University of Gdańsk

Subject card

Subject name and code	Cyberculture, PG_00189781		
Field of study	Cultural Studies		
Date of commencement of studies	October 2026	Academic year of realisation of subject	2026/2027
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	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

eNauczanie source addresses:

Moodle ID: 14036 Kultura cyfrowa 2026/2027 sem.1 - dr Helena Draganik
https://mdl.ug.edu.pl/course/view.php?id=14036

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

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_W03] They know and understand cultural studies terminology at an advanced level.	They know digital terminology.	[SW1] oral statement/ conversation/discussion
[KULL3_K04] They are prepared to address issues related to the practice of a cultural studies professional in a proper, responsible, and ethical manner.	They are ready to solve ethical problems in the area of digital culture and AI use.	[SK1] oral statement/conversation/ discussion [SK8] observation of student's independent or team work
[KULL3_W05] They know and understand selected issues that constitute advanced specialized knowledge in the field of cultural studies.	They know and understand the cyber culture issues as well as problems connected with AI.	[SW1] oral statement/ conversation/discussion
[KULL3_W06] They have organized general knowledge of the social, philosophical, historical, and media contexts that form the foundation for reflection on culture.	They have the knowledge about digital culture.	[SW1] oral statement/ conversation/discussion
[KULL3_U07] They are able to plan and carry out their own lifelong learning.	They are able to constantly develop the knowledge and learning in the area of digital culture.	[SU1] oral statement/conversation/ discussion [SU8] observation of student's independent or team work
[KULL3_U01] They are able to formulate and solve unusual and complex problems in the field of cultural studies through the appropriate selection of information about culture and its critical evaluation, analysis, and synthesis.	They are able to solve atypical problems in the area of digital culture.	[SU1] oral statement/conversation/ discussion [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
Active participation in classes and workshop tasks	51.0%	30.0%
colloquium on knowledge of required readings and issues discussed during classes	51.0%	60.0%
Individual project/term paper	51.0%	10.0%

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, WAiP, Warsaw 2009. • Fliciak M., Virtual playground. Online games and changes in contemporary culture, Warsaw 2006. Lisowska-Magdziarz, M., Media powszedzienie. 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.
eResources addresses	

Example issues/ example questions/ tasks being completed

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Work placement	Not applicable

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