

Subject card

Subject name and code	Culture of new media, PG_00145281						
Field of study	Creative Writing						
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		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Joanna Sarbiewska				
	Teachers		dr Leila Słodowicz				
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 students with contemporary new media culture: its language, aesthetics, communication strategies, functions. After the course, the student will be able to skillfully distinguish and characterize subcultures of individual environments (political, social, related to art, literature or games), as well as critically analyze their roles and influence on shaping public discourse.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[SKPL3_U09] Is able to consciously create his own communication image, assess and analyze his place in the literary and media field, using, among others, findings of contemporary literary studies.	The student is able to consciously create his/her own communication image, evaluate and analyze his/her place in the media field.	[SU5] implementation of a problem task
	[SKPL3_U01] Is able to find, select and analyze information in the field of literature, literary studies and cultural communication.	The student is able to find, select and analyse information in the field of new media culture and their communication conditions.	[SU6] demonstration of practical skills
	[SKPL3_K03] Is ready for active, self-aware and responsible participation in literary, cultural and social life in various roles.	The student is ready for active, self-aware and responsible participation in cultural and social life in the area of new media.	[SK2] presentation/project/paper/report
	[SKPL3_K06] Is ready to enter into a partnership dialogue with representatives of different worldviews, artistic attitudes, and cultural circles, while observing the communication rules defined in modern linguistics.	The student is ready to engage in partnership dialogue with representatives of different worldviews, artistic attitudes, and cultural circles in the area of new media.	[SK1] oral statement/conversation/discussion
	[SKPL3_W09] Knows and understands at an advanced level the most important phenomena in Polish and universal literature, culture and art recorded by contemporary literary studies.	The student knows and understands at an advanced level the more important phenomena in Polish and universal literature, culture and art in the area of new media.	[SW1] oral statement/conversation/discussion
	[SKPL3_W08] Knows and understands at an advanced level selected contexts and cultural conditions - including social, philosophical, ethical, religious, political, legal and economic - of contemporary Polish and world literature (as they are perceived in the literary discourse) and various types of professional activities related to the field of study. studies, including basic concepts and principles of copyright law.	The student knows and understands at an advanced level selected cultural contexts and conditions – including social, philosophical, ethical, political and economic – in the area of new media.	[SW2] presentation/project/paper/report
Subject contents	Definition of new media, new media and traditional media, technological and media revolution. New media culture: new media and traditional media. Digital culture. New media aesthetics art and design. Popular literature in new media. Genres in new media. Cyberculture, dehumanization and artificial intelligence. Social media and individual and collective communication practices. Culture and communication of selected network societies (blogs, forums, Facebook, Twitter, Instagram). Public discourse in new media: language, participation, contestation. Fact, opinion, description and interpretation. Disinformation strategies: fake news, clickbait, information bubbles, trolls and social bots. Creating new media culture tools and programs.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Systematic preparation, participation in group tasks during classes and active participation in class discussions	51.0%	50.0%
	Preparation of final projects	51.0%	50.0%

Recommended reading	Basic literature	• Nowe media: wprowadzenie, pod red. M. Listera i in., przeł.: Marta Lorek, Agata Sadza, Katarzyna Sawicka, Kraków 2009: Wydawnictwo Uniwersytetu Jagiellońskiego. • (Nowe) media: implikacje kulturowe, językowe i edukacyjne, pod red. M. Karwatowskiej i B. Jarosz. • Hiperteksty literackie: literatura i nowe media, pod red. P. Mareckiego i M. Pisarskiego, Kraków 2011: Korporacja Ha!art. • Nowe media i wyzwania współczesności, pod red. M. Sokołowskiego, Toruń 2013: Wydawnictwo Adam Marszałek. • H. Jenkins, Kultura konwergencji: zderzenie starych i nowych mediów, przeł. M. Bernatowicz i M. Filiciak, Warszawa 2007: Wydawnictwo Akademickie i Profesjonalne. • B. Bódzioch-Bryła, L. Dorak-Wojakowska, M. Kaczmarczyk, A. Regiewicz, Przepływy, protezy, przedłużenia... Przemiany kultury polskiej pod wpływem nowych mediów po 1989 roku, Kraków 2015: Akademia Ignatianum Wydawnictwo WAM. • Z. Bauer, Gatunki dziennikarskie w Sieci. Co się zmieniło i jak bardzo?, [w:] E-gatunki. Dziennikarz w nowej przestrzeni komunikowania, red. W. Godzic, Z. Bauer, P. Wieczorek, Warszawa 2015, s. 81-102. • I. Hofman, D. Kępa-Figura, red., Współczesne media gatunki w mediach. Tom 2. Gatunki w mediach elektronicznych, Lublin 2017. • K. Sakowski, Ł. M. Plęsa, red., Nowe media w języku, kulturze i literaturze, Łódź 2016. • M. Tanaś, red., Kultura i język mediów, Kraków 2007. • D. Ulicka red., Tekst (w) sieci. 1. Tekst. Język. Gatunki, Warszawa 2009. • P. Zawojski, Sztuka obrazu i obrazowania w epoce nowych mediów, Warszawa 2012: Oficyna Naukowa. • I. Hofman, D. Kępa-Figura, red., Współczesne media. Język mediów, Lublin 2013.
	Supplementary literature	• Piękno w sieci: estetyka a nowe media, pod red. K. Wilkoszewskiej, Kraków 1999: Universitas. • Nowe media: dylematy, zagrożenia, szanse, pod red. J. Skrzypczaka, Opole 2014: Scriptorium Wydawnictwo Naukowe.
	eResources addresses	
Example issues/ example questions/ tasks being completed	Analysis of the transformation of journalistic genres in the era of network communication. Ethical attitudes in new media.	
Work placement	Not applicable	

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