University of Gdańsk

Subject card

Subject name and code	Polish media system, PG_00152706		
Field of study	Journalism and Social Communication		
Date of commencement of studies	October 2025	Academic year of realisation of subject	2026/2027
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	2	Language of instruction	Polish
Semester of study	3	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. Jacek Wojsław	
	Teachers	dr hab. Jacek Wojsław	

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	2.0	8.0	25

Subject objectives
1. Understanding the concept of a media system. 2. Comprehending the principles of the functioning of the Polish media system in the context of other systems. 3. Recognizing the need for changes in the Polish media system in light of proposals for these changes. 4. Developing the ability to conduct qualitative and quantitative analysis of the content of Polish media.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[DZiKSL3_U09] He/she is able to plan and organise work individually and in a team, cooperate, also with people representing other fields of knowledge and scientific disciplines.	Is able to organize and conduct both individual and collaborative work, analyzing or contributing to the Polish media system.	[SU2] presentation/project/paper/ report [SU8] observation of student's independent or team work
[DZiKSL3_W01] Student has 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.	Has knowledge of the conditions of the Polish media system and understands the regularities occurring within this system.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
[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.	Recognizes signs of manipulation in the Polish media system and is able to conduct a critical analysis of this phenomenon.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report
[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.	Is able to describe events and phenomena occurring in the Polish media system, taking into account the context of this description.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
[DZiKSL3_W11] He/she has organised knowledge of ethical principles and norms as well as professional ethics	Is familiar with the principles, legal norms, and ethical standards of the Polish media system.	[SW1] oral statement/ conversation/discussion

Subject contents

1. **The most influential mass media and media groups in Poland over the last decade**
2. **Journalists and politicians in the media content creation process – *the mediatization of politics***
3. **Polish journalists and their professional culture:**

- **The concept of professional journalism vs. journalistic culture**
- **Journalistic professionalism in Poland**
- **Determinants and standards of journalistic professionalism**

4. **Polish journalists in action: evaluating the work of selected journalists (with particular emphasis on the perspective outlined in the principles of the Media Ethics Charter)**

Prerequisites and co-requisites

Completion of the subjects: History of Media and Journalism, and Local and Community Media. Characteristics of the media system during the partitions and in Reborn Poland (1918-1939) and in contemporary times.

Assessment methods and criteria

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

Recommended reading

Basic literature	Nie dotyczy
Supplementary literature	Nie dotyczy
eResources addresses	

Example issues/ example questions/ tasks being completed

Work placement

Not applicable

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