

Subject card

Subject name and code	Why is the laundry mum's biggest worry? How language in advertising reinforces stereotypes, (not only) of social roles , PG_00211095						
Field of study	Biology						
Date of commencement of studies	October 2024		Academic year of realisation of subject				
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional subject group		
Mode of study	full-time studies		Mode of delivery		e-learning		
Year of study	3		Language of instruction		Polish polish		
Semester of study	6		ECTS credits		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Faculty of Mathematics, Physics and Informatics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		prof. dr hab. Aneta Lewińska				
	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: 30.0						
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	Understanding the mechanism of linguistic creation of the world and the perpetuation of stereotypes in advertising texts (and other utility texts. Learning the basic linguistic mechanisms used in modern advertisements - the persuasive function of the text. Learning the concepts: vision of the world / image of the world and methods of examining the vision of the world contained in various non-literary texts. Developing the ability to critically read advertising texts. Developing the ability to analyze linguistic mechanisms present in various linguistic texts.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
			The student is familiar with the mechanisms of linguistic creation; understands the role of advertising in shaping culture and the ways in which advertising reinforces stereotypes. The student is able to search for, analyze, and select information related to advertising using spoken and written sources; is able to critically analyze various strategies of linguistic creation; consciously analyzes linguistic strategies of persuasion and manipulation; recognizes the mechanisms of value judgment embedded in non-literary texts. The student recognizes the ethical dilemmas associated with the creation of the world in advertising.		[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report		
Subject contents	Linguistic creation of the world in advertising. Linguistic means of evaluation in non-literary texts. Verbal and non-verbal components of advertising. Linguistic persuasion and manipulation and their role in creating functional texts. Ethics of words. Cultural determinants of advertising texts (and more). Stereotypes. Language strategies in the most famous campaigns.						

Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	attendance at lecture	51.0%	20.0%
	multimedia presentation	51.0%	80.0%
Recommended reading	Basic literature	Zimny R., Creating images of the world in advertising texts, Trio Publishing House, 2008. D. Maison, P. Wasilewski, Propaganda of good hearts or a story about social advertising, Warsaw 1998 (excerpts selected by the presenter). Pajdzińska A., Tokarski R., Linguistic image of the world - convention and creation, "Pamiętnik Literacki" 87/4, pp. 143-158 (excerpts selected by the lecturer).	
	Supplementary literature	Bralczyk J., Language for sale, Gdańskie Wydawnictwo Psychologiczne, 2004. Kajtoch W., Linguistic images of the world and man in the youth and alternative press, Kraków 2008, vol. 12 (excerpts selected by the lecturer). Łuc, I., and Bortliczek, K. [2014], "An Innovative Approach Matters..." Communication Strategies in Advertising, *Cieszyn Pedagogical Almanac*, vol. 3, pp. 66–80. Maćkiewicz J., Metaphor in advertising [in:] Creating the world in texts, ed. A. M. Lewicki, R. Tokarski, Lublin 1995. Widera, Marcel (2017). "Women in Advertising. Critical Studies, No. 4: 113–130.	
	eResources addresses		
	Example issues/ example questions/ tasks being completed	Please prepare a media presentation that will present an analysis of the selected advertising campaign, with particular emphasis on the role of linguistic means of creating the world. If the presentation will not be discussed, please surround the slide with notes containing the content to be delivered.	
Work placement	Not applicable		

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