

Subject card

Subject name and code	Cyberculture, PG_00130528						
Field of study	Cultural Studies						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2025/2026		
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	1		Language of instruction		Polish		
Semester of study	1		ECTS credits		3.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Division of Culture Studies -> Institute of Culture Studies -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Helena Draganik				
	Teachers		dr Helena Draganik				
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		43.0	75
Subject objectives	Providing the basics about cyberculture and communication in the information society. Familiarization with cultural phenomena (in the field of sociology, economy, politics, education) related to the use of the Internet and with the WCAG, the basics of copyright law, Creative Commons licenses and their role in the circulation of culture. Improving the ability to use multimedia sources of information and AI, and the ability to analyze and independently interpret phenomena in the field of cyberculture in the work of a cultural expert						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[KULL3_W02] Student is familiar with the terminology in the field of cultural and religious studies, as well as art studies.	The student knows the terminology in the field of cyberculture within the sciences of culture, religion and art.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[KULL3_K04] Student is aware of the responsibility for preserving cultural and artistic heritage.	The student is aware of the responsibility for preserving cultural and artistic heritage through activities appropriate to digital technologies.	[SK1] oral statement/conversation/ discussion [SK5] implementation of a problem task
	[KULL3_W04] Student has general knowledge about social, philosophical, and historical issues that form the foundation for reflection on culture and art.	The student has structured general knowledge of social, philosophical and historical issues that form the basis for reflection on the contexts of using information technologies.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[KULL3_K05] Student actively participates in cultural and artistic life.	The student participates in cultural life, using various media and forms of activity through activities specific to digital technologies.	[SK1] oral statement/conversation/ discussion [SK5] implementation of a problem task
	[KULL3_U01] Student conducts searches, analyzing, evaluating, and selecting information using various media while respecting intellectual property.	The student is able to search, analyze, evaluate, select and use information using various media and information technologies, respecting intellectual property and in accordance with the principles of digital accessibility.	[SU2] presentation/project/paper/ report [SU5] implementation of a problem task [SU6] demonstration of practical skills [SU8] observation of student's independent or team work
	[KULL3_U04] Student recognizes various cultural and artistic texts and conducting their analysis and interpretation using typical research methods from cultural studies and art studies.	The student is able to recognize various types of cultural and artistic texts on the Internet and analyze them interpretation using typical research methods of cultural studies.	[SU2] presentation/project/paper/ report [SU5] implementation of a problem task [SU6] demonstration of practical skills [SU8] observation of student's independent or team work
Subject contents	1. Concepts of cyberculture and cyberspace - basic concepts and phenomena. 2. History and development of the Internet. Media convergence. 3. Evaluation and selection of information on the Internet: information evaluation criteria, filter bubble, post-truth, fake news, fact-checking. 4. The concept and origins of intellectual property protection. Plagiarism, computer piracy. Civil and criminal liability for infringements of intellectual property rights. 5. Models of content distribution and protection in new media. Creative Commons licenses. 6. Principles of digital accessibility and creation of electronic texts in accordance with the Web Content Accessibility Guidelines (WCAG). 7. Social media. The social and culture-forming potential of the network. 8. Mobile media their evolution and role as communication centers. 9. Digital art. Literature and art on the Internet. New information technologies as tools for activities in the sphere of culture and art. 10. Digital remix culture. 11. Artificial intelligence as a tool for cultural studies.		
Prerequisites and co-requisites	The student has knowledge, skills and competences in the use of computer software at the level provided for in the secondary school curriculum. Humanistic knowledge from secondary school.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Individual project/term paper	51.0%	10.0%
	colloquium on knowledge of required readings and issues discussed during classes	51.0%	60.0%
	Active participation in classes and workshop tasks	51.0%	30.0%
Recommended reading	Basic literature	• Keen A., The cult of the amateur or how the Internet destroys culture, WAIp, Warsaw 2007. • Communicating in electronic media, Filiciak M., Ptaszek G. (eds.), WAIp, Warsaw 2009. • New media in social communication in the 20th century, Hopfinger M. (ed.), Oficyna Naukowa, Warszawa 2005. • Remix. Theories and practices, ed. M. Gulik, P. Kaucz, L. Onaka, Kraków 2011. • Web Content Accessibility Guidelines (WCAG) 2.2.	

	Supplementary literature	- Filiciak M., Ptaszek G., Communicating in electronic media. Language, education, semiotics, WAIIP, Warsaw 2009. - Flicia M., Virtual playground. Online games and changes in contemporary culture, Warsaw 2006. Lisowska-Magdżiarz, M., Media powszedzenie. Jagiellonian University Publishing House, Kraków 2008. - Between reality and virtuality. Internet and new technologies in everyday life, ed. A. Kuczyńska, K. Stachura, Gdańsk - Warsaw 2012.
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Example issues/ example questions/ tasks being completed	Creative Commons License Characteristics.What is the public domain?The concept of plagiarism and computer piracy.The main stages of the development of the Internet.The terms www, html, http.Private use permitted.	
Work placement	Not applicable	

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