



UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Culture e società
ACADEMIC YEAR	2017/2018
MASTER'S DEGREE (MSC)	HISTORY OF ART
SUBJECT	MUSEUM PROMOTION, COMMUNICATION AND DIDACTICS
TYPE OF EDUCATIONAL ACTIVITY	B
AMBIT	50631-Discipline storico - artistiche
CODE	18653
SCIENTIFIC SECTOR(S)	L-ART/04
HEAD PROFESSOR(S)	PALAZZOTTO Professore Ordinario Univ. di PALERMO PIERFRANCESCO
OTHER PROFESSOR(S)	
CREDITS	12
INDIVIDUAL STUDY (Hrs)	240
COURSE ACTIVITY (Hrs)	60
PROPAEDEUTICAL SUBJECTS	
MUTUALIZATION	
YEAR	2
TERM (SEMESTER)	1° semester
ATTENDANCE	Not mandatory
EVALUATION	Out of 30
TEACHER OFFICE HOURS	PALAZZOTTO PIERFRANCESCO Monday 9:00 10:00 Il ricevimento avverrà tramite la piattaforma Teams previo appuntamento, o altrimenti Ed. 15, Dipartimento Culture e Società, piano III, stanza 302. Inviare email per comunicare incontro ed evitare disguidi. Come di consueto e' possibile accordarsi per ulteriori incontri al di fuori dell'orario e giorno previsto, scrivendo all'indirizzo email pierfrancesco.palazzotto@unipa.it.

DOCENTE: Prof. PIERFRANCESCO PALAZZOTTO

PREREQUISITES	Knowledge of the basic elements of museology and museography, the museum organization and the main museum functions. During the first lessons the basic knowledge will be verified through conversation.
LEARNING OUTCOMES	<p>Knowledge and Comprehension skills: The course is structured so that students after completing their course prove advanced skills in critical analysis purposes in the areas of museum enhancement, communication, including aspects related to museum design, marketing and education. Students should be also able to have the ability to collect, compare and interpret the acquired data and study of advanced texts.</p> <p>Applying knowledge and understanding: Students, at the end of the course, should have the ability to apply their acquired knowledge and understanding and use their gained competences in solving the problems of reading and interpretation of museum communication and set, in general, communication systems or equipment aimed at various levels of museum education. These skills are developed through activities seminars, personal study, lectures and guided tours.</p> <p>Making judgments: The student, at the end of the course, will be able to integrate knowledge and manage knowledge complexity in the analysis as well as in their selective acquisition, and ' to make judgments based on the information.</p> <p>Communicative Skills The student, at the end of the course, must be able to clearly communicate, without ambiguity, his/her conclusive judgment with a proper cultural ecfrasis as well as the reasoning behind, to specialists in a historical-artistic context and to non-specialists, thus being able to move from one communicative register, verbal or written, to another. During the field visits, or class tests, 'language, communication and interrelation students' abilities will be assessed in the group.</p> <p>Learning ability: The training during the course can not be considered as a point of arrival, but only it can be considered as the set of tools and information helping students to continue their studies in the field in a personal and confident way. Therefore, the student at the end of the course must know how to independently conduct an original scientific research, identifying the primary and secondary sources, knowing how to use the correct cognition and after giving due weight to each of them.</p>
ASSESSMENT METHODS	<p>In order to asses the self-assessment of the know-how, or better the application of students' acquired knowledge, a personal elaboration of a short written text consisting in the critical analysis of issues related to the discipline of a specific case study will be proposed. The test will be discussed, during the lessons, and it will take place at the end of these lessons. This will not be subjected to students' final evaluation.</p> <p>The final test will be oral. The overall final assessment at the oral exam will be obtained from the analysis of the following descriptors:</p> <ul style="list-style-type: none">- Fairness and property of the use of technical language related to the specific discipline (up to 10/30)- The required knowledge correct and complete exposure (up to 10/30)- Ability to a critical knowledge processing (up to 10/30) <p>The scope of the questions will cover the topics covered by the program and will contribute to the expected learning outcomes: Historical and Contemporary Museography, Theories of Perception, Theories and Forms of Communication, Main Issues of Museum Communication, Main Issues of Contemporary Museology, Museum Marketing, Theories and Forms of Museum Education.</p>
EDUCATIONAL OBJECTIVES	The museal Education, Enhancement and Communication course will be developed so that the student will achieve a basic training in the specific sector. The course will provide students with 'the ability' to read the museums in their multiplicity of communicative and functional aspects to the use of different types of visitors.
TEACHING METHODS	Frontal lessons; Class Tests; Field visits.
SUGGESTED BIBLIOGRAPHY	<ul style="list-style-type: none">• L. Cataldo, M. Paraventi, Il Museo oggi. Linee guida per una museologia contemporanea, Ulrico Hoepli Editore, Milano 2007, pp. 90- 158;176-255; 279-285.• A. Polveroni, This is contemporary! Come cambiano i musei d'arte contemporanea, Franco Angeli editore, Milano 2007.• Il Museo all'opera. Trasformazioni e prospettive del museo d'arte contemporanea, a cura di S. Zuliani, Bruno Mondadori, Milano 2006, pp.1-14; 31-35; 37-42; 43-48; 83-92; 103-109; 131-135.• L. Amodio, La comunicazione nei musei, concetti di base, idee, strumenti,

	<p>Cuen, Napoli 2008.</p> <ul style="list-style-type: none"> • F. Pirani, Che cos'e' una mostra d'arte, Carocci editore, Roma 2010. • C. Bishop, Museologia radicale. Ovvero, cos'e' "contemporaneo" nei musei di arte contemporanea?, Johan & Levi editore, Monza 2017 <p>Gli studenti che non potessero seguire le lezioni per impedimenti di natura lavorativa potranno eventualmente concordare con il docente un programma alternativo. Egualmente gli iscritti con disabilita' potranno eventualmente concordare un programma dedicato</p>
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SYLLABUS

Hrs	Frontal teaching
6	Presentation of the course, bibliography and illustration of the main issues to be dealt. Checking of basic knowledge.
12	Examples of museum valorization
12	Museography as communication
3	Theories of perception
9	Theories and forms of communication
12	Practical examples of information and cultural communication in museums.
Hrs	Practice
6	Preliminary discussion and check of the written test results on the "know how."