

Subject card

Subject name and code	Museums in public perception, PG_00145423						
Field of study	Museology and Preservation of Cultural Heritage						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2027/2028		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		Polish		
Semester of study	6		ECTS credits		1.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Institute of Art History -> Faculty of History -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Andrzej Woziński				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	10.0	0.0	0.0	0.0	0.0	10
	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	10		2.0		15.0	27
Subject objectives	To familiarize the student with the forms of social reception of the activities of museums that do not fully coincide with the statutory objectives of their operation.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ODKML3_K01] Critically evaluates his knowledge, demonstrates a willingness to constantly expand it and to consult experts when he has difficulty solving a problem on his own	K_K01 Critically assesses the knowledge possessed, demonstrates a willingness to constantly expand it and to consult experts in case of difficulties in solving a problem related to the activities of the museum independently	[SK4] test/exam - oral or written
	[ODKML3_U12] Is able to plan teamwork and interact with others in teamwork (including interdisciplinary)	K_U12 Be able to plan the work of a team and interact with others in teamwork (including interdisciplinary work) in a museum	[SU4] test/exam - oral or written
	[ODKML3_K02] Is ready to take action to protect and promote the cultural heritage of the region, Poland and Europe	K_K02 He is ready to take action to protect and promote the cultural heritage of the region, Poland and Europe within the framework of museum activities.	[SK4] test/exam - oral or written
	[ODKML3_K06] Believes in the importance of professional behaviour, reflection on ethical issues and following professional ethics	K_K06 He is convinced of the importance of behaving in a professional manner, reflecting on ethical issues and is ready to follow the rules of professional ethics applicable to the museum.	[SK4] test/exam - oral or written
	[ODKML3_W05] He has advanced knowledge of the relationship of art sciences with other humanities and social sciences: history, cultural studies, philosophy, psychology, economics, sociology, ethnology, anthropology, theology	K_W05 Has advanced knowledge of the connections between museology and other humanities and social sciences: art sciences, history, cultural studies, philosophy, psychology, economics, sociology, ethnology, anthropology, theology	[SW4] test/exam - oral or written
	[ODKML3_W09] Knows and understands the basic principles of creation and development of various forms of entrepreneurship	K_W09 Knows and understands the basic principles of museum creation and development	[SW4] test/exam - oral or written
	[ODKML3_W01] Has advanced knowledge of the place and importance of the humanities in the system of sciences, knows to an advanced degree their terminology, subject and methodological specificity	K_W01 Has advanced knowledge of the place and importance of museology in the system of sciences, knows to an advanced degree their terminology, subject and methodological specificity	[SW4] test/exam - oral or written
Subject contents	Goals of establishing collections and museums and their social resonance - historical outline. Museum concepts and their relationship to audiences. Categories of audiences in museums and their expectations. The audience and its impact on the functioning of museums. Museum as an open institution.		
Prerequisites and co-requisites	no		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	colloquium	51.0%	90.0%
	attendance	75.0%	10.0%

Recommended reading	Basic literature	Muzeum sztuki. Antologia, red. M. Popczyk, Kraków 2005 N. Einreinhofer, The American Art Museum, Elitism and Democracy, London and Washington DC: Leicester University Press 1997 La Jeunesse des Musées. Les Musée de France au XIX e siècle. Katalog wystawy, Paris, Musée dOrsay, 1994 K. Schubert, The Curators Egg. The evolution of the Museum Concept from the French Revolution to the Present Day, London: One-Off Press 2000 Piotr Tadeusz Kwiatkowski Beata Nessel-Łukasik, ABC Badania publiczności w muzeum (Szkolenia Narodowego Instytutu Muzealnictwa i Ochrony Zbiorów, 12), Warszawa 2018 Muzea i uczenie się przez całe życie podręcznik europejski, Warszawa 2013 Abercrombie, N. and Longhurst, B. (1998) Audiences: A sociological theory of performance and imagination. London: Sage. A. Ryszkiewicz, Kolekcjonerzy i miłośnicy, Warszawa 1981 M. Krzemińska, Muzea sztuki w kulturze polskiej, Warszawa 1987 Z. Żygulski jun., Muzea na świecie. Wstęp do muzealnictwa, Warszawa 1982. Krzysztof Pomian, Muzeum. Historia światowa, T. 1-3, Gdańsk 2023-2024
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	Supplementary literature	Ashley, S. (2007) State authority and the public sphere: Ideas on the changing role of the museum as a Canadian social institution. In: Watson, S. (ed.) Museums and their communities. Abingdon: Routledge. pp. 485500. Cuno, J. (ed.) (2004) Whose muse? Art museums and the public trust. Princeton: Princeton University Press. Falk, J. H., Dierking, L. D. and Adams, M. (2006) Living in a learning society: museums and free-choice learning. In: Macdonald, S. (ed.) A companion to museum studies, Oxford: Blackwell Publishing. pp. 32339. Govier, L. (2009) The National Gallery visitors guide with ten self-guided tours. London: The National Gallery Company. Hooper-Greenhill, E. (1994) Museums and their visitors. London: Routledge. Lavine, S. D. (1992) Audience, ownership, and authority: Designing relations between museums and communities. In: Karp, I., Kreamer, C. M. and Lavine, S. D. (eds.) Museums and communities: The politics of public culture. Washington, D.C.: Smithsonian Institution Press. Longhurst, B., Bagnall, G. and Savage, M. (2004) Audiences, museums and the English middle class. Museum and Society, 2 (2) 10424. McTavish, L. (1998) Shopping in the museum? Consumer spaces and the redefinition of the Louvre. Cultural Studies 12 (2) 16892. Misztal, B. (2003) Memory experience: The forms and functions of memory in museums and their communities. In: Watson, S. (ed.) (2007) Museums and their Communities. London: Routledge. pp. 37996. Rice, D. (2003) Museums: Theory, practice, illusion. In: McClellan, A. (ed.), Art and its publics: Museum studies at the millennium. Oxford: Blackwell Publishing. pp. 7795. Watson, S. (ed.) (2007) Museums and their communities. London: Routledge. Worts, D. (1995) Extending the frame: Forging a new partnership with the public. In: Pearce, S. (ed.) Art in museums. London: Athlone. pp 16473. Wright, P. (1989) The quality of visitors experiences in art museums. In: Vergo, P. (ed.) The new museology. London: Reaktion Books. pp. 11948.
	eResources addresses	
Example issues/ example questions/ tasks being completed	Museum concepts and their relationship with audiences.Categories of audiences in museums and their expectations.The audience and its impact on the functioning of museums.	
Work placement	Not applicable	

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