



## COURSE SYLLABUS

### 1. Information about the programme

1.1 Higher Education Institution	Babeş-Bolyai University
1.2 Faculty	Faculty of European Studies
1.3 Department	International Relations and German Studies
1.4 Field of study	International Relations
1.5 Study level	MA
1.6 Programme of study/ Qualification	Cultural Diplomacy and International Relations

### 2. Information about the discipline

2.1 Module	<b>The Heritage of Central and Eastern Europe (Case Studies in Cultural Diplomacy)</b>						
2.2 Course holder	Șerban Văetiși, PhD Lecturer						
2.3 Seminar holder	Șerban Văetiși, PhD Lecturer						
2.4 Year of study	2	2.5 Semester	1	2.6. Type of assessment <sup>1</sup>	E	2.7 Type of module <sup>2</sup>	OB

### 3. Total estimated time (teaching hours per semester)

3.1 No. of hours per week	3	3.1 of which for course	1	3.3 of which for seminar	2
3.4 Total no. of hours in the curriculum	42	3.5 of which for course	14	3.6 of which for seminar	28
Time distribution: 14 weeks (conventional hours: no. of credit points 6 x 25 = 150/ 14 = 11)					11
Study by using handbook, reader, bibliography and course notes					4
Additional library/specialised online research, field research					2
Preparation of seminars/laboratories, homework, projects, portfolios and essays					2
Tutoring					-
Examinations					1
Other activities: .....					2
3.7 Total no. of hours for individual study	6				
3.8 Total no. of hours per semester	42				
3.9 No. of ETCS credit points	6				

### 4. Prerequisites (where applicable)

4.1 of curriculum	• --
4.2 of competencies	• --

<sup>1</sup> E - exam, ME - multi-term examinations, C - collocutional examination/assessment test

<sup>2</sup> OB - core module, OP - elective module, F - extracurricular module

## 5. Conditions (where applicable)

5.1 For the development of the course	• --
5.2 For the development of the seminar/laboratory	• --

## 6. Specific skills acquired

<b>Professional skills</b>	<p>Students following this course are expected to be able to:</p> <ul style="list-style-type: none"> <li>▪ use key notions of <b>cultural heritage studies</b> in interpreting <i>historical, cultural, social</i> and <i>political</i> phenomena and issues, useful for <b>cultural diplomacy approaches</b></li> <li>▪ understand major ideas of the <i>interdisciplinary characteristics</i> of these type of studies (cultural history, urban studies, monument studies, visual studies, museum studies, tourism studies, cultural studies, cultural anthropology) from the perspectives of <i>international relations</i> and <i>cultural diplomacy</i></li> <li>▪ properly understand and use notions describing the theoretical foundations of <b>heritage diplomacy</b> as <i>specific domain</i> defined at the intersection of cultural-historical studies and political-international studies with a focus on the regional-geographical area of <i>Central &amp; Eastern Europe</i> and on the thematic domain of <i>urban heritage</i></li> <li>▪ identify, exemplify, describe and interpret, as <i>case studies</i>, various <i>problematics</i> of heritage and urban heritage in Central &amp; Eastern Europe in historical and contemporary perspectives</li> <li>▪ properly involve <b>theories of cultural diplomacy</b> in analysing <i>heritage aspects</i> in CEE region and cities</li> <li>▪ describe and use specific <b>concepts, theories, interpretations</b> and <b>information</b>, appropriate for the field of <b>cultural heritage studies</b> (such as the notions of <i>monument, religious influence, ethnic legacy, multicultural milieu, industrial heritage, post-socialist iconography, politics of memory</i> etc.) in putting at work various <i>cultural diplomacy approaches</i></li> <li>▪ analyse <b>projects</b> and <b>regulations</b> of <i>cultural heritage</i>, such as those put forward and managed by the European Commission and the United Nations (UNESCO, UNDP) etc.</li> <li>▪ discuss <b>policies</b> and <b>strategies</b> for <i>cultural and heritage diplomacy</i> such as those put forward and managed by states, governmental and non-governmental agencies, cultural institutions, international and bilateral projects etc.</li> </ul>
<b>Interdisciplinary skills</b>	<p>Students following this course are expected to be able:</p> <ul style="list-style-type: none"> <li>▪ to learn from a specific disciplinary approach</li> <li>▪ to identify and discuss issues in their proper political-cultural and theoretical contexts</li> <li>▪ to identify and analyse specific aspects of cultural diplomacy preoccupation and agenda</li> <li>▪ to debate issues regarding critical or controversial aspects of cultural heritage</li> <li>▪ to communicate and correlate information and knowledge from different domains and fields of research/interest</li> </ul>

## 7. Course objectives (based on list of acquired skills)

7.1 General objective	This course aims at <b>introducing, analysing</b> and <b>debating</b> the topic <b>cultural heritage</b> , from cultural diplomatic and international relations perspectives.  Students following this course should be able to <b>present</b> the characteristics and challenges of <i>cultural heritage</i> , in their major aspects, and to <b>understand</b> and <b>discuss</b> some of their theoretical, diplomatic and political implications, with a focus on <i>Central &amp; Eastern European region and cities</i>
7.2 Specific objectives	The course will introduce in their <i>theoretical and analytical</i> contexts: (1) <b>information</b> and <b>concepts</b> related to the subjects of cultural heritage (2) <b>characteristics</b> and <b>theories</b> of cultural heritage in local, regional, international and diplomacy perspectives (3) <b>expressions</b> and <b>problematisations</b> of cultural heritage in Central-Eastern Europe, as cultural diplomacy topic

## 8. Contents

8.1 Lectures		Teaching methods	Observations
1. <b>Cultural Heritage in Central-Eastern Europe.</b> Introducing Topics & Syllabus	Topical focus:		
2. <b>Heritage and Cultural Heritage.</b> Concepts, theory, approaches. General overview	<ul style="list-style-type: none"> <li>▪ <i>What</i> is heritage? definitions, aspects, uses; meanings of <i>cultural</i> in 'cultural heritage'</li> <li>▪ <i>Types</i> of heritage: programs of heritage preservation and promotion</li> <li>▪ Cultural heritage in <i>politics</i>: in international politics and law; in diplomacy and cultural diplomacy</li> <li>▪ <i>Questioning, discussing</i> heritage</li> </ul>	Comprehensive lectures, PowerPoint presentations  Illustrations, contextualization, debates, specific analyses, critical thinking, reviews	Materials used in the educational process:  Computer, Projector, PowerPoint presentation (slides), visual illustrations (pictures, maps, charts, videos), handouts of bibliography excerpts.
3. <b>Major characteristics and issues of heritage in Central and Eastern Europe (I).</b> Historical and cultural aspects	<ul style="list-style-type: none"> <li>▪ History and culture in CEE countries (overview)</li> <li>▪ Three 'levels' of history in CEE countries: mythical, national, international</li> <li>▪ A history of CEE region through <i>architecture</i> and <i>monuments</i></li> </ul>	Short video screenings and discussions	
4. <b>Major characteristics and issues of heritage in Central and Eastern Europe (II).</b> Administrative and political aspects	<ul style="list-style-type: none"> <li>▪ Politics and administration in CEE countries (overview)</li> <li>▪ Three political 'periods' in CEE countries: feudal/imperial, communist, global</li> <li>▪ A history of CEE region through <i>politics</i> and <i>administration</i> (legacies)</li> </ul>		
5. <b>Topics of cultural heritage and heritage diplomacy.</b> Notions of cultural heritage for cultural diplomacy	<ul style="list-style-type: none"> <li>▪ Uses of cultural heritage</li> <li>▪ Background: history, culture</li> <li>▪ Structures &amp; processes: symbolic structures; management practices</li> <li>▪ Means &amp; goals: legislative bodies; political objectives</li> </ul>		

<p><b>6. Focus of cultural heritage.</b> Models of urban development and urban heritages in Europe and Central &amp; Eastern Europe</p>	<ul style="list-style-type: none"> <li>▪ Urbanization in Europe: medieval, Renaissance, imperial, industrial, corporate urbanization</li> <li>▪ Urban development: centres, networks, policies, styles, models of urban development</li> <li>▪ Five cities as cases of exploration into European urban history</li> </ul>		
<p><b>7. Case studies in heritage management and diplomacy.</b> Cultural heritages (1): Religious heritage; Imperial heritage</p>	<ul style="list-style-type: none"> <li>▪ <i>Case study 1:</i> Romania's UNESCO religious sites</li> <li>▪ <i>Case study 2:</i> Managing Habsburg heritage in Ukraine</li> </ul>		
<p><b>8. Case studies in heritage management and diplomacy.</b> Cultural heritages (2): Modernist heritage; Industrial heritage</p>	<ul style="list-style-type: none"> <li>▪ <i>Case study 3:</i> Viennese modernism and its heritage in CCE cities (<i>Art Nouveau Network</i>)</li> <li>▪ <i>Case study 4:</i> Managing 'industrial ruins' in Berlin (<i>European Route of Industrial Heritage</i>)</li> </ul>		
<p><b>9. Case studies in heritage management and diplomacy.</b> Cultural heritages (3): of Former Soviet Bloc; of European Union</p>	<ul style="list-style-type: none"> <li>▪ <i>Case study 5:</i> The '<i>Calvert Magazine</i>' for Eastern European visual culture and cultural journalism</li> <li>▪ <i>Case study 6:</i> <i>Palace of Europe</i> statuary in Strasbourg (The Information Centre of European Institutions)</li> </ul>		
<p><b>10. Projects in Cultural Heritages.</b> Discussions</p>	<ul style="list-style-type: none"> <li>▪ <i>Europeana</i> of European Commission</li> <li>▪ <i>Cultural Routes</i> of the Council of Europe programme</li> <li>▪ <i>Cultural Base</i> EU's Horizon Project of the Social Platform for Heritage and European Identity</li> <li>▪ <i>ECCO</i> – The European Confederation of Conservator-Restorers' Organisations</li> </ul>		
<p><b>11. Debates in heritage &amp; diplomacy (1):</b> Heritage against tourism</p>	<ul style="list-style-type: none"> <li>▪ Contexts and connections: <i>culture economy – cultural tourism – heritage</i> (discussing case studies from students' seminar presentations)</li> </ul>		
<p><b>12. Debates in heritage &amp; diplomacy (2):</b> Heritage, nationhood and ethnic diversity</p>	<ul style="list-style-type: none"> <li>▪ Contexts and connections: <i>national culture – ethnic culture – heritage</i> (discussing case studies from students' seminar presentations)</li> </ul>		
<p><b>13. Debates in heritage &amp; diplomacy (3):</b> Heritage for local community and international cooperation</p>	<ul style="list-style-type: none"> <li>▪ Contexts and connections: <i>heritage – local culture – international politics</i> (discussing case studies from students' seminar presentations)</li> </ul>		
<p><b>14. Course review.</b> Preparing exam.</p>			

## Bibliography:

- ASHWORTH, G.; GRAHAM, B.; TUNBRIDGE, J. *Pluralising Pasts: Heritage, Identity and Place in Multicultural Societies*. Pluto Press 2007
- AMIRI, S.; SEVIN, E., eds. *City Diplomacy. Current Trends and Future Prospects*. Palgrave Macmillan 2020
- BARTA, P. *The Fall of the Iron Curtain and the Culture of Europe*. Routledge 2003
- BELL, D. ed., *Memory, Trauma and World Politics. Reflections on the Relationship Between Past and Present*. Palgrave Macmillan 2006
- BLACKER, U.; ETKIND, A.; FEDOR, J. eds. *Memory and Theory in Eastern Europe*. Palgrave Macmillan 2013
- CHOAY, F. *L'allégorie du patrimoine*. Seuil 2007
- CORSANE, G. ed., *Heritage, Museums and Galleries. An Introductory Reader*. Routledge 2005
- GRAHAM, B.; HOWARD, P. *Research Companion to Heritage and Identity*. Ashgate 2008
- HOWARD, P. *Heritage: Management, Interpretation, Identity*. Continuum 2003
- LÄHDESMÄKI, T. *Dissonant Heritages and Memories in Contemporary Europe*. Palgrave Macmillan 2019
- LAMPRAKOS, M. **The Idea of the Historic City, *Change over Time* 4(1): 8-39**
- MINK, G.; NEUMAYER, L., ed., *History, Memory and Politics in Central and Eastern Europe*. Palgrave Macmillan 2013
- OBAD ŠČITAROCI, M; OBAD ŠČITAROCI, B.; MRĐA, A., eds., *Cultural Urban Heritage: Development, Learning and Landscape Strategies*. Springer 2019
- RAMPLEY, M., ed. *Heritage, Ideology, and Identity in Central and Eastern Europe. Contested Pasts, Contested Presents*. Boydell 2012
- TODOROVA, M.; DIMOU, A.; TROEBST, S. *Remembering Communism. Private and Public Recollections of Lived Experience in Southeast Europe*. CEU Press 2014
- VĂEȚIȘI, S., **The Material Culture of the Postsocialist City**. *Martor* 2011, 16: 81-95
- WANDYCZ, P. *The Price of Freedom. A History of East Central Europe from the Middle Ages to the present*. Routledge 2001
- WINTER, T. **Heritage Diplomacy**. *International Journal of Heritage Studies* 2015, 21(10): 997-1015

8.2 Seminar	Teaching methods	Observations
<p>The students will have to make <b>short presentations</b>, of about <i>5-10 minutes</i> in front of their colleagues, followed by comments, questions and discussions. For the presentations they may use <i>PowerPoint slides</i>.</p> <p>They will have the possibility to choose <i>one</i> from the following <b>3 types of tasks</b> for their seminar activity:</p> <ul style="list-style-type: none"> <li>- <b>TASK1:</b> present a city/region/cultural group in Central-Eastern Europe with <i>informative details, visual representations and comments</i> about: <ul style="list-style-type: none"> <li>○ historical landmarks/typology</li> <li>○ historical highlights reflected in monuments, symbols</li> <li>○ national/multicultural/multiethnic connections relevant for heritage policies</li> <li>○ practices of cultural heritage and diplomacy (EC 1-2; CoE 1; DURING; GRAF; ROBINSON; MURZYN-KUPISZ; VĂEȚIȘI 2018)</li> </ul> </li> </ul>	<p>Seminar papers, presentations, discussions, questions</p> <p>Debates</p> <p>Student projects</p>	<p>Materials used in the educational process:</p> <p>Computer, Projector, PowerPoint presentation (slides), visual illustrations (pictures, maps, charts, videos), handouts</p>

<ul style="list-style-type: none"> <li>- <b>TASK 2:</b> present <i>an institution, landmark, cultural complex or object of heritage style</i> etc. in a CEE country and discuss how it was/is/can be integrated/involved in international and diplomatic affairs <ul style="list-style-type: none"> <li>o present historical, cultural, political information about the chosen topic</li> <li>o identify international conventions, programs, projects, discourses, policies, regulations regarding its integration as heritage object</li> <li>o compare it with similar objects (in other regions/countries)</li> <li>o identify common and dissimilar approaches regarding this other objects (<i>comparative approach</i>)</li> </ul>           (EC 1; CoE 1-2; ECCO; HORIZON; FERNÁNDEZ-PRADO; KOZYMKA; OBAD- ŠČITAROCI; TERZIĆ; TODOROVA) </li> <li>- <b>TASK 3:</b> choose <i>two types of urban legacies</i> in the same CEE city, one from the pre-socialist and one from the socialist period (such as a Baroque palace and an industrial ruin) and discuss the various forms of relationship and integration of the two kinds of heritages from such perspectives as: <ul style="list-style-type: none"> <li>o architecture and urbanism</li> <li>o social and economic contexts</li> <li>o religious, ethnic, class aspects</li> <li>o political and international contexts</li> <li>o cultural policy and diplomacy</li> </ul>           (DURING; CoE 1; HORIZON; ANT; CALVERT; MACDONALD; MOLNÁR; MURZYN; VĀETIŠI 2013) </li> </ul>		
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### Seminar Resources and Bibliography:

#### Cultural Heritage Projects:

- *EUROPEAN COMMISSION* Projects (*EC 1-2*):
  - o **Europeana** (<https://www.europeana.eu/en>)
  - o **Research and Innovation in Cultural Heritage** (<https://ec.europa.eu/research-and-innovation/en/projects/success-stories/all/cultural-heritage>)
- *COUNCIL OF EUROPE* Projects (*CoE 1-2*):
  - o **Cultural Routes of the Council of Europe programme** (<https://www.coe.int/en>)
  - o **The Information Centre of European Institutions' Palace of Europe statuary in Strasbourg** (<https://www.strasbourg-europe.eu/the-european-vocation-of-strasbourg/discover-artistic-europe>)
- *ECCO (ECCO)*:
  - o **The European Confederation of Conservator-Restorers' Organisations** (<http://www.ecco-eu.org>)
- *HORIZON (HORIZON)*:
  - o **Cultural Base EU's Horizon Project of the Social Platform for Heritage and European Identity** (<https://culturalbase.eu/en>)
- *ART NOUVEAU NETWORK (ANT)*:
  - o **Réseau Art Nouveau Network** (<https://artnouveau-net.eu>)
- *CALVERT Magazine (CALVERT)*:
  - o **The 'Calvert Magazine' for Eastern European visual culture and cultural journalism** (<https://www.calvertjournal.com>)

## References:

- DURING, R. **Cultural Heritage Discourses and Europeanisation. Discursive Embedding of Cultural Heritage in Europe of the Regions.** Wageningen University, PhD Thesis, 2010
- FERNÁNDEZ-PRADO, M.; DOMÍNGUEZ CASTRO, L., eds., **City Policies and the European Urban Agenda.** Palgrave Macmillan 2019
- GRAF, M.; POPESKU, J. **Cultural Routes as Innovative Tourism Products and Possibilities of their Development.** *International Journal of Cultural and Digital Tourism* 2016, 3(1): 24-44
- KOZYMKA, I. **The Diplomacy of Culture. The Role of UNESCO in Sustaining Cultural Diversity.** Palgrave Macmillan 2014
- MACDONALD, E. **A Vision of Europe Through Culture: A Critical Assessment of Cultural Policy in the EU's External Relations in** *Cultural Diplomacy in Europe Between the Domestic and the International* (ed. by R. Higgott, C. Carta), Palgrave Macmillan 2020 ch. 3
- MOLNÁR, V. **Building the State Architecture, Politics, and State Formation in Post-War Central Europe.** Routledge 2013
- MURZYN, M. **Cultural Heritage in Time of Change: Opportunities and Challenges** in Murzyn, M.; Purchla, J. ed., *Cultural Heritage in the 21<sup>st</sup> Century. Opportunities and Challenges.* International Cultural Centre of Krakow, 2007: 139-154
- MURZYN-KUPISZ, M.; GWOSDZ, K. **The Changing Identity of the Central European City: The Case of Katowice.** *Journal of Historical Geography* 2011, 37: 113-126
- OBAD ŠČITAROCI, M; OBAD ŠČITAROCI, B.; MRĐA, A., eds., **Cultural Urban Heritage: Development, Learning and Landscape Strategies.** Springer 2019
- ROBINSON, R.; SILVERMAN, H., ed., **Encounters with Popular Pasts. Cultural Heritage and Popular Culture.** Springer 2015
- TERZIĆ, A.; BJELJAC, Ž. **Cultural Routes Cross border Tourist Destinations within Southeastern Europe.** *Forum Geografic* 2016, 15(2): 180-188
- TODOROVA, M.; DIMOU, A.; TROEBST, S. **Remembering Communism. Private and Public Recollections of Lived Experience in Southeast Europe.** CEU Press 2014
- VĂETIȘI, Ș. **Urban Change in Postsocialism** in *Interferențe euro-atlantice. 20 de ani de Studii Europene la Universitatea Babeș-Bolyai* (ed. by L. Țirau, Ș. Melancu), 2013: 89-116
- VĂETIȘI, Ș. **Postsocialist Informal Urbanism between Creativity and Power.** *Südosteuropa* 2018, 66(1): 45-68

## 9. The correspondence between the content of the course and the expectations of the academic community, professional associations and representative employers in the field:

After completing this course, students will have a **good knowledge** of *heritage and cultural heritage topics and studies* as specific domain of *cultural approach in international relations and diplomacy*, as well as of *various perspectives* on heritage, primarily in the *Central and Eastern European area region and cities*.

They will **demonstrate awareness** and **comprehension** for the *political and diplomatic* implications of *historical legacies and issues*, and how are they reflected in and addressed through cultural heritage topics and objects in a broader sense (cultural models and values; symbols, monuments and landmarks; national, multicultural and multiethnic contexts), mostly as they appear in such complex administrative-architectural structures as *cities*.


These will **help** them in **understanding** and **responding** to the processes occurring at the *intersection of political-cultural affairs and heritage*, as diplomatic strategies, in a world increasingly dominated by *cultural conflicts* but in the same time increasingly more preoccupied with, connected to and informed about cultural legacies and connections.




**10. Assessment**

<i>Type of activity</i>	<i>10.1 Assessment criteria</i>	<i>10.2 Assessment methods &amp; forms</i>	<i>10.3 Percentage of the final grade</i>
<i>10.4 Lecture</i>	(1) using specific information, notions and analyses introduced and utilized throughout the course	- testing the knowledge taught/acquired - assessing the capacity to use information, interpret, and analyse - assessing the comprehension and understanding of specific aspects - <i>take-home tests submitted by email</i>	50%
<i>10.5 Seminar</i>	(2) assessing the capacity to summarize relevant information; make article/project presentations, participate in seminar discussions and debates	- joining the seminar discussions, presenting seminar projects, responding questions, suggesting creative/critical ideas - <i>mid-term evaluations by Zoom</i>	50%
<p><i>10.6 Minimum standard of performance</i></p> <p>The capacity to properly describe the nature and the challenges of heritage, as specific domain of cultural diplomacy.</p> <p>The capacity to properly refer to some key terms, analyses or examples discussed throughout the course, as a broad approach on heritage and/or with providing brief discussion on case studies from Central &amp; Eastern European region and cities.</p>			

Date signature  
28.09.21

Course holder signature  


Seminar holder  


Date of departmental approval  
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Head of department signature  
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