

# COURSE DETAIL

## ARCHAEOLOGY, MEDIA, AND THE PUBLIC

**Country**

Italy

**Host Institution**

University of Bologna

**Program(s)**

University of Bologna

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Archaeology

**UCEAP Course Number**

114

**UCEAP Course Suffix****UCEAP Official Title**

ARCHAEOLOGY, MEDIA, AND THE PUBLIC

**UCEAP Transcript Title**

ARCHAE MEDIA&PUBLC

**UCEAP Quarter Units**

6.00

**UCEAP Semester Units**

4.00

## Course Description

This course is part of the Laurea Magistrale degree program and is intended for advanced level students. Enrollment is by permission of the instructor. The course addresses the relationship between archaeology, media, and the public in the complex process of archaeological communication. The first part of the course examines the individual concepts and the evolution of archaeological communication over time, with a specific focus on the last twenty years and the role of digital dissemination. The second part of the course considers the specific case of the [KALAM Project](#), specifically the different ways of communicating to the public the archaeological realities present in the territory of Samarkand, Uzbekistan.

By the end of the course students have an in-depth knowledge of the relationship between archaeological research, cultural heritage, media (meaning both traditional and new digital media), and the public. They will be critically aware of the strategies of communication and dissemination of archaeological knowledge adopted by the various people involved in the job of dissemination and enhancement. The knowledge acquired makes students proficient in assessing, monitoring, and reporting in the media on communication activities relating to archaeology and cultural heritage.

### Language(s) of Instruction

English

### Host Institution Course Number

93153

### Host Institution Course Title

ARCHAEOLOGY, MEDIA, AND THE PUBLIC

### Host Institution Campus

BOLOGNA

### Host Institution Faculty

### Host Institution Degree

LM in ARCHAEOLOGY AND CULTURES OF THE ANCIENT WORLD

**Host Institution Department**  
HISTORY AND CULTURES

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