

Subject card

Subject name and code	Language of Power and Influence in Social and Professional Communication, PG_00209397						
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 Humanistic-social 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		
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 Izabela Kujawa				
	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	The aim of the course is to familiarize students with the linguistic mechanisms of exerting influence and constructing power in public and professional discourse, and to develop their skills in the text- and discourse-based analysis of political and business communication.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[FGL3_W08] They know and understand selected issues and terminology in the field of humanities and social sciences, useful in the work of a German philologist, supporting the understanding of processes occurring in the language, history, realities and culture of German-speaking countries	Has knowledge and understanding of selected concepts and terminology from the humanities and social sciences, in particular linguistics, discourse analysis, and social communication studies, which enable the analysis of language and power as well as processes occurring in public and professional discourse in German-speaking countries.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[FGL3_U03] They can apply knowledge of humanities and social sciences useful in the work of a German philologist	Is able to apply knowledge from the humanities and social sciences, in particular linguistics, discourse analysis, and social communication studies, to the analysis of language and power and to the interpretation of public and professional communication in the German-speaking context.	[SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[FGL3_W04] They have advanced and detailed knowledge of selected issues in linguistics, in particular concerning research on the German language	Has basic, specialized knowledge in linguistics, particularly in text and discourse analysis and in research on the German language in the context of public and professional communication.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW3] text preparation/written work
	[FGL3_K01] They are ready to critically evaluate the knowledge they have acquired during their studies in Germanic Philology and to what extent the content they have received corresponds to this knowledge	Is prepared to critically evaluate the knowledge acquired in the field of linguistics and discourse analysis and to reflectively relate it to the analysis of public and professional communication.	[SK1] oral statement/conversation/discussion [SK5] implementation of a problem task
	[FGL3_U05] They can present and evaluate different opinions and views as well as discuss them, particularly on the topics related to the German language, literature and culture of the German-speaking world	Is able to present and critically evaluate different opinions and positions, and to engage in a substantive discussion on the mechanisms of linguistic influence in public and professional discourse, with particular emphasis on communication in German.	[SU1] oral statement/conversation/discussion
Subject contents	The course has a linguistic orientation and focuses on the analysis of mechanisms of linguistic influence in public and professional discourse. The first part introduces the theoretical foundations of text and discourse analysis: language as a tool for constructing social reality, power relations in communication, text macrostructure, information organization, the construction of discourse actors, presuppositions, euphemization, and the naturalization of beliefs. The second part is devoted to political linguistics as a model field for studying the language of power. It examines strategies of legitimation and delegitimation, polarization, framing, argumentative topoi, the construction of threat, and the building of authority and expertise in public debate. In the third part, the analytical tools developed in the course are applied to business and institutional communication. Topics include the legitimization of managerial decisions, the language of restructuring, crisis communication, image-building narratives, corporate discourse, and hierarchical relations in the workplace. The course concludes with an analytical workshop and project presentations, in which students conduct a comparative analysis of political and business discourse.		
Prerequisites and co-requisites	Selection of the business and economics specialization. Proficiency in German sufficient to achieve the intended learning outcomes.		

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	project presentation and participation in the concluding discussion	51.0%	20.0%
	individual written assignment (partial analysis of a political or business text)	51.0%	25.0%
	Class participation (text analysis, participation in discussions, workshop activities)	51.0%	20.0%
	final project – written paper (comparative analysis of political and business discourse or an in-depth analysis of a selected type of discourse)	51.0%	35.0%
Recommended reading	Basic literature	- Girnth, Heiko (2002): Sprache und Sprachverwendung in der Politik. Eine Einführung in die linguistische Analyse öffentlich-politischer Kommunikation. Tübingen. - Girnth, Heiko/ Spiess, Constanze (2006): Strategien politischer Kommunikation. Pragmatische Analysen. Berlin. - Bendel Larcher, Sylvia (2015). <i>Linguistische Diskursanalyse</i>. Tübingen: Narr. - Niehr, Thomas (2014). Einführung in die Politolinguistik: Gegenstände und Methoden	
	Supplementary literature	- Golonka, Joanna (2009): Werbung und Werte. Mittel ihrer Versprachlichung im Deutschen und im Polnischen. Wiesbaden. - Grabias, Stanisław (2003): Język w zachowaniach społecznych. Lublin. - Jäger, Siegfried (2001a): Kritische Diskursanalyse. Eine Einführung. Duisburg. - Kamińska-Szmaj, Irena (2004): Propaganda perswazja manipulacja próba uporządkowania pojęć. In: Krzyżanowski, Piotr/ Nowak, Paweł (Hrsg.): Manipulacja w języku. Lublin, S. 13-27. - Kampka, Agnieszka (2009): Perswazja w języku polityki. Warszawa. - Wengeler, Martin (2007): Topos und Diskurs Möglichkeiten und Grenzen der topologischen Analyse gesellschaftlicher Debatten. In: Warnke, Ingo (Hrsg.): Diskurslinguistik nach Foucault. Theorie und Gegenstände. Berlin/ New York, S. 165-186. - Czachur, Waldemar (2011a): Dyskursywny obraz świata. Kilka refleksji. In: tekst i dyskurs-text und dyskurs 4, S. 79-97. - Czachur, Waldemar (2011b): Einige Überlegungen zur Kategorie des diskursiven Weltbildes. In: Muttersprache 2/2011, S. 97-103.	
	eResources addresses		
Example issues/ example questions/ tasks being completed	- Strategies of legitimation in political and corporate discourse a comparative analysis of an election speech and a CEOs letter to employees. - Euphemization and the diffusion of responsibility in crisis communication an analysis of a public statement issued by an institution or a company.		
Work placement	Not applicable		

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