Course description form (syllabus form) – for 1st and 2nd cycle studies

**A. General data**

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| **Name of the field** | | **Content** |
| Course title | | **Consumers, media platforms & democracy** |
| Organizational unit: | | Faculty of Management |
| Organizational unit where the course is offered: | | Faculty of Management |
| Course ID | |  |
| Erasmus code / ISCED | |  |
| Course groups | |  |
| Period when the course is offered | | summer semester 2023/2024 |
| Short description | | Interactive seminer |
| Type of course: | | Konwersatorium |
| Full description | | The aim of the course is to present the rights of the individual, seen as both consumer and citizen, on media platforms. The course presents the risks to the citizens’ and consumers’ rights to freedom of expression, freedom and pluralism of the media and contrasts them with current and proposed legal solutions. The class focuses on the situation in the European Union, occasionally drawing examples from abroad.  The class addresses the following topics:   1. Media pluralism, freedom of expression - a human rights perspective 2. Media markets today - similarities and differences between legacy media and media platforms 3. New regulatory developments in the EU - how the DMA, DSA, EMFA will affect the rights of individuals on media platforms 4. The impact of social media platforms on individuals 5. The right to the truth? News media and consumer/citizen rights 6. Competition law and the media - is media “just another business”?   The class consists of a lecture part with a presentation of the topics discussed and an interactive part involving case studies and discussion. |
| Prerequisites | Formal | English B2 |
| Initial |  |
| Learning outcomes | | Upon completion of the course, the student:   * sees the importance of freedom of expression and media pluralism for democracy * recognises the difference in the functioning of legacy media and media platforms * understands the new legal solutions adopted by the EU concerning the regulation of media platforms * is able to identify the rights of consumers in relation to media, social media platforms * identifies opportunities and threats for the media arising from market transactions and their assessment |
| ECTS credit allocation (and other scores) | |  |
| Assessment methods and assessment criteria | | Active participation in class, including the interactive part and discussions. A group work presentation will also be subject to assessment (topics will be decided in class).  One absence in the semester is allowed. |
| Examination | | Pass/fail |
| Type of class | | Konwersatorium |
| Sposób realizacji przedmiotu | | online |
| Language | | English |
| Bibliography | | Brogi, Elda (2020). “The media pluralism monitor: Conceptualizing media pluralism for the online environment”.Profesional de la información, v. 29, n. 5, e290529.  Barrie Sander, Democratic Disruption in the Age of Social Media: Between Marketized and Structural Conceptions of Human Rights Law, European Journal of International Law, Volume 32, Issue 1, February 2021, Pages 159–193, https://doi.org/10.1093/ejil/chab022  CAUFFMAN C, GOANTA C. A New Order: The Digital Services Act and Consumer Protection. European Journal of Risk Regulation. 2021;12(4):758-774. doi:10.1017/err.2021.8  Armando J. Garcia Pires, Media pluralism and competition, Eur J Law Econ (2017) 43:255–283, DOI 10.1007/s10657-016-9548-x |
| Internship as part of the course | |  |
| Coordinators | |  |
| Group instructors | | **Marta Sznajder** |
| Notes | |  |

**B. Detailed data**

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| **Name of the field** | **Content** |
| Group instructors: | **Marta Sznajder** |
| Title | **mgr** |
| Type of class: | Konwersatorium |
| Learning outcomes defined for didactic method used during the course | Upon completion of the course, the student:   * sees the importance of freedom of expression and media pluralism for democracy * recognises the difference in the functioning of legacy media and media platforms * understands the new legal solutions adopted by the EU concerning the regulation of media platforms * is able to identify the rights of consumers in relation to media, social media platforms * identifies opportunities and threats for the media arising from market transactions and their assessment |
| Assessment methods and assessment criteria for didactic method used during the course | Active participation in class, including the interactive part and discussions. A group work presentation will also be subject to assessment (topics will be decided in class).  One absence in the semester is allowed. |
| Examination for didactic method used during the course | Pass/fail |
| Range of content | Media pluralism, freedom of expression - a human rights perspective   1. Media markets today - similarities and differences between legacy media and media platforms 2. New regulatory developments in the EU - how the DMA, DSA, EMFA will affect the rights of individuals on media platforms 3. The impact of social media platforms on individuals 4. The right to the truth? News media and consumer/citizen rights 5. Competition law and the media - is media “just another business”? |
| Didactic methods | Lecture, presentation, interactive discussion, case studies, group work |
| Bibliography | Brogi, Elda (2020). “The media pluralism monitor: Conceptualizing media pluralism for the online environment”.Profesional de la información, v. 29, n. 5, e290529.  Barrie Sander, Democratic Disruption in the Age of Social Media: Between Marketized and Structural Conceptions of Human Rights Law, European Journal of International Law, Volume 32, Issue 1, February 2021, Pages 159–193, https://doi.org/10.1093/ejil/chab022  CAUFFMAN C, GOANTA C. A New Order: The Digital Services Act and Consumer Protection. European Journal of Risk Regulation. 2021;12(4):758-774. doi:10.1017/err.2021.8  Armando J. Garcia Pires, Media pluralism and competition, Eur J Law Econ (2017) 43:255–283, DOI 10.1007/s10657-016-9548-x |
| Group limit |  |
| Time span |  |
| Location |  |