

Subject card

Subject name and code	The Language of New Media, PG_00133620						
Field of study	Polish 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 Optional subject group Specialty subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		Polish		
Semester of study	2		ECTS credits		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Division of Polish Language -> Institute of Polish Philology -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Katarzyna Borkowska				
	Teachers		dr Katarzyna Borkowska				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	0.0	0.0	0.0	15
	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	15		11.0		24.0	50
Subject objectives	To familiarize students with the features of the language of new media. Developing the ability to critically analyze media texts from a pragmatic perspective. Developing the ability to create model statements, including: advertising, expert, PR.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[FPMU2_W10] Has a structured and in-depth knowledge of literary and lin-guistic studies in the field of the chosen specialty.	The student has structured and deepened linguistic knowledge in the field of media and PR.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[FPMU2_K06] He consciously fulfills and develops his own professional com-petence in literary and linguistics studies, becoming ready for the changing reality.	The student consciously develops his/her own linguistic competences, allowing him/her to regulate the language of the media.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK5] implementation of a problem task
	[FPMU2_W07] Knows, understands and applies advanced methods of linguis-tic analysis in his research.	The student knows, understands and uses advanced methods of linguistic analysis in media research.	[SW1] oral statement/ conversation/discussion [SW5] implementation of a problem task
	[FPMU2_U08] Has in-depth literary and linguistic skills and linguistic compe-tence to undertake work related to the chosen specialty.	The student has in-depth language competences enabling him to work in the field of media and PR.	[SU2] presentation/project/paper/ report [SU5] implementation of a problem task [SU6] demonstration of practical skills
	[FPMU2_W08] Recognizes in cultural texts the reflection of economic, legal and economic rules, governing the modern world and affecting the development of various forms of entrepreneurship in ac-cordance with ethical standards.	The student recognizes in the latest texts of media culture a reflection of the economic, legal and economic rules governing the modern world.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[FPMU2_W09] Knows the economic and legal mechanisms revealed in the Polish language, affecting the development of various forms of entrepreneurship, consistent with the principles of ethics ethical principles	The student knows the realities of contemporary media and understands the economic, legal and economic mechanisms operating in them and their impact on the modern Polish language.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
Subject contents	Features of effective communication in the digital world. Communication strategies and their linguistic implementation. Contemporary models of mass communication. Roles of communication participants in digital media. Ethics in digital media - issues of privacy, manipulation and disinformation. Constructing e-identity. New trends in internet marketing. Basic genres of statements in public relations and their varieties. PR communication in social media - language, tone and style.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Assessment in the form of a project prepared by the student on a topic selected from those presented by the instructor	60.0%	50.0%
	Active participation in classes, preparing and performing tasks proposed by the Teacher	80.0%	50.0%
Recommended reading	Basic literature	D. Tworzydło, Public Relations, PWN, Warszawa 2023. D. M. Scott, Nowe zasady marketingu i PR. Jak poprzez social media, podcasty, content marketing, newsjacking oraz sztuczną inteligencję dotrzeć bezpośrednio do kupujących, Warszawa 2022. E. Szczepaniak, Sztuka projektowania tekstów. Jak tworzyć treści, które podbiją Internet, Gliwice 2019. M. Kita, I. Loewe (red.), Język w Internecie. Antologia, Katowice 2016.	

	Supplementary literature	P. Tkaczyk, Narratologia, PWN, Warszawa 2017. I. Hofman, D. Kępa-Figura, Współczesne media - gatunki w mediach. Tom 2. Gatunki w mediach elektronicznych, Lublin 2017. N. Oruba, Strategia komunikacji w social mediach, Gliwice 2022. J. Wrycza-Bekier, Magia słów. Jak pisać teksty, które porwą tłumy. Wydanie 2 rozszerzone, Gliwice 2021.
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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