University of Gdańsk

Subject card

Subject name and code	Interpretation of the media and advertising message II, PG_00186560						
Field of study	Romance Studies						
Date of commencement of studies	October 2026		Academic year of realisation of subject	2028/2029			
Education level	Bachelor's studies		Subject group	Obligatory subject group in the field of study Optional subject group Subject group related to scientific research in the field of study			
Mode of study	full-time studies		Mode of delivery	at the university			
Year of study	3		Language of instruction	French			
Semester of study	5		ECTS credits	2.0			
Learning profile	academic		Assessment form	credit			
Conducting unit	Division of Romance Linguistics -> Institute of Romance Philology -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Joanna Jereczek-Lipińska, prof. UG				
	Teachers						
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		2.0	18.0		50
Subject objectives	Acquisition of practical skills on comprehensive analysis of media messages, advertising, persuasive texts including political ones. Reflection on ways of presenting information and their impact on understanding and remembering. Reflection on the essence of media, social media, forms of PR and marketing.						

Learning outcomes

Course outcome	Subject outcome	Method of verification
[FRL3_W09] Has advanced knowledge of the methods of analysis and interpretation of cultural texts and contemporary media.	Knows and understands the methods of analysis and interpretation of cultural texts including PR texts, social media, PR texts, marketing	[SW5] implementation of a problem task
[FRL3_U16] He/she is able to express himself/herself precisely and coherently in French and communicatively in another Romance language in writing and in speech on a topic concerning selected philological and cultural issues.	is able to speak in French accurately and coherently on cultural, communication, PR or media issues	[SU5] implementation of a problem task [SU6] demonstration of practical skills
[FRL3_U10] Is able to use specialised language and communicate accurately and coherently in french with specialists in the humanities, social and economic sciencesusing various communication channels and techniques, is able to interact with others in teamwork, including interdisciplinary work.	is able to use a specialized language and communicate accurately and coherently in French with specialists in the humanities, media studies, social sciences and business using a variety of communication channels and techniques	[SU5] implementation of a problem task
[FRL3_U15] Is able to make observations and interpret socio-cultural, economic and legal phenomena, analyze their connections with various fields and disciplines of the humanities.	Interprets and links socio-cultural and persuasive phenomena with each other	[SU1] oral statement/conversation/ discussion [SU5] implementation of a problem task
[FRL3_U14] Is able to use available multimedia devices and modern technology to obtain information, self-educate or establish contact with specialists in the field, is able to reliably describe documents from electronic sources, is able to plan and organize individual and team work.	Is able to use modern technology in the field of media and marketing messages, PR and persuasion	[SU5] implementation of a problem task
[FRL3_U07] Can use basic concepts of linguistics in typical professional situations.	is able to use concepts of linguistics in typical situations concerning media, social media, persuasion, marketing and forms of PR	[SU5] implementation of a problem task
[FRL3_U08] Can interpret cultural texts using typical philological methods.	Interprets and analyzes using discursive analysis cultural, PR, persuasive, journalistic and marketing texts	[SU1] oral statement/conversation/ discussion [SU5] implementation of a problem task
[FRL3_W06] Has advanced knowledge of the relationship of Romance philology with other fields and disciplines of the humanities and related sciences, including legal sciences, has basic knowledge of participants in cultural and economic activitiy, knows the basic priciples of creation and development of various forms of entrepreneurship.	knows the principles of creation and development of various forms of media communication	[SW5] implementation of a problem task
[FRL3_K05] He is aware of the responsibility for preserving and promoting the cultural heritage of Europe and French-speaking countries, and is aware of the importance of this heritage for understanding social, cultural, economic and legal events.	understands social, media and political events	[SK1] oral statement/conversation/ discussion [SK5] implementation of a problem task
[FRL3_W14] Has systematic knowledge of history, history of arts, history of literature, economic, legal and diplomatic realities in French-speaking countries.	has a structured knowledge of the culture and socio-economic realities in French-speaking countries including those relating to the specifics of media, advertising and persuasive messages	[SW5] implementation of a problem task

Course outcome	Subject outcome	Method of verification
[FRL3_W12] Has deep knowledge of the diversity of information sources, the complexity of the nature of language, and the historical variability of meanings in French and other Romance languages.	Has in-depth knowledge of the diversity of information sources, the complex nature of language and is able to relate them to media, persuasive and marketing messages	[SW5] implementation of a problem task
[FRL3_K06] He participates in culture in the broadest sense using various media and understands the need to encourage others to interact with cultural, economic and social life, thinks and acts in an enterpreneurial manner, critically evaluates his knowledge.	Participates and critically analyzes cultural and media life	[SK5] implementation of a problem task

Subject contents

Work on PR and marketing techniques.Acquisition of practical skills on comprehensive analysis of media messages, advertising texts, persuasive texts including political ones. Reflection on ways of presenting information and their impact on understanding and remembering. Reflection on the essence of media, social media, forms of PR and marketing.

Prerequisites and co-requisites

Choice of specialty Business-culture-media. In special cases, the instructor may waive this rule.Knowledge of basic terminology; knowledge of the French language at a level that allows to achieve the established learning outcomes (B1+).

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Written or oral colloquium on the program content and assigned readings (see list of literature) - 100%.	51.0%	100.0%

Recommended reading

Basic literature	Tchakhotine, S. (1992): Le Viol des foules par la propagande politique, Gallimard.Meunier, J-P & Peraya, D. (2010): Introduction aux théories de la communication, De Boeck.Lukasiewicz, J. (2010): La syllogistique d'Aristote, Vrin.Thiry, P. (1998): Notions de logique, De Boeck.Riocreux, I. (2018): La Langue des medias, l'Artilleur.Vernette, E. (2000): La publicité, théorie, acteurs et méthodes, La Documentation Française.Text as an element of the television message, University of Lodz Publishing House, Lodz 200.Klosinski M., Research on the content and prominence of media messages, Societas/Communitas, No. 2, 2007.McQuail D., Theory of mass communication, Wyd. Naukowe PWN, Warszawa 2008.
Supplementary literature	Chudziński E. (ed.), Dictionary of media knowledge, ParkEdukacja Publishing House, Warsaw-Bielsko-Biała 2007.Skworz A., Niziołek A., Biblia dziennikarstwa, ZNAK Publishing House, Kraków 2010.W. Orlinski, Internet. Time to be afraid, Agora, Warsaw 2013.Film: A Social Dilemma, Netfilx, 2019.
eResources addresses	

Example issues/ example questions/ tasks being completed

Analysis of selected texts of the press

Work placement

Not applicable

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