University of Gdańsk

Subject card

Subject name and code	Theory of Contemporary Visual Culture - Lecture, PG_00201468		
Field of study	History of Art		
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 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 Polish
Semester of study	1	ECTS credits	3.0
Learning profile	academic	Assessment form	credit
Conducting unit	Division of Modern Art -> Institute of Art History -> Faculty of History -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr Hubert Bilewicz	
	Teachers		

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	43.0	75

Subject objectives	
	The general aim is to familiarise the student with the theoretical aspects of contemporary visual culture; the specific aims: to provoke a reflection on the contemporary iconosphere, to sharpen the sense of its critical analysis, to revise the procedures of its interpretation and to deconstruct hegemonic visual discourses. The art historian's traditional competences as a professional observer will be enriched with alternative optics and non-canonical ways of seeing, while his or her eyes will be opened wide to the other areas of visuality.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[HISTSZMU2_W01] Has in-depth and structured knowledge of the subject specifics, terminology, theory and methodology of the art sciences	has an in-depth understanding of the theoretical, terminological and methodological aspects of the arts	[SW4] test/exam - oral or written
[HISTSZMU2_W03] Knows and understands the interrelationship of art history with other humanities and social sciences, making it possible to integrate perspectives appropriate to several scientific disciplines	understands the interdisciplinary links between art history and other academic disciplines	[SW4] test/exam - oral or written
[HISTSZMU2_W04] Is familiar with the main developments and major new developments in art history	understands current artistic trends and new research perspectives in the field of art history	[SW4] test/exam - oral or written
[HISTSZMU2_W06] Knows and understands the research methods and tools of the art historian’s trade; they have an in-depth understanding of the methods used to analyse, interpret, evaluate and critically examine works of art and artistic periods	K_W06 Knows and understands the research methods and tools of the art historian's workshop, in particular advanced methods of analysing, interpreting, valuing and problematising works of contemporary art	[SW1] oral statement/ conversation/discussion
[HISTSZMU2_W02] Has in-depth and structured detailed knowledge in selected areas of the art sciences	K_W02 Has an in-depth, structured detailed knowledge of contemporary visual culture.	[SW4] test/exam - oral or written

Subject contents

The classes deal with a broad reflection on current visual culture. The transdisciplinary (or perhaps even postdisciplinary?) problem field is defined by: philosophy, history of ideas, cultural anthropology, history of art, architecture and design, sociology and psychology of art, history of customs and contemporary material culture, as well as film and media studies.Example topics: High culture / low culture; elite culture / popular culture; Free culture; Author / creator; original / repetition; Cultural remix and recycling; Urban art guerrilla; Art (on) the street; Art and censorship; Contemporary Art World and pop culture; Reception of contemporary art: Stereotypes / prejudices; Right / left / art; The performative turn; City - performatics - art; Art and political activism; Between artistic scandal, blasphemy and profanity; Feminist perspectives on art; Bio art and posthumanism; Animal studies, object studies and art; Visual culture and art history.

Prerequisites and co-requisites

General knowledge of modern art history and contemporary culture

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Written work	51.0%	50.0%
Colloqium	51.0%	50.0%

Recommended reading

Basic literature

Baldwin Elaine, Longhurst Brian, McCracken Scott, Ogborn Miles, Smith Greg, Wstęp do kulturoznawstwa, Zysk i S-ka, Poznań 2007;

Antropologia kultury wizualnej. Zagadnienia i wybór tekstów, oprac. Iwona Kurz, Paulina Kwiatkowska, Łukasz Zaremba, Wyd. UW, Warszawa 2012;

Barker Chris, Studia kulturowe. Teoria i praktyka, Wyd. UJ, Kraków 2005;

Strinati Dominic, Wprowadzenie do kultury popularnej, Zysk i S-ka, Poznań 1998;

Burke Peter, Naoczność. Materiały wizualne jako świadectwa historyczne, Wyd. UJ, Kraków 2012;

Kultura wizualna w Polsce, t. 1 Fragmenty; t. 2 Spojrzenia, red. Iwona Kurz, Paulina Kwiatkowska, Magda Szcześniak, Łukasz Zaremba, Fundacja Bęc Zmiana, Instytut Kultury Polskiej UW, Warszawa 2017;

Mirzoeff Nicholas, Jak zobaczyć świat, Wyd. Karakter, Muzeum Sztuki Nowoczesnej w Warszawie, Kraków Warszawa 2016.

Supplementary literature

eResources addresses

Example issues/ example questions/ tasks being completed	Street art Mass culture and art A feminist perspective on art
Work placement	Not applicable

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