

Subject card

Subject name and code	Media convergence, PG_00144179						
Field of study	Film and Audio-Visual Culture Studies						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2026/2027		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study Humanistic-social subject group Subject group related to practical vocational preparation		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		Polish		
Semester of study	2		ECTS credits		2.0		
Learning profile	practical		Assessment form		credit		
Conducting unit	Division of Film and Media -> Institute of Culture Studies -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Marta Tymińska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	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		2.0		33.0	50
Subject objectives	To familiarise students with, among other things: selected ways of defining/understanding the category of medium, the distinction between old and new media, the phenomenon of media convergence in the following dimensions: technological, cultural and social, aesthetic, cognitive, criticism of this concept and teaching the ability to observe changes in the media field, the concept of media proliferation.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[WOFKAMU2_U01] He/she is able to formulate and analyze research problems related to film studies, independently selecting methods and tools to solve them.	Can formulate and analyse research problems related to media knowledge, independently selecting methods and tools to solve them.	[SU1] oral statement/conversation/discussion [SU4] test/exam - oral or written
	[WOFKAMU2_W01] He/she has an in-depth knowledge of film and new media theory and defines terms and concepts from both disciplines, also in a foreign language.	Has an in-depth knowledge of the theory of new media and defines concepts and terms within this discipline, also in a foreign language.	[SW4] test/exam - oral or written
	[WOFKAMU2_W02] He/she has an in-depth knowledge of the methodology of film and media studies research and know how to use it in individual or team work.	He/she has an in-depth knowledge of media research methodology and knows how to use it in his/her work.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW3] text preparation/written work
	[WOFKAMU2_W08] He/she understands the evolution of the language of film and new media against the background of other artistic disciplines.	Understands the evolution of the language of new media in relation to other disciplines.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW3] text preparation/written work
	[WOFKAMU2_W09] He/she has an in-depth knowledge of contemporary culture and media convergence.	Has in-depth knowledge of contemporary culture and media convergence.	[SW4] test/exam - oral or written
	[WOFKAMU2_U06] He/she can write scientific and essayistic written works in Polish or a foreign language using professional terminology and knowledge of a specific field of study.	Can write scientific and essayistic written work in Polish using professional terminology and knowledge of media convergence.	[SU3] text preparation/written work [SU4] test/exam - oral or written
	[WOFKAMU2_U07] He/she has in-depth skills in film analysis and interpretation, which he/she uses in speech and writing.	Has in-depth skills in analysing and interpreting different types of media, which he/she uses in speaking and writing.	[SU1] oral statement/conversation/discussion [SU3] text preparation/written work [SU4] test/exam - oral or written
	[WOFKAMU2_U09] In contacts with film experts and audiovisual creators, he/she uses scientific or professional vocabulary.	He/she uses a scientific or professional vocabulary when dealing with media convergence specialists.	[SU1] oral statement/conversation/discussion
Subject contents	1. Selected ways of defining the categories of 'medium' and 'media'. 2. Distinguishing 'old' and 'new' media in the context of technological and socio-cultural conditions. 3. Media convergence in terms of technology and the model of participation in culture. 4. Transmedia entertainment supersystems. 5. Spreadable media. 6. Spreadability and activism. 7. Fandoms and new media, spreadability and convergence.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	attendance at classes and active participation in them (including completing additional tasks)	80.0%	20.0%
	oral or written credit test	51.0%	80.0%

Recommended reading	Basic literature	H. Jenkins, Kultura konwergencji. Zderzenie starych i nowych mediów, tłum. M. Bernatowicz, M. Filiciak, Warszawa 2007. M. Castells, Społeczeństwo sieci, tłum. M. Marody, K. Pawluś, J. Stawiński, S. Szymański, Warszawa 2007. L. Manovich, Język nowych mediów, tłum. P. Cypryański, Warszawa 2006. M. McLuhan, Zrozumieć media. Przedłużenia człowieka, tłum. N. Szczucka, Warszawa 2004. P. Levinson, Nowe nowe media, tłum. M. Zawadzka, Kraków 2010. H. Jenkins, S. Ford, J. Green, Rozprzestrzenialne media. Łódź: Wydawnictwo Uniwersytetu Łódzkiego 2018.
	Supplementary literature	Media audiowizualne. Podręcznik akademicki, red. W. Godzic, Warszawa 2010. J. Burges, J. Green, YouTube. Wideo online i kultura uczestnictwa, tłum. T. Płudowski, Warszawa 2011. D. Barney, Społeczeństwo sieci, tłum. M. Fronia, Warszawa 2008. M. Filiciak, Media. Wersja beta. Film i telewizja w czasach gier komputerowych i internetu, Gdańsk 2013.
	eResources addresses	
Example issues/ example questions/ tasks being completed	What is media spreadability?	
Work placement	Not applicable	

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