



UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Culture e società
ACADEMIC YEAR	2022/2023
MASTER'S DEGREE (MSC)	COMMUNICATION OF CULTURAL HERITAGE
SUBJECT	SEMIOTICS OF MUSEUM SPACES
TYPE OF EDUCATIONAL ACTIVITY	B
AMBIT	50654-Discipline socio-economiche, storico-politiche e cognitive
CODE	19656
SCIENTIFIC SECTOR(S)	M-FIL/05
HEAD PROFESSOR(S)	GIANNITRAPANI ALICE Ricercatore a tempo determinato Univ. di PALERMO
OTHER PROFESSOR(S)	
CREDITS	9
INDIVIDUAL STUDY (Hrs)	165
COURSE ACTIVITY (Hrs)	60
PROPAEDEUTICAL SUBJECTS	
MUTUALIZATION	EXHIBITION AREAS SEMIOTICS - Corso: PUBLIC, CORPORATE AND ADVERTISING COMMUNICATION EXHIBITION AREAS SEMIOTICS - Corso: COMUNICAZIONE PUBBLICA, D'IMPRESA E PUBBLICITA'
YEAR	2
TERM (SEMESTER)	1° semester
ATTENDANCE	Not mandatory
EVALUATION	Out of 30
TEACHER OFFICE HOURS	GIANNITRAPANI ALICE Wednesday 10:00 - 13:00 viale delle Scienze ed. 15, stanza 305, terzo piano

DOCENTE: Prof.ssa ALICE GIANNITRAPANI

PREREQUISITES	Good knowledge about basic semiotics
LEARNING OUTCOMES	<p>Knowledge and understanding abilities The main goal of the course is knowing and being able to expose the fundamental theories and models concerning the functioning of meaning production processes related to artistic and museal texts. Particularly, we'll focus on the space; it will be considered as a language speaking beyond itself.</p> <p>Abilities to apply knowledge and understanding Students will learn how to manage the semiotic functioning of the communication processes that the museums need to face by applying semiotic methodology to real case studies. Semiotic instruments useful to strategically drive creative processes involved in the development of new communicative products will also be provided.</p> <p>Judgment autonomy The main goal of the course is to develop students' ability to recognize, comprehend, and control the meaning production processes involved in museal texts.</p> <p>Communication The students' communicative skills will be stimulated presenting and discussing together with the teacher case studies regarding the themes of the class. Students will learn how to develop the ability to present with a good command of language and scientific precision, pointing out the semiotical aspects of museal communication, both to a professional and non-professional public.</p> <p>Learning skills The students will learn how to keep themselves up-to-date within the scientific sector. With the skills acquired in the class they will also be able to attend masters and specialized seminars in the field of museal communication.</p>
ASSESSMENT METHODS	<p>The oral exam is an interview designed to test possession of the skills and disciplinary knowledge required for the course and consists of a minimum of three questions. These are specifically designed to test the expected learning outcomes and will aim to ascertain a) the knowledge acquired, b) the ability to elaborate and apply knowledge to specific examples, c) the possession of adequate expository ability.</p> <p>The maximum mark is obtained if in all three of these areas the student shows excellent skills. In this regard, the importance of mastery of the language of the discipline, precision in the use of terms and the ability to articulate reasoning in a clear and complete manner is emphasised.</p> <p>30 and 30 cum laude: excellent knowledge of the subjects, excellent command of language, good analytical ability, the student is able to apply the knowledge to solve the problems proposed</p> <p>26-29: good command of the topics, full command of the language, the student is able to apply the knowledge to solve the proposed problems</p> <p>24-25: basic knowledge of the main topics, fair command of language, with limited ability to apply the knowledge independently to solve the proposed problems</p> <p>21-23: has not fully mastered the main topics of the teaching but possesses the knowledge, satisfactory command of language, limited ability to apply the knowledge independently</p> <p>18-20: minimal knowledge of the main teaching topics and technical language, very little or no ability to independently apply the acquired knowledge</p> <p>INSUFFICIENT: does not possess acceptable knowledge of the content of the topics covered in the teaching</p>
EDUCATIONAL OBJECTIVES	<p>The course aims to focus on museum language, showing the deep processes of its functioning both from a theoretical point of view - deepening models and tools of semiotic analysis - and through the presentation of case studies.</p> <p>The first part of the course will focus on the semiotics of space, focusing in particular on the idea of spatiality as language, on the methodological issues and on the analysis grids that the discipline of signification uses to investigate places.</p> <p>The second part will focus on the museum as a complex semiotic device, illustrating its macro criteria of functioning and focusing on typologies of places. In particular, we will focus on the difference between traditional and modern museums, and their possible hybridisations.</p> <p>The third part will be dedicated to the illustration of concrete case studies drawn from the contemporary scene.</p>

	At the end of the course there will be a number of visits to museum institutions in Palermo that will allow the focus to be on the peculiarities of local heritage and on the application of theoretical principles and models in the analysis of concrete cases.
TEACHING METHODS	Frontal lessons
SUGGESTED BIBLIOGRAPHY	<p>A. Giannitrapani, a cura di, 2021, Foodscapes. Cibo in città, Milano, Mimesis.</p> <p>I. Pezzini, 2011, Semiotica dei nuovi musei, Roma, Laterza.</p> <p>I. Pezzini, P. Cervelli, a cura di, 2006, Scene del consumo: dallo shopping al museo, Roma, Meltemi. Limitatamente ai saggi di: Pezzini e Cervelli, Baldassari, Teotti, Cervelli e Torrini, Pezzini, Hammad, Sedda.</p> <p>A. Giannitrapani, 2014, "Ristoranti & co.", in G. Marrone, a cura di, Buono da pensare, Roma, Carocci.</p> <p>Zunzunegui, S., 2011, Metamorfosi dello sguardo. Musei e semiotica, Roma, Nuova Cultura.</p> <p>Violi, P., 2009, "Ricordare il futuro. I musei della memoria e il loro ruolo nella costruzione delle identità culturali", in E/C, www.ec-aiss.it</p> <p>Giannitrapani, A., 2023, "Il grande Cretto di Gibellina", in E/C.</p>

SYLLABUS

Hrs	Frontal teaching
2	Introduction to the semiotics of space
6	Musealising food: food outlets
6	New museums and traditional museums
6	Branding consumption: from the Guggenheim to the Diesel store
6	Gentrification, foodfication, touristification
6	Clients and visitors
6	Museums and Memorial
6	Case study: The Grande Cretto of Gibellina
6	Semiotic typologies of museums
6	Consumption places: generalities and common principles
4	Museum displays