

Subject card

Subject name and code	Multimodal Social Communication, PG_00211302						
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 Optional subject group 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 hab. Żanna Śładkiewicz, prof. UG				
	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 basic categories used in the analysis of multimodal communication, understood as communication realised through interacting codes and semiotic resources: language, image, sound, gesture, typography, colour, spatial composition, movement, facial expression, and the arrangement of the digital interface. The course develops students ability to describe and interpret contemporary social, media and online messages in which meaning is created not only by words, but also through relations between different modes. Particular emphasis is placed on social communication, the reading of the city, the visual organisation of public spaces, advertising, memes, and communication in social media.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[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.	knows basic concepts related to copyright law, including the notions of work, authorship, quotation, licence, plagiarism and permitted use; understands the importance of respecting copyright when using texts, images, recordings, films, memes, online materials and other multimodal messages; is able to identify the basic principles of ethical use of sources in academic work, student presentations and the analysis of media materials; understands the need to properly acknowledge sources, quote the work of others and distinguish their own interpretations from borrowed content; knows the basic principles of research ethics related to the analysis of linguistic, media, visual and digital materials, including Russian-language materials; understands the importance of professional and academic responsibility when working with materials protected by law or requiring particular interpretative caution	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[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.	is able to use knowledge acquired during philological studies to interpret social, media and digital messages; is ready to critically reflect on their own cognitive limitations when analysing complex multimodal messages; is able to identify situations in which independent interpretation of material requires additional knowledge or consultation with a competent specialist in a given field; is ready to use subject literature, dictionaries, databases, academic sources and expert opinions in order to deepen the analysis; understands the need to verify their own interpretative hypotheses, especially with regard to culturally, ideologically or socially complex messages; is aware of the importance of reliability, responsibility and intellectual independence in working with linguistic, media and multimodal material	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK3] text preparation/written work [SK8] observation of student's independent or team work
	[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.	is able to critically assess their own knowledge of the Russian language, culture and Russian-language communication in the context of analysing multimodal messages; is ready to verify information, interpretations and media content related to the Russian language, Russian literature and the Russian cultural area; recognises the need to distinguish academic knowledge from opinions, stereotypes, simplifications and persuasive messages present in media and social communication; is able to critically analyse Russian-language social, media and digital messages, taking into account their linguistic, cultural, ideological and visual context; is ready to formulate balanced evaluations and conclusions on the basis of reliable sources, subject literature and independent analysis of material.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK6] demonstration of practical skills [SK8] observation of student's independent or team work

	Course outcome	Subject outcome	Method of verification
	[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.	is able to independently search for source materials useful for the analysis of multimodal communication, including academic texts, media, online, visual and audiovisual materials; is able to analyse and select information from the fields of linguistics, communication studies, media studies and Russian studies in accordance with the aim of a given task; is able to assess the reliability, relevance and usefulness of sources used in the analysis of social, media and digital messages; is able to use Russian-language source materials, taking into account their linguistic, cultural, social and media context; is able to use texts, images, audiovisual materials and data produced by others in an appropriate way, observing copyright regulations, citation rules and academic ethics.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task [SU6] demonstration of practical skills

Subject contents	Social Communication and Multimodality The concept of social communication. Code, sign, text, discourse, medium, modality. From verbal communication to polysemiotic communication. The development of mass media, technological development, and the formation of the information society.		
	Basic Concepts of Semiotics and Social Semiotics Sign, symbol, icon, index. Semiotic resources. Meaning as an effect of social practice. Multimodality as a way of organising meaning.		
	Language as One of the Modalities of Communication The role of language in a multimodal message. Relations between verbal text and image: complementarity, reinforcement, contrast, irony, anchoring, and the extension of meaning.		
	Methods of Multimodal Analysis Selection of material, description of context, identification of modalities, analysis of relations between modalities, interpretation of communicative functions, and formulation of conclusions.		
	The Grammar of Image and Visual Communication Composition, frame, perspective, colour, light, typography, and the arrangement of elements on a page or screen. Image as a tool of representation, persuasion and emotionalisation. The social and intercultural connotations of colours.		
	Multimodality in Advertising and Persuasive Communication Print, outdoor, television and online advertising. Slogan, logo, brand colour scheme, visual narrative, music, voice, body and emotions.		
	Digital Media as an Environment of Multimodal Communication Interface, hypertext, layout, icons, emojis, reactions, comments, hashtags, thumbnails, stories, reels, TikTok, YouTube and Telegram.		
	Internet Memes as Multimodal Messages The relation between text and image in a meme. Intertextuality, stereotype, irony, remix and cultural context. Political, social and cultural memes.		
	Non-verbal Communication and Embodiment in the Media Gesture, facial expression, body posture, gaze, touch and spatial distance. The body as a carrier of meaning in direct communication and in media-mediated communication.		
	Sound, Voice and Music as Elements of Social Communication Intonation, tone of voice, rhythm, silence, background music and sound effects. The significance of audiality in film, advertising, podcasts, ASMR and short video formats.		
Multimodality, Ideology and Power Image in political communication. Strategies of visually constructing us and them. Flags, colours, national symbols, maps, photographs of leaders, images of war and threat. The semiotics of social protest: selected examples.			
Prerequisites and co-requisites	Completion of semester III, choice of subject		
Assessment methods and criteria			
	Subject passing criteria	Passing threshold	Percentage of the final grade
	homework	51.0%	30.0%
	presentation of the issue of multimodal social communication	51.0%	70.0%

Recommended reading	Basic literature	Kreowanie światów w języku mediów, red. P. Nowak, R. Tokarski, Lublin 2007; Kress, Gunther. <i>Multimodality: A Social Semiotic Approach to Contemporary Communication</i>. LondonNew York: Routledge, 2010. Kress, Gunther; van Leeuwen, Theo. <i>Reading Images: The Grammar of Visual Design</i>. 2nd ed. LondonNew York: Routledge, 2006. Klimkiewicz A., Śladkiewicz Ż., Trendowicz M., Kreowanie sensów w komunikacji internetowej: mem, stereotyp, mit, Gdańsk 2025. Jewitt, Carey, red. <i>The Routledge Handbook of Multimodal Analysis</i>. 2nd ed. LondonNew York: Routledge, 2014. Machin, David; Mayr, Andrea. <i>How to Do Critical Discourse Analysis: A Multimodal Introduction</i>. London: SAGE, 2012. Szczęsna, Ewa. <i>Poetyka mediów: polisemiotyczność, digitalizacja, reklama</i>. Warszawa: Wydział Polonistyki Uniwersytetu Warszawskiego, 2007. Język w mediach. Antologia, red. M. Kita i I. Loewe, Katowice 2012 (wybrane artykuły); Lisowska-Magdziarz, M. Analiza tekstu w dyskursie medialnym. Przewodnik dla studentów, Kraków 2006;
	Supplementary literature	van Leeuwen, Theo. <i>Introducing Social Semiotics</i>. LondonNew York: Routledge, 2005. OHalloran, Kay L., red. <i>Multimodal Discourse Analysis: Systemic Functional Perspectives</i>. LondonNew York: Continuum, 2004. Machin, David. <i>Introduction to Multimodal Analysis</i>. London: Hodder Arnold, 2007. Pisarek, Walery. <i>Wstęp do nauki o komunikowaniu</i>. Warszawa: Wydawnictwa Akademickie i Profesjonalne, 2008. Hopfinger, Maryla, red. <i>Nowe media w komunikacji społecznej w XX wieku. Antologia</i>. Warszawa: Oficyna Naukowa, 2002 / wyd. późniejsze. Kirillova, Natalia B. <i>Media Culture: From Modernity to Postmodernity</i>. Moscow: Akademicheskii Proekt, 2005 / 2006. Kolokoltseva, T. N.; Lutovinova, O. V., eds. <i>Internet Communication as a New Speech Formation</i>. Moscow: Flinta, 2012. Pocheptsov, Georgy G. <i>Theory of Communication</i>. Moscow: Refl-book; Kyiv: Vakler, 2001.
	eResources addresses	Basic http://repository.kpi.kharkov.ua - Goroshko, E. I. "Internet Genre and the Functioning of Language on the Internet: An Attempt at Reflection." <i>Speech Genres</i>, 2009, no. 6, pp. 111–127.

Example issues/ example questions/ tasks being completed	1. Internet memes as a form of multimodal communication. 2. The image of Russia / Europe / Poland in internet memes. 3. Emojis and stickers as elements of contemporary digital communication. 4. Language, image and emotions in online advertising. 5. A multimodal analysis of a brand profile in social media. 6. Visual communication in Russian-language Telegram channels. 7. Colour, symbol and slogan in political communication. 8. The multimodality of the propaganda poster. 9. Body, gesture and facial expression in short TikTok / Reels / Shorts videos. 10. ASMR as an example of audio-visual-embodied communication. 11. Multimodality in acts of social protest. 12. The image of woman / man / child in advertising as a multimodal construction. 13. The multimodality of crisis communication in social media. 14. The image of us and them in media messages. 15. The website of a university / institution / museum as a multimodal text.
Work placement	Not applicable

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