



UNIwersYTET  
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W POZNANIU

## Cultural policies

### Educational subject description sheet

#### Basic information

<b>Study programme</b> Kulturoznawstwo (English programme)		<b>Didactic cycle</b> 2023/24	
<b>Speciality</b> -		<b>Subject code</b> 20KENS.24K.04439.23	
<b>Organizational unit</b> Faculty of Anthropology and Cultural Studies		<b>Lecture languages</b> English	
<b>Study level</b> Second-cycle programme		<b>Course type</b> Obligatory	
<b>Study form</b> Full-time		<b>Block</b> Major subjects	
<b>Education profile</b> General academic			
<b>Subject coordinator</b>	Piotr Firych		
<b>Lecturer</b>	Piotr Firych		
<b>Period</b> Semester 3	<b>Activities and hours</b> • Lecture: 30, Exam		<b>Number of ECTS points</b> 4

## Goals

Code	Goal
C1	The aim of the course is to discuss the essence of cultural policy as a strategic domain of culture and art ecosystems. The lecture and active learning interactions with students will aim to cover phenomenon of the cultural policy studies and practices as immersed in an extended environment of cultural public spheres, intercultural, international relations, cultural management practices, public administration, audience development and marketing in the arts, creative and cultural industries and enterprises, global media and business players, as well as local social communities. To study properly key circumstances and conditions of working cultural managers, artists, public officers in cultural affairs in present times we need to get a right perspective, that could be obtained through an overview of theories, empirical case studies and practices. They will come from several disciplines of study that have much to learn from each other and more in common than one might expect: management and organization studies, aesthetics, cultural studies, art management, cultural policies studies, intercultural communication studies.

## Subject learning outcomes

Code	Outcomes in terms of	Learning outcomes	Examination methods
<b>Knowledge - Student:</b>			
W1	- knows the basics of methods used by managers in cultural sector, the arts organizations and creative sector enterprises.	KEN_K2_W03, KEN_K2_W07, KEN_K2_W12	Oral exam
W2	- knows culture and arts organisation characteristics, public, private and non-governmental	KEN_K2_W12	Oral exam
W3	- knows models of innovation in the domain of public policies related to cultural practices	KEN_K2_W07, KEN_K2_W12	Oral exam
<b>Skills - Student:</b>			
U1	- is critical towards knowledge which acquires, dominating authorities, ideologies and fashions in management and cultural studies.	KEN_K2_U02, KEN_K2_U13	Oral exam
<b>Social competences - Student:</b>			
K1	- improves his/her both cross-cultural and cultural competence applied into managerial practice in the field of culture and the arts	KEN_K2_K03, KEN_K2_K11	Oral exam

## Study content

No.	Course content	Subject learning outcomes	Activities
1.	Defining cultural policy	W1, U1, K1	Lecture
2.	Culture as public sphere	W1, W2, W3, U1, K1	Lecture
3.	Culture as a local ecosystem	W1, W2, W3, U1, K1	Lecture
4.	Cultural organizations and leadership	W1, U1, K1	Lecture
5.	Culture-led city development / Urban cultural policies	W1, W2, W3, U1, K1	Lecture
6.	History of the debate and the actual trends	W1, W2, W3, U1, K1	Lecture
7.	Cultural heritage management	W1, W2, W3, U1, K1	Lecture

No.	Course content	Subject learning outcomes	Activities
8.	Cultural marketing	W1, W2, W3, U1, K1	Lecture
9.	Audience development	W1, W2, W3, U1, K1	Lecture
10.	Festival as a framework for partnership and a cross-sectoral synergy in cultural policies	W1, W2, W3, U1, K1	Lecture
11.	The role of data and research in cultural organizations development	W1, W2, W3, U1, K1	Lecture
12.	Social value and evaluation of cultural projects	W1, W2, W3, U1, K1	Lecture
13.	Creative and cultural industries	W1, W2, W3, U1, K1	Lecture

### Additional information

Activities	Teaching and learning methods and activities
Lecture	Lecture with a multimedia presentation of selected issues, Conversation lecture, Problem-based lecture, Discussion, Work with text, Case study

Activities	Credit conditions
Lecture	<p>Very good (bdb; 5,0): the student achieved the intended learning outcomes in accordance with the A grade standards</p> <p>Good plus (+db; 4,5): the student achieved the intended learning outcomes in accordance with the B grade standards</p> <p>Good (db; 4,0): the student achieved the intended learning outcomes in accordance with the C grade standards</p> <p>Satisfactory plus (+dst; 3,5): the student achieved the intended learning outcomes in accordance with the D grade standards</p> <p>Satisfactory (dst; 3,0): the student achieved the intended learning outcomes in accordance with the E grade standards</p> <p>Unsatisfactory (ndst; 2,0): F Grade – the have not achieved the intended learning outcomes</p>

## Literature

### Obligatory

1. C. Bilton, Management and Creativity. From Creative Industries to Creative Management, Blackwells, Oxford 2007.
2. E. Belfiore E., O. Bennett, The Social Impact of the Arts: An intellectual history Palgrave, Basingstoke 2008.
3. M. Dragičević-Šešić, Shared Policies: The Future of Cultural Development, w: Dynamics of Communication: New Ways and New Actors, red. B. Cvjeticanin, Zagrzeb 2006, ss. 103-110.
4. Cr. Gray, Managing Cultural Policy, Public Administration, Vol. 87, No. 3, 2009, pp. 574-585.
5. J. Holden, The Ecology of Culture, AHRC, London 2015.
6. J. McGuigan, Rethinking Cultural Policy, OUP, Maidenhead 2004
7. T. Bennett, Culture and Policy – Acting on the social, Journal of International Cultural Policy, Vol. 4, No. 2, 1998, pp. 271-289.

### Optional

1. J. Ahearne, Cultural policy explicit and implicit: a distinction and some uses, International Journal of Cultural Policy 2009, nr 2, ss. 141-153.
2. A. M. Autissier, The Europe of Festivals, l'attribut, Paris 2009.
3. Cl. Grey, A very short, fairly interesting and reasonably cheap book about Studying Organizations, Sage, London, 2009.
4. P. Inkei, Culture and Development 20 years after the fall of communism in Europe, paper presented at The CultureWatchEurope Conference, 4th - 6th June 2009, Cracow, Poland.
5. D. Klaic, D. Mobility of Imagination, Central European University Press, 2007, Budapest.
6. D. Klaic, Festivals in Focus, CEU Press, Budapest 2014.
7. J. McGuigan, Cultural Analysis, Sage, London, 2010.
8. E. Poettschacher, The rise of the Trojan horses in the creative industries, International Journal of Cultural Policy, Vol. 16, No. 3, 2010, pp. 355-36.
9. J. Smiers, M. van Schijndel, Imagine there is no copyright and no cultural conglomerates, too, Amsterdam 2009
10. L. Varbanova, Strategic Management in the Arts, Routledge, New York, 2013.

## Calculation of ECTS points

Activities	Activity hours*
Lecture	30
Reading the indicated literature	45
Preparation for classes	15
Preparation for the exam	30
<b>Student workload</b>	<b>Hours</b> 120
<b>Number of ECTS points</b>	<b>ECTS</b> 4

\* academic hour = 45 minutes

## Efekty uczenia się dla kierunku

Kod	Treść
KEN_K2_K03	The graduate is ready to actively and critically participate in negotiating cultural conflicts: social, ethnic, religious ones, etc.
KEN_K2_K11	The graduate is ready to interpret in an accurate and in-depth manner the symbolic meanings of human thought and actions in their own and foreign social group, develop further their participation in culture as well as cultural and intercultural communication skills
KEN_K2_U02	The graduate can determine the meanings, social impact and location of cultural products in the historical-cultural process, using appropriate methods of analysis and interpretation
KEN_K2_U13	The graduate can use and creatively integrate theoretical concepts and research approaches within the framework of cultural urban studies, analysing urban practices and strategies concerning a given area of culture (revitalisation, artistic, political, promotional, etc.), as well as co-creating and participating in the implementation of urban strategies in a given area of culture
KEN_K2_W03	The graduate knows and understands history of the development of cultural studies as an interdisciplinary field of knowledge, and new theoretical directions and concepts, the knowledge of which the graduate updates on their own
KEN_K2_W07	The graduate knows and understands specialised methods of cultural work in cultural institutions and organisations, and methods of cultural animation and activation on a local and international scale
KEN_K2_W12	The graduate knows and understands in-depth knowledge of historical and contemporary concepts concerning ethical and cultural aspects of economy, business functioning and management of economic entities, cultural institutions and other organisations