



# Course in Communication in the Archives. Storytelling as a Strategy

*Online in English*

# Course in Communication in the Archives.

## Storytelling as a Strategy *Online in English*

***Specialist training to be able to conceptualise and develop cultural communication tools for the diffusion of documentary heritage.***

Documents held in archives are full of stories which, when properly told, allow archive professionals to carry out impact campaigns to spread knowledge of the historical and documentary legacy of society today.

The **Course in Communication in the Archives. Storytelling as a Strategy**, is a pioneering training activity in the Spanish and Latin-American university environment that gives students competences in cultural communication and the diffusion of documentary heritage through **storytelling using different structural narratives**.

Storytelling is a tool as old as it is effective. Since living in prehistoric caves, mankind has transmitted knowledge through stories. In today's society, this transfer is done through all possible means: movies, books, advertisements, exhibitions, television programs, mobile applications, etc. They are transmedia narratives, which, together with gamification and branding or brand creation, give content to the course.

### Objectives

- Train professional cultural communicators centred on archiving and records management.
- Offer knowledge of the basic concepts and elementary techniques of cultural communication as well as the latest trends, with a special emphasis on storytelling.
- Know how to apply the knowledge acquired in archives, from both archiving services to the perspective of independent professionals.

### Admission requirements

Knowledge of records management and archives is recommended.

### Methodology

This course is taught online and students use the virtual Moodle platform, the main characteristics of which allow:

- Distance learning.
- Internet accessibility with a standard browser, operative 24 hours a day, 7 days a week giving greater flexibility to the studies.
- Students are guided during the course with regular support and communication.
- The online environment includes the theoretical components of the course as well as additional resources (forums, chats, online classes) to facilitate learning.

## Syllabus structure

### Module 1 *Introduction to the course*

The importance of communication in archive institutions; The communication plan; Communication and archives.

### Module 2 *Why do stories work?*

40,000 years of stories; From the story to storytelling.

### Module 3 *How to construct a good story?*

Narrative structures; Universal plots.

### Module 4 *Transmedia narratives*

The new world of narration; Current examples of transmedia narratives.

### Module 5 *Archives, brands and storytelling*

The use of storytelling to build an archive brand; Branding culture, storytelling and archives.

### Module 6 *Let's play!*

What is gamification? Gamification and storytelling. Application in the cultural environment.

### Module 7 *Personal storytelling*

Everyone has a story to tell.

## General Information

**Mode:** Online.

**Credits:** 3 ECTS.

**Places:** 30.

**Start and end dates:** 13/04/2021 to 08/06/2021

**Language:** English.

**Fee:** 580 €.

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## Employment opportunities

- Communication and diffusion roles in the area of archive institutions and records management companies.
- Independent communication professionals in the sector of records management and heritage.

*“Pioneering training in the Spanish and Latin-American university system in specialist communication in records management and archives”*

## ESAGED UAB online university courses in Spanish:

- Postgraduate course in Management, Conservation and Diffusion of Photographic Archives
- Postgraduate course in Executive Management of Records Management and Archive Services
- Postgraduate course in Electronic Records Management (blended learning)
- Specialisation course in Human Rights, Gender and Diversity Archives
- Course in the Implementation of Management Systems for Records in line with the ISO 30300 standards
- Course in Auditing of Management Systems for Records in line with the ISO 30301 standard



### FUABformació

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