University of Gdańsk

Subject card

Subject name and code	Journalism Workshops: Advertising Language Workshop (Workshops), PG_00206534		
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 Optional subject group Subject group related to practical vocational preparation
Mode of study	full-time studies	Mode of delivery	at the university
Year of study	1	Language of instruction	Polish
Semester of study	2	ECTS credits	2.0
Learning profile	practical	Assessment form	credit
Conducting unit			
Name and surname of lecturer (lecturers)	Subject supervisor	mgr Mikołaj Janiak	
	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

The purpose of the course is to train competence in the analysis and creation of advertising texts.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[DZiKSL3_W10] He/she has knowledge of the language tools used to create text with an informative and persuasive function.	He has knowledge of the culture of language with particular emphasis on linguistic devices and rhetorical tropes.	[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.	He has the knowledge necessary to perform the role of a journalist, media worker, spokesperson with integrity and responsibility.	[SK2] presentation/project/paper/ report [SK3] 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.	Able to create a complex message with informational and persuasive background, using stylistic devices, rhetorical tropes, image language and modern tools for creating media and advertising messages.	[SU2] presentation/project/paper/ report [SU3] text preparation/written work

<table>
<tr><td>Subject contents</td><td>1. The specifics of communication in advertising and the changes it is subject to
2. Advertising brief as a key to the implementation of the project
3. The role of the senses in the construction of the advertising message and the ways of its reception
4. Advertising media and their linguistic character
5. Types of advertising messages
6. Methodology of creating advertising structures
7. Models of advertising creation and their application
8. Ways of analyzing the name and advertising slogans.
9. Language vs. typography</td></tr>
<tr><td>Prerequisites and co-requisites</td><td></td></tr>
<tr><td>Assessment methods and criteria</td><td><table><tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr><tr><td>Passing grade</td><td>51.0%</td><td>50.0%</td></tr><tr><td>Evaluation of written work</td><td>51.0%</td><td>50.0%</td></tr></table></td></tr>
<tr><td>Recommended reading</td><td><table><tr><td>Basic literature</td><td>1. J. Bralczyk, Język na sprzedaż, Warszawa 2008.
2. K. Janiszewska,R. Korsak , B. Kwarciak ,P. Lewiński, M. Lisowska-Magdziarz Małgorzata, B. Nierenberg , E. Nowińska ,R. Zimny , Wiedza o reklamie, Warszawa-Bielsko Biała 2009.
3. D. Doliński, Psychologiczne mechanizmy reklamy, Gdańsk 2008.
4. M. Gajlewicz, Techniki perswazyjne. Podstawy, Warszawa 2009 R. Zimny, Kreowanie obrazów świata w tekstach reklamowych , Warszawa 2008.
5. . A. Tomaszewski, Książeczka zdrowia copywritera, Gliwice 2006.
6. K. Rychter, Z. Chmielewski, D. Tworzydło, Tożsamość wizualna. Znak, system, wizerunek, Rzeszów 2012.
7. A. Ryłko-Kurpiewska, Reklama jako sztuka powtórzeń, Gdynia 2016.
8. W. Fletcher, Reklama (tłum. T. Domański), Łódź 2018.</td></tr><tr><td>Supplementary literature</td><td>-</td></tr><tr><td>eResources addresses</td><td></td></tr></table></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td>-</td></tr>
<tr><td>Work placement</td><td>Not applicable</td></tr>
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