

Subject card

Subject name and code	Discourse Analysis, PG_00166627						
Field of study	Cultural Communication						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2027/2028		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study 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	2		Language of instruction		English		
Semester of study	4		ECTS credits		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		mgr Dagmara Solska				
	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	The aim of the course is to introduce students to the concept of discourse as a social, cultural, and semiotic phenomenon that goes beyond written text. Students will explore selected theoretical approaches to discourse analysis (including Critical Discourse Analysis, Multimodal Discourse Analysis, and Aesthetic Narrative Analysis) and learn how to apply them to empirical materials such as films, video games, social media content, and cultural trends. The course develops students interpretive, critical, and methodological skills.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[CCL3_K01] The graduate is ready to critically assess the extent of his/her knowledge and skills, including cultural studies, literary studies and linguistics in relation to intercultural dialogue.	The student is able to critically reflect on the theoretical and methodological approaches to discourse analysis and their limitations in socio-cultural research.	[SK2] presentation/project/paper/report
	[CCL3_U05] The graduate can analyze and interpret texts and phenomena and processes of cultural and social functioning of language, using linguistic methodological and theoretical approaches.	The student is able to analyse and interpret texts as well as phenomena and processes using selected approaches to discourse analysis, identifying their cultural and ideological underpinnings.	[SU2] presentation/project/paper/report
	[CCL3_U08] The graduate is able to communicate in English, using specialized terminology in cultural and religious studies, literary studies and linguistics.	The student is able to communicate in English using specialist terminology in the field of discourse analysis.	[SU2] presentation/project/paper/report
	[CCL3_U09] The graduate is able to participate in debate in English on issues in cultural studies, literary studies and linguistics, present and evaluate different opinions and positions and discuss them.	The student is able to engage in academic discussions in English, presenting interpretations and responding to diverse perspectives in discourse analysis.	[SU2] presentation/project/paper/report
	[CCL3_W15] The graduate knows and understands to an advanced degree the basic methods of linguistic analysis, including those applicable to the study of the cultural and social functioning of language.	The student has advanced knowledge of discourse analysis methods (CDA, MDA, narrative analysis, among others) and is able to explain their assumptions and applications in cultural and social research.	[SW2] presentation/project/paper/report
	[CCL3_W09] The graduate has advanced knowledge of the basic English-language conceptual and terminological apparatus of linguistics, particularly applicable to the study of the cultural and social functioning of language.	The student demonstrates advanced knowledge of English-language terminology in discourse analysis, including concepts such as ideology, intertextuality, modality, multimodality, and narrative.	[SW2] presentation/project/paper/report
	[CCL3_U01] The graduate can search, analyze, evaluate, select, integrate and document information from a variety of sources, interpret and draw conclusions, including in relation to issues of contemporary culture, literature and linguistics.	The student is able to independently retrieve and process discourse data (texts, posts, recordings, images) and interpret them using selected theoretical approaches.	[SU2] presentation/project/paper/report
	[CCL3_W12] The graduate has advanced detailed knowledge of issues in the cultural and social functioning of language.	The student has advanced knowledge of discourse as social practice and understands how language and texts function in institutional, media, digital, and aesthetic contexts.	[SW2] presentation/project/paper/report

Subject contents	• Introduction to discourse analysis: definitions of discourse, differences between text and discourse, the importance of context. • • Typologies of discourse: institutional, media, artistic, digital discourse, etc. • • Theoretical frameworks for discourse analysis: overview of approaches (CDA, MDA, aesthetic narrative analysis, semiotic, cognitive, poststructuralist, etc.). • • Critical Discourse Analysis (CDA): assumptions, methodology, analysis of sample materials. • • Multimodal Discourse Analysis (MDA): image, sound, gesture, visual layout; analysis of memes, games, advertisements. • • Aesthetic narratives and storytelling: narrative as a discursive practice (films, games, social media, etc.). • • Discourse and identity, ideology, power: case studies in political, social, and cultural analysis. • • Digital and algorithmic discourse: trends, virality, hashtag studies. • • Empirical research methods in discourse analysis: material selection and preparation, analytical tools. • • Developing a research project step by step: planning, applying methodology, case study analysis.								
Prerequisites and co-requisites									
Assessment methods and criteria	<table><tr><td>Subject passing criteria</td><td>Passing threshold</td><td>Percentage of the final grade</td></tr><tr><td>student project</td><td>51.0%</td><td>100.0%</td></tr></table>	Subject passing criteria	Passing threshold	Percentage of the final grade	student project	51.0%	100.0%		
Subject passing criteria	Passing threshold	Percentage of the final grade							
student project	51.0%	100.0%							
Recommended reading	Basic literature	• Page, R. (2018). <i>Narrative and Media</i>. Cambridge: Cambridge University Press. • van Dijk, T.A. (2008). <i>Discourse and Power</i>. Basingstoke: Palgrave Macmillan. • Wodak, R., & Meyer, M. (red.) (2016). <i>Methods of Critical Discourse Studies</i> (3. wyd.). London: SAGE.							
	Supplementary literature	• Fairclough, N. (1995). <i>Critical Discourse Analysis: The Critical Study of Language</i>. London: Longman. • Georgakopoulou, A. (2017). <i>Small Stories Research: A Narrative Paradigm for the Analysis of Social Media</i>. W: A. Georgakopoulou & T. Spilioti (red.), <i>The Routledge Handbook of Language and Digital Communication</i>. London: Routledge. • Kress, G., & van Leeuwen, T. (2006). <i>Reading Images: The Grammar of Visual Design</i> (wyd. 2). London: Routledge. • Leudar, I., Marsland, V., & Nekvapil, J. (2020). Aesthetic Discourses in Digital Environments. <i>Discourse Studies</i>, 22(3), 321338.							
	eResources addresses								

Example issues/ example questions/ tasks being completed	• How does discourse differ from text? What role does context play? • How does discourse construct identity, power, and ideology? • What are the main assumptions and procedures of Critical Discourse Analysis (CDA)? • How can multimodal materials (e.g. games, memes, advertisements) be analysed using MDA? • How do narrative practices on social media influence the perception of reality? • Case study: selection and preparation of empirical material (e.g. blog post, game excerpt, commercial). • Assignment: apply a chosen analytical framework to your own material (essay/project). • Discussion: what are the limitations of different approaches to discourse analysis?
Work placement	Not applicable

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