



# UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Culture e società		
ACADEMIC YEAR	2023/2024		
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	<b>MANGIAPANE FRANCESCO</b> Wednesday 9:00    12:00    Campus di Viale delle Scienze, Palermo - Edificio 15, Stanza 305 (terzo piano)		

<b>PREREQUISITES</b>	Knowledge of semiotic theory. The fundamentals of the discipline will in any case be presented in a concise manner to allow students who are not aware of them to follow the theoretical articulation of the course.
<b>LEARNING OUTCOMES</b>	<p>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 Cultural Heritage and of the Arts as Cultural Heritage, of Cultures, of the Body, of Internaturality, of Food and alimentation.</p> <p>Ability to apply knowledge and understanding Ability to structure an organic reflection on the Semiotic processes involved in the construction of Cultural Heritage, of Cultures and in particular on issues relating to the notion of Heritage, Spatiality, Artistic discourse, of Food and Cooking. Ability to formulate analysis strategies and strategic plans for the reorientation of social processes related to the world of Cultural Heritage Communication.</p> <p>Judgment autonomy Recognizing and understanding the phenomena of Cultural transformation with particular reference to the Semiotic components that characterize them.</p> <p>Communication skills Ability to illustrate with language ownership and scientific precision, also through autonomous and/or group forms of presentation, the problems relating to the Semiotic aspects of the Semiotics of Cultural Heritage, Artistic/Architectural/Gastronomic production and reproduction.</p> <p>Learning ability Ability to update with the consultation of scientific publications specific to the sector. Ability to follow, using the knowledge acquired in the course, both second-level masters, in-depth courses and specialist seminars in the field of semiotics and communication of cultural heritage.</p>
<b>ASSESSMENT METHODS</b>	<p>The oral exam is an interview aimed at ascertaining the possession of the disciplinary skills and knowledge required by the course and is divided into a minimum of three questions. These are specially designed to test the expected learning outcomes and will tend to verify a) the knowledge acquired, b) the processing skills and application of knowledge to specific examples, c) the possession of adequate exposition skills.</p> <p>The maximum score is obtained if the student shows excellent skills in all three of these areas. In this regard, the importance of mastering the language of the discipline, the precision in the use of terms and the ability to articulate reasoning in a clear and complete manner are emphasized.</p> <p>30 and 30 cum laude: excellent knowledge of the topics, excellent language ownership, good analytical skills, the student is able to apply the knowledge to solve the proposed problems</p> <p>26-29: good command of the topics, full language skills, the student is able to apply the knowledge to solve the proposed problems</p> <p>24-25: basic knowledge of the main topics, fair language ownership, with limited ability to autonomously apply the knowledge to the solution of the proposed problems</p> <p>21-23: does not have full command of the main teaching topics but possesses the knowledge, satisfactory language skills, poor ability to independently apply the acquired knowledge</p> <p>18-20: minimal knowledge of the main topics of teaching and technical language, very little or no ability to independently apply the acquired knowledge</p> <p>INSUFFICIENT: does not have an acceptable knowledge of the contents of the topics covered in the teaching</p>
<b>EDUCATIONAL OBJECTIVES</b>	<p>After having focused on some general Theoretical and Methodological foundations of the discipline, the Course will focus on a Semiotic rethinking of the problem of Cultural Heritage in the Semiotic field, with an in-depth study of the contribution and point of view of Jurij Lotman (exploration dedicated to the artistic discourse) and of Manar Hammad (about spatiality).</p> <p>The course will also focus on the symbolic problem of "heritage", as it is focused in the book "Ereditare. Relazioni semiotiche fra cultura e territorio".</p> <p>Furthermore, the course will devote an in-depth analysis to the question of food and wine heritage, with reference to the discourse of food and wine in the cinema. Finally, it will proceed to explore the discourse of Cultural Heritage in terms of Urban Semiotics, with the case study on the symbolic dimension of the urban regeneration triggered by the anti-mafia discourse.</p>
<b>TEACHING METHODS</b>	Lessons. In addition, to deepen the topics of the course and allow students to acquire the ability to apply acquired knowledge and understanding with autonomous presentations, participation to seminars and planning of group

	activities aimed at analyzing concrete case studies are expected.
<b>SUGGESTED BIBLIOGRAPHY</b>	<p>J. Lotman, Il girotondo delle muse. Semiotica delle arti. Bompiani, Milano.</p> <p>M. Hammad, Leggere lo spazio, comprendere l'architettura g. Disponibile sul sito: <a href="http://www.ec-aiss.it/biblioteca/21_hammad_spazio.php">http://www.ec-aiss.it/biblioteca/21_hammad_spazio.php</a>.</p> <p>F. Mangiapane, F. Mazzucchelli (eds) Ereditare. Relazioni semiotiche tra cultura e territorio. Museo Pasqualino, in uscita</p> <p>F. Mangiapane, "L'invenzione della cucina nordica", in Lexia, 19-20. Disponibile in dispensa.</p> <p>F. Mangiapane, Scontri etnici e corpi gloriosi. Mangiare al cinema. Disponibile in dispensa</p> <p>C.A. Tassinari, "L'albero Falcone" e i suoi epigoni. La propagazione vegetale della memoria antimafia. Disponibile in dispensa.</p> <p>Altre dispense a cura del docente.</p> <p>Testo opzionale di supporto teorico: G. Marrone, Introduzione alla semiotica del testo, Laterza</p> <p>Erasmus students are kindly requested to contact the professor for further information on course contents and readings</p> <p>I testi d'esame sono gli stessi per studenti frequentanti e non frequentanti. The texts for the final exam are the same for both attending and non-attending students.</p>

## SYLLABUS

Hrs	Frontal teaching
2	Introduction, the idea of Cultural Heritage
6	Theoretical foundations of the Semiotic Discipline: Epistemologic foundations, the semiotic square, the narrative programs, passions, enunciation, visual languages
6	<p>Jury Lotman, Ringo around the Rosie of the muses</p> <p>1) People and signs</p> <p>2) Conventionality in art</p> <p>3) The artistic nature of popular pictures</p> <p>4) The still life in a semiotic perspective</p> <p>5) The portrait</p> <p>6) Why is the sea masculine?</p> <p>7) The project of the poem on "The last day of Pompeii"</p> <p>8) The artistic whole as an everyday space</p>
6	<p>9) The scene and painting as a mechanism for coding man's cultural behavior at the beginning of the 19th century</p> <p>10) Theatrical language and painting (On the problem of iconic rhetoric)</p> <p>11) Dolls in the culture system</p> <p>12) The graphic series. Story and anti-story</p> <p>13) Semiotics of the scene</p> <p>14) The language of the theater</p> <p>15) Theater and theatricality in the configuration of culture at the beginning of the 19th century</p> <p>16) The place of cinematographic art in the mechanism of culture</p>
6	<p>17) The nature of cinematic storytelling</p> <p>18) On the language of cartoons</p> <p>19) The city and the weather</p> <p>20) On the problem of the semiotics of space</p> <p>21) Architecture in the context of culture</p> <p>22) The symbology of Petersburg and problems of semiotics of the city</p> <p>23) The stone and the grass</p> <p>24) The house in the novel "The Master and Margarita"</p>
4	<p>Political rethorics across Cinema and food (15 hours)</p> <p>The problem of otherness</p> <p>Babettes gæstebud (1987, dir. Gabriel Axel)</p> <p>Big Night (1996, dir. Stanley Tucci, Campbell Scott)</p>
2	<p>The problem of alterity</p> <p>The Angels' Share (2012, dir. Ken Loach)</p> <p>Ratatouille (2007, dir. Brad Bird)</p> <p>Final remarks on the political models of culinary cinema</p>
4	<p>Reading space Understanding Architecture,</p> <p>1) The essentialist semiosis in architecture. Italy and Japan in the sixteenth century</p> <p>2) The architecture of tea</p> <p>3) The spatial expression of the utterance</p> <p>4) Garden-Sky, Garden-Earth, Garden-Elsewhere</p>

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Hrs	Frontal teaching
4	5) The seminar space 6) The promise of glass 7) The privatization of space 8) The enunciation, process and system
3	Eco, U. 1988. "Observations on the notion of cultural reservoir". Fabbri, F., How I became Paolo Fabbri. Speech by Paolo Fabbri on the sidelines of the conferment of the Sigismondo D'Oro 2019 by the municipal administration of Rimini. Hammad, M. Succession
3	Panico, M., Heirs against. Liminality, shame and other family languages Lorusso, A.M., Family errors. Legacy and post-memory, between denunciation and acceptance Marrone, G.. On Pierre et Jean by Guy de Maupassant
2	Migliore, T., Inheriting the Mona Lisa Gonzales, R., Serra, M., Objects on display. A typology of museological logics.
3	Mangiapane, F., Ineheriting a vineyard
3	Padoan, T. The diagram and the fold. Space, memory and the construction of values in a contemporary Japanese pilgrimage Sedda F. The strange inheritance of the statues present, knocked down or raised
6	Rigenerazione urbana e discorso antimafia Analisi semiotica dell'Albero Falcone I musei di mafia