

Subject card

Subject name and code	Language of advertising II, PG_00191514						
Field of study	German Studies						
Date of commencement of studies	October 2026	Academic year of realisation of subject			2027/2028		
Education level	Bachelor'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			Polish German 100%		
Semester of study	4	ECTS credits			2.0		
Learning profile	academic	Assessment form			credit		
Conducting unit	Division of German Language and Translation Studies -> Institute of German Philology -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Dominika Janus				
	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		1.0		34.0	50
Subject objectives	The aim of the Advertising Language II course is to deepen the knowledge acquired by students in the Advertising Language I course, with particular emphasis on linguistic means of persuasion at the phraseological and syntactic level, analysis of the text-image relationship in advertising, and the phenomenon of intertextuality in advertising messages.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[FGL3_K04] They are ready to think and act in an entrepreneurial way in various areas of professional activity related to the use of the German language	The student is ready to use the language of advertising creatively and consciously in various areas of professional activity related to, among other things, marketing communication and advertising content analysis.	[SK2] presentation/project/paper/report [SK6] demonstration of practical skills
	[FGL3_U02] They are able to select and apply methods and tools appropriate for a philologist in order to raise and solve complex and unusual problems in the field of linguistics, literary studies, and cultural and religious studies of the German-speaking area	The student is able to select and apply appropriate methods and tools of language analysis in order to solve complex problems related to advertising texts, their structure, persuasive function, text-image relationship and intertextuality.	[SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[FGL3_U01] They are able to search for, critically evaluate and analyse sources and information, producing written work and oral presentations in German, particularly in the fields of linguistics, literary studies and cultural and religious studies of the German-speaking world, including the use of information and communication technologies	The student is able to search for, critically evaluate and analyse sources and information related to the language of advertising, including text-image relations and intertextuality, creating written and oral presentations in German using digital tools and communication techniques.	[SU2] presentation/project/paper/report
	[FGL3_W07] They have advanced knowledge of the complex nature of the German language as well as awareness of its functioning in various areas of communication and its historical development.	The student has advanced knowledge of the specifics of advertising language, its persuasive function, the relationship between text and image, and intertextuality in advertising messages.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
Subject contents	1. linguistic means of persuasion in advertising at the phraseological and syntactic levels 2. the text-image relationship in advertising 3. intertextuality in advertising		
Prerequisites and co-requisites	Choosing a business and economics specialization, passing the Advertising Language I course.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	class participation	51.0%	30.0%
	project class participation	51.0%	70.0%
Recommended reading	Basic literature	<ul style="list-style-type: none"> Janich Nina (2005): Werbesprache. Ein Arbeitsbuch. Tübingen. Janich Nina (2005): Wenn Werbung Sprüche klopft. Phraseologismen in Werbeanzeigen. In: Deutschunterricht 57/5, 44-53. Janich Nina (ed.) (2012): Handbuch Werbekommunikation: Sprachwissenschaftliche und interdisziplinäre Zugänge. Tübingen. Krieg-Holz Ulrike (2018): Werbesprache. In: Deppermann Arnulf, Reineke Silke (ed.): Sprache im kommunikativen, interaktiven und kulturellen Kontext. Berlin, New York, 295-319. Opiłowski Roman (2006): Intertextualitaet in der Werbung der Printmedien. Frankfurt/Main. Sowinski, Bernhard (1998): Werbung. Tübingen. 	

	Supplementary literature	<ul style="list-style-type: none"> • Hemmi Andrea (1994): Es muß wirksam werben, wer nicht will verderben": kontrastive Analyse von Phraseologismen in Anzeigen-, Radio- und Fernsehwerbung. Frankfurt/Main. • Schwarz-Friesel Monika (2003): "Damit Sie auch heute noch kraftvoll zuhören können!" Zur kommunikativen und kognitiven Funktion intertextueller Markierungen in der aktuellen Werbung. In: Sprachtheorie und germanistische Linguistik, 13.1., 3-24. • Stöckl Hartmut (1997): Werbung in Wort und Bild. Textstil und Semiotik englischsprachiger Anzeigenwerbung. Frankfurt/Main.
	eResources addresses	
Example issues/ example questions/ tasks being completed	See programme content	
Work placement	Not applicable	

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