

## Subject card

|                                             |                                                                                                                                                                                                                                                                                                                           |                                                          |                                         |                                     |                                                                                                     |            |     |
|---------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------------|-------------------------------------|-----------------------------------------------------------------------------------------------------|------------|-----|
| Subject name and code                       | The Art of Public Speaking II, PG_00133617                                                                                                                                                                                                                                                                                |                                                          |                                         |                                     |                                                                                                     |            |     |
| Field of study                              | Polish Studies                                                                                                                                                                                                                                                                                                            |                                                          |                                         |                                     |                                                                                                     |            |     |
| Date of commencement of studies             | October 2026                                                                                                                                                                                                                                                                                                              |                                                          | Academic year of realisation of subject |                                     | 2026/2027                                                                                           |            |     |
| Education level                             | Master's studies                                                                                                                                                                                                                                                                                                          |                                                          | Subject group                           |                                     | Obligatory subject group in the field of study<br>Optional subject group<br>Specialty 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                            |                                     | 2.0                                                                                                 |            |     |
| 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                                                                                                                                                                                                                                                                                                     | 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                                                       |                                         | 11.0                                |                                                                                                     | 24.0       | 50  |
| Subject objectives                          | The aim of the course is to introduce the student to the basic issues of public discourse and rhetoric in the context of media communication. An important aim of the course is also to work on the ability to speak up in journalistic debates and to recognize persuasion and various forms of linguistic manipulation. |                                                          |                                         |                                     |                                                                                                     |            |     |

| Learning outcomes | Course outcome                                                                                                                                                                                                   | Subject outcome                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Method of verification                                                                                                             |
|-------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|
|                   | [FPMU2_U08] Has in-depth literary and linguistic skills and linguistic competence to undertake work related to the chosen specialty.                                                                             | has structured, in-depth and extended knowledge of the scope, place and nature of the humanities (including detailed knowledge in selected areas) in the field and scientific disciplines relevant to the field of media and PR, oriented towards practical applications in the selected sphere of social, media and promotional activities - advertising;<br>knows the terminology of the humanities at an advanced level;<br>has structured, in-depth knowledge leading to specialization about the functions of culture and media in the modern information society;<br>has in-depth knowledge of the connections between fields of science and scientific disciplines relevant to the field of media and PR with other fields of science and disciplines of the area from which this field of study was separated, allowing for the integration of perspectives specific to several disciplines. | [SU1] oral statement/conversation/discussion<br>[SU2] presentation/project/paper/report                                            |
|                   | [FPMU2_K06] He consciously fulfills and develops his own professional competence in literary and linguistics studies, becoming ready for the changing reality.                                                   | has the ability to formulate critical opinions about cultural products based on scientific knowledge, as well as the ability to present critical studies in various forms and various media;<br>is able to communicate using various techniques and communication channels with specialists in the fields of science and scientific disciplines relevant to the field of media and PR, as well as popularize knowledge about culture and its institutions.                                                                                                                                                                                                                                                                                                                                                                                                                                           | [SK1] oral statement/conversation/discussion<br>[SK2] presentation/project/paper/report<br>[SK6] demonstration of practical skills |
|                   | [FPMU2_W10] Has a structured and in-depth knowledge of literary and linguistic studies in the field of the chosen specialty.                                                                                     | student has the ability to integrate knowledge from various humanities disciplines and its application in various professional situations;<br>is able to critically analyze and interpret various types of texts and products of material culture, taking into account new achievements in the humanities.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | [SW1] oral statement/conversation/discussion<br>[SW2] presentation/project/paper/report                                            |
|                   | [FPMU2_W09] Knows the economic and legal mechanisms revealed in the Polish language, affecting the development of various forms of entrepreneurship, consistent with the principles of ethics ethical principles | student knows the realities of the modern world and understands the economic, legal and economic mechanisms operating in it and their impact on the modern Polish language.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | [SW1] oral statement/conversation/discussion<br>[SW2] presentation/project/paper/report                                            |
|                   | [FPMU2_U06] He develops his linguistic competence and takes care about the standard of Polish of his colleagues.                                                                                                 | The student is ready to identify unfair persuasive behaviors in media communication and counteract them independently.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | [SU1] oral statement/conversation/discussion<br>[SU2] presentation/project/paper/report<br>[SU5] implementation of a problem task  |
|                   | [FPMU2_K04] He takes responsibility for his own academic work and that of the co-created team.                                                                                                                   | the student is ready to promote responsible and critical use of traditional and digital media and respect for intellectual property rights;<br>acting in accordance with the ethical principles of the profession of a journalist and PR consultant, as well as in compliance with the rule of corporate social responsibility.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | [SK1] oral statement/conversation/discussion<br>[SK2] presentation/project/paper/report<br>[SK5] implementation of a problem task  |

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| Subject contents                                         | Main issues:<br><br>1. rhetoric in media communication<br><br>2. linguistic image of the world in the media<br><br>3. history of great media debates<br><br>4. rules and norms of public debate and its social and cultural functions<br><br>5. totalitarian languages and their impact on journalism<br><br>6. the impact of media changes on the shape of public discourses (post-truth, fake news)<br><br>7. the problem of hate speech in media discourse8. theory and practice of Oxford debates |                                                                                                                                        |                               |
| Prerequisites and co-requisites                          | Fluency in Polish Language                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                        |                               |
| Assessment methods and criteria                          | Subject passing criteria                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Passing threshold                                                                                                                      | Percentage of the final grade |
|                                                          | Test                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 51.0%                                                                                                                                  | 20.0%                         |
|                                                          | Project / Tasks                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 70.0%                                                                                                                                  | 40.0%                         |
|                                                          | Presence                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 90.0%                                                                                                                                  | 40.0%                         |
| Recommended reading                                      | Basic literature                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | J. Donovan, How to deliver TedTalk.                                                                                                    |                               |
|                                                          | 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 | - speech about an important social initiative- speech about an interesting cultural place in Tricity- speech about an interesting place of history in Tricity - introduction to multimodal analysis                                                                                                                                                                                                                                                                                                   |                                                                                                                                        |                               |
| Work placement                                           | Not applicable                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                        |                               |

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