

CULTURAL HERITAGE ON FIRE! CULTURAL HERITAGE MANAGEMENT
IN THE 21ST CENTURY

This seminar-style course provides a global perspective on the current state of *Cultural Heritage Management*. The management of *Cultural Heritage* has reached a critical stage. Political, religious and social conflicts, massive development projects, governmental complacency, ignorance, corruption and lack of funding, substantial tourism growth, and other factors have all seriously impacted the World's, and especially the Global South's ability to maintain, conserve and protect *Cultural Heritage*.

The class will explore through formal lectures and informal seminar-type discussions what is meant by *Cultural Heritage*, and why and how it has shaped our past and contemporary understanding of ethnicity, "race" and racism, human rights, religion, symbolism and materialism, politics, history, media, business, migration and immigration, health, language and other aspects of contemporary society. The course will also consider how *Cultural Heritage* can be better "managed" and used positively to eliminate or mitigate many of the divisive social issues we face today.

Class Meetings:

- Tuesdays, Periods 8-9: 3:00-4:55 pm, 2342 Turlington Hall
- Thursdays, Period 9: 4:05—4:55 pm, 2346 Turlington Hall

Office Hours and Communication

- Office hours: B368 Turlington Hall, Tuesday 11:45 am -12:45 pm; Thursday 3-4 pm (or by appointment).
- Telephone: Office: (352) 870-9445
- E-mail: sbrandt@ufl.edu (but you are to use your CANVAS email address for course communication)
- Announcements, Readings, Lectures, Study Guides, etc. will be uploaded regularly to E-Learning (CANVAS)

Required Readings: Undergraduates and Graduates

- Required Textbook: There is one "textbook" available for free, and I may also assign another.
 - Borowiecki, K.M, Neil Forbes, Antonella Fresa, 2016. *Cultural Heritage in A Changing World*: NY: Springer.
 - This book is available for free as a pdf or Epub book from the UF Library:
<https://link-springer-com.lp.hscl.ufl.edu/book/10.1007%2F978-3-319-29544-2>
 - or as a Kindle e-book from Amazon (Requires the Kindle app for Windows, Mac, Android or IOS)
https://www.amazon.com/Cultural-Heritage-Changing-World-Borowieckiebook/dp/B07816NOGW/ref=sr_1_1?dchild=1&keywords=cultural+heritage+in+a+changing+world&qid=1610420268&sr=8-1
- Weekly Reading Assignments from journals, magazines, newspaper articles, book chapters, videos, web sites and other references. Those not available electronically from the Library or web will be uploaded to CANVAS.
 - Graduates may be assigned additional weekly readings.

Grading: There are no exams!

- **Undergraduates and Graduates**
 - **Discussion and Class Participation – 50 points**
 - Contribute regularly (and thoughtfully) to seminar discussions.
 - Each student will lead class discussions of the weekly topic (with support from Dr. Brandt) at least once if not twice during the semester.

- Each week one student will be assigned an extra task to search for an article, a web site, a newspaper article, etc. of their choosing on the weekly topic. You are to summarize and present it to the class in PowerPoint (PPT) format (I will provide tips on how to make a good PPT, and if you do not know how to use PPT I will teach you).
 - Class participation for the whole semester will be graded as follows:
 - Excellent 50 points
 - Very Good 45 points
 - Good 40 points
 - Satisfactory 35 points
 - Unsatisfactory 30 points
 - I expect all of you to receive the full 50 points! If you think you might have difficulty speaking in a seminar format, please discuss this with me asap.
- **Reading Assignments -150 points:** There will be 12 weekly assignments each worth 12.5 points for a total of 150 points. These will be composed of the following:
- Typed notes: 3 double-spaced pages max. of prose or annotated outlines summarizing/critiquing the required weekly readings. They are to be uploaded to CANVAS no later than 11:59 pm on the Monday before the Tuesday class so I can try to read them before class.
 - Each will be graded as follows (I will attach a rubric by the end of the week):
 - Excellent 9-10 Points
 - Very Good 8.5 Points
 - Good 8 Points
 - Satisfactory 7 Points
 - Unsatisfactory Notes are to be re-submitted until they are deemed satisfactory.
- **Term Paper – 100 points**
- Undergraduates: A 7-8 page double-spaced and typed term paper on a subject of your choice, but first cleared by me (more on this later).
 - Graduate Students: A 10-20 page maximum double-spaced and typed term paper on a subject of your choice, but first cleared by me (more on this later).
 - It will be graded as follows (Rubric to follow)
 - Excellent 90 -100 pts
 - Very Good 85- 89
 - Good 80-84
 - Fair 70 - 79
 - Poor 60 – 69

Final Grade Point Distribution: Discussion (50) + Assignments (150) + Paper (100) =300 Total Points

A	90-100% (269-300 points)
B+	86-89% (257-268 points)
B	80-85% (239-256 points)
C+	76-79% (227-238 points)
C	70-75% (209-226 points)
D+	66-69% (197-208 points)
D	60-65% (179-196 points)
E	<60% (<149 points).

There may be the opportunity of obtaining some bonus points (to be added to your total) by attending lectures or events around campus and providing a one page summary. I will notify you of this as far in advance as possible.

Attendance: Attendance is mandatory. Failure to attend lectures without an official excuse (see below) will result in the loss of points, as follows:

- 1 missed no points subtracted from total points
- 2 missed 20 points subtracted from total points
- 3rd missed 40 points subtracted from total points
- 4th missed **Automatic E for the course**

Official UF, Medical Or Religious Absences And Make-Up Exams

Except for medical/disability reasons, religious reasons or official university business, there will be **no** makeup papers or excused absences. A letter signed by a physician or university official must be obtained **before** an absence excused. If you have a disability that could affect your class performance or attendance, or if you need extra assistance of some kind, please discuss this with the professor during the first week of class.

Cheating

Needless to say, cheating in any way will not be tolerated and will result in a 0 and/or possible dismissal from the course.

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WEEKLY SCHEDULE OF TOPICS (READINGS ARE IN CANVAS MODULES)

<p>Week 1 T 1/12 TH 1/14</p>	<p>Introductory Remarks and Class Requirements</p> <p>What Is Cultural Heritage? Why is it so important? How, when and why did humans establish a means by which to express their beliefs, ideologies and traditions to themselves, their nuclear and extended families, other groups or even society and pass it on (or not) to future generations?</p>
<p>Week 2 T 1/19 TH 1/21</p>	<p>How is Cultural Heritage obtained, maintained, used, abused and altered: Invention, Diffusion, Migration, Memory, Acculturation, Genocide</p> <p>Cultural Heritage Management (CHM) vs Cultural Resource Management (CRM) vs Historic Preservation A virtual trip to a CRM company?</p>
<p>Week 3 T 1/26 TH 1/28</p>	<p>Who is Responsible (and Irresponsible) for CHM: Individuals, Communities, Organizations and Other Stakeholders</p>
<p>Week 4 T 2/2 TH 2/4</p>	<p>Tangible Heritage Management in the Global North vs Global South</p>
<p>Week 5 T 2/9 TH 2/11</p>	<p>Intangible Heritage Management in the Global North vs South</p>
<p>Week 6 T 2/16 TH 2/18</p>	<p>Historic Preservation</p>
<p>Week 7 T 2/23 TH 2/25</p>	<p>Human Rights and Cultural Heritage Part 1: Who Owns CH? Who Has the Right to CH?</p>
<p>Week 8 T 3/2 TH 3/4</p>	<p>CHM of Armed Conflicts and Disasters</p>
<p>Week 9 T 3/9 TH 3/11</p>	<p>Human Rights and Cultural Heritage Part 2: Politics, Religion, Race and Racism</p>
<p>Wk 10 T 3/16 TH 3/18</p>	<p>The Illicit Antiquities Market: A Global Problem</p>
<p>Wk 11 T 3/23 TH 3/25</p>	<p>The Role of Museums in CHM: Virtual Field Trips to Museum</p>

Wk 12 T 3/30 TH 4/1	Heritage Tourism, Eco Tourism, Dystopian Tourism and others
Wk 13 T 4/6 TH 4/8	Cultural Heritage and Communities Education, Globalization and the Future of Cultural Heritage
Wk 14 T 4/13 Th 4/15	Summary PPT presentations of term papers (max 15-20 per student)
Wk 15 T 4/20	Term Paper Uploaded to Canvas no later than 11:59 pm.