

Subject card

Subject name and code	Contemporary Media Culture, PG_00141436						
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 Optional subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		Polish		
Semester of study	3		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. Anna Filipowicz				
	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		18.0	50
Subject objectives	The aim of the course is to familiarize the student with contemporary media culture as a form of symbolic communication, with particular emphasis on new media (film, television, video, Internet) as means of individual and social expression. In addition to providing knowledge, the aim of education is to broaden and deepen the ability to analyze and interpret media messages as cultural texts.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[FPL3_U08] Is capable of planning and organizing work in a team and using various methods and forms of work in literary and linguistic methodology relat-ed to the chosen specialty.		K_U08 - during researching media messages student is able to use various methods and forms of work based on literary and linguistic methodologies (in the field of journalism and media knowledge specialization).		[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU4] test/exam - oral or written		
	[FPL3_W12] Has an specific knowledge of literary and linguistic studies in the field of the chosen specialty, allowing to understand the phenomena of con-temporary culture and act ethically within the chosen specialty.		K_W12 - student has extended knowledge of literature and linguistics necessary to interpret media messages (specializing in journalism and media knowledge).		[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report		
	[FPL3_K03] Reliably andwith commitment, he carries out professional tasks in ac-cordance with the profession's appropriate code of ethics.		K_K03 - in accordance with the code of ethics student engages in tasks necessary to perform the profession of a journalist		[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK4] test/exam - oral or written		
	[FPL3_K05] He participates creatively in pro-social activities, following standards and having in mind the welfare of the environment.		K_K05 - student takes into account the pro-social dimension of journalism in his activities, caring for the good of the community and the environment		[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK4] test/exam - oral or written		

Subject contents	Private and public in the media. Official and alternative media. Social networking sites and original blogs. Media and stereotypes media images of gender and nationality. Media, i.e. life in plain view. "Culture of exposure" and "culture of voyeurism". Monitoring and "controlled conversations". Reality show. Hidden camera the ethics of voyeurism. Taboo in media practice. Censorship and transgression. Media self-performance. New media and social changes. Persuasive and emancipatory effects. New media and the transformation of literature and art. Documentary record or creation? (Psychodrama directed by M. Piwowski, J. Głowacki Kopciuch). Videocracy. Media empires, media chances for success (Videocracy). Media at war, war in the media, media wars (Apocalypse Now directed by F.F.Coppola, Waltz with Bashir directed by A.Folman, W. Zawistowski Welcome to 2002)			
Prerequisites and co-requisites	no			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade	
	test of knowledge acquired during classes	60.0%	60.0%	
	active participation in auditorium exercises, systematic preparation in the form of an oral presentation of issues indicated by the lecturer	40.0%	40.0%	
Recommended reading	Basic literature	• Blow-Up/Powiększenie (1966) reż. M. Antonioni (dvd). • The Conversation/Rozmowa (1974) reż. F. F. Coppola (dvd). • Ćma (1980), reż. T. Żygadło (dvd). • Rysopis (1964), reż. J. Skolimowski (dvd). • Uwertura (1965), reż. M. Piwowski (dvd). • KRWP (2000), realiz. A. Żmijewski (dvd). • Poskromienie złoŹnicy (1997), reż. K. Warlikowski (dvd). • Woodstock. 3 dni pokoju i muzyki (1970), reż. M. Wadleigh (dvd). • Jak to jest (1977), reż. H. Dederko (dvd). • Jak tresuje się dziewczynki, realiz. Z. Libera (dvd). • Takiego pięknego syna urodziłam (1999), reż. M. Koszałka (dvd). • Plus/minus, realiz. K. Radziszewski (dvd). • Czas Apokalipsy (1979), reż. Francis Ford Coppola (dvd). • Walc z Baszirem (2008), reż. A. Folman (dvd). • Videocracy (2009), reż. E. Gandini. • R. Barthes, Mitologie, przeł. A. Dziadek, Warszawa 2000 (tu: Fotogenika wyborcza). • J. Butler, Ramy wojny. Kiedy życie godne jest opłakiwania? Warszawa 2011 (tu: Tortury a etyka fotografii: refleksje u boku Sontag). • L. Kolankiewicz, Notatki po spektaklu: Wojna w Zatoce , Dialog 1991 nr 7. • Media eros przemoc. Sport w czasach popkultury, wybór, wstęp i oprac. A. Gwóźdź, Kraków 2003. • J. Głowacki Kopciuch Dialog 1979 nr 8. • W. Zawistowski, Witajcie w roku 2002, Dialog 2000 nr 6.		
	Supplementary literature	• A. Briggs, P. Burke, Społeczna historia mediów. Od Gutenberga do Internetu, Warszawa 2010. • Pogranicza audiowizualności, pod red. A. Gwoździa, Kraków 2010 (wybór artykułów). • M. Porębski, IkonaŹsfera, Warszawa 1972. • magazines: "Dialog", "Konteksty", "Studia Medioznawcze".		
		eResources addresses		
	Example issues/ example questions/ tasks being completed	Private and public in the media. Official and alternative media. Social networking sites and original blogs. Media and stereotypes media images of gender and nationality. Media, i.e. life in plain view. "Culture of exposure" and "culture of voyeurism". Monitoring and "controlled conversations". Reality show. Hidden camera the ethics of voyeurism. Taboo in media practice. Censorship and transgression. Media self-performance. New media and social changes. Persuasive and emancipatory effects. New media and the transformation of literature and art. Documentary record or creation? (Psychodrama directed by M. Piwowski, J. Głowacki Kopciuch). Videocracy. Media empires, media chances for success (Videocracy). Media at war, war in the media, media wars (Apocalypse Now directed by F.F.Coppola, Waltz with Bashir directed by A.Folman, W. Zawistowski Welcome to 2002)		
Work placement	Not applicable			

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