

Subject card

Subject name and code	New media anthropology, PG_00130864						
Field of study	Cultural Studies						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2026/2027		
Education level	Bachelor's studies	Subject group			Obligatory subject group in the field of study Optional subject group 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	3	Language of instruction			Polish		
Semester of study	6	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 Leila Słodowicz				
	Teachers						
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		43.0	75
Subject objectives	Introducing students to the history and aesthetics of electronic media, their place and functions in contemporary culture; relationships between new and old media, connections between art, science, and technology. Familiarizing students with the elementary differences between analog and digital recording and the consequences of these differences for the process of perceiving text, sound, color, and image.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[KULL3_U07] Student prepares oral presentations and discussions on topics related to culture and art, including collaborative work within a team.	The student prepares speeches and presentations on phenomena occurring in new media.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU8] observation of student's independent or team work
	[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 knowledge about the social and historical context of contemporary media.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW5] implementation of a problem task
	[KULL3_W05] Student has specific knowledge in the areas of cultural anthropology, cultural history, popular culture, indigenous cultures, regional studies, museum studies, and religion. Additionally, they have specialized knowledge in a chosen professional field.	The student has well-organized detailed knowledge in the field of media culture, its history, and contemporary trends.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW5] implementation of a problem task
	[KULL3_U01] Student conducts searches, analyzing, evaluating, and selecting information using various media while respecting intellectual property.	The student is able to search for, analyze, and interpret information regarding new media.	[SU2] presentation/project/paper/report [SU5] implementation of a problem task [SU8] observation of student's independent or team work
[KULL3_K03] Student correctly identifies and resolves problems related to the cultural studies profession, whether specializing in cultural criticism and popularization, cultural animation, or electronic media culture and website editing.	The student correctly identifies and resolves issues related to the profession of cultural studies as a specialist in the field of electronic media culture and website editing.	[SK1] oral statement/conversation/discussion [SK8] observation of student's independent or team work	
Subject contents	History and aesthetics of electronic media introductory issues. Forms and ways of art presence in electronic media literature, theater, cinema in the realm of new media. At the intersection of art, science, and technology interdisciplinarity of new media. Video games are video games just a form of new entertainment? Main features of electronic media, overview of the most important media theories (intermediality, multimedia, old and new media, mixed media), convergence as the main characteristic of new media, electronic media and law. Differences between analog and digital recording and the consequences of these differences for the perception process of text, sound, color, and image		
Prerequisites and co-requisites	Selection of specialization		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	oral exam	51.0%	70.0%
	active participation during classes	51.0%	30.0%
Recommended reading	<p>Basic literature</p> <p>Goban-Klas T. <i>Cywilizacja medialna. Geneza, ewolucja, eksplozja</i>, Warszawa 2005</p> <p>Jenkins H., <i>Convergence Culture</i>, NYU Press, 2006</p> <p>Levinson P. <i>New New Media</i>, Pearson, 2012</p> <p>Manovich L. <i>The Language of New Media</i>, MIT Press, 2002</p> <p>McLuhan M. <i>Understanding Media: The Extensions of Man</i>, MIT Press, 1994</p> <p>Mersch D. <i>Teorie mediów</i>. Przełożyła E. Krauss, Warszawa 2010</p>		

	Supplementary literature	<p>Assange J. <i>Cypherpunks. Freedom and the Future of the Internet</i>. O/R Books, 2012</p> <p>Burgess J., Green J., <i>Youtube. Online Video and Participatory Culture</i>, Polity Press, 2009</p> <p>Carr N. <i>The Shallows: What the Internet is Doing to Our Brains</i>, New York 2010</p> <p>Cartwright L., <i>Film i cyfrowość w badaniach nad wizualnością</i> Panoptikum 2006, nr 5 (12)</p> <p>Gogolek W. <i>Komunikacja sieciowa. Uwarunkowania, kategorie i paradoksy</i>, Warszawa 2010</p> <p>Keen A., <i>The Cult of the Amateur. How Today's Internet is Killing Our Culture</i>, Crown Business 2007</p> <p>Levinson P. <i>Cellphone. The Story of the World's Most Mobile Medium</i>, Palgrave, 2004</p> <p>Zielinski S. <i>Archeologia mediów. O głębokim czasie technicznie zapośredniczonego słuchania i widzenia</i>. Przełożyła K. Krzemieniowa, Warszawa 2010</p>
	eResources addresses	
Example issues/ example questions/ tasks being completed	Analysis of the relationship between old and new media, characterization of the aesthetics of electronic media, discussion on the consequences arising from differences between analog and digital recording in terms of the perception process of text, sound, color, and image.	
Work placement	Not applicable	

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