

## Subject card

|                                             |                                                                                                                                                                                                              |                                                          |                                         |                                     |                                                                                                                                                         |            |     |
|---------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------------|-------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|------------|-----|
| Subject name and code                       | Political Linguistics, PG_00153003                                                                                                                                                                           |                                                          |                                         |                                     |                                                                                                                                                         |            |     |
| 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<br>Humanistic-social subject group<br>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                           | 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 Śladkiewicz               |                                     |                                                                                                                                                         |            |     |
|                                             | Teachers                                                                                                                                                                                                     |                                                          |                                         |                                     |                                                                                                                                                         |            |     |
| 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                                                                                                                                                 |
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|                                 | [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 works of Russian, Polish and foreign researchers on topics from the area of political linguistics, e.g. methods of linguistic persuasion, propaganda, genre forms specific to political discourse, including genres of political satire, etc., and presents the results of the analysis during discussions or presentations of the issues. | [SU1] oral statement/conversation/discussion<br>[SU2] presentation/project/paper/report<br>[SU4] test/exam - oral or written<br>[SU5] implementation of a problem task |
|                                 | [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 and tools of political linguistic analysis learned during classes; creates a multimodal presentation of the analysis and presents it during classes in Russian                                                                                              | [SU1] oral statement/conversation/discussion<br>[SU2] presentation/project/paper/report<br>[SU4] test/exam - oral or written<br>[SU5] implementation of a problem task |
|                                 | [FROSMU2_W09] The graduate has an in-depth understanding of the complex nature of the Russian language, its historical variability, as well as the principles and characteristics of contemporary communication.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | The student characterizes the styles of the Russian language, its varieties, interprets the connections between the use of language units and the dynamics of socio-political processes, discusses the genres and specificity of contemporary communication (e.g. political meme)                                                                                   | [SW4] test/exam - oral or written<br>[SW1] oral statement/conversation/discussion<br>[SW2] presentation/project/paper/report                                           |
|                                 | [FROSMU2_W12] The graduate has an understanding of the fundamental dilemmas of contemporary civilization, with particular regard to the historical and cultural context of Russian-speaking countries.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | The student describes the social, ideological and cultural changes taking place in Russian-speaking countries (primarily in Russia and Belarus) and characterizes the new genres and texts within political discourse implied by these changes, discussing their specificity in Russia.                                                                             | [SW4] test/exam - oral or written<br>[SW1] oral statement/conversation/discussion<br>[SW2] presentation/project/paper/report                                           |
|                                 | [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 a political text, the possibilities of its analysis from the perspective of a linguist, and identifies possible perspectives for political linguistic research.                                                                                              | [SK1] oral statement/conversation/discussion<br>[SK4] test/exam - oral or written<br>[SK8] observation of student's independent or team work                           |
|                                 | [FROSMU2_W01] The graduate has in-depth knowledge and understanding of the place and significance of linguistics within the system of the humanities, its subject-specific and methodological characteristics, as well as its connections with selected disciplines in the humanities and social sciences.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | The student presents and justifies the specificity of political linguistics as a subdiscipline of linguistics; formulates the reasons and stages of its evolution; understands and justifies the connections between political linguistics and linguistics, political science, media studies, rhetoric and other disciplines                                        | [SW4] test/exam - oral or written<br>[SW1] oral statement/conversation/discussion<br>[SW2] presentation/project/paper/report                                           |
| Subject contents                | <p>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.</p> |                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                        |
| 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 |
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|                                 | student project (presentation of the issue) | 51.0%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 50.0%                         |
|                                 | oral exam                                   | 51.0%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 50.0%                         |
| Recommended reading             | Basic literature                            | <p>Bralczyk J., O języku polskiej polityki lat osiemdziesiątych i dziewięćdziesiątych, Warszawa 2003.</p> <p>Fras J., Komunikacja polityczna: wybrane zagadnienia gatunków i języka wypowiedzi, Wrocław 2005.</p> <p>Kamińska-Szmaj I., Propaganda, perswazja, manipulacja próba uporządkowania pojęć, [w:] Manipulacja w języku, red. P. Krzyżanowski, P. Nowak, Lublin 2004.</p> <p>Karwat M., Sztuka manipulacji politycznej, Toruń 2001.</p> <p>Patocka-Sigłowy U., Komunikowanie polityczne w Rosji. Specyfika dyskursu prezydenckiego, Gdańsk 2019,</p> <p>Pawelczyk P., Piontek D., Socjotechnika w komunikowaniu politycznym, Poznań 1999.</p> <p>Sładkiewicz Ż. Političeskij feleton v svete teorii rečevogo vozdejstviâ, Gdansk 2013.</p> <p>Warchala J., Horyzonty manipulacji: perswazja, manipulacja, interpretacja, [w:] Manipulacja w języku, red. P. Krzyżanowski, P. Nowak, Lublin 2004.</p> <p>Sovremennaa političeskaa lingvistika, red. A.P. Čudinov, Ekaterinburg 2011.</p> <p>Čudinov A.P., Političeskaa lingvistika, Moskva 2012.</p> |                               |
|                                 | Supplementary literature                    | <p>Cialdini R., Wywieranie wpływu na ludzi. Teoria i praktyka, Gdańsk 1995.</p> <p>Dobek-Ostrowska B., Fras J., Ociepka B., Teoria i praktyka propagandy, Wrocław 1999.</p> <p>Nońska M., Novogodnee obraščenie lidera gosudarstva kak ritualnyj žanrmediadiskursa na materiale rossijskich, niemieckich i polskich vystuplenij: Medialingvističeskij analiz, Gdańsk 2020.</p> <p>Kamińska-Szmaj I., Człowiek zwierzęciem politycznym, [w:] Acta Universitatis Wratislaviensis: język a kultura Wrocław 2003, tom 15.</p> <p>Klimkiewicz A., Sładkiewicz Ż., Trendowicz M., Kreowanie sensów w komunikacji internetowej: mem, stereotyp, mit, Gdańsk 2025.</p> <p>Kłosińska K., Językowe cechy politycznego dyskursu zamkniętego, w: R. Garpiel, K. Leszczyńska (red.), Sztuka perswazji. Socjologiczne, psychologiczne i lingwistyczne aspekty komunikowania perswazyjnego, Kraków 2004.</p>                                                                                                                                                                |                               |
|                                 | eResources addresses                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                               |

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| Example issues/<br>example questions/<br>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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