

Subject card

Subject name and code	Image-building, PG_00149684						
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 Language of instruction: 90% Russian, 10% Polish		
Semester of study	2	ECTS credits			2.0		
Learning profile	academic	Assessment form			credit		
Conducting unit	Division of Russian Language Pragmatics, Communication and Didactics -> Institute of Russian and Eastern Studies -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Marta Noińska				
	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	Familiarizing students with the knowledge of image creation mechanisms and developing basic skills in analyzing and creating personal image, as well as the image of a city, company, brand, and character.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[FROSMU2_U11] He presents the effects of his work in Polish and Russian in a clear, systematized and well-thought-out form using a variety of modern communication methods and techniques.	Presents the results of their research on image creation (e.g., of an organization, city, company, brand) in Polish and Russian in a clear, systematic, and well-thought-out manner using various modern communication methods and techniques.	[SU2] presentation/project/paper/report
	[FROSMU2_W07] Has in-depth knowledge of the connections between philology and other humanities and social sciences, allowing for the integration of perspectives relevant to several scientific disciplines.	Has advanced and systematic knowledge of the connections between philology and imagology.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[FROSMU2_U14] Is able to cooperate and work in a group, assuming various functions in it.	Is able to work in a group, assuming various roles and undertaking different tasks.	[SU2] presentation/project/paper/report [SU8] observation of student's independent or team work
	[FROSMU2_K02] He is aware of his professional skills and understands the need to constantly strive to develop his own competences in the field of general humanities, as well as personal and social competences.	Is aware of their skills in image creation and understands the need for continuous development of their competencies in this area.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
[FROSMU2_K01] Is aware of the scope of his philological knowledge and its connection with knowledge of related disciplines	Is aware of the scope of their philological knowledge and its connection to the knowledge of imagology.	[SK1] oral statement/conversation/discussion [SK4] test/exam - oral or written	
Subject contents	<ul style="list-style-type: none"> • Image and linguistic personality, components of image, model for describing the image of a public figure, analysis of visual and verbal techniques for image creation. • Self-presentation: its sources and functions, self-presentation strategies and tactics. • first impressions; non-verbal elements of interaction; basics of body language. • Political image: creating and managing an image; leader's image, • Desired image of a city/company/brand. • Marketing and PR actions in shaping the image of a city/company/brand. • Barriers in image creation, changes in image. • Case study: image of a selected public figure in media, literature/city image. • Speeches (blogs) as examples of creating one's own image. • Practical aspects of imagology, application of theoretical knowledge in image creation (group project). 		
Prerequisites and co-requisites	Knowledge of the Russian language at a minimum of B2 level; basic philological knowledge in the field of media communication.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	test	51.0%	25.0%
	active participation	80.0%	25.0%
	group project	51.0%	50.0%

Recommended reading	Basic literature	<ul style="list-style-type: none"> • Biłas Pleszak, Ewa, Aleksandra Kalisz i Eweliny Tyc (red.) Autopromocja, autoprezentacja, wizerunek w komunikowaniu masowym. Błąd, kryzys, skandal. Wydawnictwo Uniwersytetu Śląskiego. Katowice 2019 • Białopiotrowicz G., Kreowanie wizerunku w biznesie i polityce, Wyd. Poltext, Warszawa 2009. • Noińska, Marta. Agnieszka Bielińska. Wizerunek głowy państwa w polskich, rosyjskich i chorwackich internetowych memach politycznych, w: W poszukiwaniu tożsamości językowej. T. 5 ; Gdańsk ; Sopot : Wydawnictwo Uniwersytetu Gdańskiego, 2021 ; Strony 189-207. • Noińska, Marta. 2020. Oficjalna strona internetowa jako narzędzie kreowania wizerunku głowy państwa w Polsce, Rosji i Wielkiej Brytanii. Przegląd Wschodnioeuropejski 11: 419431. https://doi.org/10.31648/pw.6520. • Reich, Tomasz, Jak dbać o wizerunek w mediach społecznościowych, Lublin : Wydawnictwo Słowa i Myśli, 2016. • Kuz'mina Ol'ga Gennad'yevna Formirovaniye imidzha brenda v internet-prostranstve: sotsiolingvisticheskiye i sotsial'no-psikhologicheskiye tekhnologii // Voprosy teorii i praktiki zhurnalistiki. 2015. 4. URL: https://cyberleninka.ru/article/n/formirovanie-imidzha-brenda-v-internetprostranstve-sotsiolingvisticheskie-i-sotsialno-psihologicheskie-tehnologii (data obrashcheniya: 12.03.2023). • Pocheptsov G.G. Professiya: imidzhmeyker. 2-ye izd., ispr. i dop. SPb.: Aleteyya, 2001. 256 s. ISBN 5-7763-8750-7 • Savchenko L.V, Imidzhelogiya. https://www.studmed.ru/view/savchenko-lv-imidzhelogiya_576297e9cf5.html • Shepel' V.M. Imidzh. Imidzhelogiya: uchebnoye posobiye. Moskva 2002. • Stasiak, Alina. Droga do gwiazd : jak budować wizerunek i markę osobistą? / Alina Stasiak. Stasiak, Alina. Lublin : Wydawnictwo Słowa i Myśli, 2017.
	Supplementary literature	<ul style="list-style-type: none"> • Bujko, Mirosław, Sebastian Hejnowski. Siła narracji marketingowej : jak właściwe słowa pozwalają sprzedać produkt, zmienić wizerunek firmy czy pozyskać wyborców. Warszawa : MT Biznes, 2018. • Gackowski, Tomasz , Marcin Łączyński (red.). Metody badania wizerunku w mediach : czym jest wizerunek, jak i po co należy go badać, Warszawa : CeDeWu.PL, 2009. • Pułka, Leszek & Patrycja Rozbicka. Marka : wizerunek, wizualność, komunikacja. 2018 redakcja . Kraków : Libron ; [Wrocław] : Wydział Filologiczny Uniwersytetu Wrocławskiego, 2018. • Wolny-Zmorzyński, Kazimierz [et al.]. Komunikacja wizualna w reklamie, public relations i w prawie. Warszawa : Poltext, 2013.
	eResources addresses	
Example issues/ example questions/ tasks being completed	<ul style="list-style-type: none"> • What is the difference between image and stereotype? • What is corporate style and why is it important? • How can one build the image of a company/person? 	
Work placement	Not applicable	

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