

Subject card

Subject name and code	Linguistic aspects of image creation, PG_00165635						
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 90% Russian 10% Polish		
Semester of study	2		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 Marta Noińska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	20.0	0.0	0.0	0.0	20
	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	20		2.0		28.0	50
Subject objectives	Familiarizing students with the knowledge of image creation mechanisms and developing basic skills in analyzing and creating personal image, as well as the image of a company, brandwith with emphasis on the selection of appropriate linguistic resources.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[FROSMU2_W13] The graduate has contextual knowledge of the auxiliary and related fields of Russian philology, which is useful in research on the Russian language and literature, as well as in the professional work of a Russian philologist.		Understands what an image is and is able to distinguish it from a stereotype. Knows selected terms from the field of imagology.		[SW4] test/exam - oral or written [SW2] presentation/project/paper/report		
	[FROSMU2_U08] The graduate is able to communicate in Russian on specialized topics with diverse audiences and to lead debates.		Is able to discuss in Russian about topics related to the image of a company, person or institution, presenting and justifying their position.		[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU8] observation of student's independent or team work		
	[FROSMU2_U11] The graduate is able to collaborate and work in a team, taking on various roles, including that of a leader.		Is able to conduct a group analysis of the image of a public figure/company/institution, with particular emphasis on the language they use, and present the results of the analysis.		[SU2] presentation/project/paper/report [SU8] observation of student's independent or team work		

Subject contents	- Image and linguistic personality, components of image, model for describing the image of a public figure, analysis of visual and verbal techniques for image creation. - Self-presentation: its sources and functions, self-presentation strategies and tactics. - first impressions; verbal and non-verbal elements of interaction; - Political image: creating and managing an image; leader's image, - Desired image of a company/ public figure. - Barriers in image creation, changes in image. - Case study: image of a selected public figure / company. - Speeches (blogs) as examples of creating one's own image. - Practical aspects of imagology, application of theoretical knowledge in image creation (group project).		
Prerequisites and co-requisites	Knowledge of the Russian language enabling active participation in classess conducted in Russian; basic philological knowledge in the field of media communication.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	group project, presentation of the results	51.0%	50.0%
	active participation	51.0%	10.0%
	test	51.0%	40.0%
Recommended reading	Basic literature	- Biłas Pleszak, Ewa, Aleksandra Kalisz i Eweliny Tyc (red.) Autopromocja, autoprezentacja, wizerunek w komunikowaniu masowym. Błąd, kryzys, skandal. Wydawnictwo Uniwersytetu Śląskiego. Katowice 2019 - Noińska, Marta. 2020. Oficjalna strona internetowa jako narzędzie kreowania wizerunku głowy państwa w Polsce, Rosji i Wielkiej Brytanii. Przegląd Wschodnioeuropejski 11: 419431. https://doi.org/10.31648/pw.6520. - Savchenko L.V, Imidzhelogiya. https://www.studmed.ru/view/savchenko-lv-imidzhelogiya_576297e9cf5.html - Shepel' V.M. Imidzh. Imidzhelogiya: uchebnoye posobiye. Moskva 2002. - Stasiak, Alina. Droga do gwiazd : jak budować wizerunek i markę osobistą? / Alina Stasiak. Stasiak, Alina. Lublin : Wydawnictwo Słowa i Myśli, 2017.	
	Supplementary literature	- Białopiotrowicz G., Kreowanie wizerunku w biznesie i polityce, Wyd. Poltext, Warszawa 2009. - Noińska, Marta. Agnieszka Bielińska. Wizerunek głowy państwa w polskich, rosyjskich i chorwackich internetowych memach politycznych, w: W poszukiwaniu tożsamości językowej. T. 5 ; Gdańsk ; Sopot : Wydawnictwo Uniwersytetu Gdańskiego, 2021 ; Strony 189-207.. - Reich, Tomasz, Jak dbać o wizerunek w mediach społecznościowych,Lublin : Wydawnictwo Słowa i Myśli, 2016. - Kuz'mina Ol'ga Gennad'yevna Formirovaniye imidzha brenda v internet-prostranstve: sotsiolingvisticheskiye i sotsial'no-psikhologicheskiye tekhnologii // Voprosy teorii i praktiki zhurnalistiki. 2015. 4. URL: https://cyberleninka.ru/article/n/formirovanie-imidzha-brenda-v-internetprostranstve-sotsiolingvisticheskie-i-sotsialno-psihologicheskie-tehnologii (data obrashcheniya: 12.03.2023). - Pocheptsov G.G. Professiya: imidzhmeyker. 2-ye izd., ispr. i dop. SPb.: Aleteyya, 2001. 256 s. ISBN 5-7763-8750-7	
	eResources addresses		
	Example issues/ example questions/ tasks being completed	- What is the difference between image and stereotype? - How does using appropriate linguistic means help build an image? - What is corporate style and why is it important? - How can one build the image of a company/person?	
Work placement	Not applicable		

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