

Subject card

Subject name and code	, PG_00150472						
Field of study	Administration						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2025/2026		
Education level	Bachelor's studies		Subject group		Optional subject group		
Mode of study	part-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		Polish		
Semester of study	1		ECTS credits		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Faculty of Law and Administration -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Andrzej Piotrowski				
	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		0.0		35.0	50
Subject objectives	The purpose of the course is to familiarize students with techniques of social influence, methods of psychological influence and ways to recognize and counteract them.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[ADMINL3_WG01] At an advanced level, the student is able to define the sciences of law, administration, and politics, as well as knows the concepts and terminology appropriate to them.		[KRYML3_UW01] Is able to observe and interpret social phenomena, analyses their connections with various areas of knowledge. [KRYML3_KK01] Is aware of the level of their knowledge and skills, and understands the need for lifelong learning.		[SW4] test/exam - oral or written		

Subject contents	The psychology of lying.		
	Manipulation in marketing and advertising.		
	Manipulations in the media.		
	The use of art in propaganda.		
	Manipulations in negotiations.		
	Analysis of manipulative behavior - film.		
	Manipulations in sects.		
	Manipulation of social surveys.		
	Personality and manipulation.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Written exam: test.	51.0%	100.0%
Recommended reading	Basic literature	Cialdini, R. B. (2009). <i>Wywieranie wpływu na ludzi. teoria i praktyka</i> . Gdańskie Wydawnictwo Psychologiczne.	
		Ekman, P. (2003). <i>Kłamstwo i jego wykrywanie w biznesie, polityce i małżeństwie</i> . Wydawnictwo Naukowe PWN.	
		Doliński, D. (2003). <i>Psychologiczne mechanizmy reklamy</i> . Gdańskie Wydawnictwo Psychologiczne.	
	Supplementary literature	Doliński, D. (2000). <i>Psychologia wpływu społecznego</i> . Wrocławska Drukarnia Naukowa PAN.	
	Doliński, D., Grzyb, T. (2022). <i>Sto technik wpływu społecznego: kiedy i dlaczego wywieranie wpływu na innych jest skuteczne</i> . Smak Słowa.		
	Pratkanis, A., Aronson, E. (2003). <i>Wiek propagandy. Używanie i nadużywanie perswazji na co dzień</i> . Wydawnictwo Naukowe PWN.		
	Tokarz, M. (2006). <i>Argumentacja perswazja manipulacja</i> . Gdańskie Wydawnictwo Psychologiczne.		
	Witkowski, T. (2000). <i>Psychomanipulacje. Jak je rozpoznawać i jak sobie z nimi radzić</i> . Oficyna wydawnicza UNUS.		
	eResources addresses		
Example issues/ example questions/ tasks being completed	What is the deception of erroneous inference?		
	What is an egotistical lie?		
Work placement	Not applicable		

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