

Subject card

Subject name and code	Visuality and new media, PG_00130860						
Field of study	Cultural 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 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		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						
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	The aim of the course is to reflect on the role of images in new media and to prepare for the practical use of images and graphics in media projects (depending on the specificity of the medium).						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[KULL3_K02] Student can determine the means and methods for achieving specific tasks, acting in an entrepreneurial manner.	The student is able to actively and creatively determine means and methods for implementing a specific task in the field of visual culture in new media.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK6] demonstration of practical skills [SK8] observation of student's independent or team work
	[KULL3_W07] Student is familiar with and understands selected theories and methods for analyzing and interpreting various cultural and artistic texts.	The student knows and understands selected theories and methods of analysis and interpretation of various cultural and art texts in the field of contemporary media life.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[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 regarding new media culture and the functioning of visual media.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[KULL3_W05] Student has specific knowledge in the areas of cultural anthropology, cultural history, popular culture, indigenous cultures, regional studies, museum studies, and religion. Additionally, they have specialized knowledge in a chosen professional field.	The student has structured detailed knowledge about the culture of new media and the functioning of visual media and their connections with the sciences of culture and art in the field of media culture.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[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 recognizes visual texts of culture and art in new media and is able to analyze and interpret them using typical research methods of cultural studies and art sciences.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task [SU6] demonstration of practical skills
	[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 in new media while respecting intellectual property.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task [SU6] demonstration of practical skills
Subject contents	[KULL3_K03] Student correctly identifies and resolves problems related to the cultural studies profession, whether specializing in cultural criticism and popularization, cultural animation, or electronic media culture and website editing.	The student is able to determine the means and methods for implementing a specific task in the field of visual culture in new media.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK6] demonstration of practical skills [SK8] observation of student's independent or team work
	1. Characteristics of the image as a specific form of communication. 2. The role and operation of the image in contemporary media. 3. Social and psychological impact of the image. 4. Elements of photography theory. 5. Practical use of photography and graphics in media projects. 6. Functioning of photography and graphics in social media. 7. The aesthetics of intermediality in the context of research on visual culture. 8. Study of visual materials. 9. Interpretation of visual materials. Image analysis using compositional interpretation. 10. Interpretation of visual materials. Content analysis. 11. Interpretation of visual materials. Semiology. 12. Interpretation of visual materials. Psychoanalysis. 13. Interpretation of visual materials. Discourse analysis. Text, intertextuality and context. 14. Interpretation of visual materials. Discourse analysis. Institutions and ways of seeing.		
	• Selection of specialties • The student has knowledge, skills and competences in the use of computer software related to images and graphics at a level allowing for their basic editing. • Basic knowledge of image composition, the impact of colors on the recipient and typography.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	active participation in classes	51.0%	40.0%
	performing practical work (within the scope of the course content): designing, creating and proofreading cultural texts in the field of new media	51.0%	60.0%

Recommended reading	Basic literature	- Rose G., Interpretation of visual materials. Critical methodology of visuality research. Methodology series, Ed. Scientific PWN, 2010. - Martin Lister, Jon Dovey, Seth Giddings, Iain Grant, Kieran Kelly - New Media. Introduction, Kraków, Ed. Jagiellonian University, 2009. - Photography spaces. Anthology of texts, Tomasz Ferenc, Krzysztof Makowski (ed.), Fundacja Edukacja Wizualna, 2005.
	Supplementary literature	- Photosociety. An anthology of texts on visual sociology, Małgorzata Bogunia-Borowska, Piotr Sztompka (ed.), Kraków, 2012. - Ryszard W. Kluszczyński, Screens image worlds - transformations of vision [in:] The age of screens. Spaces of the culture of seeing, ed. Andrzej Gwóźdź, Piotr Zawojski, Wydawnictwo Rabid, Kraków 2002, pp. 379-392. - Zimniak-Rucińska M., Infographics. The art of presenting content attractively, Onepress, 2019.
	eResources addresses	
Example issues/ example questions/ tasks being completed	- Discourse analysis as a method of interpreting visual materials. Institutions and ways of seeing - analysis of museum space. - Semiology as a method of interpreting visual materials. - The role and operation of the image in contemporary media.	
Work placement	Not applicable	

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