

60911 - Diffusion, communication, assessment and interpretation of cultural heritage

Syllabus Information

Academic year: 2023/24

Subject: 60911 - Diffusion, communication, assessment and interpretation of cultural heritage

Faculty / School: 103 - Facultad de Filosofía y Letras

Degree: 351 - Master's in Cultural Heritage Management

ECTS: 6.0

Year: 1

Semester: Second Four-month period

Subject type: Compulsory

Module:

1. General information

The main objective of the subject is to introduce the student to the analysis and critical understanding of the different resources and instruments for cultural heritage management, emphasizing the need to work in multidisciplinary teams. To this end, the meaning of the concepts of dissemination, communication, interpretation and enhancement of cultural heritage will be explained.

These approaches and objectives are aligned with the Sustainable Development Goals (SDGs) of the United Nations 2030 Agenda (<https://www.un.org/sustainabledevelopment/es/>), specifically 5 and 10, through activities regarding universal access to cultural heritage with an inclusive approach. The acquisition of the learning results of the subject provides training and competence to contribute to some extent to their achievement.

2. Learning results

1. To understand the concepts of dissemination, communication, interpretation and enhancement of cultural heritage as a previous step to its management.
2. To demonstrate knowledge about and acquire the necessary skills to master and execute the specific tools and techniques required to develop a project for the dissemination of cultural heritage in a real and specific field.
3. To establish strategic plans for dissemination and enhancement in order to implement cultural management projects.
4. To develop the necessary capacity to become aware of the real problems and potentialities on which students can base their professional future.
5. To assume and reflect on the responsibility and ethics involved in this professional activity.

3. Syllabus

1. The socio-professional sphere on dissemination and interpretation of cultural heritage.
2. Communication and cultural dissemination tools.
3. Cultural policy: dissemination and enhancement strategies emanating from our institutions or from citizen initiatives.
4. Didactic and social inclusion offices in museums and heritage institutions.
5. New technologies for the dissemination of heritage: from augmented reality to the Internet.

4. Academic activities

1. Master Classes

Oral presentations based on the presentation of contents by a teacher or invited expert.

2. Problems and cases

Analysis of diverse materials related to dissemination and their preparation depending on different contexts.

3. Special practical classes

Two-day training trip to learn about cases of cultural heritage management.

4. Teaching work

Teaching work: development of a cultural management project using a methodology based on collaborative work. All the students enrolled in subjects of the master's program will participate in this work.

5. Study and personal work

Preparation of two individual works and the final group project.

5. Assessment system

First Call:

- a. Continuous assessment through the following activities:

Individual work on the subject: 70% of the final grade.

Completion of an individual or group work (maximum two people) previously agreed with the teacher. The work must deal with any of the concepts analysed during the term, applied to a specific topic.

Assessment criteria: clarity, conciseness, order and precision in the exposition of the contents, and the capacity to solve the developed topic, as well as the use of information sources in an appropriate manner. It is important to demonstrate that the methodologies of each field of knowledge are adequately managed.

Group work: 30 % of the final grade.

Production of a group work as a result of the Integrated Workshop on Cultural Heritage Project Management. This work will have a global and transversal character including aspects related to all the subjects of the Master.

Assessment criteria: The organization and management of information in accordance with the methodology explained in class; the use of new technologies in the search for information including a critical analysis of the sources and the use of appropriate tools in the creation and presentation of content.

B) Overall assessment

- a) Submission of a single work document with assignments related to the subject. (70% of the grade). The deadline will be the same as the examination date set by the University.

- b) Group work (30%). Production of a group work as a result of the Integrated Workshop on Cultural Heritage Project Management. (30% of the grade)

Second call: overall assessment identical to that of the first call.