

## Subject card

|                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                          |                                         |                                     |                                                                          |            |     |
|---------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------------|-------------------------------------|--------------------------------------------------------------------------|------------|-----|
| Subject name and code                       | Audiovisual Communication in Education, PG_00137691                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                          |                                         |                                     |                                                                          |            |     |
| Field of study                              | English 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<br>Optional subject group |            |     |
| Mode of study                               | full-time studies                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                          | Mode of delivery                        |                                     | at the university                                                        |            |     |
| Year of study                               | 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                          | Language of instruction                 |                                     | English                                                                  |            |     |
| Semester of study                           | 6                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                          | ECTS credits                            |                                     | 2.0                                                                      |            |     |
| Learning profile                            | academic                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                          | Assessment form                         |                                     | credit                                                                   |            |     |
| Conducting unit                             | Institute of English and American Studies -> Faculty of Languages -> Rector                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                          |                                         |                                     |                                                                          |            |     |
| Name and surname of lecturer (lecturers)    | Subject supervisor                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                          | dr Beata Karpińska-Musiał               |                                     |                                                                          |            |     |
|                                             | Teachers                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                          |                                         |                                     |                                                                          |            |     |
| Lesson types                                | Lesson type                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Lecture                                                  | Tutorial                                | Laboratory                          | Project                                                                  | Seminar    | SUM |
|                                             | Number of study hours                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 0.0                                                      | 30.0                                    | 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                          | The student becomes acquainted with selected problems related to the use of audiovisual materials. The student becomes familiar with the elements of basic methods of research and analysis of cultural messages and audiovisual media. The student learns detailed issues related to rhetorical analysis. The student becomes acquainted with various examples of historical and contemporary messages, texts, and cultural products, which are characterized by a highly organized transmitting and receiving structure and refer to a wide thematic spectrum. |                                                          |                                         |                                     |                                                                          |            |     |

| Learning outcomes               | Course outcome                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Subject outcome                                                                                                                                                                                                                                                  | Method of verification                                                                                                         |
|---------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|
|                                 | [FAL3_U08] Talks and writes about the history, culture and realities of English-speaking countries.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | knows how to use and communicate orally and in writing basic contextual knowledge in the field of audiovisual communication in English and Polish - K_U08.                                                                                                       | [SU1] oral statement/conversation/discussion<br>[SU2] presentation/project/paper/report<br>[SU3] text preparation/written work |
|                                 | [FAL3_K01] Critically evaluates the extent of their knowledge and skills, in particular in the field of the English language, linguistics and English-language literature.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | critical assessment of the scope of one's knowledge and skills, in particular in the field of audiovisual communication - K_K01;                                                                                                                                 | [SK1] oral statement/conversation/discussion<br>[SK2] presentation/project/paper/report<br>[SK3] text preparation/written work |
|                                 | [FAL3_K02] Is prepared to recognise the importance of knowledge and skills in English-language linguistics and literature, auxiliary and related academic disciplines, and English in solving cognitive and practical problems, and is prepared to seek expert advice in the event of difficulties in solving these problems.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Is ready to recognize the importance of knowledge and skills in the field of audiovisual culture in solving cognitive and practical problems and is ready to seek the opinion of experts in case of difficulties in solving these problems independently - K_K02 | [SK1] oral statement/conversation/discussion<br>[SK2] presentation/project/paper/report<br>[SK3] text preparation/written work |
|                                 | [FAL3_K04] Is ready to follow contemporary linguistic, literary and cultural trends in English-speaking countries and to actively participate in cultural life.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | following contemporary trends in audiovisual communication in English-speaking countries and actively participating in cultural life - K_K04;                                                                                                                    | [SK1] oral statement/conversation/discussion<br>[SK2] presentation/project/paper/report<br>[SK3] text preparation/written work |
|                                 | [FAL3_K05] Is ready to engage in social and professional life, including undertaking and co-organising activities for the social environment, also using knowledge and skills in the field of English, linguistics and English-language literature.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | engaging in social and professional life, including undertaking and co-organizing activities for the social environment, also using knowledge and skills in the field of audiovisual communication - K_K05.                                                      | [SK1] oral statement/conversation/discussion<br>[SK2] presentation/project/paper/report<br>[SK3] text preparation/written work |
|                                 | [FAL3_W15] Knows and understands the fundamental dilemmas of modern civilization in the context of issues related to intercultural linguistic and literary communication and the role of modern information technologies in the work of an English philologist.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | knows and understands fundamental dilemmas of modern civilization in the context of issues related to intercultural audiovisual communication and the role of modern information technologies in the work of an English philologist - K_W15.                     | [SW1] oral statement/conversation/discussion<br>[SW2] presentation/project/paper/report<br>[SW3] text preparation/written work |
|                                 | [FAL3_W13] Knows and understands selected basic issues, concepts and terminology of the humanities and social sciences which are related to English Studies and support the professional development of an English philologist.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | knows and understands selected basic issues, concepts and terminology of the humanities and social sciences constituting auxiliary and related sciences to English philology and supporting the professional development of an English philologist - K_W13;      | [SW1] oral statement/conversation/discussion<br>[SW2] presentation/project/paper/report<br>[SW3] text preparation/written work |
|                                 | [FAL3_W12] Knows and understands selected issues and terminology relevant to the study of history, culture and realities of English-speaking countries, which constitute the basic context for research on the English language and English-language literature.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | knows selected issues and terminology in the field of knowledge about the history, culture and realities of English-speaking countries, which constitute the basic context for research on audiovisual communication - K_W12;                                    | [SW1] oral statement/conversation/discussion<br>[SW2] presentation/project/paper/report<br>[SW3] text preparation/written work |
| Subject contents                | Image as educational text. Rhetoric of audiobooks. Photographic narrative as a message. Photo reportage and narrative rhetoric. Photographic criticism of social order. Documentation and history. The discursivity of the imago mundi. The relationality of image and sound. Sources of cultural polarization. "Tyranny of the eye, humility of the ear?" Phenomenology of hearing. The cult of the image in contemporary culture. - Relationships between literature, sound and image. Graphic novel. Literature with sound. Audiovisual adaptations of literature. Challenges of audionarratology. Voice politics. Media and horror vacui. Rhetorical and formal organization of audiovisual and social media and the experience of culture. The relationship between form and experience: experientiality in audiovisual communication. Simultaneity, linearity, vagueness, fragmentation. |                                                                                                                                                                                                                                                                  |                                                                                                                                |
| Prerequisites and co-requisites |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                  |                                                                                                                                |
| Assessment methods and criteria | Subject passing criteria                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Passing threshold                                                                                                                                                                                                                                                | Percentage of the final grade                                                                                                  |
|                                 | presentation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 50.0%                                                                                                                                                                                                                                                            | 50.0%                                                                                                                          |
|                                 | essay, videoessay                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 50.0%                                                                                                                                                                                                                                                            | 50.0%                                                                                                                          |

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|----------------------------------------------------------------|--------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Recommended reading                                            | Basic literature         | <ul style="list-style-type: none"> <li>• Arnheim, Rudolf. Visual Thinking. Berkeley 2004.</li> <li>• Audiofilia. Teksty drugie, 5/2015.</li> <li>• Audionarratology. Interfaces of Sound and Narrative. Eds. J. Mildorf, T. Kinzel. Berlin 2016.</li> <li>• Barthes, Roland. The Image. The Rustle of Language. Berkeley 1989.</li> <li>• Barthes, Roland. Rhetoric of the Image. Image/Music/Text. New York 1977.</li> <li>• Berger, John. Ways of Seeing. London 1972.</li> <li>• Berger, John, and Jean Mohr. A Seventh Man. London 1975.</li> <li>• Berger, John, and Jean Mohr. Another Way of Telling. London 1982.</li> <li>• Debord, Guy. The Society of the Spectacle. London 2000.</li> <li>• Hill, Charles. Defining Visual Rhetorics. London 2004.</li> <li>• Mr. Robot, Universal Cable Productions, USA Network, 2015.</li> <li>• Ranciere, Jacques. The Future of the Image. London 2009.</li> <li>• Sontag, Susan. On Photography. New York 2001.</li> <li>• Spiegelman, Art. The Complete Maus. London 2003.</li> <li>• Szypulski, Paweł. Pozdrowienia z Auschwitz. Krakow 2015.</li> <li>• Thon, Jan-Noel, Daniel Stein. From Comic Strips to Graphic Novels. Berlin 2013.</li> <li>• True Detective, HBO, 2014-2015.</li> <li>• Wojtyna, Miłosz, Retoryczno-narratologiczna analiza fotografii pośmiertnej, Portret trumienny. Studia i materiały. Pod red. A. Jankowskiego i B. M. Gawęckiej. Bydgoszcz 2020, s. 239-263.</li> <li>• Wojtyna, Miłosz, Nuda, dymy, podmiotowość: patostream jako gatunek, Tekstualia, 2019, nr 3 (58), s. 55-76.</li> <li>• Wojtyna, Miłosz, Narratology and Imagology, Tekstualia, 2018, nr 1 (4), s. 125-144.</li> <li>• Wojtyna, Miłosz, Narcyzm, obraz, disco polo, Zagadnienia rodzajów literackich, 2018, t. 61., z. 3, s. 213-7.</li> <li>• Wunenburger, Jean-Jacques. Filozofia obrazów. Gdansk 2012.</li> </ul> |
|                                                                | Supplementary literature | <ul style="list-style-type: none"> <li>• Barthes, Roland. Rhetoric of the Image. Image/Music/Text. New York 1977.</li> <li>• Berger, John. Ways of Seeing. London 1972.</li> <li>• Berger, John, and Jean Mohr. A Seventh Man. London 1975.</li> <li>• Berger, John, and Jean Mohr. Another Way of Telling. London 1982.</li> <li>• Debord, Guy. The Society of the Spectacle. London 2000.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|                                                                | eResources addresses     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Example issues/<br>example questions/<br>tasks being completed |                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Work placement                                                 | Not applicable           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |

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