

**Subject card**

<b>Subject name and code</b>	Audiovisual Communication, PG_00141060						
<b>Field of study</b>	English Studies						
<b>Date of commencement of studies</b>	October 2024	<b>Academic year of realisation of subject</b>			2025/2026		
<b>Education level</b>	undergraduate studies	<b>Subject group</b>			Obligatory subject group in the field of study Subject group related to scientific research in the field of study		
<b>Mode of study</b>	part-time studies	<b>Mode of delivery</b>			at the university		
<b>Year of study</b>	2	<b>Language of instruction</b>			English		
<b>Semester of study</b>	4	<b>ECTS credits</b>			2.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>					
<b>Conducting unit</b>	Instytut Anglistyki i Amerykanistyki -> Faculty of Languages -> Rektor						
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr Aleksandra Wisniewska				
	<b>Teachers</b>						
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	0.0	28.0	0.0	0.0	0.0	28
	E-learning hours included: 0.0						
<b>Learning activity and number of study hours</b>	<b>Learning activity</b>	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	<b>Number of study hours</b>	28		2.0		20.0	50
<b>Subject objectives</b>	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_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_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_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_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_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	<p>Basic literature</p> <p>Arnheim, Rudolf. Visual Thinking. Berkeley 2004.</p> <p>Barthes, Roland. Rhetoric of the Image. Image/Music/Text. New York 1977.</p> <p>Berger, John. Ways of Seeing. London 1972.</p> <p>Debord, Guy. The Society of the Spectacle. London 2000.</p> <p>Hill, Charles. Defining Visual Rhetorics. London 2004.</p>		

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

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