

**ROK AKADEMICKI 2023/2024**  
**SEMESTR LETNI**  
**4 ROK KULTURA-MEDIA-TRANSLACJA**

**KULTURA/LITERATURA: MODUŁ DO WYBORU 3**

**Kultura/literatura: moduł do wyboru 3 (retoryka kultury)**

**Dr Aleksandra Musiał / 4kmtA**

Sitcoms hold profound cultural and political significance as mirrors and influencers of societal values. Serving as both entertainment and a reflection of cultural norms, these shows become powerful vehicles for disseminating ideologies, shaping public opinion, and contributing to the construction of collective identity. Through humor and relatable narratives, sitcoms address and often challenge prevailing social attitudes on gender, race, class, and other sensitive issues. Additionally, sitcoms provide a lens into the political climate of their respective eras, offering commentary on contemporary events and serving as a form of social critique. As cultural artifacts, sitcoms play a vital role in shaping popular discourse, influencing public perceptions, and contributing to the ongoing evolution of societal norms and values.

This course explores the intricate interplay between rhetoric and culture, with a specific emphasis on American sitcoms. Students will delve into theoretical frameworks of cultural rhetoric, examining how sitcoms have evolved over decades to reflect and shape societal narratives. The course engages with critical discussions on representation, gender, race, and social issues within sitcoms, fostering analytical skills to deconstruct rhetorical choices made by creators. Through active engagement with a diverse selection of sitcom episodes, students will develop a nuanced understanding of how language, humor, and narrative structures contribute to cultural discourse. Assignments include essays and a final research project applying rhetorical theories to analyze a chosen sitcom, empowering students to navigate and contribute to discussions on the dynamic relationship between rhetoric and culture in contemporary media.

### **Kultura/literatura: moduł do wyboru 3 (retoryka literatury)**

**Dr Agnieszka Kliś-Brodowska / 4kmtB**

The course is dedicated to familiarizing students with the contemporary studies of the rhetorical dimension of literature. We focus on literary texts, prose and poetry, from English speaking countries (with certain exceptions). Classes begin by explaining what rhetoric and literary rhetoric are; then, we elaborate on the difference between rhetoric and poetics (also contextualizing the status of rhetoric from the cultural-historical perspective); present chosen methods of rhetorical analysis for literary texts; and put them into practice. Additionally, we investigate rhetorical inflections as defining features of chosen literary genres, represented by chosen authors, as well as scrutinize rhetoric/s of chosen individual literary text. Readings will include a range of diverse works, such as: chosen fairy-tale texts (e.g. Marie-Catherine D'Aulnoy), the Gothic (E.A. Poe), Irish poetry (Seamus Heaney), early Anglophone settler Canadian literature (from the perspective of Lorenzo Veracini's theory of settler colonialism) or the poetry of Britain-based Guyanese poet Grace Nichols.

### **Kultura/literatura: moduł do wyboru 3 (retoryka gier)**

**Dr Tomasz Gnat (wykład), dr Magdalena Bednorz (ćwiczenia) / 4kmtC**

The module's main purpose is to familiarize students with the tools of rhetorical analysis of digital games—or in other words, to discuss the ways in which games make persuasive, often ideologically-driven claims about the world, through the use of their narratives, visuals, as well as formal aspects. The lectures will focus on the theoretical approaches to digital game rhetoric in the field of games studies, while the classes will be oriented towards employment of those approaches in practice, in the detailed analysis of selected games.

## **MEDIA: MODUŁ DO WYBORU 2**

### **Media: moduł do wyboru 2 (narracje medialne)**

**Dr Bartosz Stopel, prof. UŚ / 4kmtA**

The course will offer theorization of the basic aspects of narrative patterns in social media pertaining to the use of cinematics, intermediality and conversational storytelling. We'll explore their formal features and methods of engaging cognition and attention and talk about how they depart from fiction film or literary narrative forms. Besides the theoretical background, students will be encouraged to prepare their own visual storytelling projects, first preparing a script halfway through the semester and then turning it into an actual film clip.

### **Media: moduł do wyboru 2 (narracje medialne)**

**Dr Tomasz Gnat / 4kmtB**

The course aims to analyse the characteristics of new media narrations, including traditional methods of storytelling in new media contexts, as well as non linear and interactive narratives. The course explores various principles underlying non linear work, such as excess, fragmentation, multiplicity of points of view, repetition, erasure, interruption, dialogue. Drawing on theories developed to understand the structures, techniques, and impacts of new media narratives, we will consider how different media offer possibilities to creators and viewers to tap into the central human practice of storytelling. We will focus on works that challenge conventions in a variety of ways, centred on contemporary media and trends in narrative techniques.

### **Media: moduł do wyboru 2 (projektowanie gier)**

**Mgr Przemysław Pomorski / 4kmtC**

The course 'Basics of Game Design and Unreal Engine 4' will teach students the fundamental knowledge required to enter the gaming industry. Students will gain familiarity with the Unreal Engine 4 game engine and learn the basics of different types of game design documents such as GDD, GDO, Pitch, technical design doc, and narrative. Additionally, they will learn about the prototyping process, which is based on Agile methodology and iteration, as well as the visual composition of game levels. Moreover, they will acquire skills in narrative techniques to guide the player.

## **TRANSLACJA: MODUŁ DO WYBORU 3**

### **Translacja: moduł do wyboru 3 (przekład na potrzeby mediów)**

**Mgr Dominika Pieczka / 4KMTA**

Translation for the media (television, cinema or the Internet) refers to the translation of audiovisual material (e.g. films, series, theatre and opera performances, news programmes, commercials, computer games and related programmes, etc., but also animated films, comic and graphic books). This type of translation includes *subtitling* (the text of translation visible during a film screening on the screen in the form of captions), *voice-over* (the text of translation read out during the screening), *dubbing* (the text of translation delivered by actors, recorded as utterances of individual characters) and *audiodescription*, used in the translation of the above-mentioned materials for people with impaired vision.

The course aims to familiarise its participants with the technical and theoretical arcana of audiovisual translation for the media, to help them develop and refine various techniques applied in this type of translation through practical exercises on original source materials and to search for appropriate terminology and media to produce functional, clear and correct translations.

### **4kmtB Translacja: moduł do wyboru 3 (tłumaczenie konsekutywne)**

**mgr Judyta Mężyk / 4KMTB**

W trakcie zajęć zgłębimy tematykę tłumaczenia konsekutywnego, czyli typu tłumaczenia ustnego wykonywanego po tym, jak mówca zakończy swoje przemówienie (lub zrobi odpowiednią przerwę po danym fragmencie wypowiedzi). Zagadnienie to zostanie omówione z dokładnym uwzględnieniem kompetencji, jakie musi posiadać tłumacz podchodząc do tego typu przekładu. W trakcie ćwiczeń paratłumaczeniowych skupimy się na odpowiednim przygotowaniu notatki konsekutywnej, a także na umiejętności parafrazowania i streszczania. Tłumaczenia wykonywane będą z języka angielskiego na język polski oraz z języka polskiego na język angielski, a teksty tłumaczone w trakcie zajęć będą zróżnicowane pod względem długości i tematyki. Studenci będą mieli okazję ponadto sprawdzić się w tłumaczeniu zdanie po zdaniu oraz w tłumaczeniu dialogów.

### **4kmtC Translacja: moduł do wyboru 3 (tłumaczenie symultaniczne)**

**mgr Judyta Mężyk / 4KMTC**

W trakcie zajęć zgłębimy tematykę tłumaczenia symultanicznego, czyli typu tłumaczenia ustnego wykonywanego równocześnie z produkowanym tekstem źródłowym. Zagadnienie to zostanie omówione z dokładnym uwzględnieniem kompetencji, jakie musi posiadać tłumacz podchodząc do tego typu przekładu. W trakcie semestru czas zostanie poświęcony także ćwiczeniom dotyczącym tłumaczenia a vista, czyli ustnego przekładu tekstów pisanych. Dzięki ćwiczeniom paratłumaczeniowym takim jak parafrazy, wtórowanie i inne studenci odpowiednio przygotują się do procesu tłumaczenia, poznają też przeszkody, jakie mogą napotkać przy tłumaczeniu i dowiedzą się, w jaki sposób można sobie z nimi poradzić. Tłumaczenia wykonywane będą z języka angielskiego na język polski oraz z języka polskiego na język angielski.

### **KOMPETENCJE CYFROWE: MODUŁ DO WYBORU**

#### **Kompetencje cyfrowe: moduł do wyboru (tłumaczenie wspomagane komputerowo)**

**dr Joanna Sycz-Opoń / 4kmtA**

Teaching plan:

- CAT tools - an introduction
- MemoQ - practice
- Phrase – MemSource - practice
- Postedition of machine translation - an introduction
- DeepL / Google Translate – practice
- Digital sources of information for translators

Course completion requirements:

- Performance test - practical use a CAT tool of student' choice

## **Kompetencje cyfrowe: moduł do wyboru (języki programowania)**

**dr Miłosław Chodacki / 4kmtB**

The Digital Competence - Programming Languages subject course covers a wide range of computer programming languages. As part of the course, students dealing professionally with natural language issues will gain knowledge of formal and artificial languages, their alphabets and grammars, syntactic and semantics of languages, translation of expressions (compilation, interpretation and assembly), starting with abstract automaton languages (Turing Machine, mathematical machines), through machine and symbolic languages (assemblers), structural, procedural, high-level general-purpose languages (Pascal, C), object-oriented programming languages (C ++ / C # / Java), languages for specific, dedicated applications (SQL, VHDL) and scripting languages (Bash, HTML, CSS, Javascript), as well as modern, increasingly popular and widely used Python. Students of English philology will have the opportunity to improve their knowledge of artificial languages and their importance in the modern information society, moreover, they will acquire basic skills in using these languages and will use them to speak to digital machines and understand these machines, create works in their language ... Today there is an increasing need for the presence of humanities specialists in the world of modern technologies, engineering knowledge alone turns out to be insufficient to achieve market success. This subject is the first step that enables students to expand employment opportunities in the IT industry, especially in the field of so-called soft skills. The course content enriches the course participant and enables them to become an essential member of the digital culture of the modern world - thanks to information technology - the global village. Completing the course will require creating a draft of the paper on one of the selected topics, with the help of a lecturer at each stage of its implementation.