

**ZOOM MEETING**

**MARCH 1st, 2021**

3:00 p.m.

# COMMUNICATING THE HERITAGE

## FROM SCIENTIFIC DISSEMINATION TO STORYTELLING

Communication is part of the scientific research process. Collecting, organizing and sharing data into research groups and disseminating them within the scientific community are the first steps in order to verify hypotheses and results. When the object of the research is Heritage, communication is open to the wider public. It is based on ICT, includes visual forms of narration, visiting pathways, territory's enhancement projects, storytelling. It can involve cultural fruition and opportunities offered by tourism. This implies some methodological problems, but it also opens up different perspectives and requires an innovative commitment. This is why a critical reflection on the forms and modalities of communication is particularly necessary in a phase of deep changes such as the one we are experiencing.

The event is organized in the **COST Action 18110 – Underground Built Heritage as catalyzer for Community Value** and is addressed to researchers, decision makers, communication professionals, culture and tourism operators, PhD students, undergraduate students.

### INSTITUTIONAL GREETINGS

**Alberto Gambino** – Deputy Rector Università Europea di Roma

### SPEECHES

**Renata Salvarani** – Università Europea di Roma – Director of CeSHe  
*Scientific communication looking forward the future: challenges and chances*

**Giuseppe Pace** – CNR, Ismed – Chair of COST Action Underground4Value  
*Communication in the context of European research projects*

**Ludovica Malknecht** – Università Europea di Roma  
*Social perceptions and cultural heritage representations between expert and mainstream narratives*

**Pinar Karagoz** – METU – Computer Engineering Department, Ankara  
*Ontologies and data modeling for research communication on Heritage*

**Anthony Cassar** – University of Malta – Cyberspace  
*Narrating the Heritage by web: experiences and projects across the Mediterranean*

**Gianluca Casagrande, Roberta Rodelli** – GREAL – Università Europea di Roma  
*In the shadow of the NORGE. Augmented reality and story-telling for a virtual commemoration of the first transpolar flight*

**Paolo Pietro Giannetti** – La Storia degli storici  
*From Academy to social networks: the experience of "The History of Historians"*

### QUESTION TIME AND CONCLUSIONS

Please use link or QR code to register

<https://zoom.us/j/99504186492?pwd=NHAYWWM4ZIRZeXNyZWZhcXpHMHBsQT09>

