University of Gdańsk

Subject card

Subject name and code	The Semiotics of Communication - lecture, PG_00189285						
Field of study	Balkan Studies						
Date of commencement of studies	October 2026		Academic year of realisation of subject	2028/2029			
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	3		Language of instruction	Polish			
Semester of study	5		ECTS credits	2.0			
Learning profile	academic		Assessment form	credit			
Conducting unit	Division of Slavonic and Balkan Studies -> Institute of Classical and Slavonic Studies -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Artur Bracki, prof. UG				
	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	To familiarize students with the essence of semiotics of communication (verbal and non-verbal), its terminology, basic concepts, levels, divisions and research methods. Drawing attention to the influence of culture, ethnicity and religion on international communication.						

Learning outcomes

Course outcome	Subject outcome	Method of verification
[SBAŁL3_K04] Is prepared to actively promote intercultural dialogue and an attitude of tolerance in the face of conflicts and civilisational dilemmas, guided by the principles of professional ethics.	The student is ready to act as a philologist (K_K04)	[SK4] test/exam - oral or written
[SBAŁL3_W01] One has an advanced knowledge of facts, theories and methods in the field of cultural and religious studies, art studies, literary studies and linguistics, oriented towards communication in Polish, one of the South Slavic languages (Serbian or Croatian) and a language of the Mediterranean basin (Greek or Turkish).	The student has knowledge about the languages of the Balkan Peninsula, recognizes and understands the regularities that govern them and the changes that constantly shape them (K_W13)	[SW4] test/exam - oral or written
[SBAŁL3_W05] One identifies on an advanced level the main theories and findings of the linguistic's research schools.	The student identifies the main theories and findings of research schools in the field of linguistics (K_W05);	[SW4] test/exam - oral or written
[SBAŁL3_W13] One has the advanced knowledge of the languages of the Balkans and the Mediterranean basin, their comprehensive nature, complexity and historical variability, and also recognizes and understands the regularities that govern them and the changes that constantly shape them.	The student has knowledge of, recognizes and understands the languages of the Balkan Peninsula the regularities that govern them and the changes that constantly shape them (K_W13).	[SW4] test/exam - oral or written
[SBAŁL3_W12] One knows and understands on the advanced level the basic methods of analysis and interpretation of various cultural products that are typical, characteristical or specific to the Slavic cultures of the Balkan Peninsula.	The student is aware of the comprehensive nature of language and its complexity and historical variability of its meanings (K_W13);	[SW4] test/exam - oral or written
[SBAŁL3_U03] Is able to plan and organize - in Polish or using one of the South Slavic languages (Serbian or Croatian) - both individual and team work, solving problems typical in the area of cultural and religious studies, art studies, literary studies and linguistics.	The student is able to plan and organize - also using one of the languages South Slavic (Serbian or Croatian) - both individual and team work, solving problems typical for disciplines assigned to the field of Balkan studies (K_U03)	[SU4] test/exam - oral or written

Subject contents

I. Introduction to the theory of communication (history of research on the research entity, basic theories, terminology: sender, recipient, message, sign, classification of signs, code and types of codes) 8 hours.II. Verbal communication (types, forms and genres of statements) and non-verbal. Communication barriers 6 hours.III. Communication research methods and techniques. Effectiveness and consequences of communication 4 hours.IV. Levels of communication - from intrapersonal communication (I-me) through interpersonal communication (I-you) to mass communication - 4 hours.V. Universalism and intercultural communication. Universals and stereotypes in the communication process (ethnic, religious, cultural conditions in the aspect of natural language) 8 hours

Prerequisites and co-requisites

Passing the course General Linguistics (passing the exam).

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
oral test	51.0%	100.0%

Recommended reading	Basic literature	• K. Krzysztofik, Komunikowanie międzynarodowe, Warszawa 1983. • B. Ociepko, Komunikowanie międzynarodowe, Wrocław 2002. • W. Pisarek, Wstęp do nauki o komunikowaniu, Warszawa 2008. • Studia z językoznawstwa słowiańskiego pod red. F. Sławskiego i H. Mieczkowskiej, Kraków 1998. • A. Wierzbicka, Język., umysł i kultura. Wybór prac pod red. J. Bartmińskiego, Warszawa 1999. Studied by a student: • F. de Callieres, Sztuka dyplomacji, Lublin 1997 • A. I. Dąmbska, O funkcjach semiotycznych milczenia, [w:] Studia semiotyczne II, Wrocław 1971, s. 77-88. • D. Diringer, Alfabet czyli klucz do dziejów ludzkości, Warszawa 1972. • J. Fras, Komunikacja polityczna. Wybrane zagadnienia gatunków języka i wypowiedzi, Wrocław 2005. • E. Griffin, Podstawy komunikacji społecznej, Gdańsk 2003. • Narody i stereotypy, pod red. T. Walas, Kraków 1995. • E. Pietkiewicz, Protokół dyplomatyczny, Warszawa 1998. • Studia z teorii komunikowania masowego, pod red. B. Dobek-Ostrowskiej, Wrocław 1995. • D. Tanner, Ty nic nie rozumiesz. Mężczyzna i kobieta w rozmowie, Warszawa 1994. • U. Żydek-Bednarczuk, Wprowadzenie do lingwistycznej analizy tekstu, Kraków 2005. •
	Supplementary literature	• M. Bachtin, Estetyka twórczości słownej, Warszawa 1986. • M. Brocki, Język ciała w ujęciu antropologicznym, Warszawa 1989. • A. Duszak, Tekst, dyskurs, komunikacja międzykulturowa, Warszawa 1998. • Encyklopedia kultury polskiej XX wieku (wybrane tematy, hasła, artykuły); • Językowa kategoryzacja świata, pod. red. R. Grzegorczykowej i A. Pajdzińskiej, Lublin 1999. • T. Goban-Klas, Media i komunikowanie masowe. Teorie i analizy prasy, radia , telewizji i internetu, Warszawa 1999. • N.I. Tołstoj, Język a kultura, Etnolingwistyka, t. 5.
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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