

Subject card

Subject name and code	Global Publishing Market, PG_00211216						
Field of study	Polish Studies						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2026/2027		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study Optional subject group		
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	academic		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Jolanta Laskowska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	0.0	0.0	0.0	15
	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	15		11.0		24.0	50
Subject objectives	The aim of the course is to familiarise students with the mechanisms of the global book market, discuss global publishing trends and key developments in the book market.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[FPMU2_W10] Has an in-depth knowledge of literary and linguistic studies in the field of their chosen specialization in the context of cultural and civilizational changes.	The student: - is able to search, analyse, evaluate, select and use information on the global book market; - is able to acquire knowledge about various segments of the book market independently and to develop research skills guided by their tutor; - has the ability to recognise mechanisms related to the functioning of the publishing market in other countries of the world using the views of other authors; - develops the ability to prepare oral presentations on various segments of the world book market and possesses professional skills in his/her chosen specialisation.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[FPMU2_W08] Recognizes in cultural texts the reflection of the dilemmas of contemporary civilization as well as the economic, legal and business rules governing the contemporary world, influencing the development of various forms of entrepreneurship.	Student: - is able to identify the main mechanisms of European and international publishing policy; - has a structured basic knowledge of the publishing market and of his/her chosen specialisation.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[FPMU2_K06] He consciously develops his own professional competence in literary and linguistics studies, becoming ready for the changing reality.	Student: is interested in the international publishing market and is able to encourage others to engage with books and culture; The student is aware of the importance of the global book market as a cultural shaping factor.	[SK1] oral statement/conversation/ discussion
Subject contents	Selected elements of publishing statistics (titles, circulation, readership, translations). Characteristics of the book markets in Europe and in selected countries of the world. Major publishing companies in Europe and in the world. Analysis of different sectors of the book market (fiction, children's books, school books, scientific books) World book fairs. Literary agencies.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	presentation	50.0%	70.0%
	activity in class	50.0%	30.0%
Recommended reading	Basic literature	- Maciejewski J., Rynek książki na świecie w obliczu przemian technologicznych, Warszawa 2009. - Okuniewski J., Globalny i europejski rynek książki, Wiadomości Księgarskie (Warszawa , 1994). R. 24, nr 80 . - Zygierewicz A., Rynek książki w wybranych państwach. "Analizy BAS" 2015, nr 1	
	Supplementary literature	Klukowski B., Książka w świecie współczesnym. Warszawa 2003.	
	eResources addresses		
Example issues/ example questions/ tasks being completed	The publishing market in France (major publishers, readership, bestsellers, book fairs)		
Work placement	Not applicable		

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