

Subject card

Subject name and code	Medialinguistics, PG_00153006						
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 Russian - 90% Polish - 10%		
Semester of study	1		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 hab. Żanna Śladkiewicz				
	Teachers						
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		2.0		18.0	50
Subject objectives	To familiarize students with the assumptions of medialinguistics as a subdiscipline of linguistics, with contemporary development trends in media communication and media genres.- Presentation of concepts and phenomena related to media discourse and the theory and practice of language use in the Russian and Polish media;- Presentation and use of methodological tools in media communication in exercises in order to understand and interpret ongoing communication events with particular emphasis on pragmalinguistic aspects						

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, 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 mediallynguistics	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written [SU5] implementation of a problem task
	[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 research supervisor and formulate critical judgments on this basis	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written [SU5] implementation of a problem task
	[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.	The student is aware of his/her professional skills and understands the need to constantly strive to develop his/her own competences in the field of mediallynguistics, as well as general humanities, as well as personal and social competences.	[SK1] oral statement/conversation/discussion [SK8] observation of student's independent or team 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 his mediallynguistic knowledge and its connection with knowledge of related disciplines	[SK1] oral statement/conversation/discussion [SK8] observation of student's independent or team work
	[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/she 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 as part of the project).	[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 mediallynguistics	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[FROSMU2_W05] Has structured, in-depth, detailed knowledge of linguistics and social communication and media studies.	Has structured, in-depth, detailed knowledge in the field of media studies / media humanities.	[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 of mediallynguistics at an advanced level	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task
Subject contents	Media linguistics as a subdiscipline of linguistics; History and directions of development of mediallynguistics in Poland and Russia; Media linguistics research methodology; Basic concepts of mediallynguistics; Text genres in the media; Media text in professional spheres of use; Hypertext in media communication, hypertext categories, genres of Internet communication, headline complex, clickbaiting, types of reading digital texts, typology and nomenclature of Internet users; text segmentation, fragmentation, multimedia and multimodality, fake news; Pragmalinguistic and sociological aspects of media communication; Persuasion and manipulation in the media; The status of language on the Internet (secondary orality, teleliteracy), new communication practices; visibility in internet communication, rhetoric of new media, netiquette; Practical aspects of mediallynguistics, application of theoretical knowledge in creating your own texts.		
Prerequisites and co-requisites	Selection of subject.Knowledge of the Russian language at a minimum level. B2		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	oral assessment	51.0%	50.0%
	student's project work (presentation of the issue)	51.0%	50.0%

Recommended reading	Basic literature	Encyklopedia mediolingwistyki, red. Iwona Loewe, Kraków 2023. Język w mediach masowych, red. J. Bralczyk, K. Mosiołek-Kłosińska, Warszawa 2000 (wybrane fragmenty); Język w mediach. Antologia, red. M. Kita i I. Loewe, Katowice 2012 (wybrane artykuły); Kreowanie światów w języku mediów, red. P. Nowak, R. Tokarski, Lublin 2007; Lisowska-Magdziarz M. Analiza tekstu w dyskursie medialnym. Przewodnik dla studentów, Kraków 2006; Manipulacja w języku, red. P. Krzyżanowski, P. Nowak, Lublin 2004; Skowronek B. Mediolingwistyka, Kraków 2013. Medialingvistika v terminah i ponâtiâh. Slovar-spravochnik. Moskva 2018 Dobrosklonskaâ T.G., Medialingvistika: Sistemnyj podhod k izučeniû âzyka SMI, Moskva 2008. Klušina N.I., Mediastilistika, Moskva 2018.
	Supplementary literature	Levinson P. Nowe nowe media. Rewolucja w komunikacji, Kraków 2010. Buława M. Sposoby wyrażania sądów wartościujących w tekstach prasowych, Kraków 2014. Fairclough N. Media Discourse. London, 1995. Grzenia J. Komunikacja językowa w Internecie, Warszawa 2006. Studia nad językiem, informacją i komunikacją, red. W. Krzemińska, P. Nowak, Poznań 2003. Kara-Murza S.G. Manipulâciâ soznaniem. Moskva 2000. Klušina N.I. Vvedenie v internet-stilistiku, Moskva 2020. Kopnina G.A. Rečevoe manipulirovanie. Moskva 2012.
	eResources addresses	Supplementary https://medialing.ru/ - Selected articles of the "Mediastilistika" magazine

Example issues/ example questions/ tasks being completed	1. Medialinguistics as a subdiscipline of linguistics: history of formation in Poland and Russia. 2. The concept of context in media linguistic research. 3. Evaluativeness in media discourse. Metaphor in a journalistic text. 4. Construction of a media image. An example of media image analysis. 5. Media image of Poland in the Russian socio-political press. 6. Medialization of war trauma in the narration of Vladimir Zelensky.
Work placement	Not applicable

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