



UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Culture e società		
ACADEMIC YEAR	2021/2022		
MASTER'S DEGREE (MSC)	COMMUNICATION OF CULTURAL HERITAGE		
SUBJECT	CULTURAL HERITAGE SEMIOTICS		
TYPE OF EDUCATIONAL ACTIVITY	B		
AMBIT	50654-Discipline socio-economiche, storico-politiche e cognitive		
CODE	19654		
SCIENTIFIC SECTOR(S)	M-FIL/05		
HEAD PROFESSOR(S)	MANGIAPANE FRANCESCO	Ricercatore a tempo determinato	Univ. di PALERMO
OTHER PROFESSOR(S)			
CREDITS	9		
INDIVIDUAL STUDY (Hrs)	165		
COURSE ACTIVITY (Hrs)	60		
PROPAEDEUTICAL SUBJECTS			
MUTUALIZATION			
YEAR	1		
TERM (SEMESTER)	1° semester		
ATTENDANCE	Not mandatory		
EVALUATION	Out of 30		
TEACHER OFFICE HOURS	MANGIAPANE FRANCESCO Wednesday 9:00 12:00 Campus di Viale delle Scienze, Palermo - Edificio 15, Stanza 305 (terzo piano)		

DOCENTE: Prof. FRANCESCO MANGIAPANE

PREREQUISITES	Knowledge of semiotic theory
LEARNING OUTCOMES	Knowledge and understanding Knowing and being able to critically expose the main issues related to the ongoing debate in the human sciences regarding the processes of signification, with particular reference to the semiotics of cultures, of the body, of the internaturality, of food and nutrition. Ability to apply knowledge and understanding Ability to structure an organic reflection on the semiotic processes involved in the construction of cultures and in particular on the issues inherent to the notion of nutrition and cooking. Ability to formulate analysis strategies and strategic plans for the reorientation of social processes linked to the world of gastronomy. Autonomy of judgment Recognize and understand the phenomena of cultural transformation with particular reference to the semiotic components that characterize them. Communication skills Ability to illustrate with properties of language and scientific precision, also through forms of autonomous and / or group presentation, the problems relating to the semiotic aspects of cultural production and reproduction. Learning ability Ability to update with the consultation of the scientific publications of the sector. Ability to follow, using the knowledge acquired in the course, both second level masters, in-depth courses and specialized seminars in the communication sector.
ASSESSMENT METHODS	Oral exam. The main purpose of the oral exam is to verify the notions and skills acquired during the lessons. The exam will be based on three questions at least. Such questions are thought to test the learning objectives and will concern: a) the notions presented during the course, b) the ability to elaborate such notions and apply them to specific examples, c) the expressive ability of the student. The highest vote is obtained if in all these three aspects the student shows excellent abilities. It is important to underline the importance of mastering the language of the discipline, that consists in using a correct terminology but also in the ability to articulate lines of reasoning in a clear and complete way.
EDUCATIONAL OBJECTIVES	The course will focus on the intangible cultural heritage of cookery. In particular, after presenting the main principles of Semiotic theory and Methodology, it will address the problem of cookery, through the perspective of the cultural heritage and politics. The course will provide the main tools for analyzing food and culinary culture, elaborated by the human sciences (in particular Anthropology and Semiotics), exploring the forms of contemporary gastronomic discourse in films. Thanks to these explorations, it will be possible to recognize the terms of the contemporary culinary megatrend known as Gastromania. Fundamental feature of such megatrend is facing the problem of the political articulation of the groups affiliated on it: through the mediation of food, leadership processes and communal and convivial forms are articulated.
TEACHING METHODS	Lessons and labs.
SUGGESTED BIBLIOGRAPHY	G. Marrone, Introduzione alla semiotica del testo, Laterza. Roma Bari (Opzionale, necessario per coloro che non conoscono i fondamenti teorici della disciplina) G. Marrone, A. Giannitrapani (a cura), La cucina del senso, Mimesis, Milano D. Puca, Il valore delle differenze. Tipicità e terroir nella cultura alimentare, Museo Pasqualino, Palermo A. Giannitrapani, D. Puca (a cura) Forme della cucina siciliana: Esercizi di semiotica del gusto, Meltemi, Roma G. Marrone, Destini della patria. Arti e tecniche del risotto dorato. Disponibile in dispensa. F. Mangiapane, Il pranzo di Babele: Misunderstanding nel pranzo di Babette. Disponibile all'indirizzo ec-aiss.it F. Mangiapane, "L'invenzione della cucina nordica", in Lexia, 19-20. Disponibile in dispensa. (Opzionale per coloro che conoscendo già la teoria semiotica non hanno bisogno di studiare il manuale). F. Mangiapane, Scontri etnici e corpi gloriosi. Mangiare al cinema. Disponibile in dispensa F. Mangiapane, Cinema e politiche del vino. Disponibile in dispensa

SYLLABUS

Hrs	Frontal teaching
1	Introduction, the idea of Political Cuisine

SYLLABUS

Hrs	Frontal teaching
9	Theoretical foundations of the Semiotic Discipline: Epistemologic foundations, the semiotic square, the narrative programs, passions, enunciation, visual languages
19	Food as a cultural heritage Claude Lévi-Strauss: breve trattato di etnologia culinaria Gianfranco Marrone: Testi e contesti: dal piatto alla sala (Goodman in cucina: le attivazioni di Babette, disponibile online alla voce "altri testi" del sito gianfracomarrone.it) Mary Douglas: Il cibo come sistema di comunicazione Jean Soler: le ragioni della bibbia Roman Jakobson: il luccio alla polacca Denis Bertrand: un dolce indoeuropeo Ritmi alimentari: dal fast allo slow Il piatto, il gusto, il mito: l'emblema aromatico nella cucina di Michel Bras L'invenzione della cucina nordica Raccontare l'identità: arti e tecniche del risotto
10	Semiotics of origin. The European systems of geographical indication and the invention of the terroir Haute cuisine. From cosmopolitan to localist Was Italian cuisine born abroad? Italian restaurants in New York City between diaspora and fashion
9	Political rethorics across Cinema and food (9 ore) The problem of otherness Il pranzo di Babette Big Night The Angels' Share Ratatouille The problem of identity (6 ore) Conte d'été – Racconto d'autunno Un'ottima annata – A good year Sideways. In viaggio con Jack Saint Amour
12	Focus on Sicilian Cookery (12 ore) Gastronomic fictions and clever fillings: sardines a beccafico Trapani codes: musiate and couscous Strategies and translations in the kitchen: the caponata A conspiracy of equals: rolls & friends Rotisserie: taste hybridizations and identity logics Cassate cannoli and other myths