

Subject card

Subject name and code	Communication and Etiquette in Public Life, PG_00151899						
Field of study	Economics, International Economic Relations						
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		
Mode of study	full-time studies	Mode of delivery			at the university		
Year of study	1	Language of instruction			Polish		
Semester of study	1	ECTS credits			2.0		
Learning profile	academic	Assessment form			credit		
Conducting unit	Department of Transport Policy and Economic Integration -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Maria Matusiewicz				
	Teachers		dr Maria Matusiewicz				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	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		0.0		0.0	30
Subject objectives	Development of communication skills, evolution of language, awareness of political correctness and inclusiveness, linguistic etiquette in different cultures, analysis of language in the media and advertising, the role of non-verbal communication, rhetorical and persuasive skills, communication ethics, the role of language in shaping identity, the impact of technology on communication, management communication crises, inclusive communication in the workplace.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSGMU2_U02] can observe, evaluate and critically analyse the causes and course of processes and phenomena taking place in the open economy; can formulate his/her own opinions on the subject, interpret statistical data and economic indicators necessary in this respect, and also forecast economic processes and phenomena using advanced methods and tools applied in economic sciences	ble to observe, evaluate, and critically analyze the causes and course of processes and phenomena occurring in public communication, able to formulate own opinions on the subject, interpret data and indicators related to communication, and forecast its future directions using advanced methods and tools used in social sciences.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU4] test/exam - oral or written [SU8] observation of student's independent or team work
	[EKONMU2_U15] can independently expand and improve acquired knowledge and skills in economics; is open to new ideas and techniques; tends to learn using any accessible method and to interact with other participants of the learning process	Able to independently supplement and improve acquired knowledge and skills in communication, open to new ideas and techniques, inclined to learn by various methods, and willing to interact with other participants in the learning process.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU4] test/exam - oral or written [SU8] observation of student's independent or team work
	[MSGMU2_W02] knows an advanced terminology in the field of international economics, international economic relations and complementary disciplines	Knows advanced terminology in international communication, international communication relations, and complementary disciplines.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[MSGMU2_U10] can accurately select and use sources of information on international economic relations, evaluate, critically analyse and creatively interpret them, and can present them in an innovative way, using advanced information and communication techniques	Able to appropriately select and use information sources on communication, make their evaluation, critical analysis, and creative interpretation, able to present them innovatively, using advanced information and communication technologies.	[SU1] oral statement/conversation/discussion [SU5] implementation of a problem task [SU8] observation of student's independent or team work
	[EKONMU2_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; can assess risks and threats and find ways of counteracting their effects	Ready to think and act entrepreneurially; adapts to new situations and conditions, takes on the challenges of creative thinking, builds resilience to failure, able to assess risks and threats and find ways to counteract their effects.	[SK1] oral statement/conversation/discussion [SK5] implementation of a problem task [SK8] observation of student's independent or team work
	[EKONMU2_U06] can practically apply various forms and range of acquired knowledge in economics, finance and management, supplementing it with an independent critical analysis of its efficiency and usefulness	Able to practically apply various forms and scopes of acquired knowledge in communication, sociology, and psychology, supplementing it with independent critical analysis of effectiveness and usefulness.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task [SU8] observation of student's independent or team work
	[EKONMU2_U07] can independently propose solutions to complex economic or social problems, select methods of analysis and conduct conclusive procedures in this respect	ble to independently propose solutions to a complex communication or social problem, select methods of analysis, and carry out decisive procedures in this regard.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU4] test/exam - oral or written [SU5] implementation of a problem task [SU8] observation of student's independent or team work
	[EKONMU2_U01] can creatively interpret and explain economic and social phenomena and relations between them, using acquired knowledge of economics, finance and management sciences	Able to creatively interpret and explain communication and social phenomena and the relationships between them, using knowledge in communication, sociology, and psychology.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU4] test/exam - oral or written [SU8] observation of student's independent or team work
	[MSGMU2_W10] has an in-depth knowledge of the legal, cultural and financial conditions related to business operations, in particular those of an international nature	Possesses in-depth knowledge of the legal, cultural, and ethical conditions related to communication in an international context.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task

Course outcome	Subject outcome	Method of verification
[MSGMU2_W09] has an in-depth knowledge of selected areas of the functioning of a modern enterprise in the national and international environment; understands the conditions, principles and consequences of decisions taken in its structures aiming at the development, and the dependencies among enterprises on the international market	Possesses in-depth knowledge of selected areas of contemporary communication functioning in national and international environments, understands the conditions, principles, and consequences of decisions made within its structures aimed at development and the dependencies between entities in the international market.	[SW1] oral statement/ conversation/discussion [SW5] implementation of a problem task
[MSGMU2_U16] independently plans and implements lifelong learning; complements and improves the acquired knowledge and skills; is open to new ideas and techniques; can inspire and organise the learning process for others	Independently plans and implements lifelong learning, supplements and improves acquired knowledge and skills, is open to new ideas and techniques, able to inspire and organize the learning process of others.	[SU1] oral statement/conversation/ discussion [SU4] test/exam - oral or written [SU5] implementation of a problem task [SU8] observation of student's independent or team work
[MSGMU2_U11] independently formulates and tests hypotheses related to simple research problems, appropriately selects and applies methods and tools, including statistical tools and data acquisition techniques in order to verify hypotheses and diagnose economic processes, and on this basis to take appropriate economic decisions	Independently formulates and tests hypotheses related to simple research problems, properly selects and applies methods and tools, including statistical tools and data collection techniques, to verify hypotheses and diagnose communication processes, and on this basis makes appropriate communication decisions.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU4] test/exam - oral or written [SU5] implementation of a problem task [SU8] observation of student's independent or team work
[EKONMU2_U05] uses (legal, professional, ethical) normative systems and can effectively solve complex economic and social problems using them	Uses normative systems (legal, professional, ethical) and can effectively solve complex communication and social problems with their help.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU4] test/exam - oral or written [SU8] observation of student's independent or team work
[MSGMU2_U08] can communicate in an international and culturally diverse environment, using advanced terminology of international economic relations; supports his/her position, doubts and suggestions with argumentation based on selected theories, opinions of various authors and/or statistical data	Able to communicate in an international and culturally diverse environment, using advanced terminology in communication; supports own position, doubts, and suggestions with arguments based on selected theories, views of various authors, and/or statistical data.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU5] implementation of a problem task [SU6] demonstration of practical skills [SU8] observation of student's independent or team work
[EKONMU2_U02] can use acquired knowledge to describe and analyse the causes and course of economic and social processes and phenomena, and can formulate his/her own opinions and critically select data and analysis methods based on the achievements of economic and social sciences	o trafi wykorzystywać posiadaną wiedzę do opisu i analizowania przyczyn i przebiegu procesów i zjawisk komunikacyjnych i społecznych oraz potrafi formułować własne opinie i krytycznie dobierać dane i metody analiz na podstawie dorobku nauk komunikacyjnych i społecznych.	[SU1] oral statement/conversation/ discussion [SU4] test/exam - oral or written [SU5] implementation of a problem task [SU8] observation of student's independent or team work
[EKONMU2_U03] can analyse causes and course of economic and social processes and phenomena, formulate his/her own opinions on the subject, construct research hypotheses, and select and apply methods of their verification	Able to analyze the causes and course of communication and social processes and phenomena, formulate own opinions on the subject, formulate research hypotheses, and select and apply methods for their verification.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU8] observation of student's independent or team work
[MSGMU2_W03] knows and understands types of economic ties and the regularities governing them; understands the conditions and principles of the functioning of the market and the market mechanism in the national, international and global aspect	nows and understands the types of communication bonds and the rules governing them, understands the conditions and principles of communication functioning in national, international, and global aspects.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW5] implementation of a problem task

Course outcome	Subject outcome	Method of verification
[EKONMU2_W03] has an in-depth knowledge of relations between economic phenomena, entities and organisations as well as public institutions functioning in the national, international and intercultural spheres	Has in-depth knowledge of the relationships between communication phenomena, social entities and organizations, and public institutions operating in national, international, and intercultural spheres.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW5] implementation of a problem task
[MSGMU2_K07] is ready to observe and develop the principles of professional ethics and corporate social responsibility, takes into account changing social needs, respects the diversity of opinions and cultures, and is professional and loyal towards the employer	Ready to adhere to and develop principles of professional ethics and social responsibility, considering changing social needs, respecting diversity of views and cultures, being professional and loyal to the employer.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK6] demonstration of practical skills [SK8] observation of student's independent or team work
[MSGMU2_U05] can apply the rules and standards of business activity in order to solve complex and atypical problems arising from international economic cooperation	Potrafi posługiwać się regułami i standardami dotyczącymi komunikacji w celu rozwiązania złożonych i nietypowych problemów wynikających z różnorodności kulturowej i społecznej.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU4] test/exam - oral or written [SU8] observation of student's independent or team work
[EKONMU2_K06] is ready to observe and develop in his/her professional life principles of business ethics and corporate social responsibility, respect others, be loyal to their employer, taking into account changing social needs.	Jest gotów przestrzegać i rozwijać w życiu zawodowym zasady etyki komunikacji i odpowiedzialności społecznej, szanować innych, być osobą lojalną wobec pracodawcy, uwzględniając zmieniające się potrzeby społeczne.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK3] text preparation/written work [SK8] observation of student's independent or team work
[MSGMU2_W06] knows and understands the fundamental dilemmas related to globalisation and the formation of contemporary international economic relations	knows and understands the fundamental dilemmas related to globalization and the shaping of contemporary communication relations in public life.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW5] implementation of a problem task
[MSGMU2_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; assesses risks and threats and finds ways of counteracting their effects	Ready to think and act entrepreneurially, adapts to new situations and conditions, takes on the challenges of creative thinking, builds resilience to failure, assesses risks and threats, and finds ways to counteract their effects.	[SK1] oral statement/conversation/ discussion [SK5] implementation of a problem task [SK8] observation of student's independent or team work
[MSGMU2_K06] is ready to independently identify, diagnose and responsibly resolve dilemmas and alternative solutions related to his/her profession and the development of professional achievements	Ready to independently identify, diagnose, and responsibly resolve dilemmas and various solution options related to the profession and professional development.	[SK1] oral statement/conversation/ discussion [SK5] implementation of a problem task [SK8] observation of student's independent or team work
[MSGMU2_K05] is ready to initiate actions in the public interest, inspire and organise projects for the benefit of the environment and the international business community, in accordance with the idea of sustainable development and the resulting legal, economic, ecological, political and social requirements	Ready to initiate actions for the public interest, inspire and organize projects for the environment and social surroundings, in line with the idea of sustainable development and its legal, economic, ecological, political, and social requirements.	[SK1] oral statement/conversation/ discussion [SK8] observation of student's independent or team work
[MSGMU2_K08] prepares responsibly for his/her work; is able to set priorities and to plan work appropriately considering changing social needs	Responsibly prepares for work, able to set priorities and appropriately plan activities considering changing social needs in communication.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK4] test/exam - oral or written [SK8] observation of student's independent or team work
[EKONMU2_W11] knows the detailed principles of establishing and developing forms of individual entrepreneurship, using the knowledge of economics, finance and management sciences	knows detailed principles of creating and developing forms of individual entrepreneurship, using knowledge in communication, sociology, and psychology.	[SW1] oral statement/ conversation/discussion [SW5] implementation of a problem task

	Course outcome	Subject outcome	Method of verification
	[EKONMU2_W09] has an in-depth knowledge of the evolution of theories describing economic entities and organisations as well as public institutions; knows the connections between them	Has in-depth knowledge of the evolution of theories describing communication phenomena and public institutions, knows the connections between them.	[SW1] oral statement/ conversation/discussion [SW5] implementation of a problem task
	[EKONMU2_K05] correctly identifies, diagnoses and solves dilemmas and alternative solutions related to the profession	Correctly identifies, diagnoses, and resolves dilemmas and various solution options related to public communication.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK4] test/exam - oral or written [SK8] observation of student's independent or team work
	[EKONMU2_U12] can independently plan and implement lifelong learning, and inspire and organise the learning process of others	Able to independently plan and implement lifelong learning and inspire and organize the learning process of others.	[SU1] oral statement/conversation/ discussion [SU5] implementation of a problem task [SU8] observation of student's independent or team work

Subject contents

The Evolution of Language in Society

- Changes in Language Under the Influence of Technology and Social Media
- The Impact of Globalization
- Examples of Words and Phrases That Have Gained New Meanings
- Political Correctness

Definition and History of Political Correctness

- Advantages and Disadvantages of Political Correctness in Public Debate
- Examples of Controversies Related to Political Correctness
- Linguistic Inclusiveness

The Importance of Inclusiveness in Communication

- Techniques and Strategies for Creating Inclusive Language
- Case Analysis of Inclusive Language Use in Various Contexts (Media, Politics, Education)
- Language Etiquette in Different Cultures

Rules of Communication in High-Context and Low-Context Cultures

- The Impact of Cultural Differences on Intercultural Communication
- Examples of Cultural Faux Pas and How to Avoid Them
- Language in Media and Advertising

Analysis of Language Used in Media and Its Impact on Public Opinion

- Ethics in Marketing Communication
- The Role of Stereotypes and Their Impact on Communication
- Nonverbal Communication

The Importance of Body Language in Communication

- Interpretation of Gestures, Facial Expressions, and Body Posture
- Cultural Differences in Nonverbal Communication
- Rhetoric and Persuasion

Rhetorical Techniques in Speech and Writing

- How to Build Arguments and Persuade Audiences
- Analysis of Public Speeches for Rhetorical Effectiveness
- Communication Ethics

Ethical Principles in Interpersonal and Mass Communication

- Responsibility for Words in Social Media
- Ethical Dilemmas in Professional and Personal Communication
- Language and Identity

How Language Shapes Individual and Group Identity

- The Role of Dialects and Minority Languages in Preserving Cultural Identity
- The Issue of Endangered Languages
- Technology and Communication

The Impact of New Technologies on Communication Methods

- Language in Online Communication: Abbreviations, Emoticons, Memes
- Problems and Challenges in Digital Communication (Hate Speech, Trolling, Fake News)
- Etiquette in Public Life

Rules of Good Manners in Various Social and Professional Situations

- Etiquette in Electronic Communication (Emails, Text Messages, Social Media)
- The Role of Etiquette in Building and Maintaining Professional and Personal Relationships
- Crisis Communication and Conflict Management

Techniques for Managing Communication Crises

- Strategies for Resolving Interpersonal and Group Conflicts
- Examples of Effective Crisis Communication in Public Life
- Inclusive Communication in the Workplace

The Importance of Diversity and Inclusiveness in Team Communication

- Practices Supporting Inclusiveness in the Work Environment
- The Role of Leaders in Promoting Inclusive Communication

Prerequisites and co-requisites

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	discussion participation	30.0%	20.0%
	own work/presentation	60.0%	40.0%
	attendance	60.0%	40.0%
Recommended reading	Basic literature	<p>The Art of Explanation: How to Communicate with Clarity and Confidence, Ros Atkins, Wyd.: Headline 2023 Crucial Conversations: Tools for Talking When Stakes are High, Third Edition Opracowanie zbiorowe, Wydawnictwo: McGraw-Hill</p>	
	Supplementary literature	<p>Nonviolent Communication: A Language of Life: Life-Changing Tools for Healthy Relationships (Nonviolent Communication Guides), Marshall B. Rosenberg Wyd. PuddleDancer Press 2015</p>	
	eResources addresses		
Example issues/ example questions/ tasks being completed	<p>Do you think these changes are beneficial or harmful to the quality of communication? What are the potential long-term consequences of these changes? Does political correctness limit freedom of speech or promote more responsible communication?</p> <p>What are the arguments for and against political correctness? What examples from public life show how political correctness affects public debate? How can inclusive language influence the perception of minorities in society?</p> <p>What are examples of effective use of inclusive language? Are there situations where inclusive language might be seen as excessive? How do cultural differences affect intercultural communication?</p> <p>What are common misunderstandings resulting from cultural differences? What strategies can be used to improve intercultural communication? How does ethics in marketing communication impact consumer trust?</p> <p>What are examples of unethical practices in marketing communication? What steps can companies take to ensure ethical communication with customers? What is the importance of nonverbal communication in building interpersonal relationships?</p> <p>What are the key elements of nonverbal communication? How can cultural differences affect the interpretation of nonverbal communication? What rhetorical techniques are most effective in persuading audiences during public speaking?</p> <p>Who are examples of speakers who effectively used rhetorical techniques? What rhetorical mistakes can weaken a speakers message? What are the ethical dilemmas related to communication on social media?</p> <p>What are examples of ethical challenges faced by social media users? What ethical principles should apply to online communication? What are the key challenges associated with intergenerational communication in the workplace?</p> <p>What are the differences in communication styles between generations? What strategies can help overcome these challenges? How does technology change the way we communicate daily?</p> <p>What are examples of positive and negative impacts of technology on communication? What are the forecasts for future changes in communication due to technological development?</p>		
Work placement	Not applicable		

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