University of Gdańsk

Subject card

Subject name and code	Audiovisual Communication, PG_00166591		
Field of study	Cultural Communication		
Date of commencement of studies	October 2025	Academic year of realisation of subject	2025/2026
Education level	Bachelor's studies	Subject group	Obligatory subject group in the field of study Subject group related to scientific research in the field of study
Mode of study	full-time studies	Mode of delivery	at the university
Year of study	1	Language of instruction	English
Semester of study	1	ECTS credits	2.0
Learning profile	academic	Assessment form	credit
Conducting unit			
Name and surname of lecturer (lecturers)	Subject supervisor	dr Miłosz Wojtyna	
	Teachers	dr Roksana Zgierska	

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	0.0	30.0	0.0	0.0	0.0	30

E-learning hours included: 0.0

Learning activity and number of study hours

Learning activity	Participation in didactic classes included in study plan	Participation in consultation hours	Self-study	SUM
Number of study hours	30	2.0	18.0	50

Subject objectives

The aim of the course is to develop students critical skills in analyzing and interpreting audiovisual content within the framework of contemporary visual culture. Students will explore key theoretical approaches to the image, simulation, and spectacle (Berger, Sontag, Baudrillard, Debord), become familiar with the basics of visual rhetoric, and examine the role of images in both traditional and digital media, including social platforms. The course fosters interpretative abilities, cultural awareness, and conscious engagement in audiovisual communication.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[CCL3_W07] The graduate has advanced knowledge of the basic English-language conceptual and terminological apparatus of cultural and religious studies.	The student: demonstrates advanced knowledge of English-language terminology and basic tools used to analyze audiovisual messages in the context of visual culture, media studies, and intercultural communication.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW3] text preparation/written work [SW5] implementation of a problem task
[CCL3_K01] The graduate is ready to critically assess the extent of his/her knowledge and skills, including cultural studies, literary studies and linguistics in relation to intercultural dialogue.	The student: is ready to critically assess their own knowledge and skills in the analysis and reception of audiovisual messages, including from cultural and linguistic perspectives, and within the context of intercultural communication.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK3] text preparation/written work [SK8] observation of student's independent or team work
[CCL3_U03] The graduate can analyze and interpret cultural texts, phenomena and processes, including in relation to intercultural dialogue, using methodological and theoretical approaches appropriate to the sciences of culture and religion.	The student: is able to analyze and interpret audiovisual content and related cultural phenomena, including in the context of intercultural dialogue, using appropriate methodological and theoretical approaches drawn from cultural, media, and communication studies.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU3] text preparation/written work [SU8] observation of student's independent or team work
[CCL3_W13] The graduate knows and understands to an advanced degree the basic methods of cultural studies analysis and interpretation, including those applicable to the study of contemporary culture and intercultural dialogue.	The student: demonstrates advanced understanding of key methods of cultural analysis, including tools for interpreting audiovisual texts used in research on contemporary culture, media, and intercultural dialogue.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW5] implementation of a problem task
[CCL3_W16] The graduate has knowledge of international cultural and literary life.	The student: has knowledge of contemporary international cultural life, particularly with regard to the circulation and role of audiovisual content in film, digital media, visual arts, and global cultural practices.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW3] text preparation/written work [SW5] implementation of a problem task
[CCL3_U08] The graduate is able to communicate in English, using specialized terminology in cultural and religious studies, literary studies and linguistics.	The student: is able to communicate in English using specialist terminology in the fields of audiovisual analysis, visual culture, media, and intercultural communication.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU3] text preparation/written work [SU5] implementation of a problem task [SU8] observation of student's independent or team work
[CCL3_U09] The graduate is able to participate in debate in English on issues in cultural studies, literary studies and linguistics, present and evaluate different opinions and positions and discuss them.	The student: is able to participate in discussions in English on issues related to audiovisual communication, analyze and compare different interpretations of visual and audio messages, and formulate and justify their own position within a cultural context.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU3] text preparation/written work [SU5] implementation of a problem task [SU8] observation of student's independent or team work
[CCL3_W10] Has advanced detailed knowledge of selected issues in the field of culture and intercultural dialogue.	The student: possesses advanced and specific knowledge of how audiovisual communication represents, interprets, and negotiates cultural issues and intercultural dialogue across various media and artistic contexts.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW3] text preparation/written work [SW5] implementation of a problem task

Subject contents	1. Introduction to audiovisual communication and visual culture 2. The image as sign, medium, and experience key concepts and distinctions 3. Theories of the image and seeing: John Berger (*Ways of Seeing*), Susan Sontag (*On Photography*) 4. Simulacra and simulation: Jean Baudrillard representation vs. mediated reality 5. The society of the spectacle: Guy Debord and the critique of consumer culture 6. Visual rhetoric and the language of images conventions, figures, persuasion 7. Visuality in the digital age: algorithms, feed aesthetics, the image and attention 8. Social media as an audiovisual environment memes, reels, stories 9. Images in public space, social campaigns, and activist culture 10. Analytical practice interpretation of selected audiovisual materials (advertisements, clips, memes, installations, virals)
Prerequisites and co-requisites	B2 English

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Quiz on theory	80.0%	10.0%
Active class participation and preparation	80.0%	20.0%
Group project (presentation or audiovisual collage with critical commentary)	80.0%	30.0%
Analytical essay (interpretation of selected audiovisual material using theoretical tools)	80.0%	40.0%

Recommended reading

Basic literature

- Berger, John *Ways of Seeing* Penguin Books, 1972
- Sontag, Susan *On Photography* Farrar, Straus and Giroux, 1977
- Baudrillard, Jean *Simulacra and Simulation* University of Michigan Press, 1994
- Debord, Guy *The Society of the Spectacle* Zone Books, 1994
- Rusinek, Michał *Retoryka obrazu* słowo/obraz terytoria, 2003
- Mirzoeff, Nicholas (ed.) *The Visual Culture Reader* Routledge, 2013 (3rd ed.)

	Supplementary literature	• Barthes, Roland *Camera Lucida: Reflections on Photography* Hill & Wang, 1981 • Mulvey, Laura *Visual and Other Pleasures* Palgrave Macmillan, 1989 • Mitchell, W.J.T. *Picture Theory: Essays on Verbal and Visual Representation* University of Chicago Press, 1994 • Manovich, Lev *The Language of New Media* MIT Press, 2001 • Jenkins, Henry *Convergence Culture: Where Old and New Media Collide* NYU Press, 2006 • Turkle, Sherry *Reclaiming Conversation: The Power of Talk in a Digital Age* Penguin Press, 2015 • Joselit, David *After Art* Princeton University Press, 2013 • McLuhan, Marshall *Understanding Media: The Extensions of Man* MIT Press, 1994 • Belting, Hans *An Anthropology of Images: Picture, Medium, Body* Princeton University Press, 2011 • Mirzoeff, Nicholas *How to See the World* Pelican Books, 2015
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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