

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

A. Ogólny opis przedmiotu

Nazwa pola	Komentarz
Name of the subject (in Polish and English)	JOURNALISTS AND MEDIA OWNERS IN THE WORLD Dziennikarze i magnaci medialni
Unit offering the subject	Faculty of Philosophy and Social Sciences
Unit for which the subject is offered	All faculties
Subject code	
ISCED code	(0321) Dziennikarstwo
Number of ECTS credits	5
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"> - participation in discussion seminar – 30 hrs - consultations – 25 hrs <p><i>Self-study hours:</i></p> <ul style="list-style-type: none"> - preparation for presentation and discussion – 25 hrs - reading literature and discussion – 60 hrs <p>Altogether: 140 hrs (5 ECTS)</p>
Learning outcomes - knowledge	<p>Student</p> <p>W1: Has a knowledge about different relations between media and politics - K_W07</p> <p>W2: Has knowledge about media mechanisms in social and political processes, understands its complexity - K_W08</p>
Learning outcomes - skills	<p>Student</p> <p>U1: Uses basic knowledge to describe and critically analyse relations between media and power - K_U02</p> <p>U2: Has ability to prepare speeches in English, i.e. presentations, multimedia presentations, research papers - K_U11</p>
Learning outcomes - social competencies	<p>Student</p> <p>K1: Knows the level of acquired knowledge and social skills in the field of media and communication studies - K_K01</p> <p>K2: Is prepared to be a leader and active member of research group. Prepares the work responsibly, plans and executes tasks - K_K03, K_K04</p>

Teaching methods	Expository teaching methods: - description, discussion Exploratory teaching methods: - case study - classic problem-solving
Prerequisites	English knowledge (min. B1)
Brief description of the subject	This course focus on analysis of mechanism social, symbolic and political power in media dimension. These categories will be discuss on example of the powerful journalists and media owners in XX and XXI century.
Complete description of the subject	<ol style="list-style-type: none"> 1. Introduction 2. Silvio Berlusconi – media and politics, political power and symbolic power, Berlusconi as a brand 3. Rupert Murdoch – between business and ethics, symbolic power 4. Walt Disney – media and entertainment, “disney culture” 5. Mark Zuckerberg – global phenomenon, businessman or philanthropist, power-knowledge 6. Bill Gates vs. Steve Jobs – the speed of thought, media and technology 7. Vladimir Gusinsky vs. Boris Berezovsky – being media tycoon in the East Europe 8. Oriana Fallaci – interpretative journalism, counter-speech 9. Carl Bernstein, Bob Woodward – investigative journalism, “fourth estate” 10. Oprah Winfrey – celebrity journalism, political involvement, cultural phenomenon 11. Günter Wallraff – between journalism and social experiment; searching journalism boundaries 12. Edward Murrow – journalism in times of war and in times of peace, objective journalism 13. Axel Springer – tabloid journalism 14. Roger Ailes – teletabloid 15. Summary. Assessment of students.
Literature	<p>Bernstein C., B. Woodward. 1974. All the President’s Men. New York: Simone and Schuster Paperbacks.</p> <p>Boven C. 2013. A comparison of Australian and German literary journalism, https://ro.ecu.edu.au/cgi/viewcontent.cgi?article=1579&context=theses</p> <p>Caldwell C. 2002. The Fallaci Affair. “Commentary” October.</p> <p>Cosentino G., W. Doyle. 2010. Silvio Berlusconi, One Man Brand. “Popular Culture And Everyday Life” 12, p. 219-240, http://www.academia.edu/5287579/Silvio_Berlusconi._One_Man_Brand (12.12.2018).</p> <p>Fensch T. (ed). 2001. Television news anchors : an anthology of profiles of the major figures and issues in United States Network Reporting: The Woodlands : New Century Books.</p> <p>Gates B. 1999. Business @ the Speed of Thought. Edinburgh: Pearson Education Limited.</p> <p>Illouz E. 2003. Oprah Winfrey and the Glamour of Misery : An Essay on Popular Culture. New York : Columbia University Press.</p> <p>Kirkpatrick D. 2018. The Facebook Defect. “Time” 4.</p> <p>Lashinsky A. 2016. Zuckerberg. “Fortune” 12.</p> <p>Lashmar D. 2009. Investigative journalism: a case for intensive care?, http://citeseerx.ist.psu.edu/viewdoc/download;jsessionid=7C957C710C3A4F5BF7DE500A28593169?doi=10.1.1.425.8314&rep=rep1&type=pdf</p> <p>Levy L. 2016. How Steve Jobs became a billionaire. “Fortune” Nov. 1.</p> <p>Motta V. 2011. The courage of rhetoric: Niente e così sia by Oriana</p>

	<p>Fallaci. Italianist 31, Putin Is Out To Get Me, Says Media Tycoon. The Guardian, 24.04.2001, https://www.theguardian.com/world/2001/apr/24/russia.gilestremlett (10.12.2018). Sponholz L. 2016. Islamophobic Hate Speech: What is the Point of Counter-Speech? The Case of Oriana Fallaci and The Rage and the Pride, "Journal of Muslim Minority Affairs", Vol. 36, No. 4 Starobin P., C. Belton. 2000. Tycoon under siege. Business Week, 24 July. Wishhart Usher. 2018. Celebrity, Journalism and Self-Identity; http://etheses.whiterose.ac.uk/20031/1/PHDTHISONEword.pdf Wills J. 2017. Disney culture. New Brunswick, New Jersey: Rutgers University Press. Wise R. R. 2018. The Enduring Outrage of Hannah Arendt's Eichmann in Jerusalem. "Commentary" March 1. Wolff M. 2010. The man who owns the news. Inside the secret world of Rupert Murdoch. London: Vintage Books.</p>
Assessment methods & criteria	<p>Assessment methods:</p> <ul style="list-style-type: none"> - topic presentation (Student should choose presentation's topic, connected with classes topic; prepare presentation, ex. Power Point, Prezi, Adobe, and present during classes; lead discussion) - activity (Student should read materials ex.books, articles presented in syllabus and take part in discussion) <p>fail- 0-34 pts (0-49,3%) satisfactory- 35-41 pts (50,7%-59,4%) satisfactory plus- 42-48 pts (60,9%-69,6%) good – 49-55 pts (71%-79,7%) good plus- 56-62 pts (81,2%-89,8%) very good- 63-69 pts (91,3%-100%)</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	
Subject teachers	Dr hab. Aleksandra Seklecka, prof. UMK
Nature of the subject	University-wide courses
Limit of places available in each group	1 group – 25 students
Time and place	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	<p>Introduction</p> <ol style="list-style-type: none"> 2. Silvio Berlusconi – media and politics, political power and symbolic power, Berlusconi as a brand 3. Rupert Murdoch – between business and ethics, symbolic power 4. Walt Disney – media and entertainment, “disney culture” 5. Mark Zuckerberg – global phenomenon, businessman or philanthropist, power-knowledge 6. Bill Gates vs. Steve Jobs – the speed of thought, media and technology 7. Vladimir Gusinsky vs. Boris Berezovsky – being media tycoon in the East Europe 8. Oriana Fallaci – interpretative journalism, counter-speech 9. Carl Bernstein, Bob Woodward – investigative journalism, “fourth estate” 10. Oprah Winfrey – celebrity journalism, political involvement, cultural phenomenon 11. Günter Wallraff – between journalism and social experiment; searching journalism boundaries 12. Edward Murrow – journalism in times of war and in times of peace, objective journalism 13. Axel Springer – tabloid journalism 14. Roger Ailes – teletabloid 15. Summary. Assessment of students.
Teaching methods	„As in part A”
Literature	„As in part A”