

Subject card

Subject name and code	The Culture of Communication, PG_00130988						
Field of study	Cultural 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 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		Polish		
Semester of study	2		ECTS credits		3.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Division of Culture Studies -> Institute of Culture Studies -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Katarzyna Pastuszek				
	Teachers		Ida Woźniak				
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		43.0	75
Subject objectives	The aim of the course is to familiarise students with the basic issues of social and cultural communication in its broadest sense, as well as with the principles of internal and external communication in a cultural institution/organisation/project team and its various forms, tools and techniques. During the course, students will learn both the theory and practice of communication, as these are key skills in Cultural Management.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[KULMU2_W08] The student holds a broad understanding of contemporary cultural and artistic life, as well as the functioning of cultural institutions and the art market.	The student has up-to-date knowledge of the theory and applied forms of communication in cultural institutions.	[SW1] oral statement/ conversation/discussion [SW5] implementation of a problem task
	[KULMU2_K05] The student actively participates in activities aimed at preserving cultural heritage at the regional, national, European, and global levels.	The student is aware of his/her responsibility for culture and its heritage and through his/her knowledge of communication understands how to preserve the cultural heritage of the region, the country, Europe and the world.	[SK1] oral statement/conversation/ discussion [SK6] demonstration of practical skills [SK8] observation of student's independent or team work
	[KULMU2_K03] The student takes care to uphold the highest ethical and professional standards in the field of cultural studies.	The student identifies means and methods for communication while taking care to maintain the highest ethical and professional standards of the cultural studies profession.	[SK1] oral statement/conversation/ discussion [SK8] observation of student's independent or team work
	[KULMU2_K02] The student Willingly collaborates in a team and is capable of managing team work effectively.	The student is skilled in teamwork and managing team communication.	[SK1] oral statement/conversation/ discussion [SK5] implementation of a problem task [SK6] demonstration of practical skills
	[KULMU2_U05] The student utilizes current achievements in cultural and religious studies, as well as art studies, to critically analyze and interpret various cultural and artistic texts.	The student is able to create various forms of expression and communicate effectively with different audiences.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU5] implementation of a problem task
	[KULMU2_U01] The student demonstrates fluent skills in searching, interpreting, and selecting information, utilizing various sources, media, and technologies, and formulates independent conclusions based on them.	The student is able to search for information on modes of communication.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU5] implementation of a problem task

Subject contents	1. The place and role of communication theory 2. basic concepts: sender, message, reach, scope, medium, code 3. The act of communication and its functions as seen by Buhler and Jakobson; intentional models of communication (Austin, Searle, Grice); models of perspective taking; dialogical models - Sperber and Wilson's relevance theory; the model from the Palo Alto school; Habermas' theory of communicative action; G. symbolic interactionism. H. Mead; Goffman's sociology of interaction - the dramaturgical model and the interactional ritual model; psychologically oriented communication theories - Gordon, Thun, Berne. 4. History of communication techniques 5. The practical dimension of communication (role, importance) 6. Culture of language, culture of being, axiological attitude towards the recipient 7. Information design: purpose, recipient, situational and temporal context, form/channel of the information transmitted, cultural-objective existence of the communication process 8. Visual communication 9. Cultural memory versus communicative memory 10. non-verbal communication (extra-linguistic aspects of the communication process) 11. forms of communication in cultural institutions 12. Intercultural communication 13. Types of culture and marketing behaviour 14. Negotiations and mediations, or how to talk to achieve the desired effect 15. Leech's conversational principles 16. Functions and principles of diplomatic protocol 17. The importance of diplomatic protocol in international relations and intercultural communication 18. NVC - non-violent communication 19. Ecological communication 20. Communication and marketing
Prerequisites and co-requisites	

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	attendance and active participation in the classes	80.0%	70.0%
	final assessment - presentation	80.0%	30.0%
Recommended reading	Basic literature	Paweł Boski, Kulturowe ramy zachowań społecznych, Warszawa 2009. Marian Golka, Imiona wielokulturowości, Warszawa 2010. David Matsumoto, Linda Juang, Psychologia międzykulturowa, Gdansk 2007. Agnieszka Jeczen, Komunikacja na granicy prawdy, czyli o plotce w kulturze masowej, Lublin 2011. Karina Stasiuk-Krajewska, O dyskursie, dyskursach i komunikacji (w kulturze popularnej), Wrocław 2013. Andrzej Gwozdz, Interfejsy widzialności [w:] Intermedialność w kulturze końca XX wieku, Białystok 1998. Sławomir Czarnecki, Nowa widownia: o promocji w kulturze, Warszawa 2016. Jolanta Krzyżewska, (U)śmiech na języku: o walorach zastosowania żartu lingwistycznego w publicznej komunikacji interpersonalnej, [w:] Konteksty językowe w edukacji, kulturze i sztuce, red. U. Szuscik, Katowice 2014. Wzrokocentryzm, wizualność, wizualizacja we współczesnej kulturze, red. B. Bodzioch-Bryła i in., Kraków 2017. Urszula Kusio, Dialog w komunikacji międzykulturowej. Ideały a rzeczywistość, Lublin 2011. Ewa Głazewska, Urszula Kusio, Komunikacja niewerbalna. Płec i kultura. Wybor zagadnień, Lublin 2012. Maciej Szczepanczyk, Innowacyjne sposoby wykorzystania mediów społecznościowych w komunikacji wewnętrznej i zewnętrznej organizacji [w:] Studia Ekonomiczne, Katowice 2014, s. 185-196. Bogusława Dobek-Ostrowska, Komunikowanie polityczne i publiczne, Warszawa 2007. Bogusława Dobek-Ostrowska, Podstawy komunikowania społecznego, Wrocław 1999. Dominik Kaznowski, Nowy marketing, Warszawa 2008. Grażyna Rosa, Komunikacja marketingowa, Szczecin 2005. Metody i narzędzia komunikacji marketingowej, red. Z. Waskowski, nr 1, Gniezno 2007. Łukasz Wroblewski, Strategie marketingowe w instytucjach kultury, Warszawa 2012. Wojciech Wrzosek, Strategie marketingowe, Polskie Wydawnictwo Ekonomiczne, Warszawa 2012.	

	Supplementary literature	1. Austin John Langshaw (1962): How to Do Things with Words, Oxford University Press; przekł. Jak działać słowami [w:] Mówienie i poznawanie. Rozprawy i wykłady filozoficzne, 1993. 2. Bühler Karl (2004): Teoria języka. O językowej funkcji przedstawiania, tłum. J. Koźbiał, Kraków. 3. Goffman Erving (2000): Człowiek w teatrze życia codziennego, Warszawa. 4. Goffman Erving (2006): Rytuał interakcyjny, Warszawa. 5. Searle John (1980): Czym jest akt mowy? [w:] Pamiętnik Literacki LXXI, 1980, z. 2. 6. Berne Eric (1999): W co grają ludzie, Warszawa. 7. Habermas Jurgen (1999): Teoria działania komunikacyjnego, Warszawa. 8. Mead George Herbert (1975): Umysł, osobowość, społeczeństwo, Warszawa. 9. Watzlawick P., Beavin J., Jackson D.D. (1967) Pragmatics of human communication. A study of interactional patterns, pathologies and paradoxes, Nowy Jork. 10. J.W. Wiktor, Promocja. System Komunikacji przedsiębiorstwa z rynkiem, wyd. PWN, Warszawa 2001. Analysed in the classes: R. Stępowski, Komunikacja marketingowa 2030, wyd. Słowa i Myśli, Lublin 2016. S. Trzeciak, Wizerunek publiczny w internecie. Kim jesteś w sieci?, wyd. Helion, Gliwice 2015. M. Malinowska, Efektywność i skuteczność komunikacji marketingowej, wyd. Difin, Warszawa 2015. T. Maciejowski, Narzędzia skutecznej promocji w internecie, wyd. Oficyna Ekonomiczna, Kraków 2003. M. Jaworowicz, Copywriting w zintegrowanej komunikacji marketingowej, wyd. Difin, Warszawa 2005.
	eResources addresses	

Example issues/ example questions/ tasks being completed	1 The place and role of communication theory 2. basic concepts: sender, message, reach, scope, media, code 3. the act of communication and its functions in Buhler's and Jakobson's terms; intentional models of communication (Austin, Searle, Grice); perspective-taking models; dialogical models Sperber and Wilson's relevance theory; the model from the Palo Alto school; Habermas' theory of communicative action; G. symbolic interactionism. H. Mead; Goffman's sociology of interaction the dramaturgical model and the interactional ritual model; psychologically oriented communication theories Gordon, Thun, Berne. 4. history of communication techniques 5 The practical dimension of communication (role, meaning) 6. culture of language, culture of being, axiological attitude towards the recipient 7. information design: purpose, recipient, situational and temporal context, form/channel of the information transmitted, cultural-objective existence of the communication process 8 Visual communication 9. cultural memory versus communicative memory 10. non-verbal communication (extra-linguistic aspects of the communication process). 11. forms of communication in cultural institutions 12 Intercultural communication 13. types of culture and marketing behaviour 14. negotiation, or how to talk to achieve the desired effect 15 Leech's conversational principles 16 Functions and principles of diplomatic protocol 17. the importance of diplomatic protocol in international relations and intercultural communication 18 NVC - non-violent communication 19. ecological communication 20. communication
Work placement	Not applicable

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