

Subject card

Subject name and code	Cultural texts interpretation I, PG_00136598						
Field of study	Spanish and Portuguese Studies						
Date of commencement of studies	October 2025		Academic year of realisation of subject			2027/2028	
Education level	Bachelor'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	3		Language of instruction			Polish Spanish 90% Polish 10%	
Semester of study	5		ECTS credits			3.0	
Learning profile	academic		Assessment form			credit	
Conducting unit	Division of Iberian Studies -> Institute of Romance Philology -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Olga Nowak				
	Teachers						
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		43.0	75
Subject objectives	The course introduces students to the fundamental issues involved in interpreting contemporary cultural texts across multiple media (visual arts, literature, film, theatre, and digital media). Students will become familiar with key concepts drawn from semiotics, aesthetics, discourse theory, and cultural studies. The classes develop analytical and interpretative skills, foster critical thinking about works of art, and encourage reflection on current cultural phenomena. Additional competencies include independent analysis and presentation of cultural texts, teamwork, and moderated discussion.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[IBEL3_K01] He is ready to critically evaluate the knowledge he possesses and the content he receives	The student is ready to independently, reliably and critically evaluate the socio-cultural phenomena of the Iberian and Ibero-American linguistic area.	[SK1] oral statement/conversation/discussion [SK3] text preparation/written work [SK4] test/exam - oral or written
	[IBEL3_W04] Has a structured general knowledge covering Spanish terminology, theory and methodology in literary studies	The student knows the terminology in the field of literary studies (cultural texts) needed for the correct analysis and interpretation of socio-cultural phenomena in the countries of the Iberian and Ibero-American linguistic area.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW3] text preparation/written work
	[IBEL3_K05] Is ready to participate in cultural life and use its various forms and media	The student is ready to actively participate in cultural events of the Iberian and Ibero-American language area and their proper reception.	[SK1] oral statement/conversation/discussion [SK3] text preparation/written work [SK4] test/exam - oral or written
	[IBEL3_W13] Has a basic knowledge of cultural institutions and an orientation to contemporary literary and cultural life in Spanish- and Portuguese-speaking countries	The student knows the phenomena of contemporary literary and cultural life in Spanish- and Portuguese-speaking countries.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW3] text preparation/written work
	[IBEL3_W09] It knows and understands basic methods of analysis and interpretation of cultural texts	The student knows and understands the basic methods of analysis and interpretation of Spanish cultural texts.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW3] text preparation/written work
	[IBEL3_U16] Can make observations and interpretations of socio-cultural phenomena, analysing their links with various disciplines in the humanities	The student is able to observe and interpret socio-cultural phenomena in the Iberian and Ibero-American areas and analyze their connections with various disciplines of the humanities.	[SU1] oral statement/conversation/discussion [SU3] text preparation/written work [SU4] test/exam - oral or written
	[IBEL3_U08] Be able to interpret cultural texts using typical philological methods	The student is able to interpret cultural texts regarding socio-cultural phenomena of the Iberian and Ibero-American linguistic areas using typical philological methods.	[SU1] oral statement/conversation/discussion [SU3] text preparation/written work [SU4] test/exam - oral or written
	[IBEL3_U02] Knows and can use basic research methods and tools, develops and presents results in the field of literary studies	The student knows and is able to use basic research methods and tools to describe selected socio-cultural phenomena of the Iberian and Ibero-American linguistic areas.	[SU1] oral statement/conversation/discussion [SU3] text preparation/written work [SU4] test/exam - oral or written
Subject contents	1-2. Introduction to the interpretation of cultural texts: definitions, key concepts, and paradigms. Terms: <i>text / discourse / artwork / cultural code / cultural message / cultural participant / audience / reception / intertextuality</i>. Contemporary forms of cultural participation. 3-4. Conditions for the emergence of a cultural text: the border between natural phenomena and cultural form. <i>Site-specific art</i> and <i>bioart</i> as frontier examples. 5-7. Survey of major forms of contemporary visual art: painting, sculpture, photography, installation, and video art. Case studies from Iberian and Latin American cultures. 8-9 How to interpret a contemporary cultural text? Aesthetic, social, and political perspectives. Critical approaches: reading artworks in context. Art as commentary, protest, or reflection. 10-11. Word/Text as visual art (textbased art). Presence of written language in contemporary art from conceptualism and the dematerialisation of the artwork to the textmanifesto. Artistic practices on the border of language, image, and concept. Art as message, text as image. 11-12. The camera eye as a viewpoint on reality. The role of shot, camera angle, and montage in constructing audiovisual reality. 13-14. Channels of cultural transmission. The aesthetics of digital media, their democratizing potential, mechanisms of control and censorship. Transformation of art distribution channels (from galleries and museums to social media).		

Prerequisites and co-requisites	Selection of the specialization "Spanish language in culture and business". In justified cases, the instructor may depart from this rule. Knowledge of Spanish at least B1 level and knowledge of Polish at a level that allows you to achieve the expected learning outcomes.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Written or oral assessment (Final test assessing theoretical knowledge and analytical skills)	51.0%	60.0%
	Ongoing participation and projects (Individual or group analyses of selected cultural texts, in class presentations, visual essays, short critical texts)	51.0%	40.0%
Recommended reading	Basic literature	Required literature used during classes (the teacher may modify the proposed reading list at the beginning of a new semester): Bordwell, D., & Thompson, K. (1995). <i>El arte cinematográfico</i> . Barcelona: Paidós. Barthes, R. (2020). <i>Mitologie</i> , tłum.Adam Dziadek, Warszawa: Aletheia. (Zawiera eseje: <i>Śmierć autora</i> , <i>Retoryka obrazu</i>) Mirzoeff, N. (2016). <i>Cómo ver el mundo: Una nueva introducción a la cultura visual</i> . Barcelona: Paidós..	
	Supplementary literature	Català Domènech, J. M. (2005). <i>La imagen compleja: La fenomenología de las imágenes en la era de la cultura visual</i> (1.ª ed.). Bellaterra: Servei de Publicacions de la Universitat Autònoma de Barcelona. Marchan Fiz, S. (2012). <i>Del arte objetual al arte de concepto</i> (11.a ed.). Madrid: Ediciones Akal. Martín, M. (2013). <i>El lenguaje del cine</i> . Barcelona: Gedisa.	
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Example issues/ example questions/ tasks being completed	1. Analyse and interpret a chosen visual artwork (e.g. photograph, installation, video art), addressing its aesthetic, social, and political dimensions. 2. What is a <i>cultural code</i> and how does it influence the interpretation of a cultural text? Discuss with a relevant example. 3. How does contemporary art employ written text as a form of expression? 4. How does the camera eye shape narrative and the reception of reality? Compare the role of the camera in film and reportage.		
Work placement	Not applicable		

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