

COGNITIVE ANTHROPOLOGY A

code 100127 – credits 9 - 54 teaching hours
academic year 2014-2015

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The course, designed in a unified way, is divided into two thematic parts:

1) The first part "**Institutions of cognitive anthropology**" (14 hours) gives a basic introduction to the fundamentals of anthropology and cognitive addresses a number of theoretical and methodological issues, such as: process homination, brain-mind-culture relationship, cognitive functions and categories of thought, the report language-culture-knowledge, codes of communication, forms of expression and representation of thought. The ethno-cognitive perspective taken in the course is compared with the results of other disciplines and sets the stage for the second part of the course.

Keywords: paradigm, architecture, system, structure, function, class, code, symbol, sign, index, nature, culture, body, essence, data, process, knowledge, mind, thought, artifact, affordance, representation, map; codes of orality and writing, language categories and categories of thought.

2) The second part of the course "**Image: from the percept to the precept. Cognitive processes and cultural paradigms**" (40 hours) focuses on the cognitive processes of thought related to the systems of perception, imagination, vision, sensation, representation to get to the different forms of encoding and expression of thought in pictures, words, writings, and relationships between these. Special attention is paid to the perceptual systems of thought and imaginative as a form and strategy for cognition, as a variable of the cultural strategy of knowledge ("commandment"). The documents and materials about the image analysis are drawn from the fields of painting, graphic art, cartography, literature, illustration and more, with the aim of outlining the functions and forms of the image, with exclusion of the filmic and photographic industries.

Keywords: perception, imagination, vision, sensation, representation, percept, precept, awareness, consciousness, intention, footprint, footprint, trail, index, image, imaginary, imaginary, figure, icon, illustration, document, documentary, documentary, archive, slip, transcoding, transduction, design, creativity, invention.

The course aims to:

- 1) to train the use of different codes of communication through a didactic methodology ethno-cognitive and laboratory equipment;
- 2) test the putting into circulation of educational material available on the network in different sections of the site **ARLIAN** - LABORATORY OF ARTS AND LANGUAGES IN ANTHROPOLOGY at: <http://arlian.media.unisi.it/>.

BIBLIOGRAPHY EXAMINATION

The exam is oral and consists of establishing the preparation through the exposure of the bibliography of the course chosen by the student / from student according to their own interests within both parts of the course topics.

When examining the student / student must inform the bibliography followed for the study,

taking into account that the documents downloaded from the network - including the site for teaching in anthropology Arlian - must be accompanied by the related references for the identification and that, in the calculation of the teaching load, must be considered in the ratio of 150/200 folders as equivalent of a book.

There are no term papers or power-point but only the processing of paper patterns-ladders-indices as tools for personal exposure, as a memory of past experiences, such as surrender of the staff put in order of the questions addressed by the study of texts and documents for the exam.

The students and students attending and non-attending of any sort, and the course of study will support the examination bringing the number of texts in relation to the number of credits required in their curriculum and training: examination by 4 credits, 3 texts - examination by 5-6 credits, 4 texts - examination by 8-9 credits, 5 texts - examination by 10 credits, 6 texts - examination by 12 credits, 7 texts.

The students and students who attend are advised to check the bibliography exam site **Arlian** to page: <http://arlian.media.unisi.it/programmi.htm>

In the bibliography of the course and the exam is marked in square brackets in the library and the relative placement of the volume, with the abbreviations.

INSTITUTIONS OF COGNITIVE ANTHROPOLOGY

- BRONFENBRENNER URIE, *Ecologia dello sviluppo umano*, Il Mulino, Bologna, 1986. [BUS: 14.3.286]
- GRASSEN CRISTINA, RONZON FRANCESCO, *Pratiche e cognizione. Note di ecologia della cultura*, Meltemi, Roma, 2004. [BUS: 18.1.304 – 18.1.311]
- LE BRETON D., *Il sapere del mondo: un'antropologia dei sensi*, R. Cortina, Milano, 2007. [BUS: 18. 7. 272 – BCS: 306-LEBD]
- SQUILLACCIOTTI MASSIMO, *Lezioni di Antropologia Cognitiva*, 2010. – LUSINI VALENTINA, *Quattro lezioni di Antropologia Cognitiva*, 2008. – [Cartella Lezioni](#).
- SQUILLACCIOTTI MASSIMO, *Materiali Didattici di Antropologia Cognitiva*, Quaderno n. 1 di Arlian, 2013. – [Quaderno 1 Arlian](#)
- LUTRI SANDRO (a cura), *Modelli della mente e processi di pensiero. Il dibattito antropologico contemporaneo*, Ed.It, Catania, 2007. [BUS: 14.4.333]
- LUTRI SANDRO, *Forme di vita e natura umana. Una mappa per il sapere antropologico*, Carocci, Roma, 2013. [BUS: ordinato]
- MARAZZI ANTONIO, *Antropologia dei sensi. Da Condillac alle neuroscienze*, Carocci, Roma, 2010. [BUS: 14.4.356]

IMAGE: FROM THE PERCEPT TO THE PRECEPT. COGNITIVE PROCESSES AND CULTURAL PARADIGMS

- ARNHEIM RUDOLF, *Il pensiero visivo. La percezione visiva come attività conoscitiva*, Einaudi, Torino, 1974. [BUS: 7. 8. 482 – 7. 8. 2006]
- BELTING HANS, *Antropologia delle immagini*, a cura di Salvatore Incardona, Carocci, Roma, 2013. [BUS: 18. 7. 358]
- BRUSATIN MANLIO, *Storia delle immagini*, Einaudi, Torino, 1989, 2002. [BUS: 7. 8. 1447]
- BRUSATIN MANLIO, *Storia dei colori*, Einaudi, Torino, 1999. [BUS: 7. 8. 1828 - 7. 8. 668]
- BRUSATIN MANLIO, *Verde. Storia di un colore*, Marsilio, Venezia, 2014.

- CARBONI MASSIMO, *L'occhio e la pagina: tra immagine e parola*, Jaca Book, Milano, 2002. [BUS: 1. 6. 294]
- DI MONTE MARIA GIUSEPPINA (a cura di), *Immagine e scrittura*, Meltemi, Roma, 2006. [BUS: 7. 8. 2097]
- In particolare i saggi:
- GOTTFRIED BOEHM, *La questione delle immagini*, pp. 43-58.
 - ELENA TAVANI, *L'immagine e il suo momento. Note sulla temporalità dell'immagine*, pp. 121-155.
 - LUCIA CASELLATO, *Fare cose con le immagini. Istruzioni per l'uso*, pp. 205-222.
 - MASSIMO CARBONI, *Il visibile (in)dicibile*, pp. 304-315. Anche in ARLIAN: [testo](#)
- LUCENTE TERESA, *La quadratura del cerchio*, Effigi edizioni, Arcidosso (Grosseto), 2014.
- MARAZZI ANTONIO, *Antropologia della visione*, Carocci editore, Roma, 2002, 2008. [BUS: 14. 4. 334 – 14. 4. 263]
- PIERANTONI RUGGERO, *L'occhio e l'idea. Fisiologia e storia della visione*, Bollati Boringhieri, Torino, 1981. [BUS: 7. 8. 1973 – 7. 8. 2098]
- SCHAPIRO MEYER, *Per una semiotica del linguaggio visivo*, a cura di Giovanna Perini, Meltemi, Roma, 2002. [BUS: 6. 0. 1218 – BCS: 401 SCHM].
- In particolare i saggi:
- *Sulle perfezione, coerenza e unità di forma e contenuto*, cap. I, pp. 78-91.
 - *Parole e immagini: letterale e simbolico nell'illustrazione del testo*, cap. III, pp. 120-191.
- Saggio pubblicato anche come volume: SCHAPIRO MEYER, *Parole e immagini. La lettera e il simbolo nell'illustrazione di un testo*, Pratiche Editrice, Parma, 1985. [BCS: 704.9 SCHM – BUS: 8. 0. 16]
- *Scritte in pitture: la semiotica del linguaggio visivo*, cap. IV, pp. 192-236.
- SQUILLACCIOTTI MASSIMO (a cura di), *La parola e l'immagine. Saggi di antropologia cognitiva*, a cura di Massimo Squillacciotti, "Quaderno" n. 1, Laboratorio di Didattica e Antropologia, Siena, 2000. [BUS: 18. 2. 30 – 13. 14. 130 – BCS: 3 B 11539] – [Quaderno-1](#)
- ZEKI SEMIR, *La visione dell'interno. Arte e cervello*, Bollati Boringhieri, Torino, 2003, ristampa 2007. [BUS: 7. 8. 1972 – BCS: 612.8 ZEKS – BUS: 7. 1. 104]

Also we recommend you check the "Bibliografia di approfondimento" and list "Materiali didattici dal sito Arlian".