University of Gdańsk

Subject card

Subject name and code	Literary Events and Institutions, PG_00215433						
Field of study	Management of Artistic Institutions						
Date of commencement of studies	October 2027		Academic year of realisation of subject	2027/2028			
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	full-time studies		Mode of delivery	at the university			
Year of study	1		Language of instruction	Polish			
Semester of study	2		ECTS credits	2.0			
Learning profile	practical		Assessment form	credit			
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Agnieszka Żukowska				
	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		18.0	50

Subject objectives	The aim of the course is to equip participants with both theoretical knowledge and practical skills necessary for planning, organizing, and delivering literary events within a social and cultural context. It is designed for individuals interested not only in literature as an art form, but also in its role and place in the contemporary worldas a tool for community building, fostering social dialogue, and shaping cultural and civic awareness. The course offers a creative fusion of literary passion with skills in cultural project management, cultural animation, and social communication. Through active participation in sessions, workshops, and group projects, students will engage with every stage of event creationfrom the initial idea and programme concept, through logistical and financial planning, to promotion, communication strategy, implementation, and evaluation. Special emphasis is placed on understanding the role of literature in building spaces for dialogueboth locally and globally. Literature, as a multidimensional medium, becomes a point of departure for discussions on identity, collective memory, exclusion, diversity, and ecology. Literary events, viewed not only as opportunities to meet authors and engage with texts, but also as socially engaged actions, can serve integrative, educational, therapeutic, or emancipatory purposes. Throughout the course, students will learn to develop original concepts for events such as literary festivals, author readings, panel discussions, writing workshops, literary walks, performative events, participatory initiatives involving local communities, and interdisciplinary projects that combine literature with other art forms. They will explore how to design programming tailored to diverse audienceschildren and young people, seniors, migrants, and socially excluded groups. The course also includes the analysis of best practices and case studies from both local and national literary and cultural contexts. Participants will be encouraged to think critically about the structure, goals, promotional strategies, funding sources, and audience engagement methods of various literary initiatives. Classes are interactive and workshop-based. Each participant will have the opportunity to design their own literary event project, which will be evaluated in terms of feasibility, content quality, communication coherence, relevance to the target audience, and practical implementation potential. A key component of the course is the development of soft skills essential in the roles of cultural animator, literary project manager, or educatorsuch as teamwork, interpersonal communication, problem-solving, negotiation, time and resource management, cognitive flexibility, and empathy. Students will also reflect on the role of the cultural event organiser as a socially responsible agent promoting democratic values, tolerance, solidarity, and openness to diversity. The course prepares students for work in cultural institutions, NGOs, literary foundations, publishing houses, the media, community centres, or for running their own cultural initiatives. Designing and producing literary events is not only an opportunity to develop knowledge and practical skills, but also a space for reflection on how literature can impact social life, inspire action, connect people, and build bridges between communities. Participants will be encouraged to engage creatively and consciously with the tools of literary culturenot merely to organise events, but to meaningfully transform social reality through words, encounters, and dialogue.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[ZIAL3_W06] The graduate has an advanced knowledge and understanding of selected specialist topics in the field of management and quality studies, as well as of the practical application of this knowledge in arts management.	The graduate has an advanced knowledge and understanding of selected issues relating to literary festivals and events, and of the practical application of this knowledge in their planning and organisation.	[SW2] presentation/project/paper/ report [SW5] implementation of a problem task
[ZIAL3_W07] The graduate knows and understands selected topics in the humanities and social sciences, which provide the contextual knowledge required for arts management.	The graduate knows and understands selected issues relating to contemporary literature and its social role, which are essential for the effective organisation of literary events.	[SW2] presentation/project/paper/ report [SW5] implementation of a problem task
[ZIAL3_U03] The graduate is able to apply their knowledge of the arts, management and quality sciences, as well as related disciplines, to formulate and solve problems and carry out professional tasks typical of arts organisations.	The graduate is able to apply their knowledge of contemporary literature and management to identify and resolve typical problems relating to the planning and organisation of literary events.	[SU2] presentation/project/paper/ report [SU5] implementation of a problem task
[ZIAL3_K02] The graduate is prepared to recognise the importance of knowledge in the fields of arts studies and arts management in resolving theoretical and practical problems, and to seek expert advice when he/she encounters difficulties in solving problems on his/her own.	The graduate is prepared to recognise the importance of literary knowledge and the organisation of literary events in resolving cognitive and practical problems, and to seek expert advice when s/he finds it difficult to solve problems on her/his own.	[SK2] presentation/project/paper/ report [SK5] implementation of a problem task
[ZIAL3_U05] The graduate is able to communicate with others on issues relating to arts studies, arts management and related disciplines, also using specialist terminology.	The graduate is able to communicate with others on topics relating to contemporary literature and the organisation of literary events, also using specialist terminology.	[SU2] presentation/project/paper/ report [SU5] implementation of a problem task

Subject contents

- Introduction to the organisation of literary events
- The literary landscape in the Tricity area and across Poland
- Identifying themes and topics for literary event development
- From concept to evaluation stages of project implementation
- Roles and responsibilities of a literary event production manager
- Event formats: festivals, workshops, author talks, and other literary events
- Analysing the needs and expectations of diverse audience groups
- Budget planning, scheduling, and event logistics
- Promotion tools, methods, and strategic approaches
- Fundamentals of literary project management
- Presentation and discussion of students original event concepts

Prerequisites and co-requisites

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
presentation with discussion	51.0%	60.0%
written test	51.0%	40.0%

Recommended reading	Basic literature	1) Czapliński, P., 2024. *Rozbieżne emancypacje*. Kraków: Wydawnictwo Literackie. 2) Budnik, A., Jankowicz, G., Palęcka, A. & Sowiński, M., 2024. *Pisać może dziś każdy*. Gdańsk: Gdańska Galeria Miejska. 3) Wojciechowska, M., Laskowska, J. i Sitkiewicz, P., 2023. *Gdańsk jako miasto literatury: badanie wizerunku*. Warszawa: Stowarzyszenie Bibliotekarzy Polskich. 4) Gaweł, Ł., Konior, A., Pluszyńska, A., (red.), 2020. *Zarządzanie w kulturze. Teoria i praktyka*. Warszawa: Wydawnictwo Naukowe PWN.
	Supplementary literature	1) Karp-Szymańska, A. (2023) *Droga do czytelnika: diagnoza potrzeb dziecięcego odbiorcy wydarzeń kulturalnych*. Wydawnictwo NCK (Narodowe Centrum Kultury). https://nck.pl/upload/2024/03/droga-do-czytelnika-diagnoza-potrzeb-dziecicego-odbiorcy.pdf 2) Ilczuk, D., 2012. *Ekonomika kultury*. Warszawa: Wydawnictwo Naukowe PWN. 3) Ryszard Koziołek, R., 2016. *Dobrze się myśli literaturą*. Kraków: Wydawnictwo Universitas.
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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