communication and media, as well as its application in professional situations and to assess the risk and possible consequences of undertaken professional ventures in relation to the functioning of media institutions on the free market.                                                                                                                                 | [SU2] presentation/project/paper/report<br>[SU3] text preparation/written work<br>[SU4] test/exam - oral or written |
|                                 | [DZiKSMU2_U04] He/she is able to independently identify and solve problems characteristic of media and media-related activities; select means and methods of work adequate to the proper performance of professional tasks.                                                                                                                                                                                                                                                                                             | Is able to independently identify and solve problems typical of media and media-related activities, select means and work methods adequate to properly perform professional tasks in the sphere of functioning of media institutions on the free market.                                                                                                                                                                                   | [SU2] presentation/project/paper/report<br>[SU3] text preparation/written work<br>[SU4] test/exam - oral or written |
|                                 | [DZiKSMU2_U02] He/she is able to effectively use the acquired knowledge for a critical analysis of social, cultural, political and economic processes and phenomena.                                                                                                                                                                                                                                                                                                                                                    | Is able to effectively use the acquired knowledge to critically analyze social, cultural, political and economic processes and phenomena in relation to the functioning of media institutions on the free market.                                                                                                                                                                                                                          | [SU2] presentation/project/paper/report<br>[SU3] text preparation/written work<br>[SU4] test/exam - oral or written |
|                                 | [DZiKSMU2_W02] He/she knows the terminology proper to the discipline of social communication and media studies at an extended level and adapts the conceptual apparatus of related disciplines to it. He/she is aware of the application of this knowledge in professional activities related to the field of study.                                                                                                                                                                                                    | Knows at an advanced level the terminology specific to the discipline of social communication and media science and adapts the conceptual apparatus from related disciplines to it. Is aware of the application of this knowledge in professional activities related to the field of study, in relation to the functioning of media institutions on the free market.                                                                       | [SW4] test/exam - oral or written<br>[SW2] presentation/project/paper/report<br>[SW3] text preparation/written work |
| Subject contents                | <ul style="list-style-type: none"> <li>• Economics and media economics basic concepts.</li> <li>• Media and the economy - competitiveness and globalization.</li> <li>• Production and the market and media industry.</li> <li>• Media companies, transnational media conglomerates.</li> <li>• Media convergence.</li> <li>• Advertising and the functioning of the media</li> <li>• Press, radio, television as media enterprises.</li> <li>• Media markets in the perspective of the information society.</li> </ul> |                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                     |
| Prerequisites and co-requisites |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                     |
| Assessment methods and criteria | Subject passing criteria                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Passing threshold                                                                                                                                                                                                                                                                                                                                                                                                                          | Percentage of the final grade                                                                                       |
|                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 51.0%                                                                                                                                                                                                                                                                                                                                                                                                                                      | 100.0%                                                                                                              |

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|----------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Recommended reading                                            | Basic literature                                                                                                                                                    | <ul style="list-style-type: none"> <li>• Kowalski T., Media i pieniądze, Dom Wydawniczy Przedsiębiorstwa Handlowego TEXT, Warszawa 2008.</li> <li>• Kowalski T., Media na rynku, Wprowadzenie do ekonomiki mediów, Wydawnictwa Akademickie i Profesjonalne, Warszawa 2006.</li> <li>• Kowalski T., Zarządzanie w mediach, Oficyna a Wolters Kluwer business, Warszawa 2013.</li> <li>• Kowalski T., Między twórczością a biznesem. Wprowadzenie do zarządzania w mediach i rozrywce, Wyd. Akad. i Profesjonalne, Warszawa 2008</li> <li>• Kreft J., Ewolucja strategii transmedialnych korporacji transnarodowych, Wyd. Uniwersytetu Gdańskiego, Gdańsk 2012.</li> <li>• McQuail D., Teoria komunikowania masowego, Wydawnictwo Naukowe PWN, Warszawa 2007.</li> <li>• Media i społeczeństwo, red. M. Sokołowski, Wydawnictwo A. Marszałek, Toruń 2008.</li> </ul> |
|                                                                | Supplementary literature                                                                                                                                            | <ul style="list-style-type: none"> <li>• Bajka Z., Rynek mediów w Polsce [w:] Dziennikarstwo a świat mediów, Wyd. Universitas, Kraków 2000.</li> <li>• Halin D., Mancini P., Systemy medialne, Wydawnictwo UJ, Kraków 2007.</li> <li>• Czarnecki A., Korsak R., Planowanie mediów w kampaniach reklamowych, Polskie Wydawnictwo Ekonomiczne, Warszawa 2001.</li> <li>• Kowalski T., Wprowadzenie do ekonomii mediów, [w:] Media, komunikacja, biznes elektroniczny, B. Jung (red.), Wydawnictwo Difin, Warszawa 2001.</li> </ul>                                                                                                                                                                                                                                                                                                                                   |
|                                                                | eResources addresses                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Example issues/<br>example questions/<br>tasks being completed | Media convergence and its dimensions and effects. Media production in new and old media. Relationships between media theory, media economics and cultural theories. |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Work placement                                                 | Not applicable                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |

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