



COURSE UNIT DESCRIPTION

Course unit title	Code
Heritage and communication	

Annotation
Recently, heritage in all its forms has received a lot of attention across Europe as heritage can represent everybody. Cultural heritage describes the traces and expressions of human behavior and communication, that we inherited from our forefathers, which we choose to keep because we attach value to them as individuals and as a society. This course aims to equip young people with the necessary tools and skills to know heritage, its types and kinds, peculiarities. At the same time to safeguard the heritage, traditions, and artifacts of different communities for future generations. Communication plays a pivotal role in this process, helping to identify or establish cultural connections, to raise awareness, engage communities, and elicit support for preserving cultural identities.

Lecturer(s)	Department, Faculty
Coordinating: Assoc. prof. dr. Rima Cicėnienė Other:	Department of Book, Media and Publishing Studies, Faculty of Communication, Vilnius University, Saulėtekio av. 9, 1st building, LT-10222 Vilnius, Lithuania

Study cycle	Type of the course unit
Erasmus student's mobility / First	Optional

Mode of delivery	Semester or period when it is delivered	Language of instruction
Face-to face; online/ blended learning	Spring	English

Requisites
Prerequisites: None Co-requisites (if relevant): None

Number of ECTS credits allocated	Student's workload (total)	Contact hours	Individual work
5	116	36	80

Purpose of the course unit: programme competences to be developed		
The purpose is to develop the skills and knowledge necessary for understanding and communicating heritage. Students will be able to identify the types of heritage, will know the main legislation and organizations governing heritage, understand, what the purpose of heritage can be, how heritage influences the daily life and communication processes of individuals, people and society. They will learn the basic principles and methods of heritage communication and be able to create a communicative message about heritage.		
Learning outcomes of the course unit	Teaching and learning methods	Assessment methods
Ability to think analytically and understand the processes of change in the meaning of heritage culture in society; Ability to critically evaluate information on the political significance of different types of heritage.	Problem-based learning, demonstration, research methods (information retrieval, reading scientific literature)	The cumulative assessment consist of: 1.The written exam.
Ability to classify heritage and describe its essential types;	Individual work during seminars, discussions	2.the oral evaluation of workshop preparation and participation.

Ability to identify forms of heritage communication and choose appropriate ones according to the communicative content.		
Ability to conduct research on heritage communication. Ability to apply acquired knowledge of heritage communication to public and private sector cultural policy issues. Ability to plan time for independent work.	Research methods (information retrieval, reading scientific literature, report preparation and presentation)	3.The paper: presentation of the selected heritage object.

Course content: breakdown of the topics	Contact hours							Individual work: time and assignments	
	Lectures	Tutorials	Seminars	Workshops	Laboratory work	Internship/work	Contact hours, total	Individual work	Assignments
1. Concepts: heritage, communication. Definition, types and kinds of heritage. Heritage taxonomic categories. Tangible (movable, immobile and underwater) and intangible cultural heritage. National heritage. Common European heritage. World heritage. Heritage of minorities. Local heritage. Family heritage.	4		2				6	8	Preparing for seminars; reading scientific literature; searching for information; active participation in class. C.Brumann, p. 414-419; J. Jokilehto, <i>Definitions</i> , p. 4-8; P. Innocenti, p. 9-40.
2. Legal regulation of heritage. Laws, regulations and recommendations on public communication (EU legal framework, ICOM recommendations, national laws). International organisations (ICOM, ICCROM, IFLA, UNESCO etc.) regulating heritage management. Issue of intellectual property rights.	2		4				6	10	Preparing for seminars; reading scientific literature; searching for information; <i>International conventions</i> ; <i>Navigating Copyright</i> , p. 24-54.
3. Heritage in the cultural context. It's concept, specifics, dissemination in Lithuanian libraries, museums and archives, private collections. Centres for documentary heritage research in Lithuania and abroad. The cultural, economic and communicative value of heritage. Authenticity and restoration.	4		4				8	8	Preparing for seminars; reading scientific literature; active participation in class; J.Jokilehto, <i>Heritage values</i> , p. 7-18.
4. Heritage communication. Principles, interpretation. Heritage communication channels and forms. Digital communication.	2		2				4	8	Preparing for seminars; reading scientific literature; searching for information. F. Tilden, p. 3-11; <i>DigMus: Empowering museum</i> ; p. 3-14, 44-50; Z. Manžuch, p. 1-17.
5. Digitisation as a heritage communication tool. The potential of information technology for heritage communication.	2		2				4	8	Preparing for seminar; reading scientific literature; searching for information;

									UNESCO, <i>Accessible digital documentary heritage</i> ;
6. Heritage communication in a crisis. Communication of heritage in danger of destruction. Internal and external communication in disaster situations	2		2					4	8 Studying the literature; UNICEF, <i>C4D in emergency response</i> ; UNESCO, <i>Managing disaster</i> ; selected pages.
The paper		2						2	15 Preparing the paper.
The exam		2						2	15 Repeating material and preparing for the exam
Total	16	4	16					36	80

Assessment strategy	Weight %	Deadline	Assessment criteria
The cumulative assessment consists of: 1.The oral evaluation of workshop preparation and participation.	20	During the semester	2 points for active participation in seminars, discussion; 1 point for sufficient participation in seminars, discussion; 0.5 points for satisfactory participation in seminars; 0 points for passive participation, absence or non-attendance or non-payment for missed seminars.
2.The paper (20,000 characters)	30	During the semester	3 points: structure and scope: the structure of the thesis is clear and logical, it has all the necessary parts (a developed introduction, conclusions, a list of references, the necessary appendices), and the thesis is of an appropriate length (0.5 points); 2.5 points: analysis and conclusions: the analysis is complete; the claims are well argued and the conclusions are justified; 1 point: if the analysis is complete but not thorough, the conclusions are not always justified. No points are awarded for superficial analysis. No written work - 0 points.
3.The written exam	50	At the end of the semester	At the end of the semester: The exam consists of 2 open-ended questions (of equal difficulty), each with 2.5 points. The grading is as follows: 5: Excellent knowledge and skills. 2 correct answers. 4: Good knowledge and ability. 1 correct, 1 incomplete. 3: Average knowledge and ability. 1 correct answer, 1 partially answered. 2.5: Below average knowledge and skills, with some significant errors. 1 question answered correctly. 1: Knowledge and skills still meet the minimum requirements. 1 question partially answered. 0: The minimum requirements are not met; 0 correct answers.

Author	Publishing year	Title	Issue of a periodical or volume of a publication; pages	Publishing house or internet site
Required reading				
Christoph Brumann	2015	Cultural Heritage	International Encyclopedia of the Social & Behavioral Sciences, 2nd edition, Volume 5; p. 414-419.	http://dx.doi.org/10.1016/B978-0-08-097086-8.12185-3
Selected by Jukka Jokilehto	2005	Definition of cultural heritage. References	ICCROM Working Group "Heritage and	

		to documents in history	Society,” no. January, p. 4-8.	
Jukka Jokilehto	2016	Heritage values and valuation	Conversaciones... con Jukka Jokilehto, Núm. 2 (2016): p. 7-18.	https://revistas.inah.gob.mx/index.php/conversaciones/issue/view/796
Freeman Tilden	2008	Interpreting Our Heritage	p. 3-11	The University of North Carolina Press
Perla Innocenti	2015	Migrating heritage: cultural dialogue, identity and citizenship in Europe	Sunkusis paveldas. Acta museologica Lithuanica. T.2, p. 9-40	https://www.zurnalai.vu.lt/acta-museologica-lithuanica/issue/view/818
	2023	DigMus: Empowering museum professionals with digital skills: Toolkit	p. 3-14; 44-50	https://digmus.eu/toolkit/
		International conventions related to cultural heritage		https://okm.fi/en/international-conventions-related-to-cultural-heritage ; or https://www.icomos.org/en/what-we-do/involvement-in-international-conventions/international-conventions
UNICEF	2017	C4D in emergency response. Communication in Disasters and Emergencies.	4 p.	https://www.unicef.org/rosa/media/2371/file/C4D%20Communication%20in%20Disasters%20and%20Emergencies.pdf
UNESCO	2010	Managing Disaster risks for World Heritage	66 p.	Published by the United Nations Educational, Scientific and Cultural Organization
UNESCO	2020	Accessible digital documentary heritage: guidelines for the preparation of documentary heritage in accessible formats for persons with disabilities	21 p.	https://unesdoc.unesco.org/ark:/48223/pf0000374995?posInSet=1&queryId=e024f4e3-c5df-4eaa-8328-d58f8ad8274f
Manžuch, Zinaida	2017	Ethical Issues In Digitization Of Cultural Heritage,	Journal of Contemporary Archival Studies: Vol. 4 , Article 4, p. 1-17	http://elischolar.library.yale.edu/jcas/vol4/iss2/4
	2022	Navigating Copyright for Libraries – Purpose and Scope	IFLA, De Gruyter Saur; p. 24-54	https://doi.org/10.1515/9783110732009
Recommended reading				
Sun Hua	2010	World Heritage Classification and Related Issues—A Case Study of the “Convention Concerning the Protection of the	Procedia Social and Behavioral Sciences 2 (2010): 6954–6961	www.sciencedirect.com

		World Cultural and Natural Heritage”		
Ed. by Angela M. Labrador and Neil Asher Silberman	2018	The Oxford handbook of public heritage theory and practice	XII, 456 p. : ilustr., diagr., brž., žml.	New York (N.Y.) : Oxford University Press.
Ed. by Astrid Erll ...[et al.]	2008	Cultural memory studies : an international and interdisciplinary handbook	VIII, 441 p. : ilustr.	Berlin ; New York [N.Y.] : Walter de Gruyter, 2008.
Alexandra Harrer	2017	The Legacy of Alois Riegl: Material Authenticity of the Monument in the Digital Age	Built Heritage. 1: 29-40	10.1186/BF03545661.
Ed. by Gregory Ashworth, Peter Larkham	1994	Building A New Heritage (RLE Tourism)	London: Routledge, 294 p.; chapters 1-3.	https://doi.org/10.4324/9780203068564
Arie Stoffelen	2022	Revitalising place-based commercial heritage: A Cultural Political Economy approach to the renaissance of lambic beers in Belgium	International Journal of Heritage Studies, 28:1, 16-29	DOI: 10.1080/13527258.2020.1862275
Marie Elisabeth Berg Christensen	2022	The cross-sectoral linkage between cultural heritage and security: how cultural heritage has developed as a security issue?	International Journal of Heritage Studies, VOL. 28:5, 651–663	https://doi.org/10.1080/13527258.2022.2054845
E.C.M. Ruijgrok	2006	The three economic values of cultural heritage: a case study in the Netherlands	Journal of Cultural Heritage 7, 206–213.	doi:10.1016/j.culher.2006.07.002
	2021	Heritage and the Economy 2020		https://historicengland.org.uk/research/heritage-counts/heritage-and-economy/
Tuuli Lähdesmäki & Viktorija L. A. Čeginskas (2022)	2022	Conceptualisation of heritage diplomacy in scholarship	International Journal of Heritage Studies, 28:5, 635-650	DOI: 10.1080/13527258.2022.2054846
Casper Andersen, Cristina Clopot & Jan Ifversen	2020	Heritage and interculturality in EU science diplomacy	Humanities and Social sciences communications, 7:175, p. 1-8	https://doi.org/10.1057/s41599-020-00668-8