



UNIwersYTET

Andrzeja Frycza Modrzewskiego
w Krakowie

SUBJECT CARD

1. Basic information

Subject	World Media Market
Faculty	Faculty of Management, Media and Technology
Field of study	Film and TV Production
Specialisation	---
PQF level	6
Level of studies	
Form of studies	
Group of activities	---
Number of ECTS credits	3
Subject type	
Total number of hours	30
Didactic cycle	
Academic semester	
Academic year	
Education profile	Practical
Year of implementation	
Language of instruction	Polish
Person responsible for the subject	dr Dariusz Baran (e-mail: dbaran@uafm.edu.pl)

Semestrer, number of ECTS credits, class type, number of hours

Semestrer	Lecture	ECTS
3	30	3

2. Subject objectives

C1	The basic didactic assumption is to familiarize students with the media markets of selected European and non-European countries, along with their current cultural, social and political conditions. Its essence is to discuss the most important media phenomena (press, radio, TV, internet, cinema), as well as to present the most important data and provide information on the current image of these market segments.
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3. Prerequisites

None

4. Learning content

W1	Knowledge: Students has knowledge about the most important media in Europe and selected non-European countries, their history and political and cultural evolution. Has the ability to characterize the main media companies, is able to indicate development trends, identify their features and rules of operation, notices and interprets the impact on communication processes and market functioning. Is able to indicate the most important characteristics of cinematography in these countries	
U1	Skills: Student is able to characterize the main media entities, indicate development trends, identify their features and rules of operation, notices and interprets the impact on communication processes and market functioning. Is able to indicate the most important features of cinematography in these countries	
K1	Social competence: The student is aware of the dissimilarity and importance of the main media, is able to analyze the processes of their transformation and impact on societiesIs aware of what the position of all media is and can be.	

5. Program content

Lecture (30h)

Code	Topic blocks (semester:)
Lecture	Introduction – global media characteristic with general features of the selected countries Media in Nordic countries Germany, Austria, Switzerland Great Britain and Ireland Media market in the United States and Canada Global position and role of media corporations and film studios Italy, France Spain, Portugal and Greece Media of selected Balkan countries Model media regulations in other European Union countries: Czech Republic, Slovakia, Hungary, Bulgaria, Romania Media in Japan. India. Media of contemporary Ukraine Rupert Murdoch, Silvio Berlusconi - the case of a global and domestic media magnate

6. Teaching methods

Lecture	
	E-Learning Methods Multimedia Presentation Lectures

7. Student workload

Form of student activity	Student workload
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Lecture	h.
Including the e-learning method::	0 h.

Total workload	
	h.
Total number of hours for the course	h.
Total number of ECTS credits	0 ECTS

8. Evaluation criteria

The final test on University online platform. In the 2nd term: an oral exam (two questions). The final grade also includes the grade obtained from tests at the end of classes on the e-learning platform and attendance on classes.

Lectures (Final exam/Final pass)	
Grade 5:	Final test min. on 90%. 100% of e-learning lessons with tests, min. 80% of attendance
Grade 4,5:	Final test on 85%. 80% of e-learning lessons with tests, min. 70% of attendance
Grade 4:	Final test on 70%. 70% of e-learning lessons with tests, min. 70% of attendance
Grade 3,5:	Final test on 60%. Min. 60% of e-learning lessons with tests, min. 50% of attendance
Grade 3:	Final test on 55%. Min. 50% of e-learning lessons with tests, min. 50% of attendance

9. Reading materials

Course reading materials:

Basic Literature

D. Baran, K. Pokorna-Ignatowicz, Media markets in contemporary Europe, Oficyna Wydawnicza AFM, Kraków 2023

D. C. Hallin, P. Mancini, Systemy medialne. Trzy modele mediów i polityki w ujęciu porównawczym, Kraków, 2007

Systemy medialne państw Unii Europejskiej. Kraje pierwszej piętnastki, (red.) A. Matykiewicz-Włodarska, M. Ślufińska, Poznań, 2016

K. Williams, Media w Europie, Warszawa, 2008, WAiP

M. Głowacki, Polityka medialna Danii, Norwegii i Szwecji analiza porównawcza interwencji państwa w systemy telewizyjne, Toruń, 2011, Europejskie Centrum Edukacji

K. Konarska (red.), Rynki medialne wybranych państw Europy Zachodniej: regulacje, struktura, przemiany, Universitas, Kraków 2018

Supplementary literature

Z. Oniszczyk, M. Gierula, Mało znane systemy medialne, Sosnowiec, 2007, Humanitas

Z. Oniszczyk, M. Gierula, Systemy Medialne Krajów Bałkańskich, Sosnowiec, 2009, Humanitas

Additional supplies:

Polish and foreign media websites like press.pl, wirtualnemedialna.pl, rsf.org

10. Additional information for students

dr Dariusz Baran (e-mail: dbaran@afm.edu.pl)

11. Information about academic teachers

Lectureer(s)