

Subject card

Subject name and code	Internet communication, PG_00149704						
Field of study	Russian Philology						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2026/2027		
Education level	Master'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	2		Language of instruction		Russian		
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						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	20.0	0.0	0.0	0.0	20
	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	20		2.0		28.0	50
Subject objectives	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_U05] The graduate is able to appropriately select and adapt existing methods and tools, including advanced information and communication techniques, when working on selected issues in linguistics, literary studies, and related fields.		The student identifies appropriate research methods and tools to analyse specific humanities issues. Uses specialised software and digital tools (e.g. language corpora, text analysis tools, search engines). Adapts existing tools to the needs of a specific research project. Presents research findings using modern forms of communication (e.g. multimedia presentations, interactive reports, data visualisations).		[SU2] presentation/project/paper/report [SU6] demonstration of practical skills		

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, mememodels: 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
	completion of a credit work - project or presentation or poster	51.0%	100.0%
Recommended reading	Basic literature	Burgess J., Green J., <i>Youtube. Wideo online a kultura uczestnictwa</i> , Warszawa 2011 Levinson P., <i>Nowe nowe media. Rewolucja w komunikacji</i> , Karkow 2010 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. Szpunar M., <i>Koncepcja banki filtrującej a hipernarcyzm nowych mediów</i> , Zeszyty Prasoznawcze, Krakow, WUJ, 2018/2, s. 191-200. 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. Wrycza J., <i>Kultura prowadzenia sporów na forum internetowym</i> , [w:] <i>Galaktyka języka Internetu</i> , Gdynia 2008, s. 7790.	
	Supplementary literature	Batorski D., <i>Internet w Polsce. Niektóre aspekty korzystania z nowych mediów</i> , <i>Studia Medioznawcze</i> , 2005, nr 3 (22), s. 3957. Szpunar M., <i>Wyszukiwarka Google jako współczesny gatekeeper</i> , <i>Studia Humanistyczne AGH</i> , Krakow, 2013/12, s. 111-117.	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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