

## Subject card

|                                             |                                                                                                                                                                                                                                                                                                                                                  |                                                          |                                         |                                     |         |                                                                                                                                                |     |
|---------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------------|-------------------------------------|---------|------------------------------------------------------------------------------------------------------------------------------------------------|-----|
| Subject name and code                       | Mass Media in the Nordic Countries - History and Institutions - lecture, PG_00210144                                                                                                                                                                                                                                                             |                                                          |                                         |                                     |         |                                                                                                                                                |     |
| 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                                                                                                                                                                                                                                                                                                                            | 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 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)<br>- works in a team (e.g. filling in shared files)                                                                                                                                         | [SK1] oral statement/conversation/discussion<br>[SK8] observation of student's independent or team work |
|                                 | [SKANL3_U03] He is capable of analyzing the causes and course of selected media processes in the Nordic countries.                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | - Analyzes statistical data related to 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 a critical perspective 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_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>- Distinguishes between commercial and public service Nordic television and radio stations<br>- Draws simple conclusions after reviewing statistical data (viewership, listenership, readership) | [SW2] presentation/project/paper/report<br>[SW5] implementation of a problem task                       |
| Subject contents                | Mass communication media in the world from a historical perspective. Internet media. Media systems in theoretical perspective (Four Theories of the Press, Media Systems. Comparing Media Systems. Three Models of Media and Politics, Media Welfare State). Public service media. Media in Norway history and institutions (press, electronic media audiovisual, legal regulations). Media in Sweden. Media in Denmark. Media in Finland. Media in small states and dependent and autonomous territories (Iceland, Greenland, the Faroe Islands, the Åland Islands). Media production. |                                                                                                                                                                                                                                                                                     |                                                                                                         |
| Prerequisites and co-requisites | Basic knowledge of one of the Scandinavian languages lub fińskiego, knowledge of English, unless the instructor decides otherwise                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                     |                                                                                                         |
| Assessment methods and criteria | Subject passing criteria                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Passing threshold                                                                                                                                                                                                                                                                   | Percentage of the final grade                                                                           |
|                                 | partial tests                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 51.0%                                                                                                                                                                                                                                                                               | 90.0%                                                                                                   |
|                                 | active participation in the classroom                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 93.0%                                                                                                                                                                                                                                                                               | 10.0%                                                                                                   |

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| Recommended reading                                            | Basic literature         | <p><b>Teacher determines a reading list individually for every course</b></p> <ul style="list-style-type: none"> <li>Bastiansen, G., Dahl, H.F., Norsk mediehistorie, 2. Utgave, Universitetsforlaget, Oslo, 2008.</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>Jakobsson P., Lindell J., Stiernstedt F. (reds.), The Future of the Nordic Media Model: A Digital Media Welfare State?, Nordicom, 2024</li> <li>Jensen P. M., Novrup Redvall E., Lykke Christensen Ch., Audiovisual Content for Children and Adolescents in Scandinavia, Nordicom, 2023.</li> <li>Lindberg T., Nordic News Media in Global Competition: The Conditions for News Journalism in the Digital Platform Economy, Nordicom, 2023</li> <li>Sophus Lai S., Flensburg S., Gateways: Comparing Digital Communication Systems in Nordic Welfare States, Nordicom, 2023</li> <li>Syvertsen T., Enli G., et.al. The Media Welfare State: Nordic Media in the Digital Era, University of Michigan Press, 2014</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> </ul> |
|                                                                | Supplementary literature | <p>Articles from nordic media journals:</p> <p>Nordicom Review</p> <p>Norsk medietidskrift</p> <p>Nordic Journal of Media Studies</p> <p>e.g:</p> <p>Gronval J., Fact-checkers and the news media: A Nordic perspective on propaganda, Nordic Journal of Media Studies</p> <p>Vol 5 (2023): Issue 1 (June 2023) Robinson J.J, Enli G., #MakeSwedenGreatAgain: Media events as politics in the deterritorialised nationalism debate, Nordic Journal of Media Studies, Vol 4 (2022): Issue 1 (June 2022) Schroder, K.Ch., Blach-Orsten, M., Keamsgaard Eberholst, M., Is There a Nordic News Media System?: A descriptive comparative analysis of Nordic news audiences, Nordic Journal of Media Studies, Vol 2 (2020): Issue 1 (June 2020)</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|                                                                | eResources addresses     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Example issues/<br>example questions/<br>tasks being completed |                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Work placement                                                 | Not applicable           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |

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