University of Gdańsk

Subject card

Subject name and code	Why is laundry the biggest worry for mums? How does the language of advertising (and more) create the world in different cultural texts?, PG_00179157		
Field of study	History		
Date of commencement of studies	October 2025	Academic year of realisation of subject	2025/2026
Education level	Bachelor's studies	Subject group	
Mode of study	full-time studies	Mode of delivery	e-learning
Year of study	1	Language of instruction	Polish Polish
Semester of study	2	ECTS credits	2.0
Learning profile	academic	Assessment form	credit
Conducting unit	Faculty of Mathematics, Physics and Informatics -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	prof. dr hab. Aneta Lewińska	
	Teachers	prof. dr hab. Aneta Lewińska	

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: 30.0

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	0.0	20.0	50

Subject objectives

Understanding the mechanism of linguistic creation of the world in advertising texts (and other utility texts. Learning the basic linguistic mechanisms used in modern advertisements - the persuasive function of the text. Learning the concepts: vision of the world / image of the world and methods of examining the vision of the world contained in various non-literary texts. Developing the ability to critically read advertising texts. Developing the ability to analyze linguistic mechanisms present in various linguistic texts.

Learning outcomes

Course outcome	Subject outcome	Method of verification
	The student knows the mechanisms of language creation; understands the importance of advertising in shaping culture. The student is able to search, analysé and select information on advertising using spoken and written sources; he/she can critically analysé various strategies of linguistic creation; he/she consciously analyses linguistic strategies of persuasion and manipulation; he/she perceives the mechanisms of valuation inscribed in non-literary texts. The student perceives ethical dilemmas related to the creation of the world in advertising. Translated with DeepL.com (free version)	[SK2] presentation/project/paper/report [SK6] demonstration of practical skills

Subject contents

Linguistic creation of the world in advertising. Linguistic means of evaluation in non-literary texts. Verbal and non-verbal components of advertising. Linguistic persuasion and manipulation and their role in creating functional texts. Ethics of words. Cultural determinants of advertising texts (and more). Stereotypes. Language strategies in the most famous campaigns.

<table>
<tr><td>Prerequisites and co-requisites</td><td colspan="3"></td></tr>
<tr><td>Assessment methods and criteria</td><td colspan="3"><table>
<tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr>
<tr><td>multimedia presentation</td><td>51.0%</td><td>80.0%</td></tr>
<tr><td>attendance at lecture</td><td>51.0%</td><td>20.0%</td></tr>
</table></td></tr>
<tr><td rowspan="3">Recommended reading</td><td>Basic literature</td><td colspan="2">Zimny R., Creating images of the world in advertising texts, Trio Publishing House, 2008. D. Maison, P. Wasilewski, Propaganda of good hearts or a story about social advertising, Warsaw 1998 (excerpts selected by the presenter). Pajdzińska A., Tokarski R., Linguistic image of the world - convention and creation, "Pamiętnik Literacki" 87/4, pp. 143-158 (excerpts selected by the lecturer).</td></tr>
<tr><td>Supplementary literature</td><td colspan="2">Bralczyk J., Language for sale, Gdańskie Wydawnictwo Psychologiczne, 2004. Kajtoch W., Linguistic images of the world and man in the youth and alternative press, Kraków 2008, vol. 12 (excerpts selected by the lecturer).

Maćkiewicz J., Metaphor in advertising [in:] Creating the world in texts, ed. A. M. Lewicki, R. Tokarski, Lublin 1995.</td></tr>
<tr><td>eResources addresses</td><td colspan="2"></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td colspan="3">Please prepare a media presentation that will present an analysis of the selected advertising campaign, with particular emphasis on the role of linguistic means of creating the world. If the presentation will not be discussed, please surround the slide with notes containing the content to be delivered.</td></tr>
<tr><td>Work placement</td><td colspan="3">Not applicable</td></tr>
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