



Course syllabus

Faculty of Arts and Humanities

Department of Cultural Sciences

1KU056 Kulturarv och kommunikation, 15 högskolepoäng

1KU056 Communicating Cultural Heritage, 15 credits

Subject Group

Cultural Studies

Level of classification

First Level

Progression

G1N

Date of Ratification

Approved 2014-05-26

Revised 2022-11-16 by Faculty of Arts and Humanities. Revised literature.
The course syllabus is valid from spring semester 2023

Prerequisites

General entry requirements for university studies.

Objectives

On completion of the course, students should be able to:

- on a scientific level critically assess different forms of communication relevant to cultural heritage,
- analyze and discuss selected places/cultural heritages from a pedagogical perspective,
- account for, and problemize, the significance of a cultural heritage teaching attitude,
- discuss history's place in our culture and society, as well as the mechanisms that allow the past to be seen as meaningful in our time,
- communicate information about cultural heritage to people who do not have special knowledge in this field,
- identify, formulate and solve problems concerning communication of cultural heritage.

Content

The course deals with the ways in which to communicate cultural heritage values in society. A critical study about what is being communicated, who is communicating it, how, to what target group, and with what purpose, is carried out. Various

communication techniques are taken up, for example, tours, reconstructions, works of art, living history, technical books, popular scientific articles, exhibitions and digital media. Questions concerning history didactics act as different bases for selection, mediation, interpretation and understanding of the past, and the relationship between the past and the present. This is analyzed through key concepts such as cultural history and the use of history. Much attention is paid to the teaching of cultural heritage. The potential of cultural heritage for teaching is emphasized, and central pedagogical problems are discussed.

Type of Instruction

Teaching is in the form of lectures, seminars, workshops as well as study tours.

Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

Examination occurs through oral and written exams. A project work is also part of the examination. In order to receive the grade of Pass, the student must achieve the objectives. Grading criteria for the grade of Pass with Distinction will be specified when the course starts.

Repeat examination is offered in accordance with Local regulations for courses and examination at the first and second-cycle level at Linnaeus University. If the university has decided that a student is entitled to special pedagogical support due to a disability, the examiner has the right to give a customised exam or to have the student conduct the exam in an alternative way.

Course Evaluation

During the implementation of the course or in close conjunction with the course, a course evaluation is to be carried out. Results and analysis of the course evaluation are to be promptly presented as feedback to the students who have completed the course. Students who participate during the next course instance receive feedback at the start of the course. The course evaluation is to be carried out anonymously.

Required Reading and Additional Study Material

Gärdenfors, Peter (2010). *Lusten att förstå: om lärande på människans villkor*. 1. utg. Stockholm: Natur & kultur. 284 p. ISBN: 978-91-27-12165-2.

Gustafsson, Anders & Karlsson, Håkan (2004). *Kulturarv som samhällsdialog? En betraktelse av kulturarvsförmedling*. Stockholm: Riksantikvarieämbetet. 32 p. ISBN: 91-7209-374-9.

Ham, Sam (2021). *Interpretation - kommunikation som gör skillnad. Handbok för vägledare i natur- och kulturarv*. Uppsala: Centrum för naturvägledning. ISBN: 9197853046

Karlsson, Klas-Göran & Zander, Ulf (red.) (2014). *Historien är närvarande: historiedidaktik som teori och tillämpning*. 1. ed. Lund: Studentlitteratur. 318 p. ISBN: 978-91-44-09638-4.

Petersson, Bodil (2003). *Föreställningar om det förflutna. Arkeologi och rekonstruktion*. Lund: Nordic Academic Press. 496 p. ISBN: 91-89116-48-8.

Petersson, Bodil & Holtorf, Cornelius (eds.) (2017). *The archaeology of time travel*:

experiencing the past in the 21st century. 1st edition. Oxford: Archaeopress. 316 p. ISBN: 978-1-78491-500-1.

Simon, Nina (2016). *The art of relevance*. Santa Cruz: Museum 2.0. ISBN: 9780692701492

Staiff, Russel (2014). *Re-imagining heritage interpretation. Enchanting the past-future*. London: Routledge. 208 pp. ISBN: 9781409455509

Synnestvedt, Anita (2008). "Dom gör med hjärtat" *Kulturarvspedagogikens teori och metod*. Lindome: Bricoleur. 100 p. ISBN: 9789185411054.

Tilden, Freeman & Craig, R. Bruce (2008). *Interpreting our heritage*. 4th ed., expanded and updated Chapel Hill, N.C.: University of North Carolina Press. 212 p. ISBN: 978-0-8078-3180-9.

Articles

Cucchiara, Rita & Del Bimbo, Alberto (2014) Visions for Augmented Cultural Heritage Experience. *IEEE MultiMedia*, Jan.-Mar. 2014, Vol.21(1), pp.74-82

Blombäck, Anna & Brunninge, Olof (2016) Identifying the Role of Heritage Communication: A Stakeholder-Function Framework, *International Studies of Management & Organization*, 46:4, 256-268, DOI: 10.1080/00208825.2016.1140522

Holtorf, Cornelius (2007). Can you hear me at the back? *Archaeology, Communication and Society. European Journal of Archaeology* 10 (2-3), 149-65. ISSN 1461-9571.

Högberg, Anders (2006). Kulturmiljöpedagogik och ledarskap. In: B. Riddersporre (ed.) *Utbildningsledarskap – nu och i framtiden*. p. 67-102. Lund: Studentlitteratur. ISBN 978-91-44-00141-8.

Jane K. Nielsen (2017) Museum communication and storytelling: articulating understandings within the museum structure, *Museum Management and Curatorship*, 32:5, 440-455, DOI: 10.1080/09647775.2017.1284019

Rørbæk Olesen, Anne (2016) For the sake of technology? The role of technology views in funding and designing digital museum communication, *Museum Management and Curatorship*, 31:3, 283-298, DOI: 10.1080/09647775.2016.1163643

Scherzler, Diane (2007). Journalists and archaeologists: notes on dealing constructively with the mass media. *European Journal of Archaeology* 10 (2/3), pp. 185-206. ISSN 1461-9571.

Reference texts

Falkheimer, Jesper & Heide, Mats (2014). *Strategisk kommunikation – En introduktion*. Lund: Studentlitteratur. 190 p. ISBN 9789144077222.

Foer, Joshua (2012). *Moonwalk med Einstein: minnet och konsten att komma ihåg*. Stockholm: Natur & kultur. 239 p. ISBN: 978-91-27-13247-4.

Svanberg, Fredrik (ed.) (2010). *The museum as forum and actor*. Stockholm: The Museum of National Antiquities. 176 p. ISBN 978-91-89176-40-9.