

Subject card

Subject name and code	Media Discourse Analysis I, PG_00211208						
Field of study	Polish Studies						
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	
Mode of study	full-time studies		Mode of delivery			at the university	
Year of study	1		Language of instruction			Polish	
Semester of study	2		ECTS credits			2.0	
Learning profile	academic		Assessment form			credit	
Conducting unit	Division of Polish Language -> Institute of Polish Philology -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Beata Jędrzejczak				
	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		11.0		24.0	50
Subject objectives	The exercises are an introduction to the practical application of media discourse analysis methods as an intentional and conscious communication activity for which the means and institutions of mass communication are used. During classes, the student acquires and tests practical skills in the analytical understanding of linguistic behavior carried out in printed and electronic media.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[FPMU2_U08] Has literary and linguistic skills and linguistic competence to undertake work related to the chosen specialty.	Is able to identify typical tasks in the field of media and public relations activities, plan and carry out public relations activities based on acquired theoretical and practical knowledge, construct tools intended for publication in various types of media and for various institutions (press, radio, television, newsrooms) internet portals; press officers' offices; advertising and branding agencies; promotion and advertising departments) in customary and crisis situations (media release, press conference, crisis communication) and taking into account a diverse audience (public opinion, external and internal communication).	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU3] text preparation/written work [SU4] test/exam - oral or written [SU5] implementation of a problem task [SU6] demonstration of practical skills [SU8] observation of student's independent or team work
	[FPMU2_U02] Has linguistic and literary skills sufficient to prepare specialized written works and speeches in Polish of different form, purpose, volume and style, using methodologies appropriate to the subject of research and sources and new technologies.	Uses concepts from the field of media discourse analysis as an interdisciplinary research method. Demonstrates the ability to independently select research material and determines the purpose and scope of research. Prepares analysis taking into account appropriate methodologies, sources and new advanced technologies.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU3] text preparation/written work [SU4] test/exam - oral or written [SU5] implementation of a problem task [SU6] demonstration of practical skills [SU8] observation of student's independent or team work
	[FPMU2_U05] Has research skills in linguistics, including: analysis of a variety of texts, generalization of research results, selection of research methods and tools, elaboration and presentation of results, enabling original solutions to complex problems.	Summarizes the authors' theses and comments on them. Analyzes various texts using research tools that he has become familiar with through reading. He argues his own judgments, ensuring linguistic correctness.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU3] text preparation/written work [SU4] test/exam - oral or written [SU6] demonstration of practical skills [SU8] observation of student's independent or team work
	[FPMU2_W07] Knows and understands deepened methods of linguistic analysis in his research.	Knows the most important research assumptions of media discourse analysis. Knows the basic concepts used in linguistic research on media text and text in the media.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW3] text preparation/written work [SW5] implementation of a problem task
	[FPMU2_W09] Knows the economic and legal mechanisms revealed in the Polish language, affecting the development of various forms of entrepreneurship, consistent with the principles of ethics ethical principles	Understands the impact of various contexts on the meaning of a word and on the intentional meaning of the entire media text/text in the media. Knows the basic concepts and principles of intellectual property and copyright protection.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW3] text preparation/written work [SW5] implementation of a problem task
	[FPMU2_W10] Has an in-depth knowledge of literary and linguistic studies in the field of their chosen specialization in the context of cultural and civilizational changes.	He has in-depth linguistic knowledge in the field of media and PR. Understands the processes described in the field of social communication and media.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW3] text preparation/written work [SW5] implementation of a problem task
	[FPMU2_W08] Recognizes in cultural texts the reflection of the dilemmas of contemporary civilization as well as the economic, legal and business rules governing the contemporary world, influencing the development of various forms of entrepreneurship.	Understands the impact of various contexts on the meaning of media messages. Is aware of the scope and effects of the influence of mass media on particular groups of recipients within wide (national and international) audiences, social, political, economic and cultural structures. Knows the basic concepts and principles of intellectual property and copyright protection.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW3] text preparation/written work [SW5] implementation of a problem task

	Course outcome	Subject outcome	Method of verification
	[FPMU2_K02] While undertaking a variety of tasks and projects in accordance with the rules of an entrepreneurial manner he uses his linguistic knowledge in the responsible way.	Is able to verify the acquired linguistic content and appreciates the value of acquired knowledge in solving various problems. He is creative in his interpretation ideas. Able to work independently and in a group. He can discuss and present his opinions.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK3] text preparation/written work [SK4] test/exam - oral or written [SK5] implementation of a problem task [SK6] demonstration of practical skills [SK8] observation of student's independent or team work
	[FPMU2_K06] He consciously develops his own professional competence in literary and linguistics studies, becoming ready for the changing reality.	He is able to verify media content provided to him and does not accept it uncritically. Is able to analyze a media text, taking into account the influence of a given medium on the text it transmits. Appreciates the value of linguistic knowledge and is aware of the need to constantly update it in the face of the rapidly developing world of media. He is creative in his interpretation ideas. Understands the functioning of the media, the principles of planning and implementing media and advertising activities, taking into account the various specificities of the media; communication strategies with various target groups; ethical rules regarding the profession of a journalist and PR consultant.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK3] text preparation/written work [SK4] test/exam - oral or written [SK5] implementation of a problem task [SK6] demonstration of practical skills [SK8] observation of student's independent or team work
Subject contents	The concept of discourse and media discourse. Discourse and text. Discourse analysis and critical discourse analysis. Media discourse analysis as an interdisciplinary activity. Media discourses and discourses in the media. The specificity of discourse in the press, radio, television and the Internet. Principles, goals and research scopes. The most important issues and concepts related to the analysis of media discourse: the subject of discourse (theme, rheme, conceptual frame), the language of discourse (vocabulary, style, register, rhetoric, metaphors and metonyms, irony, linguistic stereotypes, politeness and etiquette, intertextuality, intersemioticity), internal structure and organization of discourse content (topic, rheme, genre/formula/format, implicatures, presuppositions, coherence), relationship between discourse and the context of its occurrence (author, recipient, interpretive community, constitution, prejudices, goals of discourse and its results).		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	colloquium / written test	51.0%	80.0%
	active participation in exercises	51.0%	20.0%

Recommended reading	Basic literature	The selection of textbooks and texts is made each time for a given semester of classes by individual instructors. • Discourse as structure and process: collective work, ed. T. A. van Dijk, Warszawa 2001. • Goban-Klas T., Media and mass communication. Theories and analyzes of the press, radio, television and the Internet, Warszawa-Kraków, 2005. • Media linguistics. Anthology of translations, ed. Opiłowski R., Jarosz J., Staniewski P., Wrocław Drezden, 2015. • Media and communication in a democratic society. Media studies, ed. S. Michalczyk, Sosnowiec 2006. • Media in Poland. The first power of the Fourth Polish Republic?, ed. M. Sokołowski, Warszawa 2007. • Mrozowski M., Mass media. Power, entertainment and business, Warsaw 2001. • Pisarek W., On media and language. Kraków 2007. • Critical discourse analysis. An interdisciplinary approach to social communication, ed. Duszak, A., N. Fairclough, Kraków 2008. • Lisowska-Magdziarz M., Media content analysis. Guide for students, Kraków 2004. • Lisowska-Madziarz M., Text analysis in media discourse. Guide for students, Kraków 2006. • Ritual chaos. Study of public discourse, ed. M. Czyżewski, S. Kowalski, A. Piotrowski, Warsaw 2010. • Theories of communication and media, vol.1,2,4,5,6,7, Wrocław 2009-2014."Text and Discourse", issues 1-7, 2008-2014. • Wójcicka M., I have the Internet as a multimodal genre of collective memory, Lublin 2020. • Wójcicka M., Medial discourses of collective (non)memory, Lublin 2023. • Rutkowski M., Skowronek K., Onomastic discourse analysis, Kraków 2020.
	Supplementary literature	• Bauer Z., Journalism and new media, Kraków 2009. • Bralczyk J., On the language of Polish political propaganda in the 1980s and 1990s, Warszawa 2003. • Frasz J., Political communication. Selected issues of genres and language of expression, Wrocław 2005. • Language and Culture, volume 11: The language of politics and contemporary political culture, ed. J. Anusiewicz J., Siciński B., Wrocław 1994. • Kamińska-Szmaj I., Words in freedom. The language of politics after 1989, Wrocław 2001. • Kawka M., On the study of the language of media discourse, "Media i Społeczności" 2014, No. 4, pp. 164-171. • New media in social communication of the 20th century, ed. Hopfinger M., Warsaw 2002. • Piekot, T., Discourse of Polish press news. Kraków 2006. • Style, discourse, media, ed. B. Bogobęska, M. Worsowicz. Łódź 2010. • Wasilewski J., Rhetoric domination, Warszawa 2006.
	eResources addresses	
Example issues/ example questions/ tasks being completed	Media discourse analysis as an interdisciplinary activity. Media discourses and discourses in the media. The specificity of discourse in the press, radio, television and the Internet. Principles, goals and research scopes. The most important issues and concepts regarding the analysis of media discourse.	
Work placement	Not applicable	

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