

Subject card

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| Subject name and code | Cyberculture, PG_00130528 | | | | | | |
| Field of study | Cultural Studies | | | | | | |
| Date of commencement of studies | October 2024 | Academic year of realisation of subject | | | 2024/2025 | | |
| 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 | | | Polish | | |
| Semester of study | 1 | ECTS credits | | | 3.0 | | |
| Learning profile | academic | Assessment form | | | credit | | |
| Conducting unit | Division of Culture Studies -> Institute of Culture Studies -> Faculty of Languages -> Rector | | | | | | |
| Name and surname of lecturer (lecturers) | Subject supervisor | | dr Helena Draganik | | | | |
| | Teachers | | dr Helena Draganik | | | | |
| 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 | | | | | | |
| | Additional information: Text analysis with discussion. Analysis of critical events (cases). Work in groups. | | | | | | |
| 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 | 43.0 | 75 | | |
| Subject objectives | Providing the basics about cyberculture and communication in the information society. Familiarization with cultural phenomena (in the field of sociology, economy, politics, education) related to the use of the Internet and with the WCAG, the basics of copyright law, Creative Commons licenses and their role in the circulation of culture. Improving the ability to use multimedia sources of information and AI, and the ability to analyze and independently interpret phenomena in the field of cyberculture in the work of a cultural expert | | | | | | |

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| Learning outcomes | Course outcome | Subject outcome | Method of verification |
| | [KULL3_U04] Student recognizes various cultural and artistic texts and conducting their analysis and interpretation using typical research methods from cultural studies and art studies. | The student is able to recognize various types of cultural and artistic texts on the Internet and analyze them interpretation using typical research methods of cultural studies. | [SU2] presentation/project/paper/report [SU5] implementation of a problem task [SU6] demonstration of practical skills [SU8] observation of student's independent or team work |
| | [KULL3_U01] Student conducts searches, analyzing, evaluating, and selecting information using various media while respecting intellectual property. | The student is able to search, analyze, evaluate, select and use information using various media and information technologies, respecting intellectual property and in accordance with the principles of digital accessibility. | [SU2] presentation/project/paper/report [SU5] implementation of a problem task [SU6] demonstration of practical skills [SU8] observation of student's independent or team work |
| | [KULL3_K05] Student actively participates in cultural and artistic life. | The student participates in cultural life, using various media and forms of activity through activities specific to digital technologies. | [SK1] oral statement/conversation/discussion [SK5] implementation of a problem task |
| | [KULL3_W04] Student has general knowledge about social, philosophical, and historical issues that form the foundation for reflection on culture and art. | The student has structured general knowledge of social, philosophical and historical issues that form the basis for reflection on the contexts of using information technologies. | [SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report |
| | [KULL3_K04] Student is aware of the responsibility for preserving cultural and artistic heritage. | The student is aware of the responsibility for preserving cultural and artistic heritage through activities appropriate to digital technologies. | [SK1] oral statement/conversation/discussion [SK5] implementation of a problem task |
| [KULL3_W02] Student is familiar with the terminology in the field of cultural and religious studies, as well as art studies. | The student knows the terminology in the field of cyberculture within the sciences of culture, religion and art. | [SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report | |
| Subject contents | <ol style="list-style-type: none"> 1. Concepts of cyberculture and cyberspace - basic concepts and phenomena. 2. History and development of the Internet. Media convergence. 3. Evaluation and selection of information on the Internet: information evaluation criteria, filter bubble, post-truth, fake news, fact-checking. 4. The concept and origins of intellectual property protection. Plagiarism, computer piracy. Civil and criminal liability for infringements of intellectual property rights. 5. Models of content distribution and protection in new media. Creative Commons licenses. 6. Principles of digital accessibility and creation of electronic texts in accordance with the Web Content Accessibility Guidelines (WCAG). 7. Social media. The social and culture-forming potential of the network. 8. Mobile media their evolution and role as communication centers. 9. Digital art. Literature and art on the Internet. New information technologies as tools for activities in the sphere of culture and art. 10. Digital remix culture. 11. Artificial intelligence as a tool for cultural studies. | | |
| Prerequisites and co-requisites | The student has knowledge, skills and competences in the use of computer software at the level provided for in the secondary school curriculum. Humanistic knowledge from secondary school. | | |
| Assessment methods and criteria | Subject passing criteria | Passing threshold | Percentage of the final grade |
| | Active participation in classes and workshop tasks | 51.0% | 30.0% |
| | colloquium on knowledge of required readings and issues discussed during classes | 51.0% | 60.0% |
| | Individual project/term paper | 51.0% | 10.0% |
| Recommended reading | Basic literature | <ul style="list-style-type: none"> • Keen A., The cult of the amateur or how the Internet destroys culture, WAIp, Warsaw 2007. • Communicating in electronic media, Filiciak M., Ptaszek G. (eds.), WAIp, Warsaw 2009. • New media in social communication in the 20th century, Hopfinger M. (ed.), Oficyna Naukowa, Warszawa 2005. • Remix. Theories and practices, ed. M. Gulik, P. Kaucz, L. Onaka, Kraków 2011. • Web Content Accessibility Guidelines (WCAG) 2.2. | |

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| | Supplementary literature | <ul style="list-style-type: none"> • Filiciak M., Ptaszek G., Communicating in electronic media. Language, education, semiotics, WAIIP, Warsaw 2009. • Filiciak M., Virtual playground. Online games and changes in contemporary culture, Warsaw 2006. Lisowska-Magdziarz, M., Media powszedzenie. Jagiellonian University Publishing House, Kraków 2008. • Between reality and virtuality. Internet and new technologies in everyday life, ed. A. Kuczyńska, K. Stachura, Gdańsk - Warsaw 2012. |
| | eResources addresses | <p>Basic</p> <p>https://wcag21.lepszyweb.pl/#toc - Web Content Accessibility Guidelines (WCAG) 2.2</p> <p>Supplementary</p> <p>https://ruj.uj.edu.pl/server/api/core/bitstreams/45056b53-ef44-43e3-a4c3-cb209d83f044/content - Between reality and virtuality. Internet and new technologies in everyday life, ed. A. Kuczyńska, K. Stachura, Gdańsk - Warsaw, 2012.</p> |
| Example issues/ example questions/ tasks being completed | Creative Commons License Characteristics. What is the public domain? The concept of plagiarism and computer piracy. The main stages of the development of the Internet. The terms www, html, http. Private use permitted. | |
| Work placement | Not applicable | |

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