

Subject card

Subject name and code	Media Stylistics, PG_00165636						
Field of study	Russian Philology						
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 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	1		Language of instruction		Russian		
Semester of study	1		ECTS credits		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Division of Russian Language Pragmatics, Communication and Didactics -> Institute of Russian and Eastern Studies -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Żanna Śladkiewicz, 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	Familiarizing students with the assumptions of media stylistics a new, integrated field of study that combines knowledge from stylistics and media studies. During the classes, possible ways of studying media style are discussed and analyzed, understood as the creative development of a functional journalistic style in new conditions.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[FROSMU2_U12] The graduate is able to independently plan and implement their own lifelong learning and guide others in this area, particularly in relation to issues relating to the Russian language and literature.	The student is able to independently plan the development of their competences in the stylistic analysis of media texts, with particular emphasis on the Russian-language communicative space. The student can identify their own educational needs related to media stylistics and to the Russian language in public, journalistic, digital and persuasive communication. The student is able to select appropriate sources of knowledge, analytical tools and forms of improvement necessary for interpreting style, genre, communication strategies and expressive means in the media. The student systematically updates their knowledge of changes in the Russian language in traditional and new media. The student is able to support others in developing stylistic, linguistic and media awareness and in the critical analysis of Russian-language media texts.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[FROSMU2_K01] The graduate is prepared to critically evaluate their own knowledge and the content they encounter in linguistics, literary studies, and related fields, particularly in relation to issues concerning the Russian language and Russian literature.	The student assesses the complexity of the research problem, indicates the strengths and weaknesses of the analysis, and determines possible research perspectives in terms of media stylistic considerations.	[SK1] oral statement/conversation/discussion [SK8] observation of student's independent or team work
	[FROSMU2_W03] The graduate has an in-depth knowledge and understanding of the terminology used in linguistics, particularly that which applies to research on the Russian language.	The student presents and defines the units of the terminological apparatus of the discipline, such as stylistics, media, media communication, media discourse, media text, media genres, etiquette in social networks, etc.; explains the conceptual scope of the terms	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[FROSMU2_U05] The graduate is able to appropriately select and adapt existing methods and tools, including advanced information and communication techniques, when working on selected issues in Russian linguistics and literary studies, as well as related fields.	The student recognizes and identifies the analyzed units in the text, interprets them using the research methods learned during classes in the perspective of media stylistics; analyzes various genres of media texts; constructs a media text in accordance with the given parameters; creates a multimodal presentation of the analysis and presents it during classes in Russian	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU3] text preparation/written work [SU4] test/exam - oral or written [SU5] implementation of a problem task
	[FROSMU2_U03] The graduate is able to analyze the works of various authors, synthesize various ideas and views, develop and present the results of their activities in a logical and thoughtful manner, using methods and tools appropriate for Russian linguistics and literary studies.	The student analyzes the works of Russian, Polish and foreign researchers on topics from the area of knowledge of media stylistics, e.g. methods of rhetorical influence in the media, specific features of the language of various genre forms, style of communication in social networks, etc., and presents the results of the analysis during exercises or presentations of issues.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU3] text preparation/written work [SU4] test/exam - oral or written [SU5] implementation of a problem task
	[FROSMU2_U02] The graduate is able to independently search, critically analyse, evaluate, select and integrate information, using appropriate source materials, in particular with regard to issues related to the Russian language and Russian literature.	The student searches for specific language units in Russian and Polish sources, interprets the semantic, connotative and evaluative potential of these units; compares them with each other; creates a message within a specific genre and given parameters	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU3] text preparation/written work [SU4] test/exam - oral or written [SU5] implementation of a problem task

Subject contents	Theory of style and stylistics; Practical stylistics and language culture; Orthophonic, spelling and punctuation norms; Basic concepts of media linguistics discourse, style, genre, media text; Media discourse from the perspective of language, communication and style. Text and hypertext in the light of genre determinants; Functional styles and genres of texts of selected media genres (including network media) recognition and the ability to create texts belonging to them. Journalistic statements (including reportage, column, interview, video blog) genre characteristics, practical exercises; Audiovisual and electronic media (extralinguistic components of style); Press discourse from a stylistic perspective; Spoken language on the radio as a tool and regulator of the phatic and artistic function consequences in stylistic organization; Television discourse stylistic aspects of the functioning of the medium; Internet discourse and text-creation strategies. The status of language on the Internet new communication practices, rhetoric of new media; linguistic correctness and politeness in social media.		
Prerequisites and co-requisites	Selection of subject. Knowledge of the Russian language at a minimum level. B2		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	oral assessment	51.0%	50.0%
	student project (presentation of the issue)	51.0%	50.0%
Recommended reading	Basic literature	Język w mediach masowych, red. J. Bralczyk, K. Mosiołek-Kłosińska, Warszawa 2000 (wybrane fragmenty); Język w mediach. Antologia, red. M. Kita i I. Loewe, Katowice 2012 (wybrane artykuły); Klušina N.I., Mediastilistika, Moskva 2018. Klušina N.I., Nikolaeva A.V., Vvedenie v internet-stilistiku, Moskva 2020. Kreowanie światów w języku mediów, red. P. Nowak, R. Tokarski, Lublin 2007 (wybrane Fragmenty); Medialingvistika v terminach i poniatijah. Slovar-spravočnik. Moskva 2018. Witosz B. (red.), Stylistyka a pragmatyka, Katowice 2001.	
	Supplementary literature	Buława M., Sposoby wyrażania sądów wartościujących w tekstach prasowych, Kraków 2014; Grzenia J., Komunikacja językowa w Internecie, Warszawa 2006; Klimkiewicz A., Śladkiewicz Ż., Trendowicz M., Kreowanie sensów w komunikacji internetowej: mem, stereotyp, mit, Gdańsk 2025.B. Skowronek, Mediolingwistyka, Kraków 2013; Levinson P., Nowe nowe media. Rewolucja w komunikacji, Kraków 2010; Noinska M., Novogodnee obraščenie lidera gosudarstva kak ritualnyj žanrmediadiskursa na materiale rossijskich, niemieckich i polskich vystuplenij: Medialingvističeskij analiz, Gdańsk 2020.	
	eResources addresses		

Example issues/ example questions/ tasks being completed	1. Define the term "media stylistics". How does it differ from general language stylistics? 2. Discuss the features of journalistic style and state its functions. 3. What are the main differences between informational and persuasive style in the media? 4. What is the linguistic image of the world and how does it manifest itself in the media? 5. What is the tabloidization of media language? Give examples. 6. Analyze a fragment of a press release in terms of the linguistic means and stylistic functions used. 7. Compare the style of an informational text with an opinion-forming text (e.g. a column or commentary) - indicate linguistic and stylistic differences. 8. Assess how media language affects the formation of public opinion - refer to specific examples. 9. Analyze the language of the headlines of a selected Internet portal - indicate the dominant stylistic means and their functions. 10. Indicate the linguistic features characteristic of the language of social media (e.g. Twitter/X, Instagram, TikTok) in the context of stylistics. 11. Write a short news article on a given topic, maintaining a neutral and unbiased style. 12. Write a sensational headline for the information provided use tabloid language. 13. Transform a formal press release into a casual social media note. 14. Reword the advertising copy to sound more ethical and in line with the principles of journalistic integrity. 15. Identify and correct language and stylistic errors in the given fragment of an online article.
Work placement	Not applicable

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