

Subject card

Subject name and code	Local and thematic media, PG_00209697						
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 Optional subject group Subject group related to practical vocational preparation		
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. Konrad Knoch				
	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		0.0		0.0	30
Subject objectives	The aim of the course is to provide students with knowledge of the history of local media, present the most important problems concerning contemporary local, sub-local and environmental media in Poland, discuss their definition, structure and typology as well as the functions and tasks they perform in the process of building a civil society in our immediate environment.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[DZiKSL3_U04] He/she creates media messages with various functions. He/she uses specialised terminology, methods and tools, including modern and advanced information and communication techniques, to solve problems.	Can create media messages about local and environmental problems	[SU2] presentation/project/paper/report [SU6] demonstration of practical skills
	[DZiKSL3_K03] He/she is willing to take active measures for the benefit of the public interest, the local environment and individual social groups.	Is ready to take active steps to benefit the region, local communities and environmental groups	[SK2] presentation/project/paper/report [SK6] demonstration of practical skills
	[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.	When creating media messages, he actively cooperates in the team and co-organizes its work.	[SU2] presentation/project/paper/report [SU6] demonstration of practical skills
	[DZiKSL3_W03] He/she knows the economic, legal and other conditions of media activity, and also has knowledge of the normative acts regulating the functioning of the media system, including the principles of industrial property protection and copyright. He/she defines phenomena correctly, understanding their causes.	Knows the concept of regional, local, sub-local and environmental media and understands their legal and economic conditions.	[SW1] oral statement/conversation/discussion
	[DZiKSL3_W04] He/she has knowledge of the goals, organisation and functioning of media and cultural institutions	Knows the mechanisms of functioning of local and community media	[SW1] oral statement/conversation/discussion
Subject contents	Definitions of local, sublocal, and community media Typology of local media, the creators' community, and the audience for local media Role and functions of local/community media Determinants and factors in the development of local/community media Problems facing local and community media and journalists Working in local and community media - problems and challenges Producing journalistic material on local/community issues		
Prerequisites and co-requisites	Basic knowledge of the history of media and journalism, and the Polish media system		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
		51.0%	100.0%
Recommended reading	Basic literature	Kowalczyk R., Media lokalne i społeczeństwo, Poznań 2003. or Kowalczyk R., Media lokalne w Polsce (t. I, II, III), Poznań 2008. or Kowalczyk R., Media lokalne w Polsce: podręcznik akademicki, Poznań 2009.	

	Supplementary literature	Bajka Z., Historia mediów, Kraków 2008. Chorążki W., Polskie media lokalne i sublokalne 1989-1999, Zeszyty Prasoznawcze, 1999, nr 1-2. Dziennikarstwo i świat mediów, pod red. Z. Bauera, E. Chudzińskiego, (wyd. jak najnowsze). Filas R., Dwadzieścia lat przemian polskich mediów (1989-2009), Zeszyty Prasoznawcze, 2010, nr 3-4. Gierula M., Polska prasa lokalna 1989-2000. Typologia i społeczne funkcjonowanie, Katowice 2005. Gierusa M., Grzonka B., Prasa lokalna w latach 1989 - 1991, Zeszyty Prasoznawcze, 1992, nr 1-2. Gmerek-Rajchel M., Formatowanie radia lokalnego, Toruń 2005. Kopecka K., Rola prasy lokalnej z perspektywy uczestnictwa w lokalnej społeczności, Zeszyty Prasoznawcze, 2006, nr 1-2. Hallin D. C., Mamcini P., Systemy medialne, Kraków 2007. Kowalczyk R., Prasa lokalna i środowiskowa w systemie komunikowania społecznego, Poznań 2003. Kowalczyk R., Radio lokalne w Polsce, Poznań 2007. Media lokalne a demokracja lokalna, pod red. J. Chłopeckiego, R. Polaka, Rzeszów 2005. Michalczyk S., Media lokalne w systemie komunikowania : współczesne tendencje i uwarunkowania rozwojowe, Katowice 2000. Pepliński W., Gdańskie i pomorskie media po roku 1989, Gdańsk 2007. Pepliński W., Prasa pomorska w Drugiej Rzeczypospolitej, Gdańsk 1987. Regionalne i lokalne media w społeczeństwie wielokulturowym, pod red. J. Glenska, M. Kalczyńskiej, Opole 2004. Słownik Wiedzy o Mediach, pod red. E. Chudzińskiego, Warszawa Bielsko Biała 2009 (wybrane strony). Sonczyk W., Prasa lokalna i sublokalna w Polsce garść refleksji medioznawcy nad jej stanem obecnym i przyszłością [w:] Media lokalne i sublokalne na Kujawach wschodnich i Ziemi Dobrzyńskiej, pod red. W. Końskiego, Włocławek 2007. Transformacja mediów (1989-1995), pod red. A. Słomkowskiej, Warszawa 1996.
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Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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