

Subject card

Subject name and code	Language of Mass Media, PG_00149639						
Field of study	Russian Studies						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2027/2028		
Education level	Bachelor'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	3		Language of instruction		Polish		
Semester of study	5		ECTS credits		2.0		
Learning profile	academic		Assessment form				
Conducting unit	Institute of Russian and Eastern Studies -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		prof. dr hab. Alicja Pstyga				
	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		2.0		18.0	50
Subject objectives	The aim of the course is to familiarise students with the situation and system of mass communication in Russia, as well as the peculiarities of communicative styles, genological diversity and the linguistic means used to achieve the communicative goals planned by the sender of an utterance communicative aims planned by the sender. Students should therefore recognise the purposefulness of the use of specific linguistic structures in an utterance and be able to correctly interpret them.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ROSL3_K01] He/she is aware of the extent of his/her professional knowledge and skills and understands the need for further continuous development of competences in cultural and religious sciences, social communication and media sciences, economics and finance, linguistics and history as well as personal and social competences.	He/she is aware of the scope of his/her knowledge and skills in media communication, his/her responsibility for the choice of linguistic means, and understands the need for further, continuous development of his/her competences in the field of media studies specialisation.	[SK1] oral statement/conversation/discussion
	[ROSL3_K05] Recognises and formulates moral problems and ethical dilemmas related to the professional environment; seeks optimal solutions, acts in accordance with ethical principles.	Recognises moral problems and ethical dilemmas related to the environment of the contemporary media; seeks optimum solutions, acts in accordance with in accordance with ethical principles.	[SK1] oral statement/conversation/discussion
	[ROSL3_U11] Defines, explains and applies correctly orally and in writing basic issues specific to the humanities and political sciences, media sciences and economics in working on selected topics in Polish and Russian. media sciences, law and economics in working on selected topics in Polish and Russian.	Defines, explains and applies correctly in speech and writing the basic issues relevant to media studies in work on selected media messages in Polish and Russian.	[SU1] oral statement/conversation/discussion [SU3] text preparation/written work [SU4] test/exam - oral or written
	[ROSL3_U01] The student will be able to search for, analyse, evaluate, select and use information using modern techniques to obtain, classify and analyse information from sources in Polish and Russian, according to the instructions of the academic supervisor.	Be able to search for, analyse and use information using modern techniques of obtaining information from sources in Polish and Russian, according to the instructions of the academic supervisor.	[SU1] oral statement/conversation/discussion [SU3] text preparation/written work [SU4] test/exam - oral or written
	[ROSL3_W01] He/she is aware of the scope of his/her knowledge and professional skills and understands the need for further continuous development of his/her competences in cultural and religious sciences, social communication and media sciences, economics and finance, linguistics and history as well as personal and social competences	Knows the basic terminology of mediolinguistics and the science of social communication.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW3] text preparation/written work
	[ROSL3_W07] Has detailed knowledge in the field of media science, social communication, political science, oriented towards practical application in the selected sphere of cultural, media activity, especially in the field of international cooperation related to the area of Polish and Russian language.	Has a structured basic knowledge in selected areas of knowledge of language and culture (with reference to the analysed media texts) and in the field of the scope of the media studies specialisation studied.	[SW3] text preparation/written work
	[ROSL3_U04] He/she is able to acquire knowledge and develop his/her research skills independently and under the guidance of a supervisor, using sources in Polish and Russian.	Is able to acquire knowledge and develop professional skills independently, using sources in Polish and Russian.	[SU3] text preparation/written work [SU4] test/exam - oral or written

Subject contents	Functions of the mass media and their influence on the formation of public opinion. The language of the mass media in Russia and Poland: parallels and cultural determinants of media communication. The language of the Russian media - a reflection of the developmental tendencies of the modern Russian language. Specificity of the language of individual media: press, radio, television, Internet, advertising. The language of Russian journalism (neologisms and occasionalisms, substandard lexis, phraseologisms in public statements, clichés, intertextuality and borrowings). Peculiarities of public utterances public statements of Russian politicians. Russian press in reprints of the world press - on the example of the weekly FORUM. Point of view in a media textmedia (relations of events in Russian and Polish media on the example of the analysis of parallel texts). The intercultural dimension of public discourse public discourse - interpretative difficulties.		
Prerequisites and co-requisites	Subject choice.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	active participation in classe	51.0%	30.0%
	written credit work	51.0%	70.0%
Recommended reading	Basic literature	- Bralczyk J., Wasilewski J., Język w mediach. Mediality in language, [in:] Z. Bauer, E. Chudziński (ed.), Dziennikarstwo i świat mediów. Nowa edycja, Kraków 2010.- Pstyga A., Nowe derivaty wartościujące w wypowiedziach publicznych (na materiale języka rosyjskiego i polskiego), [in:] Z. Rudnik-Karwat (ed.), Współczesna komunikacja językowa. Najnowsze zmiany w leksyce i słowotwórstwie języ-ków słowiańskich, Warszawa 2008.- Pstyga A., Słowotwórcze derywaty medialne w komunikacji międzykulturowej: interpretacja, semantyka rozumienia i przekład (na materiale języka polskiego i rosyjskiego), [in:] E. Badyda, J. Maćkiewicz, E. Rogowska-Cybulska (ed.), Wokół słów i znaczeń, t. IV: Słowotwórstwo a media, Gdańsk 2011.- Pstyga A., Translation in media communication. Wybrane zagadnienia na podstawie polskich przekładów rosyjskich tekstów prasowych, Gdańsk 2013.- Širjaev E. (ed.), Russkiy yazyk. The latest history of Slavic languages, Opole 1997.- Volodina .N. (ed.), Yazyk sredstv massovoy informacii, Moskva 2008. The leader may update the reading list each time.	
	Supplementary literature	- Interlingual and intercultural contexts of contemporary public discourse, eds A. Pstyga, U. Patocka-Sigłowy, Gdańsk 2017.- Mrozowski M., Przenikanie mediów. Ewolucja mediów a przemiany ładu społecznego, Warsaw 2020. - Kozłowska A., Oddziaływanie mass mediów, Warsaw 2006.- Kostomarov V.G., Yazykovoy vkus epokhi. Iz nablyudeniy nad rechevoy praktikoy mass-mediya, Moskva 1994. The leader may update the reading list each time.	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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