

Subject card

Subject name and code	Communication Theories, PG_00149671						
Field of study	Russian Philology						
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 Subject group related to scientific research in the field of study		
Mode of study	full-time studies	Mode of delivery			at the university		
Year of study	1	Language of instruction			Polish Russian, Polish		
Semester of study	1	ECTS credits			2.0		
Learning profile	academic	Assessment form			credit		
Conducting unit	Division of Russian Language and Translation Studies -> Institute of Russian and Eastern Studies -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		prof. dr hab. Alicja Pstyga				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	20.0	0.0	0.0	0.0	20
	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	20		2.0		28.0	50
Subject objectives	To familiarise students with the basic concepts and problems of social communication theory and the variety of its forms. To expose issues of linguistic, communicative and interpretative community and the essence of communicative competence.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[FROSMU2_U02] Has in-depth 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 literary and linguistic studies.	knows and understands the connections of communication theory with other philological and social disciplines	[SU1] oral statement/conversation/discussion [SU3] text preparation/written work
	[FROSMU2_K01] Is aware of the scope of his philological knowledge and its connection with knowledge of related disciplines	consolidates his/her social competences, realizes the connections between the acquired philological knowledge and the communicative dimension	[SK1] oral statement/conversation/discussion [SK3] text preparation/written work [SK5] implementation of a problem task
	[FROSMU2_U05] Has the ability to substantively argue using his own views and the views of other authors, formulate conclusions and create synthetic summaries.	he/she is able to present an argumentation using his/her own views and the views of other authors with reference to his/her own research material (case studies)	[SU1] oral statement/conversation/discussion [SU3] text preparation/written work [SU8] observation of student's independent or team work
	[FROSMU2_W05] Has structured, in-depth, detailed knowledge of linguistics and social communication and media studies.	knows and understands the links between communication theory and other philological and social disciplines, allowing for the integration of perspectives relevant to several scientific disciplines	[SW1] oral statement/conversation/discussion [SW3] text preparation/written work [SW5] implementation of a problem task
[FROSMU2_W03] Has structured philological knowledge, including terminology, theory and methodology in the field of linguistics, literary studies, cultural and religious studies, and social communication and media studies.	Has a structured knowledge of communication theory, including terminology, theory and methodology To familiarise students with the basic concepts and problems of social communication theory and the variety of its forms.	[SW4] test/exam - oral or written [SW3] text preparation/written work	
Subject contents	Language and communication: basic concepts and communication models. Communication theory in different research approaches. Sign and meaning. Denotation, connotation and figurative meanings in linguistic communication. Values, culture and ideology in interpersonal communication. Functions of communication. Communicative competence. Media communication. Traditions of mass communication research. International communication. New technologies and new aspects of communication. The global communication network. Multimedia in verbal communication. Non-verbal communication.		
Prerequisites and co-requisites	The student is familiar with the linguistic terminology and basic knowledge of communication.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Assessment of the colloquium	51.0%	60.0%
	Participation in discussions and preparation of own materials and their discussion	51.0%	40.0%

Recommended reading	Basic literature	<p>Eco U., <i>Semiologia życia codziennego</i>, tłum. J. Ugniewska, P. Salwa, Warszawa 1996</p> <p>Fish S., <i>Interpretacja, retoryka, polityka. Eseje wybrane</i>, tłum. K. Arbiszewski i in., Kraków 2002</p> <p>Fiske J., <i>Wprowadzenie do badań nad komunikowaniem</i>, tłum. A. Gierczak, Wrocław 2008</p> <p>Goban-Klas T., <i>Cywilizacja medialna. Geneza, ewolucja, eksplozja</i>, Warszawa 2005</p> <p>McQuail D., <i>Teoria komunikowania masowego</i>, tłum. M. Bucholc, A. Szulżycka, Warszawa 2007</p> <p>Mikułowski Pomorski J., <i>Jak narody porozumiewają się ze sobą w komunikacji międzykulturowej i komunikowaniu medialnym</i>, Kraków 2006</p> <p>Pisarek W., <i>Wstęp do nauki o komunikowaniu</i>, Warszawa 2008</p> <p>Vinokur T.G., <i>Govorâšij i slušaûšij. Varianty rečevogo povedeniâ</i>, Moskva 1993</p> <p>Issers O.S., <i>Kommunikativnye strategii itaktiki russoj reči</i>, Moskva 2008</p> <p><i>Kommunikativnye strategii informacionnogo obšestva</i>, Sankt-Peterburg 2009</p> <p>Leontovič O., <i>Vvedenie v mežkulturnuû kommunikaciû</i>, Moskva 2007</p>
	Supplementary literature	<p>Mattelart A., Mattelart M., <i>Teorie komunikacji. Krótkie wprowadzenie</i>, tłum. J. Mikułowski Pomorski, Kraków 2001</p> <p>Mrozowski M., <i>Przenikanie mediów. Ewolucja mediów a przemiany ładu społecznego</i>, Warszawa 2020.</p> <p>Patocka-Sigłowy U., <i>Komunikowanie polityczne w Rosji. Specyfika dyskursu prezydenckiego</i>, Gdańsk 2019</p> <p><i>Współczesny polski dyskurs publiczny w perspektywie międzykulturowej. Dyskusja panelowa</i>, red. W. Chłopicki, S. Gajda, Kraków 2008</p> <p>Dowolna przekład na język rosyjski książki U. Eco</p> <p>Zemskaja E.A., <i>Âzyk kak deâtelnost</i>, Moskva 2014</p>
	eResources addresses	

Example issues/ example questions/ tasks being completed	To explain the basic concepts of communication science. Outlining the basic models of communication. Barriers to interlingual cross-cultural communication. Multimodality of media messages. Mass media in the process of communication. Specificity of advertising communication.
Work placement	Not applicable

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