

## Subject card

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| Subject name and code                       | Audiovisual culture promotion, PG_00209155                                                                                                                                                                                                                                                                                                                                                                                |                                                          |                                         |                                     |                                                                                                                                                                           |            |     |
| Field of study                              | Cultural Studies                                                                                                                                                                                                                                                                                                                                                                                                          |                                                          |                                         |                                     |                                                                                                                                                                           |            |     |
| Date of commencement of studies             | October 2026                                                                                                                                                                                                                                                                                                                                                                                                              |                                                          | Academic year of realisation of subject |                                     | 2027/2028                                                                                                                                                                 |            |     |
| Education level                             | Master's studies                                                                                                                                                                                                                                                                                                                                                                                                          |                                                          | Subject group                           |                                     | Obligatory subject group in the field of study<br>Optional subject group<br>Specialty subject group<br>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                               | 2                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                          | Language of instruction                 |                                     | Polish                                                                                                                                                                    |            |     |
| Semester of study                           | 4                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                          | ECTS credits                            |                                     | 6.0                                                                                                                                                                       |            |     |
| Learning profile                            | academic                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                          | Assessment form                         |                                     | exam                                                                                                                                                                      |            |     |
| Conducting unit                             | Division of Culture Studies -> Institute of Culture Studies -> Faculty of Languages -> Rector                                                                                                                                                                                                                                                                                                                             |                                                          |                                         |                                     |                                                                                                                                                                           |            |     |
| Name and surname of lecturer (lecturers)    | Subject supervisor                                                                                                                                                                                                                                                                                                                                                                                                        |                                                          | dr Dariusz Szymański                    |                                     |                                                                                                                                                                           |            |     |
|                                             | Teachers                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                          |                                         |                                     |                                                                                                                                                                           |            |     |
| 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                                 |                                                                                                                                                                           | 118.0      | 150 |
| Subject objectives                          | The student acquires basic knowledge about the animation of audiovisual culture, institutions dealing with the animation of film and visual culture and various ways of disseminating them. Distinguishes basic activities in the field of animation of film culture, is able to characterize institutions and forms of activities in the field of dissemination of film culture, especially cinema as an artistic field. |                                                          |                                         |                                     |                                                                                                                                                                           |            |     |

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| Learning outcomes               | Course outcome                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Subject outcome                                                                                                                                                                                         | Method of verification                                                                                                             |
|                                 | [KULMU2_K04] actively promotes knowledge about culture and art.                                                                                                                                                                                                                                                                                                                                                                                                                                         | The student actively popularizes knowledge about audiovisual culture.                                                                                                                                   | [SK1] oral statement/conversation/discussion<br>[SK5] implementation of a problem task<br>[SK6] demonstration of practical skills  |
|                                 | [KULMU2_K05] actively participates in activities aimed at preserving the cultural heritage of the region, the country, Europe, and the world, including through entrepreneurial initiatives.                                                                                                                                                                                                                                                                                                            | The student actively participates in activities to preserve the audiovisual cultural heritage of the region, country, Europe and the world.                                                             | [SK2] presentation/project/paper/report<br>[SK5] implementation of a problem task                                                  |
|                                 | [KULMU2_W08] holds a broad understanding of contemporary cultural and artistic life, as well as the functioning of cultural institutions and the art market.                                                                                                                                                                                                                                                                                                                                            | The student has extensive knowledge of contemporary forms of dissemination of audiovisual culture and related institutions.                                                                             | [SW4] test/exam - oral or written<br>[SW2] presentation/project/paper/report<br>[SW3] text preparation/written work                |
|                                 | [KULMU2_W05] possesses well-established, specialized knowledge in the field of audiovisual culture or cultural management.                                                                                                                                                                                                                                                                                                                                                                              | The student has well-established, specialist knowledge in the field of management and dissemination of audiovisual culture.                                                                             | [SW4] test/exam - oral or written<br>[SW1] oral statement/conversation/discussion<br>[SW3] text preparation/written work           |
|                                 | [KULMU2_U08] proficiently prepares oral presentations and lead the debate in both Polish and a chosen foreign language.                                                                                                                                                                                                                                                                                                                                                                                 | The student efficiently prepares oral speeches and presentations on audiovisual culture in Polish and a selected foreign language.                                                                      | [SU1] oral statement/conversation/discussion<br>[SU2] presentation/project/paper/report<br>[SU6] demonstration of practical skills |
|                                 | [KULMU2_U06] can create synthetic approaches to cultural phenomena based on scientific knowledge and research and professional experience related to the chosen specialization.                                                                                                                                                                                                                                                                                                                         | The student is able to create synthetic approaches to the phenomena of audiovisual culture based on scientific knowledge and research and professional experience related to the chosen specialization. | [SU3] text preparation/written work<br>[SU4] test/exam - oral or written<br>[SU5] implementation of a problem task                 |
| Subject contents                | The concept of audiovisual culture. Dissemination methods and cultural animation. Institutions involved in the dissemination of audiovisual culture in Poland. Animation of film culture and the institutions responsible for it. Characteristics of the most important methods of disseminating film culture: critical and film activities, dissemination of artistic cinema (festivals, arthouse cinemas, activities of DKFs), basics of film education for young people, film tourism, film museums. |                                                                                                                                                                                                         |                                                                                                                                    |
| Prerequisites and co-requisites | Choosing the right specialty.                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                         |                                                                                                                                    |
| Assessment methods and criteria | Subject passing criteria                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Passing threshold                                                                                                                                                                                       | Percentage of the final grade                                                                                                      |
|                                 | Exam                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 51.0%                                                                                                                                                                                                   | 55.0%                                                                                                                              |
|                                 | Final work                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 51.0%                                                                                                                                                                                                   | 25.0%                                                                                                                              |
|                                 | Activity in classes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 51.0%                                                                                                                                                                                                   | 20.0%                                                                                                                              |

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| Recommended reading | Basic literature | <p>Encyklopedia kina, pod red. Tadeusza Lubelskiego, Biały Kruk, Kraków 20023 [hasła: Krytyka filmowa; Festiwale filmowe; Filmoteka Narodowa; Dyskusyjne kluby filmowe; Plakat filmowy]. Grad Jan, Kaczmarek Urszula, Organizacja i upowszechnianie kultury w Polsce. Zmiany modelu. Skrypt dla studentów kulturoznawstwa, Wydawnictwo Naukowe UAM, Poznań 2005 [rozdział: Upowszechnianie kultury, s. 2529]. Chmielarz Agata, Kultura filmowa jako przestrzeń uczenia się, Ogrody Nauk i Sztuk 2017, nr 7, s. 213221. Konieczna Ewelina, Kondycja kultury filmowej. Pytania o istotę kultury filmowej we współczesnym spektaklu multimedialnym, Kultura i Edukacja 2004, nr 3, s. 2834. Adamczak Marcin, Podpatrywanie Bollywood i Kollywood. O odmienności kultur produkcji na przykładzie polskiego oraz indyjskiego przemysłu filmowego, Kwartalnik Filmowy 2022, nr 120, s. 2845. Latoch-Zielińska Małgorzata, Nowoczesna edukacja filmowa, [w:] Animacja działań kulturalnych wyzwaniem współczesności, red. Małgorzata Latoch-Zielińska, Fundacja Muzyka jest dla wszystkich, Warszawa 2010, s. 8395. Ciszewska Ewa, Edukacja filmowa w Polsce zarys historyczny i stan badań, [w:] Od edukacji filmowej do edukacji audiowizualnej. Teorie i praktyki, pod red. Ewy Ciszewskiej, Konrada Klejdy, Wydawnictwo Uniwersytetu Łódzkiego, Łódź 2016, s. 7998. Ciszewska Ewa, Drogi równoległe. Edukacja filmowa w Polsce, w Czechach i na Słowacji, [w:] Polsko-czeskie i polsko-słowackie kontakty filmowe, pod red. Ewy Ciszewskiej i Mikołaja Góralika, Wydawnictwo Uniwersytetu Łódzkiego Państwowa Wyższa Szkoła Filmowa, Telewizyjna i Teatralna im. L. Schillera, Łódź 2018, s. 7190. Gębicka Ewa, Sieć kin i rozpowszechnianie filmów, [w:] Film. Kinematografia, pod red. Edwarda Zajička, Instytut Kultury Komitet Kinematografii, Warszawa 1994, s. 415451 [podrozdziały: Pierwsze projekcje, kina i biura wynajmu; Kina w systemie kinematografii II Rzeczypospolitej; Polityk filmowa nowych władz. Upaństwowienie kin, odbudowa i rozwój ich sieci; Ustawa o kinematografii i jej konsekwencje]. Biskupski Łukasz, Miasto Atrakcji. Narodziny kultury masowej na przełomie XIX i XX wieku. Kino w systemie rozrywkowym Łodzi, Narodowe Centrum Kultury Szkoła Wyższa Psychologii Społecznej, Warszawa 2013 [rozdział: Kinematograf! Sensacyjna atrakcja współczesności (1896/1907), s. 137196]. Walas Mirosław, 30 lat działalności dyskusyjnych klubów filmowych, Dyskusyjny Klub Filmowy Kinematograf Dyskusyjny Klub Filmowy Studentów, Kraków 1986 [rozdziały: O idei ruchu DKF; Pierwsze kluby w Europie; Polska prehistoria; I zjazd, powołanie federacji; Dynamiczny rozwój; Miesięcznik i wydawnictwa federacji; Nobilitacja]. Głównia Dawid, Dzieje przyzakładowego kina Chemik i kultury filmowej w Alwerni, Kwartalnik Filmowy 2022, nr 120, s. 92115. Kino w sieci. 50 lat historii kin studyjnych w Polsce, koncepcja, oprac. i przeprowadzenie wywiadów Ewa Modrzejewska, Polish Film Institute, [Warszawa], [2009]. Kovács András Bálint, Screening modernism. European art cinema, 1950/1980, The University of Chicago Press, Chicago London 2007 [rozdział: The institution of the art film, s. 2027]. Lubelski Tadeusz, Nowa fala 60 lat później. O pewnej przygodzie kina francuskiego, Universitas, Kraków 2017 [rozdziały: Trzecia faza wtajemniczenia: redakcja Cahiers du cinéma; Polityka autorska czyli program]. Bordwell David, Kinofiliska krytyka a uniwersyteckie filmoznawstwo, przekład Rafał Syska, Ekrany 2012, nr 6, s. 2426. Kael Pauline, Co dzień w kinie, wyboru dokonała i przeł. Wanda Wertenstein, Wydawnictwa Artystyczne i Filmowe, Warszawa 1978 [esej: Szmira, sztuka i kino]. Adamczak Marcin, Poker czy msza? O festiwalu filmowym jako instytucji społecznej, Ekrany 2013, nr 34, s. 2326. Iordanova Dina, Festiwale filmowe poza filmami: glamour, grupy interesów, korporacje, tłum. Karolina Kosińska, Kwartalnik Filmowy 2017, nr 100, s. 3442. Łysakowska-Trzoss Agata, Ani jedna taśma filmowa nie może ulec zniszczeniu. Osiemdziesiąt lat działalności Międzynarodowej Federacji Archiwów Filmowych, Przegląd Archiwalno-Historyczny 2019, t. 6, s. 113124. Niedźwiedzka Magdalena, Zarys dziejów Filmoteki Narodowej, Archiwa Kancelarie Zbiory 2014, nr 5, s. 93109. Stasiak Andrzej, Muzea filmowe w Polsce oferta i zwiedzający, Annales Universitatis Mariae Curie-Skłodowska. Sectio B 2021, vol. 76, s. 95125 [rozdziały: Wstęp turystyka filmowa; Muzea filmowe definicja i podział]. Biskupski Łukasz, Kinofilia zaangażowana. Stowarzyszenie Miłośników Filmu Artystycznego Start i upowszechnianie kultury filmowej w latach 30. XX w., Wydawnictwo Przypis, Łódź 2017 [rozdział: Pierwsze pokolenie kinofilów]. Konieczna Ewelina, Festiwale i przeglądy filmowe jako cel turystyki kulturowej, Turystyka Kulturowa 2014, nr 10, s. 618. Tucki Andrzej, Turystyka filmowa wybrana problematyka badawcza, Barometr Regionalny 2016, nr 2, s. 141146.</p> |
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|                                                                | Supplementary literature | Pabiś-Orzeszyna Michał, Edukacja filmowa. Pułapki i ucieczki, Ekrany 2018, nr 6, s. 612. Budzik Justyna Hanna, Krytyka etyczna. Perspektywy i praktyki dla edukacji filmowej, Ekrany 2018, nr 6, s. 2631. Majer Artur, Wstęp, [w:] Kultura filmowa współczesnej Łodzi, pod red. Ewy Ciszewskiej i Konrada Klejsy, Wydawnictwo Biblioteki Państwowej Wyższej Szkoły Filmowej, Telewizyjnej i Teatralnej, Łódź 2015, s. 1126. Korsak Zbigniew, Kultura filmowa problem zakresu i treści, [w:] idem, Kultura filmowa edukacja filmowa. Koncepcje, badania, uwarunkowania, Wyższa Szkoła Humanistyczno-Ekonomiczna, Włocławek 2004, s. 1120. Konieczna Ewelina, O festiwalach filmowych i turystyce kulturowej na przykładzie cieszyńskiego Kina na Granicy, Cieszyński Almanach Pedagogiczny 2019, t. 6 (Miejsce jako wartość kulturowa), s. 2836 |
|                                                                | eResources addresses     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Example issues/<br>example questions/<br>tasks being completed | none                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Work placement                                                 | Not applicable           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |

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