

What's in a name?

Talking about museum education and cultural action – words and meanings reflecting views on our profession

Arja van Veldhuizen

City Museum of Woerden - Netherlands

CECA's name

M **CECA** ICOM
international committee
for education
and cultural action

Education

Cultural Action

??

Key note presentation

CECA Asia-Pacific Regional Meeting 2018

- Meanings of education and cultural action
- ICOM Education 2018
- Informal survey 2016/17
- Vocabulary project 2018
- My thoughts about the Vocabulary
- Feedback from the Tbilisi conference
- Invitation

City museum of Woerden



Arja van Veldhuizen

cultuur | erfgoed | educatie



See: www.arjavanveldhuizen.nl



Education – Latin roots 2x

- *educare*

to bring up, to train, to mold

- *educere*

to lead out, to bring from

Cultural Action

- *cultural*

endless varieties in the concept of culture...

- *action*

doing something
to activate, to make

ICOM Education 28



Downloadable from CECA website

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The roots of CECA and cultural action

In contribution Nicole Gesché-Koning, p. 23:

Quote from the draft agreement between ICOM and Unesco, 1948, in which ICOM agrees:

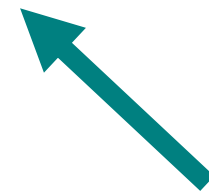
‘to co-operate in furthering the programme of UNESCO by securing technical advice and aid for museum educational services and programmes, including activities in connection with formal and informal education for both adults and children’.

The roots of CECA and cultural action

In contribution Nicole Gesché-Koning, p. 26:

Quote from ICOM News Vol. 16,
August-December 1963:

A new committee should cover wider fields, including
'a whole new sphere of cultural action'



1. time!

Marie-Clarté O'Neill's contribution

- Clear link between introduction of the term *cultural action* and French politics in the 1960s



Marie-Clarté's lecture
in London 2017



André Malraux, French author and minister
of Culture in 1958 - 1969

Difference policy – reality

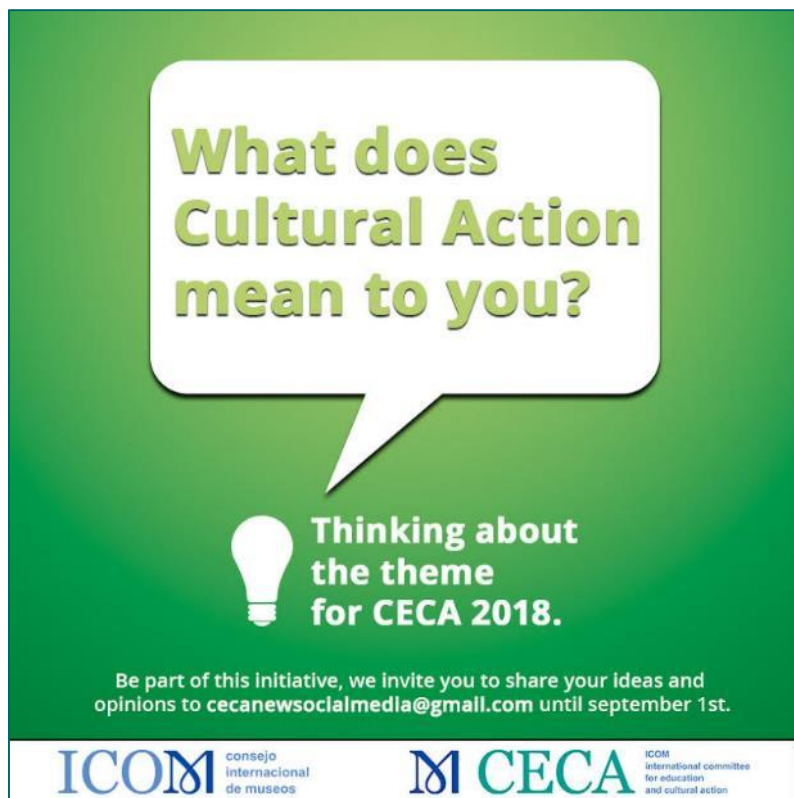
What is written in policy papers through the years may sound perfect →

many modern concepts
about dialogue, involving society etc.

Was/is this also reality in daily museum life?

Wishful thinking??

Survey 2016 / 2017



Social media campaign



Poster session London 2017

Survey 2016 / 2017 - outcomes

- Not about museum or education at all!
- Term *cultural action* not recognised
- Common understanding of *cultural action*: not for schools
- Mostly interpreted as:
 - *education* = for schools
 - *cultural action* = for other audiences / general public
- Some: activism through/with cultural institution – political connotation
- Latin America wider interpretation: all programs for public in museums and cultural spaces (including education)

*spontaneous
audiences*

CECA Vocabulary

Collecting words....

Like:

문화정책

(cultural policy or cultural program in Korean)

Questionnaire

Form:

4 words/terms

most commonly used in your language
to indicate the work in museum education / cultural
action

1 word describing your profession

most common title of profession

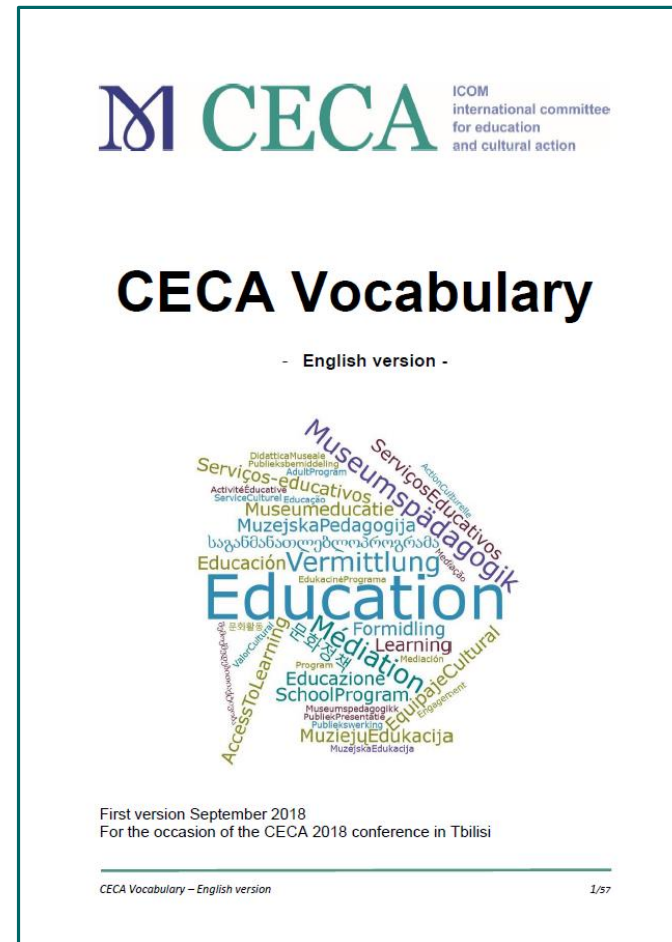
Workshop Lissabon 26.april 2018



Contribution Italy (upper part)

							communicational methodologies.				Paolo & Ornella Ricca* in the University of Macerata.
II		EDUCAZIONE/ FORMAZIONE	Le système d'actions du musée pour faire connaître le musée soi-même (éducation pour le musée) et pour enseigner avec le musée (éducation avec le musée).	DIDATTICA MUSEALE	Les méthodes et les instruments que le musée adopte pour la communication, l'interprétation et le sens narratif des collections et du milieu de musée.	ANIMAZIONE AL MUSEO	Toutes les activités que, dans le projet di musée concernent l'entertainment, les jeux éducatif, la visite/ le récit, etc.	PROGRAMMA EDUCATIVO DEL MUSEO	Projet organico du musée qui prévoit activités particulières pour les différents publics pour l'école du moment du projet jusqu'à la réalisation.	DIRIGENTE SCOLASTICO/IN FENZIONE - ESPERTO DI EDUCAZIONE AL PATRIMONIO	J'ai travaillé dans l'école et aujourd'hui projets interdisciplinaires d'éducation au patrimoine culturel.
SCALI		EDUCAZIONE	Education, to educate, or "bring out". The word makes the idea that both the subject who educates and the subject who is educated already have their own mental map available to draw on to critically interpret new experiences and transform them into a new cognitive and experiential baggage.	APPRENDIMENTO	A constant intellectual and practice activity, which affects every sphere of human action, without limits and which human beings can not do without.	ATTIVITÀ	All those activities designed to develop or enrich learning, to stimulate reflections and personal and collective ideas.	PROGETTO EDUCATIVO	An action plan with a calibrated program to achieve a specific educational goal.	GUIDA EDUCATRICE MUSEALE	The person accompanying groups (pupils/ others) visiting a museum.
EDIO		SERVIZIO EDUCATIVO	Description of the education and visitor service.	EDUCARE/ EDUCAZIONE AL PATRIMONIO	Education is the development of the abilities of the mind (learning to know). The word is derived from the Latin <i>educātū</i> (a bringing up) which is related to the homonym <i>ēdūcō</i> (I lead forth, I take out, I raise up). So, using art/ heritage to know art, history, math, actuality, us: education through art.	MEDIAZIONE	Form a link between heritage and visitors.	INTERPRETAZIONE	"Heritage interpretation is an educational activity which aims to reveal meanings and relationships through the use of original objects, by firsthand experience, and by illustrative media, rather than simply to communicate factual information." (cit. Freeman Tilden)	RESPONSABILE SERVIZIO EDUCATIVO	Manager of the education and visitor service working under the supervision of the director in charge of all programmes, activities and concerning the presentation of museum to current and prospective visitors. Manager education assists in drawing up an outreach policy for the museum and a programme of activities directed at all target audiences and, he/she sets up a network of exterior to relay information, to target audiences. is the core!
AILO		INTERDISCIPLINARIETÀ	Is to create a system of connections between themes that can contribute to defining the socio-economic-political-cultural context in which the work of art or the monument is inserted.	DIALOGO	Means to address and receive information in a constructive exchange that can lead to a better understanding of the work of art.	OSSERVARE	Means carefully looking at works of art in order to fully understand the different meanings they hide.	APPROPRIAZIONE	Means to understand the work of art to make it become part of one's personal heritage.	EDUCATRICE MUSEALE	This role connects the stories of museum monuments with the knowledge and skills visitors in a non-formal approach.
A		EDUCAZIONE AL PATRIMONIO CULTURALE	Heritage education: all the activities held on in the museum with an educational aim.	DIDATTICA MUSEALE	Methodologies and tools used by the educator to design and develop the activities.	MEDIAZIONE	All the activities and tools that facilitate the dialogue with the museum and the quality of learning processes of the visitors.	FORMAZIONE	Training related both to the training of the museum staff and to the training opportunities that the museum can give to the publics.	RICERCATRICE	A researcher work with the museum staff, schools and other cultural institutions in study practices and design improving museum education.
JACHI		DIDATTICA MUSEALE	It's an old and outdated definition, in my opinion, but it's still the most used way to describe and define a museum educating action.	ESPERIENZA	It underlines the fact that the museum is the ideal place in which we can activate an informal learning process, based on life skills and emotions.	RELAZIONE	It underlines the various connections within an educational activity in the museum: relationship between the individual and the artwork, relationship between the participants of the group, relationship with the place and the space.	PARTICIPAZIONE	It underlines the active role that is attributed to the visitor within the educational actions proposed by the museum.	OPERATORE EDUCATORE DIDATTICO	It is the most current definition used in the setting. I personally define myself as a museum educator because I identify in the etymological word the fundamentals of our role: the verb derives indeed from the Latin verb "educere" means to pull out what is inside, broadly it is a targeted intervention to extrapolate and

CECA Vocabulary



→ Downloadable from CECA-website

Please add your country too!

COMMITTEE FOR EDUCATION

IN

Home / CECA / Publications / CECA-Vocabulary

CECA-Vocabulary

CECA Vocabulary

This page of the CECA-website offers an overview of the work of museum educators – or whatever they are called in different countries. For each country represented you will find:

- the main words used to describe our work
- the dominant word(s) used to describe our practice

This Vocabulary is not just about words! Words have different meanings in each country and over time, so it is easy to get

Not finished yet...

The Vocabulary is dynamic: we hope to be able to add more countries in the future, improvements can be made for the countries represented. Please contribute by using the format in Appendix 1 of the Vocabulary document.

[Download here the form for making contribution to this vocabulary](#)
[Vocabulary_synthesis](#)

ICOM International Council of Museums

About

What is CECA
Aims of CECA
President's Message
General Assembly Minutes

The Board

Overview of Roles
Board Members
National Correspondents
Elections

Membership

Becoming a Member
Benefits of Membership

Conferences

Next Conferences
Past Conferences
Pre-Conference Workshops

Fill in the form and send it to me

Form for making contributions to this vocabulary

Please use this form if you want to propose a page for your country. Copy this page, fill it in and send it to arjavanveldhuizen@gmail.com. If you want to comment or suggest changes for the present vocabulary you may contact her too. Thanks for your help!!

Country: XXX [fill in your country]

Language: XXX [your language]

Input by XXX [your name(s)]

1. Words/terms you use in your language

Word 1 (in your own language - XXX):

Word 1 (in English):

Short description:

Word 2 (in your own language - XXX):

Word 2 (in English):

Short description:

Word 3 (in your own language - XXX):

Word 3 (in English):

Short description:

Word 4 (in your own language - XXX):

Word 4 (in English):

Short description:

2. Describing your profession

Title of profession in XXX [fill in your own language]:

Short description of what this means:

3. Additional comments & thoughts?

Thanks in
advance!



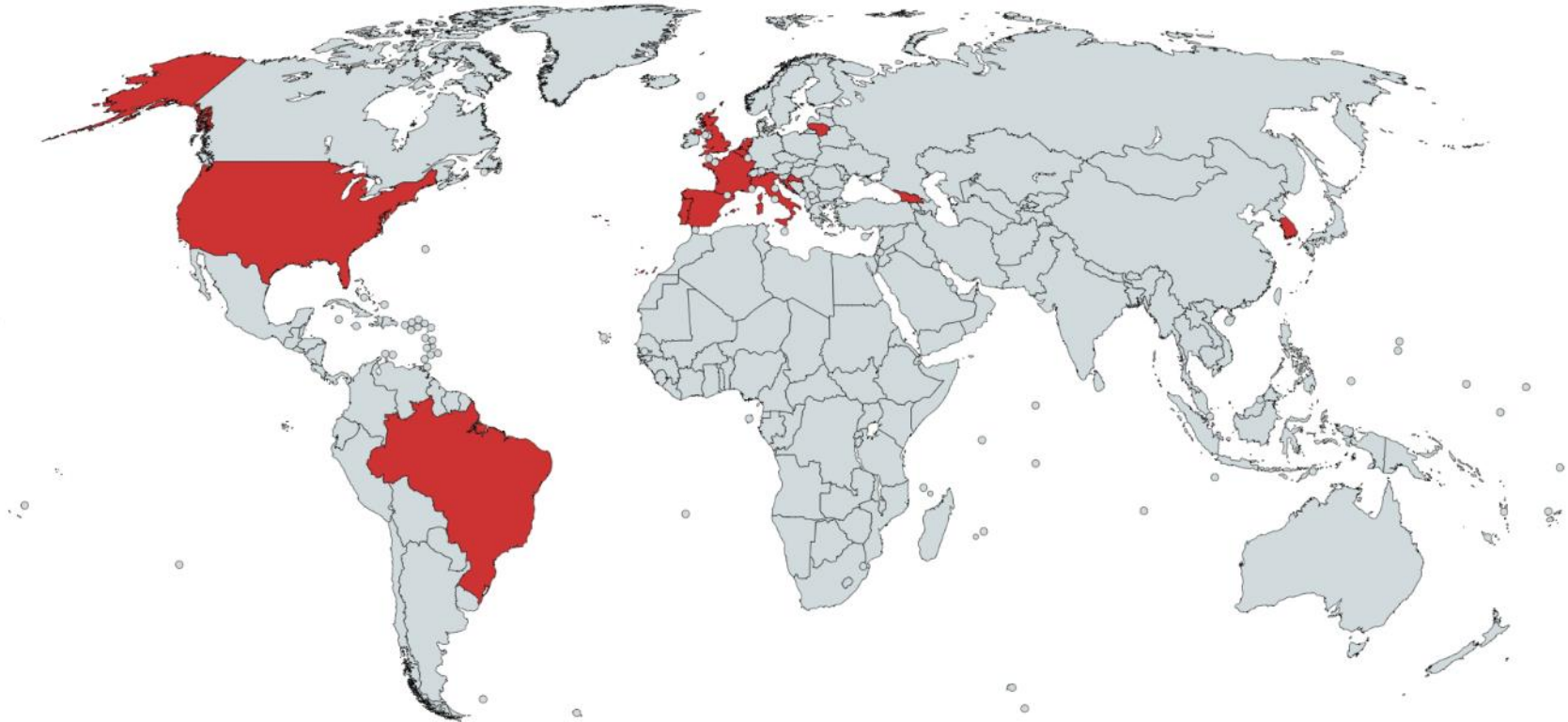
Wordcloud
made of the
1. and 2. words
listed for each
country

Action culturelle



Mentioned by 1 country

Education



Mentioned by 13 countries

Museum pedagogy



Mentioned by 3 countries

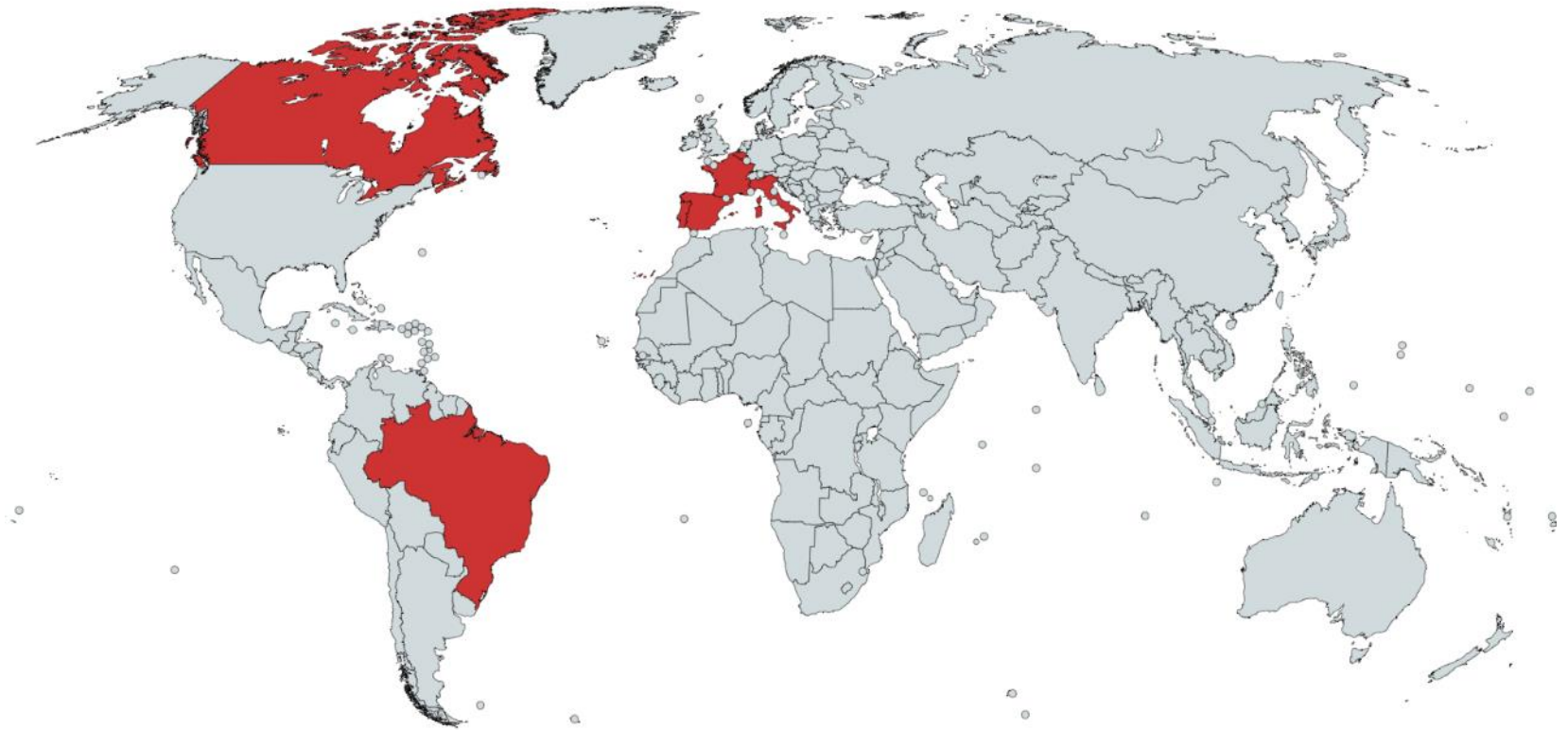
Vermittlung / formidling



= cultural INTERaction

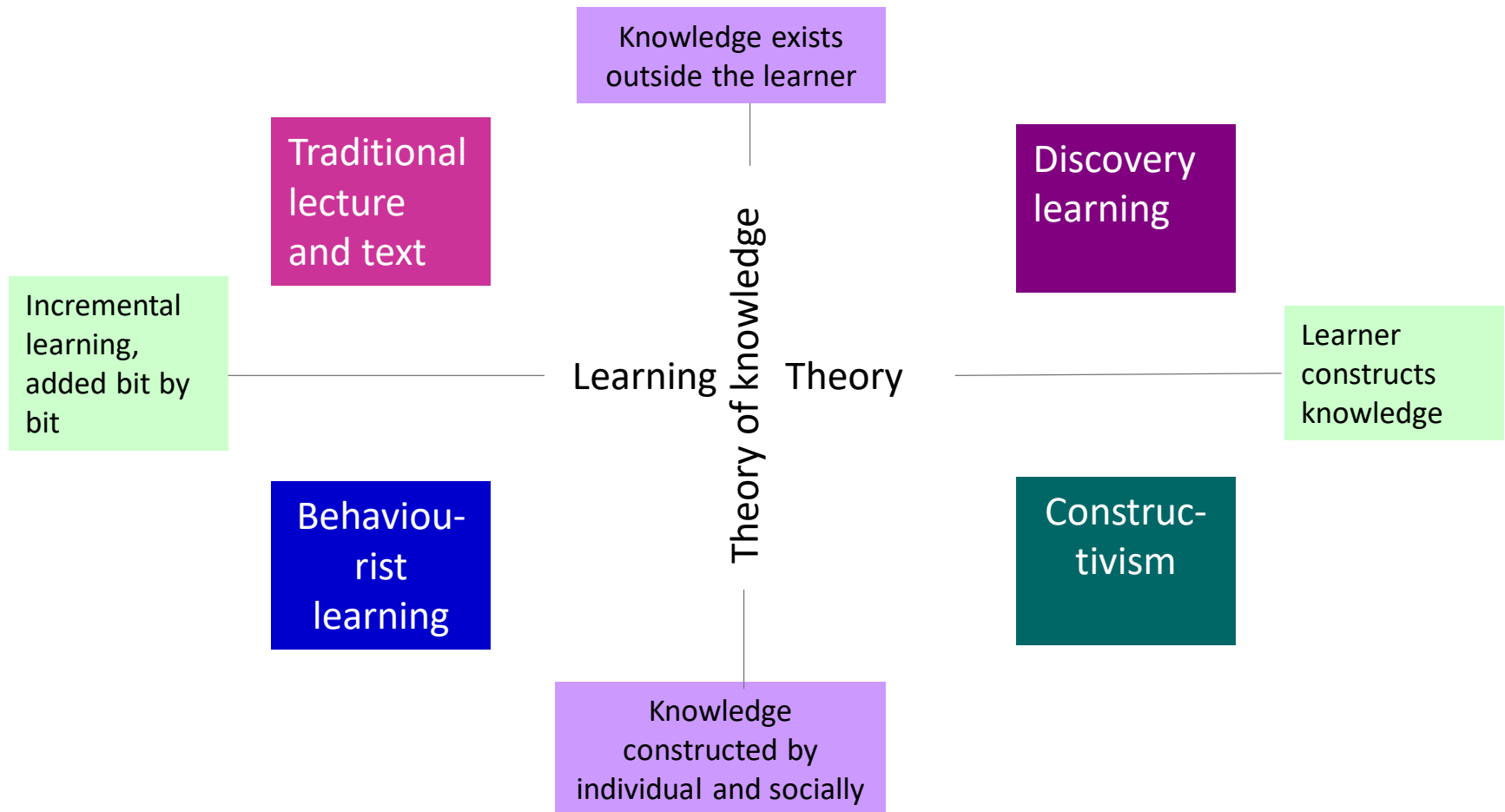
Mentioned by 3 countries

Médiation, Mediação, Mediazione, Mediación



Mentioned by 7 countries

Theory Learning / knowlegde



The constructivist museum, George Hein, 1999

Impressions after



Impressions after Tbilisi



?

Cultural action???

Most often interpreted as:

education

=

formal
education

cultural action

=

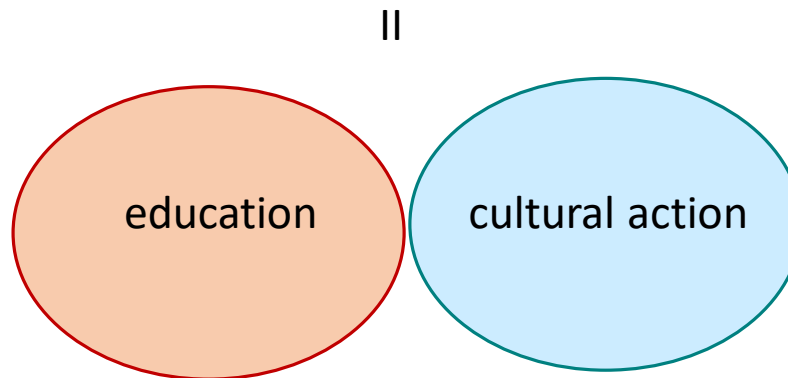
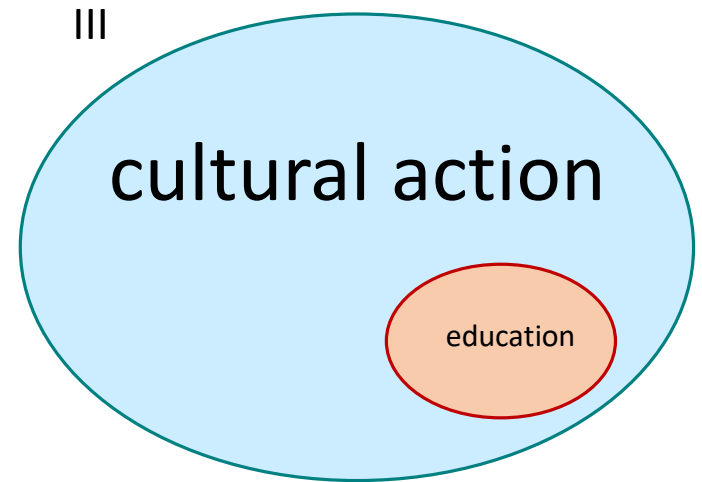
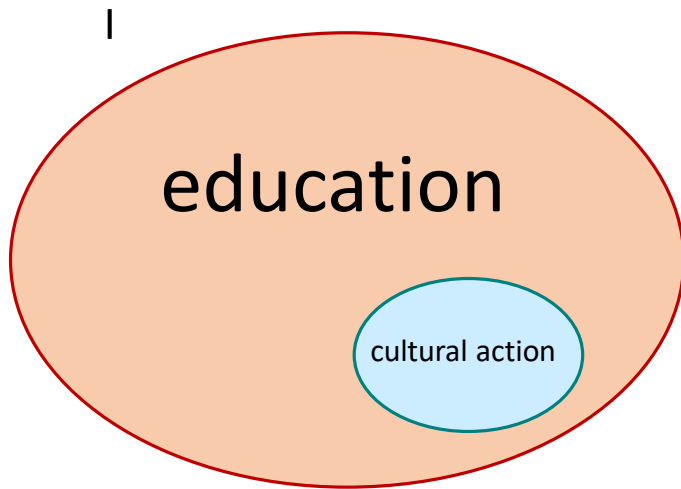
informal
education

Colette Dufresne's contribution

Different roles of cultural action:

1. cultural development (linked to the official cultural policies)
2. political action
3. social action, improvement disadvantaged groups
4. educational action - development of people
5. entertainment
6. source of economic development
7. instrument of diplomacy

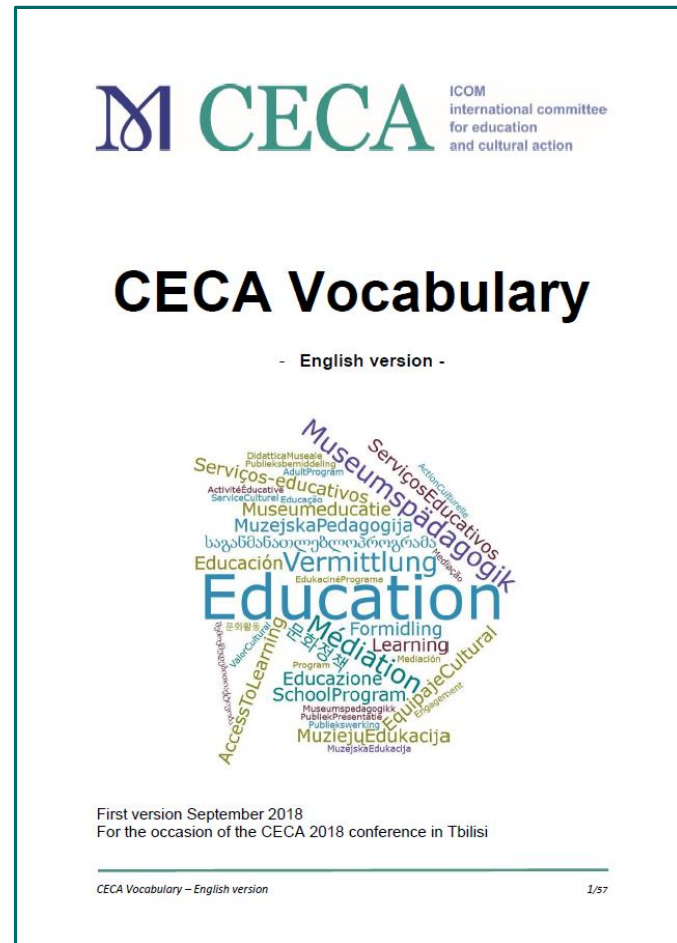
Education vs.cultural action



Museums and politics??



CECA Vocabulary



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Words can be tricky...

Education

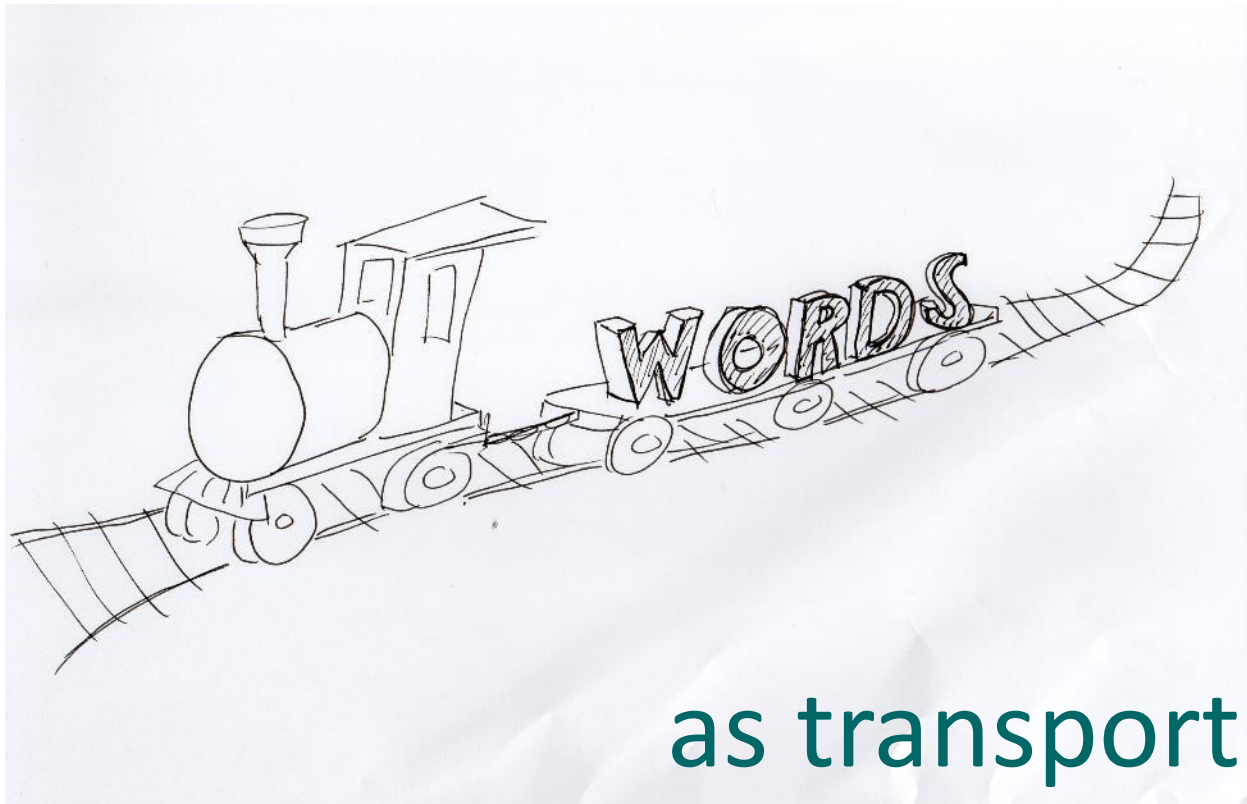
Lernen
German

Learning

Apprendre
French

Leren
Dutch

We need words...



as transport mode

OSEZ VOUS EXPRIMER, AUCUN MOT N'EST FAUX

ისაუბრეთ თავისუფლად, არცერთი სიტყვა არაა მცდარი

**SPEAK FREELY,
NO WORDS ARE WRONG**

ATREVERSE A HABLAR, NINGUNA PALABRA ES INCORRECTA

ГОВОРИТЕ СВОБОДНО, НИКАКИЕ СЛОВА НЕ НЕПРАВИЛЬНЫЕ



ILLUSTRATED BY
**EMMA
ALBERS**

ICOM Tbilisi
CECA

Rules of the game

for the Tbilisi
conference....

Poster made by Emma Albers

Student at the school for Graphic design Utrecht
(Intermediate Vocational Education)