

Subject card

Subject name and code	Storytelling and Digital Communication, PG_00209575						
Field of study	Russian Philology						
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 Optional subject group Subject group related to scientific research in the field of study		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		Russian		
Semester of study	2		ECTS credits		3.0		
Learning profile	academic		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Tatiana Kananowicz				
	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		2.0		43.0	75
Subject objectives	Introducing students to the role of storytelling in contemporary digital communication and its significance in the construction of media, social, and marketing messages; developing the ability to analyse narratives functioning within the Russian-language digital environment; fostering competencies in designing and creating narrative forms of digital communication in Russian; enhancing communicative and linguistic competence through the creation of digital content in Russian; developing the ability to critically analyse media narratives and persuasive strategies employed in digital environments; and familiarising students with the possibilities and limitations of digital tools and artificial intelligence technologies used in the creation of narrative content.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[FROSMU2_K03] The graduate is prepared to act in an entrepreneurial manner, initiating independent or group projects for the benefit of the community and public interest in various areas related to the use of the Russian language.	Is prepared to independently or collaboratively design and implement communication projects in Russian using digital tools and contemporary storytelling techniques.	[SK8] observation of student's independent or team work
	[FROSMU2_U08] The graduate is able to communicate in Russian on specialized topics with diverse audiences and to lead debates.	Is able to create narrative forms of digital communication in Russian, adapting language, message structure, and storytelling strategies to a specific target audience and communicative purpose.	[SU6] demonstration of practical skills
	[FROSMU2_U02] The graduate is able to independently search, critically analyse, evaluate, select and integrate information, using appropriate source materials, in particular with regard to issues related to the Russian language and Russian literature.	Is able to search for, analyse, and critically evaluate Russian-language digital narratives, identify the communicative and persuasive strategies employed within them, and use the acquired information to create original content.	[SU6] demonstration of practical skills
	[FROSMU2_W09] The graduate has an in-depth understanding of the complex nature of the Russian language, its historical variability, as well as the principles and characteristics of contemporary communication.	Knows and understands the linguistic, pragmatic, and cultural mechanisms involved in the construction of narratives in Russian-language digital communication and is able to identify their functions in various forms of online discourse.	[SW1] oral statement/conversation/discussion
	[FROSMU2_W01] The graduate has in-depth knowledge and understanding of the place and significance of linguistics within the system of the humanities, its subject-specific and methodological characteristics, as well as its connections with selected disciplines in the humanities and social sciences.	Knows and understands the fundamental concepts of narrative, storytelling, and digital communication, as well as their application to the analysis of Russian-language content functioning in digital media.	[SW1] oral statement/conversation/discussion
Subject contents	Storytelling as a communication strategy. The concept of storytelling. The functions of narrative in social, media, and marketing communication. Storytelling and persuasion. Narrative in the digital environment. The characteristics of digital communication. Narratives in social media. Transmedia and multimodal narratives. Narrative models and structures. Classical and contemporary narrative models. The protagonist, conflict, turning point, climax, and resolution. Autobiographical and self-presentational narratives. Storytelling in social media. Narrative practices on social networking platforms. Audience engagement strategies. Cultural determinants of storytelling. The language of digital narratives. Linguistic devices used in storytelling. Emotionalisation of messages. Constructing authenticity and credibility. Storytelling and artificial intelligence. The use of AI tools for generating, supporting, and analysing digital narratives. Ethical and quality-related issues. Analysis and design of narrative content. Analysis of storytelling campaigns, social media posts, blogs, video materials, and other forms of digital communication. Practical project. Designing and implementing a narrative communication campaign in Russian using selected digital tools.		
Prerequisites and co-requisites	Knowledge of Russian at a level sufficient to participate in the course.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Development and implementation of a digital storytelling project	51.0%	100.0%

Recommended reading	Basic literature	Bakhtin, M. M. (1986). <i>Estetika slovesnogo tvorchestva</i> (2nd ed.). Moskva: Iskusstvo. Campbell, J. (2022). <i>Tysyachelikiy geroy</i>. Sankt-Peterburg: Piter. Eco, U. (2005). <i>Rol' chitatelya. Issledovaniya po semiotike teksta</i> (S. Serebryanny, Trans.). Sankt-Peterburg: Simpozium. Kuzmina, N. (2013). <i>Sovremennyy mediatekst</i>. Moskva: Flinta; Nauka. Lisowska-Magdżarz, M. (2019). <i>Znaki na uwięzi. Od semiologii do semantyki mediów</i>. Kraków: Universitas. Lawrence, K. (2021). <i>Storitelling. Kak napisat' otlichnuyu istoriyu</i>. Moskva: Layvbuk. McKee, R. (2015). <i>Istoriya na million dollarov</i>. Moskva: Al'pina Non-Fikshn. Nazaykin, A. N. (2022). <i>Storitelling v sovremennom kopiraytinge</i>. Moskva: Solon-Press. Propp, V. Ya. (2024). <i>Morfologiya volshebnoy skazki</i>. Moskva: AST. Simmons, A. (2013). <i>Storitelling</i>. Moskva: MIF.
	Supplementary literature	Chernyavskaya, V. E. (2017). <i>Diskurs vlasti i vlast' diskursa</i>. Moskva: Flinta. Karasik, V. I. (2019). <i>Yazykovaya spiral' kommunikatsii</i>. Moskva: Gnozis. Kara-Murza, S. G. (2022). <i>Manipulyatsiya soznaniem</i>. Moskva: Akademicheskiy Proekt.
	eResources addresses	
Example issues/ example questions/ tasks being completed	Develop and implement a narrative communication campaign in Russian aimed at promoting foreign language learning.	
Work placement	Not applicable	

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