

Subject card

Subject name and code	Language of Advertising I, PG_00209640						
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		
Semester of study	3		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		9.0	25
Subject objectives	The aim of the Advertising Language I course is to familiarise students with the genres and elements of advertising texts and with the analysis of persuasive language, including advertising strategies and morphological and lexical means.						

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 advertising language creatively and consciously in various areas of professional activity related to, among other things, marketing communication and promotion.	[SK2] presentation/project/paper/report [SK6] demonstration of practical skills
	[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 can search for, critically evaluate and analyse sources and information relating to advertising language, producing written work and oral presentations in German, taking into account digital tools and communication techniques.	[SU2] presentation/project/paper/report
	[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 can select and apply appropriate methods and tools of language analysis to solve complex problems related to advertising texts, their structure, persuasive function and linguistic phenomena.	[SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[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, text genres and linguistic means used in advertising communication.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
Subject contents	1. text types characteristic of advertising and their components 2. the persuasive function of advertising language and advertising strategies 3. linguistic means of persuasion in advertising at the morphological level (word formation processes) and lexical level (rhetorical devices, borrowings, with particular emphasis on Anglicisms)		
Prerequisites and co-requisites	Choosing a specialization in business and economics.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	class participation	51.0%	30.0%
	project	51.0%	70.0%
Recommended reading	Basic literature	- Janich Nina (2005): Werbesprache. Ein Arbeitsbuch. Tübingen. - Janich Nina (2009): Rhetorisch-stilistische Eigenschaften der Sprache von Werbung und Public Relations. In: Fix Ulla, Gardt Andreas, Knappe Joachim (ed.): Rhetorik und Stilistik. Ein internationales Handbuch historischer und systematischer Forschung. 2. Halbband. Berlin, New York, 2167-2181. - Janich Nina (ed.) (2012): Handbuch Werbekommunikation: Sprachwissenschaftliche und interdisziplinäre Zugänge. Tübingen. - Krieg-Holz Ulrike (2018): Werbesprache. W: Deppermann Arnulf, Reineke Silke (ed.): Sprache im kommunikativen, interaktiven und kulturellen Kontext. Berlin, New York, 295-319. - Krieg Ulrike (2005): Wortbildungsstrategien in der Werbung. Zur Funktion und Struktur von Wortneubildungen in Printanzeigen. Hamburg. - Sowinski Bernhard (1998): Werbung. Tübingen.	
	Supplementary literature	- Janich Nina (2001): We kehrt for you Werbeslogans und Schlagzeilen als Beitrag zur Sprachkultivierung. In: Zeitschrift für Angewandte Linguistik 34, 63-81. - Lohde Michael (2006): Wortbildung des modernen Deutschen: Ein Lehr- und Übungsbuch. Tübingen. - Mac Agnieszka (2023): Persuasion in Werbetexten: Inhaltliche Argumentationsstrategien in den Slogans der Kampagne zur Corona-Schutzimpfung. In: tekst i dykurs - text und diskurs 17, No 1, 227-256. - Ottmers Clemens (2007): Rhetorik. Stuttgart:	
	eResources addresses		
Example issues/ example questions/ tasks being completed	Program contents.		
Work placement	Not applicable		

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