

Subject card

Subject name and code	The Art of Public Speaking II, PG_00133617						
Field of study	Polish Studies						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2024/2025		
Education level	Master's studies	Subject group			Obligatory subject group in the field of study Optional subject group Specialty 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	2	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. Magdalena Horodecka				
	Teachers		dr hab. Magdalena Horodecka				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	0.0	0.0	0.0	15
	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	15		11.0		24.0	50
Subject objectives	The aim of the course is to introduce the student to the basic issues of public discourse and rhetoric in the context of media communication. An important aim of the course is also to work on the ability to speak up in journalistic debates and to recognize persuasion and various forms of linguistic manipulation.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[FPMU2_U08] Has in-depth literary and linguistic skills and linguistic competence to undertake work related to the chosen specialty.	has structured, in-depth and extended knowledge of the scope, place and nature of the humanities (including detailed knowledge in selected areas) in the field and scientific disciplines relevant to the field of media and PR, oriented towards practical applications in the selected sphere of social, media and promotional activities - advertising; knows the terminology of the humanities at an advanced level; has structured, in-depth knowledge leading to specialization about the functions of culture and media in the modern information society; has in-depth knowledge of the connections between fields of science and scientific disciplines relevant to the field of media and PR with other fields of science and disciplines of the area from which this field of study was separated, allowing for the integration of perspectives specific to several disciplines.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[FPMU2_K06] He consciously fulfills and develops his own professional competence in literary and linguistics studies, becoming ready for the changing reality.	has the ability to formulate critical opinions about cultural products based on scientific knowledge, as well as the ability to present critical studies in various forms and various media; is able to communicate using various techniques and communication channels with specialists in the fields of science and scientific disciplines relevant to the field of media and PR, as well as popularize knowledge about culture and its institutions.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK6] demonstration of practical skills
	[FPMU2_W10] Has a structured and in-depth knowledge of literary and linguistic studies in the field of the chosen specialty.	student has the ability to integrate knowledge from various humanities disciplines and its application in various professional situations; is able to critically analyze and interpret various types of texts and products of material culture, taking into account new achievements in the humanities.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[FPMU2_W09] Knows the economic and legal mechanisms revealed in the Polish language, affecting the development of various forms of entrepreneurship, consistent with the principles of ethics ethical principles	student knows the realities of the modern world and understands the economic, legal and economic mechanisms operating in it and their impact on the modern Polish language.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[FPMU2_U06] He develops his linguistic competence and takes care about the standard of Polish of his colleagues.	The student is ready to identify unfair persuasive behaviors in media communication and counteract them independently.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[FPMU2_K04] He takes responsibility for his own academic work and that of the co-created team.	the student is ready to promote responsible and critical use of traditional and digital media and respect for intellectual property rights; acting in accordance with the ethical principles of the profession of a journalist and PR consultant, as well as in compliance with the rule of corporate social responsibility.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK5] implementation of a problem task

Subject contents	<p>Main issues:</p> <ol style="list-style-type: none"> 1. rhetoric in media communication 2. linguistic image of the world in the media 3. history of great media debates 4. rules and norms of public debate and its social and cultural functions 5. totalitarian languages and their impact on journalism 6. the impact of media changes on the shape of public discourses (post-truth, fake news) 7. the problem of hate speech in media discourse 8. theory and practice of Oxford debates 														
Prerequisites and co-requisites	Fluency in Polish Language														
Assessment methods and criteria	<table border="1" data-bbox="448 860 1477 999"> <thead> <tr> <th data-bbox="448 860 794 898">Subject passing criteria</th> <th data-bbox="794 860 1129 898">Passing threshold</th> <th data-bbox="1129 860 1477 898">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="448 898 794 931">Test</td> <td data-bbox="794 898 1129 931">51.0%</td> <td data-bbox="1129 898 1477 931">20.0%</td> </tr> <tr> <td data-bbox="448 931 794 965">Project / Tasks</td> <td data-bbox="794 931 1129 965">70.0%</td> <td data-bbox="1129 931 1477 965">40.0%</td> </tr> <tr> <td data-bbox="448 965 794 999">Presence</td> <td data-bbox="794 965 1129 999">90.0%</td> <td data-bbox="1129 965 1477 999">40.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	Test	51.0%	20.0%	Project / Tasks	70.0%	40.0%	Presence	90.0%	40.0%
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Recommended reading	Basic literature	J. Donovan, How to deliver TedTalk.													
	Supplementary literature	Aristotle (1991), <i>On Rhetorics and Civic Discourse</i> , translated by Kennedy, George A. New York/Oxford: Oxford University Press.													
	eResources addresses														
Example issues/ example questions/ tasks being completed	<p>- speech about an important social initiative- speech about an interesting cultural place in Tricity- speech about an interesting place of history in Tricity - introduction to multimodal analysis</p>														
Work placement	Not applicable														

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