

## Subject card

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| Subject name and code                       | AI and the Communication Society, PG_00211290                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                          |                                         |                                     |         |                                                                                                             |     |
| Field of study                              | Russian Philology                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                          |                                         |                                     |         |                                                                                                             |     |
| 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<br>Optional subject group<br>Humanistic-social subject group |     |
| Mode of study                               | full-time studies                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                          | Mode of delivery                        |                                     |         | at the university                                                                                           |     |
| Year of study                               | 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                          | Language of instruction                 |                                     |         | Polish                                                                                                      |     |
| Semester of study                           | 4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                          | ECTS credits                            |                                     |         | 2.0                                                                                                         |     |
| Learning profile                            | academic                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                          | Assessment form                         |                                     |         | credit                                                                                                      |     |
| Conducting unit                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                          |                                         |                                     |         |                                                                                                             |     |
| Name and surname of lecturer (lecturers)    | Subject supervisor                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                          | dr Aleksandra Klimkiewicz               |                                     |         |                                                                                                             |     |
|                                             | 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                                 |         | 18.0                                                                                                        | 50  |
| Subject objectives                          | The aim of the course is to introduce students to the role of artificial intelligence in the communicative society and its impact on linguistic and communicative processes, as well as to develop skills in the critical analysis of AI-generated content and the conscious use of digital tools in text-based work, with particular emphasis on a linguistic perspective and materials related to the Russian language.The course supports the development of competences in linguistics, combining theoretical reflection on the Russian language with the practical use of digital tools in the analysis of contemporary communication. |                                                          |                                         |                                     |         |                                                                                                             |     |

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| Learning outcomes               | Course outcome                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Subject outcome                                                                                                                                                                                                                                                                                  | Method of verification                  |
|                                 | [FROSL3_K01] The graduate is prepared to critically evaluate their own knowledge and the content they encounter, particularly in relation to issues concerning the Russian language and Russian literature.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | The student is able to use AI tools in the analysis of communication content, recognizing their conditions and risks.                                                                                                                                                                            | [SK3] text preparation/written work     |
|                                 | [FROSL3_K02] The graduate is prepared to recognize the importance of the knowledge acquired during their studies in Russian philology for solving cognitive and practical problems, as well as to seek expert opinions when faced with difficulties in solving problems independently.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | The student analyzes the capabilities and limitations of artificial intelligence tools in social communication, critically evaluates the content they generate, and identifies situations that require consultation with experts in the fields of language, communication, and new technologies. | [SK6] demonstration of practical skills |
|                                 | [FROSL3_W09] The graduate knows and understands the basic concepts and principles of copyright law and ethics, including those applicable to research in the field of linguistics and literary studies of Russian studies and in the professional work.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | The student knows and understands the principles of copyright law and ethics applicable to working with information, including the rules for the ethical and responsible use of artificial intelligence tools.                                                                                   | [SW3] text preparation/written work     |
|                                 | [FROSL3_U02] The graduate is able to search for, analyze, evaluate, select, and utilize information using various source materials in Russian linguistics and literary studies, while ensuring compliance with copyright laws.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | The student is able to efficiently gather and organize information from various digital sources, assess its credibility, and use it in analytical work. They are also able to apply basic principles of ethical use of content.                                                                  | [SU3] text preparation/written work     |
| Subject contents                | <p>Introduction to the contemporary communicative society: the role of digital technologies and artificial intelligence in linguistic communication.</p> <p>Modern AI tools in text analysis and generation (generative models, natural language processing systems).</p> <p>Multimodal communication text, image, and sound and their integration in the digital environment.</p> <p>Generational nature of media and communication; differences in the use of AI technologies across age groups.</p> <p>Fake news and disinformation: mechanisms of creation, detection, and verification of content.</p> <p>AI and language: changes in language structure and use under the influence of generative tools.</p> <p>Ethics of communication in the AI environment: user responsibility, authorship, and copyright.</p> <p>Critical analysis of AI-generated content in linguistic and cultural contexts (with reference to the Russian language).</p> <p>Information manipulation and persuasion in digital media: the role of algorithms.</p> <p>Practical applications of AI in the work of a philologist: searching, analyzing, and processing linguistic and textual material.</p> <p>Limits of trust in AI: errors, hallucinations, and limitations of language models.</p> <p>Digital competences of the philologist in the communicative society.</p> |                                                                                                                                                                                                                                                                                                  |                                         |
| Prerequisites and co-requisites | Basic digital competences enabling the use of information and communication technologies. Classes are conducted in a computer laboratory.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                  |                                         |
| Assessment methods and criteria | Subject passing criteria                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Passing threshold                                                                                                                                                                                                                                                                                | Percentage of the final grade           |
|                                 | Assessment based on the arithmetic mean of assignments completed during classes.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 51.0%                                                                                                                                                                                                                                                                                            | 100.0%                                  |

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| Recommended reading | Basic literature                                               | <p><a href="#">Eroshenko T.I., Sorokin G.V. Artificial Intelligence in Communication of Cultural Communities</a>. Bulletin of Higher Educational Institutions. North Caucasus Region. Social Science. 2025;(2):28-34. (In Russ.).</p> <p><a href="#">Kopus T.L., K voprosu ob issledovanii tsifrovogo yazyka</a>. Service Plus. 2021, vol. 15, no. 2, pp. 1323.</p> <p><a href="#">NASK, Ośrodek Analizy Dezinformacji. Chroń się przed dezinformacją</a>. Warszawa: NASK.</p> <p><a href="#">NASK. Badania społeczne dotyczące dezinformacji i kompetencji medialnych</a></p> <p><a href="#">OECD, AI Language Models: Technological, Socio-economic and Policy Considerations</a>. Paris: OECD Publishing, 2023.</p> <p><a href="#">Sheikh H., Prins C., Schrijvers E., Mission AI: The New System Technology</a>. Cham: Springer Open, 2023</p> <p><a href="#">UNESCO, Sztuczna inteligencja i społeczeństwo wiedzy</a></p> <p>CLARIN (<a href="#">otwarta infrastruktura narzędzi językowych i AI</a>)</p> <p>Korpusomat (<a href="#">narzędzie NLP do analizy języka</a>)</p> |
|                     | Supplementary literature                                       | Regularly updated by the instructor.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|                     | eResources addresses                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|                     | Example issues/<br>example questions/<br>tasks being completed |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Work placement      | Not applicable                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |

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