University of Gdańsk

Subject card

Subject name and code	Methodologies of Media Knowledge: the analysis of language, PG_00205781		
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
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	1.0
Learning profile	practical	Assessment form	credit
Conducting unit			
Name and surname of lecturer (lecturers)	Subject supervisor	dr Dominik Chomik	
	Teachers		

Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	0.0	0.0	0.0	15
	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	15	0.0	10.0	25

Subject objectives	The course is intended to prepare students to analyze media texts, showing the methodology of analyzing such texts, and also to prepare them for individual analytical work related to their bachelor's thesis.

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[DZiKSL3_W07] He/she has knowledge of the processes of social communication, the directions of its development, media studies trends and systems, as well as the conditions and dilemmas of their functioning in contemporary civilisation.	The student has knowledge of trends and theories in media research; also knows methods and techniques of media research KD_W03	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW3] text preparation/written work
	[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.	The student is sensitive to all manifestations of manipulation of the recipient, understanding the threats resulting from this phenomenon, and is able to critically evaluate the received content KD_K01	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report
	[DZiKSL3_K03] He/she is willing to take active measures for the benefit of the public interest, the local environment and individual social groups.	The student is sensitive to all manifestations of manipulation of the recipient, understanding the threats resulting from this phenomenon, and is able to critically evaluate the received content KD_K01	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report
	[DZiKSL3_W05] He/she has advanced knowledge of the history of media and journalism. He/she understands the functioning of processes, tools and factors influencing the contemporary functioning of media.	Has knowledge of linguistic tools used to create texts with informative and persuasive functions KD_W10	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW3] text preparation/written work
	[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.	Using media knowledge and knowledge of media research methodology, the student is able to analyze media content KD_U05	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU3] text preparation/written work
	[DZiKSL3_U10] He/she is able to undertake autonomous actions aimed at developing abilities and managing his/her own career.	Using media knowledge and knowledge of media research methodology, the student is able to analyze media content KD_U05	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU3] text preparation/written work
	[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.	Using media knowledge and knowledge of media research methodology, the student is able to analyze media content KD_U05	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU3] text preparation/written work
	[DZiKSL3_U07] He/she takes part in a debate involving media, presenting, assessing and discussing various opinions and positions.	Using media knowledge and knowledge of media research methodology, the student is able to analyze media content KD_U05	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU3] text preparation/written work
	[DZiKSL3_K06] He/she cares about the achievements and traditions of the journalistic profession.	The student is sensitive to all manifestations of manipulation of the recipient, understanding the threats resulting from this phenomenon, and is able to critically evaluate the received	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report

Subject contents	I. Showing methods of analyzing media messages from the linguistic point of view: 1. vocabulary testing (linguistic field method, keywords/standard words); 2. study of evaluation (linguistic ways of introducing evaluations); 3. study of indirect communication (allusion, irony, presuppositions, omissions...); 4.metaphors and metonyms in media communication; 5. media message as a narrative structure; 6. the concept of point of view and perspective in the study of media messages. II. Photography as an element of multimodal press communication - methods of research and description
Prerequisites and co-requisites	

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Activity in classes and mastery of the substantive material	51.0%	100.0%

Recommended reading	Basic literature	Analiza dyskursu publicznego. Przegląd metod i perspektyw badawczych, Warszawa 2017 Kreowanie światów w języku mediów, red. P.Nowak, R.Tokarski, Lublin 2007 M.Lisowska-Magdziarz, Analiza tekstu w dyskursie medialnym, Kraków 2008 T.Piekot, Dyskurs polskich wiadomości prasowych, Kraków 2006 M.Wojtak, Analiza gatunków prasowych, Lublin 2008
	Supplementary literature	Jakościowa analiza dyskursu w naukach społecznych, red. R.Wodak, M.Krzyżanowski, Warszawa 2011 Język w kręgu wartości, red.J.Bartmiński, Lublin 2003 M.Lisowska-Magdziarz, Metodologia badań nad mediami nurty, kierunki, koncepcje, nowe wyzwania, Studia Medioznawcze nr 3 (53), 2013 Punkt widzenia w tekście i w dyskursie, red. J.Bartmiński, S. Niebrzegowska-Bartmińska, R.Nycz, Lublin 2004 M.Wojtak, Głosy z teraźniejszości. O języku współczesnej polskiej prasy, Lublin 2010
	eResources addresses	
Example issues/ example questions/ tasks being completed	Indicate keywords it the text	
Work placement	Not applicable	

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