

Subject card

Subject name and code	Stylistics of the Internet, PG_00165640						
Field of study	Russian Philology						
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 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		Russian		
Semester of study	4		ECTS credits		1.0		
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				
	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		2.0		8.0	25
Subject objectives	The course aims to analyze the features of the Internet language - understanding the lexical, syntactic and orthographic specificity of online communication, examining the structure, parameters and style of Internet texts, as well as identifying Internet genres - recognizing and classifying forms of communication on the network. An intermediate goal is to assess the impact of the Internet on language and culture, to describe changes in linguistic and cultural norms in the context of digitalization.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[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 linguistics, literary studies, and related fields.		The student recognizes and identifies the analyzed units in the text, interprets them using the methods of stylistic analysis learned during classes; creates a multimodal presentation of the analysis and presents it during classes in Russian		[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU4] test/exam - oral or written [SU5] implementation of a problem task [SU6] demonstration of practical skills		
	[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 Internet communication, social networks, Internet text, Internet genres, hypertext, clickbating, etc.; explains the conceptual scope of the terms, cites examples from the Russian language		[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task		

Subject contents	1. Introduction to Internet Stylistics Definition and scope of Internet Stylistics. Goals and tasks of Internet Stylistics. Terminological apparatus. Characteristics of the Internet language: lexical, syntactic, orthographic features. Comparison with traditional language styles. 2. Characteristics of the Internet text Differences between classic text and Internet text; hypertext. Structure and parameters of the text on the Internet. Specificity of the Internet language: abbreviations, emoticons, neologisms 3. Stylistic dominants of online communication Clickbait; trolling; hype; holy war; linguistic aggression and hate speech 4. Internet genres, social media language Blog, forum, comment, e-mail, SMS, chat analysis of structure and function. Specificity of communication on social media platforms: Facebook, Twitter, Instagram. The role of emoticons, abbreviations, hashtags. Comparison of language use in Poland and Russia. 5. New communication phenomena Fake news definition, recognition, counteraction. Post-truth impact on public opinion, examples. The role of artificial intelligence in creating and promoting online content; robotic journalism. 6. Netiquette and language culture on the Internet Rules of netiquette, analysis of stylistic violations. Etiquette and linguistic politeness. Problems related to anonymity on the Internet; responsibility for content published online. Changes in language norms under the influence of digital media.											
Prerequisites and co-requisites	Choice of subject. Knowledge of the Russian language to an extent that allows the achievement of learning outcomes within the subject.											
Assessment methods and criteria	<table><tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr><tr><td>preparing presentations (in groups)</td><td>51.0%</td><td>50.0%</td></tr><tr><td>active participation in discussions, exercises</td><td>51.0%</td><td>50.0%</td></tr></table>	Subject passing criteria	Passing threshold	Percentage of the final grade	preparing presentations (in groups)	51.0%	50.0%	active participation in discussions, exercises	51.0%	50.0%		
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preparing presentations (in groups)	51.0%	50.0%										
active participation in discussions, exercises	51.0%	50.0%										
Recommended reading	Basic literature	Grzenia, J. <i>Język w internecie</i>. Kraków: Universitas 2010. Język w mediach masowych, red. J. Bralczyk, K. Mosiołek-Kłosińska, Warszawa 2000 (wybrane fragmenty); Klušina N.I, Nikolaeva A.V., <i>Vvedenie v internet-stilistiku</i>, 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. Paliwoda, A., Krauz, M. (Red.). <i>Obszary polonistyki 5. Internet a język, literatura i kultura współczesna</i>. Rzeszów: Wydawnictwo Uniwersytetu Rzeszowskiego 2021 Style współczesnej polszczyzny. Przewodnik po stylistyce polskiej, red. E. Malinowska, J. Nocoń, U. Żydek-Bednarczuk, Kraków: Universitas, 2013 (wybrane fragmenty).										
	Supplementary literature	Grzenia J., <i>Komunikacja językowa w Internecie</i>, Warszawa 2006; Klimkiewicz A., Śladkiewicz Ż., Trendowicz M., <i>Kreowanie sensów w komunikacji internetowej: mem, stereotyp, mit</i>, Gdańsk 2025.B. Skowronek, <i>Mediolingwistyka</i>, Kraków 2013; Levinson P., <i>Nowe nowe media. Rewolucja w komunikacji</i>, Kraków 2010.										
	eResources addresses											

Example issues/ example questions/ tasks being completed	What is Internet stylistics? What are its main goals and research areas? How does text on the Internet differ from traditional text? What are the main features of the language used on the Internet? What elements make up the structure of Internet text? Explain the concepts of hypertext, multimodality, interactivity in the context of online communication. What functions do emoticons and abbreviations perform in Internet communication? What does the concept of "hype" mean, what are its stylistic features? What is post-truth and how does it affect the style of online speech? List and characterize the most important genres of Internet communication. What are the stylistic differences between a blog post and a comment under a post? How does language change depending on the platform (e.g. X (Twitter) vs. Instagram)? What is netiquette? Online etiquette and linguistic politeness. How to recognize hate speech in the Internet space? Analyze any comment from a social networking site in terms of its style and linguistic means. Compare two internet headlines (Russian and Polish) identify clickbait features.
Work placement	Not applicable

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