

Subject card

Subject name and code	The carnival of memes in digital communication, PG_00208239						
Field of study	German Studies, Polish Studies, Romance and Iberian Studies, Applied Linguistics, Logopedics, Scandinavian 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 Optional subject group	
Mode of study	full-time studies		Mode of delivery			e-learning	
Year of study	1		Language of instruction			Polish	
Semester of study	2		ECTS credits			2.0	
Learning profile	academic		Assessment form			credit	
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Aleksandra Klimkiewicz				
	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: 30.0						
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	The course aims to familiarize students with the mechanisms of contemporary online communication understood as a form of participatory culture (Web 2.0), in which content is not merely transmitted but is continuously created, transformed, remixed, and reinterpreted by users. Particular emphasis is placed on: the analysis of internet memes as units of cultural communication; understanding the concept of folklore in both its traditional sense and its transformation into digital (online) folklore; identifying the mechanisms underlying the creation, circulation, and dissemination of viral content, including memes, cypypastas, and hashtags; examining phenomena such as absurd memes, non-linear humor, and post-ironic forms of communication.						
Learning outcomes	Course outcome		Subject outcome			Method of verification	

Subject contents	1. Communication and online participation: interpersonal communication in digital environments, virtual spaces of communication, transformations of communication models from Web 1.0 to Web 5.0, participatory culture and Text 2.0. 2. Carnavalesque communication in digital culture: Bakhtin's concept of carnival, laughter as a social practice, inversion of hierarchies, grotesque, parody, and transgression of norms in online communication. 3. Folklore and internet folklore: classical and contemporary approaches to folklore, digital folklore, memes as units of internet folklore, hashtags and collective narrative formations in online spaces. 4. Internet memes and their typologies: simple, complex, and absurd memes; Polish and global meme cultures; image macros, rage faces, demotivators, and copypastas. 5. Language and emotions in online communication: transformations of internet language, emotional communication, aggression and vulgarization in online environments, emoticons, emojis, and kaomoji. 6. Intertextuality and cyberculture: cultural remix, intertextuality and intervisuality, circulation of images and symbols online, functions of hashtags. 7. Memes as tools of social discourse: stereotypes, representations of social groups, political, media, and religious discourse in internet culture. 8. Internet humor: theories of humor and comedy, absurd and post-ironic humor, "dad jokes" and copypastas, online communities of laughter, and mechanisms of virality in humorous content.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria Knowledge Test	Passing threshold 51.0%	Percentage of the final grade 100.0%
Recommended reading	Basic literature Supplementary literature eResources addresses	1. Bachtin M., Twórczość Franciszka Rabelais'go a kultura ludowa średniowiecza i renesansu, przeł. A. i A. Goreniewie, Wydaw. Literackie, Kraków 1995. 2. Bergson H., Śmiech. Esej o komizmie. Tł. S. Cichowicz, Wydawnictwo Literackie, Kraków 1977. 3. Brodie R., Wirus umysłu: Nowa nauka o memach, przeł. P. Turski, Te Ta Publishing, Łódź 1997, s. 41. 4. Burkacka I., Intertekstualność współczesnej komunikacji. Memy a teksty kultury, „Poznańskie Spotkania Językoznawcze”, 2016, nr, 32, s. 75–91. 5. Camus A., Mit Syzyfa, przeł. J. Guze, Warszawa: Państwowy Instytut Wydawniczy, 1999, s. 21-29. 6. Dawkins R., Samolubny gen, przeł. Marek Skoneczny, Warszawa 2006. 7. Gajewski K., Mem internetowy jako gatunek wypowiedzi, [w:] Z teorii i praktyki komunikacji społecznej. Stan i rozwój badań w Polsce, Libron, Kraków 2018. 8. Godlewska E., Emocje w sieci. Ekspresywność wybranych memów internetowych. [w:] Odkrywanie słowa – historia i współczesność. Sokólska U., (Ed.). Białystok 2015. 9. Juza M., Memy internetowe – tworzenie, rozpowszechnianie, znaczenie społeczne. „Studia Medioznawcze” 2013, nr 4, s. 44–60. 10. Piskorz K., Internetowe memy – hieroglify XXI wieku, [w:] Współczesne media. Język mediów. Hofman I., Kepa-Figura D., (Ed.). Wydawnictwo UMCS, Lublin, 2013. 11. Shifman L., Memes in Digital Culture, The MIT Press, Cambridge, Massachusetts, London 2014. 12. Śliz A., Demotywator — emblemat kultury uczestnictwa? (wokół problemów definicyjnych memów oraz memów internetowych), „Zagadnienia Rodzajów Literackich”, LVII z.1, 2014, s. 152–165.	
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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