UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Culture e società
ACADEMIC YEAR	2019/2020
BACHELOR'S DEGREE (BSC)	COMMUNICATION SCIENCES FOR CULTURES AND ARTS
SUBJECT	CULTURAL HERITAGE COMMUNICATION WORKSHOP
TYPE OF EDUCATIONAL ACTIVITY	F
AMBIT	10846-Altre conoscenze utili per l'inserimento nel mondo del lavoro
CODE	20297
SCIENTIFIC SECTOR(S)	
HEAD PROFESSOR(S)	AUF DER HEYDE CARL Professore Associato Univ. di PALERMO ALEXANDER
OTHER PROFESSOR(S)	
CREDITS	3
INDIVIDUAL STUDY (Hrs)	55
COURSE ACTIVITY (Hrs)	20
PROPAEDEUTICAL SUBJECTS	
MUTUALIZATION	
YEAR	3
TERM (SEMESTER)	1° semester
ATTENDANCE	Not mandatory
EVALUATION	Out of 30
TEACHER OFFICE HOURS	**AUF DER HEYDE CARL ALEXANDER** Friday 11:00 13:00 Microsoft Teams (stanza «Storia della critica d'arte, Letteratura artistica ...»). Codice di accesso: glcc37n

PREREQUISITES	However, it is recommended that students visit the institutions involved before the start of the workshop. This facilitates active participation in discussions with the respective representatives.
LEARNING OUTCOMES	KNOWLEDGE AND UNDERSTANDING: The student must acquire an appropriate knowledge of the main data related to the organization of the Cultural Heritage. ABILITY TO APPLY KNOWLEDGE AND UNDERSTANDING: The knowledge acquired will allow the student to correctly understand some of the problems posed by the concrete reality of work in the field of Cultural Heritage, particularly with regard to the communication aspects. The student will be able to develop satisfactory arguments that combine the theoretical skills already acquired with an understanding of the specific administrative mechanisms of the cultural heritage sector. AUTONOMY OF JUDGEMENT: The student will thus be able to provide a critical and constructive answer to the questions that arise and to elaborate appropriate and historically founded judgments and to apply them both to general and specific cases. COMMUNICATION SKILLS: The student will acquire the fundamental vocabulary of the discipline, will evaluate its historical and theoretical importance so as to be able to compare with specialist interlocutors in a clear and thorough manner. ABILITY TO LEARN: The result of this work will allow the student to deal with the fundamental themes of the discipline in an autonomous and conscious manner, to orient himself directly and autonomously in the texts and to acquire the necessary knowledge to propose further in-depth studies.
ASSESSMENT METHODS	During this workshop, students will meet operators and officials working in the field of Cultural Heritage. The active participation in the workshop allows to acquire 3 cfu, after an oral examination that takes place at the end of the activities. The examination will focus on the topics covered during the lessons and on the review of a short written report that the student provides the same day of the test. The grade is expressed through a judgment (insufficient, sufficient, good, excellent). Attendance at the workshop is compulsory, participants may be absent for no more than 5 hours. The workshop has a limited number of 30 participants. The vote is expressed through a judgment (insufficient, sufficient, good, excellent). The candidate will have to answer three questions about the contents discussed during the workshop. The questions will tend to verify a) the knowledge and understanding acquired; b) the processing skills; c) the possession of adequate exhibition capacity; d) autonomy of judgement. Distribution of votes: - Excellent: a) Advanced knowledge of the subjects and critical understanding of the theories and principles of the discipline b) Advanced ability to apply knowledge and solve proposed problems also in an innovative way c) Full ownership of specific language d) Ability to organise work autonomously and innovatively - Good: a) Comprehensive and specialized knowledge accompanied by critical awareness b) Full ability to apply acquired knowledge and develop creative solutions to abstract problems. c) Good command of specialist language. (d) Ability to organise work independently - Sufficient: a) Knowledge of facts, principles, processes and general concepts of the Laboratory b) Basic ability to apply methods, material tools and information related to teaching c) Basic command of specialist language d) Basic ability to organize work autonomously - Insufficient: The student has exceeded the limit of 5 hours of absence allowed. The final paper has not been delivered.
EDUCATIONAL OBJECTIVES	What is the working reality that the communication staff of various institutional realities face daily? What are the practical problems that the planning and propagation of cultural contents implies in general terms and in the specific

	context of Palermo? To tell us about their experiences will be communication professionals, press officers and cultural operators who work for cultural institutions and associations in the area. This cycle of seminars aims to introduce the students of the degree courses in Communication Sciences to a working reality strongly related to the training project that the same university path proposes. It is a completely informal opportunity for information and mutual exchange aimed at soliciting questions and putting the university world in contact with the world of work.
TEACHING METHODS	Visits, seminar work, readings and exercises.
SUGGESTED BIBLIOGRAPHY	- D. Carrier, Museum skepticism: a history of the display of art in public galleries, Durham-London, Duke University Press 2006. - A. McClellan, The art museum: from Boullee to Bilbao, Berkeley-Los Angeles-London, University of California Press 2008. - M. Laclotte, Storie di musei: il direttore del Louvre si racconta, Milano, Il Saggiatore 2005.

SYLLABUS

Hrs	Workshops
5	Galleria regionale della Sicilia Palazzo Abatellis
5	GAM / Galleria d'arte moderna di Palermo
5	Palazzo Butera
5	Museo internazionale delle marionette Antonio Pasqualino
5	Museo archeologico regionale Antonio Salinas