

## Subject card

Subject name and code	Introduction to Mass Media Analysis - lecture, PG_00139941						
Field of study	Scandinavian Studies						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2026/2027		
Education level	undergraduate 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			3.0		
Learning profile	academic	Assessment form					
Conducting unit	Instytut Skandynawistyki i Fennistyki -> Faculty of Languages						
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	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		43.0	75	
Subject objectives	The aim of the course is to familiarize students with the main theories of content analysis conveyed by the media and provide examples of 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.		• discusses various aspects of the analysis of Scandinavian media productions and critically evaluates these productions		[SK4] test/exam - oral or written		
	[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.		- lists the basic methods of analysis of media messages. • Identifies differences between various journalistic genres and explains the differences in media messages created in different cultures (e.g., Anglo-Saxon cultures versus Nordic cultures). • Characterizes the historical stages of the formation of media genres.		[SW4] test/exam - oral or written		
	[SKANL3_U04] He is able to plan and organize both individual and team work.		- Selects texts for discourse analysis from Scandinavian media with appropriate character and issues. • Verifies the sources used for analyses. • Proposes a method for analyzing the media message.		[SU1] oral statement/conversation/discussion [SU4] test/exam - oral or written		

Subject contents	Genre analysis (journalistic genres: introduction, television genres, informational genres, opinion genres, borderline genres, journalistic genres and language). Discourse analysis (text, discourse, discourse and society, media discourse). Media discourse analysis (types of discourse analysis, principles of discourse analysis, critical discourse analysis). Media content analysis. Narrative analysis. Visual content analysis. Netnography. Manipulation/propaganda in the media. Audience analysis - quantitative and qualitative research. Theories of media analysis: e.g. Marshall McLuhan, Bruno Latour, Erving Goffman, Stuart Hall, Pierre Bourdieu		
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 participation in class	93.0%	5.0%
	exam	51.0%	95.0%
Recommended reading	Basic literature		
	<p>The teacher chooses the specific literature in the beginning of the course</p> <ul style="list-style-type: none"> <li>• Bengtsson S. Ericson S., Stiernsted F., Medievetenskapens Idetraditioner, Studentlitteratur, 2020</li> <li>• Cafek, A. Lachowska. K., et.al., Nienawiść w mediach: diagnoza i badanie, Wydawnictwo Lebron 2019.</li> <li>• 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.</li> <li>• 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.</li> <li>• 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.</li> <li>• 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.</li> <li>• praca zbiorowa, Media w erze cyfrowej. Wyzwania i zagrożenia, Wolt4rsKluwer, 2021</li> <li>• Goffman,</li> <li>• Fairclough, N., Analyzing Discourse, Textual analysis for social research, Routledge, London and New York, 2003.</li> <li>• Hall, Hobson, Lowe, Willis, Culture, Media, Language. Working Papers in Cultural Studies 197279. Routledge 1980</li> <li>• Lisowska-Magdziarz M., Analiza tekstu w dyskursie medialnym, Wydawnictwo Uniwersytetu Jagiellońskiego 2007.</li> <li>• Michałowska M., Wołyński P., "Społeczne dyskursy sztuki fotografii", Akademia Sztuk Pięknych w Poznaniu, Poznań 2010</li> </ul>		
	Supplementary literature		
<p>Abriszewski K., Teoria Aktora-Sieci Bruno Latoura, Teksty Drugie, 2007, 1-2, s.113-126</p> <p>Goffman E., Człowiek W Teatrze Życia Codziennego, Wydawnictwo Aletheia, 2020.</p> <p>Hendrykowski M., News. Antropologia. (Po)etyka. Kultura. Wydawnictwo Naukowe UAM, 2016.</p> <p>Larsen P. (red), Tekstteori og tekstanalyse, Fagbogforlaget, Bergen 2008.</p> <p>Katz H., The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying, Taylor&amp;Francis, 2022.</p>			
eResources addresses			
Adresy na platformie eNauczanie:			
Example issues/ example questions/ tasks being completed			

Work placement	Not applicable
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