

Subject card

Subject name and code	Contemporary online communication, PG_00158092						
Field of study	Eastern Studies						
Date of commencement of studies	October 2023		Academic year of realisation of subject		2024/2025		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional subject group		
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		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Division of Russian Language Pragmatics, Communication and Didactics -> Institute of Russian and Eastern Studies -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Aleksandra Klimkiewicz				
	Teachers		dr Aleksandra Klimkiewicz				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	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		18.0	50
Subject objectives	Introducing students to the main features of new media and Internet communication: global, national, cultural, semiotic, verbal. Globalisation, transculture, convergence, reprinting, sampling as the basic determinants of the functioning of information on the web, issues of contemporary web communication, forms of linguistic activity, quality of language, concepts of interactivity and identity on the web, 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		
	[SWSCHL3_W08] He/she has well-organized knowledge in the field of social communication and political science, also oriented towards practical application in a selected sphere of cultural activity, primarily in the context of international cooperation related to the Polish and Russian language areas, as well as the second chosen language area.		The student has linguistic knowledge of communicative practices in modern media. Applies a critical approach in the evaluation of global and area cultural-communicative phenomena. Knows how to relate the acquired knowledge of contemporary communication to Polish-Russian-Asian cooperation.		[SW2] presentation/project/paper/report		
	[SWSCHL3_U09] Has the ability to substantively argue using the views of other authors and formulate conclusions		The student is able to take a stand orally and in writing on the issues presented, referring to scientific studies		[SU2] presentation/project/paper/report [SU6] demonstration of practical skills		
	[SWSCHL3_K03] Is ready to take on professional challenges; demonstrates activity, takes on difficulty, and distinguishes themselves with perseverance in the implementation of individual and team professional actions		The student is ready to carry out tasks using knowledge from the subject, defines and sets goals, works independently and in teams		[SK2] presentation/project/paper/report		

Subject contents	Human communication: information and interaction; Virtual communication space, development and perspectives of networked communication; Impact of technology 2.0 on the type of message and communication; Features and peculiarities of contemporary online communication; Construction and perception of network text;Bright and dark sides of the web (elites, masses, open crowd, intelligence of crowds, etc.); Typification of communicative attitudes on the web; Transformations of network texts within grammar and orthography; Vulgarisation and linguistic aggression; Axiological dimensions of online space; Intertextuality, intertextuality (multimodality); Substitutes of communication (non-verbal communication: emoji, kaomoji, kolobok, Wechat, Weibo, QQ, Rage Faces (Bàozu Mànhuà), non-alphabetic realisations of emoji, etc.), Community of laughter, Internet memes (images, gifs, in selected discourses of the web (idiosyncrasy, stereotyping, comedy, propaganda, etc.).		
Prerequisites and co-requisites	Choice of elective courses		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	credit work: paper/presentation/poster	51.0%	95.0%
	active participation	80.0%	5.0%
Recommended reading	Basic literature	Adamczyk M., Media we współczesnym państwie totalitarnym na przykładzie Chinskiej Republiki Ludowej, [w:] Media XXI wieku. Studia interdyscyplinarne, Wrocław 2016, s. 11-28 Burgess J., Green J., Youtube. Wideo online a kultura uczestnictwa, Warszawa 2011 Burkacka I., Intertekstualność współczesnej komunikacji. Memy a teksty kultury, Poznańskie Spotkania Językoznawcze, 2016, nr 32, s. 75-91. Janus D., Między siłą a informacją. Zarządzanie Internetem, cyberbezpieczeństwo i nowe technologie w Chinach po XIX zjeździe KPCh, Azja- Pacyfik 2020, nr 23, s. 230-241. Klimkiewicz A., Hashtag #rosja jako stereotyp wroga, Studia Interkulturowe Europy Wschodniej, nr 15, 2022, s. 175-189. Klimkiewicz A., Uwagi o estetyce memów Rage Faces i Rage Comics w polskiej i rosyjskiej przestrzeni internetowej, Przegląd Rusycystyczny, nr 3, 2023, s. 125-140. Piskorz. K., Internetowe memy hieroglify XXI wieku, [w:] Współczesne Media. Język mediów, (red.) I. Hofman, D. Kepa-Figura, Lublin 2013, s. 227- 237. Sarowski Ł., 2017, Od Internetu Web 1.0 do Internetu Web 4.0 ewolucja form przestrzeni komunikacyjnych w globalnej sieci,Rozprawy Społeczne, 11 (1), s. 32-39. Szpunar M., Nowe media a paradygmat kultury uczestnictwa, [w:] Teorie komunikacji i mediów 2. M. Graszewicz, J. Jastrzebski (red.), OficynaWydawnicza ATUT, Wrocław, 2010, s. 251-262. Wrycza J., 2008, Kultura prowadzenia sporów na forum internetowym, [w:] Galaktyka języka Internetu, Gdynia, s. 7790. Literature and texts prepared on an ongoing basis by the instructor.	
	Supplementary literature	Burkacka I., Język memów internetowych , [w:] Polszczyzna w dobie cyfryzacji, Danuta Kępa-Figura, Alina Naruszewicz-Duchlińska (red.), PAN, W-wa 2020, s. 199-216. Wołoszyn M., Czy memy są tekstami kultury? Toruńskie Studia Bibliologiczne, 2019, nr 1 (22), s. 9-28.	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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