Universida$_{de}$Vigo

IDENTIFYING DATA

Dissemination and Socialisation of Cultural Heritage

Subject	Dissemination and Socialisation of Cultural Heritage
Code	O02M143V03210
Study programme	(*)Máster Universitario en Valoración, xestión e protección do patrimonio cultural

Descriptors	ECTS Credits		Choose	Year	Quadmester
	3		Optional	1st	2nd

Teaching language	Spanish Galician
Department	External Historia, Arte e Xeografía
Coordinator	Comendador Rey, Beatriz Pilar
Lecturers	Ayán Vila, Jorge Miguel Comendador Rey, Beatriz Pilar Vázquez Mato, Martín Xosé
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General description	(*)Esta asignatura ten como obxectivo capacitar ao alumnado para a difusión e divulgación de coñecemento e creación de mensaxes con fins de sensibilización social sobre o patrimonio cultural. Su papel básico es dotar al alumno/a de los conocimientos teóricos y metodológicos básicos para esbozar y dirigir proyectos de musealización y diseñar campañas de promoción y difusión del mismo.

Competencies

Code	
A1	Possess and understand knowledge that provides a basis or opportunity to be original in the development and / or application of ideas, often in a research context.
B1	Acquire the ability to differentiate and assess the various expressions of Cultural Heritage, know the tools for their quantification and protection, as well as the different perspectives that address their management.
C8	Understand the multifactorial values of Cultural Heritage, and assess it appropriately according to criteria of social use.
C14	Acquire the capacity for dissemination and dissemination of scientific knowledge and the creation of messages for the purpose of social awareness about the Heritage.
D3	Sustainability and environmental commitment. Equitable, responsible and efficient use of resources.
D6	Know how to transmit in a clear and unambiguous way to a specialized audience or not, results from scientific and technological research or the most advanced field of innovation, as well as the most relevant foundations on which they are based

Learning outcomes

Expected results from this subject	Training and Learning Results
Acquire the ability for diffusion and dissemination of scientific knowledge and the creation of messages for social awareness about heritage.	A1 B1 C8 C14 D3 D6

Contents

Topic

1. Introduction to the dissemination of the PC	1.1 Introducción general to the subject
	1.2 Dissemination direct and indirect. General criteria
	1.3 Dissemination and/or socialization
2. Introduction to the heritage enhancement	2.1 Principles, methods and techniques
	2.2 Heritage: possibilities and opportunities
3. Education and socialization of the Heritage. Opportunities of a proactive proposal.	3.1 Education and socialization
	3.2 SocializAtión
	3.2 Projects of socialization
4. Study of cases: experiences and proposals	Study of cases: experiences and proposals

Planning

	Class hours	Hours outside the classroom	Total hours
Introductory activities	1	0	1
Scientific events	2	0	2
Group tutoring	2	0	2
Case studies	0	14	14
Problem solving	0	15	15
Previous studies	0	10	10
Autonomous practices through ICT	0	4	4
Supervised work	0	15	15
Objective questions exam	0	1	1
Essay	1	0	1
Problem solving	0	10	10

*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

Methodologies

	Description
Introductory activities	Activities directed to take contact and gather information on the students, as well as to present the matter.
Scientific events	Participation of speakers for the presentation of cases and experiences.
Group tutoring	Sessions that the students/are supported by the profesorado of the matter for advice, development of activities of the matter and of the process of learning.
Case studies	Analysis of a problem or real case, with the purpose to know it, interpret it, resolve it, generate hypothesis, diagnose it and adentrarse in alternative procedures of solution, to see the application of the theoretical concepts to the reality.
Problem solving	Resolution of problems or exercises from the approach of compulsory readings and of a series of orientative questions posed by the professor through telematic means.
Previous studies	Autonomous work of the student by means of the preparation of readings and diverse activities.
Autonomous practices through ICT	Other activities of autonomous form through telematic means (chats, debates, wikis, etc..)
Supervised work	The student develops and presents the results obtained on a process of interpretation and new ways of heritage management. The student/has to make it of autonomous form a part of the analysis and participate in a colaborative surrounding.

Personalized attention

Methodologies	Description
Group tutoring	All along of the course the profesorado will keep direct relation with the students with the object of turorice and resolve doubts.
Case studies	A atención personalizada realizarase fundamentalmente a través do foro da materia. De ser necesario utilizaranse tamén titorías online, a sala virtual da plataforma e-meeting e o correo electrónico. The personalised attention will make fundamentally through the forum of the matter. To be necessary will use also tutoring on-line, the virtual room of the platform and-meeting and the email.

Tests	Description
Essay	The personalised attention will consist in the orientation on methodology, editorial and formal presentation of the works on the very cultural elected by the student. The attention will do by means of tutoring on-line, the forums of the platform Moodle, the virtual room of the platform and-meeting and the email.
Problem solving	All along the course the profesorado will keep direct relation with the students with the object of tutoringr and resolve doubts, keeping interaction in real time by means of through the tutoring on-line, the forums of the platform Moodle, the virtual room of the platform and-meeting and the emal.

Assessment

	Description	Qualification	Training and Learning Results
Objective questions exam	Probas para a avaliación das competencias adquiridas que incluen preguntas pechadas con distintas alternativas de resposta. Dotar ao alumnado dos coñecementos teóricos e metodolóxicos necesarios para esbozar e dirixir proxectos de musealización e diseñar campañas de promoción e difusión do mesmo. Proofs for the evaluation of the competitions purchased, that cover enclosed questions with distinct alternatives of answer. Endow to the students of the necessary theoretical and methodological knowledges to design and direct projects of musealization and design campaigns of promotion and diffusion.	20	B1 C8
Essay	Works and projects oriented to qualify to the students for the dissemination of scientific knowledge and creation of messages with ends of social awareness about heritage	50	D3
Problem solving	It will value the active participation in the distinct activities by telematic means to face discovered to qualify to the students for the the dissemination of scientific knowledge and creation of messages with ends of social awareness about heritage	30	

Other comments on the Evaluation

Each student, according to the valid rule, has two opportunities of evaluation.

The first carries out during the cuatrimestre of teaching. In the first place, to the long of the weeks of teaching of the matter, by means of the delivery of the activities of evaluation required.

In case that the weeks of teaching of the matter are not sufficient for the delivery of all the planned works, will enable in the platform of teaching two additional weeks, at the end of the four-month period, to facilitate the said delivery, establishing in this case a alternative schedule of delivery of tasks.

The second evaluation makes in the month of July, for the which will enable again the access to the educational platform.

Sources of information

Basic Bibliography

Ballart, J., **Gestión del Patrimonio Cultural**, Ariel, 2008

Calaf, R., **Didáctica del Patrimonio: epistemología, metodología y estudio de casos**, Trea, 2008

Fontal Merillas, O (coord.), **La educación patrimonial: del patrimonio a las personas**, Trea, 2013

López Mechero-Bendicho,V.M., **Manual para la puesta en valor del patrimonio arqueológico al aire libre**, Trea, 2012

Rico, J.C., **Manual práctico de museología, museografía y técnicas expositivas**, Silex, 2012

Santacana, J., Serrat, N. (coords.), **Museografía Didáctica**, Ariel, 2005

Morales, J., **Guía práctica para la interpretación del patrimonio: el arte de acercar el legado natural y cultural al público visitante**, Junta de Andalucía, Consejería de Cultura, 2001

Complementary Bibliography

VVAA, **Arqueologías sociales, Arqueología en sociedad. Actas de las VII Jornadas de Jóvenes en Investigación Arqueológica**, Revista Arkeogazte, Anexo 1, 2015

Recommendations

Subjects that continue the syllabus

(*)Educación patrimonial e innovación social/O02M143V03215

Subjects that are recommended to be taken simultaneously

(*)Educación patrimonial e innovación social/O02M143V03215

Other comments

The teaching of the matter carries out using the educational platform Moodle and, of face-to-face way, participating in the educational activities through videoconference or through tools of remote connection (as Adobe Connect)

To be able to receive the teaching of effective way, recommend , previously to the start of the matter, consult the manual of access to the platform and follow the especificacións technical to be able to assist to the remote sessions

This information is available in the virtual shared space of the máster. It is imprescindibel that the student access to the educational platform of the matter previously to the start of the same.

With the purpose to complement the educational activity, will be contributed diverse resources (audiovisual materials, documents,links, etc) through the FaTic platform.