University of Gdańsk

Subject card

Subject name and code	Polish media system, PG_00152702		
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	exam
Conducting unit	Division of Visual Anthropology -> 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	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

Transfer of knowledge on the functioning of institutions forming the architecture of the Polish media system.An analysis the functioning of the press sector of the Polish media with a breakdown into media groups.An analysis of the functioning of the non-commercial radio sector.An analysis of the functioning of the commercial radio market.An analysis of the functioning of TVP as public television and its individual channels.The functioning of commercial television.The functioning of cable, satellite and Internet television.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[DZiKSL3_U07] He/she takes part in a debate involving media, presenting, assessing and discussing various opinions and positions.	He or she is able to substantively address different opinions, positions and assessments	[SU1] oral statement/conversation/ discussion
[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.	He or she has knowledge of the functioning of individual links in the Polish media system	[SW4] test/exam - oral or written
[DZiKSL3_W04] He/she has knowledge of the goals, organisation and functioning of media and cultural institutions	He or she has knowledge of the activities of media and cultural institutions	[SW4] test/exam - oral or written
[DZiKSL3_W08] He/she has organised knowledge of the structure and functions of the social communication system, and knows selected media systems of other countries.	He or she has knowledge of the structure and functions of the Polish media system in the context of the activities of other media systems	[SW4] test/exam - oral or written
[DZiKSL3_U06] Communicating with the environment, he/she can use and operate the media infrastructure, with particular emphasis on radio and television studios.	He or she is able to use and operate the medial infrastructure	[SU1] oral statement/conversation/ discussion
[DZiKSL3_U05] Using the knowledge of media studies and the knowledge of media research methodology, he/she is able to analyse the content of media.	He or she can analyse media content in a factual manner	[SU1] oral statement/conversation/ discussion
[DZiKSL3_K05] He/she is ready to act responsibly as a journalist, media worker, advertising and PR industry employee in accordance with the principles of professional ethics and requires it from others.	He or she is ready to work with professional ethics in a media environment	[SK1] oral statement/conversation/ discussion
[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.	He or she can organise work individually and in a team to solve given problems	[SU1] oral statement/conversation/ discussion
[DZiKSL3_U03] He/she correctly uses normative systems (e.g. media, legal, professional, ethical) in order to solve tasks and problems in the field of scientific discipline appropriate for the field of study and profession.	He or she correctly uses the knowledge acquired on the functioning of selected normative systems in order to solve tasks and problems from the area of the scientific discipline proper to the studied major	[SU4] test/exam - oral or written
[DZiKSL3_K02] He/she uses the acquired knowledge to solve cognitive and practical problems. He/she is ready to consult experts in case of difficulties in solving the problem on his/her own.	He or she can apply the knowledge gained to solve cognitive and practical problems	[SK1] oral statement/conversation/ discussion
[DZiKSL3_W06] He/she has knowledge of the essence and specificity of the science of social communication and media, as well as their subject and methodological connections with other disciplines.	He or she has knowledge of the paradigm of social communication sciences and media	[SW4] test/exam - oral or written
[DZiKSL3_U01] Student is able to skilfully search and select sources of information in media activities.	He or she can skilfully search for and select reliable sources	[SU1] oral statement/conversation/ discussion
[DZiKSL3_K06] He/she cares about the achievements and traditions of the journalistic profession.	He or she is willing to abide by the rules that define a high professional culture for journalists	[SK1] oral statement/conversation/ discussion

	Course outcome	Subject outcome	Method of verification
	[DZiKSL3_U10] He/she is able to undertake autonomous actions aimed at developing abilities and managing his/her own career.	He or she is able to analyse the challenges of the professional functioning on the Polish media market	[SU1] oral statement/conversation/ discussion
	[DZiKSL3_K03] He/she is willing to take active measures for the benefit of the public interest, the local environment and individual social groups.	He or she adopts the behaviours and attitudes that characterise an active citizen of a democratic state	[SK1] oral statement/conversation/ discussion
	[DZiKSL3_K04] He/she can think and act in an entrepreneurial manner.	He or she is able to think and act creatively	[SK4] test/exam - oral or written
	[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.	He or she is willing to maintain the standards that are part of so-called quality journalism	[SK1] oral statement/conversation/ discussion

Subject contents	**1. The concept of a media system** **2. Models of media organization and operation** **3. The information order in communist Poland** **4. Transformation and operation of the Polish media system from 1989 to 2015** **5. The media system in Poland in the years 2015/2016-2023 (in the context of the United Right government)** **6. The Polish media system in transition (December 2023 – December 2026): formal framework and the operation of major mass media and media groups**
Prerequisites and co-requisites	

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Activity in class and mastery of subject material	51.0%	100.0%

Recommended reading		
	Basic literature	Not applicable
	Supplementary literature	Not applicable
	eResources addresses	

Example issues/ example questions/ tasks being completed	Dilemmas of the transformation of the Polish media on the threshold of the 1980s and 1990s
Work placement	Not applicable

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