

Subject card

Subject name and code	Language of contemporary media, PG_00166542						
Field of study	German Studies						
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 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		German		
Semester of study	2		ECTS credits		3.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Division of German Language and Translation Studies -> Institute of German Philology -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Izabela Olszewska				
	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		4.0		41.0	75
Subject objectives	The aim of the course is to familiarize students with the language of semi-modern media, as well as the basic concepts and categories of media communication.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[FGMU2_K01] Has an in-depth awareness of the level of their knowledge and skills, is able to critically evaluate the received contents, as well as apply their knowledge in solving cognitive and practical problems.	Recognizes the specificity of the language of contemporary media, understands its dynamics, and the need for continuous expansion and updating of knowledge in this area.	[SK2] presentation/project/paper/report
	[FGMU2_W06] Knows in detail contemporary achievements, research centres and schools in the field of linguistics, understands their historical and cultural conditions and development tendencies.	Knows the most important studies on the language of media and media communication.	[SW2] presentation/project/paper/report
	[FGMU2_W02] Knows and understands at an extended level German terminology and the theory and methodology in the field of literary studies.	Knows and understands at an extended level the terminology of media communication as one of the humanities;	[SW2] presentation/project/paper/report
	[FGMU2_W01] Has a structured and in-depth knowledge of the material and methodological specificity of philology, as well as knowledge of the place and significance of philology in relation to other sciences.	Knows the place and importance of media studies among the disciplines of the humanities;	[SW2] presentation/project/paper/report
	[FGMU2_U04] Correctly applies the known scientific terminology in German, accurately defines the terms of literary and linguistic studies and the phenomena of the chosen specialization, i.e.: translation studies, or language teaching or communication in business and economy.	Correctly applies the learned scientific terminology in German and defines concepts in the field of media communication;	[SU1] oral statement/conversation/discussion
	[FGMU2_U02] Uses the acquired research skills, draws conclusions, elaborates and presents results in the field of literary studies or linguistics, is able to use and integrate knowledge from several scientific disciplines.	Has research skills (formulation and analysis of problems, development of empirical material, selection of methods and research tools, formulation and presentation of results, drawing conclusions) to solve problems within media communication;	[SU2] presentation/project/paper/report
	[FGMU2_U01] Seeks, analyses, evaluates, selects and uses information from various sources.	Is able to search, analyze, evaluate, select and use information on the language of contemporary media and media communication, using various sources and modern technologies;	[SU2] presentation/project/paper/report
	[FGMU2_W03] Knows and understands at an extended level German terminology and the theory and methodology in the field of linguistics in German.	Has knowledge at an extended level of terminology, theories and methodology of media communication research;	[SW1] oral statement/conversation/discussion
	[FGMU2_U06] Has an in-depth ability to produce a variety of written works and oral speeches in German.	Is able to perform in public, correctly choosing the means of expression;	[SU2] presentation/project/paper/report
	[FGMU2_U05] Is able to present and defend their arguments substantially in the context of selected perspectives, is able to present their own ideas, doubts and suggestions, to create synthetic summaries, and to use the opinions of other authors, observing ethical principles.	Possesses the ability to analyze and critically evaluate media content, as well as the capacity to formulate independent conclusions based on various sources of information.	[SU2] presentation/project/paper/report

Subject contents	Contemporary media - introduction Concepts and models of mass communication Media genres and texts Language of old and new media selected issues Multimodality of the message in the media Influence of the media on attitudes and public opinion linguistic means of manipulation and persuasion in media messages Modern media and phenomena such as fake news and hate speech Linguistic means of valuing in social media The role of language in the process of identity formation in the media Selected aspects of text analysis in media discourse (author, addressee, genre, context, politeness and etiquette, valuing, stereotyping)		
Prerequisites and co-requisites	None		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	completion of a credit project	51.0%	70.0%
	Adequate statements during the lecture	51.0%	30.0%
Recommended reading	Basic literature	- Burger Harald (2005) Mediensprache, Berlin / New York. - Lisowska Magdziarz Magdalena (2006) Analiza tekstu w dyskursie medialnym, Kraków. - Schmitz Ulrich (2015) Einführung in die Medienlinguistik, Darmstadt. - Vowe Gerhard (2002) Politische Kommunikation, Illmenau.	
	Supplementary literature	- Goban-Klas, Tomasz (2020) Media i komunikowanie masowe. Teorie i analizy prasy, radia, telewizji i internetu, Warszawa. - McQuail Denis (2012) Teoria komunikowania masowego, Warszawa. - Pürer Heinz (2014) Publizistik- und Kommunikationswissenschaft, München. - Perrin Daniel (2011) Medienlinguistik, Konstanz.	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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