

Subject card

Subject name and code	Introduction to film culture management and promotion, PG_00166267						
Field of study	Film and Audio-Visual Culture Studies						
Date of commencement of studies	October 2026		Academic year of realisation of subject			2026/2027	
Education level	Bachelor's studies		Subject group			Obligatory subject group in the field of study Subject group related to practical vocational preparation	
Mode of study	part-time studies		Mode of delivery			at the university	
Year of study	1		Language of instruction			Polish	
Semester of study	1		ECTS credits			2.0	
Learning profile	practical		Assessment form			credit	
Conducting unit	Division of Film and Media -> Institute of Culture Studies -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Grzegorz Fortuna-Skowron				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	10.0	0.0	0.0	0.0	0.0	10
	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	10		2.0		38.0	50
Subject objectives	Students will acquire basic knowledge of culture animation, institutions dealing with culture animation and various ways of its dissemination. They will distinguish basic activities in the field of film culture animation, they will be able to characterise institutions and forms of activities in the field of film culture popularisation, in particular cinema as an artistic field.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[WOFKAL3_U08] He/she plans and implements typical projects related to the activities of institutions promoting film culture.	Plans and implements typical projects related to the activities of institutions involved in the animation of film culture.	[SU1] oral statement/conversation/discussion [SU4] test/exam - oral or written
	[WOFKAL3_U04] He/she is able to independently acquire and develop professional skills in the area of popularization of film culture.	Can independently acquire and develop professional skills in the dissemination and animation of film culture.	[SU1] oral statement/conversation/discussion [SU4] test/exam - oral or written
	[WOFKAL3_K04] He/she is prepared to take an active part in the activities of institutions, organizations and social groups involved in the promotion of film culture.	Is prepared to take an active part in the activities of institutions, organisations and social groups involved in the promotion of film culture.	[SK1] oral statement/conversation/discussion
	[WOFKAL3_K06] He/she undertakes and performs practical tasks independently, showing activity and perseverance in achieving the intended goal, as well as taking responsibility for the consequences of the actions taken.	Independently undertakes and carries out practical tasks related to the animation of film culture, demonstrating activity and perseverance in achieving the intended goal, and taking responsibility for the consequences of actions taken.	[SK1] oral statement/conversation/discussion
	[WOFKAL3_K08] He/she is aware of dilemmas related to their profession and can resolve them.	Is aware of the dilemmas associated with working in the field of film culture animation and is able to resolve them.	[SK1] oral statement/conversation/discussion [SK4] test/exam - oral or written
	[WOFKAL3_K10] Understands the need to participate in cultural life, especially in the film community, and to encourage others to come into contact with film culture.	Understands the need to participate in cultural life, especially in the film community, and to encourage others to animate film culture.	[SK1] oral statement/conversation/discussion [SK4] test/exam - oral or written
	[WOFKAL3_W11] He/she has advanced knowledge in the area of popularization of film culture.	Has advanced knowledge in the dissemination, promotion and animation of film culture.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion
	[WOFKAL3_W13] He/she has knowledge about the recipients of film culture.	Has knowledge of film culture audiences (how they are affected by the phenomenon of film culture dissemination).	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion
	[WOFKAL3_W06] He/she has advanced knowledge of the structure and functions of media and film institutions.	Has advanced knowledge of the structure and functions of film institutions, primarily related to the promotion of film culture.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion
	[WOFKAL3_U12] Can assess the quality of services related to activities in the area of popularization of film culture.	Be able to assess the quality of services related to promoting film culture.	[SU1] oral statement/conversation/discussion [SU4] test/exam - oral or written
	[WOFKAL3_K01] He/she is aware of the need for continuous development of competences in the area of film studies and the principles of popularization of film culture.	Is aware of the need for continuous development of competences in film studies and film culture animation.	[SK1] oral statement/conversation/discussion
	[WOFKAL3_U14] He/she can prepare an application for funds for the implementation of a project related to the promotion of film, popularization of film culture or film promotion of the region.	Is able to draw up an application for funding for a project related to film promotion, the dissemination of film culture or the film promotion of a region (based on applications provided by institutions involved in the dissemination of film culture).	[SU1] oral statement/conversation/discussion

Subject contents	The concept of cultural animation.		
	Institutions dealing with cultural activities in Poland - structure and objectives.		
	Animation of film culture and institutions responsible for it.		
	Characteristics of the most important methods of film culture popularisation: critical-film activity, dissemination of artistic cinema (festivals, studio cinemas, activity of DKFs), foundations of film education of youth, film tourism, regional film funds.		
	Legal regulations for the dissemination of film culture.		
	Specifics of copyright law.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	written or oral colloquium with open questions	51.0%	70.0%
	active participation in the conversation	51.0%	30.0%
Recommended reading	Basic literature	U. Lipińska, Zarządzanie kulturą, FilmPRO, 2013, nr 1. Kultura 2010, pod red. B. Techmańskiej, M. Zawadki, Opole 2011. B. Jedlewska, Animatorzy kultury wobec wyzwań edukacyjnych, Lublin 2003. Kino w sieci. 50 lat historii Kin Studyjnych w Polsce, opr. E. Modrzejewska, Warszawa 2009.	
	Supplementary literature	M. Matyjewicz, Animacja kulturalna: w poszukiwaniu obszarów współczesnego wychowania, Olsztyn 2010. B. Dziadzia, E. Konieczna, Horyzont kultury filmowej: O uwarunkowaniach uczestnictwa w kulturze filmowej na przykładzie festiwalu filmowego Era Nowe Horyzonty, Cieszyn 2004. E. Rewińska, M. J. Szatkowska, Film w szkole: Wybrane zagadnienia edukacji filmowej, Warszawa, 2009.	
	eResources addresses		
	Example issues/ example questions/ tasks being completed	Analysis of the structure and activities of institutions related to the dissemination of film culture (e.g. the Polish Film Institute) Discussing the specificity and activity of DKFs (using selected examples)	
Work placement	Not applicable		

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