

Subject card

Subject name and code	Analysis of contemporary media texts, PG_00149685						
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			Russian 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	Preparing students for independent critical analysis of contemporary media texts, with particular emphasis on identifying persuasive and rhetorical techniques.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[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 organized philological knowledge, including terminology, theory, and methodology in the field of mediallyinguistics.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[FROSMU2_U03] Is able to independently acquire knowledge and expand research skills following the instructions of a research supervisor.	Is able to independently produce written work (with appropriate bibliography) describing a selected media text or media texts.	[SU3] text preparation/written work
	[FROSMU2_K06] Is able to critically analyze and interpret various types of products of Russian culture and literature using original approaches, taking into account new achievements in the humanities in order to determine their meanings, social impact, place in the historical-cultural and historical-literary process.	Can conduct critical analysis and interpretation of contemporary media texts, employing original approaches and considering new achievements in the humanities to determine their meanings, social impact, and place in the historical-cultural process.	[SK2] presentation/project/paper/ report [SK3] text preparation/written work
	[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 knowledge in the field of mediallyinguistics.	[SK1] oral statement/conversation/ discussion [SK3] text preparation/written work
	[FROSMU2_U14] Is able to cooperate and work in a group, assuming various functions in it.	Is able to conduct analysis of media texts, working in a group.	[SU1] oral statement/conversation/ discussion
	[FROSMU2_W05] Has structured, in-depth, detailed knowledge of linguistics and social communication and media studies.	Has organized, detailed knowledge in the field of linguistics and social communication and media sciences, particularly in the context of analyzing contemporary media texts.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/ report [SW3] text preparation/written work
	[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 organized, in-depth knowledge in the field of mediallyinguistics.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW3] text preparation/written work
[FROSMU2_W09] Has in-depth knowledge of contemporary achievements, centers and research schools in the field of linguistics.	Has in-depth knowledge of contemporary achievements, centers, and research schools in the field of mediallyinguistics.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion	
Subject contents	<ul style="list-style-type: none"> • Extending knowledge on the methodology of analyzing contemporary media texts. • Analysis of language in contemporary media texts: press/internet articles, TV news on current events, advertisements, blogs, and vlogs, internet memes. • Recognizing intertextual connections in internet memes. • Analysis of verbal and non-verbal persuasive and rhetorical techniques. 		
Prerequisites and co-requisites	The student has passed mediallyinguistics and possesses basic knowledge in this field after the first semester. They are proficient in Russian, able to understand and interpret media texts (both spoken and written) with minimal assistance from the instructor.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Test	51.0%	25.0%
	Active participation	80.0%	50.0%
	Written assignment	51.0%	25.0%

Recommended reading	Basic literature	<ul style="list-style-type: none"> • Dobrosklonskaâ T.G., 2008, Medialingvistika: sistemnyj podhod k izučeniû žyka SMI, Moskva."Duskaeva L.R. (red.), 2018, Medialingvistika v terminah i ponâtiâh, Moskva. • Gajda St., 2015, (Media)lingvističeskie dilemmy, «Medialingvistika», 3/2015, s. 1523. • Gavrilova M.V., 2016, Socialnaâ semiotika: teoretičeskie osnovaniâ i principy analiza multimodalnyh tekstov, «Političeskaâ nauka» 3/2016: Političeskaâ semiotika, s. 101117. • Gudkov D.B., Krasnyh V.V., Zaharenko I.V., Bagaeva D.V., 1997, Kognitivnaâ baza i precedentnye fenomeny v sisteme drugih edinic i v kommunikacii, «Vestnik Moskovskogo universiteta», Seria 9. Filologija, 4/ 1997, s. 106117. • Hilhanova È.V., 2012, Kritičeskij analiz diskursa: principy, metody i praktika (na primere diskursa SMI). «Vestnik BGU», SA/2012. • Kazak M.Û., Mahova A.A., 2011, Mediateksty v aspekte teorii intertekstualnosti i precedentnosti, «Naučnye Vedomosti», 24/2011, s. 175182. • Kress G., 2016, Socialnaâ semiotika i vyzovy multimodalnosti, per. s angl. T.Š. Adilbaev, I.V. Fomin, «Političeskaâ nauka», 3/2016: Političeskaâ semiotika, s. 77100. • Kuzmina N. A., 2011, Intertekstualnost i precedentnost kak bazovye kognitivnye kategorii mediadiskursa, «Mediascope», 1/2011, http://www.mediascope.ru/node/755 [data obrašeniâ: 30.09.2016]. • Moskvin V.P., 2011, Intertekstualnost. Ponâtijnyj apparat. Figury, žanry, stili, Moskva. Sladkevič, 2013, Političeskij feleton v svete teorii rečevogo vozdejstviâ, Gdansk. • Noińska, Marta. Novogodnee obrašenie lidera gosudarstva kak ritualnyj žanr mediadiskursa na materiale rossijskich, nemeckih i polskich vystuplenij: medialingvističeskij analiz : Gdańsk; Sopot: Wydawnictwo Uniwersytetu Gdańskiego, 2020. • Opiłowski R., Jarosz J., Staniewski P. (red.), 2015, Lingwistyka mediów. Antologia tłumaczeń, Wrocław. • Pisarek W., 2007, O mediach i języku, Kraków. • Skowronek B., 2013, Mediolingwistyka. Wprowadzenie, Kraków. • Skowronek B., 2014, Mediolingwistyka. Teoria. Metodologia. Idea POSTSCRIPTUM POLONISTYCZNE, nr 2 (14)/2014, . 1526. • Śladkiewicz, Żanna. Społeczeństwo oka i tekst wielokodowy (na przykładzie rosyjskiej satyry politycznej). Przegląd Ruscystyczny 2014, nr 3: 111124. • Vasilev A.D., 2013, Intertekstualnost: precedentnye fenomeny, Moskva.
	Supplementary literature	<p>Machin D., Mayr A., 2012, How to Do Critical Discourse Analysis. A Multimodal Introduction, London.</p> <p>Wojtak M., 2004, Gatunki prasowe, Lublin.</p> <p>Zydek-Bednarczuk U., 2013, Dyskurs medialny [:] Style współczesnej polszczyzny. Przewodnik po stylistyce polskiej, red. E. Malinowska, J. Nocon, U. Zydek-Bednarczuk, Kraków.</p>
	eResources addresses	
Example issues/ example questions/ tasks being completed	<ul style="list-style-type: none"> • Analyze a series of memes, pointing out preceden phenomena. • What rhetorical devices do we most often encounter in advertising? • How does media text differ from text in the traditional sense? 	
Work placement	Not applicable	

Document generated electronically. Does not require a seal or signature.