



**DENOMINACIÓN ASIGNATURA:** Comunicación y Difusión de la Herencia Cultural

**POSTGRADO: MÁSTER UNIVERSITARIO EN HERENCIA CULTURAL**

Profesor/a: Matilde Eiroa y Beatriz de las Heras

ECTS: 6

CUATRIMESTRE: 2º

**CRONOGRAMA DE LA ASIGNATURA (versión detallada)**

SEMANA	SESIÓN	DESCRIPCIÓN DEL CONTENIDO DE LA SESIÓN (En su caso, incluir las recuperaciones, tutorías, entrega de trabajos, etc)	GRUPO (marcar X)		Indicar espacio Necesario distinto aula (aula informática, audiovisual, etc..)	TRABAJO DEL ALUMNO DURANTE LA SEMANA		
			1	2		DESCRIPCIÓN	HORAS PRESENCIALES	HORAS TRABAJO Semana Máximo 7 H
1ª	1	Introduction	X		NO			
2ª	2	Part 1. Topic 1. Concepts and functions in the communication of cultural inheritance 1.1. Basic concepts: information, advertising, propaganda, communication and vulgarization. 1.2. Specialized Journalism 1.3. The role of communication in cultural inheritance. 1.4. The Internet and digital resources	X		NO	Attendance with active participation.		Readings to select from Aula Global
3ª	3	Topic 1. Concepts and functions in the communication of cultural inheritance. 1.1. Basic concepts:	X		NO	Oral presentation of the readings.		



		information, advertising, propaganda, communication and vulgarization. 1.2. Specialized Journalism 1.3. The role of communication in cultural inheritance. 1.4. The Internet and digital resources						
4 <sup>a</sup>	4	Topic 2. Technical and processes of the cultural inheritance (1 ECTS). 2.1. Informative and communication techniques 2.2. Corporate Communication and Press Cabinets 2.3. Strategic communication of cultural inheritance: planning and techniques.	X		NO	Attendance with active participation.		Readings to select from Aula Global
5 <sup>a</sup>	5	Topic 2. Technical and processes of the cultural inheritance (1 ECTS). 2.1. Informative and communication techniques 2.2. Corporate Communication and Press Cabinets 2.3. Strategic communication of cultural inheritance: planning and techniques.	X		NO	Oral presentation of the readings.		
6 <sup>a</sup>	6	Topic 3.- Media and cultural inheritance (1 ECTS). 3.1. The cultural inheritance representation: historical press and digital media as a resource and an object of study. 3.2. Research methods of traditional press.	X		NO	Attendance with active participation.		Readings to select from Aula Global
7 <sup>a</sup>	7	Topic 3.- Media and cultural inheritance (1 ECTS). 3.1. The cultural inheritance representation: historical press and digital media as a resource and an object of study. 3.2. Research methods of traditional press.	X		NO	Oral presentation of the readings.		
8 <sup>a</sup>	8	Part II. Topic 1. Media and cultural heritage (1 ECTS). 1.1. The cultural and its heritage in media communication. 1.2. The visual reader as cultural meaning of the past and present.	X		NO	Practical with media resources		Readings to select from Aula Global



9 <sup>a</sup>	9	Topic 1. Media and cultural heritage 1.1. The cultural and its heritage in media communication. 1.2. The visual reader as cultural meaning of the past and present.	X		NO	Practical with media resources		
10 <sup>a</sup>	10	Topic 1. Media and cultural heritage 1.1. The cultural and its heritage in media communication. 1.2. The visual reader as cultural meaning of the past and present.	X		NO	Practical with media resources		
11 <sup>a</sup>	11	Topic 2. History, memory and audio-visual culture 2.1. Social memory, audio-visual memory, historical memory. The audiovisual frame. 2.2. Media and History in the identity formation	X		NO	Practical with media resources		Readings to select from Aula Global
12 <sup>a</sup>	12	Topic 2. History, memory and audio-visual culture 2.1. Social memory, audio-visual memory, historical memory. The audiovisual frame. 2.2. Media and History in the identity formation	X		NO	Practical with media resources		
13 <sup>a</sup>	13	Topic 3. The diffusion of the cultural heritage 3.1. From Prehistory until nowadays. The evolution of the image.	X		NO	Practical with media resources		Readings to select from Aula Global
14 <sup>a</sup>	14	Topic 3. The diffusion of the cultural heritage 3.1. From Prehistory until nowadays. The evolution of the image.	X		NO	Practical with media resources		
15 <sup>a</sup>	15	Conclusions	X		NO	Discussions, and active participation		
<b>TOTAL HORAS</b>							34	34