



## COURSE SYLLABUS

2019/2020 Academic Year

### GENERAL COURSE INFORMATION

1.1. Course Name	Cultural Heritage								
1.2. Study Programme	Communication Management undergraduate professional study programme								
1.3. Course Name	Short	KULBA	1.7. Year of Study	First, Second					
1.4. Course Code	CM19138		1.8. Semester	Second, Fourth / Summer					
1.5. Course Status	Elective		1.9. ECTS	4					
1.6. Course Structure	<table border="1"> <thead> <tr> <th>Course Type</th> <th>Total hours</th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>15</td> </tr> <tr> <td>Exercises</td> <td>15</td> </tr> </tbody> </table>	Course Type	Total hours	Lectures	15	Exercises	15	1.10. Class Venue and Schedule	Bernays – According to the published schedule
Course Type	Total hours								
Lectures	15								
Exercises	15								

### 2. TEACHING STAFF

2.1. Lecturer in Charge	Romana Lekić	2.6. Course Associates	
2.2. Academic Rank	PhD	2.7. Academic Rank	
2.3. Teaching Rank	College Professor	2.8. Teaching Rank	
2.4. Contact e-mail	romana.lekic@bernays.hr	2.9. Contact e-mail	
2.5. Consultations	According to published schedule	2.10. Consultations	

### 3. COURSE DESCRIPTION

3.1. Course Objectives	The objective of the course <i>Cultural Heritage</i> is to familiarise students with key terms related to culture and typology of heritage; to introduce students to methods for interpreting and presenting heritage with particular emphasis on intangible heritage and UNESCO, authenticity and identity.
3.2. Enrolment Criteria	There are no specific requirements for enrolment in this course.



<b>3.3. Learning Outcomes</b>	<p>LO1: Define the concepts of cultural property and cultural heritage.</p> <p>LO2: State the typology of cultural heritage.</p> <p>LO3: Explain all available communication methods for communicating intangible heritage.</p> <p>LO4: Explain the concepts authenticity and identity in relation to cultural heritage.</p> <p>LO5: Describe UNESCO heritage in Croatia.</p> <p>LO6: Explain the concept of commodification on a selected example.</p>
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<b>3.4. Course Content</b>	<ol style="list-style-type: none"> <li>1. Concept and definition of culture</li> <li>2. Relationship between tradition and heritage</li> <li>3. Concept of cultural property</li> <li>4. Intangible heritage and UNESCO - Croatian on the UNESCO intangible heritage list</li> <li>5. Folklore as the bearer of identity and tradition – folklore and folklorism</li> <li>6. Folk customs – life or family, annual or calendar, work or commercial</li> <li>7. Commercialization and (mis)use of folklore and tradition - true and false identity folklore, folklorism and tourism</li> <li>8. Myths, legends and teachings and the ways of their interpretation</li> <li>9. Prominent Croats and their inventions</li> <li>10. The most representative monuments by periods: Prehistory, Antiquity, Romanesque, Gothic, Renaissance, Baroque</li> <li>11. The most significant artefacts of the tangible culture of Croats in foreign museums and collections</li> <li>12. Castles, curia and parks of continental Croatia and possibilities for their revitalization</li> </ol>
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<b>3.5. Types of Class Activities</b>	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center; width: 5%;">X</td> <td style="width: 25%;">Lectures</td> <td style="text-align: center; width: 5%;">X</td> <td style="width: 20%;">Exercises</td> <td style="text-align: center; width: 5%;">X</td> <td style="width: 20%;">Field Trips</td> <td style="text-align: center; width: 5%;"></td> <td style="width: 20%;">Multimedia and Network</td> <td style="text-align: center; width: 5%;"></td> <td style="width: 20%;">Mentored Paper</td> </tr> <tr> <td style="text-align: center;">X</td> <td>Seminars and Workshops</td> <td style="text-align: center;"></td> <td>Distance Learning</td> <td style="text-align: center;"></td> <td>Independent Assignments</td> <td style="text-align: center;"></td> <td>Laboratory</td> <td style="text-align: center;"></td> <td>Misc.</td> </tr> </table>	X	Lectures	X	Exercises	X	Field Trips		Multimedia and Network		Mentored Paper	X	Seminars and Workshops		Distance Learning		Independent Assignments		Laboratory		Misc.
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<b>3.6. Course Language</b>	Croatian Language
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<b>3.7. Student Obligations</b>	Class attendance and field trips attendance.
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<b>3.8. Monitoring Student Work and ECTS</b>	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center; width: 5%;">1</td> <td style="width: 25%;">Class Attendance</td> <td style="text-align: center; width: 5%;">1</td> <td style="width: 20%;">Written Exam</td> <td style="text-align: center; width: 5%;">1</td> <td style="width: 20%;">Seminar Paper</td> <td style="text-align: center; width: 5%;"></td> <td style="width: 20%;">Preliminary Exam(s)</td> <td style="text-align: center; width: 5%;"></td> <td style="width: 20%;">Project</td> </tr> <tr> <td style="text-align: center;"></td> <td>Activities in Class and at Field Trips</td> <td style="text-align: center;">1</td> <td>Oral Exam</td> <td style="text-align: center;"></td> <td>Research</td> <td style="text-align: center;"></td> <td>Essay</td> <td style="text-align: center;"></td> <td>Misc.</td> </tr> </table>	1	Class Attendance	1	Written Exam	1	Seminar Paper		Preliminary Exam(s)		Project		Activities in Class and at Field Trips	1	Oral Exam		Research		Essay		Misc.
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Grade Type	Points
1. Class attendance and class participation	20
2. Seminar paper	30



Final Exam	3. Oral presentation	20
	4. Written exam	30
	<b>Total points (class + final exam)</b>	<b>100</b>

3.10. Obligatory Literature	<ol style="list-style-type: none"><li>1. Lekić, R. (2017). <i>Hrvatska kultura (notes)</i>. Zagreb: Edward Bernays University College.</li><li>2. Jelinčić, D. A. (2010). <i>Kultura u izložbu</i>. Zagreb: Meandarmedia.</li></ol>
3.11. Supplementary Literature	<ol style="list-style-type: none"><li>1. Obad Šćitaroci, B. (1992). <i>Dvorci i perivoji Hrvatskog zaborja</i>. Zagreb: Školska knjiga.</li><li>2. Botica, S. (1998). <i>Lijepa naša baština</i>. Zagreb: Hrvatska sveučilišna naklada.</li></ol>
3.12. Quality Monitoring Methods	Observations and evaluation of teaching; student questionnaires