University of Gdańsk

Subject card

Subject name and code	Methodologies of Media Knowledge: Analysis of Image (Laboratory Classes), PG_00206523						
Field of study	Journalism and Social Communication						
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		
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		1.0		
Learning profile	practical		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		prof. dr hab. Zbigniew Treppa				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	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		0.0		10.0	25
Subject objectives	The course is intended to prepare students to analyze images, primarily photographic images, by showing the methodology of analyzing such images, and also to prepare them for individual analytical work related to their bachelor's thesis.						

Learning outcomes

Course outcome	Subject outcome	Method of verification
[DZiKSL3_U05] Using the knowledge of media studies and the knowledge of media research methodology, he/she is able to analyse the content of media.	Is able to formulate simple research hypotheses related to the process of semiotic analysis of an image.	[SU1] oral statement/conversation/ discussion [SU8] observation of student's independent or team work
[DZiKSL3_U04] He/she creates media messages with various functions. He/she uses specialised terminology, methods and tools, including modern and advanced information and communication techniques, to solve problems.	112 / 5 000 Is able to effectively select visual information in order to conduct semiotic analysis.	[SU1] oral statement/conversation/ discussion [SU8] observation of student's independent or team work
[DZiKSL3_W01] Student has advanced knowledge of the social, cultural and historical determinants of social and media communication and the resulting regularities important from the point of view of media studies. He/ she knows the application of this knowledge in professional activities related to the field of study.	The student is open to acquiring knowledge and teamwork, and uses the knowledge of other people.	[SW1] oral statement/ conversation/discussion
[DZiKSL3_K02] He/she uses the acquired knowledge to solve cognitive and practical problems. He/she is ready to consult experts in case of difficulties in solving the problem on his/her own.	The student has basic knowledge of photography understood as an information medium.	[SK1] oral statement/conversation/ discussion [SK8] observation of student's independent or team work
[DZiKSL3_K01] Student is sensitive to any signs of manipulation of the recipient, understanding the threats resulting from this phenomenon and is able to critically evaluate the received content.	The student is able to read and create visual messages, uses specialized terminology, methods and tools of visual communication.	[SK1] oral statement/conversation/ discussion [SK8] observation of student's independent or team work
[DZiKSL3_W02] He/she has advanced knowledge of trends and theories in media studies. He/ she also knows the methods and techniques of media research.	The student has knowledge of linguistic tools used to encode the meanings of an image that has an informative and persuasive function.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion

Subject contents

1. Showing the methods of image analysis: showing the mutual relations of individual semiotic qualities. 2. Basics of the theory of pictorial thinking. 3. Showing aspects of shaping a photographic image. 4. Light in photography: examining the function of light. 5. Research on the functions and values of a photographic image. 6. The specificity of the autonomy of photography: the substantiality of the photographic image. 7. Formal and aesthetic values of photography: "photographic vision". 8. Decoding and interpretation of a photographic image.

Prerequisites and co-requisites

Skills in conducting research, presenting results, and creating accurate text acquired during post-secondary education and undergraduate studies.

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Graded exam	51.0%	100.0%

Recommended reading

Basic literature

A r n h e i m R., Visual thinking, Gdańsk 2011.

B a r r e t T., Criticism of photography. How to understand images, Kraków 2014.

B o e h m G., About images and seeing, Kraków 2014.

F e i n i n g e r A., Nauka o fotografie, Warszawa 1987.

P a w l i s z y n A., O dziele sztuki… About of Work of Art…, Gdańsk 2023

	Supplementary literature	F e r e n c , T., O l e c h n i c k i, K.. *Fotografia w działaniu: kontestacja, aktywizacja i interwencja*. Łódź 2021. S i k o r a T., *Światłoczuły*, Kraków, 2008. S z t o m p k a P., *Socjologia wizualna. Fotografia jako metoda badawcza*, Warszawa 2006.
	eResources addresses	
Example issues/ example questions/ tasks being completed	Meaningful analysis of a photographic image.	
Work placement	Not applicable	

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