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The frameworks enhance the way we critically analyze and understand museums text, both in the sense of conventional – written texts in museums – and in an expanded sense of the museum as a whole operating as a communicative text.

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Museum Texts : Comunication Frameworks: Louise Ravelli ..

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Louise J. Ravelli, Museum Texts: Communication Frameworks ... (2008). Ravelli, L. J. (2006). Museum Texts: Communication Frameworks. Visitor Studies: Vol. 11, No. 1, pp. 116-119.

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The syllabus will examine the theoretical and practical approaches to museums via a range of thematic topics: Week 1: Introduction: museums, objects and collections. Week 3: Museums and displays in the 19th century, and visit to Petrie Museum. Week 4: Visit to British Museum.

Museums and Museology

This book is about communicating in museums, especially through written texts, but including also some broader senses of communication. Communication is, and who may enter it), to the overall aesthetic impact of the building, to the organisational layout of the galleries, to ...

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Writing effective museum text 1. Introduction• The role of museums has changed from purely custodian-led to audience-led• 'Infotainment' is not a dirty word.• No such thing as an 'average visitor' but there are 'core' audiences and 'target' audiences.• 'Visitors don't read labels.'

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