

**Subject card**

<b>Subject name and code</b>	Why is laundry the biggest worry for mom? Like the language of advertising (and not only) it creates the world, PG_00138627						
<b>Field of study</b>	Archaeology						
<b>Date of commencement of studies</b>	October 2024	<b>Academic year of realisation of subject</b>				2024/2025	
<b>Education level</b>	undergraduate studies	<b>Subject group</b>					
<b>Mode of study</b>	full-time studies	<b>Mode of delivery</b>				at the university	
<b>Year of study</b>	1	<b>Language of instruction</b>				Polish	
<b>Semester of study</b>	2	<b>ECTS credits</b>				2.0	
<b>Learning profile</b>	academic	<b>Assessment form</b>					
<b>Conducting unit</b>	Faculty of Mathematics, Physics and Informatics -> Rektor						
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		prof. dr hab. Aneta Lewińska				
	<b>Teachers</b>						
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
<b>Learning activity and number of study hours</b>	<b>Learning activity</b>	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	<b>Number of study hours</b>	30		2.0		18.0	50
<b>Subject objectives</b>	Understanding the mechanism of linguistic creation of the world in advertising texts (and other utility texts). Learning the basic linguistic mechanisms used in modern advertisements - the persuasive function of the text. Learning the concepts: vision of the world / image of the world and methods of examining the vision of the world contained in various non-literary texts. Developing the ability to critically read advertising texts. Developing the ability to analyze linguistic mechanisms present in various linguistic texts.						
<b>Learning outcomes</b>	<b>Course outcome</b>		<b>Subject outcome</b>			<b>Method of verification</b>	
			The listener knows the mechanisms of linguistic creation; understands the importance of advertising in shaping culture The listener is able to search, analyze and select information regarding advertising using spoken and written sources; is able to critically analyze various strategies of linguistic creation; consciously analyzes linguistic strategies of persuasion and manipulation; notices the mechanisms of evaluation inherent in non-literary texts The listener notices ethical dilemmas related to creating the world in advertising.			[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report	
<b>Subject contents</b>	Linguistic creation of the world in advertising. Linguistic means of evaluation in non-literary texts. Verbal and non-verbal components of advertising. Linguistic persuasion and manipulation and their role in creating functional texts. Ethics of words. Cultural determinants of advertising texts (and more). Stereotypes. Language strategies in the most famous campaigns.						
<b>Prerequisites and co-requisites</b>							

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	attendance at lecture	51.0%	20.0%
	multimedia presentation	51.0%	80.0%
Recommended reading	Basic literature	Zimny R., Creating images of the world in advertising texts, Trio Publishing House, 2008. D. Maison, P. Wasilewski, Propaganda of good hearts or a story about social advertising, Warsaw 1998 (excerpts selected by the presenter). Pajdzińska A., Tokarski R., Linguistic image of the world - convention and creation, "Pamiętnik Literacki" 87/4, pp. 143-158 (excerpts selected by the lecturer).	
	Supplementary literature	Bralczyk J., Language for sale, Gdańskie Wydawnictwo Psychologiczne, 2004. Kajtoch W., Linguistic images of the world and man in the youth and alternative press, Kraków 2008, vol. 12 (excerpts selected by the lecturer).  Maćkiewicz J., Metaphor in advertising [in:] Creating the world in texts, ed. A. M. Lewicki, R. Tokarski, Lublin 1995.	
	eResources addresses	Adresy na platformie eNauczenie:	
Example issues/ example questions/ tasks being completed	Please prepare a media presentation that will present an analysis of the selected advertising campaign, with particular emphasis on the role of linguistic means of creating the world. If the presentation will not be discussed, please surround the slide with notes containing the content to be delivered.		
Work placement	Not applicable		

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