

Subject card

Subject name and code	Introduction to Mass Media Analysis - tutorial, PG_00139940						
Field of study	Scandinavian Studies						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2028/2029		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional subject group Humanistic-social subject group 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	3		Language of instruction		Polish		
Semester of study	5		ECTS credits		2.0		
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 hab. Maja Chacińska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		2.0		18.0	50
Subject objectives	The aim of the course is to practice the main theories of media content analysis presented in lectures by conducting such analyses.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[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.	- leads the work of a team analyzing media content	[SK5] implementation of a problem task [SK6] demonstration of practical skills
	[SKANL3_U04] He is able to plan and organize both individual and team work.	- selects texts for discourse analysis from Scandinavian media that are of appropriate nature and relevance - verifies the sources used for analyses - proposes methods for analyzing media messages	[SU5] implementation of a problem task [SU8] observation of student's independent or team work
	[SKANL3_W10] He knows and understands the contexts and processes related to the geographic, social, historical, economic, and media diversity of the Northern European region, as well as the dilemmas of contemporary civilization.	- identifies differences between various journalistic genres and explains the differences in media messages created in different cultures (e.g., Anglo-Saxon cultures vs. Nordic cultures) - distinguishes the political affiliations of media outlets	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[SKANL3_U05] He participates in discussions, is open to the variable, often unpredictable positions of interlocutors, and can jointly reach a constructive solution with them using appropriate methods.	- is able to solve tasks innovatively, including using the Scandinavian language, by applying appropriate methods and procedures - critically analyses the content and form of media messages	[SU1] oral statement/conversation/discussion [SU8] observation of student's independent or team work
	[SKANL3_K03] He undertakes and initiates research activities in the field of culture, media, and societies of the Nordic countries, aimed at social utility with consideration for autonomy in action.	- knows how to choose the best sources - is focused on selecting the most optimal material for analysis	[SK2] presentation/project/paper/report [SK6] demonstration of practical skills
Subject contents	Presentations of analyses conducted by Polish and Scandinavian researchers, prepared by students. Recognition of journalistic genres and conventions. Discussions on individual pieces of literature. Students' own analyses, group work and individual work, both during and outside of the classroom. Example analysis topics: Genre analysis of television programs: Polish and Scandinavian programs - news services, series, game shows, talk shows, reality shows, social media. Discourse analysis in the press, television and social media including context, sender and receiver, main topic, side topics. Basics of press content analysis. Analysis of advertisements means of expression, persuasion, manipulation		
Prerequisites and co-requisites	knowledge of one of the Scandinavian languages, knowledge of English, unless the instructor decides otherwise		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	active attendance in class	93.0%	40.0%
	preparing presentation or project	51.0%	60.0%

Recommended reading	Basic literature	The supervisor determines a reading list for each course • Catek, A. Lachowska. K., et.al., Nienawiść w mediach: diagnoza i badanie, Wydawnictwo Lebron 2019. • Chacińska M., Dobór i prezentacja wiadomości w serwisach informacyjnych porównanie kryteriów wyboru i sposobu przedstawienia w szwedzkiej i polskiej telewizji publicznej, Panoptikum, nr 10 (17), 2011. • Chacińska M., Musiał K., Constructing a Nordic Community in the Polish Press Past and Present (wspólnie z K. Musiałem), w: Communicating the North. Media Structures and Images in the Making of the Nordic Region, red. Jonas Harvard i Peter Stadius, Ashgate 2013. • Chacińska M., Równouprawnienie, prawa kobiet i feminizm w krajach nordyckich na łamach Gazety Wyborczej w latach 1989-2010, w: Nowocześni i postępowi? Cywilizacyjny wymiar Skandynawii z polskiej perspektywy, red. M. Chacińska i K. Musiał, Wydawnictwo UG 2013. • Chacińska M., Sytuacje nadzwyczajne w relacjach telewizji publicznych analiza porównawcza polskich i szwedzkich serwisów informacyjnych po trzęsieniu ziemi i tsunami w Japonii, Studia medioznawcze, numer 1 (48), 2012. • praca zbiorowa, Media w erze cyfrowej. Wyzwania i zagrożenia, Wolt4rsKluwer, 2021 • Katz H., The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying, Taylor&Francis, 2022. • Lisowska-Magdżiarz M., Analiza tekstu w dyskursie medialnym, Wydawnictwo Uniwersytetu Jagiellońskiego 2007.
	Supplementary literature	• Adam, S., Wywiad dziennikarski, Wydawnictwo Uniwersytetu Jagiellońskiego, Kraków, 2007. • Bahador, B., CNN Effect in Action: How the News Media Pushed the West Toward War in Kosovo, Palgrave Macmillan, Gordonsville 2007. • Bartmiński J., Niebrzegowska-Bartmińska S., Tekstologia, Wydawnictwo Uniwersytetu Marii Curie-Skłodowskiej, Lublin 2004. • van Dijk, T.A. (red.), Dyskurs jako struktura i proces, PWN, Warszawa 2001. • Lisowska-Magdżiarz M., Analiza zawartości mediów. Przewodnik dla studentów, UJ, Kraków, 2004.
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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