

Subject card

Subject name and code	Publishing and Editorial Policy, PG_00141478						
Field of study	Polish Studies						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2025/2026		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional subject group Humanistic-social subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		Polish		
Semester of study	2		ECTS credits		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Jolanta Laskowska				
	Teachers		dr Jolanta Laskowska				
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		18.0	50
Subject objectives	The aim of the course is to familiarise students with publishing policy and the main trends on the book market as well as the organisation and principles of literary life in Poland.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[FPL3_U08] Is capable of planning and organizing work in a team and using various methods and forms of work in literary and linguistic methodology related to the chosen specialty.	Students: - is able to search for, analyse, evaluate, select and use information on the book market and literary life - is able to gain independent knowledge of different segments of the publishing market and develop research skills guided by their tutor, - develops the ability to prepare oral presentations on various segments of the book market in Poland possesses professional skills in the selected specialisation.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[FPL3_W12] Has an specific knowledge of literary and linguistic studies in the field of the chosen specialty, allowing to understand the phenomena of con-temporary culture and act ethically within the chosen specialty.	Student: - can define the main mechanisms of publishing policy in Poland and the principles of organisation of literary life - describes the relationships between the publishing market, wholesale trade, bookselling and literary life - has a structured basic knowledge of the publishing movement and literary life	[SW1] oral statement/conversation/discussion
	[FPL3_K03] Reliably and with commitment, he carries out professional tasks in accordance with the profession's appropriate code of ethics.	Student: - knows the extent of his/her knowledge and skills, understands the need for continuous training and professional development, - is aware of the importance of the publishing market and publishing policy as a factor shaping social communication, - is aware of the function of literature as a carrier of cultural meanings in the rules of publishing policy and organisation of literary life.	[SK1] oral statement/conversation/discussion
Subject contents	Selected elements of publishing statistics (titles, circulation, readership, translations). The largest publishing companies in Poland. Analysis of various sectors of the book market (fiction, children's books, school books, scientific books, religious literature, cartography and guidebooks, albums). Analysis of the distribution market in Poland and worldwide. Presentation of the largest Polish wholesalers, distribution companies, bookshop chains, individual bookshops. Characteristics of technological changes and trends in printing. Book fairs. Bestsellers of recent years. Literary and editorial awards. Publishers of new book forms (audiobooks, e-books). Information services on book market issues. Organisation and functioning of literary life in Poland.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Activity in class	50.0%	30.0%
	presentation	50.0%	70.0%
Recommended reading	Basic literature	1. Gołębiewski Ł.: <i>Rynek książki w Polsce</i> (kolejne edycje od 1998). 2. Wojciechowska M, Laskowska J., Sitkiewicz P.: <i>Gdańsk miasto literatury. Badanie wizerunku</i> . Warszawa 2023 3. Bielawska S., Wampiry, demony, upadłe anioły....Analiza rynku książki dla młodzieży (2010-2017) - wybrane aspekty. Acta Universitatis Lodzensis. Folia librorum, 2019-06, Vol.1 (28), p.13-32.	
	Supplementary literature	Walewska J.: Raport o książce akademickiej. Warszawa 2001. Zając M.: Raport o książce dla dzieci i młodzieży. Warszawa 2004. Mosiek T. : Ranking najlepszych podręczników. Warszawa 2004. Frołow K., Wolak J. : Raport o książce katolickiej. Warszawa 2007.	
	eResources addresses		

Example issues/ example questions/ tasks being completed	1. Publishers of crime fiction in Poland 2. Publishers of fantasy literature in Poland
Work placement	Not applicable

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