UNIVERSITÀ DEGLI STUDI DI PALERMO

Department: Cultures and Societies

A.Y. 2023/2024

DEGREE COURSE IN COMMUNICATION OF CULTURAL HERITAGE

Characteristics

Class of Master's Degree (MSc) on Communication (LM-92)	2 YEARS	PALERMO	FREE ACCESS	2215

DOUBLE DEGREE

Université de Tunis El Manar, Tunisi (TUNISIA)

Educational objectives

The 2nd cycle Degree Course in Communication for cultural heritage aims at training professionals who, together with solid cultural groundings in the areas of humanistic knowledge related to text sciences and visual culture, possess the theoretical knowledge and technical skills of communication specialists and can conceive and coordinate high-profile projects in the field of valorisation and use of cultural heritage and contemporary visuality.

One of specific objectives of the course is the achievement of a mature and conscious understanding of image sciences, considered as an interplay among the analysis of the image, the social and individual gaze and the media supporting such images, in relation to the evolution of technologies and possible translations between different languages. Furthermore, the course aims at providing a mature and conscious understanding of literary knowledge in its various articulations (critical-literary, linguistic and cultural) and their connection with the study of modern comparative studies, theory of literature, history of culture, semiotics, historical-philosophical disciplines and computer science applied to the human sciences.

Finally, the course aims at developing the aptitude for the analysis and design of solutions for the enhancement and use of cultural heritage, as well as for its greater understanding.

During the course students can experiment, through various professional laboratories, the close observation of aspects, methods, and techniques crucial for their future professional role by acquiring, according to the educational planning or on the basis of personal interests and skills, useful knowledge for entering the labour market. Internship activities and specific training activities will also be carried out aimed at projecting students towards their future professional role. Some credits will also be allocated to further elective training activities.

The educational programme is divided into different areas of knowledge:

- semiotic-communication area, providing teachings in cultural heritage semiotics, philosophy of experience, exhibition space semiotics.
- anthropological and social area, providing teachings related to cultural heritage anthropology, laboratory of computational social sciences, laboratory of polling theories and techniques.
- legal area, providing courses such as Cultural Heritage regulations and History of political parties.
- economic-tourism and marketing area, providing courses in Management of Cultural Heritage and Food and Wine, Cultural industrial economics.
- linguistic-literary and historical-artistic area, with teachings in Literary Communication, Visual Culture, Theory of Translation, Digital Philology, History of exhibitions and curatorial practice, Theory and history of art criticism, Theories of Interculturalism, Archaeology, Arab-Islamic cultural heritage, Theory of Seriality.
- creative and planning area, providing: Immersive technologies for Cultural Heritage, Virtual Archaeology Laboratory, Communication Campaign Creation Laboratory, Exhibit Design Laboratory, Service Design Laboratory, Cultural Heritage Digitization Laboratory.

During the first year, students acquire the skills necessary to understand the communicative and cultural aspects characterising material and immaterial cultural heritage. Alongside with semiotic and anthropologic knowledge related to the

mechanisms constructing tradition and heritage, students will deepen the philosophical traits upon which their experience is based and explore literary heritage and the relevant communication.

Through the choice of two laboratories, in fact, students can acquire practical skills related to the creation of communication campaigns, market research and sociological analysis, the design of services, the digitization of cultural heritage and the construction of relevant virtual models, to the design of exhibition spaces and installations. In this way, in addition to personalizing their own training path, students characterize their professional profile in a specific way. Through three elective courses, they can decide to deepen different traits of the many issues related to different sectors of communication, from historical-artistic-archaeological to economic ones, as well as to political, philosophical, and cultural issues.

The second year provides skills and tools to manage the cultural heritage at large, to understand visual culture and the way in which recent technologies changed the use of various types of contents. Students will also be able to study the semiotic mechanisms through which exhibition areas build experiences, enhancing what they host.

The credits in terms of competences related to the labour market will be provided through the creation of a program of seminars with companies and professionals operating in various fields.

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Professional opportunities

Profile:
Expert in Communication of cultural heritage
Functions:
- design, analysis and planning of initiatives aimed at communicating cultural heritage in a broad sense, including artistic and monumental goods, together with other material and immaterial elements contributing to define a culture (food, traditions, festivals, etc.).)
- consulting in the design and construction of spaces aimed at the use of cultural heritage effective from the point of view of communication (museums, exhibition spaces, routes in the territory, etc.)
- analysis, design and implementation of models and prototypes in the various areas of communication;
- design of studies and research activities in the field of communication;
- analysis, conception and implementation of integrated communication systems, with particular reference to new means of communication;
- communication and dissemination of knowledge, also through the use of new technologies at various levels;
- promotion and management of information and communication innovation in public bodies as well as in private companies and economic organizations of different types;
- planning and provision of cultural services and for the recovery of local traditions and identities;
- planning and communication of cultural events;
- research in the field of text sciences and image sciences;
- specialist consultancy on verbal and visual communication (in particular within cultural institutions, public and private foundations, libraries, archives, etc.)

Skills:
- high-level theoretical and methodological skills for the analysis, design and implementation of communication models and prototypes at different levels;
- command of the technical knowledge of communication software and of the related communication skills;
- written and oral command of a foreign language
- planning and provision of cultural services and for the recovery of local traditions and identities
- strategic consultancy for the design of museum spaces and initiatives aimed at enhancing and exploiting cultural heritage
- programming and communication of cultural events, research in the field of text sciences and image sciences
- communication of the sciences of text and visual culture
- of critical edition of the texts
- of contemporary visual arts.

Professional opportunities:
Graduates, since their first years of employment (with gradually higher degrees of complexity and autonomy), may find professional opportunities in the areas of cultural heritage communication in the broad sense (from artistic/monumental goods to gastronomy and folklore), text sciences and visual culture, in the critical edition of texts and contemporary visual images, being them specialists in communication, able to design and coordinate high profile projects.
Graduates will find employment in public and private museums, cultural and research institutes, as well as in economic, profit and non-profit, cultural and museum organizations of different types, cultural centres, libraries, archives, publishing houses, image and advertising, tour operators.
They will be involved in the promotion and management of innovative information and communication campaigns, through the use of ITC, in areas such as communication of cultural heritage, text sciences and visual culture, in the field of critical edition of texts and contemporary visual arts, being specialists able to design and coordinate high-profile cultural projects.

Final examination features

Consistent with the educational objectives of the 2nd cycle Degree Course and with the expected learning outcomes, the final exam for completing the studies consists in the elaboration of an original Degree Thesis that the student will carry out under the guidance of a supervisor. Audiovisuals, projects and other cultural products among those which the course prepares through the professionalizing laboratories activated can also become part of this work.

Subjects 1 ° year	CFU	Sem.	Val.	SSD	TAF
19654 - CULTURAL HERITAGE SEMIOTICS *Mangiapane(RD)*	9	1	V	M-FIL/05	B
23468 - CULTURAL HERITAHE ANTHROPOLOGY *D'Agostino(PO)*	6	1	V	M-DEA/01	B
19083 - LITERARY COMMUNICATION *Coglitore(PO)*	9	1	V	L-FIL-LET/ 14	C
23031 - PHILOSOPHY OF EXPERIENCE *Crescimanno(PA)*	9	2	V	M-FIL/04	B

Legenda: Per. = periodo o semestre, Val. = Valutazione (V=voto, G=giudizio), TAF= Tipologia Attività Formativa (A=base, B=caratterizzante, C=Affine, S=stages, D=a scelta, F=altre)

Subjects 1 ° year	CFU	Sem.	Val.	SSD	TAF
13351 - ADVANCED SKILLS RELATED TO THE LABOUR MARKET	2	2	G		F
Optional subjects	10				C
Optional subjects II	6				C
Free subjects	6				D
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Subjects 2 ° year	CFU	Sem.	Val.	SSD	TAF
13399 - VISUAL CULTURE *Cometa(PO)*	6	1	V	L-FIL-LET/ 14	C
16852 - COMPETENCES RELATED TO THE LABOUR MARKET 2	2	1	G		F
14184 - INTERNSHIP	9	1	G		F
23070 - CULTURAL HERITAGE AND FOOD AND WINE MANAGEMENT *Vesperi(RD)*	6	2	V	SECS-P/10	C
23061 - EXHIBITION AREAS SEMIOTICS *Giannitrapani(RD)*	6	2	V	M-FIL/05	B
23469 - IMMERSIVE TECHNOLOGIES FOR CULTURAL HERITAGE *Arcagni(PA)*	9	2	V	L-ART/06	B
05917 - FINAL EXAMINATION	9	2	G		E
Optional subjects III	10				B
Free subjects II	6				D
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OPTIONAL SUBJECTS

Optional subjects	CFU	Sem.	Val.	SSD	TAF
23019 - ADVERTISING CAMPAIGN CREATION WORKSHOP	10	Ann.	V		
- THEORY AND TECHNIQUES OF AUDIO-VISUAL LANGUAGE *Mangano(PO)*	5	Ann.	V	M-FIL/05	C
- COMMUNICATION DESIGN *Ventura Bordenca(RD)*	5	Ann.	V	M-FIL/05	C
23032 - COMPUTATIONAL SOCIAL SCIENCES WORKSHOP *Trobia(PA)*	10	Ann.	V	SPS/07	C
23345 - THEORIED AND TECHNIQUES OF OPINION POLLS - WORKSHOP *Oliveri(PA)*	10	Ann.	V	SECS-S/05	C
23071 - VIRTUAL ARCHAEOLOGY WORKSHOP *Limoncelli(RD)*	10	Ann.	V	L-ANT/10	C
Optional subjects II	CFU	Sem.	Val.	SSD	TAF
23069 - CONTRASTIVE LINGUISTICS *Mirto(PA)*	6	2	V	L-LIN/01	C
23463 - CULTURAL HERITAGE OF THE ARAB-ISLAMIC WORLD *Spallino(PA)*	6	1	V	L-OR/12	C
04354 - CULTURAL HERITAGE REGULATIONS *Ventimiglia(PA)*	6	2	V	IUS/10	C

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23465 - CULTURAL INDUSTRY ECONOMICS *Pirrone(RD)*	6	2	V	SECS-P/06	C
23464 - DIGITAL PHILOLOGY *Teresi(PA)*	6	1	V	L-FIL-LET/15	C
23532 - HISTORY OF EUROPEAN INSTITUTIONS *Marsala(PA)*	6	2	V	SPS/02	C
23461 - HISTORY OF EXHIBITIONS AND CURATORIAL PRACTICE *Costanzo(RD)*	6	2	V	L-ART/03	C
23462 - HISTORY OF PUBLIC PHILOSOPHICAL DEBATE *Di Bella(PA)*	6	1	V	M-FIL/06	C
23459 - INTERCULTURALISM THEORIES *Mandala'(PO)*	6	2	V	L-LIN/18	C
23466 - LANDSCAPE ARCHAEOLOGY AND TOPOGRAPHY *Forgia(RD)*	6	1	V	L-ANT/09	C
23467 - MEDITERRANEAN COUNTRIES ARCHAEOLOGY *Aiosa(PA)*	6	2	V	L-ANT/07	C
23460 - THEORY AND HISTORY OF ART CRITICISM *Auf Der Heyde(PA)*	6	2	V	L-ART/04	C
23030 - THEORY AND TECHNIQUES OF SERIALITY *Bertoni(PO)*	6	1	V	L-FIL-LET/10	C
13521 - THEORY OF TRANSLATION *Lavieri(PO)*	6	2	V	L-LIN/04	C

Optional subjects III	CFU	Sem.	Val.	SSD	TAF
20993 - CULTURAL HERITAGE DIGITIZATION STUDIO *Intorre(RD)*	10	Ann.	V	L-ART/04	B
23018 - EXHIBIT DESIGN WORKSHOP *Crescimanno(PA)*	10	Ann.	V	ICAR/13	B
23346 - SERVICE DESIGN WORKSHOP	10	Ann.	V		
- MODULE 1 *Russo(PA)*	5	Ann.	V	ICAR/13	B
- MODULE 2 *Di Dio(PA)*	5	Ann.	V	ICAR/13	B

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