

Subject card

Subject name and code	Audiovisual Communication, PG_00141060						
Field of study	English Studies						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2027/2028		
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	part-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		English		
Semester of study	4		ECTS credits		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Institute of English and American Studies -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Aleksandra Wisniewska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	28.0	0.0	0.0	0.0	28
	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	28		2.0		20.0	50
Subject objectives	In the field of audiovisual communication theory, the student will be introduced to selected problems concerning the use of audiovisual materials. The issues of audiovisual narration, audiovisual adaptations of literature, audiovisual and social media will be discussed. The student will learn various philosophical, formalistic and sociological approaches to communication and its various forms. In the field of methodology, the student is acquainted with the elements of basic methods of research and analysis of cultural communications and audiovisual media.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[FAL3_K05] Is ready to engage in social and professional life, including undertaking and co-organising activities for the social environment, also using knowledge and skills in the field of English, linguistics and English-language literature.	Is ready to engage in social and professional life using knowledge and skills to consider the role of audiovisual media (and audiovisual texts) in culture.	[SK1] oral statement/conversation/discussion [SK8] observation of student's independent or team work
	[FAL3_K04] Is ready to follow contemporary linguistic, literary and cultural trends in English-speaking countries and to actively participate in cultural life.	Is ready to follow contemporary cultural trends, especially trends evident in audiovisual cultural products, in English-speaking countries and to actively participate in cultural life.	[SK8] observation of student's independent or team work
	[FAL3_K01] Critically evaluates the extent of their knowledge and skills, in particular in the field of the English language, linguistics and English-language literature.	Is ready to critically evaluate knowledge and skills in the analysis and interpretation of audiovisual cultural texts, especially in relation to British culture and literature.	[SK8] observation of student's independent or team work
	[FAL3_U08] Talks and writes about the history, culture and realities of English-speaking countries.	Is able to use and communicate orally and in writing in English basic contextual knowledge of British culture in the context of audiovisual media.	[SU2] presentation/project/paper/report
	[FAL3_W12] Knows and understands selected issues and terminology relevant to the study of history, culture and realities of English-speaking countries, which constitute the basic context for research on the English language and English-language literature.	Knows and understands selected issues and terminology in the field of knowledge of methodology of research of audiovisual cultural products in English.	[SW2] presentation/project/paper/report
	[FAL3_W13] Knows and understands selected basic issues, concepts and terminology of the humanities and social sciences which are related to English Studies and support the professional development of an English philologist.	Knows and understands selected basic issues, concepts and terminology drawn from the humanities and related sciences, allowing the analysis and interpretation of audiovisual texts.	[SW2] presentation/project/paper/report
Subject contents	Image as educational text. Documentation versus history. Discursivity of the imago mundi. Relationality of image and sound. The cult of the image in contemporary culture. The graphic novel. Audiovisual adaptations of literature. Challenges of audionarratology. The politics of voice. Media and horror vacui. Rhetorical and formal organization of audiovisual and social media and cultural experience. The relationship between form and experience: experientiality in audiovisual communication. Simultaneity, linearity, underdetermination, fragmentation.		
Prerequisites and co-requisites	English B2 level		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Active participation	0.0%	20.0%
	Attendance	30.0%	20.0%
	Project/ presentation	0.0%	60.0%
Recommended reading	Basic literature Arnheim, Rudolf. Visual Thinking. Berkeley 2004. Barthes, Roland. Rhetoric of the Image. Image/Music/Text. New York 1977. Berger, John. Ways of Seeing. London 1972. Debord, Guy. The Society of the Spectacle. London 2000. Hill, Charles. Defining Visual Rhetorics. London 2004.		

	Supplementary literature	Audiofilia. Teksty drugie, 5/2015. Audionarratology. Interfaces of Sound and Narrative. Eds. J. Mildorf, T. Kinzel. Berlin 2016. Barthes, Roland. The Image. The Rustle of Language. Berkeley 1989. Ranciere, Jacques. The Future of the Image. London 2009. Thon, Jan-Noel, Daniel Stein. From Comic Strips to Graphic Novels. Berlin 2013. Wojtyna, Miłosz, Retoryczno-narratologiczna analiza fotografii pośmiertnej, Portret trumienny. Studia i materiały. Pod red. A. Jankowskiego i B. M. Gawęckiej. Bydgoszcz 2020, s. 239263.
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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