**Paper Number:**
167.744

**Paper Title:**
Museums and the Public

**Credit value:**
30 credits

**Calendar Prescription:**
This paper is an introduction to the philosophy, strategies and practical processes of effectively interpreting and communicating museum programmes for a variety of audiences. The paper examines communication methods and styles; visitor studies; programme evaluation; exhibition development and practice, and museum education.

**Pre and co requisites:**
Candidates must have a university degree or graduate equivalent status.

**Semester:**
Double Semester (1 and 2)

**Campus:**
Palmerston North (Turitea)

**Mode:**
External

**E-Learning Category:**
Required Essential

**Paper Co-ordinator and lecturer contact details:**
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**Status of contact or block course:**
Absolutely compulsory.

27, 28 and 29 June 2012 – Palmerston North  
OR  
10, 11 and 12 July 2012 – Christchurch (This will be confirmed in April 2012).

The dates and locations of extramural contact courses can be found at [http://www.massey.ac.nz/massey/learning/distance-learning/studying/contact/contact-course-times-dates-and-places.cfm](http://www.massey.ac.nz/massey/learning/distance-learning/studying/contact/contact-course-times-dates-and-places.cfm)

Please note that the venue for contact courses in Christchurch will be notified by early June 2012.

**Learning Outcomes:**
- To understand the broad shifts in museum philosophy and practice which have
occurred over the last thirty years and to analyse the impact on museums and their diverse communities.

- To examine concepts of ownership and authority.
- To critically assess the role of the museum in contemporary society.
- To understand how to research and document profiles of the community, museum visitors and non-visitors.
- To be aware of the theoretical base concerning cultural representations, equity, access and participation in museum programmes.
- To understand the concepts and processes associated with exhibition development and implementation.
- To gain an understanding about learning experiences in museums as a specialised form of communication and interpretation.

**Major topics or paper structure:**
This paper is about museums, communities and programmes, and the relationships between all three. Beginning with an exploration of 'ownership' and 'control', *Museums: Interpretation and Communication* explores the way in which museums serve their various communities, the multiple agendas which determine what museums have to say, and how museums say it. The paper is also concerned with how the museum interprets 'real things', be they tangible or intangible heritage.

Semester One provides philosophical and theoretical perspectives by inviting critical assessment of the role of museums in contemporary society. It begins to investigate the processes associated with exhibition and programme evaluation. Semester Two continues this investigation. It also examines the development of museum education policy and practice. The paper provides opportunities to engage directly with a range of practical concerns related to visitor studies, the implementation of exhibitions and the creation and analysis of learning experiences in museums. Considerable emphasis is placed on case studies and the real-life situations faced by museums.

**Assessment proportions:**
Internal assessment 100%

**Description of Assessment activities:**
Semester 1: Project (40%) and oral presentation regarding project (10%)
Semester 2: Research essay (50%)

**Due dates:**
Assignment 1 by early June
Assignment 2 at Contact Course
Assignment 3: staggered dates (advised in the Administration Guide for the paper)

Assignments are staggered throughout the semester. There are no clashes with other papers in Museum Studies.
Penalties for late assignment submission:
Extensions granted only in special circumstances.

Overdue assignments without extensions will be penalised one grade for each week overdue.

Assignments received more than one month after the due date without a formal extension will not be marked.

Assessment criteria:
This depends on the nature of each assignment, but will include some or all of the following factors:
- following assignment instructions
- evidence of appropriate use of resources and references provided and initiative in locating additional reference material
- appropriate research methods and ethical procedures
- appropriate structure and presentation of reports and essays clarity of expression, arguments, conclusions
- critical understanding of key issues, theories, dilemmas.

Assignment turnaround:
Generally, 28 days

Any specific requirements for passing the paper:
Submission of all assignments is compulsory. Students need to demonstrate at least pass standard in each semester.

Student workload / student time budget:
Each 30 point paper requires 12.5 hours study and assignment related activity each week. Some of this work will require access to museums or galleries and their staff.

Principal Textbooks:


Aims
The aim of the paper is to provide a systematic overview of contemporary issues pertaining to the public role of museums, galleries and heritage organisations. Students are encouraged to read widely in both the New Zealand and international literature, to investigate and explore contemporary issues and develop a basic range of practical competencies. This paper will prepare students for entry level positions in museums and galleries. As well the paper will provide a professional development programme for museum staff with several years' experience who are looking for an opportunity to explore and write about public programmes, the philosophy and evolution of museums in the 21st century and related policy, planning and contemporary issues.
Learning methods:
Course work and assignments require students to:
- engage with a wide range of museological literature, on-line and audio-visual resources,
- interview museum/gallery/heritage staff about their practice and contemporary issues,
- become familiar with methodologies for studying and documenting objects and collections
- study institutional policies and plans
- engage in email communication with the paper coordinator and members of the class
- engage in group activities with other students at contact courses
- write reports and essays
- take advantage of professional development opportunities offered by organisations such as National Services Te Paerangi and Museums Aotearoa to improve professional competencies and skills and participate in wider professional and collegial concerns

Mechanisms for feedback and learning support:
On-line learning support; written and/or oral commentary for assignments; e-mail and/or telephone contact as required; contact course for external students. Extramural students have access to excellent library and student learning support services. Information will be provided about these services when you enrol or you can locate such information on the university web site.

If you live with the effects of injury, long-term illness or disability which impacts upon your study, you are encouraged to contact the paper co-ordinator.

Assessment criteria:
These are published in the Administration Guide for the paper

Recommended and additional readings
Information is provided in Study Guides. However, it is anticipated that students will make use of the excellent resources of the Massey University Library.

Additional costs
Students are responsible for all travel and accommodation costs incurred as part of attendance at contact courses.

It is recommended that students take part in professional development opportunities offered by organisations such as National Services Te Paerangi and Museums Aotearoa. Costs for attendance are the responsibility of the student.

The University Grievance Procedures and Student Contract
The Student Contract outlines the terms that govern the University – Student relationship and the University has Grievance Procedures to ensure students receive a quality education and do not sustain academic disadvantage. Further information can be obtained from the University Calendar, Students’ Associations or the Paper Coordinator.

Every effort has been made to ensure that this paper outline is accurate at the time of publication. However, it should be noted that factors outside the control of the paper co-ordinator could necessitate some changes prior to the commencement of class.