

Subject card

Subject name and code	Journalism Workshops: Advertising Language Workshop (Workshops), PG_00206534						
Field of study	Journalism and Social Communication						
Date of commencement of studies	October 2026	Academic year of realisation of subject			2026/2027		
Education level	Bachelor's studies	Subject group			Obligatory subject group in the field of study Optional subject group Subject group related to practical vocational preparation		
Mode of study	full-time studies	Mode of delivery			at the university		
Year of study	1	Language of instruction			Polish		
Semester of study	2	ECTS credits			2.0		
Learning profile	practical	Assessment form			credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		mgr Mikołaj Janiak				
	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	0.0	20.0	50		
Subject objectives	The purpose of the course is to train competence in the analysis and creation of advertising texts.						
Learning outcomes	Course outcome	Subject outcome		Method of verification			
	[DZiKSL3_W10] He/she has knowledge of the language tools used to create text with an informative and persuasive function.	He has knowledge of the culture of language with particular emphasis on linguistic devices and rhetorical tropes.		[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW3] text preparation/written work			
	[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.	He has the knowledge necessary to perform the role of a journalist, media worker, spokesperson with integrity and responsibility.		[SK2] presentation/project/paper/report [SK3] 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.	Able to create a complex message with informational and persuasive background, using stylistic devices, rhetorical tropes, image language and modern tools for creating media and advertising messages.		[SU2] presentation/project/paper/report [SU3] text preparation/written work			

Subject contents	<ol style="list-style-type: none"> 1. The specifics of communication in advertising and the changes it is subject to 2. Advertising brief as a key to the implementation of the project 3. The role of the senses in the construction of the advertising message and the ways of its reception 4. Advertising media and their linguistic character 5. Types of advertising messages 6. Methodology of creating advertising structures 7. Models of advertising creation and their application 8. Ways of analyzing the name and advertising slogans. 9. Language vs. typography 		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Passing grade	51.0%	50.0%
	Evaluation of written work	51.0%	50.0%
Recommended reading	Basic literature	<ol style="list-style-type: none"> 1. J. Bralczyk, Język na sprzedaż, Warszawa 2008. 2. K. Janiszewska, R. Korsak, B. Kwarcia, P. Lewiński, M. Lisowska-Magdziarz Małgorzata, B. Nierenberg, E. Nowińska, R. Zimny, Wiedza o reklamie, Warszawa-Bielsko Biała 2009. 3. D. Doliński, Psychologiczne mechanizmy reklamy, Gdańsk 2008. 4. M. Gajlewicz, Techniki perswazyjne. Podstawy, Warszawa 2009 R. Zimny, Kreowanie obrazów świata w tekstach reklamowych, Warszawa 2008. 5. A. Tomaszewski, Książeczka zdrowia copywritera, Gliwice 2006. 6. K. Rychter, Z. Chmielewski, D. Tworzydło, Tożsamość wizualna. Znak, system, wizerunek, Rzeszów 2012. 7. A. Rytko-Kurpiewska, Reklama jako sztuka powtórzeń, Gdynia 2016. 8. W. Fletcher, Reklama (tłum. T. Domański), Łódź 2018. 	
	Supplementary literature	-	
	eResources addresses		
Example issues/ example questions/ tasks being completed	-		
Work placement	Not applicable		

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