



**FACULTY: *Economic and Social Sciences***  
**COURSE: *Economics***  
**LEVEL OF EDUCATION: *first-level studies (bachelor)***  
**FORM OF EDUCATION: *full-time***  
**PROFILE: *practical***

## SUBJECT CARD (Syllabus)

Subject name: <b>THE ROLE OF THE MEDIA IN THE MODERN WORLD – university-opened lecture</b>					<b>ECTS credits: 0.5</b>	
Instructor: according to the cast and timetable						
Year: <b>1, 2, 3</b>	Lectures	Seminars	Laboratory exercises	Exercise	BUNA*	Form of credit*
Semester: <b>2,4,6</b>	<b>15</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>Z</b>
*W-lecture E – exam; Z – pass; ZO – passing with an assessment; BUNA – without the participation of an academic teacher						
<b>Subject Purpose:</b> Familiarization with the role and importance of media in the modern world.						
<b>Didactic methods:</b> 1. giving – an information lecture, 2. problem – problem lecture, 3. activating – discussion.						
<b>Prerequisites: <i>None</i></b>						
<b>No</b>	<b>Subject matter of the classes</b>					
<b>I</b>	1. Definitions and concept of mass communication. 2. Means and forms of mass communication. 3. Theories and doctrines of mass communication. 4. Media in open systems. 5. Media in closed systems. 6. Analysis of the functioning of the mass media on selected examples. 7. New media. 8. The information society and the knowledge society. 9. The future of mass media. 10. Social media of our time. 11. Problems of the media in the era of post-truth – fake news, clickbait.					
<b>II</b>	<b>SEMINARS: not applicable</b>					
<b>III</b>	<b>LABORATORY EXERCISES : not applicable</b>					
<b>IV</b>	<b>EXERCISES: not applicable</b>					
<b>V</b>	<b>BUNA: not applicable</b>					
<b>Learning outcomes</b>						
<b>Directional effects – symbol and specification</b>				<b>Objective effects – specification</b>		
<b>in the field of <u>KNOWLEDGE</u>:</b>						
P6U_W	P6S_WGP6S_WK	<b>E1_W03</b> Identifies mutual relations between economic phenomena, entities, structures and institutions on a microeconomic and				



		sectoral scale, both in real and monetary terms, including in the field of selected specialization in the field of economics. He knows how to put this knowledge into practice.	Knows how social and political institutions function on the European continent, with particular emphasis on the media (mass and social media). Has knowledge of media culture, its evolution and diversity
P6U_W	P6S_WG	<b>E1_W06</b> Knows and understands to an advanced degree the ways of applying and analyzing the results of selected quantitative tools in the description of facts, objects and phenomena concerning various areas of economic functioning and complex dependencies, as well as forecasting future scenarios of economic and social activity.	
<b>in terms of <u>SKILLS</u>:</b>			Knows methods and tools, including data acquisition techniques, used to describe institutions and processes taking place in the media on an international scale. Knows the methods and techniques of conflict resolution in the international arena.
P6U_U	P6S_UW	<b>E1_U03</b> Is able to properly analyze and prepare accounting and financial documentation for decision-making and accounting purposes and analyze and evaluate the economic and social processes and phenomena taking place.	
P6U_U	P6S_UW P6S_UK	<b>E1_U05</b> Can find and properly select sources of information, critically analyze, evaluate and synthesize this information, and participate in debates, presenting and discussing different opinions and positions.	
<b>in the field of <u>SOCIAL COMPETENCES</u>:</b>			Is able to search for information about socio-political changes taking place inside the country and on the international arena. Is able to perceive and analyze phenomena occurring in international social and political relations, economic and cultural.
P6U_K	P6S_KO	<b>E1_K04</b> Is ready to fulfill social obligations and co-organize activities for the benefit of the social environment and acts for the public interest.	
P6U_K	P6S_KO P6S_KR	<b>E1_K05</b> Understands ethical issues in connection with the tasks and business activities performed, is aware of the importance of professional activities, consistent with the principles of professional ethics and respect for the diversity of views and cultures; cares for the achievements and tradition of the profession	Is able to search for and critically analyses available knowledge on the social, political, cultural and economic dimensions of media activities and communication in contemporary Europe
			Is capable of analyzing the causes and course of phenomena related to the functioning of the media in various social, political and cultural contexts. Is able to interact and assume different social roles in various forms of civic activity.
			Follows the rules of professional ethics and requires it of others. Is able to act on the basis of respect for the applicable norms of social coexistence. Understands the need to respect someone else's intellectual property and copyright



**Ways to verify the out come of this learning (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCES*)**

Effects(symbol)	Written exam	Oral exam	Colloquium	Essay/Paper	Homework	Individual presentation	Group presentation	Activity in class	Participation in the	Individual project	Group project
E1_W03, E1_W06,	X							X			
E1_U03, E1_U05	X							X	X		
E1_K04, E1_K05						X			X		

**Form and conditions of passing the subject:**

The basis for obtaining credit/zal is:

- presence of 100%; confirmed by an entry on the attendance list,
- possible 10% absence balanced in a manner individually agreed with the lecturer,
- active participation in lectures (joining the discussion initiated by the lecturer, showing interest in the issues discussed during the lecture),
- positive assessment from the response matching test.

The test is in writing – a test of matching answers. Each correct answer is 1 point, no answer or incorrect answer 0 points, a minimum of 60% of correct answers qualify for a positive rating.

**Assessment criteria from the test**

Assessment	Very good (5.0)	Good plus (4.5)	Good (4.0)	Sufficient plus (3.5)	Sufficient (3.0)	Insufficient (2.0)
% of correct answers	93-100%	85-92%	77-84%	69-76%	60-68%	59% and less

**Conditions for making up classes abandoned for justified reasons:**

Making up for abandoned classes is possible only in the case of a student's illness documented by sick leave or other random reasons. Justification of classes and passing of the material being the subject of lectures during the absence is made by the lecturer conducting the classes

**The student's workload needed to achieve learning outcomes during hours and ECTS credits**

**Contact hours with an academic teacher**

Types of classes	Number of hours
Participation in lectures	15
Participation in seminars	
Participation in exercises	
Participation in laboratory classes	
Consultations (2 hours for the lecture, 1 hour for one group of quarters, conv., sem.)	
<b>Sum of</b>	<b>15</b>

**Student's own work divided into time ( *examples of student work forms* )**

Form of student work	Number of hours
Preparing for classes	
Writing a paper/project/essay	
Gathering materials and preparing presentations	
Self-reading	
Preparing for colloquia/tests	
Preparing for the written/oral exam in a subject	
Preparation for written/oral credit in a subject	
<b>Sum of</b>	
<b>Total (contact hours + student's own work)</b>	



		<b>0,5 ECTS</b>
1.including the number of ECTS credits for contact hours with the direct participation of an academic teacher		
2.including the number of ECTS credits for hours carried out in the form of independent work		
<b>Classes with a practical profile</b>		
<b>Types of classes</b>	<b>Number of hours</b>	
Participation in laboratory exercises		
Preparing for practical credit		
<b>Sum of</b>		
Number of ECTS credits for practical classes		
<b>Basic literature:</b>		
1. D. Yengin, New Media Theories, Peter Lang, Lausanne 2023.		
2. V.F. Filak, Exploring Mass Communication: Connecting with the World of Media, SAGE Pubn, Thousand Oaks 2024.		
<b>Supplementary literature:</b>		
D. Chandler, R. Munday, Dictionary of Media and Communication, Oxford University Press, Oxford 2020.		
<b>Acceptance of the Vice-Rector:</b>		