

Subject card

Subject name and code	Social Media Culture, PG_00211207						
Field of study	Polish 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 Humanistic-social subject group		
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 Literary Theory and Art Criticism -> Institute of Polish Philology -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Małgorzata Łosiewicz, prof. UG				
	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		18.0	50
Subject objectives	The aim of the course is to introduce students to the issues of social media culture and learn how to use them as work tools in the culture, media and PR sector.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[FPMU2_K06] He consciously develops his own professional competence in literary and linguistics studies, becoming ready for the changing reality.		The student demonstrates a commitment to continuous professional development in the humanities and is prepared to actively contribute to the creation and development of media culture.		[SK5] implementation of a problem task [SK6] demonstration of practical skills [SK8] observation of student's independent or team work		
	[FPMU2_U08] Has literary and linguistic skills and linguistic competence to undertake work related to the chosen specialty.		The student can analyse social media.		[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task		
	[FPMU2_W10] Has an in-depth knowledge of literary and linguistic studies in the field of their chosen specialization in the context of cultural and civilizational changes.		The student has structured and in-depth knowledge of the humanities in the field of the selected specialization.		[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task		
	[FPMU2_W08] Recognizes in cultural texts the reflection of the dilemmas of contemporary civilization as well as the economic, legal and business rules governing the contemporary world, influencing the development of various forms of entrepreneurship.		The student can critically analyse how economic, legal, and business conditions shape the functioning of social media and digital communication environments.		[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task		

Subject contents	New media definitions, divisions, history. Traditional media and social media. Social media and changes in culture (popular, audiovisual). Social media as new cultural patterns. Social media narrative (profile and identity construction, archiving private life, culture of digital narcissism). Social media entities (influencer, influencer, video blogger, vlogger, petfluencer, YouTuber). Issues of virtual communities. Phenomena of social media culture (gif, emoticon, selfie). Social media culture strategies (remix, participation, gamification, mobility). Genre forms of social media (post, tweet, meme) Art in social media. Humanities and the digital turn. Social media as a marketing and PR tool. Case studies (Facebook, Twitter, Instagram, YouTube, Tik Tok, Snapchat).		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	attendance and systematic preparation for classes and discussions during classes	51.0%	30.0%
	preparation of a final project	51.0%	50.0%
	oral preparation of selected topics from those indicated by the teacher	51.0%	20.0%

Recommended reading	Basic literature	Hansen, A. et al. (2025). Zresetuj się: jak zadbać o swój mózgw świecie ekranów/ Andreas Hansen, Mats Wanblad: przekład Emilia Fabisiak. Wydanie I. Kraków: Wydawnictwo Znak. Kurpias, A.&Wydawnictwo Uniwersytetu Gdańskiego Wydawca (2025) Krytyka literacka w mediach społecznościowych/Agnieszka Kurpias. Gdańsk; Wydawnictwo Uniwersytetu Gdańskiego Bielak T., <i>Antropologia obrazów usieciowionych elementy komunikacji wspólnot interpretacyjnych</i>, [w:] <i>Badanie i projektowanie komunikacji</i>, t. III, red. M. Wszolek, Kraków 2014. Bodzioch-Bryła B. et al., <i>Literatura nowe media: homo irretitus w kulturze literackiej XX i XXI wieku</i>, Toruń 2015. Bomba R., <i>Jak uczyć cyfrowych humanistów</i>, [w:] <i>Edukacja a nowe media</i>, red. M. Latoch-Zielińska, I. Morawska, M. Potent-Ambroziewicz, Lublin 2015. Briggs A., Burke P., <i>Společna historia mediów. Od Gutenberga do Internetu</i>, przeł. J. Jedliński, Warszawa 2015. Burgess J., Green J., <i>YouTube. Wideo online a kultura uczestnictwa</i>, przeł. T. Płudowski, Warszawa 2011. Filiciak M., <i>Media wersja beta. Film i telewizja w czasach gier komputerowych i Internetu</i>, Gdańsk 2013. Kamińska M., <i>Memosfera: wprowadzenie do cyberkulturoznawstwa</i>, Poznań 2017. Levinson P., <i>Nowe nowe media</i>, przeł. M. Zawadzka, Kraków 2010. Maciejak K., <i>YouTube w edukacji. Strategie nadawcze wideoblogerów</i>, Kraków 2018. Markiewicz M., <i>Obrazy, których nie widać. Kilka uwag o moderowaniu treści w internecie</i>, Widok. Teorie i Praktyki Kultury Wizualnej 2018, nr 21. Nowak J., <i>Memowe wojny, artykulacja i Stuart Hall. O strukturalnych uwarunkowania sieciowej popkultury</i>, Przegląd Kulturoznawczy 2017, nr 2 (32). Pietrzyk B., <i>Obraz w sieci kreowanie wirtualnego wizerunku za pomocą wideoblogów</i>, [w:] <i>Czy obrazy rządzą ludźmi?</i>, red. A. Kampka, A. Kiryjow, K. Sobczak, Warszawa 2017. Szpunar M., <i>Czym są nowe media próba konceptualizacji</i>, Studia Medioznawcze 2008, nr 4(35).
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	Supplementary literature	Kopiecka-Piech K., <i>Mediatyzacja w ruchu, czyli kształtowanie się kultury medialnej mobilności</i>, Kultura i Historia 2013, nr 24. Kosińska O., <i>Algorytm nigdy nie mruga. Wpływ algorytmu zarządzającego YouTube na rzeczywistość społeczną</i>, Kultura Współczesna 2019, nr 1. Szpunar M., <i>Kultura cyfrowego narcyzmu</i>, Kraków 2016. Szpunar M., <i>Narcystyczna kultura. O kondycji człowieka ponowoczesnego w kulturze zdominowanej przez narcyzm</i>, Zarządzanie Mediami 2020, nr 3. Wądołowski W., <i>Instagramowy wizerunek białostockich instytucji kultury</i>, [w:] <i>Kultura w Polsce w XXI wieku: konteksty społeczne, kulturowe i medialne</i>, red. E. Dąbrowska-Prokopowska, P. Goryń, M.F. Zaniewieska, Białystok 2020. Wróblewski Ł., <i>Rola i znaczenie aktywności online użytkowników mediów społecznościowych w kształtowaniu wizerunku instytucji kultury</i>, Zarządzanie w Kulturze 2019, Vol. 20, nr 2.
	eResources addresses	
Example issues/ example questions/ tasks being completed	Social media narrative (profile and identity construction, archiving private life, culture of digital narcissism) - case study. Social media entities (influencer, influencer, video blogger, vlogger, petfluencer, YouTuber) - case study. Social media as a marketing and PR tool - case study. Case studies (Facebook, Twitter, Instagram, YouTube, Tik Tok, Snapchat).	
Work placement	Not applicable	

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