

Georg-August-Universität Göttingen Module M.EP.12e: Literary Heritage, Literary Museums, Literary Tourism	6 C 1 WLH
Learning outcome, core skills: Students acquire an overview of concepts of cultural/literary heritage, cultural/literary museums as well as literary/cultural tourism. They gain an insight into the communication strategies for cultural/literary institutions towards different target groups and gain an understanding of the challenges involved. In the practical part of the module, they examine how to deal with these challenges, particularly with regard to communicating culture/literature to different target groups.	Workload: Attendance time: 14 h Self-study time: 166 h
Course: M.EP.12e.LV-1 Course/workshops/self-study unit on cultural and literary heritage, museums and literary tourism <i>Contents:</i> concepts of cultural and literary heritage; exhibitability of cultural/literary heritage; concepts of (literary) museums and tourism and (cultural/literary) marketing On the basis of the information and concepts conveyed in the course/self-study unit, students write a short project outline on the intended object of investigation (e.g. combination of advertising and actual exhibition; accompanying literary city tours through websites; ...) as a preliminary examination assignment (max. 500 words). This aims at helping them to develop questions for the practical part of the module.	1 WLH
Course: M.EP.12e.LV-2 OPTIONAL: Course/workshops/self-study unit on participant observation <i>Contents:</i> concepts of participant observation; approach to data collection and evaluation; considerations on learning objectives in the context of projects; project planning Concepts of participant observation should be incorporated into the preliminary examination (project outline, see above).	
Course: M.EP.12e.LV-3 Observation Project <i>Contents:</i> Visit two museums or exhibitions on cultural or literary heritage; alternatively attend two guided tours/tours on cultural or literary heritage; engagement with and critical review of the accompanying information offered in various media (e.g. online advertising, posters, information brochures, programme flyers, ...)	
Examination: Portfolio (max. 3000 words) M.EP.12e.Mp: Literary Heritage, Literary Museums, Literary Tourism (Praxisanteil) Examination prerequisites: short project outline on the intended object of investigation (e.g. combination of advertising and actual exhibition; accompanying literary city tours through websites; ...) as a preliminary examination assignment (max. 500 words) Examination requirements:	

brief description of the museums/exhibitions/tours; analysis of mediation strategies, critical reflection taking into account the theoretical knowledge acquired in the course/ self-study unit	
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Admission requirements: none	Recommended previous knowledge: M.EP.12
Language: German	Person responsible for module: Dr. Frauke Reitemeier
Course frequency: winter or summer semester, on demand1	Duration: 1 semester[s]
Number of repeat examinations permitted: twice	Recommended semester: 2 - 3
Maximum number of students: not limited	

Additional notes and regulations: The module cannot be taken if B.Eng.816 has already been completed.
