

Subject card

Subject name and code	Internet genres and remix - theory and application, PG_00141966						
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	1	ECTS credits			5.0		
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	0.0	40.0	0.0	0.0	0.0	40
	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	40		5.0		80.0	125
Subject objectives	The aim of the workshop is: to gain basic knowledge about the audiovisual forms dominating on the Internet (with particular emphasis on those for which the Internet is a natural habitat) knowledge of the principles of Internet broadcasting and the most important portals and websites realisation of a selected Internet form and its implementation on the web.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[WOFKAMU2_K01] Critically evaluates his/her activity in the group and the results of teamwork related to audiovisual production.	Critically evaluates his/her group activity and the results of teamwork related to the preparation of the project work.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[WOFKAMU2_K04] She/he can work in a production group and, regardless of their function, they can show initiative and willingness to solve common problems.	He/she is able to work in a group preparing project work for the class and, regardless of his/her function, is able to show initiative and willingness to solve common problems.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[WOFKAMU2_U09] In contacts with film experts and audiovisual creators, he/she uses scientific or professional vocabulary.	He uses a scientific or professional vocabulary when dealing with online audiovisual media creators.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[WOFKAMU2_W03] He/she knows the current stylistic and workshop trends in the production and implementation of audiovisual forms.	Is familiar with current stylistic and workshop trends in the production and realisation of short audiovisual forms for the Internet.	[SW1] oral statement/conversation/discussion [SW5] implementation of a problem task
	[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 the Internet compared to other media.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[WOFKAMU2_W09] He/she has an in-depth knowledge of contemporary culture and media convergence.	Has an in-depth knowledge of contemporary internet culture.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[WOFKAMU2_K03] He/she is responsible for the audiovisual equipment entrusted to him and for work safety.	Is responsible for the audio-visual equipment entrusted to him/her and for the safety of his/her work during the preparation of the project work.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[WOFKAMU2_K02] Understands the responsibility that comes with leading a production group.	Understands the responsibility that comes with leading a group preparing a project work.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[WOFKAMU2_K05] Is aware of the importance of intellectual integrity and respect for production copyright.	He is aware of the importance of intellectual honesty and respect for production copyright, which is evident in his project work.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[WOFKAMU2_U02] He/she is able to independently acquire knowledge, plan activities and solve problems related to the production of short audiovisual forms.	Is able to independently acquire knowledge, plan activities and solve problems related to the realisation of short audiovisual forms for display on the Internet.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[WOFKAMU2_U03] Can manage a group, choosing the right procedures, methods of action and tools leading to the implementation of the task.	Can lead a group preparing a credit project, selecting appropriate procedures, methods of operation and tools leading to the completion of the task.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[WOFKAMU2_U04] In the implementation of practical tasks, the student is able to use modern information technologies and professional audiovisual equipment.	Knows how to use modern information technology and professional audiovisual equipment in the realisation of a short web form.	[SU2] presentation/project/paper/report [SU5] implementation of a problem task [SU6] demonstration of practical skills
	[WOFKAMU2_U05] He/she has in-depth technical skills needed to make short films and other audiovisual forms.	Has the in-depth workshop skills needed to produce short audiovisual forms for the Internet.	[SU2] presentation/project/paper/report [SU6] demonstration of practical skills
	[WOFKAMU2_U08] He/she can independently prepare a project, scientific, artistic or organizational, commissioned by the supervisor.	Can independently prepare an artistic project related to the preparation of a short audiovisual form for display on the Internet.	[SU2] presentation/project/paper/report [SU6] demonstration of practical skills
	[WOFKAMU2_W06] He/she characterizes the relationship between the theory of film and new media and the possibility of their use in professional practice related to the production of short audiovisual forms.	Characterises the relationship between the theory of film and new media (especially the Internet) and the possibility of their use in professional practice related to the production of short audiovisual forms for the Internet.	[SW1] oral statement/conversation/discussion [SW5] implementation of a problem task

Subject contents	the Internet as a distribution channel for audiovisual media		
	films and online broadcasts (satire, including pranks, parodies, vain, memes, machinima, remixes, vlogs, etc.)		
	interactive cinema		
	Internet broadcasting - principles of operation and major portals and Internet platforms		
	implementation of webcasting under the guidance of an instructor		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	attendance and active participation in classes	80.0%	20.0%
	systematic preparation of topics indicated by the instructor (written and oral)	51.0%	20.0%
	project work (short audiovisual form for the Internet)	51.0%	60.0%
Recommended reading	Basic literature	M. Zdrodowska, Life in a day kilka uwag o Youtube, vlogowaniu i audiowizualnej rewolucji, Ekran 2011, nr 3-4, s. 78-80.	
		M. Kaźmierczak, Małe formy, wielkie sprawy. Deontologia a potoczność w przekazach audiowizualnych dostępnych na Youtube, Images 2012, Vol. 10, nr 19, s. 43-56.	
		I. Kurz, I got you tube. Kino a serwis YouTube.com odmiany kinofilii, [w:] Pogranicza audiowizualności. Paratkiesty kina, telewizji i nowych mediów, Kraków 2010.	
		Kino po kinie. Film w kulturze uczestnictwa, pod red. A. Gwoźdź, 2010 (np. artykuły K. Klejsy, K. Chmieleckiego, M. Filiciaka).	
	Supplementary literature	A. Juhasz, Dokument na Youtube. Porażka bezpośredniego kina slangu, Panoptikum 2013, nr 12, s. 10 -26.	
		P. Markiewicz, K. Wątrobiński, Prawo autorskie do fotografii i filmów, Film i TV Kamera 2016, nr 1, s. 78-80.	
		T. Żaglewski, Dzień z życia Ziemi, czyli YouTube jako cyberkultura, Przegląd Kulturoznawczy 2011, nr 1.	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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