

Subject card

Subject name and code	Literary branding, PG_00133623						
Field of study	Polish Studies						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2026/2027		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study Optional subject group Specialty subject group		
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		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Division of Literary Theory and Art Criticism -> Institute of Polish Philology -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Artur Nowaczewski				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	0.0	0.0	0.0	15
	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	15		11.0		24.0	50
Subject objectives	To learn about the rules of conscious creation of one's own image and brand by authors in literary and cultural life, rules governing self-promotion.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[FPMU2_U08] Has in-depth literary and linguistic skills and linguistic competence to undertake work related to the chosen specialty.	Students will be prepared to take an active, self-conscious and responsible part in the life of the literary, cultural and social life in a variety of roles requiring promotional competence.	[SU1] oral statement/conversation/discussion [SU6] demonstration of practical skills
	[FPMU2_W01] Has an in-depth knowledge of the connections between literary studies and other fields of the humanities and selected areas of the social sciences, in particular cultural studies, art sciences, philosophy, history, psychology, sociology, and is aware of the main problems and research opportunities arising from the connection of these areas.	Students are prepared to take an active, self-conscious and responsible part in literary, cultural and social life in a variety of roles requiring competence in the sociology of literature and knowledge of the rules of the publishing market and contemporary cultural processes.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW3] text preparation/written work
	[FPMU2_W10] Has a structured and in-depth knowledge of literary and linguistic studies in the field of the chosen specialty.	Students will gain an advanced understanding of the most important mechanisms governing the sociology and economy of cultural life, in particular of literary life, including the elementary principles of creation and development of various forms of entrepreneurship related to the promotion of literature.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW3] text preparation/written work
	[FPMU2_U02] Has linguistic and literary competence sufficient to prepare specialized written works and speeches in Polish of different form, purpose, volume and style, using methodologies appropriate to the subject of research and sources and new advanced technologies.	Students will be able to consciously create their own communicative image during public appearances, in applied texts and social media.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU3] text preparation/written work
	[FPMU2_K01] While undertaking a variety of tasks and projects in accordance with the rules of thinking and acting in an entrepreneurial manner he uses his knowledge of literary studies in the responsibly way.	The student is ready to confront and revise the evaluation of artistic, critical and applied works based on market requirements.	[SK1] oral statement/conversation/discussion
	[FPMU2_W08] Recognizes in cultural texts the reflection of economic, legal and economic rules, governing the modern world and affecting the development of various forms of entrepreneurship in accordance with ethical standards.	Student ways of editing literary texts and promotional texts related to the publishing market and literary life.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW3] text preparation/written work
Subject contents	Contemporary literary life; literature and marketing; the personal brand, including the writer's personal brand; the literary field in literary studies.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Written credit work	51.0%	50.0%
	Active participation in activities.	51.0%	50.0%

Recommended reading	Basic literature	The tutor sets the reading list at the beginning of the semester. Antonik M., <i>Autor jako marka: literatura w kulturze audiowizualnej społeczeństwa informacyjnego</i>, Kraków 2014. Bourdieu, <i>Reguły sztuki. Geneza i struktura pola literackiego</i>, Kraków 2001. Czaplicka M., <i>Zarządzanie kryzysem w social media</i>, Gliwice 2016. Gałązkiewicz I., <i>Art branding</i>, Lublin 2016. Giza, <i>Kreowanie marek kultury: historia, współczesność, perspektywy</i>, Kraków 2022. Kaczor K., <i>Z getta do mainstreamu: polskie pole literackie fantasy (1982-2012)</i>, Kraków 2017. Kotarbiński J., <i>Marka 5.0: człowiek i technologie: jak tworzą nowe wartości</i>, Warszawa 2021. Lash S., Lury C., <i>Globalny przemysł kulturowy: medializacja rzeczy</i>, przeł. J. Marmurek, R. Mitoraj, Kraków 2011. Maryl M., <i>Kim jest pisarz w Internecie</i>, Teksty Drugie 2012, nr 6. Winiecka E., <i>Poszerzanie pola literackiego: studia o literackości w Internecie</i>, Kraków 2020
	Supplementary literature	At the discretion of the leader.
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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