

Subject card

Subject name and code	Rhetoric and Eristic, PG_00152667						
Field of study	Journalism and Social Communication						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2027/2028		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study		
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	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		mgr Mikołaj Janiak				
	Teachers						
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		33.0	50
Subject objectives	The aim of the course is to familiarize students with the basic principles of rhetoric and eristic, as well as the basic mechanisms of persuasion including inmedia discourse. Specific objectives:- familiarization with the issues and concepts of rhetoric and eristics- ability to plan and prepare complex argumentative actions- ability to prepare texts using rhetorical tools- ability to critically analyze argumentative, persuasive and manipulative statements- ability to recognize rhetorical and eristic techniques						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[DZiKSL3_K01] Student is sensitive to any signs of manipulation of the recipient, understanding the threats resulting from this phenomenon and is able to critically evaluate the received content.	Able to list eristic techniques, as well as distinguish between manipulation and persuasion based on specific examples (case study).	[SK2] presentation/project/paper/report [SK3] text preparation/written work
	[DZiKSL3_U05] Using the knowledge of media studies and the knowledge of media research methodology, he/she is able to analyse the content of media.	Performs in-depth analysis of media content.	[SU2] presentation/project/paper/report [SU3] text preparation/written work
	[DZiKSL3_W10] He/she has knowledge of the language tools used to create text with an informative and persuasive function.	The student has knowledge of linguistic tools for creating text performing an informative and persuasive function. KD_W 10	[SW2] presentation/project/paper/report [SW3] text preparation/written work
	[DZiKSL3_W11] He/she has organised knowledge of ethical principles and norms as well as professional ethics	He can identify the differences between persuasion and manipulation, and has knowledge of the dangers of using rhetoric as an art of persuasion.	[SW2] presentation/project/paper/report [SW3] text preparation/written work
	[DZiKSL3_K05] He/she is ready to act responsibly as a journalist, media worker, advertising and PR industry employee in accordance with the principles of professional ethics and requires it from others.	Based on the analysis of media content, as well as exercises involving the construction of persuasive media messages, he is gaining professional experience (journalist and spokesperson).	[SK2] presentation/project/paper/report [SK3] text preparation/written work
	[DZiKSL3_U02] He/she can describe, critically analyse, synthesise and evaluate the collected information, taking into account economic, philosophical, cultural, historical, political and sociological processes and phenomena relevant to the field of study.	Has knowledge of the history of rhetoric as the art of speaking beautifully, as well as of persuasion, and of eristic as the art of arguing. He can identify the creators of ancient and modern rhetoric. He is aware of its influence in the modern world, especially on the media level.	[SU2] presentation/project/paper/report [SU3] text preparation/written work
	[DZiKSL3_U04] He/she creates media messages with various functions. He/she uses specialised terminology, methods and tools, including modern and advanced information and communication techniques, to solve problems.	The student has knowledge of the essence and specificity of the sciences of social communication and media and about their object and methodological connections with rhetoric. KD_W06	[SU2] presentation/project/paper/report [SU3] text preparation/written work
Subject contents	Exercises: - introduction - rhetoric and eristic - historical outline - Rhetorical situation - types of audiences, situational limitations, ethos of the speaker, emotions and issues of manipulation - rhetorical arguments - style and composition of rhetorical statement - essence of argumentation, persuasion, manipulation - eristics as the art of argumentation		
Prerequisites and co-requisites			

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Presentation	51.0%	50.0%
	Active participation in class and an appropriate degree of mastery of the required substantive material	51.0%	50.0%
Recommended reading	Basic literature	Exercises A. Literature required for final course credit: 1. K. Obremski, Retoryka dla studentów historii, politologii i dziennikarstwa, Toruń 2004. 2. Schopenhauer, Erystyka, czyli sztuka prowadzenia sporów, Kraków 1973. 3. W. Pisarek, Retoryka dziennikarska, Kraków 1975. 4. M. Kochan, Pojedynek na słowa. Techniki erystyczne w publicznych sporach, Kraków 2005. 5. M. Tokarz, Argumentacja, perswazja, manipulacja, Gdańsk 2006. 6. M. Barłowska, A. Budzyńska-Dacy, M. Załęska (red.), "Ćwiczenia z retoryki", Warszawa 2010	
	Supplementary literature	1. M. Marcjanik (red.), Retoryka mediów, retoryka w mediach, Warszawa 2012. 2. M. Barłowska, A. Budzyńska-Dacy, P. Wilczka (red.), Retoryka, Warszawa 2008. 3. M. Rusinek, A. Załazińska, Retoryka podręczna. Czyli jak wnikliwie słuchać i przekonująco mówić, Kraków 2005.	
	eResources addresses		
	Example issues/ example questions/ tasks being completed	-	
Work placement	Not applicable		

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