

Subject card

Subject name and code	Media Aesthetics, PG_00165639						
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	4		ECTS credits		1.0		
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 hab. Żanna Śladkiewicz				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	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	The aim of the course is to analyze the tools, components and aesthetic determinants in new media research, to assess the impact of media aesthetics on the perception of media information, and to introduce students to the impact of new media on the transformation of aesthetic categories.						
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 recognizes and identifies the analyzed units in the text, aesthetic markers, interprets them using the methods of linguistic analysis learned during classes; creates a multimodal presentation of the analysis and presents it during classes in Russian		[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task [SU6] demonstration of practical skills		
	[FROSMU2_W03] The graduate has an in-depth knowledge and understanding of the terminology used in linguistics, particularly that which applies to research on the Russian language.		The student presents and defines the units of the terminological apparatus of the discipline, such as new media, aesthetics, media text, hypertext, multimodality, multimedia, intertextuality, intervisuality and others; explains the conceptual scope of the terms		[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task		

Subject contents	1. Subject, scope and methods of aesthetics. Definition of media aesthetics. History and development of aesthetics. 2. Aesthetic components of media. Multimodality and multimedia as a tool of the contemporary creator of media communication Image as a carrier of information and emotions. Sound and music in the media. Text and narrative in the media. Interaction and user interface. 3. Interactivity as a fundamental quality of art and aesthetics of new media. 4. Aesthetics of digital media. Evolution of aesthetics: from contemplation to participation. New aesthetic forms on the Internet - aesthetics of computer and video games; aesthetics of relaxation genres (ASMR, meditation, affirmation) Aesthetics of various social media. 5. Aesthetics of Russian and Polish media Aesthetic traditions and new media. Analysis of examples of Russian media. Analysis of examples of Polish media. 6. The impact of media aesthetics on society. Shaping public opinion through the media. The aesthetic aspect of media manipulation. Ethics and responsibility.											
Prerequisites and co-requisites	Choice of subject. Knowledge of the Russian language to a degree that allows the achievement of learning outcomes set by the subject.											
Assessment methods and criteria	<table><tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr><tr><td>preparing a presentation</td><td>51.0%</td><td>50.0%</td></tr><tr><td>active work in class, active participation in discussions</td><td>51.0%</td><td>50.0%</td></tr></table>	Subject passing criteria	Passing threshold	Percentage of the final grade	preparing a presentation	51.0%	50.0%	active work in class, active participation in discussions	51.0%	50.0%		
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preparing a presentation	51.0%	50.0%										
active work in class, active participation in discussions	51.0%	50.0%										
Recommended reading	Basic literature	- Kiklewicz A., Zagidullina M. (red.) <i>Mediaestetičeskij komponent sovremennoj kommunikacii</i>. Czelabinks 2020. - Kluszczyński R.W., <i>Film wideo multimedia. Sztuka ruchomego obrazu w erze elektronicznej</i>, Warszawa: Instytut Kultury 1999. - Ostrowicki M. (red.), <i>Estetyka wirtualności</i>, Kraków: Universitas 2005. - Ostrowicki M., <i>Wirtualne realis: estetyka w epoce elektroniki</i>, Kraków 2006.										
	Supplementary literature	Wilkożewska K. (red.), <i>Piękno w sieci. Estetyka a nowe media</i>, Kraków: Universitas 1999. Gwóźdź A. (red), <i>Pejzaże audiowizualne. Telewizja, wideo, komputer</i>, Kraków 1997. Gwóźdź A. (red.), <i>Ekrany piśmienności. O przyjemnościach tekstu w epoce nowych mediów</i>, Warszawa: WAIp 2008. Przegląd Rusycystyczny, 2023, nr 3 (183) selected texts										
	eResources addresses											

Example issues/ example questions/ tasks being completed	1. How does media aesthetics differ from traditional fine art aesthetics? 2. What are the main aesthetic components of media and how do they affect the reception of information? 3. How does digital media aesthetics differ from traditional media? 4. What are the features of social media aesthetics? 5. How does media aesthetics influence the formation of public opinion? 6. Compare media aesthetics in Russian and Polish culture. 7. What are the ethical challenges associated with media aesthetics? 8. Discuss the role of image in media and its impact on the perception of reality. 9. What techniques of aesthetic manipulation are used in the media? 10. How can media aesthetics influence social behavior?
Work placement	Not applicable

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