

Subject card

Subject name and code	Visual poetics, PG_00141413						
Field of study	Polish Studies						
Date of commencement of studies	October 2025		Academic year of realisation of subject			2026/2027	
Education level	Bachelor's studies		Subject group			Obligatory subject group in the field of study 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			Polish	
Semester of study	4		ECTS credits			2.0	
Learning profile	academic		Assessment form			credit	
Conducting unit	Division of Literary Theory and Art Criticism -> Institute of Polish Philology -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Katarzyna Szalewska				
	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		1.0		34.0	50
Subject objectives	The aim of the course is to enable students to move in the visual spaces of contemporary culture and to acquire a critical look at images in their various forms and functions. By participating in the exercises, students not only become familiar with the basic vocabulary of cultural visual studies, but also are able to combine theoretical knowledge with the analysis of specific cases.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[FPL3_W01] Has specific knowledge of the place and the importance of literary studies in the system of sciences and its subject and methodological specificity.	The student has extended knowledge of the place and importance of visual poetics in the system of humanities, with particular emphasis on literary and cultural studies.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[FPL3_K01] He organizes his work in the field of literary studies effectively and evaluates the degree of its progress critically.	The student is open to new ideas and ready to reformulate his position and reevaluate known research strategies, with particular emphasis on visual poetics.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK3] text preparation/written work
	[FPL3_U06] Can assess the level of his competence and understands the need for continuous training and professional development in literary studies.	The student is able to assess the level of his/her competences and understands the need for continuous education and professional development in the field of visual poetics, their connections with literary studies, cultural studies, and their role in culture.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU3] text preparation/written work
	[FPL3_W03] Has structured specific knowledge of literary theory.	The student has structured detailed knowledge of literary theory, with particular emphasis on visual poetics, their connections with the instrumentation of classical literary poetics and with changes in the methodology of the humanities, taking into account subsequent "turns" and transdisciplinary problem fields.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW3] text preparation/written work
	[FPL3_U03] Has basic research skills, including formulation and analysis of research problems, selection of research methods and tools, development and presentation of results, allowing to solve problems in the field of literary studies.	The student has basic research skills, including the formulation and analysis of research problems, the selection of research methods and tools, the development and presentation of results, allowing for solving problems in the field of visual poetics, with particular emphasis on their connections with modern literary and cultural studies.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU3] text preparation/written work
	[FPL3_U05] Has sufficient linguistic competence to prepare typical written works and speeches in Polish of different form, purpose, volume and style, using basic methodology and sources.	The student has linguistic competences sufficient to prepare typical written works in the field of visual poetics and to prepare speeches in Polish with various forms, purposes, volumes and styles, using basic methodologies and sources.	[SU5] implementation of a problem task [SU6] demonstration of practical skills [SU8] observation of student's independent or team work
	[FPL3_U01] Is capable of searching, analyzing, evaluating and selecting information in literary studies, using spoken and written sources available in different media.	The student is able to search, analyze, evaluate and select information in the field of visual poetics using spoken and written sources available in print, traditional and digital media.	[SU5] implementation of a problem task [SU6] demonstration of practical skills [SU8] observation of student's independent or team work
Subject contents	1. Visual-centric culture from a historical perspective (ocularcentrism, voyeurism, visibility). 2. Cultural forms of looking (theories of perspective, gaze, gaze, shaping the viewing entity). 3. A look from a cultural perspective (feminist, post-colonial, post-anthropocentric). 4. Pictorial turn. 5. Visual culture studies. 6. Elements of image anthropology. 7. Relationships between literature and visual arts in the context of transmedia narratives. 8. Idol - fetish - simulacrum. Images as tools of power and visual figures of modernity discourses. 9. Exhibition, collection, map as visual figures of organizing discourse.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	assignment work – project or presentation	51.0%	40.0%
	assignment work - essay	51.0%	40.0%
	systematic preparation for classes and class discussions	51.0%	20.0%

Recommended reading	Basic literature	<i>Antropologia kultury wizualnej: zagadnienia i wybór tekstów</i>, ed. I. Kurz, P. Kwiatkowska, Ł. Zaremba, introd. I. Kurz, Warszawa 2012. Barthes R., <i>Mit i znak: eseje</i>, transl. W. Błońska et al., Warszawa 1970. Barthes R., <i>Retoryka obrazu</i>, transl. M.B. Fedewicz, Pamiętnik Literacki 1985, z. 3. Barthes R., <i>Światło obrazu. Uwagi o fotografii</i>, transl. J. Trznadel, Warszawa 1996. Baudrillard J., <i>Porządek symulaków</i>, transl. B. Kita, [w:] <i>Widzieć, myśleć, być. Technologie mediów</i>, ed. A. Gwóźdź, Kraków 2001. Baudrillard J., <i>Symulakry i symulacja</i>, transl. S. Królak, Warszawa 2005. Belting H., <i>Antropologia obrazu. Szkice do nauki o obrazie</i>, transl. M. Bryl, Kraków 2007. Benjamin W., <i>Dzieło sztuki w dobie reprodukcji technicznej</i>, transl. J. Sikorski, [w:] <i>idem, Anioł historii. Eseje, szkice, fragmenty</i>, Poznań 1996. Berger J., <i>Sposoby widzenia</i>, transl. M. Bryl, Warszawa 2008. Didi-Huberman G., <i>Obrazy mimo wszystko</i>, transl. M. Kubiak Ho Chi, Kraków 2008. Foster H., <i>Powrót Realnego. Awangarda u schyłku XX wieku</i>, transl. M. Borowski, M. Sugiera, Kraków 2010. <i>Fotospołeczeństwo: antologia tekstów z socjologii wizualnej</i>, ed. M. Boguni-Borowskiej i P. Sztompki, Kraków 2012. Foucault M., <i>Nadzorować i karać: narodziny więzienia</i>, transl. T. Komendant, Warszawa 1993. Frydryczak B., <i>Świat jako kolekcja: próba analizy estetycznej natury nowoczesności</i>, Poznań 2002. Jay M., <i>Kryzys tradycyjnej władzy wzroku. Od impresjonistów do Bergsona</i>, transl. J. Przeźmiński, [w:] <i>Odkrywanie modernizmu. Przekłady i komentarze</i>, ed. R. Nycz, Kraków 1998. <i>Kultura wizualna w Polsce, t. 1: Fragmenty</i>, ed. I. Kurz et al., Warszawa 2017. <i>Kultura wizualna w Polsce, t. 2: Spojrzenia</i>, ed. I. Kurz et al., Warszawa 2017. Metz Ch., <i>Fotografia i fetysz</i>, transl. A. Oleńska, S. Sikora, Kwartalnik Filmowy 2006 nr 5455. Michałowska M., <i>Foto-teksty. Związki fotografii z narracją</i>, Poznań 2012. Mirzoeff N., <i>Podmiot kultury wizualnej</i>, transl. M. Bryl, Artium Quaestiones XVII (2006). Mitchell W.J.T., <i>Czego chcą obrazy?: pragnienia przedstawień, życie i miłości obrazów</i>, transl. Ł. Zaremba, Warszawa 2013. Piasecki M., <i>Ikona, świadek, ofiara. Niedźwiedź polarny jako figura wizualna dyskursu zmiany klimatu</i>, Zagadnienia Rodzajów Literackich 2021, R. LXIV, z. 1. Pratt M.L., <i>Imperialne spojrzenie. Pisarstwo podróżnicze a transkultuacja</i>, transl. E.E. Nowakowska, Kraków 2011. Rancière J., <i>Los obrazów</i>, [w:] <i>idem, Estetyka jako polityka</i>, transl. J. Kutyla, P. Mościcki, Warszawa 2007. Rybicka E., <i>Mapa. Od metafory do kartografii krytycznej</i>, Teksty Drugie 2013, nr 4. Sendyka R., <i>Poetyki wizualności</i>, [w:] <i>Kulturowa teoria literatury 2. Poetyki, problematyki, interpretacje</i>, ed. T. Walas, R. Nycz, Kraków 2012. Sontag S., <i>O fotografii</i>, transl. S. Magala, Warszawa 1986. Sontag S., <i>Widok cudzego cierpienia</i>, transl. S. Magala, Kraków 2010. Urry J., <i>Spojrzenie turysty</i>, transl. A. Szulżycka, Warszawa 2007. <i>Wiek ekranów: przestrzenie kultury widzenia</i>, ed. A. Gwóźdź, P. Zawojski, Kraków 2002.
	Supplementary literature	Alphen E. van, <i>W pułapce wizerunków</i>, transl. R. Sendyka, Teksty Drugie 2009 nr 5. Freedberg D., <i>Idolatria i ikonoklazm</i>, [w:] <i>Potęga wizerunków. Studia z historii i teorii oddziaływania</i>, transl. E. Klekot, Kraków 2005. Zaremba Ł., <i>Obrazy wychodzą na ulice: spory w polskiej kulturze wizualnej</i>, Warszawa 2018. Żółkoś M., <i>Voyeuryzm ogrodu zoologicznego</i>, Didaskalia: gazeta teatralna 2012, nr 111.
	eResources addresses	
	Example issues/ example questions/ tasks being completed	1. Analysis of photographs and paintings. 2. Critical analysis of selected manifestations of visual culture. 3. Critical analysis of cultural rituals based on the gaze.
Work placement	Not applicable	

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