University of Gdańsk

Subject card

Subject name and code	Advertising technology, PG_00205713		
Field of study	Japanese Studies		
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 Optional subject group
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	2.0
Learning profile	academic	Assessment form	credit
Conducting unit			
Name and surname of lecturer (lecturers)	Subject supervisor	dr Anna Hau	
	Teachers	dr Anna Hau	

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 provide students with basic knowledge of the functioning of contemporary advertising as a marketing communication tool, with particular emphasis on its functions, planning, media strategies, the creative process and the language of advertising, as well as developing ethical competences and critical thinking in relation to advertising messages in a social and cultural context.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[JAPL3_U10] Student can argue substantively using the views of other authors and to formulate conclusions.	Can make logical and coherent written and oral statements on advertising, language, culture and media communication, using authors' positions, scientific sources and empirical data; can confront different views in a factual discussion and draw accurate conclusions.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
[JAPL3_K01] Student is aware of the scope of his professional knowledge and skills and understands the need for further continuous development in professional skills, as well as personal and social competence.	Can critically assess the extent of his/her knowledge and skills in the field of advertising technology and media culture , identifying development needs and understands the importance of intercultural, linguistic and interpersonal competences in the context of professional work and scientific activity.	[SK2] presentation/project/paper/ report
[JAPL3_W01] Student is familiar with the terminology of the humanities such as cultural and religious studies, linguistics and literary studies, as well as history, cultural anthropology, philosophy and art sciences relevant to the Japanese studies major.	Recognises and applies specialist terminology in linguistics, communication and advertising and is able to analyse cultural texts, taking into account their various references using the tools of the humanities.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
[JAPL3_U19] Student can work in a group, taking on different roles in it.	Can actively participate in team work, sharing responsibility for the achievement of a common goal (e.g. preparation of an advertising analysis/campaign), can perform different roles in a project team (leader, facilitator, doer), and can communicate effectively with team members, resolve conflicts and negotiate solutions	[SU2] presentation/project/paper/ report

Subject contents

Essence and functions of advertising. Planning of advertising activities. Advertising management - advertising agencies, media houses, advertisers' advertising activities. Media strategies - television, radio, press, outdoor advertising, interactive advertising, Internet, sales promotion. Advertising creation process - marketing research, ad creation, concept (word, images, print art), creating a strong brand. Language of advertising - linguistic determinants of advertising, structure of the advertising message, intertextuality of advertising, cultural stereotypes, language games, genre syncretism, advertising versus other public discourses, advertising in the perspective of word ethics. Television advertising - script development, production schedule, production of an advertisement, cost analysis of advertisement production. Radio advertising - nature of radio, ad creation, radio ad scripts, music ads, radio ad broadcasting methods. Press advertising. Trade mark and packaging. International advertising. Analysis of complete advertising campaigns - case studies.

Prerequisites and co-requisites

subject selection

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
project: analysis of an advertising campaign	51.0%	80.0%
participation in the discussion	51.0%	20.0%

Recommended reading	Basic literature	Caples J., Skuteczna reklama, Kraków 2001. Carpenter P., E-brands. Kreowanie marki w Internecie, Warszawa 2001. Czarnecki A., Korsak R., Planowanie mediów w kampaniach reklamowych, Warszawa 2001. Dębski M., Kreowanie silnej marki, Warszawa 2008. Goban-Klas T. Media i komunikowanie masowe. Teorie i analizy prasy, radia, telewizji i Internetu, Warszawa 1999. Kall J., Reklama, 2000. Kochan M. Slogany w reklamie i polityce, Warszawa 2002. Murdoch A., Kreatywność w reklamie, Warszawa 2005.
	Supplementary literature	Albin K., Reklama w telewizji, Warszawa 2002. Bralczyk J. Język na sprzedaż, Gdańsk 2004. \Giedz-Topolewska T. Językowe wyznaczniki pragmatyki współczesnych rosyjskich tekstów reklamowych, Lublin 2005. Kall J., Jak zbudować silną markę od podstaw, Gliwice 2006. Marconi J., Marketing marki, Warszawa 2002.
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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