

## Subject card

|                                             |                                                                                                                                                                                      |                                                          |                                         |                                     |                                                                                                                                                |            |     |
|---------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------------|-------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|------------|-----|
| Subject name and code                       | Communicating Nordicness, PG_00139933                                                                                                                                                |                                                          |                                         |                                     |                                                                                                                                                |            |     |
| Field of study                              | Scandinavian Studies                                                                                                                                                                 |                                                          |                                         |                                     |                                                                                                                                                |            |     |
| Date of commencement of studies             | October 2026                                                                                                                                                                         |                                                          | Academic year of realisation of subject |                                     | 2027/2028                                                                                                                                      |            |     |
| Education level                             | Bachelor's studies                                                                                                                                                                   |                                                          | Subject group                           |                                     | Obligatory subject group in the field of study<br>Optional subject group<br>Subject group related to scientific research in the field of study |            |     |
| Mode of study                               | full-time studies                                                                                                                                                                    |                                                          | Mode of delivery                        |                                     | at the university                                                                                                                              |            |     |
| Year of study                               | 2                                                                                                                                                                                    |                                                          | Language of instruction                 |                                     | Polish                                                                                                                                         |            |     |
| Semester of study                           | 3                                                                                                                                                                                    |                                                          | ECTS credits                            |                                     | 4.0                                                                                                                                            |            |     |
| Learning profile                            | academic                                                                                                                                                                             |                                                          | Assessment form                         |                                     | credit                                                                                                                                         |            |     |
| Conducting unit                             | Institute of Scandinavian Studies -> Faculty of Languages -> Rector                                                                                                                  |                                                          |                                         |                                     |                                                                                                                                                |            |     |
| Name and surname of lecturer (lecturers)    | Subject supervisor                                                                                                                                                                   |                                                          | dr Marta Skorek                         |                                     |                                                                                                                                                |            |     |
|                                             | Teachers                                                                                                                                                                             |                                                          |                                         |                                     |                                                                                                                                                |            |     |
| Lesson types                                | Lesson type                                                                                                                                                                          | Lecture                                                  | Tutorial                                | Laboratory                          | Project                                                                                                                                        | Seminar    | SUM |
|                                             | Number of study hours                                                                                                                                                                | 30.0                                                     | 0.0                                     | 0.0                                 | 0.0                                                                                                                                            | 0.0        | 30  |
|                                             | E-learning hours included: 0.0                                                                                                                                                       |                                                          |                                         |                                     |                                                                                                                                                |            |     |
| Learning activity and number of study hours | Learning activity                                                                                                                                                                    | Participation in didactic classes included in study plan |                                         | Participation in consultation hours |                                                                                                                                                | Self-study | SUM |
|                                             | Number of study hours                                                                                                                                                                | 30                                                       |                                         | 2.0                                 |                                                                                                                                                | 68.0       | 100 |
| Subject objectives                          | The aim of the course is to familiarize students with transdisciplinary research on the image of the Nordic region and prepare them for working on their science projects in groups. |                                                          |                                         |                                     |                                                                                                                                                |            |     |

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| Learning outcomes                                              | Course outcome                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Subject outcome                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Method of verification                                                                  |
|                                                                | [SKANL3_K05] He is ready to fulfill the professional role of an employee in Nordic companies operating in the Polish job market or Polish companies collaborating with Nordic countries, including in the promotion of literature.                                                                                                                                                                                                                                                                                                                                                                                                                                         | Students are ready to work for Nordic companies operating in the Polish labor market or for Polish companies cooperating with the Scandinavian countries.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | [SK2] presentation/project/paper/report<br>[SK5] implementation of a problem task       |
|                                                                | [SKANL3_K01] He is aware of the level of knowledge attained regarding Northern Europe and its languages, and is also capable of critically evaluating this knowledge.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Students are aware of the scope of their knowledge about the representations of Nordic culture, and are able to use it to carry out their research project.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | [SK2] presentation/project/paper/report                                                 |
|                                                                | [SKANL3_W09] He knows and describes the legal and economic conditions of the functioning of institutions related to the chosen sphere of activity in the Nordic countries.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Students know and describe legal and economic conditions governing the operations of Nordic organizations, as well as their internal and external communication strategies.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | [SW1] oral statement/conversation/discussion<br>[SW2] presentation/project/paper/report |
|                                                                | [SKANL3_U01] He is able to search, select, analyze, and interpret information using advanced information and communication techniques, in Polish, English, or one of the Nordic languages (Swedish, Norwegian, Danish, Finnish), employing appropriate terminology.                                                                                                                                                                                                                                                                                                                                                                                                        | Students are able to search, select, analyze and interpret information on the representations of the Nordic Region (e.g. the media, pop culture) in the following languages: Polish, English or one of the Nordic languages (Swedish, Norwegian, Danish, or Finnish).                                                                                                                                                                                                                                                                                                                                                                                       | [SU1] oral statement/conversation/discussion<br>[SU2] presentation/project/paper/report |
|                                                                | [SKANL3_U03] He is capable of analyzing the causes and course of selected media processes in the Nordic countries.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Students are able to analyze the causes and selected elements of public administration communication with the media in the Nordic countries.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | [SU5] implementation of a problem task                                                  |
| Subject contents                                               | Introduction: national branding, public diplomacy, stereotypes, myths, i.e. representations of the Nordic Region. Communication constructivism and communication design - communication and constructing knowledge about the Nordic Region, culture and communication. The role of symbols in conveying the image of the region (the colors and flags of the Nordic countries as a case study). National branding the region as a product? Contemporary myth about the Nordic Region - mythologization in contemporary public discourse. The saga of success? A linguistic perspective on the Nordic Region discourse. The dark side of the Nordic myth "spaces of upset". |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                         |
| Prerequisites and co-requisites                                | Formal requirements: Selecting the following major: Media and society in the Nordic countries.<br><br>Entry requirements Knowledge of English and of at least one Scandinavian language adequate for scientific text comprehension .                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                         |
| Assessment methods and criteria                                | Subject passing criteria                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Passing threshold                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Percentage of the final grade                                                           |
|                                                                | Final test                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 51.0%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 49.0%                                                                                   |
|                                                                | Project / presentation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 51.0%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 50.0%                                                                                   |
|                                                                | Active class participation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 80.0%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 1.0%                                                                                    |
| Recommended reading                                            | Basic literature                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Anholt, S. (2008). Place branding: Is it marketing, or isnt it? Place Branding & Marketing<br><a href="https://doi.org/10.1057/palgrave.pb.6000088">https://doi.org/10.1057/palgrave.pb.6000088</a><br><br>Cassinger, C., Lucarelli, A., & Gyimóthy, S. (2019). The Nordic Wave in International Marketing<br><a href="https://books.google.pl/books?id=BAfADwAAQBAJ">https://books.google.pl/books?id=BAfADwAAQBAJ</a><br><br>Salö, L., Karlander, D., Leppänen, S., Westinen, E., & Spindler Møller, J. Journal of the Sociology of Language, 2022(275), 119. <a href="https://doi.org/10.1515/ijsl-2021-0115">https://doi.org/10.1515/ijsl-2021-0115</a> |                                                                                         |
|                                                                | Supplementary literature                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Brak.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                         |
|                                                                | eResources addresses                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                         |
| Example issues/<br>example questions/<br>tasks being completed | Brak.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                         |
| Work placement                                                 | Not applicable                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                         |

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