



**University of  
Humanities and  
Economics in Lodz**

**ERASMUS+ INCOMING STUDENTS  
ACADEMIC OFFER - COURSES TAUGHT IN ENGLISH**

**CULTURE STUDIES**

**Spring semester 2024/2025**

---

**NARRATIVE IDENTITY**

**seminar/ form of assessment: test, 4 ECTS**

This course will provide a general introduction to the topic of narrative identity. In this theory of identity, we have access to our past only through the medium of narrative. It is through this narrative that we can perceive our lives as a coherent and meaningful whole and create our own sense of who we really are.

During the classes we will discuss:

1. The issue of the narrative turn in the humanities;
2. The most important concepts of narrative identity – hermeneutic (e.g. P. Ricoeur, A. MacIntyre, Ch. Taylor) as well as naturalistic (e.g. M. Schechtman, D. DeGrazia, and D. Dennett);
3. The relationships between narrative identity and cultural/social identity;
4. The mutual influences between the concept of narrative identity and literature/culture/art.

---

**NARRATIVE ETHICS, AND ETHICAL CRITICISM OF ART AND LITERATURE**

**seminar/ form of assessment: essay, 3 ECTS**

This course will provide a general introduction to the topics of narrative ethics and ethical criticism. In the first part of the course, we will discuss the ethical aspects of narrative and storytelling.

Referring to the concept of narrative identity, we will discuss:

1. various discourse fictionalization strategies applied in the process of storytelling, such as elements of emplotment, the beginning-middle-end structure, narrative patterns of acting and thinking provided by a given culture, rhetorical tropes, vague predicates, approximate or indirect references, so-called narrative substances (Nss), etc.;
  2. their at least partially fictionalizing nature;
  3. the ethical factor in our personal, non-fictional narrative, which is always told from the first-person perspective and thus maintains the autonomy of a narrating subject. In the second part of the course, we will discuss W. Booth's and M. Nussbaum's concept of ethical criticism. Referring to the concept of threefold mimesis (P. Ricoeur) and the notion of the intersection of the world of a text and the world of a reader, we will analyze the mutual relationships and influences between literature and real life.
- 

### **AI – A NEW EVERYDAY REALITY**

#### **Practicals/ Form of assessment: project, 4 ECTS**

This course delves into the rapid advancement and integration of artificial intelligence into our daily lives. We'll explore how AI is shaping industries, changing human-machine interactions, and redefining societal norms. Participants will gain insight into the transformative power of AI, its potential benefits, and the ethical considerations surrounding its implementation.

---

### **ART COLLIDING WITH THE COMMERCIALIZATION OF THE MARKET. IS THERE STILL ROOM FOR CREATIVITY IN THE MODERN WORLD?**

#### **Practicals/ Form of assessment: project, 3 ECTS**

In this course, we'll investigate the intricate dance between art and commercialization in today's fast-paced market. We'll discuss how commercial demands impact artistic integrity and whether true creativity can still thrive in such an environment. Participants will be encouraged to reflect on the balance between artistic passion and the pragmatic demands of the modern world.

---

### **GRAPHIC DESIGN IN RELATION TO CONTEMPORARY VISUAL AND AUDIO ARTS**

#### **Workshop/ Form of assessment: project, 4 ECTS**

In this course we will carry out tasks in the field of graphic design in relation to other fields of art and culture. We will explore new aesthetic spaces for interdisciplinary activities. These classes will develop the student's design workshop and learn to design contemporary brand identity and visual communication, creating projects in the field of design combined with other fields such as music, video, literature, experiment. We will be constantly inspired by modern technologies and we will be looking for answers to the

questions that art raises today, also in the context of AI. Classes will be based on the implementation of projects, discussions about them, and common conclusions. We will be looking for opportunities to implement projects and build a portfolio.

---

## **HISTORY OF ART IV**

**4 ECTS**

### **OBJECTIVES OF THE SUBJECT**

The aim of the course is presentation of artistic trends and styles after the fall of the Roman Empire to the 19th century and acquainting students with changes in the field of 20th-century art, including modernism, anti-art and classical avant-garde. The student is able to distinguish between the specificity of such directions as, for example, expressionism, cubism, surrealism, be able to deal effectively with something suggested by the style. Classes focus not only on the history of painting, but also on the history of photography and experimental film. The aim of presenting the history of art in the problematic history of modernist thought as opposed to traditional art and tradition.

### **DESCRIPTION OF THE EXPECTED LEARNING RESULT**

#### **In terms of knowledge**

- Has a structured knowledge of the theory and practice of graphic art, design and contemporary media, is familiar with the relevant terminology and methodology

#### **In terms of abilities**

- Orients works of art from different eras, identifies common features and differences

#### **In terms of social competencies**

- Understands the need for lifelong learning; independently supplements and extends knowledge in the field of modern processes and technologies, is able to inspire and organize the learning process of others

### **PROGRAM CONTENT**

- Historical styles from the 5th century BC to the 19th century
- Modernist art in the 19th century
- Art of the classical avant-garde (1905-1930)
- Anti-art in the 20th century, Dadaism and Surrealism
- Varieties of abstract art in the interwar period
- Defining artistic modernism

### **TEACHING METHODS**

(To choose: lecture, conversational lecture, classical problem method, didactic discussion, individual case analysis, project method, workshop method, seminar, brainstorming, drama techniques, problem solving, situation simulation, work in groups, individual work):

**Full-time studies / part-time studies:**

- lecture
- discussion

### **INDIVIDUAL STUDENTS WORK**

(elective: Familiarization with the subject literature and/or Additional materials; Preparation of course work; Preparation, implementation and evaluation of projects; Preparation for credit and/or examination; Other forms of own work in the course, which ones):

- familiarization with the subject literature
  - preparation for the credit and exam
- 

## **GRAPHIC AND 3D ANIMATION II**

**4 ECTS**

### **OBJECTIV OF THE COURSE**

The purpose of the course is to prepare the student to use in the field of computer workshop, graphic programs for editing an extended multimedia three-dimensional space. Students will learn advanced environmental modeling techniques for architectural visualization.

### **DESCRIPTION OF THE EXPECTED LEARNING RESULTS**

#### **In terms of knowledge**

- When it comes to tools for 3D space modeling, Student sees the need to be familiar with the latest software in this area. He is aware of the possibilities and limitations of technology.

#### **In terms of abilities**

- The student independently selects methods of spatial modeling objects and realizes his own artistic concepts in the field of photorealistic visualization
- Applies advanced 3D modeling, rendering and light creation in a scene for photorealistic visualization of space. The student is able to independently search for new technological solutions in the field of modeling 3D
- Has mastered photorealistic visualization techniques to enable continuous development. Can independently find the necessary tools and information.

#### **In terms of social competencies**

- Sees the need to constantly improve his own professional skills in the creation of three-dimensional space and consciously defines priorities. He is able to make an analysis of the project.

### **PROGRAM CONTENT**

- Definition of photorealistic and architectural visualization
- Advanced 3D architectural modeling tools
- Advanced texturing of objects
- Light creation in 3D space - photometric lighting
- Advanced photorealistic rendering

## **TEACHING METHODS**

(To choose: lecture, conversational lecture, classical problem method,

didactic discussion, individual case analysis, project method, workshop method, seminar, brainstorming, drama techniques, problem solving, situation simulation, work in groups, individual work):

### **Full-time studies / part-time studies**

- lecture
- project method
- individual correction of independently implemented semester projects

## **INDIVIDUAL STUDENT WORK**

(Elective: Familiarization with course literature and/or additional materials; Preparation of coursework; Preparation, implementation and evaluation of

of projects; Preparation for credit and/or examination; Other forms of own work in the course, which ones):

- Getting acquainted with the subject literature and additional materials
- preparation of credit works
- Preparation, implementation and evaluation of projects

---

## **MULTIMEDIA AND DIGITAL TECHNIQUES II**

**3 ECTS**

### **OBJECTIVES OF THE SUBJECT**

The purpose of the class is to develop the knowledge area of After Effects, to introduce the basic knowledge of Adobe Premiere and the basic knowledge of film editing based on Adobe Premiere.

### **DESCRIPTION OF THE EXPECTED LEARNING RESULTS**

#### **In terms of knowledge**

- Developing knowledge of the After Effects program, cooperation with Adobe Photoshop
- Presentation of tools in Adobe Premiere
- Familiarity with film editing

#### **In terms of abilities**

- The student is skilled in the use of tools in the programs: After Effects and Adobe Premiere
- Consciously chooses appropriate artistic resources and effects to the realized project

### **In terms of social competencies**

- Independently makes artistic decisions in the field of artistic activity - graphic design, demonstrates invention and high creativity

### **PROGRAM CONTENT**

- Character animation in After Effects, importing files from Adobe Photoshop
- Working with keyframes in Adobe Premiere
- Visual and sound effects in Adobe Premiere
- Text tools in Adobe Premiere

### **TEACHING METHODS**

(To choose: lecture, conversational lecture, classical problem method, didactic discussion, individual case analysis, project method, workshop method, seminar, brainstorming, drama techniques, problem solving, situation simulation, group work,

individual work):

### **Full-time studies / part-time studies**

- project
- individual work
- brainstorming

### **INDIVIDUAL STUDENTS WORK**

(Elective: Familiarization with the subject literature and/or additional

Materials; Preparation of coursework; Preparation, implementation and evaluation of projects; Preparation

Preparing for a credit and/or exam; Other forms of own work within the subject, which?):

- Getting acquainted with the subject literature and additional materials,
- Preparation of the credit work
- Preparation, implementation and evaluation of the project

---

## **RHETORIC AND ERISTIC**

**2 ECTS**

### **OBJECTIVES OF THE SUBJECT**

The purpose of the course is to form the basis of knowledge and skills in the field of rhetoric and eristic, as an art useful in the preparation, analysis and perception of the texts of public speeches, journalism, especially in the dimension of communicative and persuasive effectiveness, learning about the most common linguistic errors.

### **DESCRIPTION OF THE EXPECTED LEARNING RESULTS**

#### **In terms of knowledge**

- Defines the basic concepts of rhetoric and eristic presents the principles of composition of speech texts

#### **In terms of abilities**

- Is able to persuade, discuss and speak effectively an argumentative and negotiating strategy

#### **In terms of social competencies**

- Resolves conflicts
- Effectively communicates with the environment

#### **PROGRAM CONTENT**

- Communication as persuasion
- Persuasion techniques according to classical rhetoric
- Modern persuasive techniques
- Text construction according to the recommendations of modern rhetoric
- Rhetoric in politics and advertising
- Criteria of linguistic correctness from the point of view of the effectiveness of influence
- Editing of own texts
- Evaluation of other people's texts
- Perception and intelligibility of media messages
- The art of discussion

#### **TEACHING METHODS**

(To choose: lecture, conversational lecture, classical problem method, didactic discussion, individual case analysis, project method, workshop method, seminar, brainstorming, drama techniques, problem solving, situation simulation, group work,

individual work):

#### **Full-time studies / part-time studies**

- lecture
- discussion
- analysis and interpretation of the source text
- distance learning techniques

#### **INDIVIDUAL STUDENTS WORK**

(Elective: Familiarization with the subject literature and/or additional materials; Preparation of coursework; Preparation, implementation and evaluation of projects; Preparing for a credit and/or exam; Other forms of own work within the subject, which?):

- familiarization with the subject literature
- preparation for credit and examination
- participation in discussion forums and preparation of tasks on the e-learning platform