



## UNIVERSITI TEKNOLOGI MARA

### VCS601: PRESERVATION AND PROMOTION OF MALAY HERITAGE CULTURE

<b>Course Name (English)</b>	PRESERVATION AND PROMOTION OF MALAY HERITAGE CULTURE <b>APPROVED</b>
<b>Course Code</b>	VCS601
<b>MQF Credit</b>	2
<b>Course Description</b>	This course introduces students to the basic Culture and heritage where particular forms and means of tangible and intangible expressions constitute the community's heritage values. Culture is defined as whole complex of distinct spiritual, intellectual, emotional and material features that characterize a society or social group and its way of life. On the other hand heritage relates to the remains past that should be preserved a national treasures and be cherished to posterity. The values should be promoted as essential aspects of human development. The concept of cultural heritage differs from one nation or region to another. As such, this course aims to recognize the significance of cultural heritage. Furthermore it helps to develop the relevant general criteria rationale decision in related to preservation and promotion on Malay Art and Crafts.
<b>Transferable Skills</b>	Demonstrate resilience, perseverance and positivity in multi-tasking, dealing with change and meeting new challenges.
<b>Teaching Methodologies</b>	Lectures, Discussion
<b>CLO</b>	CLO1 1. Define the significance of preservation and promotion of Malay culture heritage. CLO2 2. Compare the tangible and intangible values in developing relevant criteria rationale in the process of preservation and promotion of Malay art and cultural heritage CLO3 3. Demonstrate components of a preservation program and describe how they can be incorporated into organization policies
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. 1. Introduction of Human Science &amp; Technology/ Project Brief</b> 1.1) n/a	
<b>2. 2. Introduction to Malay Cultural Heritage</b> 2.1) n/a	
<b>3. 3. Malay Cultural Identity</b> 3.1) n/a	
<b>4. 4. Basic Preservation &amp; Conservation</b> 4.1) n/a	
<b>5. 5. Practicial Heritage Promotion</b> 5.1) n/a	
<b>6. 6. Contemporary Heritage Promotion</b> 6.1) n/a	
<b>7. 7. Local &amp; International Policy</b> 7.1) n/a	
<b>8. 8. Communication &amp; Network</b> 8.1) n/a	

Assessment Breakdown	%
Continuous Assessment	40.00%
Final Assessment	60.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Assignment 1	20%	CLO3
	Test	Test 1	20%	CLO1

Reading List	Reference Book Resources	<ul style="list-style-type: none"> <li>• Syed Ahmad Jamal 200, <i>Crafts and The Visual Arts</i>, Archipelago Press Singapore</li> <li>• Laurajane Smith and Natsuko Akagawa 2009, <i>Intangible Heritage (Key Issues in Cultural Heritage)</i>, Routledge New York</li> <li>• Derek Gillman 2010, <i>The Idea of Cultural Heritage</i>, Cambridge University Press New York</li> <li>• Marta Anico and Elsa Peratta 2009, <i>Heritage and Identity: Engagement and Dimension in the Contemporary World (Museum Meanings)</i>, Routledge New York</li> <li>• Longstreth, R. 2008, <i>Cultural Landscapes</i>, University of Minnesota Press. Minneapolis</li> <li>• Craig A. Tuttle 2006, <i>An Ounce of Preservation: A Guide to the Care of Papers and Photography</i>.</li> <li>• Peter Howard 2003, <i>“Heritage: Management, Interpretation, Identity”</i>, Continuum Press London</li> <li>• Laurajane Smith 2006, <i>Uses of Heritage</i>, Routledge New York</li> </ul>
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	