

Subject card

Subject name and code	Podcast, Storytelling, Communication, PG_00209427						
Field of study	Russian Philology						
Date of commencement of studies	October 2026		Academic year of realisation of subject			2026/2027	
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	1		Language of instruction			Russian	
Semester of study	2		ECTS credits			3.0	
Learning profile	academic		Assessment form			credit	
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Tatiana Kananowicz				
	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		43.0	75
Subject objectives	Introducing students to podcasts as a contemporary form of media communication and a genre of digital discourse; developing knowledge of the narrative, linguistic, and multimodal aspects of audio communication, with particular emphasis on the Russian-language media landscape; fostering the ability to analyse Russian-language podcasts with regard to their narrative structure, communication strategies, and speaker-audience relationships; developing competencies in designing and producing original audio content in Russian; enhancing skills in narrative construction, storytelling, and audience engagement in Russian-language communication; improving communicative and linguistic competence through the analysis and creation of podcasts in Russian; and developing the ability to critically analyse contemporary digital communication and audio media operating within the Russian-speaking linguistic and cultural sphere.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[FROSMU2_W01] The graduate has in-depth knowledge and understanding of the place and significance of linguistics within the system of the humanities, its subject-specific and methodological characteristics, as well as its connections with selected disciplines in the humanities and social sciences.	Knows and understands the fundamental concepts of narrative, storytelling, and media communication, as well as their application to the analysis of contemporary Russian-language audio communication and digital discourse.	[SW1] oral statement/ conversation/discussion
	[FROSMU2_K03] The graduate is prepared to act in an entrepreneurial manner, initiating independent or group projects for the benefit of the community and public interest in various areas related to the use of the Russian language.	Is prepared to independently or collaboratively design and produce podcasts and other forms of audio communication in Russian, taking into account audience needs and the principles of responsible public communication.	[SK8] observation of student's independent or team work
	[FROSMU2_W09] The graduate has an in-depth understanding of the complex nature of the Russian language, its historical variability, as well as the principles and characteristics of contemporary communication.	Knows and understands the linguistic, pragmatic, and narrative mechanisms of contemporary Russian-language audio communication and is able to identify their functions in podcasts and other forms of digital media discourse.	[SW1] oral statement/ conversation/discussion
	[FROSMU2_U08] The graduate is able to communicate in Russian on specialized topics with diverse audiences and to lead debates.	Is able to create and present informative, educational, and popularising content in Russian, adapting the form and style of communication to the specific characteristics of podcasts and the needs of the target audience.	[SU6] demonstration of practical skills
	[FROSMU2_U02] The graduate is able to independently search, critically analyse, evaluate, select and integrate information, using appropriate source materials, in particular with regard to issues related to the Russian language and Russian literature.	Is able to search for, analyse, critically evaluate, and interpret Russian-language podcasts and other audio materials, using them to explore contemporary communicative, linguistic, and cultural phenomena.	[SU6] demonstration of practical skills
Subject contents	Podcast as a genre of digital communication. History and development of podcasting. Podcasts within the ecosystem of new media. Typology of podcasts. Narrative and storytelling. Basic narrative models. The structure of a story. Storytelling in media communication. Autobiographical, documentary, and educational narratives. Audio communication. The characteristics of voice-based communication. The role of voice, intonation, and pauses. Building relationships with audiences. Authenticity and credibility in communication. Podcast analysis. Analysis of podcast language. Persuasive strategies. Construction of the speakers identity. Building audience communities. Practical project: Developing a podcast concept. Script writing. Audio recording and production. Publication and evaluation of the final product.		
Prerequisites and co-requisites	Proficiency in Russian at a level sufficient to participate effectively in the course.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Design and production of a podcast project	51.0%	100.0%

Recommended reading	Basic literature	Bakhtin, M. M. (1986). <i>Estetika slovesnogo tvorchestva</i> (2nd ed.). Moskva: Iskusstvo. Campbell, J. (2022). <i>Tysyachelikiy geroy</i>. Sankt-Peterburg: Piter. Eco, U. (2005). <i>Rol' chitatelya. Issledovaniya po semiotike teksta</i> (S. Serebryanny, Trans.). Sankt-Peterburg: Simpozium. Kuzmina, N. (2013). <i>Sovremennyy mediatekst</i>. Moskva: Flinta; Nauka. Lisowska-Magdziarz, M. (2019). <i>Znaki na uwięzi. Od semiologii do semantyki mediów</i>. Kraków: Universitas. McKee, R. (2015). <i>Istoriya na million dollarov</i>. Moskva: Al'pina Non-Fikshn. Propp, V. Ya. (2024). <i>Morfologiya volshebnoy skazki</i>. Moskva: AST.
	Supplementary literature	Lawrence, K. (2021). <i>Storitelling. Kak napisat' otlichnuyu istoriyu</i>. Moskva: Layvbuk. Nazaykin, A. N. (2022). <i>Storitelling v sovremennom kopiraytinge</i>. Moskva: Solon-Press. Simmons, A. (2013). <i>Storitelling</i>. Moskva: MIF. Smirnov, V. (2019). <i>Priroda i yazyk radiokommunikatsii</i>. Moskva: Flinta. Stachyra, G. (2016). Podcasting w perspektywie specyfiki produkcji radiowej. <i>Media Kultura Komunikacja Społeczna</i>, 12(4), 7189. Stachyra, G. (2017). Podcasting jako technologia audio. Perspektywy rozwoju. <i>Studia Medioznawcze</i>, 68(1), 2941.
	eResources addresses	
Example issues/ example questions/ tasks being completed	Design and produce a podcast in Russian entitled The Story of an Extraordinary Encounter, using appropriate storytelling techniques and audio communication strategies.	
Work placement	Not applicable	

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