

Subject card

Subject name and code	Work, Culture, and Work Culture in Contemporary TV Series, PG_00180593						
Field of study	Finance and Accounting, Informatics and Econometrics, Management						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2025/2026		
Education level	Master's studies		Subject group		Optional subject group Humanistic-social subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		English		
Semester of study	2		ECTS credits		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Miłosz Wojtyna				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	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		1.0		34.0	50
Subject objectives	Acquainting students with representations of work cultures in contemporary TV series as examples of how culture comments on and negotiates with the ethics and aesthetics of business practices characteristic of contemporary capitalism.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZARZMU2_U06] Students can utilize and integrate structured, detailed knowledge of management, quality sciences, economics, and finance to address dilemmas and formulate solutions, including innovative ones, to complex or atypical management problems that arise in professional settings.	The student is able to use and integrate structured knowledge of the cultural representations of work environments and the aesthetics and ethics of management practices for the purpose of resolving dilemmas and developing solutions (including innovative ones) to complex or unusual management problems that arise in professional work.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU3] text preparation/written work
	[IiEMU2_W10] The student possesses a deeper understanding of the essential dilemmas of modern civilization, particularly concerning the IT development.	The student has a thorough knowledge and understanding of the fundamental dilemmas of contemporary civilization, in particular those related to management practices and organizational cultures changing in the face of the development of information technology.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW3] text preparation/written work
	[FiRMU2_U06] Students are equipped to apply their comprehensive knowledge of management, quality sciences, economics, and finance to address dilemmas and develop effective solutions— including innovative approaches— to complex or unusual problems encountered in the fields of finance and accounting.	The student is able to use and integrate structured and detailed knowledge of cultural representations of work environments and the aesthetics and ethics of management practices for the purpose of resolving dilemmas and developing innovative solutions to complex or unusual problems that arise in professional work in the area of finance and accounting.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU4] test/exam - oral or written
	[IiEMU2_U06] Students can utilize structured and detailed knowledge of management, quality sciences, economics, and finance to address dilemmas and develop innovative solutions for complex or unusual problems that arise in professional settings.	The student is able to use and integrate structured and detailed knowledge of cultural representations of work cultures and the aesthetics and ethics of management practices for the purpose of resolving dilemmas and developing innovative solutions to complex or unusual problems that arise in professional work.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU3] text preparation/written work
	[ZARZMU2_W10] The student possesses a comprehensive understanding of the key dilemmas of modern civilization and their importance in business decision-making contexts.	The student has a deeper knowledge and understanding of the fundamental dilemmas related to the aesthetics and ethics of business activity in the conditions of late capitalism.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW3] text preparation/written work
	[FiRMU2_W10] The student possesses a comprehensive understanding of modern civilization's fundamental dilemmas from the perspective of finance and accounting.	The student has a deeper knowledge and understanding of the fundamental dilemmas of contemporary management practices and their cultural representations.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW3] text preparation/written work
Subject contents	1. Work-life balance in "Severance", 2. Work Cultures, Work Cults in "WeCrashed", 3. Startup Mentality and Failed Leadership in "The Dropout", 4. Alienation and Aliens in "The Consultant", 5. Acceleration and the Corrosion of Character in "Industry", 6. Employee, Colleague, Leader, Boss in "The Office" (UK, US, PL). 7. Exploitation and Trauma in "The Bear".		
Prerequisites and co-requisites	none		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Mid-semester assignment	51.0%	25.0%
	Class contribution	51.0%	25.0%
	Final assignment	51.0%	50.0%

Recommended reading	Basic literature	Wojtyna, Miłosz, "Sitting In Front of My PC. Working in Front of the Screen in the Era of Digital Capitalism", Widok. Teorie i praktyki kultury wizualnej. 2024: 38:1-43. Translation of the original Polish article available at https://www.pismowidok.org/en/archive/2024/38-digital-entanglements/sitting-in-front-of-my-pc?getPdf=1 Wojtyna, Miłosz, Barbara Miceli, and Roksana Zgierska, Reading Contemporary TV Series: Aesthetics, Themes, and Reception. Berlin: Peter Lang, 2022.
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Supplementary literature	Altenried, Moritz. <i>The Digital Factory: The Human Labor of Automation</i>. Chicago: University of Chicago Press, 2022. Andjelkovic, Branka, Tanja Jakobi, and Maja Kovac. Naked at Home: How Remote Work During Covid-19 Opens Doors for the Omnipresence of Employers in Workers Lives?. In <i>Digital Labour Markets in Central and Eastern European Countries</i>, eds. Beata Woźniak-Jęchorek, Kamilla Marchewka-Bartkowiak. London: Routledge, 2023. Aneesh, Aneesh. <i>Virtual Migration: The Programming of Globalization</i>. Durham, NC: Duke University Press, 2006. Appadurai, Arjun and Neta Alexander. <i>Failure</i>. London: Polity, 2020. Bamberger, Bill and Cathy N. Davidson. <i>Closing: The Life and Death of American Factory</i>. New York: Norton 1999. Barassi, Veronica. <i>Activism on the Web: Everyday Struggles against Digital Capitalism</i>. New York and London: Routledge, 2015. Barr, Pippin. <i>It Is As If You Were Doing Work</i>. 2017. Accessed June 10, 2024 at https://pippinbarr.com/itisasifyouweredoingwork/ Berkowitz, Joe. 3 Hard Truths About Work-Life Balance That Apple TVs Severance Eerily Illustrates. <i>Fast Company</i>. 18 February 2022. Accessed February 10, 2024 at https://www.fastcompany.com/90722409/3-hard-truths-about-work-life-balance-that-apple-tvs-severance-eerily-illustrates. Betancourt, Michael. <i>The Critique of Digital Capitalism: An Analysis of the Political Economy of Digital Culture and Technology</i>. New York: Punctum Press, 2015. Bridle, James. <i>New Dark Age: Technology and the End of the Future</i>. London: Verso, 2018. Brighi, Elizabetta. Beyond Repression: Reflections on Phoebe Moores Chapter. In <i>Digital Objects, Digital Subjects: Interdisciplinary Perspectives on Capitalism, Labour and Politics in the Age of Big Data</i>, edited by David Chandler and Christian Fuchs. London: University of Westminster Press, 2019. Brown, Alfie and Daniel Bristow, eds. <i>Twerking to Turking: Everyday Analysis</i>. Volume 2. Winchester: Zero Books, 2015. Chandler, David and Christian Fuchs, eds. <i>Digital Objects, Digital Subjects: Interdisciplinary Perspectives on Capitalism, Labour and Politics in the Age of Big Data</i>. London: University of Westminster Press, 2019. Clunn, Chris. <i>Bummaree: Characters of Old Smithfield Market</i>. Fior Books, 2002. Crary, Jonathan. <i>24/7: Late Capitalism and the Ends of Sleep</i>. London: Verso, 2013. Dyer-Witford, Nick. <i>Cyber-Proletariat: Global Labour in the Digital Vortex</i>. London: Pluto Press, 2015. Dzieza, Josh. The Everything Town in The Middle of Nowhere. <i>The Verge</i>, 2019. Accessed March 15, 2024 at https://www.theverge.com/
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	2019/11/14/20961523/amazon-walmart-target-package-delivery-sales-tax-montana-roundup. Farocki, Harun (dir.). <i>Arbeiter verlassen die Fabrik</i>. 1995. Fisher, Eran. How Less Alienation Creates More Exploitation? Audience Labour on Social Network Sites. In <i>Marx in the Age of Digital Capitalism</i>, edited by Christian Fuchs, Vincent Mosco. London: Pluto Press, 2019. Fleming, Peter. <i>Resisting Work: The Corporatization of Life and Its Discontents</i>. Philadelphia: Temple University Press, 2014. Foucault, Michel. <i>Nadzorować i karać</i>. Translated by T. Komendant. Warszawa: Fundacja Aletheia, 2009. Frayssé, Olivier. Guy Debord, a Critique of Modernism and Fordism: What Lessons for Today?. In <i>The Spectacle 2.0: Reading Debord in the Context of Digital Capitalism</i>, eds. Marco Briziarelli and Emiliana Armano. London: University of Westminster Press, 2017, p. 6779. Friedlander, Lee. <i>Workers: The Human Clay</i>. Göttingen: Steidl 2023. Fuchs, Christian. <i>Culture and Economy in the Age of Social Media</i>. London: Routledge, 2015. ---. <i>Digital Capitalism Media, Communication and Society</i>. London: Routledge, 2022. Geissler, Heike. <i>Saisonarbeit</i>. Leipzig: Spector Books, 2014. ---. <i>Seasonal Associate</i>. Translated by Kathy Derbyshire, afterword by Kevin Vennemann. Cambridge, MA: Semiotexte / MIT Press, 2018. Giblin, Rebecca and Cory Doctorow. <i>Chokepoint Capitalism: How Big Tech and Big Content Captured Creative Labor Markets and How Well Win Them Back</i>. Boston: Beacon Press, 2022. Gini, Al. <i>My Job, My Self: Work and the Creation of the Modern Individual</i>. New York: Routledge, 2001. Graeber, David. <i>Praca bez sensu. Teoria</i>. Translated by Mikołaj Denderski. Warszawa: Wydawnictwo Krytyki Politycznej, 2020. Griffin, Brian. <i>Work</i>. London: Black Pudding Press, 1988. Gursky, Andreas. <i>Visual Spaces of Today</i>. Bologna: Fondazione MAST, 2023. Han, Byung-Chul. <i>Spółeczeństwo zmęczenia i inne eseje</i>. Translated by Rafał Pokrywka. Warszawa: Wydawnictwo Krytyki Politycznej, 2022. ---. <i>The Burnout Society</i>, Stanford: Stanford University Press, 2015. Hare, Chauncey. <i>This Was Corporate America</i>. Boston, MA: Institute of Contemporary Art, 1984.
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	Healy, Mark. <i>Marx and Digital Machines: Alienation, Technology, Capitalism</i>. London: Westminster University Press, 2020. Hochschild, Arlie Russell. <i>The Managed Heart: Commercialization of Human Feeling</i>. Berkeley: University of California Press, 2012. Huberman, Jenny. <i>The Spirit of Digital Capitalism</i>. London: Polity 2022. Ibrahim, Yasmin. <i>Production of the Self in the Digital Age</i>. London: Palgrave Macmillan, 2019. Kućmierz, Karol. Nie jesteś swoją pracą. Recenzja serialu <i>Rozdzielenie</i>. <i>Kultura liberalna</i>, nr 699 (23/2022). Accessed February 10, 2024 at https://kulturaliberalna.pl/2022/05/31/nie-jestes-swoja-praca-recenzja-serialu-rozdzielenie-karol-kucmierz/ Kunst, Bojana. <i>Artist at Work: Proximity of Art and Capitalism</i>. Winchester: Zero Books, 2015. Lalak, Danuta. <i>Życie jako biografia. Podejście biograficzne w perspektywie pedagogicznej</i>. Warszawa: Wydawnictwo Akademickie Żak, 2010. Lesage, Dieter. Portrait of the Artist as a Worker. <i>Maska</i>, issue 5-6, no. 20, 2006, s. 9192. <i>Life in the Amazon Panopticon: An International Suvey of Amazon Workers</i>, Global Union, January 2023. Accessed March 12, 2024 at https://uniglobalunion.org/wp-content/uploads/UNIAMZN_Report-1.pdf. Majmurek, Jakub. Kapitalizm i kłamstwa. <i>Dwutygodnik</i>. Wydanie 333, 05/2022. Accessed February 12, 2024 at https://www.dwutygodnik.com/artukul/10058-kapitalizm-i-klamstwa.html. Mezzadra, Sandro. <i>In the Marxian Workshops: Producing Subjects</i>. Translated by Yari Lanci. London: Rowman & Littlefield, 2018. Monteiro, Stephen, ed. <i>The Screen Media Reader: Culture, Theory, Practice</i>. London: Bloomsbury, 2017. ---. Introduction. In: <i>The Screen Media Reader: Culture, Theory, Practice</i>. Edited by Stephen Monteiro. London: Bloomsbury, 2017, Newport, Cal. An Exhausting Year in (and Out of) the Office. <i>New Yorker</i>. 27 December 2023. Accessed March 12, 2024 at https://www.newyorker.com/culture/2023-in-review/an-exhausting-year-in-and-out-of-the-office. Olson, Parmy. Amazons AI Stores Seemed Too Magical. And They Were. <i>Bloomberg.com</i>. 3 April 2024. Accessed April 5, 2024 at https://www.bloomberg.com/opinion/articles/2024-04-03/the-humans-behind-amazon-s-just-walk-out-technology-are-all-over-ai?embedded-checkout=true. Panitch, Leo and Greg Albo, eds. <i>Beyond Digital Capitalism: New Ways of Living</i>. London: Merlin Press, 2020. Paulsen, Roland. <i>Empty Labour: Idleness and Workplace Resistance</i>. Cambridge: Cambridge University Press, 2014.
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	Pfeiffer, Sabine. <i>Digital Capitalism and Distributive Forces</i>. Bielefeld: transcript, 2022. Poyser, Tristan. <i>Masked: A Portrait of Amazon</i>, 2020. Accessed January 10, 2024 at https://www.tristanpoyser.com/gallery-collection/Masked-a-Portrait-of-Amazon/C0000Oe65HP3qWNQ. Puchala, Joanna. Trójmiejskie Biura: odwiedzamy biuro Sii. trojmiasto.pl. 5 July 2019. Accessed February 10, 2023 at https://praca.trojmiasto.pl/Trojmijskie-Biura-Odwiedzamy-biuro-Sii-n135787.html. Rand, Helen M. Challenging the Invisibility of Sex Work in Labour Politics. <i>Feminist Review</i>. Issue 123, 2019, p. 4055. Rogovin, Milton. <i>Portraits in Steel</i>. With photographs by Milton Rogovin, interviews by Michael Frisch. Ithaca, New York: Cornell University Press, 1993. <i>Severance</i>, dir. Ben Stiller, Aoife McArdle, Apple TV 2023. Sadowski, Jathan. <i>Too Smart How Digital Capitalism Is Extracting Data, Controlling Our Lives, and Taking Over the World</i>. Cambridge, MA: MIT Press, 2020. Salgado, Sebastião. <i>Workers: An Archeology of the Industrial Age</i>. Cologne: Taschen, 2024. Saunders, Rebecca. <i>Bodies of Work: The Labour of Sex in the Digital Age</i>. London: Palgrave Macmillan, 2020. Schiller, Dan. <i>Digital Capitalism: Networking the Global Market System</i>. Cambridge, MA: MIT Press, 1999. Sennett, Richard. <i>Korozja charakteru. Osobiste konsekwencje pracy w nowym kapitalizmie</i>. Translated by Jan Dzierzgowski, Łukasz Mikołajewski. Warszawa: Muza, 2006. Skowron, Radosław. Cybertariat prawo pracy a nowe formy zatrudnienia w ramach ekonomii współpracy. <i>Przegląd Prawno-Ekonomiczny</i>. 4, 2020, p. 153173. Stiegler, Bernard. <i>The Age of Disruption: Technology and Madness in Computational Capitalism</i>. Translated by Daniel Ross. London: Polity, 2019. Suchman, Lucy. Making Work Visible. <i>Communications of the ACM</i>. September 1995, vol. 38, no. 9. Szabelski-Różniak, Tytus. <i>AMZN</i>, multimedia project (2018-). Accessed January 10, 2024 at https://www.tytusszabelski.com/AMZN and amzn.vnlab.org. Szpunar, Magdalena. <i>Kultura cyfrowego narcyzmu</i>. Kraków: Wydawnictwo AGH, 2016. Terkel, Studs. <i>Working: People Talk about What They Do All Day and How They Feel about What They Do</i>. New York: Ballantine, 1989. Terranova, Tiziana. Attention, Economy, and the Brain. In <i>The Lives of Images: Analogy, Attunement, and Attention</i>, ed. Stanley Wolukau-
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		Wanambwa. New York: Aperture, 2021, p. 131152. ---. Free Labor: Producing Culture for the Digital Economy. <i>Social Text</i>, 63 (Volume 18, Number 2), Summer 2000, p. 3358. Turkle, Sherry. <i>Life on the Screen: Identity in the Age of the Internet</i>. New York: Touchstone, 1995. Wajcman, Judy. <i>Pressed for Time: The Acceleration of Life in Digital Capitalism</i>. Chicago: University of Chicago Press, 2015. Webster, Andrew. The Weird Computers and Claustrophobic Hallways of <i>Severance</i>. <i>The Verge</i>. 7 April 2022. Accessed February 10, 2024 at https://www.theverge.com/23013413/severance-apple-tv-plus-production-design-computers. Wilson, Andrew Norman. <i>Workers Leaving Googleplex</i>. 2011. Accessed 10 February 2024 at https://www.youtube.com/watch?v=w0RTgOuoi2k Wójcik, Piotr. Jestem ofiarą rozdzielania. <i>Krytyka polityczna</i>. Accessed February 12, 2024 at https://krytykapolityczna.pl/kultura/jestem-ofiara-rozdzielania/.
	eResources addresses	
Example issues/ example questions/ tasks being completed	1. Work-life balance in "Severance", 2. Work Cultures, Work Cults in "WeCrashed", 3. Startup Mentality and Failed Leadership in "The Dropout", 4. Alienation and Aliens in "The Consultant", 5. Acceleration and the Corrosion of Character in "Industry", 6. Employee, Colleague, Leader, Boss in "The Office" (UK, US, PL). 7. Exploitation and Trauma in "The Bear".	
Work placement	Not applicable	

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