

STRUCTURE

COURSE TYPES

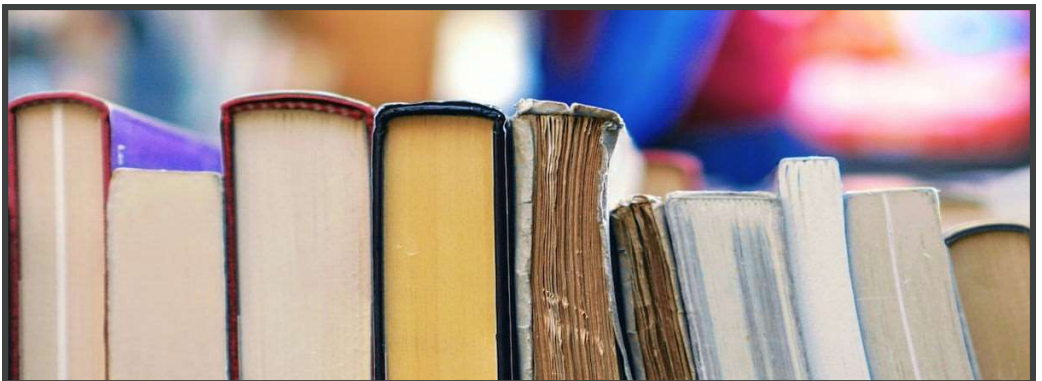
EXAM TYPES

INDIVIDUAL MODULE
CONTENTS

CREDIT AREAS

Book Studies and Literary and Cultural Management

Information on
Module Contents, Module
Structures and Related Aspects



GENERAL INFORMATION

STRUCTURE

How Are the Modules Structured?

Each of the modules offered as part of the Book Studies and Literary and Cultural Management section has two parts:

- a theory part, where students learn about foundational concepts, historical developments and core approaches;
- and a hands-on, practical part, where students are expected to put their theoretical knowledge to use in an observation project: e.g. study how literary festivals engage audiences and use their social media networks for this; how editing works in a publishing company; or why museums must be sites of experience instead of only sites of academic study.

For each module, the theory part and the observation part must be registered separately in FlexNow.

FORMS OF TEACHING

How Are the Modules Taught?

For all modules, the division has created tailor-made self-study units. Some of these may only be offered in winter semesters – see the “availability” section of the individual module explanations. A self-study unit has scaffolded tasks that are meant to guide students step by step through the topic or area in question. Students are expected to write short responses, reflections or reports on some of the tasks in form of a portfolio. The University’s OpenLIAS platform hosts an Insights version (https://openilias.uni-goettingen.de/openilias/goto_openilias_lm_947.html).

Whenever possible the division also offers courses alongside the self-study units. These may come in the form of a lecture – e.g. from the Faculty of Sociology on observation practices – or as seminars or block seminars.

GENERAL INFORMATION

What Kinds of Exams are Set?

All exams in these modules are ungraded. The kind of exam that is set depends in part on the form in which the modules are taught.

For the theory part,

- self-study units expect students to write (part-) portfolios that chart their progress through the unit chapters.
- courses that are taught on a regular basis or in block form will set out their own requirements that students have to complete.

The internship module is different: here, a project sketch is required. This aims at ensuring that students plan what they want to learn and do during their internships, and how they want to make the most of the practical.

For the practical part,

- self-study units expect an observation report on whatever aspect forms the focus of the module;
- the internship module expects an internship report that takes the expectation sketch into account.

Courses usually do not offer a practical part. Students who complete a course – e.g. on exhibiting literature for the Literary Heritage module – are still required to write an observation report. Information on where to register and who to hand it in to will be provided in the course.

Where Do I Register for the Exams?

For the theory part,

- students who complete a self-study unit register under the .Tn exam date with Dr. Reitemeier;
- students who complete a course register under the .Tn exam date with the course instructor.

For the practical part, as a general rule,

- students who complete a self-study unit register under the .Mp exam date with Dr. Reitemeier;
- students who complete a course register under the .Mp exam date with Prof. Schaff.

TYPES OF EXAMS

REGISTRATION

BASICS: BOOK STUDIES AND PUBLISHING

B.Eng.817 | M.EP.12f

Introduction to Book Studies

This module introduces students to core areas, questions and approaches in Book Studies: e.g. the history and materiality of books, readers and reading, books and/in law, book events ...

Theory part: Learn the basics about different Book Studies areas.

Hands-on part: Do mini Book Studies projects.

Exam: portfolio for theory part; report or poster for practical part

Taught as: self-study unit; course if possible

Availability: SSU every semester; course optional

Credits: 6 credits on completion of both parts

Expected study time: 180 hours

B.Eng.811 | M.EP.12

Foundations: The Publishing Industry

This module focuses on the various agents and stakeholders in publishing: publishing companies, authors, readers, agents. Students learn about their interrelatedness and connect them with concepts from sociology and economics.

Theory part: Understand the needs and wants of the various players.

Hands-on part: Observe and analyse of how publishers or bookshops take readers' and authors' wishes into consideration.

Exam: portfolio for theory part; report for practical observation part

Taught as: self-study unit; course if possible

Availability: SSU every semester; course optional

Credits: 6 credits on completion of both parts

Expected study time: 180 hours

RECEPTION: FESTIVALS, MUSEUMS, TOURISM

Forms of Reception (Festivals Focus)

This module studies how audiences are attracted and engaged in literary festivals. The focus is both on theoretical concepts of branding, audience engagement and fields and on how these are made use of by festival organisers.

Theory part: Understand core concepts from author branding, audience engagements, field theory; optionally: core concepts from participant observation.

Hands-on part: Observe at a literary festival.

Exam: portfolio for theory part; report for practical observation part

Taught as: self-study unit; course if possible

Availability: SSU every winter semester; course when possible in summer semesters

Credits: 6 credits on completion of both parts

Expected study time: 180 hours

Literary Heritage, Literary Museums, Literary Tourism

The focus of this module is on a different aspect of the reception and mediation of literature: how literature is exhibited, treated as heritage or is used in tourism.

Theory part: Understand core concepts from museum studies, cultural heritage, tourism; optionally: core concepts from participant observation.

Hands-on part: Do an observation project in museums or literary tourism.

Exam: portfolio for theory part; report for practical observation part

Taught as: self-study unit; course if possible

Availability: SSU every winter semester; course when possible in summer semesters

Credits: 6 credits on completion of both parts

Expected study time: 180 hours

B.Eng.812 | M.EP.12a

B.Eng.814 | M.EP.12e

HANDS-ON PRACTICE AND RELATED MODULES

B.Eng.813 | M.EP.12b

Perspectives on the Literature and Culture Industries

While the other modules listed here focus on aspects of reception or on the basics of how the literary and cultural industry and their academic branch – Book Studies – work, this module allows students to experience branches of the literature and culture industry at first hand.

Note that internships are self-organised. They can be in Germany or abroad.

Theory part: Understand the principles of participant observation; draft an observation project.

Hands-on part: Do an internship (240 hours) in a company, institution or organization on the literature or culture industry (may be split if necessary).

Exam: project sketch for theory part; internship report for practical part

Taught as: self-study unit; course

Availability: SSU every semester; course whenever possible

Credits: 12 credits on completion of both parts

Expected study time: 360 hours

Related Modules

Werkzeuge der Digital Humanities

introduces students to the methods and techniques of analysing digital text data (big data), to using metadata and curating digital editions

6 credits – contact: [Prof. Langner](#) or [Prof. Wesche](#)

Alte Texte, neue Technologien (BA) Corpus Analysis (MA)

focuses on digital methods to analyse text corpora, leading to editions and distant reading projects

6 credits – contact: [Dr. Langeslag](#)

B.DH.05

B.Eng.611 | M.EP.11b

GENERAL INFORMATION - STUDY FIELDS

What Area Can I Get Credits In?

For students in the **Bachelor of Arts in English/English: Language, Literatures and Cultures** programme, any of the modules listed here can be used in the soft skills area ("Schlüsselkompetenzen"). These modules are part of the career-orientation profile ("berufsfeldbezogenes Profil"). They can be supplemented with an individual career orientation module (B.Eng.801) and a second internship module outside the literature and culture industries (B.Eng.802).

Students in the **BA in World Literature** programme can equally use any of these modules in their soft skills ("Schlüsselkompetenzen") study area, with the exception of B.Eng.813 which is identical in design with the WLI-internal SK.WLI.100 internship module.

For students in the **Master of Arts programme in English: Language, Literatures and Cultures**, the modules can be used individually in the cross-division study option ("Pick and Mix"). Alternatively, MA ELLC majors can fill a certificate section if they complete at least 24 credits of these modules; this module list can also include M.EP.11 "The Medieval Text in Manuscript, Archive and Media".

From winter semester 2025/2026 an additional dedicated **minor study programme** is offered as part of the **Master of Arts** of the Faculty of the Humanities: **Book Studies** (36 credits or 18 credits package). Students in this minor are expected to complete M.EP.12f Book Studies and the internship module M.EP.12b, plus (if applicable) another 18 credits worth of modules from this section but also including B.DH.05, M.EP.01a, M.EP.10b and M.EP.11b. Please enquire for assistance if necessary.

STUDY FIELDS

Books image: Tom Hermans
from Unsplash.com.

Contact information:

Dr. Frauke Reitemeier (SEP)
frauke.reitemeier@phil.uni-goettingen.de

More information may be found in the individual
module descriptions and on the [Literary and
Cultural Management website](#).

Aug 2025

