

Subject card

Subject name and code	Medialinguistics, PG_00153006						
Field of study	Russian Philology						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2025/2026		
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		
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		dr hab. Żanna Śladkiewicz				
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_K01] The graduate is prepared to critically evaluate their own knowledge and the content they encounter in linguistics, literary studies, and related fields, particularly in relation to issues concerning the Russian language and Russian literature.	The student assesses the complexity of the research problem, indicates the strengths and weaknesses of the analysis, and identifies possible perspectives for media linguistics research.	[SK1] oral statement/conversation/discussion [SK8] observation of student's independent or team work
	[FROSMU2_U05] The graduate is able to appropriately select and adapt existing methods and tools, including advanced information and communication techniques, when working on selected issues in linguistics, literary studies, and related fields.	The student recognizes and identifies the analyzed units in the text, interprets them using the methods of medial linguistic analysis learned during classes; creates a multimodal presentation of the analysis and presents it during classes in Russian	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU4] test/exam - oral or written [SU5] implementation of a problem task
	[FROSMU2_U03] The graduate is able to analyze the research of various authors, synthesize different ideas and viewpoints, and present the results of their work in a logical and well-thought-out manner.	The student analyzes the work of Russian, Polish and foreign researchers on topics from the area of media linguistics, e.g. methods of media influence, propaganda, specific genre forms, disinformation, social networking messages, etc. and presents the results of the analysis during discussions or presentations of the issues.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU4] test/exam - oral or written [SU5] implementation of a problem task
	[FROSMU2_U02] The graduate is able to independently search for, critically analyze, evaluate, select, and integrate information using appropriate source materials.	The student recognizes and identifies analyzed units in the media text, compares the methods of media influence in Poland and Russia, and independently searches for empirical and illustrative material.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU4] test/exam - oral or written [SU5] implementation of a problem task
	[FROSMU2_W03] The graduate has an in-depth knowledge and understanding of the terminology used in linguistics, particularly that which applies to research on the Russian language.	The student presents and defines the units of the terminological apparatus of the discipline, such as media, mass communication, media discourse, media text, media genres, hypertext, multimedia and others; explains the conceptual scope of the terms	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
Subject contents	Media linguistics as a subdiscipline of linguistics; History and directions of development of medialogistics in Poland and Russia; Media linguistics research methodology; Basic concepts of medialogistics; 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, teliteliteracy), new communication practices; visibility in internet communication, rhetoric of new media, netiquette; Practical aspects of medialogistics, 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); Klimkiewicz A., Śladkiewicz Ż., Trendowicz M., <i>Kreowanie sensów w komunikacji internetowej: mem, stereotyp, mit</i>, Gdańsk 2025 (wybrane fragmenty); 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. Noinska M., Novogodnee obraščenie lidera gosudarstva kak ritualnyj žanr mediadiskursa na materiale rossijskich, niemieckich i polskich vystuplenij: Medialingvističeskij analiz, Gdańsk 2020.
	eResources addresses	

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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