Curriculum title: USHUM-GC-O-I-S-24/	25Z										
Course title: Oral and Presentation (KIERUNKOWE)	n Skills (konw	ersac	ja i prezenta	acja)			Course code: HUM156AIJ344	43_2S			
Name of field of study: Global Communication	on										
Mode and cycle of study: first-degree, full - tim	e		Profile of study general aca			Specialty	r:				
Course / module status obligatory			ı		Language of semester: language	instruction: 1 - english langu	age, semester: 2	- english			
Year	Semeste	er	Form instruc	_	No. of	including e-	Type of credit	E	CTS		
	1	1		tory	30	0	pg		3		
1	2		labora	laboratory 30 0 pg 3							
Total				60 6							
Course / module coordinator	mgr IRINA SK	LEMA				<u> </u>		I			
Course instructor	mgr IRINA SK										
Course / module objectives	To enable free	discu	ission and sh	aring confide		sh. a wide range of sub ne range of vocabul			opics.		
Prerequisites	English langu	age co	ompetence lev	/el: semeste	r 1 - B2, semes	ter 2 - B2+					
				LEARNING	OUTCOMES						
Category		No.	Code	Description	n				orogramme hmarks		
knowledge		1	EP1		w to use Eng elaborate sp	lish correctly in it eeches	ts spoken form	K_W02			
		1	EP2		rehend the to	ext s/he reads, car erpret it	n summarize it	K_	K_U16		
		2	EP3			class discussion ial and cultural lif			U09 U11		
skills		3	EP4			pare and give a sp of social and cult		K_	U08 U11		
		4	EP5		its the princip ig complex id	oles of logical arg eas	umentation while	K_	U01 U09 U16		
social competences		1	EP6		earning; critic	s language skills i cally evaluates the			K01		
			CONTENT				Semester	No. of	hours		
									including e-learning		
Subject title: Oral and Pro	esentation Skill	s (kon	wersacja i pre	ezentacja)							
Format of instruction: lab									_		
Discussion forms and expressing and support to selected social, culture and support to selected social.	ting an opinion. ral, scientific, p	Class olitica	discussions I and econom	based on a r nic issues.	ange of input r	naterials referring	1	15	0		
2. Multimedia presentati Presentation practice: d scientific, political and e	lescribing, sum	marizi					1	15	0		

argumentation - ethos, lo	ogos, pat niques. I	thos; figures of spe Delivering a persua	re speech. Foundations of rhetoric and ty eech; documenting sources of evidence; l sive speech in class on a subject referrin sues.	body	2	15	0
4. Public debate forms a and refutation strategies	nd strate ; figures	gies: parliamentar of speech; docum	y debate, Lincoln-Douglas debate. Argum enting sources of evidence. In class Lincural, aral, scientific, political or economic issue	oln-Douglas	2	15	0
	analys debate		poken texts followed by discussion, grou	p work, multimedi	a presentation	ı, public	speech,
Modes of delivery	to Univ	versity of Szczecin be and possibilities of	specify how artificial intelligence should be upest practices and standards. The course tea using AI and shall present a catalogue of eeds and possibilities within a given course	acher shall inform s f tools and applica	tudents in their	r first clas	ss about the
						outcom	f learning ne from the llabus
Assessment methods	PREZI	ENTACJA				P5,EP6	2,EP3,EP4,E
	ZAJ (CIA PRAKTYCZNE	(WERYFIKACJA POPRZEZ OBSERWACJ)		P5,EP6	2,EP3,EP4,I
			ektów uczenia si mog zosta zmienione dla s julaminie Studiów Uniwersytetu Szczeci skiego		olnymi potrzebar	mi na war	unkach i
	Credit	with a grade in se	emester 1 and 2				
Grading criteria	Grade	calculation principle	es				
		nal grade in each s ntations during the	emester is the weighted mean of the grad semester.	es obtained by the	e student for t	he assig	nments /
	Sem.	Course		Type of credit	Grade calc method	0	
Final grade calculation	1		ation Skills (konwersacja i prezentacja) ation Skills (konwersacja i prezentacja)	zaliczenie z	Wa ona		
method	1	[laboratorium]		ocen		1,00	
	2		ation Skills (konwersacja i prezentacja) ation Skills (konwersacja i prezentacja)	zaliczenie z	Wa ona		
	2 Robl V	[laboratorium]	sion and debate: an introduction to argument	ocen	Company No	w Vork	1,00
					s Company, Ne	W TOIK	
	Lucas,	S. E. (2009): The	Art of Public Speaking, 10th ed., McGraw-Hi	II, New York			
Basic reading	Powell	, M. (1996): Preser	ting in English: How to Give Successful Pres	sentations., Heinle E	LT		
	Wallwo	ork, A. (1997): Discu	ssions A-Z Advanced., Cambridge University	y Press, Cambridge	!		
	Wallwo	ork, A. (1997): Discu	ssions A-Z Intermediate., Cambridge Univer	sity Press, Cambrid	ge		
	http://	idebate.org					
Supplementary reading	https://	/www.oxford-union.c	org				
	https://	/www.speechanddel	pate.org				
			STUDENT WORKLOAD				
			No. of hours				
				including e-	earning		
Contact hours			60	0			
Participation in test / ex	am		2	0			
Preparation for contact	hours		30	0			
Private reading and stu	dying		15	0			
Participation in tutorials			15	0			

Preparation of project / essay / etc.	20	0
Preparation for test / exam	8	0
TOTAL workload	150	
ECTS credits	6	

Curriculum title:										
USHUM-GC-O-I-S-24/ Course title: Introduction to Gener		d Lin	guistics (wp	orowadzer	nie do j zykozr	nawstwa o	gólnego	Course code:	12_1S	
i stosowanego) (PODSTAWOWE)										
Name of field of study: Global Communication	on									
Mode and cycle of study:			Profile of study	y:			Specialty			
first-degree, full - time	е		general aca	ademic						
Course / module status obligatory						f instruction: : 1 - englis	sh langua	ıge		
			Form	of	No. of	hours				
Year	Semeste	er	instruc	H		includin learnir		Type of credit	E	CTS
1	1		konwersa	atorium	30	0		е		4
Total					3	30				4
Course / module coordinator	dr MONIKA SI	NIKA SKORASI SKA								
Course instructor	dr MONIKA SI	KORA	SI SKA							
Course / module objectives	Introducing th	e leve	ls of descript	ion of lang				ed linguistics anguage use and s	structure	
Prerequisites	English langu				,,,			gg		
				LEARNIN	IG OUTCOMES					
Category		No.	Code	Descripti	ion				Ref. to programme benchmarks	
		1	EP1		disciplines and ation to other				K_W01	
knowledge		2	EP2		je structure an			articular levels of knows relations		W06
		3	EP3	knows v	where linguisti	c knowled	ge is bei	ng applied	K_	W02
skills		1	EP4		es of linguistic			to disciplines, of language	K_	U03 U05 U09
social competences		1	EP5	is ready	v to engage in ∣	knowledge	acquisi	tion	K_	K01 K02 K06
									No. of	hours
			CONTENT					Semester		including e-learning
Subject title: Introduction	n to General and	d Appl	ied Linguistic	s (wprowa	dzenie do j zyk	oznawstwa	ogólnego	i stosowanego)		<u>I</u>
Format of instruction: kor	wersatorium									
1. The subject domain a	and scope of line	guistic	cs					1	2	0
2. Language as a syster	n of convention	nal sig	ns					1	2	0
3. Types of signs in con	nmunication							1	2	0
4. Text types and langua	age functions							1	2	0
5. Language universals								1	2	0
6. Phonetics and phono	logy			-		-		1	4	0

						1	1				
7. Morphology					1	4	0				
8. Word-formation proce	sses				1	4	0				
9. Syntax					1	2	0				
10. Semantics and pragn	natics				1	4	0				
11. Language change					1	2	0				
	lecture	e with elements of	discussion								
Modes of delivery	to Univ	versity of Szczecin I and possibilities of	specify how artificial intelligence should be used best practices and standards. The course teach fusing Al and shall present a catalogue of to needs and possibilities within a given course.	ner shall inform s	tudents in the	ir first clas	s about the				
						outcome	learning e from the abus				
A	EG741	MIN PISEMNY				EP1.FP2	,EP3,EP4				
Assessment methods			(WERYFIKACJA POPRZEZ OBSERWACJ)			EP1,EP2	,EP3,EP4,I				
				lontów zo ozozogó	Inumi notrzeh	P5	nkash i				
Metody i formy weryfikacji efektów uczenia si mog zosta zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach okre lonych w Regulaminie Studiów Uniwersytetu Szczeci skiego.											
	a posi	tive result of the w	ritten exam								
Grading criteria	Grade	calculation principle	es								
Grading Chiefla	a posi	tive result of the w	ritten exam								
	Sem.	Course		Type of credit	Grade ca method	"					
Final grade calculation method	1	do j zykoznawstv	neral and Applied Linguistics (wprowadzenie va ogólnego i stosowanego)		Wa ona						
	1	do j zykoznawstw	3 3 71 1	egzamin	1,00		, 				
	Cruse,	A. (2004): Meanin	g in Language. An Introduction to Semantics an	d Pragmatics, Ox	ford Universi	ty Press, C	xford				
Basic reading	Yule, C	G. (2008): Pragmatio	cs, Oxford University Press, Oxford, Oxford Univ	versity Press, Ox	ford						
	Yule, C	G. (2010): The Stud	y of Language, Cambridge University Press, Ca	mbridge							
Supplementary reading	Hallida	ay, M.A.K., Hassan,	R. (1976): Cohesion in English, Longman, Lone	don							
Cupplementary reading	Renke	ma, J. (2004): Introd	duction to Discourse Studies, John Benjamins, A	Amsterdam/Phila	delphia						
			STUDENT WORKLOAD								
			No. of hours								
				including e-l	earning						
Contact hours			30	0							
Participation in test / ex	am		2	0							
Preparation for contact	hours		15	0							
Private reading and stu	dying		40	0							
Participation in tutorials			3	0	0						
Preparation of project /	essay /	etc.	0	0							
Preparation for test / ex	am		10	0							

TOTAL workload	100
ECTS credits	4

25Z								
Planning (pol	lityka	j zykowai p	olanowanie j	j zyka)		Course code: HUM156AIJ344	12_3S	
on								
е					Spec	cialty:		
						nguage		
Semeste	er			No. of	including e-	Type of credit	E	стѕ
2		konwersa	torium	25	0	pg		2
				2:	5			2
mgr Michał Ba	ıran							
mgr Michał Ba	ıran							
Course / module bejectives Familiarising students with the linguistic diversity of the world, modern dangers to it and intentional activities aimed at defining social role and function of languages								
B1+ level of E	nglish							
			LEARNING (OUTCOMES				
	No.	Code	Description				Ref. to programme benchmarks	
	1	EP1				political and social	K_W01 K_W08	
	1	EP2	sociolingu languages	istic aspects on the same	of coexisten area in Engli	ce of various sh on the basis of	K_	U03 U06 U08
	1	EP3	topic of the	e course and oundings; a	l his or her ow ims at integra	n life experience and	K_	K06
		CONTENT				Samastar	No. of	hours
		CONTENT				Semester		including e-learning
olicy and Plann	ing (p	olityka j zyko	wa i planowa	nie j zyka)		,		
wersatorium								
						2	2	0
5						2	2	0
and educationa	l polic	:y				2	2	0
alism, postcolo	nialisı	m and imperia	alism			2	2	0
imperialism						2	4	0
nning - exampl	es					2	2	0
planning in sele	ected i	regions and c	ountries			2	11	0
	Planning (poles) Semeste 2 mgr Michał Ba mgr Michał Ba Familiarising s defining socia B1+ level of E and educationa alism, postcolo imperialism anning - exampl	Planning (polityka Planning (polityka Planning (polityka Planning (polityka Semester 2 mgr Michał Baran Familiarising studer defining social role a B1+ level of English No. 1 1 1 1 and educational policialism, postcolonialism imperialism anning - examples	Planning (polityka j zykowa i ponome Profile of study general aca	Planning (polityka j zykowa i planowanie j profile of study: general academic Semester Form of instruction 2 konwersatorium mgr Michał Baran Familiarising students with the linguistic diverse defining social role and function of languages B1+ level of English LEARNING (No. Code Description 1 EP1 Knows and context of ls able to context of ls able to context of ls ready to sociolinguages reading materialism 1 EP3 topic of the social surrexperientian CONTENT Olicy and Planning (polityka j zykowa i planowa wersatorium Sand educational policy alism, postcolonialism and imperialism imperialism	Planning (polityka j zykowa i planowanie j zyka) Profile of study: general academic Language of semester:	Planning (polityka j zykowa i planowanie j zyka) Profile of study: general academic Language of instruction: semester: 2 - english land	Planning (polityka j zykowa i planowanie j zyka) Profile of study: general academic Profile of study: general academic Specialty:	Planning (polityka j zykowa i planowanie j zyka) Profile of study: general academic Language of instruction: Specialty: Specialty:

	1							
	Interacti	ive lecture, Acade	emic discussion, Pairwork, Groupwork					
Modes of delivery	to Unive	ersity of Szczecin band possibilities of	specify how artificial intelligence should be used as part of implementation of the course according best practices and standards. The course teacher shall inform students in their first class about the f using AI and shall present a catalogue of tools and applications adjusted to relevant learning needs and possibilities within a given course.					
						No. of learning outcome from the syllabus		
	KOLOK	WIUM				EP1,EP2,EP3		
Assessment methods	SPRAW	/DZIAN				EP1,EP2,EP3		
	ZAJ CI	A PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJ)			EP1,EP2,EP3		
			ektów uczenia si mog zosta zmienione dla stu ulaminie Studiów Uniwersytetu Szczeci skiego.	dentów ze szczegó	Inymi potrzebar	ni na warunkach i		
	Passing	all short tests an	d the final test.					
	Crada	algulation principle	<u> </u>					
Grading criteria		alculation principle: erage from short t	s ests, 50% final test, +10-30% of the final te	st result extra po	ints for class	participation		
		-	•	·		-		
Final made sale 4.5		Course		Type of credit	Grade calc method	. Weight for the average		
Final grade calculation method	2	Language Policy a	nd Planning (polityka j zykowa i planowanie		Nieobliczana	a		
	2	Language Policy a	nd Planning (polityka j zykowa i planowanie corium)	zaliczenie z ocen				
	Phillipso	, Robert (1992): L	inguistic Imperialism, , Oxford University Press	s, Oxford				
Basic reading	Pułacze	wska, Hanna (2012	12): Student's First Guide to Language Policy and Planning, WSSM, Łód					
Supplementary reading								
			STUDENT WORKLOAD					
			No. of hours					
				including e-l	earning			
Contact hours			25	0				
Participation in test / ex	am		0	0				
Preparation for contact	hours		7	0				
Private reading and stu	dying		7	0				
Participation in tutorials			5	0				
Preparation of project /	essay / et	tc.	0	0				
Preparation for test / ex	am		6	0				
TOTAL workload			50	'				
ECTS credits			2					

Curriculum title: USHUM-GC-O-I-S-24/	25Z											
Course title: Language Registers (PODSTAWOWE)	and Stylistic V	/ariat	ion (rejestry	j zykowe i	i odmiany styl	istyczne)	Course code: HUM156AIJ344	42_26S				
Name of field of study: Global Communication	on											
Mode and cycle of study:			Profile of study	/ :		Specialty	<i>y</i> :					
first-degree, full - tim	е		general aca	ademic								
Course / module status obligatory					Language of semester:	instruction: 2 - english langu	age					
			Form	of	No. of	hours						
Year	Semeste	er	instruc	· · · · —		including e- learning	Type of credit	E	CTS			
1	2		discussion	cussion classes 25 0 pg 2								
Total					2	5			2			
Course / module coordinator	mgr IRINA SK	LEMA										
Course instructor	Course instructor mgr IRINA SKLEMA											
Course / module objectives To introduce students to the variety of language registers and styles in English; to enable their recognition and fluent use of lexical and grammatical features of individual registers.												
Prerequisites	English langua	age co	ompetence lev	vel B1+								
				LEARNING	OUTCOMES							
Category		No.	Code	Descriptio	n				orogramme nmarks			
		1	EP1	communi		ms and modes of s the major featur		K_W02 K_W09				
knowledge		2	EP2	recognizes the major features of language styles and registers, understands their culture-based nature					W02 W09 W12			
		3	EP3			ed to conduct a s arious cultural and		K_ K_	W02 W06 W09 W12			
		1	EP4			to study and ana ous cultural and s		K_	U05			
skills		2	EP5		cteristic featu	r an oral presenta			U01 U08			
social competences		1	EP6			dge, skills and lan the information o		Κ_	K01			
								No. of	hours			
			CONTENT				Semester		including e-learning			
Subject title: Language F	Registers and St	tylistic	: Variation (re	jestry j zyko	owe i odmiany s	tylistyczne)	1					
Format of instruction: dis	cussion classes	5										
1. Style and register							2	2	0			
2. Spoken and written m	node; language	stand	ard				2	3	0			
3. Formal register: cere	monial language	e, inst	itutional lang	uage, langua	age of science		2	6	0			

4. Informative register: n	nedia lan	guage, advertising	language			2	6	0	
5. Professional and soci	al registe	er: professional jar	gon, language of subculture, slang, argot			2	8	0	
		work, vocabulary ntation - individual	and structure practice, critical discussion oproject	of written an	d spo	ken authent	ic text	s, oral	
Modes of delivery	to Univ	versity of Szczecin be and possibilities of	specify how artificial intelligence should be us best practices and standards. The course tead using AI and shall present a catalogue of leeds and possibilities within a given course	tools and a	orm st	udents in the	ir first	class about the	
								o. of learning come from the syllabus	
	KOLO	KWIUM					EP1	EP2,EP3,EP4	
Assessment methods	PREZE	ENTACJA					EP1	,EP2,EP3,EP4,E :P6	
	ZAJ (CIA PRAKTYCZNE	(WERYFIKACJA POPRZEZ OBSERWACJ)			EP1	,EP2,EP3,EP4,E	
			ektów uczenia si mog zosta zmienione dla stu	ıdentów ze sz	czegól	nymi potrzeba		warunkach i	
	zasadac	ch okre lonych w Reg	ulaminie Studiów Uniwersytetu Szczeci skiego.						
	Comp	letion of the individ	dual assignment - oral presentation; passin	g the writte	n test				
Grading criteria	Grade	calculation principle	es						
	The fir writter	•	ighted mean of the grades received by the	student for	the in	dividual pres	sentat	ion and the	
	Sem.	Course	Grade cal method		Weight for the average				
Final grade calculation method	2	odmiany stylistycz				Wa ona			
	2	Language Registe odmiany stylistycz	ers and Stylistic Variation (rejestry j zykowe i ne) [wiczenia]	zaliczenie ocen	Z			1,00	
	Cockc	roft, S. (1999): Livir	g Language: Investigating Talk, Hodder &Stou	ughton, Lond	lon				
Basic reading	Coupla	and, N. &A. Jaworsk	i (eds.) (1997): Sociolinguistics: A Reader and	ader and Coursebook, Palgrave, New York					
	Eckert	, P. &J. R. Rickford	(eds.) (2001): Style and Sociolinguistic Variation	on, Cambrido	ge Uni	versity Press	, Caml	oridge	
Complementary	Axtell,	R.E. (1995): Do's a	nd Taboos of English Around the World, John	Wiley , New	York				
Supplementary reading	The Br	ritish Council (1994)	: Language and Social Life, The British Counc	il, London					
	•		STUDENT WORKLOAD						
			No. of hours						
				includir	ng e-le	earning			
Contact hours			25	0					
Participation in test / ex	am		0	0					
Preparation for contact	hours		5	0					
Private reading and stu	ıdying		5	0					
Participation in tutorials	5		5	0	0				
Preparation of project /	essay /	etc.	5	0					
Preparation for test / ex	kam		5 0						
TOTAL workload			50						
ECTS credits			2						

Curriculum title: USHUM-GC-O-I-S-24/	25Z									
Course title: Modality in Communi (PODSTAWOWE)	ication (moda	lno	w komunika	acji)			Course code: HUM156AIJ344	12_27S		
Name of field of study: Global Communication	on									
Mode and cycle of study: first-degree, full - tim	e		Profile of study general aca			Specialty	r:			
Course / module status obligatory		'			Language of semester:	instruction: 2 - english langu	age			
Vaar	Samaata		Form	of	No. of	hours	Tune of anodit		CTC	
Year	Semeste	er	instruc	tion		including e- learning	Type of credit		CTS	
1	2		konwersa	torium	30	0	pg		4	
Total					3	0			4	
Course / module coordinator	dr MONIKA SI	CORAS	SI SKA	•						
Course instructor	dr MONIKA SP	CORAS	SI SKA							
Course / module objectives						s a logical and semanguage communicat				
Prerequisites	English langu	age co	mpetence lev	rel - B1+						
				LEARNIN	G OUTCOMES					
Category		No.	Code	Description	on				Ref. to programme benchmarks	
knowledge		1	EP1	commur		ed to analyse and sses and texts pro			W06	
aldua		1	EP2	analyse		s and methods to n processes and t gs			K_U05 K_U09	
skills		2	EP3	related t	o various lingu	lish to participate actively in class discussions various linguistic aspects; communicates y in specialist English				
social competences		1	EP4			vn knowledge, ski the information o			K01 K02	
		2	EP5	is ready problem		uired knowledge	to solve cognitiv		K01 K02	
			CONTENT				Semester	No. of	hours	
			CONTENT				Semester		including e-learning	
Subject title: Modality in	Communication	n (mod	alno w kom	nunikacji)						
Format of instruction: kor	nwersatorium									
1. Definitions of modalit	ty						2	2	0	
2. Typologia modalno	:i						2	4	0	
3. Epistemic modality							2	3	0	
4. Deontic modality							2	3	0	
5. Dynamic modality							2	3	0	
6. Centrality and periphe	ery						2	3	0	

7. Subjectivity					2	3	0			
8. Evidential modality					2	3	0			
9. Modality markers					2	2	0			
10. Cross-linguistic varia	ation in m	nodality systems			2	4	0			
	interac	ctive lecture with e	lements of discussion							
Modes of delivery	to Univ	versity of Szczecin I and possibilities of	specify how artificial intelligence should be us best practices and standards. The course tead using AI and shall present a catalogue of seeds and possibilities within a given course	ther shall inform s tools and applica	tudents in the	ir first clas	s about the			
						outcom	learning e from the labus			
Assessment methods	KOLO	KWIUM				EP1,EP2	2,EP4,EP5			
	ZAJ (CIA PRAKTYCZNE	(WERYFIKACJA POPRZEZ OBSERWACJ			EP1,EP2 P5	2,EP3,EP4,E			
			ektów uczenia si mog zosta zmienione dla stu gulaminie Studiów Uniwersytetu Szczeci skiego.	identów ze szczegó	Inymi potrzeba	ami na waru	ınkach i			
	passir	ng the final written	test							
Grading criteria Grade calculation principles										
3.13.1.3	The final grade is the grade received by the student for the final written test									
Final grade calculation	Sem.	Course		Type of credit	Grade ca method	II	ight for the average			
method	2		nunication (modalno w komunikacji) nunication (modalno w komunikacji)	zaliczenie z	Wa ona					
	2	[konwersatorium]				1,00				
Basic reading			00): Modality and the English Modals, Longma							
Supplementary reading	Palme	r, Frank Robert (200	01): Mood and Modality, Cambridge University	Press, Cambridge	•					
Supplementary reading			STUDENT WORKLOAD							
			No. of hours							
				including e-l	earning					
Contact hours			30	0	-					
Participation in test / ex	am		2	0						
Preparation for contact	hours		20	0						
Private reading and stu	dying		20	0						
Participation in tutorials	i		15	0						
Preparation of project /	essay /	etc.	3	0						
Preparation for test / ex	am		10 0							
TOTAL workload			100							
ECTS credits			4							

Curriculum title: USHUM-GC-O-I-S-23	3/24Z								
Course title: Discourse and socie (PODSTAWOWE)	ety (dyskurs i sp	ołec	ze stwo)				Course code: HUM156AIJ344	2_30S	
Name of field of study: Global Communicat	tion						-		
Mode and cycle of study: first-degree, full - tir		ŀ	Profile of stud			Special	ty:		
Course / module status obligatory		·			Language of semester: language		uage, semester: 4 -	english	
Year	Semester	r	Form instru	· · · -	No. of	including e- learning	Type of credit	E	стѕ
_	3		konwersa	atorium	20	0	pg		3
2	4		konwersa	atorium	25	0	pg		3
Total					4	5			6
Course / module coordinator	dr MAŁGORZA	TA S	OKÓŁ			1			
Course instructor	dr MAŁGORZA								
Course / module objectives	To understand To develop the	integ skills	rated, social	and linguis	tic research on o	s of discourse ana communication se in real life conte			
Prerequisites	Knowledge of E General knowle	Englis edge	sh at B2 level of linguistics	1					
				LEARNIN	G OUTCOMES				
Category		No.	Code	Description	on				orogramme hmarks
		1	EP1	knows b		d concepts of cr	tical studies of	K_	W01
knowledge		2	EP2			analysis and int	erpretation of types of discourse	K_	W06 W08 W12
والناه		1	EP3			al issues signific pes of discourse		K_	U03 U05 U06
skills		2	EP4	is able to terms	o analyse soci	al issues in ling	uistic (textual)	K_	U03 U05 U06
		1	EP5			the area of criti and efficiency	cal evaluation of	κ_	_K01
social competences			EP6					K_	_K01 _K05
								No. of	f hours
			CONTENT				Semester –		including e-learning
Subject title: Discourse	and society (dysk	curs i	społecze st	wo)					

Format of instruction: konv	versatori	um						
1. Basic concepts of disc	ourse ar	nalysis		3	5	0		
2. An overview of approaches to research on discourse 3								
3. Genres, hybrid genres,	3	4	0					
4. Intertextuality, interdis	cursivity	, recontextualisation		3	4	0		
5. Discourse and creativi	ty			4	3	0		
6. Discourse and ideolog	у			4	3	0		
7. Discourse and racism				4	3	0		
8. Discourse and age				4	3	0		
9. Discourse and narrativ	'e			4	3	0		
10. Pragmatic and stylisti educational, medical, cor		es of selected types of discourse (institutional, political, medi ousiness etc.)	a, 14	4	10	0		
Modes of delivery	The co to Univ	urse teacher shall specify how artificial intelligence should be use ersity of Szczecin best practices and standards. The course teach and possibilities of using Al and shall present a catalogue of less and teaching needs and possibilities within a given course	ed as part of impher shall inform tools and applic	students in the	ir first clas	s about the		
	No. of outcome sylla							
	SPRAV	NDZIAN			EP1,EP2	,EP3,EP4		
Assessment methods	PRACA PISEMNA/ ESEJ/ RECENZJA EP1,EP2,EP3,EP							
	ZAJ CIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJ) Metody i formy weryfikacji efektów uczenia si mog zosta zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach okre lonych w Regulaminie Studiów Uniwersytetu Szczeci skiego. active participation in the classes, passing the test and completion of written work and classroom assignments							
Grading criteria	Grade	calculation principles						
		rade: a credit with a grade, based on grades received for the tivities (arithmetic average)	test, the writter	work, as wel	as classro	oom tasks		
	Sem.	Course	Type of credit	Grade ca method		ight for the average		
Final grade calculation	3	Discourse and society (dyskurs i społecze stwo) Discourse and society (dyskurs i społecze stwo)	zoliozonia –	Wa ona				
method	3	[konwersatorium]	zaliczenie z ocen			1,00		
	4	Discourse and society (dyskurs i społecze stwo) Discourse and society (dyskurs i społecze stwo)	zaliczenie z	Wa ona		1,00		
		[konwersatorium] ugh N (2003): Analysing discourse. Textual analysis for social res	ocen earch. Routleda	 e		.,00		
Basic reading		ge, B. (2008): Discourse analysis: An introduction, Continuum		-				
Dasio reading		n, D., Hamilton, H.E., Schiffrin, D. (eds.) (2015): The handbook of	discourse analys	sis. Second edi	tion, Wiley	Blackwell		
	Flower	dew, J., Richardson, J.E. (eds.) (2018): The Routledge handbook	of critical discou	urse studies, Ro	outledge			
	Gee, J	P., Handford, M. (eds.) (2012): The Routledge Handbook of Disco	ourse Analysis, F	Routledge				
Supplementary reading	Renker	ma J. (ed.) (2009): Discourse, of Course. An overview of research	in discourse stu	ıdies, John Beı	njamins			
		, R., Krzy anowski, M. (eds.) Wodak, R., Krzy anowski, M. (eds.)	(2008): Qualita	tive discourse a	analysis in t	he social		
	1 50101100							

STUDENT WORKLOAD							
	No. of hours						
		including e-learning					
Contact hours	45	0					
Participation in test / exam	4	0					
Preparation for contact hours	30	0					
Private reading and studying	25	0					
Participation in tutorials	8	0					
Preparation of project / essay / etc.	20	0					
Preparation for test / exam	18	0					
TOTAL workload	150						
ECTS credits	6						

Curriculum title: USHUM-GC-O-I-S-23	3/24Z								
Course title: Research Workshop (PODSTAWOWE)	(warsztaty ba	dawc	ze)				Course code: HUM156AIJ3442	2_14S	
Name of field of study: Global Communicati	ion								
Mode and cycle of study: first-degree, full - tin	ne		Profile of study general aca			Specialty	:		
Course / module status obligatory		•			Language of semester: language		age, semester: 4 -	english	
v			Form	of	No. of	hours		_	
Year	Semeste	er	instruc	etion		including e- learning	Type of credit	ECTS	
	3		discussion	classes	25	0	pg		3
2	4		discussion	classes	30	0	pg		4
Total					5	5			7
Course / module coordinator	dr ANNA ŁAZ	UKA-E	BANACH	1		· · · · · · · · · · · · · · · · · · ·			
Course instructor	dr ANNA ŁAZ	UKA-E	BANACH						
Course / module objectives						search paper in the f d of language and c	ield of language and ommunication.	l commur	ication.
Prerequisites	B2 level of En	glish.							
				LEARNIN	G OUTCOMES				
Category		No.	Code	Description	on				rogramme nmarks
		1	EP1	The student knows and understands the characteristics of academic discourse.			K _\	W01 W02 W07	
		2	EP2			d understands sel language and co			W01 W07
knowledge		3	EP3	The stud		d understands the	rules of citing	K _'	W07
		4	EP4	Knows a	nd understand	ds the concept of	plagiarism.	K_\	W07
		5	EP5			d understands the iting a research p			W02 W07
		1	EP7		en research pr	se an appropriate oblem and apply			U01 U05
skills		2	EP8		nce with the ex	priately use the se kisting rules, inclu		K _	U01
		3	EP9		lent can write a	a research paper i ules.	n compliance	_	U02 U04
social competences		1	EP10	The stud	lent can prese	nt the results of the the accepted rule		K_ K_	K01 K03 K05
			CONTENT				Semester _	No. of	hours
									e-learning
Subject title: Research \	Workshop (wars:	ztaty b	padawcze)				Į.		

Academic Discourse. Identifying the main features of academic discourse. 3	Format of instructions disco	necion c	laccae					
2. Plaglarism. Citing sources properly. 3. Discussing and developing the formal characteristics of a research paper. 4. Stages of academic research. 5. Exploring selected research methods and methodologies in the field of language and communication. 5. Exploring selected research methods and methodologies in the field of language and communication. 6. Academic Discourse. Identifying the main features of academic discourse. 6. Academic Discourse. Identifying the main features of academic discourse. 7. Discoursing and developing the formal characteristics of a research paper. 8. Exploring selected research methods and methodologies in the field of language and communication. 9. Exploring selected research methods and methodologies in the field of language and communication. 9. Exploring selected research methods and methodologies in the field of language and communication. 9. The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Sezocian best practices and standards. The course steacher shall inform students in their first class about the scape and possibilities of using 3 and shall repeat and catalogue of tools and applications disjusted to network tearning outcome from the system of the course steacher shall properties and standards. PRACA PISEMINAL SELI/ RECENZIA 2. A. CIA PRAKTYCZINE (WERYFIKACJA POPRZEZ OBSERWACJ) PRACA PISEMINAL SELI/ RECENZIA 2. A. CIA PRAKTYCZINE (WERYFIKACJA POPRZEZ OBSERWACJ) 2. EPI-EPI-EPI-EPI-EPI-EPI-EPI-EPI-EPI-EPI-				o of coodomic discours		-		
3. Discussing and developing the formal characteristics of a research paper. 4. Stages of academic research. 5. Exploring selected research methods and methodologies in the field of language and communication. 6. Academic Discourse, identifying the main features of academic discourse. 7. Discussing and developing the formal characteristics of a research paper. 8. Exploring selected research methods and methodologies in the field of language and communication. 9. Discussing and developing the formal characteristics of a research paper. 8. Exploring selected research methods and methodologies in the field of language and communication. 9. Discussion, Reading sources Modes of delivery 1. The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Sizzcein best practices and standardists. The course teacher shall inform students in their first class about the scope and possibilities of using All and shall present a carticipue of tools and applications adjusted to relevant tearning outcomer and teaching needs and possibilities within a given course. 8. PRACA PISEMNA/ ESEJ/ RECENZJA 9. PRACA PISEMNA/ ESEJ/ RECENZJA 9. PRAC				es of academic discourse.			+	
4. Stages of academic research. 5. Exploring selected research methods and methodologies in the field of language and communication. 6. Academic Discourse. Identifying the main features of academic discourse. 7. Discussing and developing the formal characteristics of a research paper. 8. Exploring selected research methods and methodologies in the field of language and communication. 8. Exploring selected research methods and methodologies in the field of language and communication. 8. Exploring selected research methods and methodologies in the field of language and communication. 9. Discussion, Reading sources 1. The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Sczezoin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using Al and shall present a catalogue of tools and applications adjusted to relevant learning outcomers and teaching needs and possibilities within a given course. 8. PRACA PISEMNA/ ESEJ/ RECENZJA 8. Exploring patients 9. PRACA PISEMNA/ ESEJ/ RECENZJA 8. Exploring patients 8. Exploring patients 8. Exploring patients 8. Exploring patients 9. Exploring pat			-				+	
5. Exploring selected research methods and methodologies in the field of language and communication. 6. Academic Discourse, Identifying the main features of academic discourse. 7. Discussing and developing the formal characteristics of a research paper. 8. Exploring selected research methods and methodologies in the field of language and communication. 8. Exploring selected research methods and methodologies in the field of language and communication. 8. Exploring selected research methods and methodologies in the field of language and communication. 8. Exploring selected research methods and methodologies in the field of language and communication. 8. Exploring selected research methods and selection of the course according to University of Security of Sec	3. Discussing and develo	ping the	formal characteris	stics of a research paper.		3	4	0
Academic Discourse. Identifying the main features of academic discourse. 7. Discussing and developing the formal characteristics of a research paper. 8. Exploring selected research methods and methodologies in the field of language and communication. 8. Exploring selected research methods and methodologies in the field of language and communication. 9. Discussion, Reading sources The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin beast practices and standards. The course teacher shall inform students in their first class about the scope and possibilities or using All and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course. PRACA PISEMNA/ ESEJ/ RECENZJA						3	5	0
7. Discussing and developing the formal characteristics of a research paper. 8. Exploring selected research methods and methodologies in the field of language and communication. 9. Discussion, Reading sources The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Seczecin beat practices and standards. The course teacher shall inform students in their first class about the scope and possibilities to using All and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course. Assessment methods PRACA PISEMNA/ ESEJ/ RECENZJA EP1_EP10_EP2_EP3 EP4_EP9.5_EP7_EP8. PRACA PISEMNA/ ESEJ/ RECENZJA EP1_EP10_EP2_EP3 EP4_EP9.5_EP7_EP8. PRACA PISEMNA/ ESEJ/ RECENZJA ZAJ CIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJ) Metody i formy weryfitacji efektów uczenia si mog zosta zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach okre lonych w Regularinnie Studiov Universysteu Seczeci skiego. Grading criteria Grading criteria Grade calculation principles Sem. Course	5. Exploring selected res	earch me	ethods and metho	dologies in the field of language and commu	unication.	3	10	0
8. Exploring selected research methods and methodologies in the field of language and communication. **Procurse teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teachers shall inform students in their first class about the scope and possibilities of using All and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course. **Assessment methods** **PRACA PISEMNA/ ESEJ/ RECENZJA** **	6. Academic Discourse. I	dentifyin	g the main feature	es of academic discourse.		4	8	0
Modes of delivery Discussion, Reading sources The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using Al and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course. Assessment methods	7. Discussing and develo	ping the	formal characteris	stics of a research paper.		4	10	0
The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Sezacon best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities or using Al and shall present a catelogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course. PRACA PISEMNA ESEJ/RECENZJA	8. Exploring selected res	earch me	ethods and method	dologies in the field of language and commu	unication.	4	12	0
to University of Szczeoin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course. Assessment methods Assessment methods PRACA PISEMNA/ ESEJ/ RECENZJA PRACA PISEMN		Discus	ssion, Reading sou	ırces				•
Assessment methods Paraca PisemNa/ ESEJ/ RECENZJA EPI,EP10,EP2,EP3,EP7,EP18,EP9 Pg-4,EP5,EP7,EP18,EP9 Pg-4,EP5,EP7,EP18,EP9 Pg-4,EP5,EP7,EP18,EP9 Pg-4,EP5,EP7,EP18,EP9 Pg-4,EP5,EP7,EP18,EP9 Pg-4,EP5,EP7,EP18,EP9 Pg-4,EP5,EP7,EP18,EP9 Pg-4,EP5,EP7,EP18,EP9 Pg-4,EP5,EP7,EP18 Pg-4,EP5,EP7,EP18 Pg-4,EP5,EP7,EP18 Pg-4,EP5,EP7,EP18 Pg-4,EP5,EP7,EP18 Pg-4,EP5,EP7,EP18 EP1,EP10,EP2,EP3 EP4,EP5,EP7,EP18 Pg-4,EP5,EP7,EP18 EP4,EP5,EP7,EP18 Pg-4,EP5,EP7,EP18 EP4,EP10,EP2,EP3 EP4,EP5,EP7,EP18 EP4,EP10,EP2,EP3 EP4,EP5,EP7,EP18 EP4,EP10,EP2,EP3 EP4,EP5,EP7,EP18 EP4,EP10,EP2,EP3 EP4,EP5,EP7,EP18 EP4,EP10,EP2,EP3 EP4,EP5,EP7,EP18 EP4,EP10,EP2,EP3 EP4,EP5,EP7,EP18 EP4,EP10,EP2,EP3 EP4,EP10,EP2,EP3 EP4,EP5,EP7,EP18 Pg-4,EP5,EP7,EP18 EP4,EP10,EP2,EP3 EP4,EP5,EP7,EP18 EP4,EP10,EP2,EP3 EP4,EP10,EP2,EP3 EP4,EP10,EP2,EP3 EP4,EP10,EP2,EP3 EP4,EP10,EP2,EP3 EP4,EP10,EP2,EP3 EP4,EP10,EP2,EP3 EP4,EP10,EP2,EP3 EP4,EP10,EP2,EP3 EP4,EP5,EP3,EP3 EP4,EP5,EP3,	Modes of delivery	to Univ	ersity of Szczecin band possibilities of	pest practices and standards. The course teach fusing AI and shall present a catalogue of t	her shall info	orm students in th	eir first cla	ass about the
Assessment methods PRACA PISEMNA/ ESEJ/ RECENZJA EPA,EP5,EP7,EP8.EP9.EP3.EP3.EP3.EP3.EP3.EP3.EP3.EP3.EP3.EP3							outcor	ne from the
Caracterian Pack		/ RECENZ.IA						
Metody I formy weryfikacji efektów uczenia si mog zosta zmienione dla studentów ze szczególnymi potrzebami na warunkach I zasadach okre tonych w Regulaminie Studiów Uniwersytetu Szczeci skiego. Writing a short research paper employing all the skills and knowledge gained in class and timely realisation of all the assigned tasks. Grade calculation principles A grade for the research paper and the assigned tasks. Sem. Course Type of credit Grade calc. Meight for the average 3 Research Workshop (warsztaty badawcze) Wa ona 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	Assessment methods					P9		
A grade for the research paper employing all the skills and knowledge gained in class and timely realisation of all the assigned tasks. Grade calculation principles A grade for the research paper and the assigned tasks. Sem. Course Type of credit Grade calc. method Mayorage 3 Research Workshop (warsztaty badawcze) Wa ona 4 Research Workshop (warsztaty badawcze) Wa ona 5 Elitosseliti, L. (ed.). (2018): Research Methods in Linguistics. Second edition. The University of Chicago Press. Supplementary reading Silverman D. (2013): Doing Qualitative Research. Sage No. of hours No. of hours Contact hours Studding e-learning Contact hours 55 0 Participation in test / exam 0		,						
Serial grade calculation principles					dentów ze sz	czególnymi potrzek	ami na wa	runkach i
A grade for the research paper and the assigned tasks. Type of credit Grade calc. method Weight for the average Wa on a								
Sem. Course Type of credit Grade calc. Meight for the average	Grading criteria	Grade	calculation principle	es				
Final grade calculation method average 3 Research Workshop (warsztaty badawcze)		A grad	e for the research	paper and the assigned tasks.				
Final grade calculation method 3 Research Workshop (warsztaty badawcze) [wiczenia] zaliczenie z ocen 1,00 4 Research Workshop (warsztaty badawcze) [wiczenia] zaliczenie z ocen 1,00 Booth Wayne C. et al. (2016): The craft of research. Fourth edition. , The University of Chicago Press. Litosseliti, L. (ed.). (2018): Research Methods in Linguistics. Second edition. , Bloomsbury. Silverman D. (2013): Doing Qualitative Research. , Sage STUDENT WORKLOAD No. of hours including e-learning Contact hours 55 0 Participation in test / exam 0 1,00 Va ona 2aliczenie z ocen 1,00 Va ocen 1,00 V		Sem.	Course		Type of c	realt i		
method 3 Research Workshop (warsztaty badawcze) [wiczenia] 2 coen 1,00 coen	Final grade calculation	3	Research Worksh	op (warsztaty badawcze)	noline serie		ı	
A Research Workshop (warsztaty badawcze) [wiczenia] zaliczenie z ocen 1,00 Booth Wayne C. et al. (2016): The craft of research. Fourth edition. , The University of Chicago Press. Litosseliti, L. (ed.). (2018): Research Methods in Linguistics. Second edition. , Bloomsbury. Silverman D. (2013): Doing Qualitative Research. , Sage STUDENT WORKLOAD No. of hours including e-learning Contact hours 55 0 Participation in test / exam 0 1,00 zaliczenie z ocen 1,00 includion. , The University of Chicago Press. Includion. , Bloomsbury. 1,00				, , , , , , , , , , , , , , , , , , , ,				1,00
Basic reading Booth Wayne C. et al. (2016): The craft of research. Fourth edition. , The University of Chicago Press. Litosseliti, L. (ed.). (2018): Research Methods in Linguistics. Second edition. , Bloomsbury. Silverman D. (2013): Doing Qualitative Research. , Sage STUDENT WORKLOAD No. of hours Contact hours 55 0 Participation in test / exam 0 Doven 1,00				, ,	zaliczenie		ı	
Basic reading Litosseliti, L. (ed.). (2018): Research Methods in Linguistics. Second edition. , Bloomsbury. Silverman D. (2013): Doing Qualitative Research. , Sage STUDENT WORKLOAD No. of hours Contact hours 55 0 Participation in test / exam 0 Litosseliti, L. (ed.). (2018): Research Methods in Linguistics. Second edition. , Bloomsbury. SIlverman D. (2013): Doing Qualitative Research. , Sage STUDENT WORKLOAD No. of hours including e-learning 0					ocen			1,00
Silverman D. (2013): Doing Qualitative Research. , Sage	Basic reading		•	,				
STUDENT WORKLOAD No. of hours including e-learning					ion. , Bloom	sbury.		
No. of hours including e-learning Contact hours 55 0 Participation in test / exam 0 0	Supplementary reading	Silverm	nan D. (2013): Doir	ng Qualitative Research. , Sage				
No. of hours including e-learning Contact hours 55 0 Participation in test / exam 0 0				OTUDENT WORK CO.				
Contact hours 55 0 Participation in test / exam 0 0				I				
Contact hours 55 0 Participation in test / exam 0 0		No. of hours						
Participation in test / exam 0 0		including e-learning						
	Contact hours			55	0			
Preparation for contact hours 40 0	Participation in test / exa	am		0	0			
	Preparation for contact	hours		40	0			

Private reading and studying	45	0
Participation in tutorials	15	0
Preparation of project / essay / etc.	20	0
Preparation for test / exam	0	0
TOTAL workload	175	
ECTS credits	7	

Curriculum title: USHUM-GC-O-I-S-23/	24Z									
Course title: Language of Digital Media (j zyk mediów cyfrowych) (PODSTAWOWE) Course code: HUM156AIJ3442								12_25S		
Name of field of study: Global Communication	on									
Mode and cycle of study:		ı	Profile of study	·:		Specialty	r:			
first-degree, full - time general academic										
Course / module status obligatory					Language of semester:	instruction: 3 - english langu	age			
Year	Semeste	er	Form instruc		No. of	including e-	Type of credit	E	CTS	
2	3		konwersa	torium	30	0	pg		4	
Total					3	0			4	
Course / module coordinator	dr MAŁGORZ	ATA S	DKÓŁ			L		<u> </u>		
Course instructor	dr MAŁGORZ	ATA S	OKÓŁ							
Course / module objectives The course discusses new forms of language use resulting from the digitization of communication. The aim of the course is to get students acquinted with social, cultural and, above all, linguistic phenomena related to communication in digital and social media										
Prerequisites English language competence level - B2 General knowledge in the area of digital and social media										
LEARNING OUTCOMES										
Category		No.	Code	Description Ref. to program benchmarks						
		1	EP1	knowledg		nowledge that allouage in describing		K_	K_W01 K_W05 K_W06	
knowledge		2	EP2	knows the basic terms and concepts related to communication in digital and social media			K_	W01 W05 W06		
		3	EP3	1		analysis and inte	•	K_	W06	
		1	EP4	is able to subject a	analyze and	evaluate the litera e various ideas an tal and social med	ture on the d views on	K_	U01	
skills		2	EP5	and oral	presentations	ly prepare acaden which include va t the language of o	lid argumentation	n K _	U04 U08	
		3	EP6			cipate in discussi		K_	U09	
social competences		1	EP7	evaluates digital an	s their subject	knowledge on co a and understand	mmunication in		K01 K05	
·	2 EP8 has the competence in the area of effectiveness of communication in digital and social media K_K01						K01			
CONTENT Semester						No. of	hours			
e-learning										
Subject title: Language of Format of instruction: kor		(j zyk	mediow cyfro	wych)						
		teristic	<u> </u>				3	2	0	
1. Digital media and their major characteristics 3 2							4	١		

2. Convergence culture, p	participa	tory culture and so	ocial media		3	4	0	
3. Effective communication	on in dig	ital media			3	4	0	
4. Digital media and mark	ceting				3	4	0	
5. Digital media and journ	nalism				3	4	0	
6. Digital media commun	ication a	nd its threats			3	4	0	
7. An individual and com	munity i	n digital media			3	4	0	
8. The use of digital med	ia for ling	guistic research			3	4	0	
	Lectur	e, multimedia pres	sentation, text analysis, discussion, group	work				
Modes of delivery	to Univ	ersity of Szczecin band possibilities of	specify how artificial intelligence should be us best practices and standards. The course tead using AI and shall present a catalogue of leeds and possibilities within a given course	tools and application	students in the	eir first class	s about the	
						outcome	learning from the abus	
	PRAC	A PISEMNA/ ESEJ/	/ RECENZJA			EP1,EP2 P5,EP6,E	,EP3,EP4,E	
Assessment methods	PREZE	ENTACJA				 	,EP3,EP4,E	
ZAJ CIA PRAKTYCZNE			(WERYFIKACJA POPRZEZ OBSERWACJ) EP1,E P5,EP					
			ektów uczenia si mog zosta zmienione dla stu ulaminie Studiów Uniwersytetu Szczeci skiego.	ıdentów ze szcze	gólnymi potrzeb	ami na waru	nkach i	
	Active participation in classes, oral presentation and written work (essay)							
Grading criteria	Grade calculation principles							
			with a grade on the basis of the grades obt lasses (weighted mean)	ained for the p	esentation, wi	itten work	and tasks	
Final and a salaulation	Sem.	Course		Type of cred	Grade ca	1		
Final grade calculation method	3		al Media (j zyk mediów cyfrowych)		Wa ona			
	3	[konwersatorium]	al Media (j zyk mediów cyfrowych)	zaliczenie z ocen			1,00	
			Language Online. Investigating Digital Texts				.	
Basic reading			oti, T. (eds.) (2016): The Routledge Handbook					
	Page,	R. et al. (eds.) (2022	2): Researching Language and Social Media.	A Student Guide	. Second editio	n, Routledg	е	
	Adolph	s, S., Knight D. (eds	s.) (2020): The Routledge Handbook of English	sh Language and	l Digital Humar	ities, Routle	edge	
Complements and a second second		anch, P., Garcés-Co ve Macmillan	onejos Blitvich P. (eds.) (2019): Analyzing dig	ital discourse. N	ew insights and	I future dire	ctions,	
Supplementary reading	Jones, Routle		er Ch.A. (eds.) (2015): Discourse and digital	oractices: Doing	discourse anal	ysis in the c	ligital age,	
	Searge	eant, P., Tagg C. (ed	ds.) (2014): The language of social media: ide	ntity and commu	nity online., Pa	grave Macr	millan	
	STUDENT WORKLOAD							
	No. of hours							
	including e-learning							
Contact hours			30	0				
Participation in test / exam 0 0								
Preparation for contact	hours		15	0				

Private reading and studying	20	0		
Participation in tutorials	10	0		
Preparation of project / essay / etc.	25	0		
Preparation for test / exam	0	0		
TOTAL workload	100			
ECTS credits	4			

	• –	•				-	•	•	•
Curriculum title: USHUM-GC-O-I-S-23/	/24Z								
Course title: Comparative Pragma (PODSTAWOWE)	itics (pragmat	yka po	orównawcza)				Course code: US156AIJ2971_	19S
Name of field of study: Global Communication	on							•	
Mode and cycle of study: first-degree, full - tim	e		Profile of study general aca				Specialty	<i>/</i> :	
Course / module status obligatory					Language of semester:		h langu	age	
Year	Semeste	er	Form instruc		No. of	hours including learnin		Type of credit	ECTS
2	4		konwersa	torium	30	0		е	4
Total					3	0			4
Course / module coordinator	dr ANNA ŁAZ	UKA-B	ANACH						,
Course instructor	dr ANNA ŁAZI								
Course / module objectives	differences. Developing th linguistic and Encouraging a language stan	e skills cultur an ope dards	s of identifying al convention n and unders	g and com s in specifi tanding att	paring culturally ic communicatio itude towards di	different s	ystems o	ntion and their relevant of values as well as und the	sing adequate
Prerequisites	Prerequisites Knowledge of the norms of any language community. Knowledge of English at the B2 level.								
				LEARNIN	G OUTCOMES				
Category		No.	Code	Description	on				Ref. to programme benchmarks
		1	EP1	Knows and understands applications of linguistic- cultural conventions, systematic diversity of cultural differences and their impact upon norms of verbal behaviour.			K_W12 K_W13		
knowledge		2	EP2		realising comm			cts of utterance on and its	K_W02 K_W09
		3	EP3					nowledge in the c communication	K_W09 K_W12
		4	EP4	Knows v	arious notions	of lingui	stic poli	iteness	K_W01 K_W09 K_W12
skills		1	EP5	written i	s differences on English and a size about the nic communica	another la	nguage	and can	K_U03 K_U05
social competences	social competences 1 EP6 linguistic norms, snowing understanding and tolerance for their diversity					K_K01 K_K02 K_K06			
			CONTENT					Semester -	No. of hours including e-learning

Subject title: Comparative	e Pragma	tics (pragmatyka	porównawcza)					
Format of instruction: kon							1	
1. Linguistic pragmatics	in comp	arison with other	disciplines of linguistics		4	2	0	
2. Pragmatics and comp	arative p	ragmatics			4	2	0	
3. Cultural differences in	compar	ative cultural anth	ropology		4	2	0	
4. Linguistic politeness	across la	nguages and culti	ures		4	6	0	
5. Differences in the imp	lementat	ion of individual t	ypes of speech acts		4	6	0	
6. Conversational routing	es				4	2	0	
7. Cross-cultural discou	rse analy	sis			4	4	0	
8. The concept of contex	ctualizatio	on and its cultural	dimension		4	2	0	
9. The role of prosody in	the prod	ess of contextual	ization		4	2	0	
10. Comparative rhetoric	on the e	xample of various	s genres of written text		4	2	0	
Modes of delivery	The co	ourse teacher shall	work/Group work, Academic discussion specify how artificial intelligence should be us best practices and standards. The course tea					
			If using AI and shall present a catalogue of needs and possibilities within a given course		cations adjuste	No.	of learning of learning me from the syllabus	
Assessment methods	EGZA	MIN PISEMNY				P5	P2,EP3,EP4,I	
	ZAJ (CIA PRAKTYCZNE	(WERYFIKACJA POPRZEZ OBSERWACJ)		EP1,EP2,EP3,EP4,E P5,EP6		
	Metody zasadad	i formy weryfikacji e h okre lonych w Re	fektów uczenia si mog zosta zmienione dla st gulaminie Studiów Uniwersytetu Szczeci skiego.	udentów ze szcze	gólnymi potrzeb	ami na wa	arunkach i	
		n examination. Th ance equals at lea	e examination can be taken by students whast 80%.	o actively part	cpated in class	s and wh	ose class	
Grading criteria	Grade	calculation principle	es					
, and the second	The fir	nal grade depends	on the result obtained from the written exa	amination.				
Final grade calculation	Sem.	Course		Type of cred	Grade ca method		Veight for the average	
method	4		gmatics (pragmatyka porównawcza) gmatics (pragmatyka porównawcza)		Wa ona			
	4	[konwersatorium]		egzamin			1,00	
			urse Strategies, CUP, Cambridge 39): Understanding Cultural Difference, Intercu	ıltural Press, , Y	armouth, Me.			
Basic reading	Pragm		ni Härmä, Bego?a Sanromán, Elina Suomela-l cholars Publishing , Cambridge	Härmä (eds.) (2	019): Studies in	Compar	ative	
			guage and Intercultural Communication, Routle	adae London				
Supplementary reading	Wierzb	oicka, A. (1985): Dif	ferent cultures, different languages, different s		sh vs. English,	9(2-3), 1	45-178. ,	
pp.sonary rodding	Journa	l of Pragmatics	STUDENT WORKLOAD					
			No. of hours					
			Tro. of flouro	including	a-learning			
					- learning			

Contact hours	30	0
Participation in test / exam	2	0
Preparation for contact hours	15	0
Private reading and studying	20	0
Participation in tutorials	8	0
Preparation of project / essay / etc.	0	0
Preparation for test / exam	25	0
TOTAL workload	100	
ECTS credits	4	

Curriculum title: USHUM-GC-O-I-S-22/	23Z								
Course title: Communication in El (PODSTAWOWE)	J Institutions	(komı	unikacja w ir	nstytucjac	h UE)		Course code: US156AIJ2974	_33\$	
Name of field of study: Global Communication	on								
Mode and cycle of study:			Profile of study	/:		Specialty	<i>r</i> :		
first-degree, full - tim	е		general aca						
Course / module status obligatory					Language of semester:	instruction: 5 - english langu	age		
Year	Semeste	Semester		of ction	No. of	including e-	Type of credit	E	CTS
3	5		discussion	classes	30	0	pg		3
Total		30						3	
Course / module coordinator	dr hab. KATAI	RZYNA	L A JAWORSKA	A-BISKUP				L	
Course instructor	dr OKSANA K	ONDR	ATIEVA						
Course / module objectives		miliarise students with the structure and functioning of the European Union in the context of linguistic and cultural versity, develop practical skills of interpreting EU law, demonstrate terminology specific to EU communication							
Prerequisites	B2+ level of c	level of command of English							
LEARNING OUTCOMES									
Category		No.	Code						orogramme hmarks
		1	EP1	knows basic EU terminology, concepts and principles of EU structures and their functioning K_W14					W14
knowledge		2	EP2	cultural diversity of Europe and determinants affecting it					W06 W08 W09
		1	EP3		e concerning v	cussions conduc various aspects of		K_	U02 U08 U09
skills		2	EP4	uses Eng	glish specialis	t language in the	field of the EU	K_	U02 U08 U09
		3	EP5	analyses	s communicati	on processes and	i EU legal texts		U01 U05
annial compatences		1	EP6	is ready states	to appreciate	cultural heritage o	of the EU membe	r К_	K02
social competences		2	EP7	is ready	to work in the	EU multicultural	teams	K_	K06
CONTENT			Semester			No. of	hours		
								e-learning	
Subject title: Communica	ation in EU Insti	tution	s (komunikac	ja w instytu	cjach UE)				
Format of instruction: disc	cussion classes	s							
1. Introduction to institu	ıtional and lega	I EU s	ystem				5	4	0
2. Language system and language policy in EU 5 4								4	0

3. Multiculturalism and n	nultilingualism in EU			5	4	0			
4. basic terminology of E	EU jargon			5	6	0			
5. Analysis of selected a multiculturalism	cts of primary and seconda	ary EU law in the context of multilingualism	and	5	12	0			
	presentation, speech, di	scussion, group work							
Modes of delivery	to University of Szczecin scope and possibilities of	specify how artificial intelligence should be use pest practices and standards. The course teach fusing AI and shall present a catalogue of needs and possibilities within a given course	ther shall inform s tools and applica	tudents in their	r first class	s about the			
					outcome	learning from the abus			
	KOLOKWIUM				ED1 ED2	,EP4,EP5			
Assessment methods	SPRAWDZIAN				EP1,EP2	,EP3,EP4,I			
					P5,EP6,E				
		ektów uczenia si mog zosta zmienione dla stu gulaminie Studiów Uniwersytetu Szczeci skiego.	dentów ze szczegó	Inymi potrzebai	mi na waru	nkach i			
	Students are graded on	the basis of a written assignment that chec	ks the knowledge	of EU termin	ology				
Grading criteria	Grade calculation principle	es							
oraning orienta	The final grade is based on a written assignment								
Final grade calculation	Sem. Course		Type of credit	Grade cald method		ght for the verage			
Final grade calculation method	UE)	EU Institutions (komunikacja w instytucjach		Wa ona					
	5 Communication ir UE) [wiczenia]	EU Institutions (komunikacja w instytucjach	zaliczenie z ocen			1,00			
	D. Chalmers, G. Davies, C	B. Monti (2014): EU Law. Texts and materials,	Cambridge Unive	rsity Press, Ca	mbridge				
Basic reading	M. Derlen (2009): Multilin	ngual interpretation of EU law, Kluwer Law International, The Netherlands							
	R. Schutze (2015): An int	roduction to European law, Cambridge Univers	sity Press, Cambri	dge					
Supplementary reading	S. Sarcevic (2015): Langu	age and culture in EU law. Multidisciplinary pe	rspectives, Taylor	and Francis, L	ondon.				
		STUDENT WORKLOAD							
		No. of hours							
			including e-l	earning					
Contact hours		30	0						
Participation in test / ex	am	2	0						
Preparation for contact	hours	17	0						
Private reading and stu	dying	6	0						
Participation in tutorials	i e	8	0						
Preparation of project /	essay / etc.	0	0						
Preparation for test / ex	am	12							
TOTAL workload		75							
ECTS credits		3							

Curriculum title: USHUM-GC-O-I-S-22/	23Z									
Course title: Psycholinguistic and socjolingwistyczne a (PODSTAWOWE)				tilingualis	sm (psycholing	jwistyczne i	Course code: HUM156AIJ34	42_19S		
Name of field of study: Global Communication	on									
Mode and cycle of study: first-degree, full - tim	e	I	Profile of study general aca			Spec	cialty:			
Course / module status obligatory					Language of semester:	instruction: 5 - english lai	nguage			
Year	Semeste	er	Form instruc	- -	No. of	hours including e- learning	Type of credit	: E	стѕ	
3	5		konwersa	onwersatorium 30 0			pg		3	
Total					3	0			3	
Course / module coordinator	dr hab. AGNIE	SZKA	ST PKOWS	KA						
Course instructor	dr hab. AGNIE									
Course / module objectives	Knowledge about multilingualism as a psycholinguistic and sociolingualistic phenomenon. The student will be able to competently inform parents and teachers of a multilingual pupil about issues related to multilingualism, including the issues of school education.									
Prerequisites	Basic knowledge of the environment, the ability to cooperate in a group Knowledge of English at the B2 + level									
LEARNING OUTCOMES										
Category		No.	Code	Pescription Ref. to program benchmarks						
knowledge		1	EP1	The student knows and understands the terminology of linguistics, and in particular the terminology of studies on multilingualism.						
skills		1	EP2	aspects		lism and corre	terise selected ect false ideas about	K_	K_U01 K_U04 K_U06	
social competences		1	EP3	informin problem	g his/her work	ing and living ultilingualism,	ivities aimed at community about bi- and multilingual		K04 K06	
			CONTENT				Semester	No. of	hours	
			CONTENT				Comester		including e-learning	
Subject title: Psycholing wieloj zyczno ci)	uistic and Socio	olingui	stic Aspects (of Multiling	ualism (psychol	ingwistyczne i s	ocjolingwistyczne asp	ekty		
Format of instruction: kor	nwersatorium								I	
1. Introduction to multil	ingualism						5	2	0	
2. Myths about multiling	gualism						5	2	0	
3. Measuring the knowle	edge of languag	jes in ı	nultilingual p	eople			5	2	0	
4. The influence of the f	irst language or	n the s	econd one: ty	pes of bilin	nguality		5	2	0	
5. Mulitlingualism and c	ognitive develo	pment	1				5	6	0	
6. Code-switching							5	4	0	
7. Wholistic view of bilir	ngualism						5	2	0	
8. The influence of the second language on the first 5 2								2	0	

9. Research on bi- and m	ultilingu	alism: examples				5	4	0		
10. Biilingualism and bic	ulturalisı	m				5	2	0		
11. Summary and revisio	n					5	2	0		
	Preser	ntation and acaden	nic discussion							
Modes of delivery	to Univ	ersity of Szczecin be and possibilities of	specify how artificial intelligence should be us best practices and standards. The course tead using AI and shall present a catalogue of leeds and possibilities within a given course	cher shall info tools and ap	orm st	udents in thei	r first c	lass about the		
							outco	of learning ome from the syllabus		
Assessment methods	KOLO	KWIUM					EP1,E	EP2		
	ZAJ C	CIA PRAKTYCZNE	(WERYFIKACJA POPRZEZ OBSERWACJ)			EP1,E	EP2,EP3		
Metody i formy weryfikacji efektów uczenia si mog zosta zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach okre lonych w Regulaminie Studiów Uniwersytetu Szczeci skiego. Credit with a grade based on the final test covering all the issues discussed in class, partial tests of the given literature. Active participation classes improves the result of the final test by 10% to 20%. Grade calculation principles										
	Credit with a grade based on the final test result; Pass mark 50%. Active participation classes improves the result of the final test by 10% to 20%. Grade calc. Weight for the									
	Sem.	Course	nd Sociolinguistic Aspects of Multilingualism	Type of c	redit	method	<i>,</i>	average		
Final grade calculation method	5	(psycholingwistyc: wieloi zyczno ci)			Wa ona					
	5	Psycholinguistic and Sociolinguistic Aspects of Multilingualism (psycholingwistyczne i socjolingwistyczne aspekty wieloj zyczno ci) [konwersatorium]								
	Baker,	Colin (2011): Found	dations of bilingual education and bilingualism	, Multilingual	Matte	rs, Clevedon				
	Grosje	an, Francois (2010)): Bilingual: Life and reality, Harvard University Press, Cambridge, MA							
.	Grosje	an, Francois; Ping L	Li (2013): The psycholinguistics of bilingualism, Wiley-Blackwell, London							
Basic reading	St pkowska, Agnieszka (2021): Language choices between partners in bilingual relationships, GEMA Online Journal of Language Studies, Volume 21(4) November Issue									
			021): Language experience of immigrant wom l.25, Issue 1, Sage Journals	nen in bilingua	al cou	ples with Pole	s, Inter	rnational		
	Tej K.	Bhatia; William C. R	titchie (2006): The Handbook of Bilingualism,	Blackwell, Lo	ndon					
Supplementary reading	St pko	wska, Agnieszka (2	019): Pary dwuj zyczne w Polsce, Wydawnic	two Naukowe	e UAM	, Pozna				
			STUDENT WORKLOAD							
			No. of hours							
				includin	ıg e-le	earning				
Contact hours			30	0						
Participation in test / ex	am		2	0						
Preparation for contact	hours		10	0						
Private reading and stud	dying		20	0	0					
Participation in tutorials			2	0	0					
Preparation of project /	essay / e	etc.	0	0	0					
Preparation for test / ex	am		11	0						

TOTAL workload	75
ECTS credits	3

Г										
Curriculum title: USHUM-GC-O-I-S-22/	/23Z									
Course title: Sociolinguistics of M (PODSTAWOWE)		ıages	(socjolingw	istyka j z	yków mniejszc	ciowych)	Course code: US156AIJ2974_	32\$	
Name of field of study: Global Communication	on									
Mode and cycle of study: first-degree, full - tim	e		Profile of study general aca				Specialty	<i>r</i> :		
Course / module status obligatory					Language of semester:		h langu	age		
V	Van		Form	of	No. of	hours		T 11	БОТО	
Year	Semeste	Semester		tion		including learnin		Type of credit	ECTS	
3	5	konwersatorium			30	0		pg	3	
Total					3	0			3	
Course / module coordinator	dr hab. SABIN	IE ASI	NUS							
Course instructor	dr hab. AGNIE									
Course / module objectives					s of minority lang nority languages			stics and language p	olicies	
Prerequisites	Understanding the cultural background of sociolinguistics									
				LEARNIN	G OUTCOMES					
Category		No.	Code	Descripti	Ref. to programme benchmarks					
knowledge		1	EP1	defines terminology related to sociolinguistics of minority languages					K_W01 K_W08 K_W12 K_W13	
		2	EP2	characte	erizes issues re	elated to la	anguage	e minorities	K_W12 K_W13	
		1	EP3		perspective o			cial phenomena e minority	K_U03 K_U06	
		2	EP4		tive part in English aspects of r			scussions related s	K_U09 K_U10	
skills		3	EP5	utilizes i		minority I	anguag	es, selects and es using various	K_U01	
		4	EP6		dently prepare sentations con			glish-language languages	K_U08	
social competences		1	EP7	understa	es his/her know ands that there ing and updati	is a need		y languages and further	K_K01	
230.2. 35		2	EP8	such as	qualities to wo commitment, of for cultural dif	empathy, o		lticultural team, e judgement,	K_K04 K_K05 K_K06	
			CONTENT					Semester -	No. of hours	
1								1	e-learning	

Subject title: Sociolinguist	tics of M	linority Languages	s (socjolingwistyka j zyków mniejszo ciow	ych)						
Format of instruction: konv	versatori	um								
1. Characteristics and sit	uation of	f minority languag	es		5	12	0			
2. General trends in the d	levelopm	nent of minority lar	nguages		5	8	0			
3. Institutions supporting	minority	y languages			5	6	0			
4. Language death					5	4	0			
	text an	alysis with discus	sion, guided discussion, presentation, mu	ltimedia lecture						
Modes of delivery	to Univ	ersity of Szczecin band possibilities of	specify how artificial intelligence should be us best practices and standards. The course tead using AI and shall present a catalogue of leeds and possibilities within a given course	cher shall inform tools and applic	students in the	eir first c	class about the			
						outco	of learning ome from the syllabus			
Assessment methods	PREZE	ENTACJA					EP2,EP3,EP4,E P6,EP7			
	ZAJ C	CIA PRAKTYCZNE	(WERYFIKACJA POPRZEZ OBSERWACJ)		-,	EP2,EP3,EP4,E			
			ektów uczenia si mog zosta zmienione dla stu ulaminie Studiów Uniwersytetu Szczeci skiego.	udentów ze szczeç	ólnymi potrzeb					
	Credit	with a grade and i	s based on the grade obtained for the pres	entation and cla	ssroom activi	ty				
Grading criteria	Grade	calculation principle	es .							
and the second		rade is a credit wi y (40%)	th a grade and is based on the grade obtain	ned for the pres	entation (60%) and cl	lassroom			
Final grade calculation	Sem.	Course		Type of credi	Grade ca method		Weight for the average			
method	5	j zyków mniejszo Sociolinguistics of	Minority Languages (socjolingwistyka	zaliczenie z	Wa ona		1,00			
			ciowych) [konwersatorium] 014): Unity in Diversity, Volume 2, , Cambrido	∣ ocen ıe Scholars Publi	_ shina		.,00			
	Austin,	Peter K., Sallabank	x J. (2011): The Cambridge Handbook of Enda			Univer	sity Press,			
Basic reading	Cambridge Dorian, Nancy (2014): Small-Language Fates and Prospects: Lessons of Persistence and Change from Endangered									
	Languages Fase, W., Koen, J., Kroon, S. (eds.) (1995): he state of minority languages: international perspectives on survival and decline,									
	Fishma	and Zeitlinger an, Joshua (1991): F ges, Multilingual Ma	Reversing language shift: theoretical and empi	rical foundations	of assistance t	o threat	tened			
		<u> </u>	Biskup, Katarzyna (2019): New Perspectives	on Modern Wale	s, Cambridge S	Scholars	s Publishing			
Cumplementary	Bloch-1 Berlin	Ггојпаг, Maria, O'Fid	onnain, Mark (2019): Centres and Peripheries:	New Perspectiv	es on Celtic Lir	nguistics	s, Peter Lang,			
Supplementary reading	Broderi	ick, George (1999):	Language Death in the Isle of Man, Niemeyer							
		/-Rybi ska, Nicole (sytetu Warszawskie	2011): J zki i kultury mniejszo ciowe w Europego	oie: Breto czycy,	Łu yczanie, Ka	aszubi, \	Wydawnictwo			
			STUDENT WORKLOAD							
			No. of hours							
				including e	-learning					
Contact hours			30	0						
Participation in test / exa	am		0	0						
Preparation for contact I	hours		15	0						

Private reading and studying	20	0
Participation in tutorials	10	0
Preparation of project / essay / etc.	0	0
Preparation for test / exam	0	0
TOTAL workload	75	
ECTS credits	3	

Curriculum title: USHUM-GC-O-I-S-22/	'23Z								
Course title: Communication in Co (PODSTAWOWE)	orporations (k	omun	ikacja w kult	urze korp	ooracyjnej)		Course code: US156AIJ2971	_36\$	
Name of field of study: Global Communication	on								
Mode and cycle of study:		ı	Profile of study:			Specialty	y:		
first-degree, full - tim	е		general acad	demic					
Course / module status obligatory			Language of instruction: semester: 6 - english la				age		
	ar Semester		Form	of	No. of	hours			
Year			instruct	-		including e- learning	Type of credit	E	CTS
3	6	6 discussion classes		30	0	0 pg		3	
Total					3	0			3
Course / module coordinator	mgr Paweł Tu	z		1				1	
Course instructor	dr OKSANA K	ONDR	ATIEVA						
Course / module objectives	creating corpo	The aim of the course is to acquaint students with basic corporate communication strategies and mechanisms of creating corporate identity. The course is to introduce forms of creating relations between an organisation and its stakeholders, both external (consumers, business partners, shareholders, media, local authorities) and internal ones (employees).							
Prerequisites	B2+ level of co	ommai	nd of English						
				LEARNIN	G OUTCOMES				
Category		No.	Code	Description	on				orogramme hmarks
knowledge		1	EP1	knows basic rules and tools governing corporate K_\(\) communication K_\(\)					W02 W06 W10 W14
Mowiedge		2	EP2			corporate comm		K_ K_ K_	W02 W06 W10 W11
		1	EP3		rketing and pund corporate id	blic relations too entity	ols in creating a		U01 U07
skills		2	EP4	uses app	propriate corpo	orate communica	tion strategies	K_	U01 U09 U13
		3	EP5	analyses	s corporate cor	mmunication pro	cesses	K_	U05
conial competences		1	EP6		competences onal group	enabling to work	in a team and	Κ_	K04
social competences		2	EP7			nd understands t their own identit			K01 K05
								No. of	hours
CONTENT					Semester				including e-learning
Subject title: Communica	ation in Corpora	tions ((komunikacja v	w kulturze	korporacyjnej)	·	·	L	<u>I</u>
Format of instruction: dis-	cussion classes	5							
1. Defining corporate co	ommunication						6	2	0
2. Historical background	d of corporate c	ommu	ınication and it	ts role in c	ontemporary or	ganisations	6	4	0

3. Stakeholder managem	ent and	communication			6	4	0			
4. Corporate identity, bra	anding a	nd reputation			6	4	0			
5. Communication strate	gy				6	2	0			
6. Strategic planning and	d campai	gn management			6	4	0			
7. Media relations and so	ocial med	dia marketing			6	4	0			
8. Internal communication	n and id	entification with co	orporate organisation		6	4	0			
9. Communication amon	g Polish	employees (Corpo	orate speech)		6	2	0			
	presei	ntation, text analys	sis, discussion, groupwork							
Modes of delivery	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using Al and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.									
						outcome	learning from the abus			
						ED1 ED2	,EP3,EP4,E			
Assessment methods		P5,EP6,E	P7							
	PROJ	EKT				EP1,EP2 P5,EP6,E	,EP3,EP4,E EP7			
Metody i formy weryfikacji efektów uczenia si mog zosta zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach okre lonych w Regulaminie Studiów Uniwersytetu Szczeci skiego.										
	The gr	rade from the proje	ect and the presentation is the final graded	credit (arithmet	c average)					
Grading criteria	Grade	calculation principle	98							
	The gr	rade from the proje	ect and the presentation is the final graded	credit (arithmet	c average)					
Final grade calculation	Sem.	Course		Type of credi	Grade ca method		ight for the average			
Final grade calculation method	6	korporacvinei)	n Corporations (komunikacja w kulturze		Wa ona					
	6	Communication in korporacyjnej) [v	n Corporations (komunikacja w kulturze viczenia]	zaliczenie z ocen			1,00			
Basic reading	Argent	ti, P. (2013): Corpor	ate Communication, Irwin / McGraw-Hill, Bosto	on						
Basis reading	Cornel	lissen, Joep (2014)	: Corporate Communication: A Guide to Theo	ry and Practice,	Sage, London					
	Lewis,	L.K. (2011): Orga	nizational Change: Creating Change Through	Strategic Commu	ınication, Wiley	/-Blackwell	Malden			
Supplementary reading	Roper,	, Stuart (2012): Cor	porate Reputation: Brand and Communication	, Pearson, Londo	n					
			From Corporate to Social Media: Critical Pertries, Routledge, London	spectives on Cor	porate Social F	Responsibil	ity in Media			
	1 2 3.		STUDENT WORKLOAD							
			No. of hours							
				including e	-learning					
Contact hours			30	0						
Participation in test / ex	am		0	0						
Preparation for contact	hours		19	0						
Private reading and stu	dying		10	0						
Participation in tutorials			6	0						
Preparation of project /	essay /	etc.	10	0						
	-		I							

Preparation for test / exam	0	0
TOTAL workload	75	
ECTS credits	3	

Curriculum title: USHUM-GC-O-I-S-22/	23Z										
Course title: Intercultural commur (PODSTAWOWE)	nication (komu	unikad	ia interkultu	ırowa)				Course code: HUM156AIJ3442	2_15S		
Name of field of study: Global Communication	on										
Mode and cycle of study: first-degree, full - tim	e	F	Profile of study general aca				Specialty	y:			
Course / module status obligatory				Language of semester:		h langu	ıage				
Year	Semester		Form of instruction		No. of	hours including e- learning		Type of credit	ECTS		
3	6		konwersatorium		30	0		pg	3		
Total		30							3		
Course / module coordinator	dr ANNA ŁAZ	UKA-B	ANACH	'			!				
Course instructor	dr ANNA ŁAZ	Ir ANNA ŁAZUKA-BANACH									
Course / module objectives											
Prerequisites	quisites Advanced language skills and general knowledge about culture										
	LEARNING OUTCOMES										
Category		No.	Code	Description					Ref. to programme benchmarks		
			EP1	The student names and describes general factors that have impact on culture					K_W01 K_W06 K_W07 K_W08 K_W09 K_W12 K_W13		
knowledge		2	EP2	The student enumerates and characterizes categories of cultural context, microcultural context, socially-relationa context, as well as the terms and phenomena concerning language/the verbal code and nonverbal communication in intercultural communication					K_W01 K_W05 K_W06 K_W07 K_W08 K_W09 K_W12 K_W13		
		3	EP3	The student knows main theories of cultural studie its basic terminology				Itural studies and	K_W01 K_W05 K_W06 K_W07 K_W08 K_W09 K_W12 K_W13		
skills		1	EP5	The studen cultural exc		fy cultural	codes	of participants in	K_U01 K_U03 K_U05 K_U06 K_U09 K_U10 K_U13 K_U14		

social competences		2	EP6	The student accepts cultural diversity and is sensitive towards intolerance The student critically assesses his or her own culture / cultures			K_K01 K_K03 K_K04 K_K06 K_K01 K_K02			
	3	EP8	The student respects the intele	the intelectual property of others			K_K03 K_K06			
CONTENT							No. of hours			
			CONTEN	.1		Semester		including e-learning		
Subject title: Intercultural	communi	cation (kom	nunikacja ir	nterkulturowa)				1		
Format of instruction: konv	wersatoriu	ım								
1. Basic concepts						6	8	0		
2. Culture and communic	2. Culture and communication 6						8	0		
3. Cultural diversity in a variety of real life everyday contexts 6						6	7	0		
4. Cultural stereotypes	_					6	7	0		
	Text and	alysis and o	discussion,	, Groupwork, Multimedia presentation	, Pairwork					
Modes of delivery	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.									
							No. of learning outcome from the syllabus			
	PRACA PISEMNA/ ESEJ/ RECENZJA						EP1,EP2,EP3,EP5,E P8			
Assessment methods	PREZENTACJA							EP1,EP2,EP3,EP5		
	ZAJ CIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJ)						EP1,EP2,EP3,EP5,E P6,EP7			
	Metody i formy weryfikacji efektów uczenia si mog zosta zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach okre lonych w Regulaminie Studiów Uniwersytetu Szczeci skiego.									
	The fina	al mark com	nprises a m	ark on active participation in classes	(50%) and a proje	ect (50%)				
Grading criteria	Grade calculation principles									
	The final mark comprises a mark on active participation in classes (50%) and a project (50%)									
Final grade calculation method	Sem.	Course			Type of credit	Grade calo	c. W	eight for the average		
				ation (komunikacja interkulturowa) ation (komunikacja interkulturowa)	zaliczenie z	Wa ona				
	[konwersatorium] ocen						1,00			
Basic reading	Bowe, Heather J. and Kylie Martin (2007): Communication across Cultures: Mutual Understanding in a Global World, CUP, Cambridge Clyne, Michael G. (1994): Inter-Cultural Communication at Work: Cultural Values in Discourse., CUP, Cambridge									
	Holliday, Adrian, Martin Hyde & John Kullman (2007): Intercultural Communication: an advanced resource book for students. , Routledge. , London									
	Jackson, J. (2014): Introducing language and intercultural communication. , Routledge, London and New York									
	Zhu Hua (2014): Exploring intercultural communication. Language in action. , Routledge., London and New York.									

Kotthoff, Helga & Helen Spencer-Oatey eds. (2010): Handbook of Intercultural Communication, Walter de Gruyter. , Berlin Levine, D.R (1982): Beyond Language: Intercultural Communication for English as a Second Language, Prentice Hall Regents Supplementary reading , Englewood Cliffs, Martin, J.N. & T.K. Nakayama (2008): Experiencing Intercultural Communication: an introduction , McGraw Hill. , New York STUDENT WORKLOAD No. of hours including e-learning 0 30 Contact hours Participation in test / exam 0 0 0 15 Preparation for contact hours 0 10 Private reading and studying 0 6 Participation in tutorials Preparation of project / essay / etc. 14 0

0

0

75

3

Preparation for test / exam

TOTAL workload

ECTS credits

Curriculum title: USHUM-GC-O-I-S-22/	'23Z									
Course title: Media and Social Movements (media a ruchy społeczne) (PODSTAWOWE) Course code: US156AIJ2971						_37\$				
Name of field of study: Global Communication	on									
Mode and cycle of study: first-degree, full - time			Profile of study: Specialty: general academic				:			
Course / module status obligatory		·			Language of semester:	instruction: 6 - english langu	age			
Year Semeste			Form	of	No. of	No. of hours				
		r	instruc	tion		including e- learning	Type of credit		CTS	
3	6		konwersatorium		30	0	pg		3	
Total					3	0			3	
Course / module coordinator	dr MAŁGORZA	ATA S	OKÓŁ			•		•		
Course instructor	dr MAŁGORZA	ATA S	OKÓŁ							
Course / module objectives	· · · · · · · · · · · · · · · · · · ·									
Prerequisites	Knowledge of	Knowledge of English at B2+ level								
				LEARNING	OUTCOMES					
Category No. Co			Code	Description Ref. to prog benchm					-	
knowledge		1	EP1	knows technological trends and processes in mass communication and their influence on the formation of social movements K_W(W05	
		2	EP2	knows communication processes in various spheres of social life and their conditions, especially in relation to the functioning of collectivities and their behaviour			K_	K_W06		
skills		1	EP3	is able to analyse and evaluate the literature on the subject and synthesise diverse ideas and opinions				Κ_	K_U01	
		2	EP4	is able to independently prepare written academic papers and oral presentations which include relevant			K_	K_U04 K_U08		
		3	EP5	is able to participate actively in discussions, making use of specialist language and expressing complex opinions				K_U09		
social competences 1 EP6			EP6	evaluates their knowledge on the influence of media on the formation of social movements and understands the need for further development K_K01					K01	
							No. of hours		hours	
			CONTENT						including e-learning	
Subject title: Media and Social Movements (media a ruchy społeczne)								<u> </u>		
Format of instruction: konwersatorium										
1. Contemporary society and the mechanisms of collective action 6					5	0				
2. The mechanisms of the formation of social movements and their effectiveness					6	5	0			

3. Internet and social me		6	5	0							
4. New media and new spaces of collective action 6						7	0				
5. Social movements in t	he Intern	net age			6	8	0				
	analys	sis of texts, multim	edia presentation, teamwork, lecture, discussi	ion							
Modes of delivery	to Univ	versity of Szczecin be and possibilities of	specify how artificial intelligence should be used a pest practices and standards. The course teacher using AI and shall present a catalogue of tool eeds and possibilities within a given course.	r shall inform st	tudents in the	ir first class	s about the				
							No. of learning outcome from the syllabus				
	SPRA	SPRAWDZIAN									
Assessment methods	PROJI	PROJEKT									
	ZAJ (ZAJ CIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJ)									
		Metody i formy weryfikacji efektów uczenia si mog zosta zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach okre lonych w Regulaminie Studiów Uniwersytetu Szczeci skiego.									
	Class	participation and c	completing the test, project and class assignment	ents.							
Grading criteria	Grade	Grade calculation principles									
	The final grade is the arithmetic mean of the grades obtained for the test, project and class assignments.										
Final grade calculation	Sem.	Course	1	Type of credit	Grade ca method	l l	ght for the average				
method	6		Movements (media a ruchy społeczne) Movements (media a ruchy społeczne) za	aliczenie z	Wa ona						
	6	[konwersatorium]	oc	cen			1,00				
Basic reading	Castells, M. (2015): Networks of Outrage and Hope. Social Movements in The Internet Age. Second edition., Polity										
g	McCaughey, M. (2014): Cyberactivism on the Participatory Web, Routledge										
	Downing, J. D. H. (ed.) (2011): Encyclopedia of Social Movement Media., Sage Publications Ltd										
Supplementary reading	McIntyre-Mills, J. J. (2005): Global Citizenship and Social Movements. Creating Transcultural Webs of Meaning for the New Millennium., Harwood Academic Publishers										
	Van de Donk, W., Loader, B. D., Nixon, P. G., Rucht, D. (2004): Cyberprotest. New media, citizens and social movements., Routledge										
		-	STUDENT WORKLOAD								
			No. of hours								
			including e-learning								
Contact hours			30	0)						
Participation in test / exam			2	0							
Preparation for contact hours			15	0	0						
Private reading and studying			10	0							
Participation in tutorials			8	0	0						
Preparation of project / essay / etc.			5	0	0						
Preparation for test / exam			5	0							
TOTAL workload			75								
ECTS credits			3								