University of Gdańsk

Subject card

Subject name and code	Basic photographic visual persuasion, PG_00152653		
Field of study	Journalism and Social Communication		
Date of commencement of studies	October 2025	Academic year of realisation of subject	2026/2027
Education level	Master's studies	Subject group	Obligatory subject group in the field of study Optional subject group Specialty subject group Subject group related to practical vocational preparation
Mode of study	full-time studies	Mode of delivery	at the university
Year of study	2	Language of instruction	Polish
Semester of study	4	ECTS credits	2.0
Learning profile	practical	Assessment form	credit
Conducting unit	Division of Visual Anthropology -> Institute of Media, Journalism and Social Communication -> Faculty of Social Sciences -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	mgr Mikołaj Janiak	
	Teachers		

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	0.0	15.0	0.0	0.0	0.0	15

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	15	2.0	33.0	50

Subject objectives

Acquire basic knowledge of media photography. The ability to evaluate photographs in terms of the effectiveness of the message media. Using the means of photographic expression. Ability to use photography in the creation of intermedia messagesvisual.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[DZiKSMU2_W03] He/she has extended knowledge of the methods and theories relevant to media studies and the dependencies existing between them, as well as knowledge of other scientific disciplines that provide theoretical and practical foundation for an advanced analysis of issues relevant to the journalism and social communication programme.	The student is able to use the tools of photographic visual persuasion.	[SW2] presentation/project/paper/ report
[DZiKSMU2_U01] The student is able to select sources correctly and use research methods appropriate for the research workshop of a communicator and media expert, as well as effectively select information in order to solve a task formulated by themselves or others.	The student recognises the need to constantly update and expand their knowledge of advertising photography.	[SU2] presentation/project/paper/ report
[DZiKSMU2_U03] He/she is able to formulate and solve research problems including the analysis of the works of other authors, the synthesis of various ideas and views, the selection of methods and construction of research tools, development and presentation of results using advanced information and communication techniques, allowing for original solving of complex problems in the field of social communication sciences and media.	The student has an understanding of the composition of an image and the fundamental aesthetic qualities that define its visual message, and on this basis evaluates the work of other artists and analyses photographic works.	[SU1] oral statement/conversation/ discussion
[DZiKSMU2_K03] He/she is able to responsibly perform the entrusted tasks, fulfils his/her teamwork obligations, initiates and conducts cooperation with the social environment.	He is able to carry out the tasks entrusted to him responsibly and fulfils his obligations in team.	[SK2] presentation/project/paper/ report
[DZiKSMU2_K01] Based on his/ her own knowledge, he/she can critically evaluate the received content.	The student is able to use the language of photography effectively.	[SK2] presentation/project/paper/ report
[DZiKSMU2_U06] He/she is able to communicate efficiently using various channels, genres and methods, both with experts and other recipients, using advanced technological solutions.	They are able to apply methods, tools and the technical skills they have acquired to the extent necessary to carry out their own photographic projects in the field of persuasive photography.	[SU2] presentation/project/paper/ report
[DZiKSMU2_W06] He/she has an extensive knowledge of the processes of social communication development and media systems of various countries and understands their conditions and principles of functioning.	He is aware of the role of photography as a medium of social influence.	[SW1] oral statement/ conversation/discussion

Subject contents

1. Documentary, autobiographical and metaphorical layers in photography.2. technique and technology of photography.3. Development of creative personality through photography.4. photographic image of a person. Photographic conventions of showing faces and figures. Positive and negative ways of forming the image of a person.5. Use of photographic means of expression: contrast of lighting, contrast of motif, photo plan, angle of view, perspective, frame proportion.6. experimentation and provocation in photography.7. The possibilities of the photographic image and its functions in controlling expression.

Prerequisites and co-requisites

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Passing grade	51.0%	100.0%

Recommended reading	Basic literature	B a r n b a u m B. Kanon fotografii, Gliwice 2012. B a r r e t T., Krytyka fotografii. Jak rozumieć obrazy, Kraków 2014. C o t t o n Ch., Fotografia jako sztuka współczesna, Kraków 2010. H u n t e r F., Biver S., Fuqua P., Światło w fotografii, Łódź 2009. F e i n i n g e r A., Nauka o fotografii, Warszawa 1987. L a n g f o r d M., F o x A., S m i t h S., Fotografia według Langforda dla fotografów. Czyli jak opanować tę sztukę, Warszawa 2012 P ę k a l s k i L . J., Kalejdoskop fotografii. Między techniką a sztuką, Gliwice 2012 G a t c u m C., Kreatywna fotografia cyfrowa, Warszawa 2010
	Supplementary literature	-
	eResources addresses	
Example issues/ example questions/ tasks being completed	-	
Work placement	Not applicable	

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