

**Subject card**

<b>Subject name and code</b>	Internet communication, PG_00149704						
<b>Field of study</b>	Russian Philology						
<b>Date of commencement of studies</b>	October 2024	<b>Academic year of realisation of subject</b>			2025/2026		
<b>Education level</b>	Master's studies	<b>Subject group</b>			Obligatory subject group in the field of study Optional subject group Subject group related to scientific research in the field of study		
<b>Mode of study</b>	full-time studies	<b>Mode of delivery</b>			at the university		
<b>Year of study</b>	2	<b>Language of instruction</b>			Russian Russian 50.00%		
<b>Semester of study</b>	3	<b>ECTS credits</b>			2.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>			credit		
<b>Conducting unit</b>	Division of Russian Language Pragmatics, Communication and Didactics -> Institute of Russian and Eastern Studies -> Faculty of Languages -> Rector						
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr Aleksandra Klimkiewicz				
	<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	20.0	0.0	0.0	0.0	20
	E-learning hours included: 0.0						
	Additional information: Classes conducted in the computer room						
<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>	20	2.0	28.0	50		
<b>Subject objectives</b>	The aim of the course is to familiarise students with the main features of Internet communication, new media, the determinants of information functioning on the web, forms of linguistic activity, quality of language, familiarisation with the concepts of interactivity and identity on the Internet, presentation of paratexts in evolving forms, forecasting the cultural and linguistic future in the age of electronic media development.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[FROSMU2_W07] Has in-depth knowledge of the connections between philology and other humanities and social sciences, allowing for the integration of perspectives relevant to several scientific disciplines.	The student integrates knowledge of linguistics, culture and social communication	[SW1] oral statement/ conversation/discussion [SW3] text preparation/written work
	[FROSMU2_W03] Has structured philological knowledge, including terminology, theory and methodology in the field of linguistics, literary studies, cultural and religious studies, and social communication and media studies.	Applies directional knowledge, can use appropriate methodology	[SW2] presentation/project/paper/ report
	[FROSMU2_K05] Demonstrates readiness to work towards the integration of cultures, carries out independent or group projects in this regard, and establishes contacts with cultural institutions.	Carries out individual and team projects for the integration of cultures (especially Polish and Russian) using techniques characteristic of network communication	[SK8] observation of student's independent or team work
	[FROSMU2_U11] He presents the effects of his work in Polish and Russian in a clear, systematized and well-thought-out form using a variety of modern communication methods and techniques.	Prepares various types of work of an advanced level of difficulty in Polish and Russian using IT tools and web applications	[SU3] text preparation/written work
	[FROSMU2_U08] Communicates in Polish and Russian using professional terminology specific to linguistics, literary studies, cultural and religious studies, and social communication and media studies.	The student communicates in Russian and Polish, uses domain-specific terminology and finds phrases characteristic for the description of phenomena in network communication.	[SU1] oral statement/conversation/ discussion [SU5] implementation of a problem task
[FROSMU2_K06] Is able to critically analyze and interpret various types of products of Russian culture and literature using original approaches, taking into account new achievements in the humanities in order to determine their meanings, social impact, place in the historical-cultural and historical-literary process.	Analyses and interprets various products of network culture	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report	
Subject contents	Web communication from 1.0 to 5.0, Features of web communication (common and differentiating), Substitutes of non-verbal (paraverbal) communication on the Internet: web communication vs. emotions (semiotic systems: signs, emoji, emoticons, kolobok, kaomoji, Rage Feces et al. ), Quality of language: immediacy of linguistic and social reality (sign, illusion, pace), Synchronous and asynchronous communication on the web, Risks of communicating in cyberspace (reactions and social reception) in networks. Content archiving and data retention. Semiotic-verbal forms, mememodells: history and pre-history of memetics, memetics as an independent discipline: criticism, internalists and externalists, development of memetics, new studies, methodology of memetics, classification (according to various characteristics - by means of creation, semiotic characteristics, stylistic characteristics, according to channels of transmission, as artistic objects (objects of mass culture). Terminology: (mem, memotype, memocomplex, memoid (membot), macros, reactions, face, simulacra and simulation, etc.). Functioning in different discourses: mem as a carrier (unit of linguistic, cultural, social information), Generators, classification, description. Folksonomy: hashtag, tag, nickname, et al.		
Prerequisites and co-requisites	Subject selection. Basic knowledge of computer use and the network environment		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	active participation	80.0%	5.0%
	completion of a credit work - project or presentation or poster	51.0%	95.0%

Recommended reading	Basic literature	<p>Burgess J., Green J., <i>Youtube. Wideo online a kultura uczestnictwa</i>, Warszawa 2011</p> <p>Levinson P., <i>Nowe nowe media. Rewolucja w komunikacji</i>, Karkow 2010</p> <p>Sarowski Ł., <i>Od Internetu Web 1.0 do Internetu Web 4.0 ewolucja form przestrzeni komunikacyjnych w globalnej sieci</i>, Rozprawy Społeczne, 2017, 11 (1), s. 32-39.</p> <p>Szpunar M., <i>Koncepcja banki filtrującej a hipernarcyzm nowych mediów</i>, Zeszyty Prasoznawcze, Krakow, WUJ, 2018/2, s. 191-200.</p> <p>Szpunar M., <i>Nowe media a paradygmat kultury uczestnictwa</i>, [w:] M. Graszewicz, J. Jastrzebski (red.), <i>Teorie komunikacji i mediów 2</i>. Oficyna Wydawnicza ATUT, Wrocław, 2010, s. 251-262.</p> <p>Wrycza J., <i>Kultura prowadzenia sporów na forum internetowym</i>, [w:] Galaktyka języka Internetu, Gdynia 2008, s. 7790.</p>
	Supplementary literature	<p>Batorski D., Internet w Polsce. Niektóre aspekty korzystania z nowych mediów, <i>Studia Medioznawcze</i>, 2005, nr 3 (22), s. 3957.</p> <p>Szpunar M., Wyszukiwarka Google jako współczesny gatekeeper, <i>Studia Humanistyczne AGH, Krakow</i>, 2013/12, s. 111-117.</p>
	eResources addresses	<p>Basic</p> <p><a href="https://cyberleninka.ru/article/n/virtualnoe-prostranstvo-i-virtualny-geshtalt">https://cyberleninka.ru/article/n/virtualnoe-prostranstvo-i-virtualny-geshtalt</a> - Konowałowa M.W., 2013, <i>Wirtualnoje prostranstwo i wirtualni gieshtalt</i>, „Wiestnik Czelabinskogo gosudarstwiennogo uniwersitieta”, <i>Fitologija. Iskusstwowiedienije</i>. No 24 (315). Wyp. 82. s. 97–100.</p> <p><a href="https://applied-research.ru/ru/article/view?id=5989">https://applied-research.ru/ru/article/view?id=5989</a> - Ożerieljewa T.A., <i>Ob otnoszenii poniatii informacyonnoje prostranstwo, informacyonnoje pole, informacyonnaja srieda isiemanticheskogo okruženije, „Mieżdunarodnyj žurnał prikladnych i fundamentalnych issledowanii”</i>. No 10-2, s. 21-24</p>
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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