

Spring 2015  
Dr. Gary Kaskowitz and Dr. Heikki Lempa  
IDIS/HIST/MGMT 293.2  
W 1:10-2:20  
305 COMENIUS

[Gkaskowitz@moravian.edu](mailto:Gkaskowitz@moravian.edu)

Tel. (610) 861-1406

Office: 216 Comenius Hall

Office Hours: M 1:30 - 3:00, T/R 2:30 - 3:30

Email: [hlempa@moravian.edu](mailto:hlempa@moravian.edu)

<http://home.moravian.edu/public/hist/lempa.html>

Office: 307 Comenius Hall

Office Hours: TR: 3:45-4:45, WF:11:30-12:30

### **STORIES OF HERITAGE** (Syllabus is subject to change)

This course is an effort to explore the ways our heritage is constructed through stories. By using examples from history and business we ask how each time and place has told its story of the past and how this story has been distributed and marketed to the population. How stories of heritage have been used to create identities? How these identities were disseminated and how they contributed to the social matrix of society? The course is co-taught by a business and marketing professor Gary Kaskowitz and history professor Heikki Lempa.

**Objectives.** We have three objectives. First, we explore what are stories and how do they construct heritage? Second, we investigate their social and cultural implications, their capacities of creating identities? Third, we look into the ways stories of heritage have changed in European and American societies over time.

**Short Statements.** For each class with reading assignment you will write a short statement of at least 350 words by exploring the content of the text. Bring your essay to class and share it with your group to help group work. After class we will collect the essays with the group folder. All essays have to be submitted in person in class and be typed. No email submissions are allowed. Each short statement is graded on a scale: A, B and F.

#### **Group Work**

You will work in a group of four or five. You can choose your own group. By using the individual statements of the group members and the reading assignment primary sources the group will produce in class an analysis of the text. The group work for each class is graded. The individual performance and contribution of each group member is evaluated by other group members in a confidential evaluation form.

**Work in class.** Class work is divided in two sections. Normally a class starts with your work on a primary source or an interpretive text. You will work in small groups of three or four and analyze the assigned text with the help of questions given in class. Then follows a general discussion. Finally, we give a synopsis that highlights the main themes of the day's topic.

**Memoirs.** You will write two memoirs. In the beginning of the semester we ask you to write a short two-page memoir of yourself. At the end we want you to submit another memoir of seven to ten pages.

**Evaluation**

Statements	30%	Group Work	20%
Memoir I	10%	Participation	20%
Memoir II	20%		

**Attendance**

No absences are allowed except for those who have a valid doctor's note. For each unjustified absence your overall grade will be lowered by 1/4 of a letter grade (so two absences would take your overall grade from B down to C+).

**Students with Disabilities**

Students who wish to request accommodations in this class for a disability should contact Elaine Mara, Assistant Director of Academic & Disability Support, located on the first floor of Monocacy Hall (extension 1401). Accommodations cannot be provided until authorization is received from the Academic & Disability Support office.

**Literature**

- Adolf Hitler. *Mein Kampf*. London: Hurst and Blackett, 1939, Chs. I-II.
- Johann Gustav Droysen. *Outline of the Principles of History*. Boston: Ginn, 1893-8, 49-58.
- TBA

## I. SCHEDULE

Jan 21	Introduction	Exercise: Memoir I
<b>I. What is Story? What is Heritage? What is History?</b>		
Jan 28	What is Story? What is Memoir?	Due: Memoir I
Feb 4	History/ Droysen, <i>Outline</i>	Due: Statement
Feb 11	History and Heritage/ TBA	Due: Statement
<b>II. Social Implications of Stories of Heritage</b>		
Feb 18	Utopianism as Business Strategy/ TBA	
Feb 25	Constructing Stories/ TBA	Due: Statement
March 4	Political Implications of Stories/ Hitler, <i>Mein Kampf</i>	Due: Statement
<b>III. Making Stories of Heritage: Historical Examples, 1800-1990</b>		
March 18	Moravian Heritage/ TBA	Due: Statement
March 25	Coca Cola and Santa/ TBA	Due: Statement
April 1	Germany/ Lecture	
April 8	Disney/ TBA	Due: Statement
<b>IV. Identities</b>		
April 15	Memoir and Making Identity/ TBA	Due: Statement
April 22	Distance and Knowledge/ Lecture	
April 29	Know Thyself/ TBA	Due: Statement
May 4	Memoir II due	