

## Syllabus

### Course description

<b>Course title</b>	<b>Cultural Anthropology – “Everyday Items”</b>
<b>Course code</b>	97133 - 97068
<b>Scientific sector</b>	M-DEA/01
<b>Degree</b>	Bachelor in Design and Art (L-4)
<b>Semester</b>	Summer semester 2019/20
<b>Year</b>	2nd, 3rd
<b>Credits</b>	5 for students enrolled before 2018/19; 8 for students enrolled from 2018/19 onward
<b>Modular</b>	no
<b>Total lecturing hours</b>	30
<b>Total hours of self-study and / or other individual educational activities</b>	about 95 for 5 cp; about 170 for 8 cp
<b>Attendance</b>	Not compulsory but recommended
<b>Prerequisites</b>	none
<b>Course Description and Specific educational objectives</b>	<p><i>The course belongs to the class "affine o integrativa" for students enrolled before 2018/19 and "caratterizzante" for students enrolled from 2018/19 onward in the curriculum in Art.</i></p> <p><b>Course Description:</b> The course gives a general overview of scientific contents which are related to cultural anthropology, and contemporary material studies. Part one gives an introduction to the historic, scientific and methodologic facts and developments of the discipline cultural anthropology how it is understood, practised, researched and taught today. Part two explains and investigates the development of selected typical or archetypical artefacts and everyday objects as examples of anthropological and cultural subjects. The use of such objects in different cultures and societies is the guiding principle behind our theoretical, methodological and empirical inquiries.</p> <p><b>Educational objectives</b> Students will have acquired:</p> <ul style="list-style-type: none"> <li>- a solid cultural background where technical-media skills are combined with theoretical reflection;</li> <li>- the ability to capture and analyse contemporary cultural and anthropological phenomena that characterise design and art;</li> </ul>

	<ul style="list-style-type: none"> <li>- a theoretical and socio-cultural education that aims to acquire a solid cultural background where the technical-media skills are combined with a theoretical reflection in relation to anthropology and cultural history</li> </ul>
<b>Lecturer</b>	Gerhard Glüher, Office F1.05, e-mail: GGlueher@unibz.it, tel.0471.015140 and mobile 331 674 2951 lecturer's page: <a href="https://www.unibz.it/en/faculties/design-art/academic-staff/person/889-gerhard-glueher">https://www.unibz.it/en/faculties/design-art/academic-staff/person/889-gerhard-glueher</a>
<b>Scientific sector of the lecturer</b>	M-FIL/05
<b>Teaching language</b>	German
<b>Office hours</b>	Monday 10.00 a.m. -12.00 p.m. and after the lectures (by appointment via mail please to coordinate the schedule)
<b>List of topics covered</b>	<ul style="list-style-type: none"> <li>- History, methodology and practice of contemporary cultural anthropology</li> <li>- Description and analysis of everyday objects</li> <li>- Relations between human behaviour and particular shapes of objects</li> </ul>
<b>Teaching format</b>	<i>Frontal lectures, exercises, field trips.</i>
<b>Learning outcomes</b>	<p><i>Knowledge and understanding</i>  <i>Applying knowledge and understanding</i>  <i>Making judgements</i>  <i>Communication skills</i></p> <p>Students will be able to apply knowledge related to:</p> <ul style="list-style-type: none"> <li>- knowledge of the cultural arena, in particular, the artistic one</li> <li>- knowledge of artistic practice that allows an efficient approach with cultural producers</li> <li>- Knowledge of the social functions of art and design</li> <li>- an intuitive and empathetic approach to people.</li> <li>- capacity for innovation in the framework of a broad understanding of the contemporary cultural arena</li> </ul> <p><i>Knowledge and understanding</i>            The students will have acquired:</p> <ul style="list-style-type: none"> <li>- the basic knowledge necessary to understand scientific and empirical texts about complex topics related to cultural history and cultural anthropology</li> <li>- the basic knowledge to practice a critical look at their work and to deal with contemporary</li> </ul>

challenges;

- basic culture-theoretical and anthropological knowledge relating to the concept of art- and designprojects in all its components, but also to the disciplines of a technical, scientific and theoretical nature to be able to continue their study with a master's degree in an international context.
- He/She has also learned about a specific theoretical approach, which understands the subject as a (social) construction.
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Ability to apply knowledge and understanding

Students will be able to:

- finalize to the realization of a completed project in the field of product design, visual communication and/or visual art the basic knowledge acquired in the technical, scientific and theoretical fields;
- understand the main phenomena that characterize today's society, to be able to observe them critically also in an ethical and social perspective and to elaborate appropriate solutions in regards to the project proposal/answer;
- put to good use and to develop what has been learned during the course of studies towards the possible continuation of the own formation with a magistral degree in the field of design.

Transversal skills /soft skills

*Autonomy of judgment*

The students must have developed:

- a good autonomy of judgement aimed at developing one's own design capacity and the set of decisions (technical, scientific and theoretical) necessary to carry out a project to its' conclusion
- a good autonomy of judgement in the critical evaluation of their work and in their ability to use correct interpretative methods in relation to the contexts in which they will apply their design practice and/or continue their studies, also considering ethical and social aspects.

	<p><i>Communication skills</i></p> <p>Students will be able to:</p> <ul style="list-style-type: none"> <li>- present at a professional level their own project in the field of product design, visual communication and/or the arts in the form of an installation, orally and in written form;</li> <li>- communicate and motivate at a professional level the reasons for their choices and motivate them from a formal, technical, scientific and theoretical point of view;</li> </ul> <p>The course develops a specific scientific practice of cultural anthropology to write and analyse objects and individual art or design concepts. This practice will heighten the students' capacity to communicate and to construct productive contexts of communication.</p> <p><i>Learning skills</i></p> <p>Students will have:</p> <ul style="list-style-type: none"> <li>- learned at a professional level an anthropological methodology understood as the ability to identify, develop and implement solutions to complex design problems by applying the knowledge acquired in the technical, scientific and theoretical field necessary to establish a professional activity and / or continue their studies with a master's degree;</li> <li>- developed a creative attitude and learned how to increase and enhance it according to their own inclinations;</li> <li>- acquired a basic knowledge of theoretical, scientific and technical disciplines combined with a suitable study methodology to continue their studies with a master's degree;</li> <li>- learned language skills certified in another language in addition to their own language and in addition fluently and correctly in a third language, essential to carry out their professional activities or continue their studies with the master's degree in the international field.</li> </ul>
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<b>Assessment</b>	<i>Indicate the types of assessment (according to the table) and check the coherence with the Dublin descriptors</i>
Please indicate a different "studying load" for students who	<p><i>For students who achieve 5 cp</i></p> <ul style="list-style-type: none"> <li>• <i>Written and oral: written exam with examples,</i></li> </ul>

achieve 5 and for students who achieve 8 cp	<p><i>written exam to test knowledge application skills</i></p> <ul style="list-style-type: none"> <li>•</li> </ul> <p><i>For students who achieve 8 cp</i></p> <ul style="list-style-type: none"> <li>• <i>Written and lab: written exam with review questions, conducting experiments and evaluating results</i></li> </ul>
<b>Assessment language</b>	German
<b>Evaluation criteria and criteria for awarding marks</b>	<ul style="list-style-type: none"> <li>• <i>relevant for assessment : clarity of answers, mastery of language (also with respect to teaching language), ability to summarize, evaluate, and establish relationships between topics;</i></li> </ul>
<b>Required readings</b>	<ul style="list-style-type: none"> <li>- Assmann, Aleida u.a. (Hg.): Positionen der Kulturanthropologie, Frankfurt Main (suhrkamp Taschenbuch Wissenschaft) 2004</li> <li>- Candlin, Fiona; Guins, Rainford (Eds.): The Object Reader, London and New York (Routledge) 2009</li> <li>- Konersmann, Ralf (Hg.): Grundlagentexte Kulturphilosophie, Hamburg (Felix Meiner Vlg.) 2009</li> </ul>
<b>Supplementary readings</b>	<p>Laurel Thatcher Ulrich u.a.: Tangible Things, New York (Oxford Univ. Press) 2015</p> <p>Cassirer, Ernst: Versuch über den Menschen, Hamburg (Felix Meiner Vlg.) 2007</p> <p>Werner, Johannes: Vom Geheimnis der alltäglichen Dinge, Frankfurt Main (Insel Verlag) 1998</p>