

Subject card

Subject name and code	The Semiotics of Photographic Picture, PG_00152484						
Field of study	Journalism and Social Communication						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2025/2026		
Education level	Master's studies	Subject group			Obligatory subject group in the field of study		
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			1.0		
Learning profile	practical	Assessment form			credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		prof. dr hab. Zbigniew Treppa				
	Teachers		prof. dr hab. Zbigniew Treppa				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	0.0	0.0	0.0	15
	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	15		2.0		8.0	25
Subject objectives	Learning contemporary methods of visual communication. Recognizing the specificity of visual culture in relation to other types of culture and the distinctive features of this culture. Developing the ability to analyze the structure and formal quality of a photographic work.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[DZiKSMU2_K03] He/she is able to responsibly perform the entrusted tasks, fulfils his/her teamwork obligations, initiates and conducts cooperation with the social environment.	The student is able to effectively select visual information in order to conduct semiotic analysis.	[SK4] test/exam - oral or written
	[DZiKSMU2_W06] He/she has an extensive knowledge of the processes of social communication development and media systems of various countries and understands their conditions and principles of functioning.	The student has thorough knowledge of the mechanisms of using visual language in a photographic image.	[SW4] test/exam - oral or written
	[DZiKSMU2_U06] He/she is able to communicate efficiently using various channels, genres and methods, both with experts and other recipients, using advanced technological solutions.	Student is able to communicate efficiently using a photographic image.	[SU4] test/exam - oral or written
	[DZiKSMU2_K01] Based on his/her own knowledge, he/she can critically evaluate the received content.	The student is able to responsibly decode a photographic image and evaluate it.	[SK4] test/exam - oral or written
	[DZiKSMU2_W07] He/she has extended knowledge of the principles and methods of creating messages appropriate for the field of study. He/she is aware of the function and effectiveness of messages and the principles of professional ethics within the framework of the conducted activity.	He received knowledge on how to efficiently decode a photographic image.	[SW4] test/exam - oral or written
	[DZiKSMU2_U01] The student is able to select sources correctly and use research methods appropriate for the research workshop of a communicator and media expert, as well as effectively select information in order to solve a task formulated by themselves or others.	The student has in-depth knowledge of the analysis of photographic images and other broadly understood visual phenomena in contemporary culture.	[SU4] test/exam - oral or written
[DZiKSMU2_W03] He/she has extended knowledge of the methods and theories relevant to media studies and the dependencies existing between them, as well as knowledge of other scientific disciplines that provide theoretical and practical foundation for an advanced analysis of issues relevant to the journalism and social communication programme.	The student has basic knowledge of the relationship between theoretical and practical aspects of the creative process and its impact on the recipient in the work.	[SW4] test/exam - oral or written	
Subject contents	1. Relations between verbal language and iconic language. Historical view. 2. Analysis of the image as a sign. Showing the mutual relations of individual semiotic qualities: semantic, syntactic, pragmatic. 3. Substantivity of the photographic image. Form development. 4. The language of photography (documentary advertising). Symbolization. 5. Psychological aspects of symbolization. 6. Decoding, interpretation, exegesis of the photographic image. 7. The language of new media.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Mastering the required scope of substantive material and image analysis skills	51.0%	100.0%

Recommended reading	Basic literature	B e r g s t r o m B., Visual communication, Warsaw 2009 C o t t o n C h., Photography as contemporary art, Kraków 2010 D a n t o A. C., The naked truth, in: "Photography and philosophy. Sketches about the brush of nature, Kraków 2013
	Supplementary literature	B e l t i n g H., Anthropology of Image, Kraków 2007. B e r g e r J., Ways of seeing, Poznań 1997; B e r g e r J., About seeing, Warsaw 1999.
	eResources addresses	
Example issues/ example questions/ tasks being completed	Syntactic analysis of a selected photographic work.	
Work placement	Not applicable	

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