EFEKTY UCZENIA SIĘ I TREŚCI PROGRAMOWE DLA ZAJĘĆ

Kierunek: **Kulturoznawstwo (English program)**
Poziom studiów: **Studia drugiego stopnia**

Course name: **English**
On successful completion of this course, a student
in terms of skills:
1. understands longer utterances on familiar topics about current events based on general knowledge
2. applies grammatical rules correctly in speaking and writing. Develops the ability to use monolingual and bilingual dictionaries
3. communicates with relative fluency and spontaneity and takes an active part in discussion and conversation on topics of general interest
4. discusses topics related to his/her professional activity and field of study
5. describes social phenomena in general and in detail and to develop a presentation
6. finds, processes and compares information from a variety of sources and uses it in his/her own oral and written expression
Course learning content:
Print Revolution vs. Artificial world of Internet
Classifying products
Heredity versus Environment
Urbanization
Definition of Culture
Art Space/Public Space
Project presentation
The Voting Paradox
Kuhn's Legacy
Genetic Modification
Cultural Significance of Social Appraisals
Connection
Independence as a State of Mind
Project presentation

Course name: **German**
On successful completion of this course, a student
in terms of skills:
1. understands longer utterances on familiar topics about current events based on general knowledge
2. applies grammatical rules correctly in speaking and writing. Develops the ability to use monolingual and bilingual dictionaries
3. communicates with relative fluency and spontaneity and takes an active part in discussion and conversation on topics of general interest
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Course name: **Russian**
On successful completion of this course, a student
in terms of skills:
1. understands longer utterances on familiar topics about current events based on general knowledge
2. applies grammatical rules correctly in speaking and writing. Develops the ability to use monolingual and bilingual dictionaries
3. communicates with relative fluency and spontaneity and takes an active part in discussion and conversation on topics of general interest
4. discusses topics related to his/her professional activity and field of study
5. describes social phenomena in general and in detail and to develop a presentation
6. finds, processes and compares information from a variety of sources and uses it in his/her own oral and written expression
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Course name: **Performances in public spaces**
On successful completion of this course, a student
in terms of knowledge:
1. knows the history of use public spaces as a site of discipline or contestation.
2. understands changes in notion what "public spaces" is and the meaning of use public space as a performing area.
in terms of skills:
1. is able to analyse different performances in public spaces as subversive or normative acts.
2. has the ability to write about performances in public spaces
in terms of social competences:
1. learn how to led disscussions on performances in public spaces
Course learning content:
Presentation of different approaches towards the concept of "public space"
Places of the performances – from public to private
From street theatre to theatre in public spaces.
Performance as a public act.
Performing democracy – Polish theatre in non- theatrical spaces.
Subversive potential of performing in public.
Contemporary pracices – between subversive and normative practices.
Street Arts – impact of performance on urban development.

Course name: **Culture and sustainability**
On successful completion of this course, a student
in terms of knowledge:
1. has an id-depth knowledge about sustainability and culture.
in terms of skills:
1. is able to using the knowledge of sustainability in the identification of the issues nature/culture in the public sphere.
in terms of social competences:
1. is ready to recognizing the problems of the S.D. in the social praxis, and solving problems connectet with this

Course learning content:
1. Culture and S. D., an introduction.
2. S.D.: UN Goals for 2030.
3. S.D and higher education
3. S.D. and cultural heritage.
4. S.D. poverty and hunger.
5. S.D. Peace and solving the conflicts.
6. S.D. Strategies of the protection of unique natural areas.
7. S.D. and the media.
8. S.D. And religion
9. S.D and EU.
10. S.D. and Polish public policy.

Course name: **Media and culture**
On successful completion of this course, a student
in terms of knowledge:
1. Student knows and understands theoretical concepts about media as well as terminology and concepts about the relations and processes within media culture.
in terms of skills:
1. Student can describe the meanings, social impacts and hierarchy of modern media within historical and cultural processes by using a specific methods of analysis and interpretation.
in terms of social competences:
1. Student is ready to discuss about the specific of modern media and media properties and its cultural meanings.
Course learning content:
1. Introduction to modern media studies and cultural studies
2. From mass culture to popular culture
3. Discussion about popular culture - between affirmation and criticism
4. Structures of popular narratives
5. Local vs global - using the superhero narratives to learn about moder superculture and supermedia
6. Masculine vs feminine media
7. Ethnicity in modern media content and popular stories
8. Global culture industry - the mediation of things and thingification of media
9. Paratexts in modern media landscape
10. Modern media culture as digital baroque

Course name: **Ethics in the global world**
On successful completion of this course, a student
in terms of knowledge:
1. Knows most important ethical theories and historical context of their origins.
2. Knows events and scandals which have provoked fierce ethical debates.
in terms of skills:
1. can apply ethical theories to the analysis of cases.
2. can analyse global (intercultural) phenomena and to understand possible threats they pose.
in terms of social competences:
1. Is ready to develops ethical sensitivity to new phenomena he/she faces.
2. Is ready to overcome peacefully cultural differences during an ethical argumentation.
Course learning content:
Cultural differences - different ethical perspectives
Ethical theories and their historical origins
The legacy of Enlightenment: dare to know!
Liberalism as a response to religious wars
Globalisation and cosmopolitanism
Business and global ethical challenges
Global business and corruption
Ethics and politics - the war of narratives
Post-truth, conspiracy theories, cancel culture, ethics of morality
Supply chain ethics - international initiatives
Human rights and the problem of universal values
Summary of the course

Course name: **MA Proseminar**
On successful completion of this course, a student
in terms of knowledge:
1. Student knows and understands the principles of writing a research paper
in terms of skills:
1. Student knows how to write a research paper and prepare a speech.
in terms of social competences:
1. Student knows how to present his/her knowledge and develops his/her professional cultural studies' skills.
Course learning content:
Introducing the structure of MA thesis and formal requirements
Introducing the editing of MA thesis (the reference list and footnotes)
Informing about the procedure of the master's exam and APD
Introducing the forms and styles of scientific writing (an essay, report, etc.)
Developing the skills of expressing one's own view and position in a written form. The basics of the text editing, completing the bibliography and footnotes.
Introducing the basic skills related to the literature review and data collecting. The selection and making use of the sources. .
Developing the skills of expressing one's own view and position in an oral form.

Course name: **Cultural policies**
On successful completion of this course, a student
in terms of knowledge:
1. - knows the basics of methods used by managers in cultural sector, the arts organizations and creative sector enterprises.
2. - knows culture and arts organisation characteristics, public, private and non-governmental
3. - knows models of innovation in the domain of public policies related to cultural practices
in terms of skills:
1. - is critical towards knowledge which acquires, dominating authorities, ideologies and fashions in management and cultural studies.
in terms of social competences:
1. - improves his/her both cross-cultural and cultural competence applied into managerial practice in the field of culture and the arts
Course learning content:
Defining cultural policy
Culture as public sphere
Culture as a local ecosystem
Cultural organizations and leadership
Culture-led city development / Urban cultural policies
History of the debate and the actual trends
Cultural heritage management
Cultural marketing
Audience development
Festival as a framework for partnership and a cross-sectoral synergy in cultural policies
The role of data and research in cultural organizations development
Social value and evaluation of cultural projects
Creative and cultural industries

Course name: **History of culture. Intercultural perspective**
On successful completion of this course, a student
in terms of knowledge:
1. knows and understands theories of culture in their historical applications
2. knows and understands the forms of usage of historical knowledge in cultural studies
in terms of skills:
1. is able to interpret historical cultural phenomena in intercultural context
in terms of social competences:
1. is ready to apply historical knowledge in the multicultural environment and to its problems
Course learning content:
General Concepts in Cultural History: The Tradition of 'Annales'

General Concepts in Cultural History: Microhistory
General Concepts in Cultural History: Historical Anthropology
Hybrydization as Historical Process: Iranian Interpretations of Christianity
Hybrydization as Historical Process: Greek Interpretations of Christianity
Hybrydization as Historical Process: Transformation of Bhuddism in Japan of pre-Meiji era
Violence as a Form of Intercultural Contact: The First Crusade
Violence as a Form of Intercultural Contact: The Conquest of Mexico
The Birth of 'Gun and Horse Civilisation' in American Plains
Intercultural Exchange: The Christianization of Early Medieval Scandinavia
Intercultural Exchange: Italian Adaptation of Syrian Financial Practices in 15th century
Protoglobalization: The Roman Mediterranean
Conclusions: Historical material in Cultural Studies

Course name: **Visual arts in contemporary cultures**
On successful completion of this course, a student
in terms of knowledge:
1. A student knows theoretical concepts regarding to the field of visual culture.
2. A student knows significant artists representing different approaches towards contemporary art.
3. A student understands a relationship between art practice and social and cultural sphere.
4. A student knows the most important art collections, museums and festivals.
in terms of skills:
1. A student is able to read critical and theoretical texts on arts and can apply an adequate methodology to analyzed problems
2. A student is able to write an essays on art.
3. A student is able to use the contemporary techniques of preparing a presentation and uses visual tools to prepare a documentation of an art event.
in terms of social competences:
1. A student initiates and moderates discussions on contemporary art taking into account the cultural specificity of the group and the ethical consequences of the conversation.
Course learning content:
Visual arts and visual culture in the humanistic discourse.
Zofia Kulik - Image in a discourse of power and the subjectShirin Neshat vs. Jenny Holzer – feminisms and cultures Richard Prince – masculinity against popular culture
Bodies and bacterias. Post-humanistic turn in visual artEija-Liisa Ahtila – art as an everyday experienceThomas Struth – science in artAngelika Markul and Kelly Jazvac – art in the anthropocene Christian Boltanski – A work of memory at the threshold of individual and collective experienceKrzysztof Wodiczko – subconscious of a public spaceHubertus Siegert – a city as a palimpsest
Banksy and Peter Fuss – art on the streetBill Viola – new media metaphysicsConclusion – what do pictures want?
The art of talking - students' presentations

Course name: **Theories of intercultural communication**
On successful completion of this course, a student
in terms of knowledge:
1. Approach to the theoretical conceptions of culture and communication from the interdisciplinary perspective.
2. Approach to cultural studies as a multifaceted field of knowledge continuously updated.
in terms of social competences:
1. Deepening a human being's intercultural competence conditioned by intercultural encounter.
Course learning content:
Analysis of the classic approaches to culture and communication
Analysis of the classic theories of intercultural communication
Inquiry into the relations between the classic theories of intercultural communication and the classic approaches to communication and culture
Checking a degree to which one's own intercultural competence has been deepened.

Course name: **Performance in the multicultural world**
On successful completion of this course, a student

in terms of knowledge:
1. A student is knows and formulates many possible definitions of a performance and to enlist and comment the functions of performance and the areas of its functioning, as well as to describe and analyse the performances in the areas of postmodern stardom, sport, music and politics, and finally to enlist and clarify the sources of performance studies, especially linguistic and sociological ones.
in terms of skills:
1. Is able to understand and apply the methods of research in performance studies, especially participant observation.
in terms of social competences:
1. Is ready to explain, comment the current functions and methods of organizational performance, especially the up to date techniques of teambuilding training and apply them in practice.
Course learning content:
Performance studies as an emerging field of reflection and research in humanities.
The idea of "the world as a theatre" from ancient times till 1950s, e.g. Aristotle, stoics, David Hume.
Why the precise definition of performance is impossible? The functions of performance.
Methods of research in performance studies. Participant observation.
Performative breakthrough in humanities. Linguistic and sociological sources of performance studies.
Performative breakthough in arts (especially in performing arts) and the aesthetics of performativity.
Action painting, concrete music, happening, performance art, theatre of counterculture, Jerzy Grotowski's "paratheatre" and "art as a Vehicle".
Technological and organizational performance.

Course name: **Understanding and interpretation. Introduction into hermeneutical philosophy**
On successful completion of this course, a student
in terms of knowledge:
1. knows the historically given theories of interpretation
2. distinguishes between different forms of understanding and interpretation
in terms of skills:
1. can enlarge his/her capacity in interpreting different cultural artefacts.
in terms of social competences:
1. with enlarged knowlegde of understanding and interpretaion students are able to communicate much better with different cultural environment.
Course learning content:
Students know the historically given theories of interpretation
Students are able to distinguish between different forms of interpretation
Students enlarge their capacity of understanding different culture
Enlarged knowledge of understanding and interpretation gives students greater communicative competence.

Course name: **Cultural Studies and technology**
On successful completion of this course, a student
in terms of knowledge:
1. knows how to orient in cultural studies methodologies, differentiate between them and has the knowledge both about historical and current cultural studies methodologies concerning research on technology
2. knows how cultural studies methodologies differ from methodologies from other humanities scientific disciplines and also student knows how to apply methodologies to different examples of everyday impact of technologies
in terms of skills:
1. can distinguish between different types of impact that technology has on culture refering to her/his own experience
2. can effectively think about the changes of cultures originating in the development of technology
in terms of social competences:
1. is ready to understand better other people and herself/himself knowing how technology impacts culture on many different levels
2. is ready to communicate about the changes that technology had inflicted upon culture
Course learning content:
Technology and Culture
Technological Context of the Creation of Cultural Studies: Universities, Cities, Technologies
Who are We? Working Class and Cultural Studies, Middle Class and Popculture

Looking Back on What has Been Missed I: Cultural Studies and the Industrial Revolutions
Looking Back on What has Been Missed II: Cultural Studies and Cybernetics
Cultural Studies as Method to Analyse the Impact of Technologies on People
Students among Technologies or How to Analyse Your Everyday Cybernetic Life
Case Study I: Youtube as the Source of Knowledge about Life and Death
Case Study II: Researching Industrial Culture
Outcome: Cultural Studies outside of the University and inside of Technological Culture

Course name: **Work across cultures**
On successful completion of this course, a student
in terms of knowledge:
1. knows and understands historical and contemporary concepts concerning ethical and cultural aspects of economic activity, business functioning and management of business entities, cultural institutions and other organizations
in terms of skills:
1. is able to search, analyze, evaluate, select and use information independently in the field of ethical and cultural aspects of business activity, using traditional and modern sources of knowledge
2. is ready to deepen the cultural competence in the conditions of intercultural communication, meeting different traditions and ways of life
in terms of social competences:
1. is ready to correctly identify and resolve dilemmas in the field of business ethics, understanding the need to take into account cultural differences in the management of enterprises and other organizations
Course learning content:
How Work Works? – Introduction
How Culture Works?
(From) Nature – (through) work – (to) culture
Why Culture Matters?
Definitions and Functions of Work
Short History of Work
Problems and Dilemmas with Work
Work and Anti-Work. Work and Ethics
Technological transformations of Work in the 20th Century.
New Forms of Work in the 21st Century
Future Scenarios of Work
Students' presentations - part I
Students' presentations - part II
Students' presentations - part III
Summary of the course

Course name: **Methodology of cultural studies research**
On successful completion of this course, a student
in terms of knowledge:
1. knows and understands the methodological specificity and current directions in cultural studies
2. knows and understands current methodological orientations in the contemporary humanities, the achievements of which he is able to apply to cultural studies
in terms of skills:
1. is able to formulate the problem and conduct research independently at the stages of: selection of research methods and tools as well as interpretation and presentation of results
in terms of social competences:
1. is ready to deepen the cultural competences in the conditions of intercultural communication, meeting different traditions and ways of life
Course learning content:
Origins of social research. Role and purpose of social research. Sources and forms of human knowledge.
Characteristics of the scientific method. Science in culture. Social context in social research. Information from research in decision making process.
Introduction to Culture and use of Cultural Perspective
Research ethics.
Different perspectives within cultural studies research - part 1.
Different perspectives within cultural studies research - part 2.

Research of the Social World through the Lens of Experience- from Experience to Social World. Stories and the Social World
Approaches to researching 'cultural production'. Cultural Consumers
Case Study Method
Research of Organizational Culture
Hofstede Cultural Approach
Inglehart's approach to cultural analysis
Other approaches to cultural analysis

Course name: **European film market**
On successful completion of this course, a student
in terms of knowledge:
1. Knows the processes at contemporary film market in Europe (such as hegemony of Hollywood studios, role of the film festivals, European counterstategies to Hollywood etc.)
2. Knows the methods necessary to analysis of film market (measuring the volume of production, market share, international impact).
in terms of skills:
1. is able to use the knowledge about the market at various practices (producing content, organizing film festival, working in distribution or exhibition sector).
in terms of social competences:
1. is ready to discuss the contemporary phenomenons at film market.
Course learning content:
Global Hollywood: changes on the film market after 1980.
Double logics of film-making. Hollywood model: film as a product.
Double logics of film-making. European model: film as an art.
"Asterix strategy" as European counterstrategy to global Hollywood.
"Do nothing option" as European counterstrategy to global Hollywood.
Bandwagoon strategy as European counterstrategy to global Hollywood.
The role of film festivals as source of non-finanacial capitals for European film industries.
Chinease film market: prospects of impact for global and European film industries.
Development of Indian film makret as opportunity to cooperate with Europe.
Streaming platforms in Europe.

Course name: **Anthropology of culture**
On successful completion of this course, a student
in terms of knowledge:
1. knnows and understands the importance of anthropological perspective and methodology for cultural studies
2. knows and understands the main directions of the development of cultural anthropology as an academic discipline, including the history of its evolution. A student will be familiar with the various anthropological schools, as well as with the theoretical and methodological differences among them.
3. knows and understands the key terms and concepts developed within the anthropology of culture
4. knows and understands the way of producing knowledge based on research methodology typical for anthropology of culture
in terms of skills:
1. uses theoretical knowledge in practice and follows the methodological guidelines for research in the field of anthropology of culture
in terms of social competences:
1. is careful and reflective in the context of intercultural encounters in a globalised world
Course learning content:
Early definitions of culture
The emergence of cultural anthropology
The evolution of the anthropological thought
Studying culture: research methods in cultural anthropology
The invention of culture.
Cultural researcher as a participant in culture. Practical problems of ethnography
Postmodern turn in anthropology of culture
Anthropology of culture in the contemporary, globalised world

Course name: **Performative team training in the world of business**

On successful completion of this course, a student
in terms of knowledge:
1. Knows teambuilding training methods and techniques taken from the training of experimental theatre.
2. Knows teambuilding training methods and techniques taken from the training used in theatre schools worldwide.
in terms of skills:
1. To apply teambuilding training methods and techniques developed by Niki Harramach and his company Harramach und Partners from Vienna ('Outdoor team training' and 'Management plan spiel').
in terms of social competences:
1. Will be able to overcome troubles and obstacles together with other members of the multicutural group.
2. To develop the ability to execute her/hispower on her/his partners with empathy and respect to the others.
Course learning content:
The piece of training aimed at developing the self orientation and group orientation in space.
The piece of training aimed at developing the ability to be deeply focused at a given task (self-concentration and common concentration within a group).
The piece of training aimed at developing the ability to overcome troubles and obstacles together with other members of the multicutural group.
The piece of training aimed at developing student's personal potential in group activities.
The piece of training aimed at discovering and developing student's potential in the actions where s/he needs to execute power as well as in the actions where s/he needs to subordinate to somebody's power.
The piece of training aimed at the elimination of stereotypes and prejudices in multicultural group.
The piece of training aimed at overcoming the stress of self-exposition in awkward, unusual situations that may be seen as unpleasant and challenging someone's authority in the presence of his/her work mates.

Course name: **Philosophy and culture**
On successful completion of this course, a student
in terms of knowledge:
1. uses (different) definitions of culture created by the most eminent authors of philosophical doctrines of the last three centuries
in terms of skills:
1. is be able to reconstruct the (historical and) cultural context in which these doctrines were created
Course learning content:
- philosophy of the Enlightenment (D. Hume, Ch. L. Montesquieu, J-J. Rousseau, I. Kant);
- philosophy at the turn of the 19th and 20th centuries (K Marx, F. Nietzsche, S. Freud);
- contemporary philosophy (phenomenology, existentialism, postmodernism, performance studies);
- F. Znaniecki - culture as a world of heterogeneous values;
- psychoanalysis as a theory of culture (S. Freud, J. Lacan, G. Deleuze, F. Guattari, S. Žižek);
- contemporary hermeneutics (H.-G. Gadamer, G. Vattimo, St. Fish etc.);
Poznan methodological school.

Course name: **MA seminar**
On successful completion of this course, a student
in terms of knowledge:
1. student has the knowledge of scientific research's methodology
2. student has the knowledge of writing a thesis
3. student understands the specificity of cultural studies in comparison to other disciplines
in terms of skills:
1. Student knows how to formulate research questions and discuss them factually on one's own
2. Construct correct scholarly text
3. Student knows how to conduct scientific research within the chosen cultural studies' field
4. Student interprets and applies selected cultural studies' research outcomes
in terms of social competences:
1. Student knows how to present the results and conclusions arrived as the result of his/her research activities
2. Student knows how to formulate research questions and discuss them factually
Course learning content:
Description and discussion on the stages of the MA thesis writing

Formulating the topic, research problem and research questions
MA thesis writing methodology
Scientific aparatus of the chosen cultural studies' issues
Introducing and presenting the topic and draft of the MA thesis
Presenting the MA thesis

Course name: **Semiotics of culture**
On successful completion of this course, a student
in terms of knowledge:
1. knows and understands semiotic theories and ideas of culture.
2. knows and understands semiotic methods of analyses of cultural artifacts and workings of culture.
in terms of skills:
1. is able to analyze and understand historical and cultural processes, knows semiotic methods of interpretation and analyses
in terms of social competences:
1. is ready to develop competencies in communication (both inner- and intercultural) being aware of various traditions and lifestyles.
2. is ready to semiotically analyze various contradictions in cultures, traditions, lifestyles, codes, and, basing on methods of semiotics, propose some new points of view and compromises.
3. is ready to use theories of media practises.
Course learning content:
What is semiotics? An introduction.
Semiology: F. de Saussure and Semiotics: Ch.S. Peirce.
Lotmanian semiotics.
Symbol.
Signs and Things.
Structural analyses.
Rhetorical tropes 1: denotation, connotation, irony.
Rhetorical tropes 2: metaphor, metonymy, synecdoche.
Myth.
Code and message.
Semiotics of meme.
Intertextuality.
Structuralist semiotics.
Poststructuralist semiotics.

Course name: **Intercultural management**
On successful completion of this course, a student
in terms of knowledge:
1. Has an advanced theoretical knowledge about management and global business.
2. Knows theories of management and the historical context of their origins.
3. Understands cultural aspects of business and management as well as importance of effective communication.
4. Has a knowledge of selected international companies and their cross-cultural operations.
in terms of skills:
1. Is in a position to use acquired knowledge in the field to explain practical details of intercultural management to third parties.
2. Is able to trace sources of intercultural barriers and misunderstandings.
3. Is able to make independently cross-cultural comparisons of selected countries or regions.
in terms of social competences:
1. Should be able to represent his/her organisation abroad.
2. Should be in a position to design and conduct a training session for employess of an organization.
Course learning content:
Introduction to the field: the meaning of the term 'management', who are managers? Management as practice and as theory
Fordism and its 'universal' application. Taylorism as a philosophy of assembly line and its 'scientific' approach to management
Fast food restaurants and today's application of scientific management. Burger King and 'back to the floor' experience of an executive

Human relations school, behavioural theories and the human face of management. Sociological and psychological contribution to management theory

The notion of culture. Cultures and organizations. Geert Hofstede's research and theory

Cultural diversity and global business. Fons Trompenaars and his 7 dimensions of culture

Shire Beds Ltd. – a case study. Women as leaders and managers. Intercultural dimension of gender issues

Intercultural communication. Models of communication, the meaning of intercultural communication, barriers and competences

Intercultural management – basic concepts, best known theories, most representative examples

Nestlé – a case study. Organizational learning, effective communication across cultures, core values and corporate identity

Sagatiba – intercultural marketing practices. Making a product cross-cultural

„Doing business in…" The case of Vietnam

A summary of the course