

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						
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		18.0	50
Subject objectives	<p>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</p>						

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	<ol style="list-style-type: none"> 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Filiciak M., Ptaszek G., Communicating in electronic media. Language, education, semiotics, WAIp, Warsaw 2009. • Filiciak M., Virtual playground. Online games and changes in contemporary culture, Warsaw 2006. Lisowska-Magdżiarz, M., Media powszednie. 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	Creative Commons License Characteristics. What is the public domain? The concept of plagiarism and computer piracy. The main stages of the development of the Internet. The terms www, html, http. Private use permitted.		

Work placement	Not applicable
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