

**Subject card**

<b>Subject name and code</b>	Methodologies of Media Knowledge: the Analysis of Language (Laboratory Classes), PG_00206497						
<b>Field of study</b>	Journalism and Social Communication						
<b>Date of commencement of studies</b>	October 2026	<b>Academic year of realisation of subject</b>			2026/2027		
<b>Education level</b>	Bachelor's studies	<b>Subject group</b>			Obligatory subject group in the field of study		
<b>Mode of study</b>	full-time studies	<b>Mode of delivery</b>			at the university		
<b>Year of study</b>	1	<b>Language of instruction</b>			Polish		
<b>Semester of study</b>	1	<b>ECTS credits</b>			1.0		
<b>Learning profile</b>	practical	<b>Assessment form</b>			credit		
<b>Conducting unit</b>							
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr Dominik Chomik				
	<b>Teachers</b>						
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	0.0	15.0	0.0	0.0	0.0	15
	E-learning hours included: 0.0						
<b>Learning activity and number of study hours</b>	<b>Learning activity</b>	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	<b>Number of study hours</b>	15		0.0		10.0	25
<b>Subject objectives</b>	The course is intended to prepare students to analyze media texts, showing the methodology of analyzing such texts, and also to prepare them for individual analytical work related to their bachelor's thesis.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[DZiKSL3_K06] He/she cares about the achievements and traditions of the journalistic profession.	The student is sensitive to all manifestations of manipulation of the recipient, understanding the threats resulting from this phenomenon, and is able to critically evaluate the received	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[DZiKSL3_U07] He/she takes part in a debate involving media, presenting, assessing and discussing various opinions and positions.	Using media knowledge and knowledge of media research methodology, the student is able to analyze media content KD_U05	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU3] text preparation/written work
	[DZiKSL3_U05] Using the knowledge of media studies and the knowledge of media research methodology, he/she is able to analyse the content of media.	Using media knowledge and knowledge of media research methodology, the student is able to analyze media content KD_U05	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU3] text preparation/written work
	[DZiKSL3_U10] He/she is able to undertake autonomous actions aimed at developing abilities and managing his/her own career.	Using media knowledge and knowledge of media research methodology, the student is able to analyze media content KD_U05	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU3] text preparation/written work
	[DZiKSL3_U04] He/she creates media messages with various functions. He/she uses specialised terminology, methods and tools, including modern and advanced information and communication techniques, to solve problems.	Using media knowledge and knowledge of media research methodology, the student is able to analyze media content KD_U05	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU3] text preparation/written work
	[DZiKSL3_W05] He/she has advanced knowledge of the history of media and journalism. He/she understands the functioning of processes, tools and factors influencing the contemporary functioning of media.	Has knowledge of linguistic tools used to create texts with informative and persuasive functions KD_W10	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW3] text preparation/written work
	[DZiKSL3_K03] He/she is willing to take active measures for the benefit of the public interest, the local environment and individual social groups.	The student is sensitive to all manifestations of manipulation of the recipient, understanding the threats resulting from this phenomenon, and is able to critically evaluate the received content KD_K01	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[DZiKSL3_K05] He/she is ready to act responsibly as a journalist, media worker, advertising and PR industry employee in accordance with the principles of professional ethics and requires it from others.	The student is sensitive to all manifestations of manipulation of the recipient, understanding the threats resulting from this phenomenon, and is able to critically evaluate the received content KD_K01	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[DZiKSL3_W07] He/she has knowledge of the processes of social communication, the directions of its development, media studies trends and systems, as well as the conditions and dilemmas of their functioning in contemporary civilisation.	The student has knowledge of trends and theories in media research; also knows methods and techniques of media research KD_W03	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW3] text preparation/written work

Subject contents	<p>I. Showing methods of analyzing media messages from the linguistic point of view:</p> <ol style="list-style-type: none"> <li>1. vocabulary testing (linguistic field method, keywords/standard words);</li> <li>2. study of evaluation (linguistic ways of introducing evaluations);</li> <li>3. study of indirect communication (allusion, irony, presuppositions, omissions...);</li> <li>4. metaphors and metonyms in media communication;</li> <li>5. media message as a narrative structure;</li> <li>6. the concept of point of view and perspective in the study of media messages.</li> </ol> <p>II. Photography as an element of multimodal press communication - methods of research and description</p>								
Prerequisites and co-requisites									
Assessment methods and criteria	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 40%;">Subject passing criteria</th> <th style="width: 30%;">Passing threshold</th> <th style="width: 30%;">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td>Activity in classes and mastery of the substantive material</td> <td>51.0%</td> <td>100.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	Activity in classes and mastery of the substantive material	51.0%	100.0%
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Recommended reading	Basic literature	<p>Analiza dyskursu publicznego. Przegląd metod i perspektyw badawczych, Warszawa 2017</p> <p>Kreowanie światów w języku mediów, red. P.Nowak, R.Tokarski, Lublin 2007</p> <p>M.Lisowska-Magdziarz, Analiza tekstu w dyskursie medialnym, Kraków 2008</p> <p>T.Piekot, Dyskurs polskich wiadomości prasowych, Kraków 2006</p> <p>M.Wojtak, Analiza gatunków prasowych, Lublin 2008</p>							
	Supplementary literature	<p>Jakościowa analiza dyskursu w naukach społecznych, red. R.Wodak, M.Krzyżanowski, Warszawa 2011</p> <p>Język w kręgu wartości, red.J.Bartmiński, Lublin 2003</p> <p>M.Lisowska-Magdziarz, Metodologia badań nad mediami nurty, kierunki, koncepcje, nowe wyzwania, Studia Medioznawcze nr 3 (53), 2013</p> <p>Punkt widzenia w tekście i w dyskursie, red. J.Bartmiński, S. Niebrzegowska-Bartmińska, R.Nycz, Lublin 2004</p> <p>M.Wojtak, Głosy z teraźniejszości. O języku współczesnej polskiej prasy, Lublin 2010</p>							
	eResources addresses								
Example issues/ example questions/ tasks being completed	Indicate keywords in the text								
Work placement	Not applicable								

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