

## Subject card

|                                             |                                                                                                                                                                                                                                                                                              |                                                          |                                         |                                     |                                                                          |            |     |
|---------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------------|-------------------------------------|--------------------------------------------------------------------------|------------|-----|
| Subject name and code                       | Ethics of Public Discourse, PG_00141429                                                                                                                                                                                                                                                      |                                                          |                                         |                                     |                                                                          |            |     |
| Field of study                              | Polish Studies                                                                                                                                                                                                                                                                               |                                                          |                                         |                                     |                                                                          |            |     |
| Date of commencement of studies             | October 2026                                                                                                                                                                                                                                                                                 |                                                          | Academic year of realisation of subject |                                     | 2026/2027                                                                |            |     |
| Education level                             | Bachelor's studies                                                                                                                                                                                                                                                                           |                                                          | Subject group                           |                                     | Obligatory subject group in the field of study<br>Optional 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                            |                                     | 1.0                                                                      |            |     |
| Learning profile                            | academic                                                                                                                                                                                                                                                                                     |                                                          | Assessment form                         |                                     | credit                                                                   |            |     |
| Conducting unit                             | Division of Literary Theory and Art Criticism -> Institute of Polish Philology -> Faculty of Languages -> Rector                                                                                                                                                                             |                                                          |                                         |                                     |                                                                          |            |     |
| Name and surname of lecturer (lecturers)    | Subject supervisor                                                                                                                                                                                                                                                                           |                                                          | dr hab. Magdalena Horodecka             |                                     |                                                                          |            |     |
|                                             | Teachers                                                                                                                                                                                                                                                                                     |                                                          |                                         |                                     |                                                                          |            |     |
| Lesson types                                | Lesson type                                                                                                                                                                                                                                                                                  | Lecture                                                  | Tutorial                                | Laboratory                          | Project                                                                  | Seminar    | SUM |
|                                             | Number of study hours                                                                                                                                                                                                                                                                        | 15.0                                                     | 0.0                                     | 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                                                       |                                         | 1.0                                 |                                                                          | 9.0        | 25  |
| Subject objectives                          | The subject is devoted to basic issues of ethics in the work of a journalist and publicist. The aim of the classes will be to prepare the student to consciously and responsibly diagnose cultural and social phenomena and to solve ethical problems related to cooperation with the media. |                                                          |                                         |                                     |                                                                          |            |     |

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| Learning outcomes                                        | Course outcome                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Subject outcome                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Method of verification                                                                                                           |
|                                                          | [FPL3_K03] Reliably andwith commitment, he carries out professional tasks in ac-cordance with the profession's appropriate code of ethics.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Student:<br><br>knows the scope of his knowledge and skills, understands the need for continuous education and professional development (K_K03); is open to new ideas and ready to reformulate his position (K_K03); independently undertakes and initiates simple research activities (K_K04).                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | [SK1] oral statement/conversation/discussion<br>[SK5] implementation of a problem task                                           |
|                                                          | [FPL3_W12] Has an specific knowledge of literary and linguistic studies in the field of the chosen specialty, allowing to understand the phenomena of con-temporary culture and act ethically within the chosen specialty.                                                                                                                                                                                                                                                                                                                                                                                                                          | student has basic knowledge about the place and importance of ethics in shaping knowledge about the work of a journalist and publicist;<br>has knowledge of the connections between ethics and other areas of the humanities and selected areas of social sciences, art sciences, history and psychology;<br>knows the basic terminology related to ethics and defines its most important problems;<br>has structured general knowledge of the methodology of cultural research and its development trends.                                                                                                                                                                                                                                                                                                                                                  | [SW1] oral statement/ conversation/discussion<br>[SW2] presentation/project/paper/ report<br>[SW3] text preparation/written work |
|                                                          | [FPL3_U08] Is capable of planning and organizing work in a team and using various methods and forms of work in literary and linguistic methodology relat-ed to the chosen specialty.                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Student:<br><br>is able to search, analyze, evaluate and select information using spoken and written sources (uses traditional and modern sources of literary and philosophical texts);<br>is able to independently acquire knowledge and develop research skills, following the instructions of the research supervisor;<br>has the ability to substantively justify his/her interpretative theses using the views of other authors and formulate conclusions;<br>formulates interpretative theses and basic theoretical problems in speech and writing, uses appropriate terminology;<br>has the ability to prepare typical written works in Polish of various forms, purposes, volume and style, using basic theoretical approaches and sources;<br>has the ability to prepare oral presentations in Polish using basic theoretical concepts and sources. | [SU1] oral statement/conversation/discussion<br>[SU2] presentation/project/paper/ report<br>[SU3] text preparation/written work  |
| Subject contents                                         | social engineering and its mechanisms (persuasion, suggestion, manipulation), propaganda discourse (history and contemporary times), hate speech (spheres of functioning, hidden and overt spheres of verbal violence, means of verbal aggression), strategies of symbolic violence - from exclusion to dehumanization ( stigma, the mechanism of "scapegoat", "anthropological machine"), Conflict and the violence of seeing (surveillance discourse, conflict discourse, violence of looking and the pleasure of watching, psychology of seeing), dilemmas of political correctness, discourses against violence.                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                  |
| Prerequisites and co-requisites                          | Basic knowledge on journalism.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                  |
| Assessment methods and criteria                          | Subject passing criteria                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Passing threshold                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Percentage of the final grade                                                                                                    |
|                                                          | Small tasks and final project                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 51.0%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 50.0%                                                                                                                            |
|                                                          | Attendance                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 70.0%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 50.0%                                                                                                                            |
| Recommended reading                                      | Basic literature                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Aristotle (1991), <i>On Rhetorics and Civic Discourse</i> , translated by Kennedy, George A. New York/Oxford: Oxford University Press.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                  |
|                                                          | Supplementary literature                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Aristotle (1991), <i>On Rhetorics and Civic Discourse</i> , translated by Kennedy, George A. New York/Oxford: Oxford University Press.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                  |
|                                                          | eResources addresses                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                  |
| Example issues/ example questions/ tasks being completed | Cases studies and readings on: social engineering and its mechanisms (persuasion, suggestion, manipulation), propaganda discourse (history and contemporary times), hate speech (spheres of functioning, hidden and overt spheres of verbal violence, means of verbal aggression), strategies of symbolic violence - from exclusion to dehumanization ( stigma, the mechanism of "scapegoat", "anthropological machine"), Conflict and the violence of seeing (surveillance discourse, conflict discourse, violence of looking and the pleasure of watching, psychology of seeing), dilemmas of political correctness, discourses against violence. |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                  |

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| Work placement | Not applicable |
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