

Subject card

Subject name and code	English for Public Relations, PG_00166628						
Field of study	Cultural Communication						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2026/2027		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		English		
Semester of study	4		ECTS credits		8.0		
Learning profile	academic		Assessment form		exam		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Joanna Tillack				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	60.0	0.0	0.0	0.0	60
	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	60		4.0		136.0	200
Subject objectives	The aim of the course is to improve reading and listening comprehension skills and to express oneself orally and in writing on topics related to shaping the image, the company's relations with the external environment, enriching vocabulary and the range of lexical and grammatical structures used in English in Public Relations at the B2+/C1 level according to CEFR. The course also includes aims at improving pronunciation according to the principle of English as a Lingua Franca and shaping grammatical correctness of statements. The course consists of the following components: Pronunciation & Speaking and Integrated Skills:Reading, Listening, Vocabulary & Use of English.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[CCL3_U14] The graduate can independently plan and implement lifelong self-education, especially in the field of contemporary English culture, literature and language	Is able to independently plan and implement lifelong self-education in English for Specific Purposes - Public Relations.	[SU1] oral statement/conversation/discussion [SU3] text preparation/written work
	[CCL3_W23] The graduate knows the rules of construction of written and oral statements and cultural conventions of communication in English, including those used in research work in cultural and religious studies, literary studies and linguistics, and in professional work in international institutions and organizations, at the C1 level.	Knows the principles of constructing written and oral statements and cultural conventions of communication in English used in Public Relations, at B2+/C1 level.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW3] text preparation/written work
	[CCL3_W22] The graduate knows and understands the grammatical and lexical rules of English, including those used in international institutions and organizations, at the C1 level.	Knows and understands the grammatical and lexical rules of English used in Public Relations, at B2+/C1 level.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW3] text preparation/written work
	[CCL3_U11] The graduate is able to prepare written work and oral speeches and participate in discussions in English at the C1 level, including using the specialized language of international business and diplomacy.	Is able to prepare written works and oral presentations and participate in discussions in English at B2+/C1 level, using the specialist language of Public Relations.	[SU1] oral statement/conversation/discussion [SU3] text preparation/written work [SU4] test/exam - oral or written
	[CCL3_U13] The graduate is able to interact with others and plan and organize individual and team work when performing tasks in the study program and in professional work.	Is able to interact with others and plan and organise individual and team work when performing tasks involving Public Relations English.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[CCL3_U01] The graduate can search, analyze, evaluate, select, integrate and document information from a variety of sources, interpret and draw conclusions, including in relation to issues of contemporary culture, literature and linguistics.	Is able to search, analyse, evaluate, select, integrate and document information from various sources, interpret it and draw conclusions with regard to English used in Public Relations.	[SU2] presentation/project/paper/report [SU3] text preparation/written work [SU4] test/exam - oral or written
	[CCL3_K01] The graduate is ready to critically assess the extent of his/her knowledge and skills, including cultural studies, literary studies and linguistics in relation to intercultural dialogue.	Is prepared to critically evaluate the scope of his/her knowledge and skills in English used in Public Relations, at B2+/C1 level.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK3] text preparation/written work [SK4] test/exam - oral or written

Subject contents	Integrated skills: Reading, Listening, Vocabulary and use of English - topics to choose from: 1. Introduction to Public Relations: the role of PR in a company, basic concepts, a short history of PR, the importance of PR in today's world. 2. Press releases: basic concepts, analysis of good press releases, writing a press release. 3. Crisis management: terminology, case study, communication in crisis. 4. Social media in the service of PR: creating a PR post in social media. 5. Event management: case study and writing an offer to organize an event, challenges related to organizing an event. 6. Good relations with external stakeholders and maintaining them. 7. Internal communication in the company 8. Ethics in Public Relations: a debate on ethics in PR. Pronunciation & Speaking: working on connected speech, improving the ability to use appropriate intonation and sentence stress in public speaking, honing pronunciation.																	
Prerequisites and co-requisites	Entry requirement: passing the Business English II course in the third semester. Additional requirements: The English for Public Relations course ends with a written and oral exam. In order for a student to be able to take the exam, they must first pass both components: Pronunciation & Speaking & Integrated Skills: Reading, Listening, Vocabulary and Use of English.																	
Assessment methods and criteria	<table><tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr><tr><td>Reading & Listening Comprehension Examination</td><td>51.0%</td><td>25.0%</td></tr><tr><td>Speaking Examination</td><td>51.0%</td><td>25.0%</td></tr><tr><td>Writing</td><td>51.0%</td><td>25.0%</td></tr><tr><td>Use of English Examination</td><td>51.0%</td><td>25.0%</td></tr></table>			Subject passing criteria	Passing threshold	Percentage of the final grade	Reading & Listening Comprehension Examination	51.0%	25.0%	Speaking Examination	51.0%	25.0%	Writing	51.0%	25.0%	Use of English Examination	51.0%	25.0%
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Example issues/ example questions/ tasks being completed																		
Work placement	Not applicable																	

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