

## Subject card

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|---------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|-----|
| Subject name and code                       | Introduction to Mass Media Analysis - lecture, PG_00139941                                                                                                                                                                           |                                                          |                                                                                                                                                                                                                                                                                                                                       |                                     |                                                                                                                                                                                   |            |     |
| Field of study                              | Scandinavian Studies                                                                                                                                                                                                                 |                                                          |                                                                                                                                                                                                                                                                                                                                       |                                     |                                                                                                                                                                                   |            |     |
| Date of commencement of studies             | October 2025                                                                                                                                                                                                                         |                                                          | 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>Humanistic-social 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                               | 3                                                                                                                                                                                                                                    |                                                          | Language of instruction                                                                                                                                                                                                                                                                                                               |                                     | Polish                                                                                                                                                                            |            |     |
| Semester of study                           | 5                                                                                                                                                                                                                                    |                                                          | ECTS credits                                                                                                                                                                                                                                                                                                                          |                                     | 3.0                                                                                                                                                                               |            |     |
| Learning profile                            | academic                                                                                                                                                                                                                             |                                                          | Assessment form                                                                                                                                                                                                                                                                                                                       |                                     | exam                                                                                                                                                                              |            |     |
| 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                                                                                                                                                                                                                | 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_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.<br>• 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).<br>• Characterizes the historical stages of the formation of media genres. |                                     | [SW4] test/exam - oral or written                                                                                                                                                 |            |     |
|                                             | [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_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.<br>• Verifies the sources used for analyses.<br>• Proposes a method for analyzing the media message.                                                                                                                            |                                     | [SU1] oral statement/conversation/discussion<br>[SU4] test/exam - oral or written                                                                                                 |            |     |

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| 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 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          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| Prerequisites and co-requisites | knowledge of one of the Scandinavian languages, knowledge of English, unless the instructor decides otherwise                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                            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| Assessment methods and criteria | Subject passing criteria                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Passing threshold                                                                                                                                                                                                                                                                                                          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of the final grade |
|                                 | exam                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 51.0%                                                                                                                                                                                                                                                                                                                      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|                                 | active participation in class                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 93.0%                                                                                                                                                                                                                                                                                                                      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                 |
| Recommended reading             | Basic literature                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | The teacher choses the specific literature in the beginning of the course<br><br><ul style="list-style-type: none"><li>Bengtsson S. Ericson S., Stiernsted F., Medievetenskapens Idetraditioner, Studentlitteratur, 2020</li><li>Całek, 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>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 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|                                 | Supplementary literature                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Abriszewski K., Teoria Aktora-Sieci Bruno Latoura, Teksty Drugie, 2007, 1-2, s.113-126<br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br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