Subject card

Subject name and code	Psychology of lies and manipulation - lecture, PG_00151220					
Field of study	Taxes and Tax Consultancy					
Date of commencement of studies	October 2024		Academic year of realisation of subject		2025/2026	
Education level	Master's studies		Subject group		Optional subject group	
Mode of study	part-time studies		Mode of delivery		at the university	
Year of study	2		Language of instruction		Polish	
Semester of study	4		ECTS credits		2.0	
Learning profile	academic		Assessment form			
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	14.0	0.0	0.0	0.0	0.0	14
	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	14		0.0	36.0	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
	[PiDPMU2_U08] He/she can independently plan and fulfill the need of lifelong learning	After completing the course, the student can: - compare techniques and methods of social influence, - predict the consequences of the methods of manipulation used, - analyze the causes of submission, - detect methods of exerted influence, - evaluate the effectiveness of applied techniques.	[SU4] test/exam - oral or written
	[PiDPMU2_U01] The graduate is able to use the theoretical knowledge in the field of tax law, accounting and related scientific disciplines in order to formulate and solve complex and unusual problems that may occur in this area, especially complex problems of tax analysis and accounting, especially complex validation and interpretation problems in the field of tax law and problems of tax analysis and accounting	After completing the course, the student is able to: - list methods of social influence and manipulation, - describe the principles of sequential techniques, - explain the principles of succumbing to social influence, - illustrate with examples the basic techniques of social influence	[SU4] test/exam - oral or written
	[PiDPMU2_K01] The graduate understands the complexity of problems in the field of tax law, finance, accounting and related disciplines, and therefore is ready to critically assess the knowledge and content received in this field. He/she understands the importance of knowledge in solving cognitive and practical problems and - in case of difficulties with solving the problem - consulting experts in tax law, finance, accounting and related disciplines (especially researchers, experienced tax advisors, lawyers dealing with disciplines other than tax and balance sheet law), and, if necessary, also expert specialists in disciplines other than legal and economic sciences	After completing the course, the student is able to: - discuss methods of social influence, - take care to observe ethical principles, - demonstrate responsibility for educating those around them when they notice the techniques and manipulation being used, - take action to counteract the use of manipulation, - perform educational functions in informing the surroundings about the dangers of being entangled in manipulative influence.	[SK4] test/exam - oral or written
	[PiDPMU2_W04] He/she has widened knowledge and knows notions describing the most significant economic and social phenomena, understands the basic processes taking place in market economy, understands fundamental dilemmas of contemporary civilization connected with global economic development	After completing the course, the student is able to: - list methods of social influence and manipulation, - describe the principles of sequential techniques, - explain the principles of succumbing to social influence, - illustrate with examples the basic techniques of social influence	[SW4] test/exam - oral or written

<table>
<tr><td>Subject contents</td><td colspan="2">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.</td></tr>
<tr><td>Prerequisites and co-requisites</td><td colspan="2"></td></tr>
<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>Written exam: test.</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>Cialdini, R. B. (2009). Wywieranie wpływu na ludzi. teoria i praktyka. Gdańskie Wydawnictwo Psychologiczne.

Ekman, P. (2003). Kłamstwo i jego wykrywanie w biznesie, polityce i małżeństwie. Wydawnictwo Naukowe PWN.

Doliński, D. (2003). Psychologiczne mechanizmy reklamy. Gdańskie Wydawnictwo Psychologiczne.</td></tr>
<tr><td>Supplementary literature</td><td>Doliński, D. (2000). Psychologia wpływu społecznego. Wrocławska Drukarnia Naukowa PAN.

Doliński, D., Grzyb, T. (2022). Sto technik wpływu społecznego: kiedy i dlaczego wywieranie wpływu na innych jest skuteczne. Smak Słowa.

Pratkanis, A., Aronson, E. (2003). Wiek propagandy. Używanie i nadużywanie perswazji na co dzień. Wydawnictwo Naukowe PWN.

Tokarz, M. (2006). Argumentacja perswazja manipulacja. Gdańskie Wydawnictwo Psychologiczne.
Witkowski, T. (2000). Psychomanipulacje. Jak je rozpoznawać i jak sobie z nimi radzić. Oficyna wydawnicza UNUS.</td></tr>
<tr><td>eResources addresses</td><td>Adresy na platformie eNauczanie:</td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td colspan="2">What is the deception of erroneous inference?

What is an egotistical lie?</td></tr>
<tr><td>Work placement</td><td colspan="2">Not applicable</td></tr>
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