

A Critical Assessment of Heritage Education in France: Archaeology and media ; the use of web-series

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29th july 2021

18:00-19:00



1. Archaeology, Heritage and mass media

Media :

- Web-influencers
- Radio broadcasts
- Tv programs
- Documentary film (short, long films, fiction feature)
- Animation films

Web influencers



Jennifer Kerner on Youtube

« Boneless archaeology »

<https://www.youtube.com/channel/UC7ktqoCpxEbP9TV-xQLTonQ>

- PhD student in archaeoanthropology (Nanterre U)
- 90 video
- 43.200 subscribers
- Popular & sensational subjects (cannibalism, crime during prehistory, ghosts, ritual objects) but also social actual questions (clonage, death ritual, sport, feminism etc.)

Radio France franceinfo France Bleu France Inter France Musique Fip Mouv' +

Retrouvez France Culture sur : Facebook Youtube Newsletter

france culture LE DIRECT Programmes Podcasts Rechercher...

Actualités Savoirs Art et Création Fictions Documentaires Conférences LE FIL CULTURE

Accueil > Émissions > Carbone 14, le magazine de l'archéologie

SAVOIRS

Carbone 14, le magazine de l'archéologie

Par Vincent Charpentier

LE SAMEDI DE 19H30 À 20H00

S'ABONNER CONTACTER L'ÉMISSION

Pour découvrir l'archéologie d'aujourd'hui, ses sciences connexes, mais aussi approcher et décrypter ce que la discipline recouvre de concepts, de modèles, Carbone 14 retrace les avancées de la recherche française et internationale, parcourt terrains, chantiers et laboratoires.

Six millions d'années, de l'émergence de l'Homme [Voir plus](#) > plus récent : le champ de recherche est

L'ÉQUIPE

Production
Vincent Charpentier

Réalisation
Vanessa Nadjar

Avec la collaboration de
Sandrine Chapron

TOUTES LES DIFFUSIONS

DIRECT 00:00 / 00:00

L'art rupestre à « l'Origine du monde »
LE 14/11/2020
La forêt de Fontainebleau a révélé un vaste ensemble de gravures daté du 8e millénaire avant notre ère, d'époque Mésolithique et quelques exemples plus...

Gergovie à tout prix...
LE 07/11/2020
C'est devant l'oppidum de Gergovie, lieu de naissance de Vercingétorix, au cœur du territoire arverne que l'implacable machine de guerre romaine s'enraye...

Radio broadcasts

- Carbon 14 (formerly Salon noir) : the archaeology Magazin
- Announcer : Vincent Charpentier
- National Radio France Culture
- Each week since 2012
- Million podcasts and large audience

Cinema & Television

TV programmes on Heritage & archaeology: popular on national TV

- **Documentaries: a long tradition**

Schliemann at Troy 1946 1^{ère} french tv broadcast

French-german TV ARTE created in 1991, each Saturday a long documentary on archaeology/history

- **docu-fiction/docudrama**

Emotion versus knowledge: “a «disneylandisation» of knowledge and heritage” (Schall & Lemaître 2010)

“the triumph of entertainment over science” (F. Garçon 2005)

L’Odyssée de l’espèce- Jacques Malaterre 2003, *Homo Sapiens* 2005, *Le Sacre de l’Homme* 2007

- to make the spectator live an experience in the past

- Identifying the past with fictional characters

<https://www.arte.tv/fr/videos/histoire/>

TV programs

Secrets d'histoire/History secrets

National TV France 2 & France 3 – several million followers

2007- today

Announcer : Stéphane Bern

Each issue traces the life of a great historical figure and highlights places that are highly emblematic of French heritage and other great countries.



Des Racines et des ailes / Roots and wings

National TV France 3 – several million followers

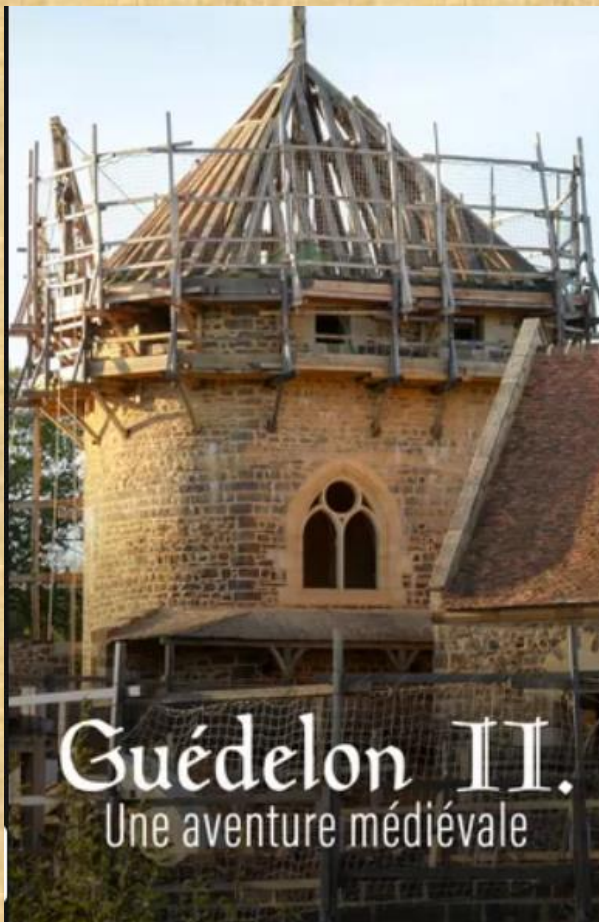
Announcer : Carole Gaessler

2/ times per month

It aims to “look to the past to enlighten the present and to give directions for the future, with the will to highlight personalities who act on the ground”. The magazine thus combines proximity and openness to the world: proximity in the study of a community or a place chosen for its singularity and openness to the world thanks to investigations concerning French and foreign society subjects.



Documentary films: ARTE channel



- ARTE: french-german channel created in 1991 European project for TV
- since 2015 sub-titles in english, spanish, italian & polish,
- Educated public & quality programs
- Audience Germany 1%, France 3%
- Prime time: 50 mn Saturday 9 PM

Short movies

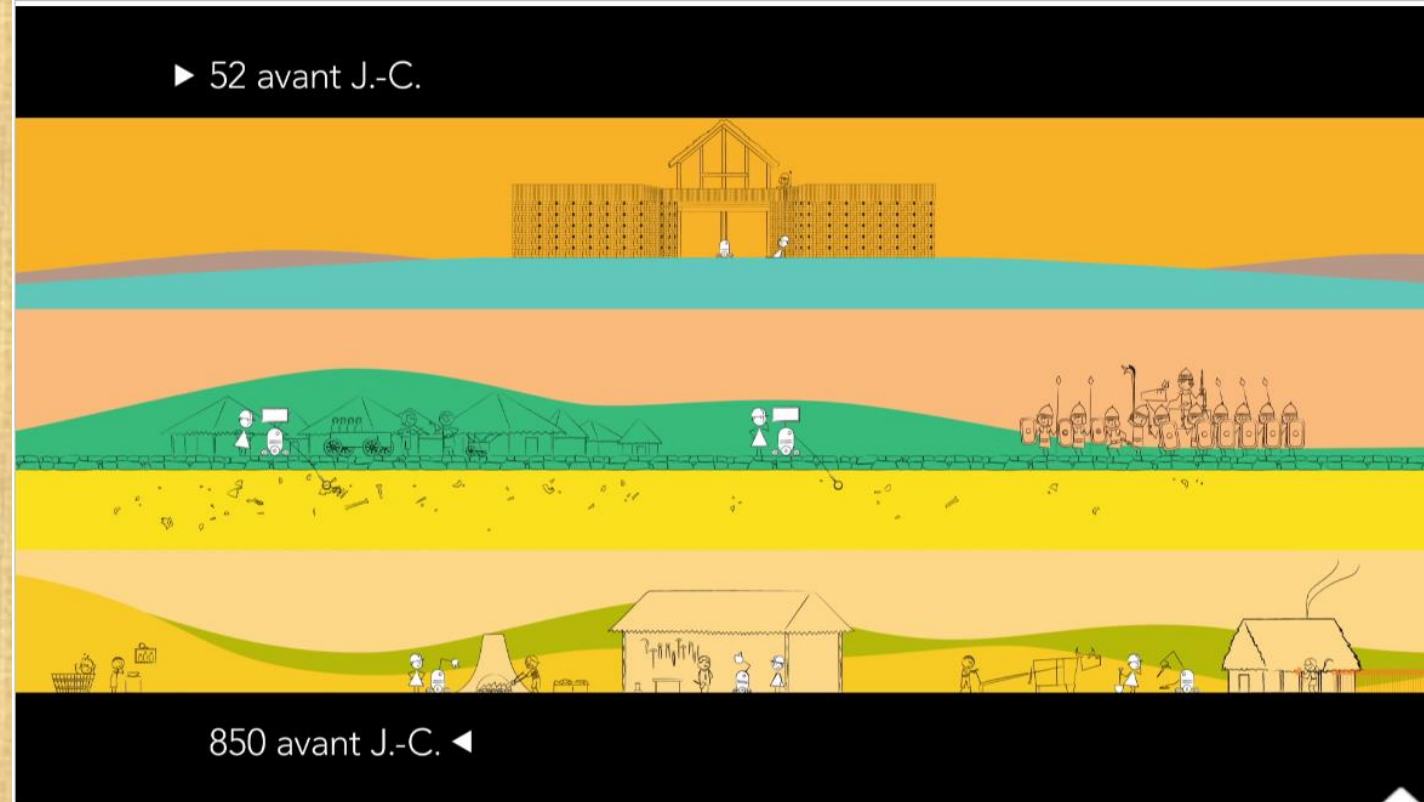
LA TERRE DES DERS 13:32 *Land of the lasts*

- Archéologie Alsace 2011
- local authority (Departemental archaeological service)
- The excavation of a German gallery of the First World War In the south of Alsace, the Conseil Général du Haut-Rhin is setting up a diversion near the village of Aspach. A German underground gallery of the First World War appeared from the first earthworks. In September 2011, the first preventive excavation devoted entirely to vestiges of the Great War began here.



Animation short documentaries

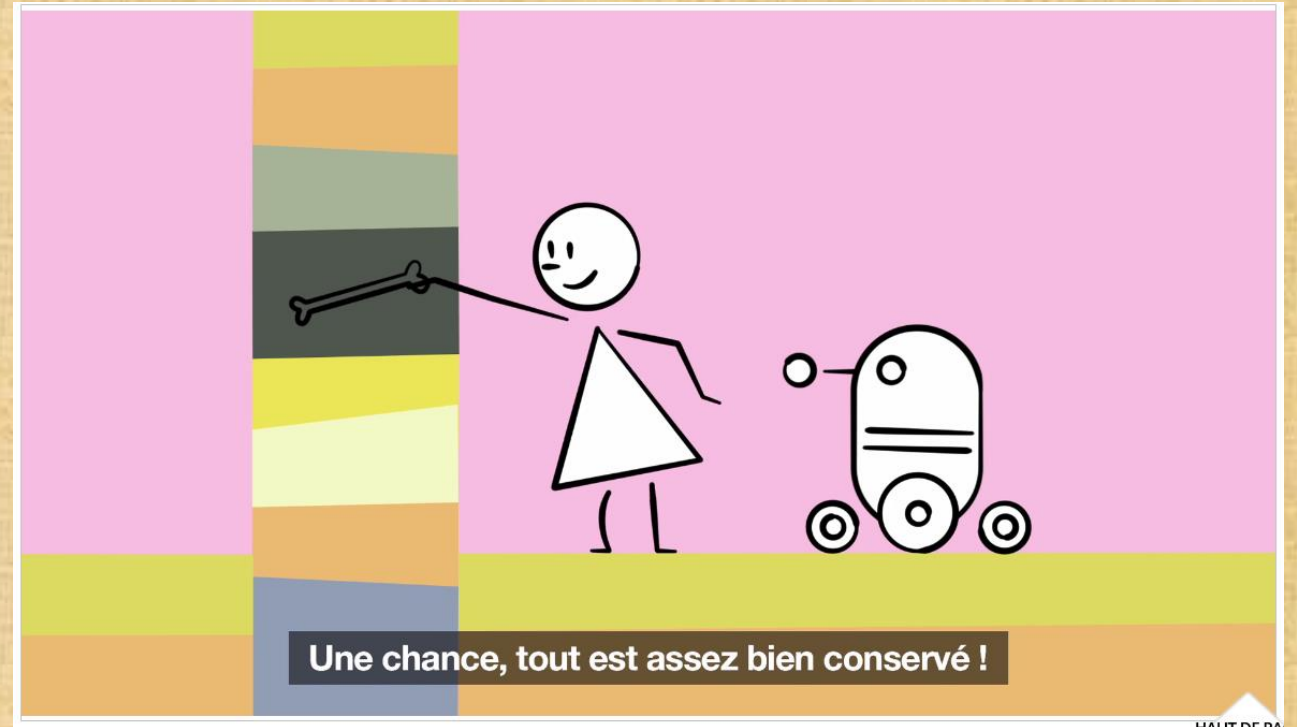
- **Experts Go Back in Time Collection**
- Produced by INRAP
A series of 7 3-minute animated films that retrace the evolution of the lifestyles of men of the past and their interactions with the environment, from Prehistory to the first Middle Ages. The chance given to our Experts to return to the field to go back in time and make extraordinary discoveries.



<https://www.inrap.fr/les-gaulois-10746>

Animation short documentaries

- Archaeology experts
- 10 professions described :
 - ✓ Anthracologist
 - ✓ Anthropologist
 - ✓ Ceramologist
 - ✓ Geomorphologist
 - ✓ Palynologist
 - ✓ Topographer
 - ✓ Traceologist
 - ✓ Archaeozoologist
 - ✓ Xylologist



https://www.inrap.fr/recherche?search_api_views_fulltext=film%20d%27animation&page=1

2. Web-series and Mooc

- Past & curious: an animation web-series
- Devenir archéologue/to become archaeologist
- Project MOOC FOLIO - Professions for cultural Heritage

Animation short films: a scientific web series



<https://www.youtube.com/channel/UCGcxqQOCHDqayis8GgM6rBQ>

Genesis and issues of the project



ORIGINES

Festival d'Histoire de l'Art
2018



OBJECTIF 1

Appropriate the production of scientific
films to transmit a realistic image of the
profession of archaeologist



OBJECTIF 2

Allow young researchers to
synthesize their work and share it
with the public



PUBLIC

Historical science enthusiast, amateur of
knowledge of the past, 7 to 77 years old

Chronology of the project



2018 : THE IDEA

Archaeology cartoon series
by and for young
researchers



2019 : LANCEMENT

Creating an identity
Preparation of files, budgeting,
implementation of the project



2019 : LA SAISON 1

8 episodes
Diffusion on line



2020 : LA SAISON 2

5 episodes

2021 : LA SAISON 2

1 episode in english /

[https://www.youtube.com/
watch?v=J1xPaT4jETY](https://www.youtube.com/watch?v=J1xPaT4jETY)

GRAPHIC LINE: A SIGNATURE





New world Venice



Maya pyramids



School of mesopotamian scribbs



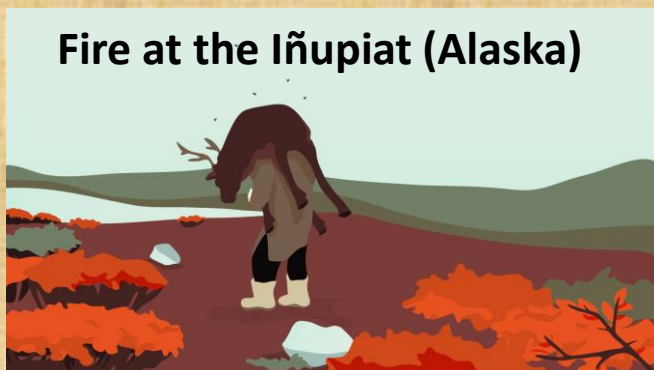
Hadda boudhic monasteries



New born mourning in roman Gaul



A year in the country in roman Gaul



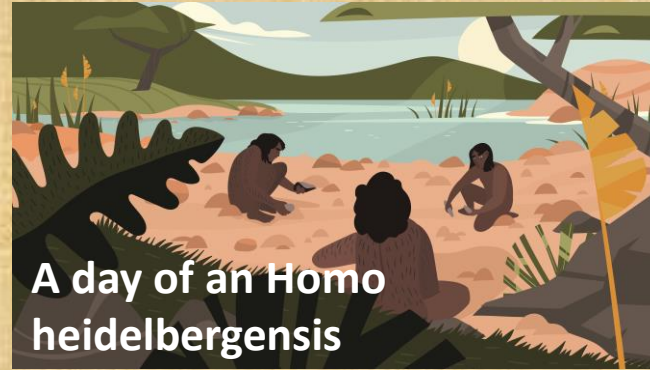
Fire at the Iñupiat (Alaska)



Apicius and the Norman cheese

- La Venise du Nouveau Monde – Alexandra Biar
- Sous les jupes des pyramides mayas – Julien Hiquet
- La tablette et le calame. A l'école des scribes mésopotamiens – Mathilde Touillon-Ricci
- Les monastères bouddhiques oubliés de Hadda – Alexandra Vanleene
- Le deuil des nouveaux-nés en Gaule romaine – Mélissa Tirel
- Une année dans les campagnes de Gaule romaine - Guillaume Huitorel
- Le feu chez les Iñupiat (Alaska) – Marine Vanlandeghem
- Apicius et l'antique fromage normand – Jérôme Sniesser

2020-2021



Begho, a market town in 16th century West Africa

- ¶ A table ! Cuisiner il y a 8000 ans – Léa Drieu
- ¶ Une journée dans la peau d’Homo heidelbergensis – Sol Sanchez-Dehesa Galan
- ¶ L’agriculture néolithique à la loupe – Fiona Pichon et Carolyne Douché
- ¶ Funérailles mérovingiennes : l’habit fait-il le mort ? - Wendy Bougraud
- ¶ Premiers bûcherons d’Armorique – Lucie Bénéteaud
- ¶ Begho, a market town in 16th century West Africa - Daniel Kumah and Victoria Aryee

From project to promotion: the team



From project to promotion: the shooting



Promotion: special events



National & European Events

- ¶ JNA 2019 : MUSÉE D'ARCHÉOLOGIE NATIONALE
- ¶ JEP 2019 : INHA
- ¶ JEA 2020 : EN LIGNE
- ¶ JEP 2020 : INHA
- ⇒ ENVIRON 300 PERSONNES
- ¶ FÊTE DE LA SCIENCE 2020 : ON LINE

Valorization : on line diffusion



> 2000 subscribers
14 vidéos
Systematic sub-titles

<https://www.youtube.com/channel/UCGcxqQOCHDqayis8GgM6rBQ>

Active on social networks



Web-site: <http://pastandcurious.fr>

Web-page of the Culture Ministry:
A recognition of the quality of the project



**MINISTÈRE
DE LA CULTURE**

*Liberté
Égalité
Fraternité*



<https://archeologie.culture.fr/fr/focus/past-curious-serie-archeologie>

Evolution perspectives

internationalisation of the project

EVOLUTION

Growing Budget
Time consuming
Created as PhD students but now
professionnals

A NEW MANAGMENT

Evolution of the association
Offer Calls
Budget per episode
Remuneration of all staff

PROJECT GHANA : A NEW GAP

PROJECTS ANR, ERC AMBASSADES, MUSEUMS



La France au Ghana

Ambassade de France à Accra



Begho, a market town in 16th century West Africa



<https://www.youtube.com/watch?v=J1xPaT4jETY>

Devenir archéologue/to become archaeologist



Production Université Paris 1 Panthéon-Sorbonne

- <https://www.youtube.com/channel/UCkgWgwjWMbuzQpJnCS0qllg>
- <http://webdoc.univ-paris1.fr/archeologie/>

Production and aims

- Short interviews and biographies of teachers and researchers (less than 10 mn)
- Some of them were professionnals, some PhD candidates, all have studied at the UP1
- How they have choosen their profession in archaeology and wich training did they follow
- To draw a picture of their job, from the discovery to the interpretation

Themes and interviews

- Prehistoric tools - Boris Valentin (Professor)
- Rock paintings in Wadi Sûra II shelter (Egypt), Emmanuelle Honoré (PhD)
- CHOQEK'IRAW Inca city, Patrice Lecoq (Professor)
- Celtic town networks, Clara Filet (PhD)
- Archaeology of Historic periods, Alain Duploux (Professor)
- Light in Minoan palace, Bastien Rueff (PhD)
- Funerary archaeology during the Neolithic, Jean-Gabriel Pariat (Local authority archaeologist)
- Archaeozoology and palaeopathology, Anne-Lise Binois (PhD)
- Archaeologist-drawer/draftswoman, Valérie Feruglio (Independent Researcher)
- Ceramology, François Giligny (Professor)
- Archaeology and the public, Isabelle de Miranda (Médiatrice)
- Heritage Conservator, André Delpuech (Conservateur du Patrimoine)
- Study of a celtic tomb, Patrice Brun (Professor)
- Preventive archaeology, Joëlle Burnouf (Professor)

14 archaeologists/14 professions

Diffusion

Video web platform:

- Canal U: a channel for universities
- Youtube

Events:

- Journées Européennes d'archéologie since 2017 (web and on site in an amphitheater)
- Lectures at the university

Heritage Conservator, Dr André Delpuech (Conservateur du Patrimoine – Directeur du Département Amériques du Musée du Quai Branly – Jacques Chirac)



Explains the missions of a Museum Conservator :

- scientific (study and research on collections)
- mediator towards the public (selection for exhibitions, loans, contents)

In charge of American Department : to autenticate and study collection (100.600 objects) ethnographic and archaeological

Personal research example on Hispaniola island artefacts:
Taïno vomitive spatula

- to Explore archive of the archaeological excavations of Jesse Walker Fewkes at Washington
- to find objects in Paris & New York private collections,
- To explore the cave where the objects were found with a new archaeological project

Taïno vomitive spatulae from Hispaniola



Spatules vomitives Taïnos

Project MOOC FOLIO

Professions for cultural Heritage



- On line : <https://www.fun-mooc.fr/courses/course-v1:Paris1+16013+session02/about>
- Funded by PiA3

Aims and structure of the Mooc

- **Aims : to orientate high school & university students and people who want to joint university cursus in Heritage**
 - to identify job and professionnal perspectives and academic cursus
 - To point out knowledge, skills and required training for Heritage professions
- 4 sections :
 - History of Arts
 - Heritage and Museums
 - Archaeology
 - Conservation and restoration of cultural goods

Mooc content: professions

Video interview: each video has sub-titles and a sound file

- History of art (1 vidéo) : une Responsable du développement des publics (Fondation Le Corbusier)
- Heritage (3 vidéos) : Heritage educator (Musée de Préhistoire d'Ile-de-France), un Director of Digital Company (Digitage)
- Archaeology (3 vidéos) : Un conservateur du Patrimoine/ Inspecteur général du patrimoine (Ministère de la Culture), 1 Engineer CNRS, 1 archéologist INRAP
- Conservation and restauration (1 vidéo) : Restaurator of archaeological objects Service archéologique interdépartemental 78-92 (Local Authority archaeological Service)

Questions to professionals

1. What is your current status and employer and how long have you been working?
2. How did you become an archaeologist and what training path did you follow?
3. Was this profession a vocation or a discovery during your training or career path?
4. Have you worked in another occupation before?
5. What are your main tasks and responsibilities?
6. What are the qualities required to perform your job (physical or intellectual)?
7. How do you like or dislike your professional activity?
8. How would you qualify your profession in two words?
9. Can you give us a highlight of your career?
10. What advice would you give to a young person going into this profession?

Questions to students

1. How did you choose your training path and was it chosen and designed from the outset?
2. Was your journey easy or difficult and what were the biggest challenges you faced?
3. What aspects did you find most interesting during your training?
4. Were your internship experiences decisive in your professional choices?
5. Can you give us a highlight of your studies?
6. Are you looking for work or employment?
7. What are your future career and job wishes?
8. What advice would you give to a young person going into this profession?

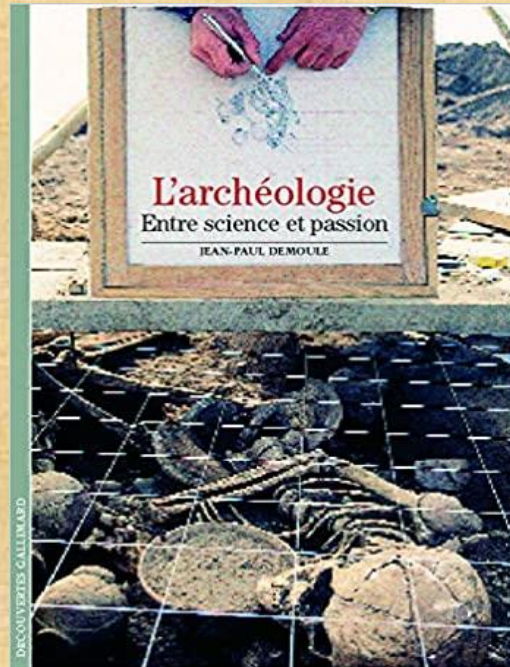
Mooc content: academic cursus

Video interview: Two points of view, one student and one Professor

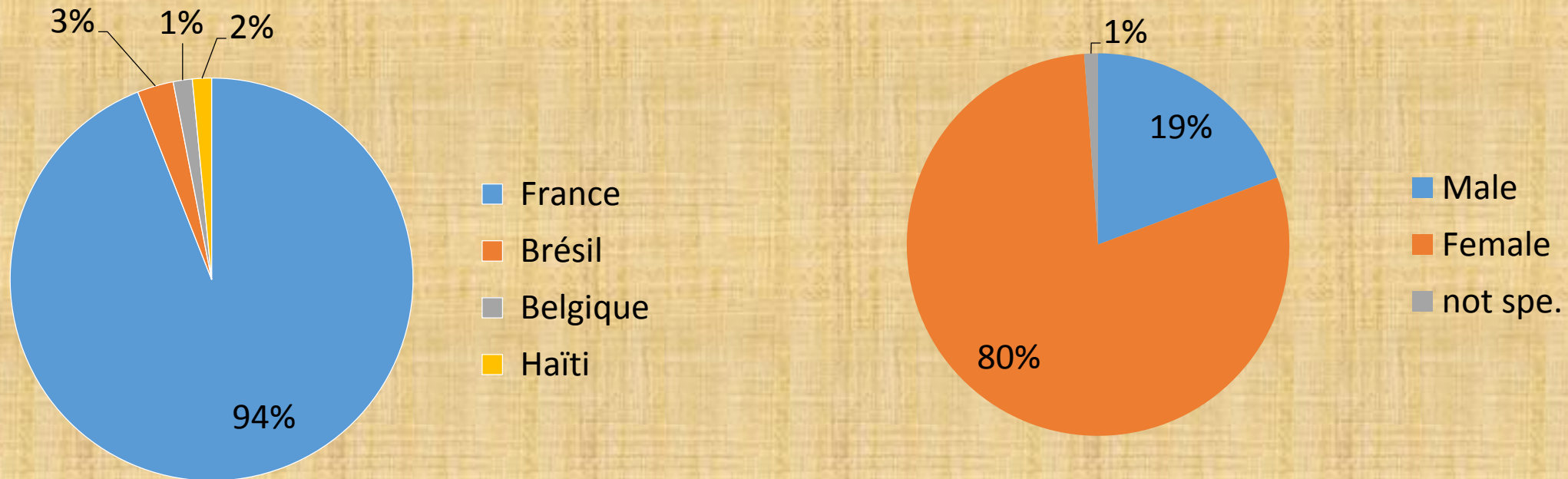
- History of art (1 vidéo) : Licence Histoire de l'art et archéologie
- Heritage and Museum (1 vidéo) : Master patrimoine et musées
- Archaeology (1 vidéo) : Master d'archéologie
- Conservation & Restauration of Cultural goods (1 vidéo) : Master CRBC

Complementary ressources

- Bibliography and web-links
- Professionnal Interviews
- Links to academic cursus

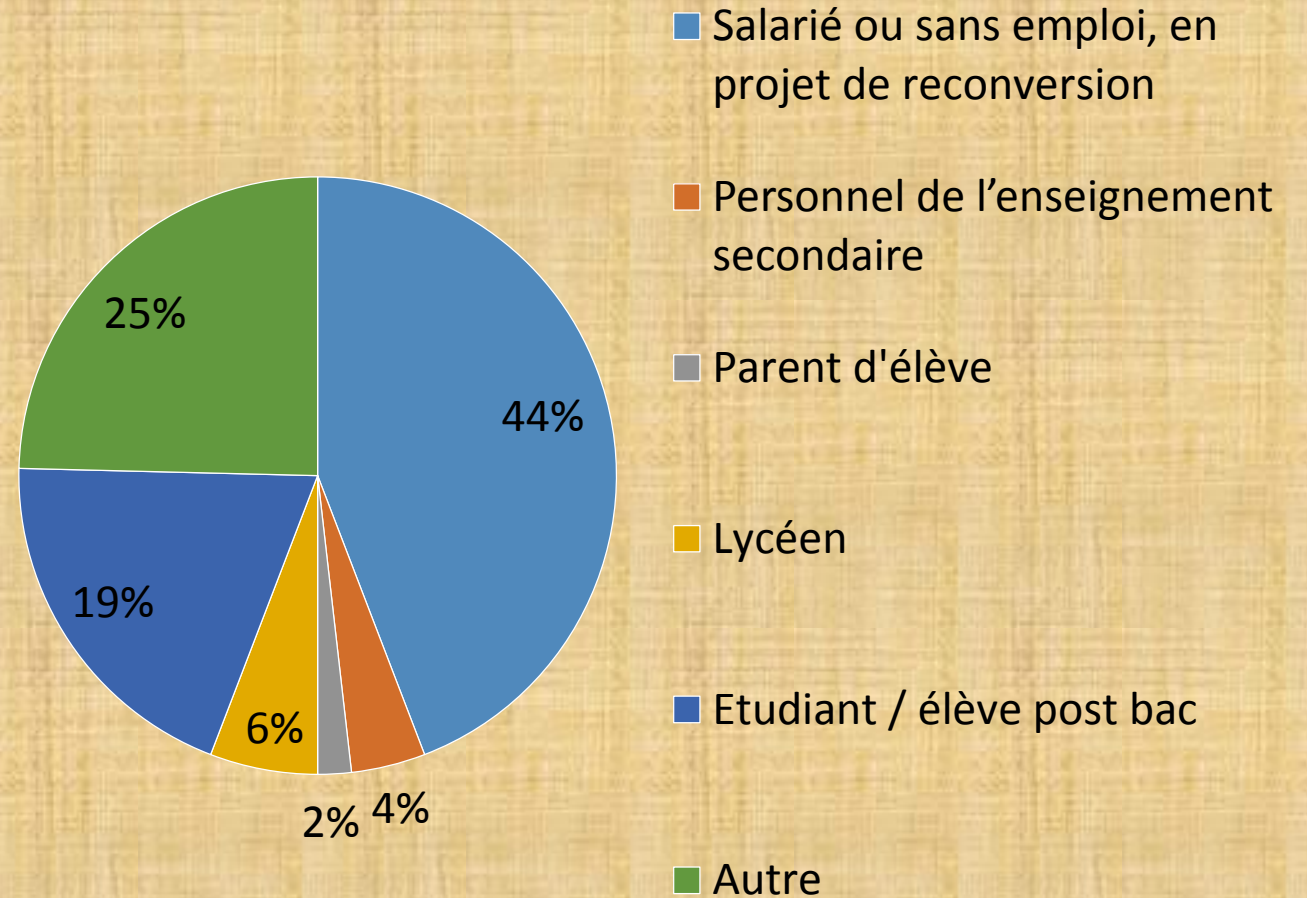
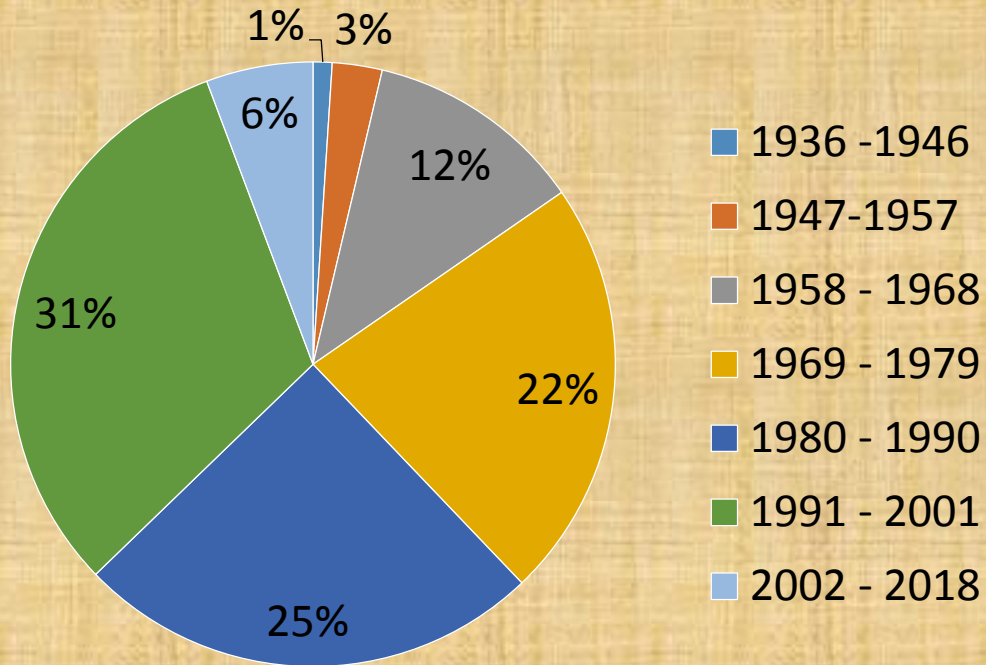


Session results (1st session 2020)

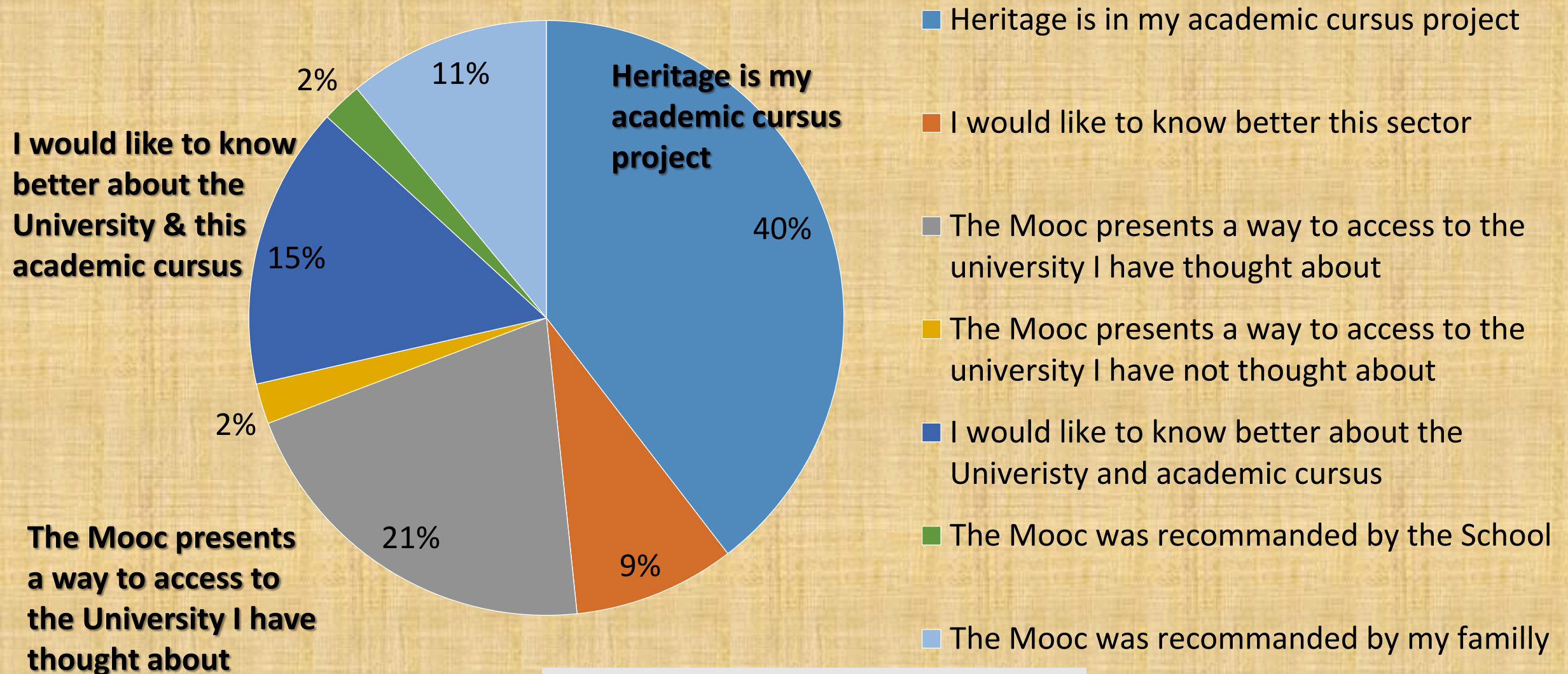


4065 registered : 75% from France, 80 Female

Session results statistics: age and status

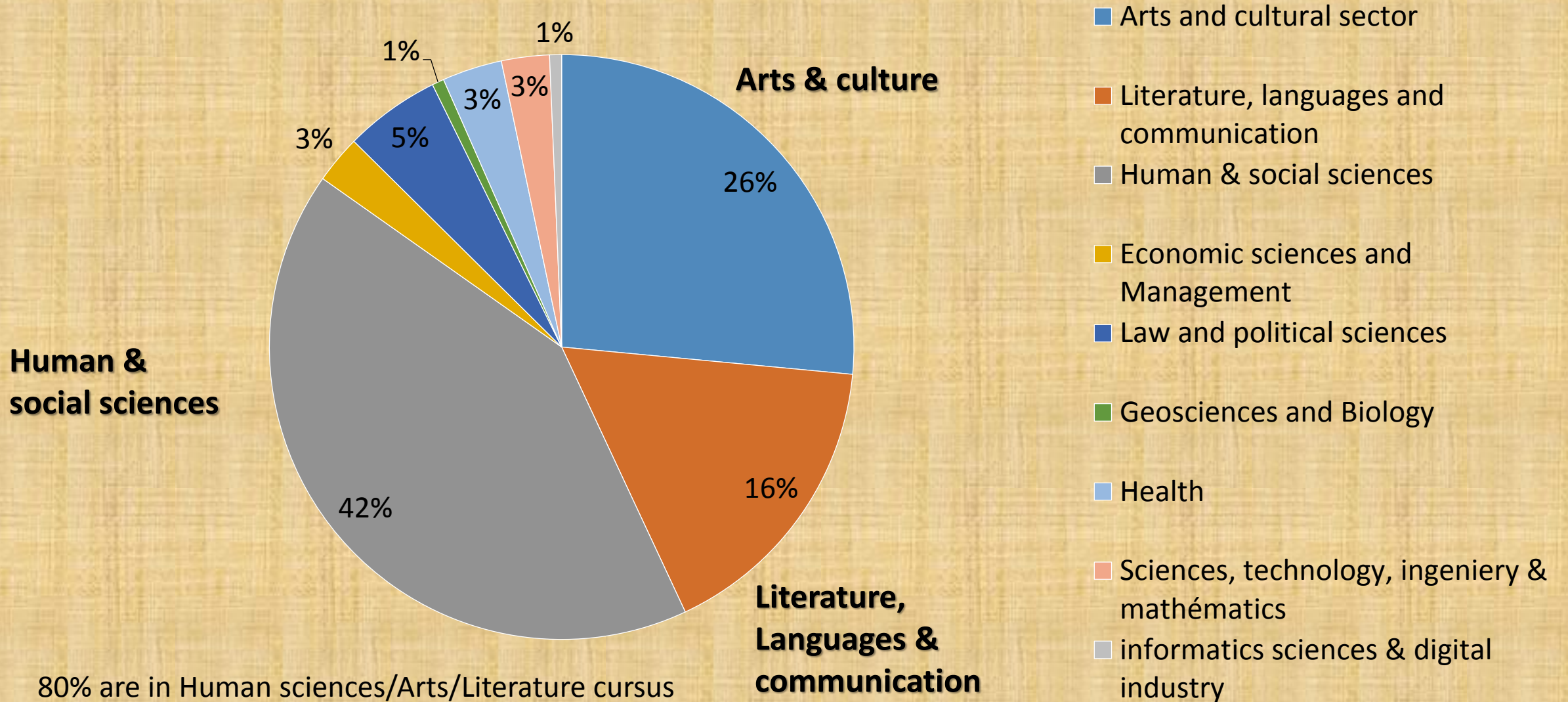


Secondary school :



Source : questionnaire de début de MOOC (1714 répondants)

Graduate studies



Conclusion

- New media have not still replaced the old ones: TV is still the main popular media for Heritage valorization and knowledge
- On line products like youtube video and Mooc can touch many thousand people but the feedback has to be analysed precisely to adjust the content to the public
- Small short productions can be very efficient with a precise target and a nice graphic line and signature
- An equilibrium between sensation and scientific content