

Subject card

Subject name and code	Communication and Etiquette in Public Life, PG_00151899						
Field of study	Economics, International Economic Relations						
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 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	Department of Transport Policy and Economic Integration -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Maria Matusiewicz				
	Teachers		dr Maria Matusiewicz				
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		0.0		0.0	30
Subject objectives	Development of communication skills, evolution of language, awareness of political correctness and inclusiveness, linguistic etiquette in different cultures, analysis of language in the media and advertising, the role of non-verbal communication, rhetorical and persuasive skills, communication ethics, the role of language in shaping identity, the impact of technology on communication, management communication crises, inclusive communication in the workplace.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONL3_K03] participates in the preparation of economic and social projects, being able to reconcile legal, economic, ecological, political and social requirements	The student is able to incorporate elements of communication and social awareness when implementing projects of a public and socio-economic nature.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK5] implementation of a problem task
	[MSG3_U14] can interact and work in a team (including an international one), taking various roles within it	The student works effectively in a group, taking on various roles in discussions and simulations of public situations with elements of etiquette.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[MSG3_U15] can appropriately identify priorities, plan and organise tasks related to their implementation, as well as monitor and evaluate progress	The student is able to determine communication priorities and plan activities related to building the image and relationships in public space.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[MSG3_U16] can plan and implement his/her own lifelong learning, expand and improve his/her acquired knowledge and economic skills; is open to new ideas and techniques; is willing to learn using any method, and has a tendency to interact with other participants of the learning process	The student independently develops communication and social competences, openly accepting new learning methods and ways of building relationships.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[MSG3_K05] correctly identifies, diagnoses and solves dilemmas and various options of solutions related to the profession	The student is able to identify communication dilemmas in social and professional relationships and propose possible solutions.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK5] implementation of a problem task
	[MSG3_K03] participates in the preparation of economic and social projects; can reconcile legal, economic, ecological, political and social requirements	The student is able to incorporate elements of communication and social awareness when implementing projects of a public and socio-economic nature.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK5] implementation of a problem task
	[MSG3_U11] has language skills in the field of economics, specific to the field of study of International Economic Relations, in accordance with the requirements of Level B2 of the Common European Framework of Reference for Languages	The student uses a foreign language in the scope of basic concepts related to intercultural communication and public etiquette.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[MSG3_W08] knows and understands the fundamental dilemmas of contemporary civilisation, including the strategy of sustainable development and corporate social responsibility	The student understands contemporary social and civilization dilemmas, including those related to communication etiquette and the responsibility of an individual in public life.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[MSG3_U09] can communicate in an international and culturally diverse environment, using the terminology of international economic relations (in connection with the chosen speciality within the field of International Economic Relations)	The student communicates effectively in a culturally diverse environment, respecting norms of etiquette and social differences.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[MSG3_U10] can take an active part in a debate, presenting his/her own viewpoint and supporting it with argumentation based on selected theories, opinions of various authors and/or statistical data	The student participates in debates on social issues, presenting arguments based on theories and data, while observing the principles of professional communication.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[EKONL3_K06] is willing to be guided in his professional life by business ethics and corporate social responsibility, to respect others and to be loyal to his employer	The student is guided by the principles of ethics and social responsibility in professional contacts and in public life, showing respect towards colleagues and the environment.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK5] implementation of a problem task

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	[EKONL3_K04] is willing to think and act in an entrepreneurial manner; adapts to new situations and conditions, takes on the challenges of creative thinking, is resilient in the face of failure, is able to identify risks and assess the risks of failure	The student undertakes communication activities in a flexible and entrepreneurial manner, adequately responding to changing situations in public space.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK5] implementation of a problem task [SK8] observation of student's independent or team work
	[EKONL3_U10] has the ability to prepare oral presentations, in Polish and in a foreign language, on economic and social issues, using specialist terminology, theoretical approaches, principles of collecting various sources of data, their description and interpretation, and making inferences from scientific literature, and is able to take an active part in a debate	The student is able to prepare and deliver an oral statement on issues related to etiquette and communication in public life, using correct terminology and logical argumentation.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[EKONL3_U11] has language skills in economics which meet the requirements of level B2 of the Common European Framework of Reference for Languages	The student communicates in Polish and a foreign language in the context of social and professional topics, using vocabulary related to etiquette and public communication.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[MSG3_K06] is ready to be guided in his/her professional life by business ethics and corporate social responsibility, to respect others and to be loyal to his/her employer	The student is guided by the principles of etiquette and social responsibility in professional contacts and in public life, showing respect and loyalty towards colleagues and the environment.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK5] implementation of a problem task
	[MSG3_U13] can prepare presentations and oral speeches on selected specific problems concerning international economic relations (in connection with the chosen speciality within International Economic Relations), using basic theoretical approaches, specialist terminology, principles of collecting data from various sources, their description and interpretation, and drawing conclusions based on scientific literature	The student prepares oral presentations in the field of social communication and etiquette in public life, presenting them in a clear and professional manner.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[MSG3_U12] can prepare written assignments concerning detailed problems of international economic relations (in connection with the chosen speciality within International Economic Relations), using specialist terminology, theoretical and methodological approaches, principles of collecting data from various sources, their description and interpretation, principles of formulating research theses, drawing conclusions on the basis of scientific literature and factual data, and making international comparisons	The student creates written works in the field of etiquette, communication and image in public life, using the correct structure, terminology and sources.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[MSG3_U01] can correctly interpret and explain economic and social phenomena, analyse their causes, course and connections between these phenomena using the acquired knowledge of economics, finance and international economic relations	The student analyzes social and communication phenomena, understanding their economic and cultural context and consequences for public life.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task

	Course outcome	Subject outcome	Method of verification
	[EKONL3_U15] is able to independently complement and improve the acquired knowledge and economic skills, is open to new ideas and techniques, tends to learn by any method and is willing to interact with other participants in the learning process	The student independently develops knowledge and skills in the field of communication and public etiquette, showing initiative in searching for new methods of improvement.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[EKONL3_U12] can independently plan and implement own lifelong learning	is able to independently plan and implement lifelong learning in the field of communication and etiquette	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[EKONL3_U08] has the ability to observe, understand and analyse economic and social phenomena and processes using appropriate scientific methods	The student observes and interprets social and communication processes in public space.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[EKONL3_U04] can predict and forecast the course of economic and social processes and phenomena	the student predicts the possible effects of social and communication processes in public space	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[MSG3_W16] has an advanced knowledge and understanding of the principles of entering into and conducting business transactions on the international market	The student knows and understands the rules of public etiquette and communication applicable in commercial and public relations at the international level.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task

Subject contents	The Evolution of Language in Society • Changes in Language Under the Influence of Technology and Social Media • The Impact of Globalization • Examples of Words and Phrases That Have Gained New Meanings • Political Correctness Definition and History of Political Correctness • Advantages and Disadvantages of Political Correctness in Public Debate • Examples of Controversies Related to Political Correctness • Linguistic Inclusiveness The Importance of Inclusiveness in Communication • Techniques and Strategies for Creating Inclusive Language • Case Analysis of Inclusive Language Use in Various Contexts (Media, Politics, Education) • Language Etiquette in Different Cultures Rules of Communication in High-Context and Low-Context Cultures • The Impact of Cultural Differences on Intercultural Communication • Examples of Cultural Faux Pas and How to Avoid Them • Language in Media and Advertising Analysis of Language Used in Media and Its Impact on Public Opinion • Ethics in Marketing Communication • The Role of Stereotypes and Their Impact on Communication • Nonverbal Communication The Importance of Body Language in Communication • Interpretation of Gestures, Facial Expressions, and Body Posture • Cultural Differences in Nonverbal Communication • Rhetoric and Persuasion Rhetorical Techniques in Speech and Writing • How to Build Arguments and Persuade Audiences • Analysis of Public Speeches for Rhetorical Effectiveness • Communication Ethics Ethical Principles in Interpersonal and Mass Communication • Responsibility for Words in Social Media • Ethical Dilemmas in Professional and Personal Communication • Language and Identity How Language Shapes Individual and Group Identity • The Role of Dialects and Minority Languages in Preserving Cultural Identity • The Issue of Endangered Languages • Technology and Communication The Impact of New Technologies on Communication Methods • Language in Online Communication: Abbreviations, Emoticons, Memes • Problems and Challenges in Digital Communication (Hate Speech, Trolling, Fake News) • Etiquette in Public Life Rules of Good Manners in Various Social and Professional Situations • Etiquette in Electronic Communication (Emails, Text Messages, Social Media) • The Role of Etiquette in Building and Maintaining Professional and Personal Relationships • Crisis Communication and Conflict Management Techniques for Managing Communication Crises • Strategies for Resolving Interpersonal and Group Conflicts • Examples of Effective Crisis Communication in Public Life • Inclusive Communication in the Workplace The Importance of Diversity and Inclusiveness in Team Communication • Practices Supporting Inclusiveness in the Work Environment • The Role of Leaders in Promoting Inclusive Communication
Prerequisites and co-requisites	

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	own work/presentation	51.0%	70.0%
	discussion participation	51.0%	30.0%
Recommended reading	Basic literature	The Art of Explanation: How to Communicate with Clarity and Confidence, Ros Atkins , Wyd.: Headline 2023 Crucial Conversations: Tools for Talking When Stakes are High, Third Edition Opracowanie zbiorowe , Wydawnictwo: McGraw-Hill	
	Supplementary literature	Nonviolent Communication: A Language of Life: Life-Changing Tools for Healthy Relationships (Nonviolent Communication Guides), Marshall B. RosenbergWyd. PuddleDancer Press 2015	
	eResources addresses		
Example issues/ example questions/ tasks being completed	Do you think these changes are beneficial or harmful to the quality of communication? What are the potential long-term consequences of these changes? Does political correctness limit freedom of speech or promote more responsible communication? What are the arguments for and against political correctness? What examples from public life show how political correctness affects public debate? How can inclusive language influence the perception of minorities in society? What are examples of effective use of inclusive language? Are there situations where inclusive language might be seen as excessive? How do cultural differences affect intercultural communication? What are common misunderstandings resulting from cultural differences? What strategies can be used to improve intercultural communication? How does ethics in marketing communication impact consumer trust? What are examples of unethical practices in marketing communication? What steps can companies take to ensure ethical communication with customers? What is the importance of nonverbal communication in building interpersonal relationships? What are the key elements of nonverbal communication? How can cultural differences affect the interpretation of nonverbal communication? What rhetorical techniques are most effective in persuading audiences during public speaking? Who are examples of speakers who effectively used rhetorical techniques? What rhetorical mistakes can weaken a speakers message? What are the ethical dilemmas related to communication on social media? What are examples of ethical challenges faced by social media users? What ethical principles should apply to online communication? What are the key challenges associated with intergenerational communication in the workplace? What are the differences in communication styles between generations? What strategies can help overcome these challenges? How does technology change the way we communicate daily? What are examples of positive and negative impacts of technology on communication? What are the forecasts for future changes in communication due to technological development?		
Work placement	Not applicable		

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