

Subject card

Subject name and code	Secrets of medialinguistics: How do the media create the world using language? , PG_00134632						
Field of study	Archaeology						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2024/2025		
Education level	undergraduate studies	Subject group					
Mode of study	full-time studies	Mode of delivery			at the university		
Year of study	1	Language of instruction			Polish Polish		
Semester of study	2	ECTS credits			2.0		
Learning profile	academic	Assessment form					
Conducting unit	Zakład Pragmatyki Komunikacji i Dydaktyki Języka Rosyjskiego -> Instytut Rusycystyki i Studiów Wschodnich -> Faculty of Languages -> Rektor						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Żanna Śładkiewicz				
	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	To familiarize students with the assumptions of medialinguistics as a subdiscipline of linguistics, with contemporary development trends in media communication and media genres.- Presentation of concepts and phenomena related to media discourse and the theory and practice of language use in Polish and world media;- Presentation of methodological tools in media communication in order to understand and interpret ongoing communication events with particular emphasis on pragmalinguistic aspects.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
		<p>K_W02 - Knows terminology in the field of media linguistics at an advanced level.</p> <p>K_W05 - Has structured, detailed knowledge in the field of media studies / humanities about media.</p> <p>K_W09 - Has advanced knowledge of contemporary achievements, research centers and schools in the field of mediallyinguistics.</p> <p>K_U01 - Is able to independently search, analyze, evaluate, select and integrate knowledge using various sources in accordance with the instructions of the scientific supervisor and formulate critical judgments on this basis.</p> <p>K_U02 - Possesses advanced research skills, including analysis of the works of other authors, synthesis of various ideas and views, selection of methods and construction of research tools, development and presentation of results, allowing for original solutions to complex problems in the field of media linguistics.</p> <p>K_U11 - Presents the effects of his work in Polish in a transparent, systematized and well-thought-out form using various modern communication methods and techniques (including as part of the project).</p> <p>K_K01 - Is aware of the scope of his mediallyinguistic knowledge and its connection with knowledge of related disciplines.</p> <p>K_K02 - Is aware of his/her professional skills and understands the need to constantly strive to develop his/her own competences in the field of general humanities, as well as personal and social competences.</p>	<p>[SW4] test/exam - oral or written</p> <p>[SW2] presentation/project/paper/report</p> <p>[SU1] oral statement/conversation/discussion</p> <p>[SU2] presentation/project/paper/report</p> <p>[SU4] test/exam - oral or written</p> <p>[SK1] oral statement/conversation/discussion</p> <p>[SK2] presentation/project/paper/report</p>
Subject contents	<p>Media linguistics as a subdiscipline of linguistics; History and directions of development of mediallyinguistics in Poland and in the world; Media linguistics research methodology; Basic concepts of mediallyinguistics; Text genres in the media; Hypertext in media communication, hypertext categories, Internet communication genres, headline complex, clickbaiting, types of reading digital texts; text segmentation, fragmentation, multimedia and multimodality, fake news; Pragmalinguistic and sociological aspects of media communication; Metaphor in media text; Creating an image in media text; Persuasion, manipulation and propaganda in the media; Communication strategies in the media; The language of online media (secondary orality, teleliteracy), new communication practices; visibility in internet communication, rhetoric of new media, netiquette; media semiotics; practical aspects of mediallyinguistics.</p>		
Prerequisites and co-requisites	<p>Selection of the subject. Basic philological knowledge in the field of communication at the school level.</p>		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	oral assessment	51.0%	50.0%
	presentation of the issue	51.0%	50.0%

Recommended reading	Basic literature	<p>Język w mediach masowych, red. J. Bralczyk, K. Mosiołek-Kłosińska, Warszawa 2000.</p> <p>Język w mediach. Antologia, red. M. Kita i I. Loewe, Katowice 2012.</p> <p>Kreowanie światów w języku mediów, red. P. Nowak, R. Tokarski, Lublin 2007.</p> <p>Levinson P., Nowe nowe media. Rewolucja w komunikacji, Kraków 2010.</p> <p>Lisowska-Magdziarz M., Analiza tekstu w dyskursie medialnym. Przewodnik dla studentów, Kraków 2006.</p> <p>Manipulacja w języku, red. P. Krzyżanowski, P. Nowak, Lublin 2004.</p> <p>Skowronek B., Mediolingwistyka, Kraków 2013.</p>
	Supplementary literature	<p>Buława M., Sposoby wyrażania sądów wartościujących w tekstach prasowych, Kraków 2014;</p> <p>Fairclough N., Media Discourse. London, 1995;</p> <p>Grzenia J., Komunikacja językowa w Internecie, Warszawa 2006;</p> <p>Studia nad językiem, informacją i komunikacją, red. W. Krzemińska, P. Nowak, Poznań 2003;</p> <p>Suska D., Logosfera w Sieci pragmatyka, aksjologia, stylistyka (przyczynek do opisu polszczyzny nowych mediów), [w:] U progu wielkiej zmiany. Media w kulturze i cywilizacji XXI wieku. Nurty-kategorie-idee, red. M. Sokołowski, Olsztyn 2005;</p> <p>and selected current articles</p>
	eResources addresses	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed	<p>Sample exam questions:1. Medialinguistics as a subdiscipline of linguistics: the history of its emergence in Poland and around the world.2. Discourse. Media discourse. Media types. Species.3. The concept of context in media linguistics research.4. Functional characteristics of media communication.5. Persuasion. Manipulation. Propaganda.6. Evaluation in media discourse. Metaphor in journalistic text.7. Polycode text. Multimodal media text analysis.8. Intertexts in contemporary media practices.9. Constructing a media image. 10. The language of network media. Information, clickbaiting and fake news.Examples of project issues (multimedia presentation):1. Speech etiquette in selected online communities2. Media image of Poland in the European press.3. University website as an object of strategic communication: linguistic analysis4. Strategic communication in building the city's media brand5. Internet meme as a new form of social criticism6. Media image of a journalist: pragmatic analysis (case study)7. Strategies of seduction, synesthesia, glorification in culinary media texts8. Media image of emigration in public discourse9. Medialization of war trauma in the narrative of Vladimir Zelensky10. Dehumanization strategy in creating the image of the enemy</p>	
Work placement	Not applicable	

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