University of Gdańsk

Subject card

Subject name and code	How to take over the world with words, PG_00179170						
Field of study	Criminology						
Date of commencement of studies	October 2025		Academic year of realisation of subject	2025/2026			
Education level	Bachelor's studies		Subject group				
Mode of study	full-time studies		Mode of delivery	e-learning			
Year of study	1		Language of instruction	Polish Polish			
Semester of study	1		ECTS credits	2.0			
Learning profile	academic		Assessment form	credit			
Conducting unit	Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor	dr Miłosz Wojtyna					
	Teachers	dr Miłosz Wojtyna					
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: 30.0						
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 subject is to equip students with practical skills in the following areas: 1. designing the verbal side of statements, presentations, messages, announcements and public speeches (conscious use of content theory, rhetorical patterns and compositional conventions necessary for the efficient presentation of messages in business, political, cultural and artistic environments), 2. designing the non-verbal side of the message (body language, visuals, accompanying elements), 3. analysis of discourse (both at the level of individual statements and segments, and extensive sets of messages).						

Learning outcomes

Course outcome	Subject outcome	Method of verification
	The student knows rhetorical compositional schemes. The student knows the rules of reception psychology. The student knows the rules of constructing recipient personas. The student knows the rules of discourse analysis. The student is able to use rhetorical compositional schemes in practice. The student is able to apply the rules of reception psychology in creative work. The student is able to apply the rules of constructing recipient personas in creative work. The student is able to apply the rules of discourse analysis in analytical work. The student is able to evaluate messages in terms of their substantive content. The student is able to evaluate messages in terms of ethics. The student is able to evaluate messages in terms of aesthetics. The student is able to draw conclusions about the ethics of communicating in public statements. The student is able to draw conclusions about the ethics of communicating in digital media.	[SU2] presentation/project/paper/ report [SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK6] demonstration of practical skills

Subject contents

1. Content theory in public speaking. 2. Psychology of reception. 3. Audience personas and the purpose of the message. 4. Forums and media (TEDx, parliament, press conference, business presentation and YouTube, Instagram and trash streams). 5. Body language. 6. Everything is an image. 7. Manipulation, post-truth, virtual reality. 6. Authorship, speaker identity, personal brand and the fall of authority.

Prerequisites and co-requisites

Sign up

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Class contributions	51.0%	25.0%
Mid-semester assignment	51.0%	25.0%
Final presentation	51.0%	50.0%

Recommended reading

Basic literature	Austin J. L, (1993): Prawda [w:] .Mowienie i poznawanie Rozprawy i wykłady filozoficzne Przekł: Bogdan Chwedenczuk, PWN. Austin J. L, (1993): Udawanie [w:] Mowienie i poznawanie Rozprawy i wykłady filozoficzne Przekł: Bogdan Chwedenczuk, PWN. Berger Peter L., Luckmann Thomas, (1983): Społeczne tworzenie rzeczywistosci, Warszawa, PIW. Buksak, L. Szkoła mowcow. Onepress 2019. Rzedowska A., Rzedowski, J., Mowca doskonały. Onepress 2018. Wojciszke B., Baryła W. (2001), Kultura narzekania i jej psychologiczne konsekwencje, w: Zmiany w publicznych zwyczajach jezykowych, red. J. Bralczyk J., K. Mosiołek-Kłosinska, Warszawa, s. 45-64. Wołos M. (2002): Koncepcja gry jezykowej Wittgensteina w swietle badan wspołczesnego jezykoznawstwa, Krakow Universitas
Supplementary literature	a selection of video materials and reading from online sources
eResources addresses	

Example issues/ example questions/ tasks being completed	1. Content theory in public speaking. 2. Psychology of reception. 3. Audience personas and the purpose of the message. 4. Forums and media (TEDx, parliament, press conference, business presentation and YouTube, Instagram and patostreams). 5. Body language. 6. Everything is an image. 7. Manipulation, post-truth, virtual reality. 6. Speaker identity, personal brand and the fall of authority.
Work placement	Not applicable

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