University of Gdańsk

Subject card

Subject name and code	Digital Culture, PG_00166592		
Field of study	Cultural Communication		
Date of commencement of studies	October 2026	Academic year of realisation of subject	2026/2027
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 Miłosz Wojtyna	

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 skills in critical reception and analysis of digital culture texts. Students will become familiar with selected theories of digital culture, learn basic methods of analyzing digital culture and analyze the emergence and functioning of digital culture genres and reception practices. The course develops competences in the field of interpretation, cultural reflection and conscious participation in digital culture.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[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.	Is ready to critically evaluate the scope of his/her knowledge and skills, including those in the field of digital culture research.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK3] text preparation/written work
[CCL3_W10] The graduate has advanced detailed knowledge of selected issues in the field of culture and intercultural dialogue.	Has advanced detailed knowledge of selected issues in the field of intercultural dialogue in contemporary forms of digital culture.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW3] text preparation/written work
[CCL3_W07] The graduate has advanced knowledge of the basic English-language conceptual and terminological apparatus of cultural and religious studies.	Has advanced knowledge of the basic English-language conceptual and terminological apparatus in the field of digital culture studies.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW3] text preparation/written 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.	Knows and understands at an advanced level the basic methods of analysis and interpretation in cultural studies, including those applicable to research on contemporary digital culture.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW3] text preparation/written work
[CCL3_U08] The graduate is able to communicate in English, using specialized terminology in cultural and religious studies, literary studies and linguistics.	Can communicate orally and in writing in English, using specialist terminology in the field of cultural studies, particularly in the area of digital culture.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU3] text preparation/written work
[CCL3_W16] The graduate has knowledge of international cultural and literary life.	Has knowledge of international aspects of digital culture.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW3] text preparation/written 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.	Is able to analyse and interpret texts, phenomena and cultural processes characteristic of contemporary digital culture, using methodological and theoretical approaches appropriate for cultural sciences.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU3] text preparation/written 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.	Can participate in a debate in English on issues related to contemporary digital culture, present, evaluate and discuss different opinions and positions.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU3] text preparation/written work
[CCL3_U02] The graduate can appropriately use the acquired subject knowledge to identify and explain facts, phenomena and processes concerning culture, literature and language, as well as their cultural and social conditions, using concepts and methods from the fields of cultural and religious sciences, literary studies and linguistics.	Is able to appropriately use acquired subject knowledge to identify and explain facts, phenomena and processes relating to digital culture and its cultural and social conditions, using concepts and methods from the field of cultural sciences.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU3] text preparation/written work [SU4] test/exam - oral or written

<table>
<tr><td>Subject contents</td><td>Hypertext literature

Analog horror

Lol-cows

Trash streaming

Photography

Video games</td></tr>
<tr><td>Prerequisites and co-requisites</td><td></td></tr>
<tr><td>Assessment methods and criteria</td><td>
<table>
<tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr>
<tr><td>Final assignment</td><td>51.0%</td><td>50.0%</td></tr>
<tr><td>Mid-semester test</td><td>51.0%</td><td>25.0%</td></tr>
<tr><td>Contribution to class</td><td>51.0%</td><td>25.0%</td></tr>
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Recommended reading	Basic literature	Boorstin, Daniel J. (1992). The Image: A Guide to Pseudo- Events in America. 1962. New York: Vintage Books. Claudio (2017). The Attention Economy: Labour, Time, and Power in Cognitive Capitalism. London: Rowman & Littlefield. Crary, Jonathan (2001). Suspensions of Perception: Attention, Spectacle, and Modern Culture. Cambridge: MIT Press. Debord, Guy (2005). Society of the Spectacle. Trans. Ken Knabb. London: Rebel Press. Fumagalli, Andrea, Alfonso Giuliani, Stefano Lucarelli, and Carlo Vercellone (2019). Cognitive Capitalism, Welfare and Labour: The Commonfare Hypothesis. London: Routledge. Hill, David W. (2015). The Pathology of Communicative Capitalism. London: Palgrave Macmillan. Ibrahim, Yasmin (2018). Production of the Self in the Digital Age. London: Palgrave Macmillan. Kellner, Douglas (2003). Media Spectacle. London: Routledge. Kim, Yeran (2020). Eating as a Transgression: Multisensorial Performativity in the Carnal Videos of Mukbang (Eating Shows). International Journal of Cultural Studies 24.1: 1 16. Napoli, Philip M. (2011). Audience Evolution: New Technologies and the Transformation of Audiences. New York: Columbia UP. Olson, Liesl (2009). Modernism and the Ordinary. Oxford: Oxford UP. Rogers, Kenneth (2014). The Attention Complex: Media, Archeology, Method. New

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	eResources addresses	

Example issues/ example questions/ tasks being completed	Hypertext literature Analog horror Lol-cows Trash streaming Photography Video games
Work placement	Not applicable

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