

## Subject card

|                                             |                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                          |                                         |                                     |         |                                                                          |     |
|---------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------------|-------------------------------------|---------|--------------------------------------------------------------------------|-----|
| Subject name and code                       | Advertising technology, PG_00177308                                                                                                                                                                                                                                                                                                                                                                                    |                                                          |                                         |                                     |         |                                                                          |     |
| Field of study                              | Japanese Studies                                                                                                                                                                                                                                                                                                                                                                                                       |                                                          |                                         |                                     |         |                                                                          |     |
| Date of commencement of studies             | October 2023                                                                                                                                                                                                                                                                                                                                                                                                           |                                                          | Academic year of realisation of subject |                                     |         | 2025/2026                                                                |     |
| Education level                             | Bachelor's studies                                                                                                                                                                                                                                                                                                                                                                                                     |                                                          | Subject group                           |                                     |         | Obligatory subject group in the field of study<br>Optional subject group |     |
| Mode of study                               | full-time studies                                                                                                                                                                                                                                                                                                                                                                                                      |                                                          | Mode of delivery                        |                                     |         | at the university                                                        |     |
| Year of study                               | 3                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                          | Language of instruction                 |                                     |         | Polish                                                                   |     |
| Semester of study                           | 5                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                          | ECTS credits                            |                                     |         | 2.0                                                                      |     |
| Learning profile                            | academic                                                                                                                                                                                                                                                                                                                                                                                                               |                                                          | Assessment form                         |                                     |         | credit                                                                   |     |
| Conducting unit                             |                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                          |                                         |                                     |         |                                                                          |     |
| Name and surname of lecturer (lecturers)    | Subject supervisor                                                                                                                                                                                                                                                                                                                                                                                                     |                                                          | dr Anna Hau                             |                                     |         |                                                                          |     |
|                                             | Teachers                                                                                                                                                                                                                                                                                                                                                                                                               |                                                          | dr Anna Hau                             |                                     |         |                                                                          |     |
| Lesson types                                | Lesson type                                                                                                                                                                                                                                                                                                                                                                                                            | Lecture                                                  | Tutorial                                | Laboratory                          | Project | Seminar                                                                  | SUM |
|                                             | Number of study hours                                                                                                                                                                                                                                                                                                                                                                                                  | 30.0                                                     | 0.0                                     | 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                                 |         | 18.0                                                                     | 50  |
| Subject objectives                          | The aim of the course is to provide students with basic knowledge of the functioning of contemporary advertising as a marketing communication tool, with particular emphasis on its functions, planning, media strategies, the creative process and the language of advertising, as well as developing ethical competences and critical thinking in relation to advertising messages in a social and cultural context. |                                                          |                                         |                                     |         |                                                                          |     |

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| Learning outcomes               | Course outcome                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Subject outcome                                                                                                                                                                                                                                                                                                                     | Method of verification                                                                  |
|                                 | [JAPL3_U10] Student can argue substantively using the views of other authors and to formulate conclusions.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Can make logical and coherent written and oral statements on advertising, language, culture and media communication, using authors' positions, scientific sources and empirical data; can confront different views in a factual discussion and draw accurate conclusions.                                                           | [SU1] oral statement/conversation/discussion<br>[SU2] presentation/project/paper/report |
|                                 | [JAPL3_U19] Student can work in a group, taking on different roles in it.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Can actively participate in team work, sharing responsibility for the achievement of a common goal (e.g. preparation of an advertising analysis/campaign), can perform different roles in a project team (leader, facilitator, doer), and can communicate effectively with team members, resolve conflicts and negotiate solutions. | [SU1] oral statement/conversation/discussion<br>[SU2] presentation/project/paper/report |
|                                 | [JAPL3_W01] Student is familiar with the terminology of the humanities such as cultural and religious studies, linguistics and literary studies, as well as history, cultural anthropology, philosophy and art sciences relevant to the Japanese studies major.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Recognises and applies specialist terminology in linguistics, communication and advertising and is able to analyse cultural texts, taking into account their various references using the tools of the humanities.                                                                                                                  | [SW1] oral statement/conversation/discussion<br>[SW2] presentation/project/paper/report |
|                                 | [JAPL3_K01] Student is aware of the scope of his professional knowledge and skills and understands the need for further continuous development in professional skills, as well as personal and social competence.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Can critically assess the extent of his/her knowledge and skills in the field of advertising technology and media culture, identifying development needs and understands the importance of intercultural, linguistic and interpersonal competences in the context of professional work and scientific activity.                     | [SK1] oral statement/conversation/discussion<br>[SK2] presentation/project/paper/report |
| Subject contents                | Essence and functions of advertising. Planning of advertising activities. Advertising management advertising agencies, media houses, advertisers' advertising activities. Media strategies television, radio, press, outdoor advertising, interactive advertising, Internet, sales promotion. Advertising creation process marketing research, ad creation, conception (word, images, print art), creating a strong brand. Language of advertising - linguistic determinants of advertising, structure of the advertising message, intertextuality of advertising, cultural stereotypes, language games, genre syncretism, advertising versus other public discourses, advertising in the perspective of word ethics. Television advertising the creation of a script, production schedule, production of an advertisement, analysis of the cost of producing an advertisement. Radio advertising the nature of radio, ad creation, radio ad scripts, music ads, radio ad broadcasting methods. Press advertising. Trade mark and packaging. International advertising. Analysis of complete case study advertising campaigns. |                                                                                                                                                                                                                                                                                                                                     |                                                                                         |
| Prerequisites and co-requisites | Choice of faculty                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                     |                                                                                         |
| Assessment methods and criteria | Subject passing criteria                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Passing threshold                                                                                                                                                                                                                                                                                                                   | Percentage of the final grade                                                           |
|                                 | project: analysis of an advertising campaign                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 51.0%                                                                                                                                                                                                                                                                                                                               | 80.0%                                                                                   |
|                                 | participation in the discussion                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 51.0%                                                                                                                                                                                                                                                                                                                               | 20.0%                                                                                   |

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| Recommended reading                                            | Basic literature         | <p>Caples J., Skuteczna reklama, Kraków 2001.</p> <p>Carpenter P., E-brands. Kreowanie marki w Internecie, Warszawa 2001.</p> <p>Czarnecki A., Korsak R., Planowanie mediów w kampaniach reklamowych, Warszawa 2001.</p> <p>Dębski M., Kreowanie silnej marki, Warszawa 2008.</p> <p>Goban-Klas T. Media i komunikowanie masowe. Teorie i analizy prasy, radia, telewizji i Internetu, Warszawa 1999.</p> <p>Kall J., Reklama, 2000.</p> <p>Kochan M. Slogany w reklamie i polityce, Warszawa 2002.</p> <p>Murdoch A., Kreatywność w reklamie, Warszawa 2005.</p> |
|                                                                | Supplementary literature | <p>Albin K., Reklama w telewizji, Warszawa 2002.</p> <p>Bralczyk J. Język na sprzedaż, Gdańsk 2004.</p> <p>Giedz-Topolewska T. Językowe wyznaczniki pragmatyki współczesnych rosyjskich tekstów reklamowych, Lublin 2005.</p> <p>Kall J., Jak zbudować silną markę od podstaw, Gliwice 2006.</p> <p>Marconi J., Marketing marki, Warszawa 2002.</p>                                                                                                                                                                                                               |
|                                                                | eResources addresses     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Example issues/<br>example questions/<br>tasks being completed |                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Work placement                                                 | Not applicable           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |

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