University of Gdańsk

Subject card

Subject name and code	Advertising Language (Lecture), PG_00206674						
Field of study	Journalism and Social Communication						
Date of commencement of studies	October 2026		Academic year of realisation of subject	2026/2027			
Education level	Master's studies		Subject group	Obligatory subject group in the field of study 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		dr hab. Maria Ryłko-Kurpiewska, prof. UG				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	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		3.0		32.0	50
Subject objectives	The aim of the course is to prepare students for a conscious and critical analysis of linguistic phenomena in advertising, to evaluate the conventions and techniques of persuasion and linguistic manipulation used in advertising, and to identify ways of shaping the reception of messages.						

Learning outcomes

Course outcome	Subject outcome	Method of verification
[DZiKSMU2_U02] He/she is able to effectively use the acquired knowledge for a critical analysis of social, cultural, political and economic processes and phenomena.	The student is able to analyse the verbal and non-verbal communication signs used in advertisements and understands their role in the process of persuasive influence. The participant is able to justify cultural differences and assess the purposefulness of different linguistic means used within advertising campaigns.	[SU1] oral statement/conversation/ discussion
[DZiKSMU2_K02] He/she recognizes the importance of knowledge in solving cognitive and practical problems. He/she is ready to consult experts in case of difficulties in solving the problem on his/her own.	The student is aware of the need to act in accordance with ethical principles. The student identifies the means and methods used to carry out specific tasks and understands their importance in the process of persuasion.	[SK1] oral statement/conversation/ discussion
[DZiKSMU2_W07] He/she has knowledge of the principles and methods of creating messages appropriate for the field of study. He/she is aware of the function and effectiveness of messages and the principles of professional ethics within the framework of the conducted activity.	The student has knowledge of various ways in which persuasive messages are received and of methods used to create them.	[SW4] test/exam - oral or written

Subject contents

1. The name and ways of analysing it (its semantic and pragmatic value, word-formation and inflectional structure, sound of the name, stylistic markedness, literal and connotative meaning, etymology). Relationships between language and typography.
2. The commonisation (genericisation) of a sign and its consequences (a linguistic perspective). Market practices and usage norms.
3. Features of slogans and their types. How advertising slogans are received (stages, means, functions).
4. The role of context in advertising. Specifics of information processing and ways of modelling audience reception.
5. The use of genre conventions in constructing an advertising message. The purposefulness of invoking genre features (rebus, riddle, fairy tale, rhetorical speech).
6. Models of advertising creation.
7. Interpretive strategies in advertising (attribution, inference).
8. Framing theory and ways of constructing advertisements.
9. Information, emotions, engagement how the definition of advertising as a phenomenon has changed over the years.

Prerequisites and co-requisites

nie dotyczy

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
	51.0%	100.0%

Recommended reading	Basic literature	J. Bralczyk, Język na sprzedaż, Warszawa 2004. P. H. Lewiński, Retoryka reklamy, Wrocław 2008. Wiedza o reklamie. Od pomysłu do efektu, red. zbior., Bielsko-Biała 2009. J. Warchała, Horyzonty manipulacji: perswazja, manipulacja, interpretacja, w: Manipulacja w języku, red. P. Krzyżanowski, P. Nowak, Lublin 2004, s. 4160. A. Ryłko-Kurpiewska, Reklama jako sztuka powtórzeń, Gdynia 2016. A. Ryłko-Kurpiewska, Pragmatyczne uwarunkowania zmian w komunikacji reklamowej na podstawie wybranych przykładów, Poradnik Językowy, nr 2, 2023, s. 2236.
	Supplementary literature	B. Literatura uzupełniająca R. Hath, Ukryta moc reklamy. Co tak naprawdę wpływa na wybór marki?, Gdańsk 2006 P. Michalak, Sztuka pisania tekstów perswazyjnych, Gliwice 2008 A. Duda, Język mitu w reklamie, Lublin 2010 Doliński D, Błoch D., Ukryte sensy zachowania, Wrocław 2006 Doliński D., Perswazja w tekstach reklamowych spojrzenie psychologa, w: Język perswazji publicznej, pod red. K. Mosiołek-Kłosińskiej, T. Zgółki, Poznań 2003.
	eResources addresses	
Example issues/ example questions/ tasks being completed	Wskaż rodzaj apelu zastosowanego w nazwie (apel do rozumu, zmysłów, emocji, wyobraźni). Świadomość różnic w wykorzystaniu tych apeli i ich modyfikacji w aktualnie tworzonych reklamach	
Work placement	Not applicable	

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