

Subject card

Subject name and code	Analysis of Contemporary Media Texts, PG_00211308						
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		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Division of Russian Language Pragmatics, Communication and Didactics -> Institute of Russian and Eastern Studies -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Marta Noińska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	20.0	0.0	0.0	0.0	20
	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	20		2.0		28.0	50
Subject objectives	Preparing students for independent critical analysis of contemporary media texts, with particular emphasis on identifying persuasive and rhetorical techniques.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[FROSMU2_U08] The graduate is able to communicate in Russian on specialized topics with diverse audiences and to lead debates.		Is able to discuss topics related to contemporary media in Russian, presenting and justifying their position.		[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report		
	[FROSMU2_W13] The graduate has in-depth contextual knowledge in the field of cultural and religious studies as well as auxiliary and related sciences of Russian philology, enabling them to conduct independent research on the Russian language and literature.		Knows selected terms and methods in the field of media studies and social semiotics, necessary to analyze contemporary media texts.		[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion		
	[FROSMU2_U11] The graduate is able to cooperate and work in a group, assuming various roles, including that of a leader, particularly in the field of Russian studies and activities related to Russian language and literature.		Is able to conduct a group analysis of selected media texts and present the results of the analysis.		[SU2] presentation/project/paper/report [SU8] observation of student's independent or team work		
Subject contents	• Extending knowledge on the methodology of analyzing contemporary media texts. • Analysis of language in contemporary media texts: press/internet articles, TV news on current events, advertisements, blogs, and vlogs, internet memes. • Recognizing intertextual connections in internet memes. • Analysis of verbal and non-verbal persuasive and rhetorical techniques.						

Prerequisites and co-requisites	The student has passed medialogistics and possesses basic knowledge in this field after the first semester. They are proficient in Russian, able to understand and interpret media texts (both spoken and written) with minimal assistance from the instructor.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Test with open questions	51.0%	50.0%
	Presentation	51.0%	50.0%
Recommended reading	Basic literature	- Dobrosklońska T.G., 2008, Medialingvistika: sistemnyj podhod k izučeniū žyka SMI, Moskva."Duskaeva L.R. (red.), 2018, Medialingvistika v terminah i ponâtiâh, Moskva. - Gajda St., 2015, (Media)lingvističeskie dilemmy, «Medialingvistika», 3/2015, s. 1523. - Gavrilova M.V., 2016, Socialnaâ semiotika: teoretičeskie osnovaniâ i principy analiza multimodalnyh tekstov, «Političeskaâ nauka» 3/2016: Političeskaâ semiotika, s. 101117. - Noińska, Marta. Novogodnee obrašenie lidera gosudarstva kak ritualnyj žanr mediadiskursa na materiale rossijskih, nemeckih i polskich vystupenij: medialingvističeskij analiz : Gdańsk; Sopot: Wydawnictwo Uniwersytetu Gdańskiego, 2020. - Opiłowski R., Jarosz J., Staniewski P. (red.), 2015, Lingwistyka mediów. Antologia tłumaczeń, Wrocław. - Skowronek B., 2014, Mediolingwistyka. Teoria. Metodologia. Idea POSTSCRIPTUM POLONISTYCZNE, nr 2 (14)/2014, . 1526. - Śladkiewicz, Żanna. Społeczeństwo oka i tekst wielokodowy (na przykładzie rosyjskiej satyry politycznej). Przegląd Ruscystyczny 2014, nr 3: 111124.	
	Supplementary literature	Gudkov D.B., Krasnyh V.V., Zaharenko I.V., Bagaeva D.V., 1997, Kognitivnaâ baza i precedentnye fenomeny v sisteme drugih edinic i v kommunikacii, «Vestnik Moskovskogo universiteta», Seria 9. Filologija, 4/ 1997, s. 106117. - Hilhanova Ė.V., 2012, Kritičeskij analiz diskursa: principy, metody i praktika (na primere diskursa SMI). «Vestnik BGU», SA/2012. - Kazak M.Ů., Mahova A.A., 2011, Mediateksty v aspekte teorii intertekstualnosti i precedentnosti, «Naučnye Vedomosti», 24/2011, s. 175182. - Kress G., 2016, Socialnaâ semiotika i vyzovy multimodalnosti, per. s angl. T.Š. Adilbaev, I.V. Fomin, «Političeskaâ nauka», 3/2016: Političeskaâ semiotika, s. 77100. - Kuzmina N. A., 2011, Intertekstualnost i precedentnost kak bazovye kognitivnye kategorii mediadiskursa, «Mediascope», 1/2011, http://www.mediascope.ru/node/755 [data obrašeniâ: 30.09.2016]. - Moskvin V.P., 2011, Intertekstualnost. Ponâtijnyj apparat. Figury, žanry, stili, Moskva. Sladkevič, 2013, Političeskij feleton v svete teorii rečevogo vozdejstviâ, Gdansk. - Machin D., Mayr A., 2012, How to Do Critical Discourse Analysis. A Multimodal Introduction, London. - Wojtak M., 2004, Gatunki prasowe, Lublin. - Vasilev A.D., 2013, Intertekstualnost: precedentnye fenomeny, Moskva. - Zydek-Bednarczuk U., 2013, Dyskurs medialny [:] Style współczesnej polszczyzny. Przewodnik po stylistyce polskiej, red. E. Malinowska, J. Nocon, U. Zydek-Bednarczuk, Kraków.	
	eResources addresses		
Example issues/ example questions/ tasks being completed	- Analyze a series of memes, pointing out preceden phenomena. - What rhetorical devices do we most often encounter in advertising? - How does media text differ from text in the traditional sense?		
Work placement	Not applicable		

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