

Subject card

Subject name and code	Political Linguistics, PG_00153003						
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 Humanistic-social 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 Russian - 90% Polish - 10%		
Semester of study	2		ECTS credits		4.0		
Learning profile	academic		Assessment form		exam		
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 hab. Żanna Śładkiewicz				
	Teachers		dr hab. Żanna Śładkiewicz				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	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		2.0		68.0	100
Subject objectives	The aim of the course is to familiarize students with the history, directions of development of political linguistics as a subdiscipline of linguistics, its theoretical framework and conceptual apparatus.						

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.	Possesses in-depth research skills, including analysis of the works of other authors and politicians' statements, 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 political linguistics, analysis of strategies, tactics, means of influence on the recipient in terms of public communication about politics.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU4] test/exam - oral or written [SU5] implementation of a problem task
	[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 political linguistics, especially in Russia and Poland.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[FROSMU2_U01] Is able to independently search, analyze, evaluate, select and integrate knowledge using various sources in accordance with the instructions of the scientific supervisor and formulate critical judgments on this basis.	Is able to independently search, analyze, evaluate, select and integrate knowledge using various sources in accordance with the instructions of the academic supervisor and, on this basis, formulate critical judgments about the political communication of a specific politician, party or state.	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written [SU5] implementation of a problem task [SU6] demonstration of practical skills
	[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.	He presents the effects of his work in Polish and Russian in a transparent, systematized and well-thought-out form, using a variety of modern communication methods and techniques (including a synthetic study of the issue within the project).	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU4] test/exam - oral or written [SU5] implementation of a problem task
	[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 his knowledge in the area of political linguistics and its connection with knowledge in the field of related disciplines.	[SK1] oral statement/conversation/discussion [SK8] 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.	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.	[SK1] oral statement/conversation/discussion [SK8] observation of student's independent or team work
	[FROSMU2_W05] Has structured, in-depth, detailed knowledge of linguistics and social communication and media studies.	Has structured, in-depth and detailed knowledge of political linguistics.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[FROSMU2_W02] Knows philological terminology at an advanced level.	Knows the terminology in the field of political linguistics at an advanced level (discourse, political discourse, political communication, communication strategies, manipulation, propaganda, persuasion, agitation, indoctrination, etc.)	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
Subject contents	1. Political linguistics as a scientific discipline. History and present day. Main directions of research in contemporary political linguistics. The conceptual apparatus of political linguistics.2. Discursive features and functions of political communication. Lexical and stylistic organization of political texts. Species.3. Theoretical approach to persuasion, manipulation and propaganda. Definition problems. The art of political manipulation.4. Strategies and tactics in political discourse. Techniques of accrediting "one's own" (manipulative self-presentation) and discrediting the opponent, political provocation.5. Means of linguistic expression in political communication. Figures of speech and tropes. Metaphor in political communication. Basic metaphorical models in Russian and Polish political texts.6. Intertextuality and precedent of political discourse. A political polysemiotic text.7. Analysis of prototypical genres of political discourse.7. Rhetoric of non-prototypical political genres. Political satire. Political column. Political caricature in and about Russia. Russian political parody.		
Prerequisites and co-requisites	Knowledge of the Russian language to a degree enabling the achievement of learning outcomes.		

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	oral exam	51.0%	50.0%
	student project (presentation of the issue)	51.0%	50.0%
Recommended reading	Basic literature	Bralczyk J., O języku polskiej polityki lat osiemdziesiątych i dziewięćdziesiątych, Warszawa 2003. Fras J., Komunikacja polityczna: wybrane zagadnienia gatunków i języka wypowiedzi, Wrocław 2005. Kamińska-Szmaj I., Propaganda, perswazja, manipulacja próba uporządkowania pojęć, [w:] Manipulacja w języku, red. P. Krzyżanowski, P. Nowak, Lublin 2004. Karwat M., Sztuka manipulacji politycznej, Toruń 2001. Patocka-Sigłowy U., Komunikowanie polityczne w Rosji. Specyfika dyskursu prezydenckiego, Gdańsk 2019, Pawelczyk P., Piontek D., Socjotechnika w komunikowaniu politycznym, Poznań 1999. Sładkiewicz Ż. Političeskij feleton v svete teorii rečevogo vozdejstviâ, Gdansk 2013. Warchala J., Horyzonty manipulacji: perswazja, manipulacja, interpretacja, [w:] Manipulacja w języku, red. P. Krzyżanowski, P. Nowak, Lublin 2004. Sovremennaâ političeskaâ lingvistika, red. A.P. Čudinov, Ekaterinburg 2011. Čudinov A.P., Političeskaâ lingvistika, Moskva 2012.	
	Supplementary literature	Cialdini R., Wywieranie wpływu na ludzi. Teoria i praktyka, Gdańsk 1995. Dobek-Ostrowska B., Frasz J., Ociepka B., Teoria i praktyka propagandy, Wrocław 1999. Kamińska-Szmaj I., Człowiek zwierzęciem politycznym, [w:] Acta Universitatis Wratislaviensis: język a kultura Wrocław 2003, tom 15. Karwat M., Sztuka manipulacji politycznej, Toruń 1999. Kłosińska K., Językowe cechy politycznego dyskursu zamkniętego, w: R. Garpiel, K. Leszczyńska (red.), Sztuka perswazji. Socjologiczne, psychologiczne i lingwistyczne aspekty komunikowania perswazyjnego, Kraków 2004.	
	eResources addresses		
Example issues/ example questions/ tasks being completed	Media management of fear during the war.Creating the image of the enemy in the political narrative.Creating the desired image of reality in political propaganda. Newspeak in Russia.Communication strategies and tactics in political statements.Semiotics of social protest signs and symbols.Political advertising: a semantic-pragmatic analysis.Poland in political caricature.		
Work placement	Not applicable		

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