Kraków, 20.06.2024 r.

Summary of the doctoral dissertation

Rhetorical imaging of values in graphic and film discourse on social networks

Digital development entails an intensification of communication that can be described as oculocentric. Communication through images as messages—or more generally, visual forms—has been known since prehistoric times. However, manifestations of visual communication in specific artifacts are quite sparse and tend to concern artistic images more than those that are utilitarian, lacking aesthetic functions in favor of informational or emotional ones. Language, as a system of verbal signs, has so far been the main tool of communication, and it is to language that scientific theories have been dedicated, thereby assigning the verbal sphere a primary role. Nevertheless, in human communication, images have been present as an inherent aspect of human nature, and the extent of their participation and mode of operation is still being studied. In this context, one can situate the problem related to thinking with images and their correlation with language, and most importantly, the degree to which they determine views, attitudes, and human actions.

In this space, and thanks to the development of capabilities for creating, transmitting, and receiving visual forms, an ethical discourse has emerged—or more precisely, found its place and possibility of material realization in the form of digital images. These are short films and graphics whose main and explicit function is to manifest values by depicting human attitudes. The first conscious recognition of these media artifacts and viewing them through the lens of literature, philosophy, psychology, or the history of communication has allowed for the identification of a certain communicative phenomenon. The nature of the observed materials with an ethical function is undoubtedly to persuade towards certain attitudes in the process of reconstructing the imaginary with the engagement of emotions. Therefore, the aim of the research process is to identify the subject of study, determine its characteristic features through the lens of genres, seek analogies and regularities, and understand its mode of operation within the structure of social network discourse.