

Subject card

Subject name and code	Communicating Nordicness, PG_00139933						
Field of study	Scandinavian Studies						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2026/2027		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional 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	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.						

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 [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_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 [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
	[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 [SW2] presentation/project/paper/report
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. 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 https://doi.org/10.1057/palgrave.pb.6000088 Cassinger, C., Lucarelli, A., & Gyimóthy, S. (2019). The Nordic Wave in International Marketing https://books.google.pl/books?id=BAfADwAAQBAJ Salö, L., Karlander, D., Leppänen, S., Westinen, E., & Spindler Møller, J. Journal of the Sociology of Language, 2022(275), 119. https://doi.org/10.1515/ijsl-2021-0115	
	Supplementary literature	Brak.	
	eResources addresses		
Example issues/example questions/tasks being completed	Brak.		
Work placement	Not applicable		

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