



Akademia
Humanistyczno
Ekonomiczna
w Łodzi



Erasmus+

POLISH PHILOLOGY

ACADEMIC OFFER FOR ERASMUS+ STUDENTS

SUBJECTS TAUGHT IN POLISH

POLISH PHILOLOGY BACHELOR

1st year, 2nd semester

Weryfikacja informacji i jej narzędzia / Fact-checking and its tools – workshops / warsztaty

The aim of the course is to provide students knowledge in the field of information verification and familiarize them with the tools that make it possible, as well as the knowledge about false information, types of false information and the mechanisms of their creation; the course will demonstrate tools that enable the verification of information and conscious use of information, especially the ability to think critically.

2 ECTS

Literatura powszechna: Literatura starożytna / General literature: Ancient literature – wykład/lecture

The aim of the course is to familiarize students with the achievements of the most outstanding ancient artists. The students will learn to analyze and interpret ancient works representing various cultural areas.

3 ECTS

Literatura powszechna: Literatura starożytna / General literature: Ancient literature – ćwiczenia/tutorials

The aim of the course is to familiarize students with the achievements of the most outstanding ancient artists. The students will learn to analyze and interpret ancient works representing various cultural areas.

2 ECTS



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Literatura polska od średniowiecza do oświecenia / Polish literature from the Middle Ages to the Enlightenment - wykład / lecture

The aim of the course is: Providing students with knowledge about the main mental, aesthetic and thematic trends of medieval, renaissance and baroque (old Polish) and enlightenment literature; Getting to know literary works from the achievements of eminent representatives of these epochs; Getting to know the historical and political realities and cultural phenomena of contemporary Poland and Europe; Developing the ability to analyze and interpret them, and to recognize their motives; Developing the ability to describe the aesthetic, ideological and stylistic properties of these works; Providing students with knowledge of literary genres representative of Old Polish and Enlightenment writings (their constitutive features, including indicative forms) and means of artistic expression - on the example of the implementation of these genres; Learning the basic concepts of the history of literature from the Middle Ages to the Enlightenment; Developing the ability to efficiently, consciously and purposefully use literary terminology, useful when discussing works of ancient literature; Showing the relationship between Polish and general literature; Shaping the attitude of critical and conscious reception of works of Polish literature from the Old Polish and Enlightenment periods.

3 ECTS

Literatura polska od średniowiecza do oświecenia / Polish literature from the Middle Ages to the Enlightenment - wykład / lecture

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of Old Polish and Enlightenment writings (their constitutive features, including indicative forms) and means of artistic expression - on the example of the implementation of these genres; Learning the basic concepts of the history of literature from the Middle Ages to the Enlightenment; Developing the ability to efficiently, consciously and purposefully use literary terminology, useful when discussing works of ancient literature; Showing the relationship between Polish and general literature; Shaping the attitude of critical and conscious reception of works of Polish literature from the Old Polish and Enlightenment periods.

**Projektowanie graficzne na potrzeby publikacji w sieci/
Graphic design for web publishing – wykład.lecture**
Specialization: Communication and social media

2 ECTS

The aim of the study is to gain the knowledge to create graphics for publication in web ,as well as to gain insight into the current trends in graphic design, shaping aesthetic preferences.

**Projektowanie graficzne na potrzeby publikacji w sieci/
Graphic design for web publishing – warsztaty/workshops**
Specialization: Communication and social media

2 ECTS

The aim of the study is to gain the knowledge to create graphics for publication in web ,as well as to gain insight into the current trends in graphic design, shaping aesthetic preferences.

**Komunikacja wizualna w pracy influencera / Visual
communication in influencer's work – wykład/lecture**
Specialization: Communication and social media

3 ECTS

The aim of the course is to familiarize students students with the issues of visual communication and acquiring by them the skills of creating visual messages intended for publication on the web.

**Komunikacja wizualna w pracy influencera / Visual
communication in influencer's work – tutoriały/ćwiczenia**
Specialization: Communication and social media

3 ECTS



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The aim of the course is to familiarize students with the issues of visual communication and acquiring by them the skills of creating visual messages intended for publication on the web.

POLISH PHILOLOGY

MASTER

Nowoczesne technologie lingwistyczne/ Contemporary linguistic technology

The aim of the course is to acquaint students with modern linguistic technologies. The course presents the use of linguistic devices and technologies supporting the process of learning and teaching languages, as well as advanced methods of searching the Internet in order to search for specialized content and conduct linguistic analyzes based on modern research tools. The course will offer: a discussion of the advantages of using the Internet as a technology supporting traditional learning, and the tools and effects of using ICT as well as "blended learning" teaching methods are presented; a presentation of the most famous linguistic corpora - parallel and comparative, and simple methods of building your own language databases - annotated and not annotated; an overview of modern methods of creating electronic dictionaries and comparing them with the methods of creating classic printed dictionaries.

4 ECTS

Literatura powszechna XX i XXI wieku/ World literature of XX and XXI century – lecture and tutorials

The aim of the course is to gain the ability to analyze and interpret the evolution of literary genres and genres; the ability to recognize the characteristics of literary periods on the basis of specific texts; knowledge of the canon of European general literature; ability to recognize the main literary themes and topoi; ability to comparative analysis of these topoi.

5 ECTS

Media społecznościowe/ Social media – lecture and tutorials *Specialization: Communication and social media*

The aim of the course is to acquaint students with the knowledge of the principles of effective image communication via social media, incl. rules of communication design in the field of text construction

4 ECTS



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and visual message. Acquiring by students the knowledge of the rules of publishing on the following social media platforms: Facebook, Instagram, LinkedIn.

Projekt własnego przedsięwzięcia w mediach społecznościowych / Design your own social media venture
Specialization: Communication and social media

2 ECTS

The aim of the course is establishment by the student of his own channel in social media, in which he presents valuable content and within which he builds a loyal audience.