**Course Syllabus**

1. **General Information**

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| Course name | History of media |
| Programme | Social Communication and Media |
| Level of studies (BA, BSc, MA, MSc, long-cycle MA) | BA |
| Form of studies (full-time, part-time) | full-time |
| Discipline | Social Communication and Media Studies |
| Language of instruction | English |

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| Course coordinator/person responsible | Dr Łukasz Sarowski |

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| Type of class *(use only the types mentioned below)* | Number of teaching hours | Semester | ECTS Points |
| lecture |  |  | 2 |
| tutorial | 15 | I |
| classes |  |  |
| laboratory classes |  |  |
| workshops |  |  |
| seminar |  |  |
| introductory seminar |  |  |
| foreign language classes |  |  |
| practical placement |  |  |
| field work |  |  |
| diploma laboratory |  |  |
| translation classes |  |  |
| study visit |  |  |

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| Course pre-requisites | Knowledge of world history at the high school level |

1. **Course Objectives**

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| O1 - students acquire knowledge about history of the mass media, including the contexts of their origin, reasons, and possibilities, thanks to which various types of media were developed |
| O2 – students learn basic skills in linking the effect with the cause and looking for wider contexts of facts |
| O3 – students understand that they should look for contexts of phenomena and their causes to understand the phenomenon itself |

1. **Course learning outcomes with reference to programme learning outcomes**

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| --- | --- | --- |
| Symbol | Description of course learning outcome | Reference to programme learning outcome |
| KNOWLEDGE | | |
| K\_W03 | At an advanced level the functioning of modern media, media systems and media institutions, their history, changes occurring in them and the causes and consequences of these changes for social life, economy and culture | P6U\_W1 |
| K\_W06 | At an advanced level, types and forms of media production, genre characteristics and the principles of their interpretation and functioning in various types of media and communication channels | P6U\_W1 |
| SKILLS | | |
| K\_U01 | Properly choose information sources, independently reach information sources, select information due to their suitability for a specific theoretical or practical purpose | P6U\_U1 |
| K\_U05 | Communicate using basic specialized terminology characteristic of journalism and media studies, correctly use this terminology in discussions, negotiations and written assignments | P6U\_U3 |
| SOCIAL COMPETENCIES | | |
| K\_K01 | Critically assess his/her knowledge and received content, formulate and justify his/her own assessments | P6U\_K2 |

1. **Course Content**

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| The course covers the history of mass media communication. From primitive forms of mass communication used in antiquity, through the invention of printing, telegraph etc. and then the development of modern forms such as newspapers, radio, television, internet. History is discussed in the context of human development, social changes and new inventions that allowed the creation of new media |

1. **Didactic methods used and forms of assessment of learning outcomes**

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| --- | --- | --- | --- |
| Symbol | Didactic methods  *(choose from the list)* | Forms of assessment  *(choose from the list)* | Documentation type  *(choose from the list)* |
| KNOWLEDGE | | | |
| W\_01 | conversation lecture | test | assessment sheet |
| W\_02 | discussion | presentation | assessment sheet |
| SKILLS | | | |
| U\_01 | discussion | presentation | assessment sheet |
| SOCIAL COMPETENCIES | | | |
| K\_01 | discussion | presentation | assessment sheet |

e.g.: methods: Conversation lecture, traditional lecture, discussion, case study; forms: test, presentation, writing assignment; doc: assessment sheet,

1. **Grading criteria, weighting factors**

Assessment consists of two factors: student grades and class attendance. A student may be absent for 2 classes and this factor is 25% of assessment. 75% is a factor in the grades they get for their work (multimedia presentation – 25% and exam – 50%).

Very good

The student knows the basic dates and facts about history of mass communication and other important events that influenced this history. He is able to connect facts from the world history with the history of the media. He is able to present his point of view on selected events. He is active during classes.

Good

The student knows the basic dates and facts about history of mass communication and other important events that influenced this history. He is able to connect facts from universal history with the history of the media. He is able to present his point of view on selected events. He is passive during classes.

Satisfactory

The student does not know the basic dates and facts about history of mass communication and other important events that have influenced this history. He is able to connect facts from universal history with the history of the media. He is able to present his point of view on selected events. He is passive during classes.

Poor

The student does not know the basic dates and facts of the history of mass communication and other important events that influenced this history. He is unable to connect facts from universal history with the history of the media. He is unable to present his point of view on selected events. He is passive during classes.

1. **Student workload**

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| Form of activity | Number of hours |
| Number of contact hours (with the teacher) | **15** |
| Number of hours of individual student work | **15** |

1. **Literature**

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| Basic literature |
| Marshal T. Poe, A History of Communication, Cambridge University Press, 2011.  Briggs A., Burke P., Ytreberg E., A Social History of the Media 4th Edition, Oxford, UK, 2020 |
| Additional literature |
| Carey J. W., Communication as Culture: Essays on Media and Society, Boston, MA, 1989  Gitelman L., Always Already New: Media, History and the Data of Culture, Cambridge, MA, 2006  Gitelman L., and G. B. Pingree (eds), New Media 1740–1915, Cambridge, MA, 2003  Olson, D. R., The World on Paper, Cambridge, MA, 1994 |