

## Subject card

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| Subject name and code                       | Mass Media in the Nordic Countries - History and Institutions - tutorial, PG_00210143                                                                                                                                                                                                                                                            |                                                          |                                         |                                     |                                                                                                                                                |            |     |
| 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                           | 4                                                                                                                                                                                                                                                                                                                                                |                                                          | ECTS credits                            |                                     | 3.0                                                                                                                                            |            |     |
| 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, prof. UG        |                                     |                                                                                                                                                |            |     |
|                                             | Teachers                                                                                                                                                                                                                                                                                                                                         |                                                          |                                         |                                     |                                                                                                                                                |            |     |
| Lesson types                                | Lesson type                                                                                                                                                                                                                                                                                                                                      | Lecture                                                  | Tutorial                                | Laboratory                          | Project                                                                                                                                        | Seminar    | SUM |
|                                             | Number of study hours                                                                                                                                                                                                                                                                                                                            | 0.0                                                      | 30.0                                    | 0.0                                 | 0.0                                                                                                                                            | 0.0        | 30  |
|                                             | E-learning hours included: 0.0                                                                                                                                                                                                                                                                                                                   |                                                          |                                         |                                     |                                                                                                                                                |            |     |
| Learning activity and number of study hours | Learning activity                                                                                                                                                                                                                                                                                                                                | Participation in didactic classes included in study plan |                                         | Participation in consultation hours |                                                                                                                                                | Self-study | SUM |
|                                             | Number of study hours                                                                                                                                                                                                                                                                                                                            | 30                                                       |                                         | 2.0                                 |                                                                                                                                                | 43.0       | 75  |
| Subject objectives                          | The aim of the course is to familiarize students with the history, organization, and content of media in the Nordic countries (press, audiovisual media, the Internet) and the basics of media production. Students will also learn about the specifics of Nordic media systems in comparison to other European systems and the American system. |                                                          |                                         |                                     |                                                                                                                                                |            |     |

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| Learning outcomes               | Course outcome                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Subject outcome                                                                                                                                                                                           | Method of verification                                                                                  |
|                                 | [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.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | - works independently (e.g., on preparing presentations, interpreting statistical data)                                                                                                                   | [SK1] oral statement/conversation/discussion<br>[SK8] observation of student's independent or team work |
|                                 | [SKANL3_W06] He knows and comprehends cultural and media-related facts and issues of the Nordic region in an advanced degree, as well as the tools for their description and analysis.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | - recognizes different media systems<br>- describes Nordic public service media<br>- draws simple conclusions after reviewing statistical data (viewership, listenership, readership)                     | [SW2] presentation/project/paper/report                                                                 |
|                                 | [SKANL3_U03] He is capable of analyzing the causes and course of selected media processes in the Nordic countries.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | - analyzes statistical data on media usage (readership, viewership, etc.)<br>- draws conclusions about media activities based on the analysis of Nordic articles from scientific and popular publications | [SU1] oral statement/conversation/discussion<br>[SU2] presentation/project/paper/report                 |
|                                 | [SKANL3_K04] He independently undertakes and initiates research activities in the field of literary and linguistic studies within the Scandinavian Studies program, and is ready to fulfill the professional role of a philologist.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | - maintains critical thinking when using media<br>- demonstrates creativity in evaluating and analyzing media productions                                                                                 | [SK1] oral statement/conversation/discussion<br>[SK8] observation of student's independent or team work |
|                                 | [SKANL3_U09] Has the ability to prepare oral presentations - using basic theoretical frameworks and a variety of sources—in Polish, English, and one of the Nordic languages, on topics related to literature, language, culture, media, history, and societies of the Nordic countries.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | - Prepares a presentation on selected aspects of the organization and content of the media in Nordic countries."                                                                                          | [SU2] presentation/project/paper/report                                                                 |
| Subject contents                | [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.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                           |                                                                                                         |
|                                 | <p>Student presentations on selected topics regarding the institutions and functioning of the media, including the use of research articles (Nordicom Review, Nordicom Information, Norsk medietidskrift). Discussions on topics prepared by the teacher and arising from student presentations. Student presentations on the content of television, radio, and internet programs in Scandinavian countries.</p> <p>Example topics (updated in line with media developments): The internet as a medium in Nordic countries. Media and children in Nordic countries. The future of print press in Nordic countries. Public media in Nordic countries. Media usage by immigrants in Nordic countries. The tabloidization of media in Nordic countries. The role of news services in Nordic countries. Journalism ethics. The role of social media in Nordic societies.</p> |                                                                                                                                                                                                           |                                                                                                         |
| Prerequisites and co-requisites | Basic knowledge of one of the Scandinavian languages or Finnish, knowledge of English, unless the instructor decides otherwise                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                           |                                                                                                         |
| Assessment methods and criteria | Subject passing criteria                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Passing threshold                                                                                                                                                                                         | Percentage of the final grade                                                                           |
|                                 | presentation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 51.0%                                                                                                                                                                                                     | 47.0%                                                                                                   |
|                                 | active participations in discussions                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 93.0%                                                                                                                                                                                                     | 47.0%                                                                                                   |
|                                 | managing Instagram profile                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 51.0%                                                                                                                                                                                                     | 6.0%                                                                                                    |

|                                                                |                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
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| Recommended reading                                            | Basic literature         | <p><b>The teacher determines a reading list individually for each course</b></p> <ul style="list-style-type: none"> <li>• Bjerling J., Public service: En svensk kunskapsöversikt, Nordicom, 2022.</li> <li>• Chacińska M., Finlandia, (2016), w: A. Matykiewicz-Włodarska, M. Ślufińska, (red.), Systemy medialne państw Unii Europejskiej: kraje pierwszej piętnastki, Toruń: Wydawnictwo Adam Marszałek, s. 63-90.</li> <li>• Chacińska M., Szwecja, (2016), w: A. Matykiewicz-Włodarska, M. Ślufińska, (red.), Systemy medialne państw Unii Europejskiej: kraje pierwszej piętnastki, Toruń: Wydawnictwo Adam Marszałek, s. 283-310.</li> <li>• Chacińska M., W służbie ludu i inżynierii społecznej. Media publiczne w Danii, Norwegii i Szwecji z perspektywy historycznej i kulturowej, Wydawnictwo Uniwersytetu Gdańskiego, 2018.</li> <li>• Carlsson U., Gustafsson K. E., (red), Den moderna dagspressen 350 år, Nordicom, Göteborgs universitet, Göteborg, 1996.</li> <li>• Enli, G., Moe H., et.al., TV en inføring, Universitetsforlaget, Oslo 2010.</li> <li>• Hadenius S., Weibull L., Wadbring I., Massmedier. Press, radio och tv i den digitala tidsåldern, Ekerskilds förlag, 2008.</li> <li>• Hallin, D.C., Mancini, P., Systemy medialne, Wydawnictwo Uniwersytetu Jagiellońskiego, Kraków 2007.</li> <li>• Johansson B., Ihlen Ø., Jenny Lindholm, Mark Blach-Ørsten (Eds.) Communicating a Pandemic: Crisis Management and Covid-19 in the Nordic Countries, 2022</li> <li>• Koniec prasy. Będziecie tęsknić?, Wydawnictwo Krytyki Politycznej, 2016.</li> <li>• Liestøl, G., Rasmussen, T., Digitale medier, En innføring, 2.utgave, Universitetsforlaget, Oslo 2007.</li> <li>• Nordebrg K., Folkhemmet's röst. Radion som folkbildare 1925-1950, Brutus Östlings bokförlag Symposion, 1998.</li> <li>• Oniszczyk Z., Gierula M., (red.), Mało znane systemy medialne, Sosnowiec, 2007.</li> <li>• Wiśniewska D., Rynek prasy w rozwiniętym społeczeństwie obywatelskim na przykładzie Szwecji. Prasa wobec wyzwań epoki cyfrowej, Oficyna Wydawnicza ASPRA-JR, Warszawa 2018.</li> <li>• Stasiak-Jazukiewicz, Ewa. "Duńskie media", Elipsa, Warszawa, 2009.</li> <li>• Nordic Journal of Media Studies <a href="https://www.nordicom.gu.se/en/publications/nordic-journal-media-studies">https://www.nordicom.gu.se/en/publications/nordic-journal-media-studies</a></li> <li>• Nordicom Review, Göteborg, roczniki 2010-2019, <a href="http://www.nordicom.gu.se">www.nordicom.gu.se</a></li> <li>• Nordicom Information, Göteborg, roczniki 2010-2018.</li> <li>• Norsk Medietidsskrift, Oslo.</li> </ul> |
|                                                                | Supplementary literature | <p>Jakobsson P., Lindell J., Stiernstedt F. (reds.), <i>The Future of the Nordic Media Model: A Digital Media Welfare State?</i>, Nordicom, 2024</p> <p>Sophus Lai S., Flensburg S., <i>Gateways: Comparing Digital Communication Systems in Nordic Welfare States</i>, Nordicom, 2023</p> <p>Jensen P. M., Novrup Redvall E., Lykke Christensen Ch., <i>Audiovisual Content for Children and Adolescents in Scandinavia</i>, Nordicom, 2023.</p> <p>Lindberg T., <i>Nordic News Media in Global Competition: The Conditions for News Journalism in the Digital Platform Economy</i>, Nordicom, 2023</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|                                                                | eResources addresses     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Example issues/<br>example questions/<br>tasks being completed |                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Work placement                                                 | Not applicable           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |