

Subject card

Subject name and code	Discourse and Ethics II, PG_00133621						
Field of study	Polish Studies						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2027/2028		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study Optional subject group Specialty subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		Polish		
Semester of study	3		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. Anna Filipowicz				
	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		11.0		24.0	50
Subject objectives	The subject concerns basic issues of ethics in the work of a press spokesman. The aim of the classes will be to prepare the student to consciously and responsibly diagnose cultural, political and social phenomena and to solve ethical problems related to cooperation with the media.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[FPMU2_K06] He consciously fulfills and develops his own professional competence in literary and linguistics studies, becoming ready for the changing reality.	K_K06 - student consciously exercises and develops his/her own professional competences in the field of literary and linguistic studies, becoming ready for the changing reality	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[FPMU2_W10] Has a structured and in-depth knowledge of literary and linguistic studies in the field of the chosen specialty.	K_W10 - student has structured and in-depth knowledge of literary and linguistic studies in the field of media and PR	[SW1] oral statement/conversation/discussion [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	K_W09 - student knows the realities of the modern world and understands the economic, legal and economic mechanisms operating in it and their impact on the latest media discourses	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[FPMU2_W07] Knows, understands and applies advanced methods of linguistic analysis in his research.	K_W07 - student knows, understands and uses advanced methods of linguistic analysis in the study of media discourses	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[FPMU2_U02] Has linguistic and literary competence sufficient to prepare specialized written works and speeches in Polish of different form, purpose, volume and style, using methodologies appropriate to the subject of research and sources and new advanced technologies.	K_U02 - the student has linguistic and literary competences sufficient to prepare written works and speeches related to media ethics in Polish of various forms, purposes, volume and style, using methodologies appropriate for the subject of research as well as sources and new advanced technologies	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[FPMU2_K02] While undertaking a variety of tasks and projects in accordance with the rules of thinking and acting in an entrepreneurial manner he uses his linguistic knowledge in the responsible way.	K_K02 - student is ready to verify the acquired linguistic content and appreciate the value of acquired knowledge in solving various problems in the field of media ethics	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[FPMU2_U06] He develops his linguistic competence and takes care about the standard of Polish of his colleagues.	K_KU06 - student develops his/her own language competence and takes care of the Polish language level of his co-workers	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[FPMU2_U05] Has in-depth research skills in linguistics, including analysis of a variety of texts, generalization of research results, selection of research methods and tools, elaboration and presentation of results, enabling original solutions to complex problems.	K_U05 - student has in-depth research skills in the field of linguistics, including the analysis of various texts, generalization of research results, selection of research methods and tools, development and presentation of results, allowing original solutions to complex problems related to media ethics	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[FPMU2_U08] Has in-depth literary and linguistic skills and linguistic competence to undertake work related to the chosen specialty.	K_U08 - student has in-depth literary and linguistic skills and linguistic competence enabling him to take up work related to the media and PR specialization	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
Subject contents	law, social and anthropological aspects of media ethics; ethical values and norms in contemporary PR (truth, objectivity, responsibility for the form and content of the message, respect and tolerance); ethical limits of freedom of expression; dilemmas of political correctness; the main problems of contemporary PR (from hate speech to "culture wars"; media crises - fake news, disinformation, post-truth; junk science and knowledge manipulation); ethical communication on social media		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	active participation in auditorium exercises, systematic oral preparation of issues indicated by the lecturer	40.0%	40.0%
	final work on the issues indicated by the lecturer	60.0%	60.0%

Recommended reading	Basic literature	E. Bendyk, Dyktatura kłamstwa. Polityka i postprawda. Polityka 10.09.2016. https://antymatrix.blog.polityka.pl/2016/09/10/ A. Cegiela, Słowa i ludzie. Wprowadzenie do etyki słowa, Warszawa 2014 W. Chudy, Kłamstwo jako korupcja antropologiczna, Ethos 1992 nr 1(17) P. Czarnecki, Etyka mediów, Warszawa, 2008 T. Grabowski, M. Lakomy, K. Oświecimski, Bezpieczeństwo informacyjne w dobie postprawdy, Kraków 2018, - M.W. Grabski, Uczciwość i wiarygodność nauki. Praktyka. Nauka, 2009, nr 2 [także w: http://www.portalwiedzy.pan.pl/images/stories/pliki/publikacje/nauka/2009/02/N_209_4_Grabski.pdf] J. Hartman, Krytyka poprawności (Arystokracja ducha a poprawność polityczna), Przegląd Publiczny 2003, nr 60 - M.P. Markowski, Wojny nowoczesnych plemion. Spór o rzeczywistość w epoce populizmu, Kraków 2019 J. Hołówka, Etyka w działaniu, Warszawa 2000 E. Hope, Etyka w zawodzie specjalistów public relations, Warszawa 2013 P. Michalak, D. Daszkiewicz Damian, A. Musz Anna, Marketing wirusowy w internecie, Gliwice 2009 A. Miotk, Nowy PR : jak internet zmienił public relations, Lublin 2016 A. Szahaj, E pluribus unum? Dylematy wielokulturowości i politycznej poprawności, Kraków 2004 lub A. Szahaj, Poprawność polityczna i jej praktyki, Przegląd Polityczny 2003, nr 60 P. Levinson P., Miękkie ostrze, czyli historia i przyszłość rewolucji informacyjnej, Warszawa 1999
	Supplementary literature	- C.J. Bertrand, Deontologia mediów, tłum. T. Szymański, Warszawa 2007 A. Bihr, Nowomowa neoliberalna. Retoryka kapitalistycznego fetyszyzmu. Przeł. A. Łukomska. Warszawa 2008 P. Bourdieu, O telewizji. Panowanie dziennikarstwa, Wydawnictwo Naukowe PWN, Warszawa 2011 W. Budzyński, Public relations. Wizerunek Reputacja Tożsamość, Warszawa 2018 I. Hofman, D. Kępa-Figura (red.), Współczesne media : status, aksjologia, funkcjonowanie. T. 1, Wydawnictwo Uniwersytetu Marii Curie-Skłodowskiej, Lublin 2009 A. MacIntyre, Krótka historia etyki: filozofia moralności od czasów Homera do XX wieku, przeł. A. Chmielewski, Warszawa 2012 J. Olędzki (red), Public relations we współczesnym świecie: między służbą organizacji i społeczeństwu", Warszawa 2011 J. Pleszczyński, Etyka dziennikarstwa i dziennikarska, Warszawa, 2015 W. Rivers W., C. Mathews, Etyka środków przekazu, przekł. J. Zakrzewski, E. Krasnodębska, Warszawa 1995 G. Sartori, "Homo videns. Telewizja i postmyślenie", Warszawa 2007
	eResources addresses	
Example issues/ example questions/ tasks being completed	law, social and anthropological aspects of media ethics; ethical values and norms in contemporary PR (truth, objectivity, responsibility for the form and content of the message, respect and tolerance); ethical limits of freedom of expression; dilemmas of political correctness; the main problems of contemporary PR (from hate speech to "culture wars"; media crises - fake news, disinformation, post-truth; junk science and knowledge manipulation); ethical communication on social media	
Work placement	Not applicable	

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