

**Subject card**

<b>Subject name and code</b>	Newspaper Style, PG_00149642						
<b>Field of study</b>	Russian Studies						
<b>Date of commencement of studies</b>	October 2026	<b>Academic year of realisation of subject</b>			2028/2029		
<b>Education level</b>	Bachelor's studies	<b>Subject group</b>			Obligatory subject group in the field of study Optional subject group Subject group related to scientific research in the field of study		
<b>Mode of study</b>	full-time studies	<b>Mode of delivery</b>			at the university		
<b>Year of study</b>	3	<b>Language of instruction</b>			Polish		
<b>Semester of study</b>	5	<b>ECTS credits</b>			2.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>			credit		
<b>Conducting unit</b>	Institute of Russian and Eastern Studies -> Faculty of Languages -> Rector						
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		prof. dr hab. Alicja Pstyga				
	<b>Teachers</b>						
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
<b>Learning activity and number of study hours</b>	<b>Learning activity</b>	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	<b>Number of study hours</b>	30		2.0		18.0	50
<b>Subject objectives</b>	The aim of the course is to familiarise students with the properties and specifics of stylistics in the field of press texts, taking into account their genre diversity, as well as their intended communicative aims.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ROSL3_K04] Is ready to take on professional challenges; is proactive, undertakes effort and displays perseverance in the implementation of individual and team professional activities.	He or she is ready to challenge and improve professional skills in the media (press) field.	[SK1] oral statement/conversation/discussion [SK5] implementation of a problem task
	[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.	Is aware of the extent of his/her knowledge and skills in the stylistics of a press text, and understands the need for further, continuous development of his/her competences in the field of linguistics and shaping his/her communicative competence.	[SK1] oral statement/conversation/discussion [SK4] test/exam - oral or written [SK5] implementation of a problem task
	[ROSL3_U13] It presents the results of its work in Polish and Russian in a clear, structured and well-thought-out form using a variety of modern methods and techniques, adapted to the relevant field of study.	It presents the results of its work - linguistic analyses of press releases in Polish and Russian in a clear, structured and well-thought-out form using a variety of modern methods and techniques.	[SU1] oral statement/conversation/discussion [SU4] test/exam - oral or written [SU5] implementation of a problem task
	[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.	Be able to acquire, independently and under the guidance of a tutor, the knowledge necessary for the interpretation of press texts, including the detailed analysis of applied stylistic means, using Polish and Russian sources.	[SU4] test/exam - oral or written [SU5] implementation of a problem task
	[ROSL3_U08] Be able to recognise different types of texts, characteristic of the Russian and Polish language areas, and to carry out their critical analysis and interpretation from a linguistic point of view in order to determine their meanings, genre and discursive belonging, communicative effectiveness and social impact.	Be able to identify the genre affiliation of varied press texts (media) texts, identify communicative aims and assess the choice of stylistic means stylistic means within the framework of composing the meaning of a message.	[SU4] test/exam - oral or written [SU5] implementation of a problem task
	[ROSL3_W06] Has detailed knowledge of selected economic and legal issues, also oriented towards practical application in the selected sphere of cultural, media and economic activity, primarily in the field of international cooperation related to the area of Polish and Russian.	Has a structured basic knowledge of media science, including the following ways of communicating in the media, including phenomena of a stylistic.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW5] implementation of a problem task
	[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.	He/she communicates in Polish and Russian using appropriate terminology related to media studies specialisation.	[SU1] oral statement/conversation/discussion
	[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 linguistics and mediolinguistics, including the stylistics of the press text.	[SW4] test/exam - oral or written [SW5] implementation of a problem task
	[ROSL3_W13] Has a detailed knowledge of the structure and functions of the culture and media system, primarily in the field of culture and media in Russia.	He has knowledge of the specific complex nature of language, its links with culture and the the specificity of journalistic discourse.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW5] implementation of a problem task

Subject contents	Media communication. The press in social communication. Specificity of press statements. Press text as a unit of communication. Content Press text. Structure of the press text. The concept of genre. Classification of press genres. Informative and journalistic genres. Syncretism, borderline genres. Stylistic value of individual text units. Stylistic analysis and composing the sense of press texts. Composition versus coherence of press texts: strategic textual positions (headline, leader, mid-headlines). Functions of headlines Press headlines, their grammar and stylistics. Text organisation - analysis of selected press releases.		
Prerequisites and co-requisites	Choice of subject		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	a written assignment for credit (test	51.0%	50.0%
	problem tasks (analyses of press texts) carried out during the semester	51.0%	30.0%
	active participation in classes	51.0%	20.0%
Recommended reading	Basic literature	- Duskaeva L.R., Lingvisticheskie izmeneniya v russkoy gazete poslednego desiatiletiya, [in:] Stylistics III, Opole 1993.- Smetanina S.I., Mediyatekst v sisteme kultury. Dinamicheskiye processy v yazyke i stile zhurnalistyki konca 20 v., Spb. 2002.- Journalism and the world of media, ed. Z. Bauer, E. Chudziński, ed. 2, Cracow 2000.- Encyklopedia wiedzy o prasie, red. J. Maślanka, Wrocław 1976. - Furman W., Kaliszewski A., Wolny-Zmorzyński K., Gatunki dziennikarskie. Specyfika ich tworzenia i redagowania, Rzeszów 2000.- Kananowicz T., Połonski A., Pstyga A., W kręgu zagadnień dyskursu medialnego, Gdańsk 2021. -Pisarek W., Nowa retoryka dziennikarska, Kraków 2002.-Skowronek B., Medioliinguistics. Wprowadzenie, Kraków 2013.- Text in the media, ed. K. Michalewski, Łódź 2002.- Wojtak M., Gatunki prasowe, Lublin 2004.	
	Supplementary literature	- Rozental D.E., Spravochnik po russkomu yazyku. Prakticheskaya stilistika, . 2001.- Kultura russkoy rechi. Encyklopedicheskiy slovar-spravochnik, . 2003.- Stilisticheskiy enciklopedicheskiy slovar russkogo yazyka, ed. by M.N. Kozhinoy, . 2003.- Burnewicz Z., Górka L., Nowożenowa Z., Ćwiczenia ze stylistyki i kultury języka rosyjskiego, Gdańsk 1990.- Frasz J., Dziennikarski warsztat językowy, Wrocław 1999.- Pisarek W., Poznać prasę po nagłówkach!, Kraków 1967.	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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