University of Gdańsk

Subject card

Subject name and code	Museums in public perception, PG_00203253		
Field of study	Museology and Preservation of Cultural Heritage		
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
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	1.0
Learning profile	academic	Assessment form	credit
Conducting unit	Institute of Art History -> Faculty of History -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr hab. Andrzej Woziński	
	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	13.0	25

Subject objectives

To familiarize the student with the forms of social reception of the activities of museums that do not fully coincide with the statutory objectives of their operation.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[ODKML3_K02] Is ready to take action to protect and promote the cultural heritage of the region, Poland and Europe	K _K02 He is ready to take action to protect and promote the cultural heritage of the region, Poland and Europe within the framework of museum activities.	[SK4] test/exam - oral or written
[ODKML3_K04] Is ready to recognize and respect different points of view determined by different national and cultural backgrounds; to show understanding of the world of values and attitudes of people in different periods and historical contexts		
[ODKML3_W05] He has advanced knowledge of the relationship of art sciences with other humanities and social sciences: history, cultural studies, philosophy, psychology, economics, sociology, ethnology, anthropology, theology	K _W05 Has advanced knowledge of the connections between museology and other humanities and social sciences: art sciences, history, cultural studies, philosophy, psychology, economics, sociology, ethnology, anthropology, theology	[SW4] test/exam - oral or written

Subject contents	Goals of establishing collections and museums and their social resonance - historical outline.Museum concepts and their relationship to audiences.Categories of audiences in museums and their expectations.The audience and its impact on the functioning of museums.Museum as an open institution.
Prerequisites and co-requisites	no

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
attendance	75.0%	10.0%
colloquium	51.0%	90.0%

Recommended reading

Basic literature

Muzeum sztuki. Antologia, red. M. Popczyk, Kraków 2005

N. Einreinhofer, The American Art Museum, Elitism and Democracy, London and Washington DC: Leicester University Press 1997

La Jeunesse des Musées. Les Musée de France au XIX e siècle. Katalog wystawy, Paris, Musée dOrsay, 1994

K. Schubert, The Curators Egg. The evolution of the Museum Concept from the French Revolution to the Present Day, London: One-Off Press 2000

Piotr Tadeusz Kwiatkowski Beata Nessel-Łukasik, ABC Badania publiczności w muzeum (Szkolenia Narodowego Instytutu Muzealnictwa i Ochrony Zbiorów, 12), Warszawa 2018

Muzea i uczenie się przez całe życie podręcznik europejski, Warszawa 2013

Abercrombie, N. and Longhurst, B. (1998) Audiences: A sociological theory of performance and imagination. London: Sage.

A. Ryszkiewicz, Kolekcjonerzy i miłośnicy, Warszawa 1981

M. Krzemińska, Muzea sztuki w kulturze polskiej, Warszawa 1987

Z. Żygulski jun., Muzea na świecie. Wstęp do muzealnictwa, Warszawa 1982.

Krzysztof Pomian, Muzeum. Historia światowa, T. 1-3, Gdańsk 2023-2024

	Supplementary literature	Ashley, S. (2007) State authority and the public sphere: Ideas on the changing role of the museum as a Canadian social institution. In: Watson, S. (ed.) Museums and their communities. Abingdon: Routledge. pp. 485500. Cuno, J. (ed.) (2004) Whose muse? Art museums and the public trust. Princeton: Princeton University Press. Falk, J. H., Dierking, L. D. and Adams, M. (2006) Living in a learning society: museums and free-choice learning. In: Macdonald, S. (ed.) A companion to museum studies, Oxford: Blackwell Publishing. pp. 32339. Govier, L. (2009) The National Gallery visitors guide with ten self-guided tours. London: The National Gallery Company. Hooper-Greenhill, E. (1994) Museums and their visitors. London: Routledge. Lavine, S. D. (1992) Audience, ownership, and authority: Designing relations between museums and communities. In: Karp, I., Kreamer, C. M. and Lavine, S. D. (eds.) Museums and communities: The politics of public culture. Washington, D.C.: Smithsonian Institution Press. Longhurst, B., Bagnall, G. and Savage, M. (2004) Audiences, museums and the English middle class. Museum and Society, 2 (2) 10424. McTavish, L. (1998) Shopping in the museum? Consumer spaces and the redefinition of the Louvre. Cultural Studies 12 (2) 16892. Misztal, B. (2003) Memory experience: The forms and functions of memory in museums and their communities. In: Watson, S. (ed.) (2007) Museums and their Communities. London: Routledge. pp. 37996. Rice, D. (2003) Museums: Theory, practice, illusion. In: McClellan, A. (ed.), Art and its publics: Museum studies at the millennium. Oxford: Blackwell Publishing. pp. 7795. Watson, S. (ed.) (2007) Museums and their communities. London: Routledge. Worts, D. (1995) Extending the frame: Forging a new partnership with the public. In: Pearce, S. (ed.) Art in museums. London: Athlone. pp 16473. Wright, P. (1989) The quality of visitors experiences in art museums. In: Vergo, P. (ed.) The new museology. London: Reaktion Books. pp. 11948.
	eResources addresses	
Example issues/ example questions/ tasks being completed	Museum concepts and their relationship with audiences.Categories of audiences in museums and their expectations.The audience and its impact on the functioning of museums.	
Work placement	Not applicable	

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