

Subject card

Subject name and code	Language of Contemporary Media, PG_00211089						
Field of study	German Studies						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2027/2028		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study 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		German		
Semester of study	4		ECTS credits		3.0		
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 Olszewska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	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		3.0		42.0	75
Subject objectives	The aim of the course is to familiarize students with the language of semi-modern media, as well as the basic concepts and categories of media communication.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[FGMU2_W07] They have an knowledge and understanding of the key issues and challenges facing modern civilisation, as reflected in the cultural texts and language of the countries of the German language area.	The student analyzes how contemporary social and cultural issues are reflected in the language and media of the German-speaking area.	[SW5] implementation of a problem task
	[FGMU2_U02] They can select and apply methods and tools relevant for the philologist, as well as creatively adapt them for the analysis and interpretation of cultural texts and linguistic issues, using their acquired linguistic and literary knowledge relating to the German language area.	The student selects and applies methods for analyzing media language and adapts them to interpret media texts from the German-speaking area.	[SU5] implementation of a problem task
	[FGMU2_U01] They are able to search for relevant sources and information, critically evaluate and analyse them, synthesise and interpret them, and use them to solve complex problems in the field of German linguistics and literary studies in an original way.	The student selects and interprets sources on media language and uses them in the analysis of media texts.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[FGMU2_W03] They know and fully understand the main contemporary trends in the development of linguistics, particularly research on contemporary German and the language of German media.	The student identifies and describes contemporary trends in research on the German language and media language.	[SW2] presentation/project/paper/report
	[FGMU2_W01] They know and thoroughly understand the subject matter and scope of research in German linguistics and literary studies as academic disciplines, including selected methodologies and terminology.	The student analyzes contemporary media language using selected terminology and research methods from linguistics.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[FGMU2_W02] They know and thoroughly understand selected linguistic issues and phenomena, as well as German cultural artefacts, and the methods and theories explaining the complex relationships between them, constituting advanced knowledge in the field of German linguistics and literary studies.	The student interprets the connections between language and German culture using advanced linguistic methods and theories.	[SW2] presentation/project/paper/report
Subject contents	Contemporary media - introduction Concepts and models of mass communication Media genres and texts Language of old and new media selected issues Multimodality of the message in the media Influence of the media on attitudes and public opinion linguistic means of manipulation and persuasion in media messages Modern media and phenomena such as fake news and hate speech Linguistic means of valuing in social media The role of language in the process of identity formation in the media Selected aspects of text analysis in media discourse (author, addressee, genre, context, politeness and etiquette, valuing, stereotyping)		
Prerequisites and co-requisites	None		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	completion of a credit project	51.0%	70.0%
	Adequate statements during the lecture	51.0%	30.0%
Recommended reading	Basic literature	- Burger Harald (2005) Mediensprache, Berlin / New York. - Lisowska Magdziarz Magdalena (2006) Analiza tekstu w dyskursie medialnym, Kraków. - Schmitz Ulrich (2015) Einführung in die Medienlinguistik, Darmstadt. - Vowe Gerhard (2002) Politische Kommunikation, Illmenau.	

	Supplementary literature	• Goban-Klas, Tomasz (2020) Media i komunikowanie masowe. Teorie i analizy prasy, radia, telewizji i internetu, Warszawa. • McQuail Denis (2012) Teoria komunikowania masowego, Warszawa. • Pürer Heinz (2014) Publizistik- und Kommunikationswissenschaft, München. • Perrin Daniel (2011) Medienlinguistik, Konstanz.
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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