

Subject card

Subject name and code	Contemporary publishing market, PG_00145396						
Field of study	Creative Writing						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2028/2029		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study 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	6		ECTS credits		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Jolanta Laskowska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	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		1.0		34.0	50
Subject objectives	The aim of this course is to familiarise students with the mechanisms of the contemporary publishing market in Poland. An analysis of the publishing offer and changes occurring in the book sector.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[SKPL3_K03] Is ready for active, self-aware and responsible participation in literary, cultural and social life in various roles.	The student is ready to participate actively and independently in the publishing movement	[SK1] oral statement/conversation/discussion
	[SKPL3_W11] Knows and understands at an advanced level the methods of editing literary texts, as well as the publishing process and book promotion, in accordance with the standards of linguistics and literary editing.	Student: • potrafi określić sposoby i etapy redakcji tekstu literackiego oraz główne mechanizmy działania polityki wydawniczej w Polsce, • opisuje zależności rynku wydawniczego, hurtowego i księgarskiego,	[SW1] oral statement/conversation/discussion
	[SKPL3_U10] Is able to popularize literature and artistic culture and knowledge about them in the spirit of traditional literary studies, in various rhetorical forms and using various media.	Students: - is able to search, analyse, evaluate, select and use information on the book market in Poland, - is able to gain independent knowledge of different segments of the publishing market and develop research skills guided by their supervisor, - 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
	[SKPL3_W06] Knows and understands at an advanced level important forms, genres, linguistic conventions and artistic attitudes of contemporary literary culture identified in the field of literary studies and their importance for independent participation in literary and cultural life, including the creation of texts and participation in public debate in compliance with the rules communication defined in the framework of modern linguistics, in organizational activity and entrepreneurship.	Students have a structured knowledge of literary culture, the mechanisms of the contemporary book market and the organisation of publishing houses	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[SKPL3_U09] Is able to consciously create his own communication image, assess and analyze his place in the literary and media field, using, among others, findings of contemporary literary studies.	Students will be able to present a selected publishing segment by analysing the literature on the subject and other sources of information.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[SKPL3_K08] Is ready to take entrepreneurial activities responsibly and independently.	The student is aware of the importance of the publishing market and publishing policy as a factor shaping social communication,	[SK1] oral statement/conversation/discussion
	[SKPL3_K02] Is ready to confront and verify the assessment of his own and other artistic, critical and applied works based on substantive opinions of specialists, including those in the field of literary studies.	Student: - knows the extent of his/her knowledge and skills, understands the need for continuous training and professional development, - is aware of the function of literature as a carrier of cultural meanings in the rules of publishing policy.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
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). Book fairs. Bestsellers of recent years. Literary and editorial awards. Publishers of new book forms (audiobooks, e-books). Information services on book market issues.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	activity in class	51.0%	30.0%
	presentation	51.0%	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. <i>Acta Universitatis Lodzensis. Folia librorum</i>, 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	Publishers of fiction in Poland.Readership in Poland in recent years and its impact on the publishing market	
Work placement	Not applicable	

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