University of Gdańsk

Subject card

Subject name and code	Rhetoric and Eristic (Lecture), PG_00206583		
Field of study	Journalism and Social Communication		
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
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	practical	Assessment form	exam
Conducting unit	Division of Theory, History and Language of Media -> Institute of Media, Journalism and Social Communication -> Faculty of Social Sciences -> Rector		
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	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	0.0	20.0	50

Subject objectives

The aim of the course is to familiarize students with the basic principles of rhetoric and eristics, as well as the basic mechanisms of persuasion, including persuasion in media discourse.

Specific objectives:

familiarization with issues and concepts in the field of rhetoric and eristics

ability to plan and prepare complex argumentative activities

ability to prepare texts using rhetorical tools

ability to critically analyze argumentative, persuasive and manipulative statementsability to recognize rhetorical and eristic techniques

Learning outcomes			
	Course outcome	Subject outcome	Method of verification
	[DZiKSL3_W11] He/she has organised knowledge of ethical principles and norms as well as professional ethics	Has structured knowledge of ethical principles and norms as well as professional ethics and consciously applies and evaluates rhetorical strategies KD_W 11	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
	[DZiKSL3_W10] He/she has knowledge of the language tools used to create text with an informative and persuasive function.	The student has knowledge of linguistic tools used to create texts that have an informative and persuasive function. KD_W 10	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[DZiKSL3_W08] He/she has organised knowledge of the structure and functions of the social communication system, and knows selected media systems of other countries.	Has knowledge of the essence and specificity of social communication and media sciences and their subject-matter and methodological connections with rhetoric. KD_W06	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW5] 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.	The student is sensitive to all manifestations of manipulation of the recipient, understands the threats resulting from this phenomenon and is able to critically evaluate the received content. KD_K 01 Is ready to act responsibly as a journalist, media, advertising and PR employee in accordance with the principles of professional ethics and requires this from others. KD_K 05	[SK1] oral statement/conversation/ discussion [SK4] test/exam - oral or written [SK6] demonstration of practical skills
	[DZiKSL3_U02] He/she can describe, critically analyse, synthesise and evaluate the collected information, taking into account economic, philosophical, cultural, historical, political and sociological processes and phenomena relevant to the field of study.	When creating media messages, the student uses specialized terminology, methods and tools in the field of rhetoric. KD_U04	[SU1] oral statement/conversation/ discussion [SU4] test/exam - oral or written [SU6] demonstration of practical skills
	[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.	Is able to describe, critically analyze, synthesize and evaluate the collected information, taking into account rhetorical theory. KD_U02 Using knowledge of rhetorical theory, he can analyze it	[SU1] oral statement/conversation/ discussion [SU3] text preparation/written work [SU4] test/exam - oral or written [SU6] demonstration of practical skills

Subject contents	An outline of the history of rhetoric. Basic concepts. Theory of Aristotelian retroricism. Composition. Argumentation and its types. Topic. Tropes and figures of speech. Eristic argumentation. Typology of Schopenhauer and Kochan Principles of persuasion. Verbal influence techniques. Symbolic interactionism and dramatic metaphor by E. Goffmann Persuasion in public and media discourse.
Prerequisites and co-requisites	Basic knowledge of the history of ancient Greece and Rome, philosophy and Polish stylistics from high school and the subject Practical stylistics (1st year of studies).

<table>
<tr><td>Assessment methods and criteria</td><td colspan="2"><table>
<tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr>
<tr><td>Activity in classes and mastery of the substantive material</td><td>51.0%</td><td>100.0%</td></tr>
</table></td></tr>
<tr><td rowspan="3">Recommended reading</td><td>Basic literature</td><td>A. Literature required to finally pass the course (pass the exam):

A.1. used during classes
1. Barłowska M., Budzyńska-Daca A., Wilczek P., Retoryka, PWN, Warszawa 2009.
2. Lichański J., Retoryka. Historia - teoria-praktyka, t. I-II, Warszawa 2007.
3. Schopenhauer A., Erystyka, czyli sztuka prowadzenia sporów, Warszawa 2000.

A.2. studied independently by the student
1. Budzyńska-Daca A., Kwosek J., Erystyka czyli o sztuce prowadzenia sporów, Warszawa 2009.
2. Kuziak M., Jak mówić, rozmawiać, przemawiać?, Warszawa 2008.
3. Pisarek W., Nowa retoryka dziennikarska, Kraków 2002.</td></tr>
<tr><td>Supplementary literature</td><td>Allhoff D.-W., Allhoff W., Sztuka przekonywania do własnych racji. Retoryka i komunikacja, Kraków 2008.
Doliński D., Techniki wpływu społecznego, Warszawa 2005.
Pratkanis, E. Aronson, Wiek propagandy. Używanie i nadużywanie perswazji na co dzień, Warszawa 2003.
Tokarz M., Argumentacja, perswazja, manipulacja, Gdańsk 2006.
Wasilewski J., Skibiński A., Prowadzeni słowami. Retoryka motywacji w komunikacji publicznej, 2008.
Wierzbicka-Piotrowska E., ABC dobrego mówcy [w:] Polszczyzna na co dzień, pod red. M. Bańko, Warszawa 2006, s.159-229.
Wiszniewski A., Sztuka mówienia, Katowice 2003.
Birkenbihl V. F., Psychologia umysłu. 30-dniowy program treningowy komunikacji i retoryki, Białystok 2004.</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td colspan="2">Features of the introduction and conclusion of the speech</td></tr>
<tr><td>Work placement</td><td colspan="2">Not applicable</td></tr>
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