

Subject card

Subject name and code	Language Pragmatics, PG_00152395						
Field of study	Journalism and Social Communication						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2025/2026		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study Humanistic-social subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		Polish		
Semester of study	2		ECTS credits		2.0		
Learning profile	practical		Assessment form		credit		
Conducting unit	Division of Social and Cultural Communication -> Institute of Media, Journalism and Social Communication - > Faculty of Social Sciences -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Jan Miklas-Frankowski				
	Teachers		mgr Adam Majchrzak				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	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		2.0		43.0	60
Subject objectives	The main goal of the course is to familiarize students with the basic mechanisms of using language in selected communication situations, as well as to provide them with skills in the analysis of texts in terms of linguistic pragmatics, as well as the use of linguistic means that realize specific pragmatic meanings in their own texts and statements.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[DZiKSMU2_W01] The student has an in-depth knowledge of selected facts and phenomena as well as the resulting regularities important from the point of view of media studies.	The student has knowledge of phenomena specific to linguistic pragmatics and knows how to identify them in existing sources and media messages.	[SW1] oral statement/conversation/discussion
	[DZiKSMU2_U07] He/she is able to prepare comprehensive oral, written and visual messages. He/she uses terminology specialized for the discipline, based on independently found, analysed, assessed, and selected sources of information, taking into account the achievements of the sciences on social communication and media as well as other scientific disciplines.	The student is able to prepare various oral, written and visual messages using knowledge of linguistic pragmatics.	[SU2] presentation/project/paper/report
	[DZiKSMU2_K01] Based on his/her own knowledge, he/she can critically evaluate the received content.	The student is able to use knowledge of linguistic pragmatics to develop a critical linguistic analysis.	[SK1] oral statement/conversation/discussion
	[DZiKSMU2_K02] He/she recognizes the importance of knowledge in solving cognitive and practical problems. He/she is ready to consult experts in case of difficulties in solving the problem on his/her own.	The student has knowledge of linguistic pragmatics to solve practical problems.	[SK5] implementation of a problem task
	[DZiKSMU2_W03] He/she has extended knowledge of the methods and theories relevant to media studies and the dependencies existing between them, as well as knowledge of other scientific disciplines that provide theoretical and practical foundation for an advanced analysis of issues relevant to the journalism and social communication programme.	The student knows how to use knowledge of linguistic pragmatics for the purposes of media studies.	[SW3] text preparation/written work
	[DZiKSMU2_U02] He/she is able to effectively use the acquired knowledge for a critical analysis of social, cultural, political and economic processes and phenomena.	The student knows how to use abilities of linguistic pragmatics to analyze social, cultural, political and economic processes.	[SU6] demonstration of practical skills
	[DZiKSMU2_U10] He/she is able to cooperate and work in a group, set and achieve common goals, assume various roles in the team, including managerial ones.	The student can carry out a project in the field of linguistic pragmatics while working in a group.	[SU6] demonstration of practical skills
Subject contents	[DZiKSMU2_W07] He/she has extended knowledge of the principles and methods of creating messages appropriate for the field of study. He/she is aware of the function and effectiveness of messages and the principles of professional ethics within the framework of the conducted activity.	The student knows the concept and skills in the field of linguistic pragmatics, thanks to which he is able to transfer knowledge from knowledge in access to knowledge.	[SW3] text preparation/written work
	• Introduction • What is pragmatics? • Performatives in communication. The 3 potential aspects of speech acts. • Cooperative rule and conversational maxims in communication. • Conversational presuppositions and implicatures in media discourse. • Indirect communication - allusion, irony, euphemism, metaphor, metonymy. • Linguistic etiquette in social communication. • Dialogue as the basic unit of communication. • Conventions and social roles (communication as symbolic interaction). • The problem of false information and linguistic pragmatics.		

Prerequisites and co-requisites	Basic knowledge of language, communication theory, rhetoric, eristics and logic.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	tasks during classes, activity in class, completion of a credit project	51.0%	100.0%
Recommended reading	Basic literature	• Acts and genres of speech, ed. J. Bartmiński, S. Niebrzegowska-Bartmińska and J. Szadura, Lublin 2004. • Grabias S., Language in social behaviour, Lublin 1994, 2003. • Kalisz R., Pragmatics of language, Gdańsk 1993. • Marcjanik M., Grzeczność w komunikacji językowej, Warsaw 2007. • Tokarz M., Argumentation, persuasion, manipulation, Gdańsk 2006 . • Zdunkiewicz D., Akty mowy [in:] Współczesny język polski, ed. J.Bartmiński, Lublin 2001. • Marcjanik M., Etykieta językowa, [in:] Współczesny język polski, red. J.Bartmiński, Lublin 2001. • Goffman E., Rytuał interakcyjny, Warsaw 2006.	
	Supplementary literature	• Austin J. L., <i>Jak działać słowami</i> [w:] tegoż, <i>Mówienie i poznawanie</i> , przekł. B. Chwedeńczuk, Warszawa 1993 • Goffman E., <i>Człowiek w teatrze życia codziennego</i>, Warszawa 2008. • Searle J. R., <i>Czynności mowy. Rozważania z filozofii języka</i>, przekł. B. Chwedeńczuk, Warszawa 1987. • Fras J., <i>Komunikacja polityczna. Wybrane zagadnienia gatunków i języka wypowiedzi</i>, Wrocław 2005. • E. Griffin, <i>Podstawy komunikacji społecznej</i>, Gdańsk 2003.	
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Example issues/ example questions/ tasks being completed	• Linguistic pragmatics in relation to contemporary media problems • Indirect communication allusion, irony, euphemism, metaphor, metonymy in contemporary communications • Linguistic etiquette and social role - theoretical and practical aspects • linguistic pragmatics in the analysis of messages		
Work placement	Not applicable		

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