

Subject card

Subject name and code	Rhetoric in practice, PG_00145335						
Field of study	Creative Writing						
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 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	2		Language of instruction		Polish		
Semester of study	3		ECTS credits		3.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Division of Literary Theory and Art Criticism -> Institute of Polish Philology -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Magdalena Horodecka				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	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 introduce the student to the basic issues of public discourse and rhetoric in the context of media communication. An important aim of the course is also to work on the ability to speak up in a debate and to recognize persuasion and various forms of linguistic manipulation. The most important goal of the classes is to practice the art of speaking and perform partial exercises developing rhetorical and polemical skills.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[SKPL3_U10] Is able to popularize literature and artistic culture and knowledge about them in the spirit of traditional literary studies, in various rhetorical forms and using various media.	Student is able to: create substantive argumentation in polemics and debates using classic and contemporary rhetorical conventions and persuasive forms (K_U08); popularize literature and artistic culture and knowledge about them in various rhetorical forms, appropriate for various media, traditional and modern (K_U10).	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[SKPL3_W06] Knows and understands at an advanced level important forms, genres, linguistic conventions and artistic attitudes of contemporary literary culture identified in the field of literary studies and their importance for independent participation in literary and cultural life, including the creation of texts and participation in public debate in compliance with the rules of communication defined in the framework of modern linguistics, in organizational activity and entrepreneurship.	The student is ready to: deepening ethical reflection, especially in the dimension of ethics of communication and persuasion, in speech and writing, in relation to research, artistic and organizational activity and in the context of contemporary cultural and social realities (K_K05); entering into a partnership dialogue with representatives of different worldviews, artistic attitudes, cultural circles using persuasive forms and maintaining ethical imperatives specific to the classic rhetorical attitude (K_K06).	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[SKPL3_U08] Is able to create substantive arguments in polemics and debates, using, among others: discourse of literary studies and contemporary humanities.	The student is ready to: deepening ethical reflection, especially in the dimension of ethics of communication and persuasion, in speech and writing, in relation to research, artistic and organizational activity and in the context of contemporary cultural and social realities (K_K05); entering into a partnership dialogue with representatives of different worldviews, artistic attitudes, cultural circles using persuasive forms and maintaining ethical imperatives specific to the classic rhetorical attitude (K_K06).	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[SKPL3_K05] Is ready to deepen ethical reflection in relation to professional activity - research, artistic or organizational - and in the context of changing cultural and social realities, as well as communication norms determined as part of linguistic research.	Student: knows and understands at an advanced level important linguistic forms of persuasion and rhetorical conventions and their importance for contemporary literary culture and independent participation in cultural life, including the creation of oral and written statements, participation in public debate, organizational activities and entrepreneurship (K_W06).	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[SKPL3_U03] Is able to independently write texts that meet the requirements of the genre of fiction and critical and artistic texts, maintaining the correctness and stylistic norms indicated by modern linguistics and the forms recognized by literary studies.	Student is able to: create substantive argumentation in polemics and debates using classic and contemporary rhetorical conventions and persuasive forms (K_U08); popularize literature and artistic culture and knowledge about them in various rhetorical forms, appropriate for various media, traditional and modern (K_U10).	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report

Subject contents	1. rhetoric in media communication; history of rhetoric (from Aristotle to the present day)2. linguistic image of the world in the media3. history of great media debates4. rules and norms of public debate and its social and cultural functions5. totalitarian languages and their impact on journalism6. the impact of media changes on the shape of public discourses (post-truth, fake news)7. theory and practice of Oxford debates8. contemporary journalistic programs based on the debate formula ("Commentators' Hour" Radio TOK FM, "Press Box" TVN24 and others)9. knowledge of rhetorical tricks10. TedTalk as a form of speech - theory and practice		
Prerequisites and co-requisites	Oral fluency in Polish language.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Task / Project	51.0%	50.0%
	Presence	80.0%	50.0%
Recommended reading	Basic literature	J. Donovan, How to deliver TedTalk.	
	Supplementary literature	Aristotle (1991), <i>On Rhetorics and Civic Discourse</i> , translated by Kennedy, George A. New York/Oxford: Oxford University Press.	
	eResources addresses		
Example issues/ example questions/ tasks being completed	Oxford debate, Gdańsk debate.Rhetorical workshops.NVC workshops.Analysis of public speaking.Preparing a Ted Talk		
Work placement	Not applicable		

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