University of Gdańsk

Subject card

Subject name and code	Culture of Language, PG_00205779		
Field of study	Journalism and Social Communication		
Date of commencement of studies	October 2026	Academic year of realisation of subject	2026/2027
Education level	Bachelor's studies	Subject group	Obligatory subject group in the field of study Humanistic-social subject group
Mode of study	full-time studies	Mode of delivery	at the university
Year of study	1	Language of instruction	Polish
Semester of study	1	ECTS credits	2.0
Learning profile	practical	Assessment form	credit
Conducting unit	Faculty of Social Sciences -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr Dominika Rafalska	
	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	0.0	20.0	50

Subject objectives	1. to introduce students to basic theoretical concepts 2. to familiarise students with the basic criteria of evaluating linguistic innovations, norms of contemporary Polish language, trends in contemporary Polish language and knowledge of the types of linguistic errors 3. to acquire by students the ability to evaluate the creation of various press texts and to edit them at the level of a standard norm 4. familiarising students with the specifics of working in a press editorial office and publishing house

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[DZiKSL3_U05] Using the knowledge of media studies and the knowledge of media research methodology, he/she is able to analyse the content of media.	nie dotyczy	[SU1] oral statement/conversation/ discussion [SU3] text preparation/written work [SU4] test/exam - oral or written [SU5] implementation of a problem task
	[DZiKSL3_U04] He/she creates media messages with various functions. He/she uses specialised terminology, methods and tools, including modern and advanced information and communication techniques, to solve problems.	nie dotyczy	[SU1] oral statement/conversation/ discussion [SU3] text preparation/written work [SU4] test/exam - oral or written [SU5] implementation of a problem task
	[DZiKSL3_K06] He/she cares about the achievements and traditions of the journalistic profession.	nie dotyczy	[SK1] oral statement/conversation/ discussion [SK3] text preparation/written work [SK4] test/exam - oral or written [SK5] implementation of a problem task
	[DZiKSL3_U08] He/she has language skills in the area of the scientific discipline appropriate for the field of study and the profession, in accordance with the requirements set out for level B2 of the Common European Framework of Reference for Languages	nie dotyczy	[SU1] oral statement/conversation/ discussion [SU3] text preparation/written work [SU4] test/exam - oral or written [SU5] implementation of a problem task
	[DZiKSL3_K01] Student is sensitive to any signs of manipulation of the recipient, understanding the threats resulting from this phenomenon and is able to critically evaluate the received content.	nie dotyczy	[SK1] oral statement/conversation/ discussion [SK3] text preparation/written work [SK4] test/exam - oral or written [SK5] implementation of a problem task
	[DZiKSL3_K05] He/she is ready to act responsibly as a journalist, media worker, advertising and PR industry employee in accordance with the principles of professional ethics and requires it from others.	nie dotyczy	[SK1] oral statement/conversation/ discussion [SK3] text preparation/written work [SK4] test/exam - oral or written [SK5] implementation of a problem task
	[DZiKSL3_W09] He/she has knowledge of the types and genres of journalistic statements, understanding their application in practice.	nie dotyczy	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW3] text preparation/written work [SW5] implementation of a problem task
	[DZiKSL3_W10] He/she has knowledge of the language tools used to create text with an informative and persuasive function.	nie dotyczy	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW3] text preparation/written work [SW5] implementation of a problem task

Subject contents

1. The culture of language and its status as a science.
2. The culture of language and speech vs. the culture of interpersonal communication. Pragmatic foundations of the culture of speech.
3. Linguistic norms and criteria of linguistic correctness. The linguistic norm and lexical borrowings.
4. Linguistic error. Classification of linguistic errors.
5. Linguistic specificity of informative and journalistic text: similarities and differences.
6. Journalistic analysis: method of construction, structure and form: how we convey information, how we introduce quotations, figures, characters...
7. The editor's and proofreader's workshop.
8. The language of the daily press: common features, differences depending on who the paper is addressed to and which political option it identifies with is identified with.
9. The language of encyclopaedias and dictionaries: rules for the creation of entries and biographical entries.

Prerequisites and co-requisites

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
		51.0%	100.0%
Recommended reading	Basic literature	1. Markowski A., Kultura języka polskiego. T. 2. Teoria. Zagadnienia leksykalne, PWN, Warszawa 2009. 2. Karpowicz T., Kultura języka polskiego. T. 3. Wymowa, ortografia, interpunkcja, PWN, Warszawa 2009. 3. Wolański A., Edycja tekstów, Warszawa 2008. 4. Nowy słownik poprawnej polszczyzny, red. A. Markowski, Warszawa 2000. 5. Wielki słownik poprawnej polszczyzny PWN, pod. red. A. Markowski, PWN, Warszawa 2009. 6. Jadacka H., Markowski A., Zdunkiewicz-Jedynak D., Poprawna polszczyzna, PWN, Warszawa 2008. 7. Jadacka H., Kultura języka polskiego. T. 1. Fleksja, słowotwórstwo, składnia, PWN, Warszawa 2008.	
	Supplementary literature	1. B. Literatura uzupełniająca 2. Bańko M., Krajewska M., Słownik wyrazów kłopotliwych, Warszawa 2002. 3. Czeszewski M., Słownik polszczyzny potocznej PWN, Warszawa 2006. 4. Formy i normy, czyli poprawna polszczyzna w praktyce, pod red. K. Kłosińskiej, Warszawa 2004. 5. Markowski A., Jak dobrze mówić i pisać po polsku, Warszawa 2000. 6. Müldner-Nieckowski P., Frazeologia poszerzona. Studium leksykograficzne, Warszawa 2007. 7. Nowy słownik poprawnej polszczyzny PWN, pod red. A. Markowskiego, Warszawa 2011. 8. Ożóg K., Polszczyzna przełomu XX i XXI wieku. Wybrane zagadnienia, Rzeszów 2001. 9. Pisarek W., Słowa między ludźmi, wyd.2, zmien., Warszawa 2004. 10. Słownik frazeologiczny z Bralczykiem, PWN, Warszawa 2008. 11. Słownik polsko@polski z Miodkiem, pod red. J. Miodek, Wrocław 2010. 12. Uniwersalny słownik języka polskiego PWN, pod red. S. Dubisza, Warszawa 2008. 13. Wielki słownik ortograficzny PWN z zasadami pisowni i interpunkcji, pod red. E. Polańskiego, Warszawa 2011. 14. Współczesny język polski, red. J. Bartmiński, Lublin 2002.	
	eResources addresses		
Example issues/ example questions/ tasks being completed	Nazwy miejscowe Odmiana nazwisk		
Work placement	Not applicable		

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