



UNIWERSYTET
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W POZNANIU

Introduction to culture and cultural heritage

Educational subject description sheet

Basic information

Study programme Global Communication		Didactic cycle 2024/25				
Speciality -			Subject code 09GLCS.11KP.02900.24			
Organizational unit Faculty of Modern Languages and Literatures				Lecture languages English		
Study level First-cycle programme					Course type Obligatory	
Study form Full-time						Block Basic major subjects
Education profile General academic						
Subject coordinator	Marta Koszko					
Lecturer	Marta Koszko					
Period Semester 1	Activities and hours • Conversatory classes: 30, Graded credit	Number of ECTS points 3				

Goals

Code	Goal
G1	The aim of the course is to familiarise students with the basic notions of culture and cultural heritage and their role in global communication. During the course students will analyse and discuss a variety of examples of cultural heritage both tangible and intangible. The focus will also be placed on the significance of culture and cultural heritage to various communities in the context of the global world with a particular attention given to ethnic and linguistic minority groups. The course also addresses the notions of threats to cultural heritage and ways of its protection and preservation in the globalised world.

Subject learning outcomes

Code	Outcomes in terms of	Learning outcomes	Examination methods
Knowledge - Student:			
W1	understands the concept of culture, its components.	GLC_K1_W01, GLC_K1_W05, GLC_K1_W06	Project, Multimedia presentation
W2	understands the notion of cultural heritage and its importance in the global world.	GLC_K1_W01, GLC_K1_W05, GLC_K1_W06	Project, Multimedia presentation
W3	knows and understands the cultural process in various social contexts and their influence on cultural-ethnic-linguistic communities.	GLC_K1_W01, GLC_K1_W03, GLC_K1_W06	Project, Multimedia presentation
W4	understands the meaning and role of culture and cultural heritage in preservation of community values, traditions, norms of behaviour.	GLC_K1_W01, GLC_K1_W03, GLC_K1_W06	Project, Multimedia presentation
W5	knows and understands cultural practices and their meaning in the context of the global world.	GLC_K1_W01, GLC_K1_W04, GLC_K1_W05, GLC_K1_W06	Project, Multimedia presentation
W6	knows the ways of protection of culture and cultural heritage.	GLC_K1_W01, GLC_K1_W06	Project, Multimedia presentation
Skills - Student:			
U1	can analyse academic works from the field of cultural and heritage studies.	GLC_K1_U01, GLC_K1_U02, GLC_K1_U04, GLC_K1_U06, GLC_K1_U13	Project, Multimedia presentation
U2	can use the terms specific to cultural studies in analysis and description of cultural processes.	GLC_K1_U01, GLC_K1_U02, GLC_K1_U04, GLC_K1_U06	Project, Multimedia presentation
U3	can indicate the meaning of culture and cultural heritage in the maintenance of identities of cultural-ethnic-linguistic communities.	GLC_K1_U01, GLC_K1_U02, GLC_K1_U06	Project, Multimedia presentation
U4	can indicate the ways of protection of cultural heritage.	GLC_K1_U01, GLC_K1_U04, GLC_K1_U06	Project, Multimedia presentation
Social competences - Student:			
K1	is ready to present critical individual stance toward various cultural trends and processes.	GLC_K1_K02, GLC_K1_K03, GLC_K1_K04, GLC_K1_K06, GLC_K1_K07, GLC_K1_K08	Project, Multimedia presentation
K2	is ready to develop individually and in a team basic solutions to cultural problems and threats to cultural heritage.	GLC_K1_K01, GLC_K1_K02, GLC_K1_K03, GLC_K1_K04, GLC_K1_K05, GLC_K1_K07, GLC_K1_K08	Project, Multimedia presentation

Study content

No.	Course content	Subject learning outcomes	Activities
1.	Introduction to the concept of culture: definitions, components, models of culture, cultural perceptions, the role of language, culture and society/community	W1, U1, U2, U3, K1, K2	Conversatory classes
2.	Introduction to the concept of cultural heritage: tangible vs. intangible heritage, challenges and threats in the contemporary global world; forms of heritage protection	W2, W4, W6, U1, U3, U4, K2	Conversatory classes
3.	Culture and cultural heritage in various social contexts: <ul style="list-style-type: none"> • Architecture as a witness to cultural changes in a society • Culinary heritage/traditions as a cultural legacy of a nation • Sport and traditional games as cultural heritage • Culture and heritage of ethnic communities - the cultural significance, ways of preservation, perspectives 	W1, W2, W3, W4, U1, U2, U3, K1, K2	Conversatory classes
4.	Digitalization of culture as a tool in safeguarding cultural artefacts	W3, W4, W5, U1, U2, K1, K2	Conversatory classes

Additional information

Activities	Teaching and learning methods and activities
Conversatory classes	Discussion, Work with text, Workshop method, Project method, Demonstration and observation, Audio and/or video demonstrations, Activating method - "brainstorming", Work in groups

Activities	Credit conditions
Conversatory classes	<ul style="list-style-type: none"> • attendance is obligatory (one unexplained absence per semester is allowed); if a student fails to attend more than 50% of the classes, they will not be allowed to complete the course. • active participation in classes • pre-class assignments, i.e reading texts (*selected excerpts from the literature on the subject indicated by the lecturer), individual analysis of the material suggested by the tutor • preparation of one individual presentation and obtaining a positive grade • preparation of one project (individual/group) on a selected topic and obtaining a positive grade

Literature

Obligatory

1. Czyżewski, P. 2019. Cultural heritage a challenge for Europe: research on the role of cultural heritage in the building of (national) identity in post conflict situations. Warszawa: Narodowy Instytut Muzealnictwa i Ochrony Zbiorów.
2. Ryan, M. 2010. Cultural Studies: A Practical Introduction. Wiley-Blackwell.
3. UNESCO. Basic texts for the 2003 Convention for Safeguarding of the Intangible Heritage.
https://ich.unesco.org/doc/src/2003_Convention_Basic_Texts-_2022_version-EN_.pdf
4. UNESCO World Heritage Centre. <https://whc.unesco.org/>

Optional

1. Barker, Ch. and E.A. Jane. 2021. Cultural Studies: Theory and Practice. SAGE Publications Ltd.
2. Gawęł, Ł. and E. Kocój. 2015. Cultural heritage: management, identity and potential. Kraków: Uniwersytet Jagielloński.
3. Taylor-Kucia, J. 2007. Cultural heritage in the 21st century: opportunities and challenges. Kraków: Międzynarodowe Centrum Kultury.

Calculation of ECTS points

Activities	Activity hours*
Conversatory classes	30
Preparation for classes	10
Reading the indicated literature	20
Preparation of a multimedia presentation	15
Preparation of a project	15
Student workload	Hours 90
Number of ECTS points	ECTS 3

* academic hour = 45 minutes

Efekty uczenia się dla kierunku

Kod	Treść
GLC_K1_K01	The graduate is ready to constantly update and improve their knowledge, skills and competence in interpreting cultural-linguistic-communicative phenomena and using them effectively
GLC_K1_K02	The graduate is ready to adopt a critical attitude towards the assimilated knowledge and common opinions, consult experts
GLC_K1_K03	The graduate is ready to actively seek new solutions, especially at the cultural-linguistic-communicative level, while showing openness to alternative theoretical and practical proposals
GLC_K1_K04	The graduate is ready to undertake communication activities and co-create interpersonal relations in a professional environment, especially one that is linguistically and culturally diverse
GLC_K1_K05	The graduate is ready to performing work individually and in a group and assuming different roles in it
GLC_K1_K06	The graduate is ready to carry out the tasks entrusted to them in a professional manner and observe professional ethics
GLC_K1_K07	The graduate is ready to participate consciously and responsibly in socio-cultural life, respecting traditions and cultural heritage and displaying an attitude of tolerance and understanding towards cultural, linguistic and communicative diversity
GLC_K1_K08	The graduate is ready to establish contacts and activities in a linguistically, culturally, geographically and socially diverse international environment
GLC_K1_U01	The graduate can use theoretical knowledge, research paradigms and conceptual and terminological apparatus appropriate to the field of study, i.e. knowledge of communicology, linguistics, literary studies, literary and cultural comparative studies and history, and use it to formulate, analyze and solve issues arising from communication
GLC_K1_U02	The graduate can properly analyze the causes and course of specific linguistic, literary-cultural, historical-social and communicative phenomena and processes, as well as their interconnection and interpenetration
GLC_K1_U04	The graduate can search for, analyze, evaluate, select, evaluate and use information using a variety of sources and methods of obtaining it
GLC_K1_U06	The graduate can independently, analytically and critically interpret linguistic and literary texts and cultural phenomena
GLC_K1_U13	The graduate can plan and implement self-study and improve cultural, linguistic and communication skills necessary for professional and personal development
GLC_K1_W01	The graduate knows and understands in an advanced degree the place of communication issues and problems in the system of sciences, especially its subject and methodological connections with the disciplines of language and literary sciences in the humanities
GLC_K1_W03	The graduate knows and understands in an advanced degree the linguistic, literary and socio-cultural foundations of communication with a special focus on the East Slavic cultural-linguistic-communicative space
GLC_K1_W04	The graduate knows and understands functional diversity of communication, basic communication strategies and their applicability in the practice of global communication
GLC_K1_W05	The graduate knows and understands connections of global communication with linguistics and literary studies and related areas, as well as basic concepts and issues in the study of the language, literature and cultural contexts of the Eastern Slavic language area
GLC_K1_W06	The graduate knows and understands selected issues from the area of directional disciplines necessary to comprehend communicative, historical, social, linguistic and literary-cultural processes and transformations in particular in relation to the East-West axis