

**Formularz opisu przedmiotu (formularz sylabusu) na studiach wyższych,  
doktoranckich, podyplomowych i kursach kształcących**

**A. Ogólny opis przedmiotu**

Nazwa pola	Komentarz
Name of the subject (in Polish and English)	<i>World press trends (Światowe trendy w prasie)</i>
Unit offering the subject	Faculty of Philosophy and Social Sciences
Unit for which the subject is offered	All faculties
Subject code	
ISCED code	(0322) - Social sciences, journalism and information
Number of ECTS credits	2 ECTS
Method of assessment	graded credit
Language of instruction	English
Designation whether a subject may be credited more than once	No
Allocation of the subject to subject groups	University-wide courses
Total student workload	<p><i>Contact hours with teacher:</i></p> <ul style="list-style-type: none"> <li>- participation in discussion seminar 15 hrs</li> </ul> <p><i>Self-study hours:</i></p> <ul style="list-style-type: none"> <li>- preparation for discussion seminar - 15 hrs</li> <li>- reading literature - 10 hrs</li> <li>- preparation for test – 15 hrs</li> </ul> <p>Altogether: 55 hrs (2 ECTS)</p>
Learning outcomes - knowledge	<p>W1: Has basic knowledge about contemporary press and its functioning - K_W11</p> <p>W2: Knows the typology of the press - K_W11</p>
Learning outcomes - skills	<p>U1: Analyzes and categorizes the forms of the contemporary press and knows their meaning - K_U12</p> <p>U2: Analyzes and evaluates the importance of the press in the historical and cultural context - K_U12</p>
Learning outcomes - social competencies	<p>K1: Is oriented to the contemporary press market - K_K06</p> <p>K2: Is aware and appreciates the role of the media in communicating information - K_K07</p>
Teaching methods	<p>Expository teaching method:</p> <ul style="list-style-type: none"> <li>- participatory lecture</li> </ul> <p>Exploratory teaching methods:</p> <ul style="list-style-type: none"> <li>- laboratory</li> <li>- classic problem-solving</li> </ul>
Prerequisites	none
Brief description of the subject	The aim of the subject is to familiarize students with the latest media forms in Poland. During the course participants learn the specificity of the digital policy based on representatives of various media publishers.
Complete description of the subject	The aim of the subject is to familiarize students with the latest media forms in Poland. Participants learn about the impact of social and technical changes on the domestic and foreign media market. They acquire information about the typology, role and specificity of various

	media, online news portals, social media. Participants learn about the relationship between traditional and new mass media. They gain knowledge about the digital policy of various media publishers.
Literature	<ol style="list-style-type: none"> <li>1. Doliwa Urszula, Lel�n Halszka., <i>Old and new mixed together : communication and culture in the new media era</i>, Olsztyn: Wydawnictwo Uniwersytetu Warmi�nsko-Mazurskiego, cop. 2016.</li> <li>2. Herrero Jorge, Garcia Xose, <i>Interactive Feature: A Journalistic Genre for Digital Media</i>, "Media and Metamedia Management" (pp.127-132)</li> <li>3. Levinson Paul, <i>New new media</i>, Pearson 2012.</li> <li>4. Manovich Lev, <i>Language of new media</i>, Cambridge: The MIT Press 2001.</li> <li>5. Robert Ru�bell, Benedikt Berger, Lucas Stich, <i>Monetizing Online Content: Digital Paywall Design and Configuration</i>, "Business &amp; Information Systems Engineering" v. 62, pages 253–260 (2020)</li> <li>6. Simon Felix, Graves Lucas, <i>Pay Models for Online News in the US and Europe: 2019 Update</i> [in:] Factsheet of Reuters Institute.</li> <li>7. Tannen Deborah, Trester Anna Marie, <i>Discourse 2.0: language and new media</i>, Washington: Georgetown University Press 2015 [online access: <a href="http://search.ebscohost.com/login.aspx?direct=true&amp;db=nlebk&amp;db=nlabk&amp;AN=575715&amp;site=eds-live&amp;scope=site">http://search.ebscohost.com/login.aspx?direct=true&amp;db=nlebk&amp;db=nlabk&amp;AN=575715&amp;site=eds-live&amp;scope=site</a>].</li> <li>8. Walotek-�ciana Katarzyna, <i>New media in the social spaces : strategies of influence</i>, Prague: Verbum 2014.</li> </ol>
Assessment methods & criteria	<p>Assessment methods:</p> <ul style="list-style-type: none"> <li>- test – W1, W2</li> <li>- activity – W1, W2, K1, K2</li> </ul> <p>Assessment criteria:</p> <ul style="list-style-type: none"> <li>- test – 80%</li> <li>- activity – 20%</li> </ul> <p>fail- 0-9 pts (0-50%) satisfactory- 10 pts (50%) satisfactory plus- 12 pts (60%) good - 14 pts (70%) good plus- 16 pts (80%) very good- 18 pts (90%)</p>
Work placement	not applicable

### B) Opis przedmiotu cyklu

Nazwa pola	Komentarz
Didactic cycle	2021/2022 S (summer)
Method of assessment of the subject in the cycle	As in part A
Type of classes, number of hours of classes and methods of assessment	As in part A
Subject coordinator	Piotr Rudera
Subject teachers	Piotr Rudera
Nature of the subject	University-wide courses
Limit of places available in each group	1 group: 15 students
Time and place	Faculty of Philosophy and Social Sciences (date will be specified later)

Number of hours using distance learning methods and techniques	not applicable
Subject website	not applicable
Learning outcomes	As in part A
Assessment methods & criteria	As in part A
List of topics	<ol style="list-style-type: none"> <li>1. Relations between traditional and new media. New technologies in the media</li> <li>2. The structure of new media in Poland</li> <li>3. New genres of journalism</li> <li>4. Digital edition of the traditional press</li> <li>5. Digital policy of various media publishers (monetizing online content – paywall)</li> <li>6. Artificial intelligence: examples from the press market</li> <li>7. Publishers strategy in retaining subscribers and role of social media</li> </ol>
Teaching methods	As in part A
Literature	As in part A