

## Subject card

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| Subject name and code                       | Contemporary Media Culture, PG_00141436                                                                                                                                                                                                                                                                                                                                                                   |                                                          |                                                                                                                                                                                                                    |                                     |                                                                                                                              |            |     |
| Field of study                              | Polish 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<br>Optional subject group                                                     |            |     |
| Mode of study                               | full-time studies                                                                                                                                                                                                                                                                                                                                                                                         |                                                          | Mode of delivery                                                                                                                                                                                                   |                                     | at the university                                                                                                            |            |     |
| Year of study                               | 2                                                                                                                                                                                                                                                                                                                                                                                                         |                                                          | Language of instruction                                                                                                                                                                                            |                                     | Polish                                                                                                                       |            |     |
| Semester of study                           | 3                                                                                                                                                                                                                                                                                                                                                                                                         |                                                          | ECTS credits                                                                                                                                                                                                       |                                     | 2.0                                                                                                                          |            |     |
| Learning profile                            | academic                                                                                                                                                                                                                                                                                                                                                                                                  |                                                          | Assessment form                                                                                                                                                                                                    |                                     | credit                                                                                                                       |            |     |
| Conducting unit                             | Division of Literary Theory and Art Criticism -> Institute of Polish Philology -> Faculty of Languages -> Rector                                                                                                                                                                                                                                                                                          |                                                          |                                                                                                                                                                                                                    |                                     |                                                                                                                              |            |     |
| Name and surname of lecturer (lecturers)    | Subject supervisor                                                                                                                                                                                                                                                                                                                                                                                        |                                                          | dr hab. Anna Filipowicz                                                                                                                                                                                            |                                     |                                                                                                                              |            |     |
|                                             | Teachers                                                                                                                                                                                                                                                                                                                                                                                                  |                                                          |                                                                                                                                                                                                                    |                                     |                                                                                                                              |            |     |
| Lesson types                                | Lesson type                                                                                                                                                                                                                                                                                                                                                                                               | Lecture                                                  | Tutorial                                                                                                                                                                                                           | Laboratory                          | Project                                                                                                                      | Seminar    | SUM |
|                                             | Number of study hours                                                                                                                                                                                                                                                                                                                                                                                     | 30.0                                                     | 0.0                                                                                                                                                                                                                | 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 familiarize the student with contemporary media culture as a form of symbolic communication, with particular emphasis on new media (film, television, video, Internet) as means of individual and social expression. In addition to providing knowledge, the aim of education is to broaden and deepen the ability to analyze and interpret media messages as cultural texts. |                                                          |                                                                                                                                                                                                                    |                                     |                                                                                                                              |            |     |
| Learning outcomes                           | Course outcome                                                                                                                                                                                                                                                                                                                                                                                            |                                                          | Subject outcome                                                                                                                                                                                                    |                                     | Method of verification                                                                                                       |            |     |
|                                             | [FPL3_K05] He participates creatively in pro-social activities, following standards and having in mind the welfare of the environment.                                                                                                                                                                                                                                                                    |                                                          | K_K05 - student takes into account the pro-social dimension of journalism in his activities, caring for the good of the community and the environment                                                              |                                     | [SK1] oral statement/conversation/discussion<br>[SK2] presentation/project/paper/report<br>[SK4] test/exam - oral or written |            |     |
|                                             | [FPL3_K03] Reliably andwith commitment, he carries out professional tasks in ac-cordance with the profession's appropriate code of ethics.                                                                                                                                                                                                                                                                |                                                          | K_K03 - in accordance with the code of ethics student engages in tasks necessary to perform the profession of a journalist                                                                                         |                                     | [SK1] oral statement/conversation/discussion<br>[SK2] presentation/project/paper/report<br>[SK4] test/exam - oral or written |            |     |
|                                             | [FPL3_W12] Has an specific knowledge of literary and linguistic studies in the field of the chosen specialty, allowing to understand the phenomena of con-temporary culture and act ethically within the chosen specialty.                                                                                                                                                                                |                                                          | K_W12 - student has extended knowledge of literature and linguistics necessary to interpret media messages (specializing in journalism and media knowledge).                                                       |                                     | [SW4] test/exam - oral or written<br>[SW1] oral statement/conversation/discussion<br>[SW2] presentation/project/paper/report |            |     |
|                                             | [FPL3_U08] Is capable of planning and organizing work in a team and using various methods and forms of work in literary and linguistic methodology relat-ed to the chosen specialty.                                                                                                                                                                                                                      |                                                          | K_U08 - during researching media messages student is able to use various methods and forms of work based on literary and linguistic methodologies (in the field of journalism and media knowledge specialization). |                                     | [SU1] oral statement/conversation/discussion<br>[SU2] presentation/project/paper/report<br>[SU4] test/exam - oral or written |            |     |

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| Subject contents                | Private and public in the media. Official and alternative media. Social networking sites and original blogs. Media and stereotypes media images of gender and nationality. Media, i.e. life in plain view. "Culture of exposure" and "culture of voyeurism". Monitoring and "controlled conversations". Reality show. Hidden camera the ethics of voyeurism. Taboo in media practice. Censorship and transgression. Media self-performance. New media and social changes. Persuasive and emancipatory effects. New media and the transformation of literature and art. Documentary record or creation? (Psychodrama directed by M. Piwowski, J. Głowacki Kopciuch). Videocracy. Media empires, media chances for success (Videocracy). Media at war, war in the media, media wars (Apocalypse Now directed by F.F.Coppola, Waltz with Bashir directed by A.Folman, W. Zawistowski Welcome to 2002) |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                               |
| Prerequisites and co-requisites | no                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                               |
| Assessment methods and criteria | Subject passing criteria                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Passing threshold                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Percentage of the final grade |
|                                 | active participation in auditorium exercises, systematic preparation in the form of an oral presentation of issues indicated by the lecturer                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 40.0%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 40.0%                         |
|                                 | test of knowledge acquired during classes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 60.0%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 60.0%                         |
| Recommended reading             | Basic literature                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <ul style="list-style-type: none"><li>• Blow-Up/Powiększenie (1966) reż. M. Antonioni (dvd).</li><li>• The Conversation/Rozmowa (1974) reż. F. F. Coppola (dvd).</li><li>• Ćma (1980), reż. T. Żygadło (dvd).</li><li>• Rysopis (1964), reż. J. Skolimowski (dvd).</li><li>• Uwertura (1965), reż. M. Piwowski (dvd).</li><li>• KRWP (2000), realiz. A. Żmijewski (dvd).</li><li>• Poskromienie złoŹnicy (1997), reż. K. Warlikowski (dvd).</li><li>• Woodstock. 3 dni pokoju i muzyki (1970), reż. M. Wadleigh (dvd).</li><li>• Jak to jest (1977), reż. H. Dederko (dvd).</li><li>• Jak tresuje się dziewczynki, realiz. Z. Libera (dvd).</li><li>• Takiego pięknego syna urodziłam (1999), reż. M. Koszałka (dvd).</li><li>• Plus/minus, realiz. K. Radziszewski (dvd).</li><li>• Czas Apokalipsy (1979), reż. Francis Ford Coppola (dvd).</li><li>• Walc z Baszirem (2008), reż. A. Folman (dvd).</li><li>• Videocracy (2009), reż. E. Gandini.</li><li>• R. Barthes, Mitologie, przeł. A. Dziadek, Warszawa 2000 (tu: Fotogenika wyborcza).</li><li>• J. Butler, Ramy wojny. Kiedy życie godne jest oplakiwania? Warszawa 2011 (tu: Tortury a etyka fotografii: refleksje u boku Sontag).</li><li>• L. Kolankiewicz, Notatki po spektaklu: Wojna w Zatoce , Dialog 1991 nr 7.</li><li>• Media eros przemoc. Sport w czasach popkultury, wybór, wstęp i oprac. A. Gwóźdź, Kraków 2003.</li><li>• J. Głowacki Kopciuch Dialog 1979 nr 8.</li><li>• W. Zawistowski, Witajcie w roku 2002, Dialog 2000 nr 6.</li></ul> |                               |
|                                 | Supplementary literature                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <ul style="list-style-type: none"><li>• A. Briggs, P. Burke, Społeczna historia mediów. Od Gutenberga do Internetu, Warszawa 2010.</li><li>• Pogranicza audiowizualności, pod red. A. Gwoździa, Kraków 2010 (wybór artykułów).</li><li>• M. Porębski, IkonaŹsfera, Warszawa 1972.</li><li>• magazines: "Dialog", "Konteksty", "Studia Medioznawcze".</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                               |
|                                 | eResources addresses                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                               |
|                                 | Example issues/<br>example questions/<br>tasks being completed                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Private and public in the media. Official and alternative media. Social networking sites and original blogs. Media and stereotypes media images of gender and nationality. Media, i.e. life in plain view. "Culture of exposure" and "culture of voyeurism". Monitoring and "controlled conversations". Reality show. Hidden camera the ethics of voyeurism. Taboo in media practice. Censorship and transgression. Media self-performance. New media and social changes. Persuasive and emancipatory effects. New media and the transformation of literature and art. Documentary record or creation? (Psychodrama directed by M. Piwowski, J. Głowacki Kopciuch). Videocracy. Media empires, media chances for success (Videocracy). Media at war, war in the media, media wars (Apocalypse Now directed by F.F.Coppola, Waltz with Bashir directed by A.Folman, W. Zawistowski Welcome to 2002)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                               |
| Work placement                  | Not applicable                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                               |

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