PANTEION UNIVERSITY OF SOCIAL AND POLITICAL SCIENCES
SCHOOL OF INTERNATIONAL STUDIES, COMMUNICATION AND CULTURE
DEPARTMENT OF COMMUNICATION, MEDIA& CULTURE

MASTER'S DEGREE COURSE GUIDE
ACADEMIC YEAR 2024-2025

The Department of Communication, Media and Culture of Panteion University has offered a Master's Studies Programme in Cultural Management since the academic year 2002-2003.

During the academic year 2015-2016 the Master'sStudies Programme was renamed "Communication, Media and Cultural Management" which offered three Tacks (degree pathways).

In accordance with Greek Government Protocol, by resolution no. 56, (FEK 2704/09.07.2018 τ. Β) in the academic year 2018-2019, the Master's Studies Programme was renamed"Cultural Management, Communication and Media" and offers the following Tracks:

1. Cultural Management (suspended in 2024-25)
2. Information Society, Media and Technology

The programme provides a specialism that corresponds to each Track.

Administration of the Master's Studies Programme

Director of the Master's Studies Programme: Professor Andromache Gkazi

Deputy Director of the Master's Studies Programme: Associate Professor Ioanna Vovou

Members of the Co-coordinating Committee:

Professor Marianna Psilla

Associate Professor Martha Michailidou

Associate Professor Angeliki Gazi

Administrative Staff

Executive secretary: Dimitris Karalis

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Useful links

Department's Web site: https://cmc.panteion.gr/

Social media: https://www.facebook.com/CommunicationMediaCulturePanteionUniversity / https://twitter.com/cmc_panteion

Panteion's University Central web page: https://www.panteion.gr/

University Library: https://library.panteion.gr/

Open e-class: https://openeclass.panteion.gr/

Department of International Relations and European Union: https://erasmus.panteion.gr/

MASTER'S STUDIES PROGRAMME REGULATIONS

The MA in Cultural Management, Communication and Media offers the Track

- "Information Society, Media and Technology"

and provides the corresponding diploma.

The minimum time in which the MA degree can be awarded is three academic semesters. The Teaching Programme is completed in two (2) semesters, while in the 3rd semester the dissertation is completed and submitted. Students are expected to complete their studies in four semesters.

The MA degree is designed for full-time study and does not accommodate students interested in part-time study.

Each semester is of 13-week duration, at least, and the examination period is held over two weeks.

IMPLEMENTATION OF A DOUBLE DIPLOMA WITH A UNIVERSITYABROAD

Up to four (4) students enrolled in this Master's Degree Programme can obtain a double degree within the framework of Panteion University's partnership with Université Lumière Lyon 2 - Institute of Communication (Master "Communication of Organizations") in France and Universitea Din Bucuresti - Faculty of Journalism and Communication Sciences (Master "Media, Development and Society") in Romania. Students selected for participation in the double degree will carry out the third semester of their studies at one of the two aforementioned French-speaking Universities of the Partnership.

This is the period when students no longer have classes at Panteio and are preparing their MA thesis. During this period, they will have to attend the M2 courses of the winter semester in one of two Universities of the Consortium, necessary for the acquisition of the Double Diploma from both Universities they attended. The courses at the partner university must generate a total of 30 ECTS, as needed for the completion of the double degree.

Overall, this partnership (consortium) between three Public Universities that provides students with the opportunity to simultaneously obtain two diplomas from two of the three Universities of the partnership of their choice, without paying tuition fees. The Agreement aims to promote Interdisciplinarity and Complementarity.

"INFORMATION SOCIETY, MEDIA &TECHNOLOGY"

Scope and subject matter

The objective of the Information Society, Media and Technology Track is to provide specialized knowledge and analytical skills in order to apprehend an ever-changing hybrid and platformized communication landscape. In the context of a society increasingly on the move and characterised by an explosion of information, terms such as "place" and "time" are undergoing fundamental transformations caused by developments in digital media. Communication and the production of information and content nowadays, in the context of cultural and creative industries (which includes media and thepress), are modeling new ways of experiencing media engagement and practices (such as immersion, virtual reality, emotional experiences, storytelling, etc.). In this regard, media convergence becomes the rule forboth the production of content and its consumption, as well as for the interaction between different partners.

The aim and subject of the Information Society, Media and Technology Track is to offer the cognitive, theoretical and methodological tools of perception, understanding, analysis, expression, communication and content production in 'traditionnal' and digital media environments (in traditional-legacy, new and hybrid media). Specifically, it examines thekey features of the Information Society, storytelling practice, the functions of data and big data, the phenomenon of transmedia, the new entrepreneurship in the media and journalism (entrepreneurial journalism), the new economic models of the Press, social networks, leadership in the field of media, and in general the technological change (disruption) and its implications for the media.

Syllabus

1ST SEMESTER

Course code	Course	Tutor	ECTS
41M059	Methodological approaches to media & communication	A. Gazi	10
41M039	Content production and Media companies	N. Leandros	10
41M037	Media and digital apps: Design as a tool of communication - From the traditional to the digital environment	S. Kaperonis	10
41M040	Leadership and entrepreneurship in journalism	B. Tsakarestou & D. Iordanoglou	10
41M038	Public policies and communication	M. Psilla	10

2ND SEMESTER

Course code	Course	Tutor	ECTS
41M043	Introduction to Data practices	V. Rouggas	10
41M062	Identity in Cyberspace: social media and activism	P. Vatikiotis	10
41M061	Storytelling and Narration in Media	A. Karadimitriou	10
41M063	Contemporary Media landscape and Media archaeology	I. Vovou	10
41M002	Management and marketing	G.-M. Klimis	10

3RD SEMESTER

Course code	Course	ECTS
41M018	Thesis	**30**

The courses

Methodological approaches to media and communication – Tutor: A. Gazi

The aim of this course is to understand the methods and tools used to conduct effective research. The subject of the research methodology focuses on the necessary methodological approaches in order to understand the distinction between different traditions of qualitative and quantitative research. The course aims to familiarise students with the basic tools of quantitative and qualitative research methods in communication and cultural studies as well as to develop basic empirical research planning skills so that they can implement basic research activities in the context of preparing their dissertation.

Emphasis will be placed on issues related to the theoretical foundations of quantitative and qualitative research methods in communication and cultural studies, sampling, variables and measurement, questionnaire research, qualitative research design, analysis of aspects of the qualitative approach. The different ways in which research issues are approached will be highlighted. Mixed research methods will be analysed and useful suggestions for writing the research will be presented. Finally, digital research methods will be approached in order to understand the challenges of research methodology in the digital age.

Content production and Media companies – Tutor: N. Leandros

The emergence of a new communications paradigm characterised by mass self-communication, networking and digitalisation creates a new reality in the wider field of media. The decline of the old mass media is integral to the search for new business models, the expansion of citizens' opportunities for content production and the growing importance of cyberspace and mobile platforms.

The course will combine a broader theoretical discussion with business experience of Media Companies in Greece and abroad. Utilizing the tools of financial analysis and business ratios we shall discuss their financial results and business strategies. Special attention will be given to the

analysis of the experience of the New York Times, its strategy for restructuring towards a digi- tal-first, multimedia source of information and the challenges for content production and journalism. Students will be required to work for a project which will be presented and discussed during the semester and will be submitted in its final form at the beginning of the examination period.

Media and digital apps: Design as a tool of communication: From the traditional to the digital environment – Tutor: S. Kaperonis

The advent of new technologies has affected our personal and professional lives and of course our interpersonal communication. The integration of digital applications and networks redefines our communication and how information is disseminated. The aim of the course is to analyse the evolution of the Media and how they affect the quality of journalism through online or offline journalistic tools (blogging, mobile reporting, participatory-crowding journalism, digital image, etc.) and how the digital landscape in the media is shaped. Design reflects a concern about creating useful messages and is a way of understanding communication and exploring society in terms of communication. It is a central puzzle that people face, in terms of design, about how communication is possible that was once difficult, impossible or unthinkable. Communication design is achieved when there is an intervention in an ongoing activity through the invention of techniques, devices and processes aimed at redesigning the interaction and thus shaping communication capabilities.

The relationship between interaction and communication is a key problem for communication theory. What becomes immediately apparent when we look at communication in terms of design is the broad and deep interest of the structure, the configuration and the preparation of speech/narration. This is evident in the varieties of communication drawings that appear such as comics, graffiti, posters, sketches, advertisements, illustration, infographics, graphic design, newspaper and magazine design, etc. The course is aimed at students who are interested in ways of communicating through design (not with design experience) and includes discussions in the areas of design and how it has developed to date as well as how communication has changed in the era of information explosion and innovation in technology.

Leadership and Entrepreneurship in Journalism – Tutors: B. Tsakarestou & D. Iordanoglou

The course presents the interrelated fields of leadership and media innovation and entrepreneurial journalism in the age of fast digital transformation and the rise of immersive media and communication technologies. The course is organised into two distinct and interconnected modules.

Leadership in Journalism module (D. Iordanoglou)

The first module is about leadership, which is going through a period of radical transformation in the digital age. Especially in media organisations, with the transition from traditional to New Media and the rise of startups and entrepreneurship, future leaders need to lead in an environment of uncertainty, high demands and risk. The course aims to introduce students to the critical challenges of leadership in the new era and help them develop the necessary leadership skills such as confidence, creativity, resilience and collaboration. The course methodology includes analysis of leadership models, case studies and experiential exercises such as job shadowing, through which participants will understand the crucial role of leadership and prepare to become carriers of positive change in the rapidly changing business environment of the Media.

Entrepreneurial Journalism module (B. Tsakarestou)

Journalism is re-imagining its future. It invests in innovation to rebuild trust with citizens and experiments with disruptive and sustainable business models. Journalists are looking for new roles as startup entrepreneurs, intrapreneurs, creators of social innovation solutions with a positive social impact. International, national or local media are also investing in digital and immersive tech innovation and redesigning their newsrooms. The course works as a virtual bootcamp in which you will get acquainted with methodologies such as lean business model canvas, design thinking, growth hacking marketing, agile project management, engagement communication strategies and you will design your own media startups.

Public policies and communication – Tutor: M. Psilla

Public policies in the field of communication face problematic surroundings and challenges in contemporary Greek society. This course will delve into the dialogue surrounding the challenges such policies face in the broader context of political communication, with a central focus on the intersection of public space, the birth of public action and the intervening actors that highlight public concerns and define such policies. Special emphasis is placed on the investigation of public policies, as we focus on the concept and practice of public action, under the influence of the new media of mass communication. Our proposal, which will be developed in the course, is related both to a theoretical approach of public policies and their pragmatic dimension, while new methodological tools are proposed in terms of exploring them from the researcher's point of view.

Introduction to Data practices – Tutor: V. Rouggas

Governments, supranational and international organisations, businesses (multinational and offshore), sports and science generate huge amounts of data. Data about citizens, which their volume and the global nature of their flow make it impossible for the average citizen to understand. Snowden and Assange are the protagonists while Wikileaks, Luxileaks and all other -leaks or -papers are the tools of this effort to understand and reveal what is hidden within "Big Data". The advent of fake news as a problem for both journalism and democracy, is associated with technical issues related to the control and cross- checking of the information flow as well as information policies. The course will attempt an explanation of the logic behind dealing with big data, and an acquaintance of the students with the means of obtaining, cleaning and analysing such data in the context of investigative journalism.

Identity in Cyberspace: Social media and activism – Tutor: P. Vatikiotis

The course focuses on the use of social media in the wider realm of civil society (social movements, non-governmental organisations, minorities, cultural groups, and autonomous forms of citizen action) in relation to various activist actions/practices – indignant movements/square movements and the so-called Facebook and Twitter revolutions, social economy and solidarity economy movements, solidarity movements to immigrants/refugees, citizen journalism and peer-to-peer platforms, counter-information campaigns, free and open source movements, datactivism, hacktivism).

In this context, the interplay of internet and social movements is examined; the extent to which social media have influenced/changed key elements/ characteristics of collective action (type of mobilisation, organisation, structure, ideological goals), promoting new forms of activism.

Contemporary Media Landscape and Media Archaeology – Tutor: I. Vovou

In this course we look at how the concepts of "intermediality" and "media convergence" unfold a complex and hybrid media environment that cannot be described by a simple technological transition from the 'traditional' to the 'new' media. Where does a medium begin and end? How does mixing media and creating a mashup culture shape our real? What are the bridges from "popular" to mass culture and from there to the "culture of convergence" and how can they be used? Media convergence and intermediality are seen as new paradigms of the evolution of media and that of the social attitudes that develop around them. The constant flow of content on many different communication platforms is combined with the volatile flow of audiences and is changing the relationship of people with the media. Far from a simple technological development, the intermedial communication undergoes a profound cultural and social change: it takes place in the perception of the public and the users who contribute to a participatory culture, forming a collective intelligence inside a –hybrid– media landscape.

Storytelling and Narration in Media – Tutor: A. Karadimitriou

The platformization of communication is a new, unprecedented condition in the communication field that has drastically altered the public sphere's narratives. Considering the above change, the module critically deals with the narratives that emerge in different communication environments (news media and social networking platforms) by analyzing case studies derived from the domestic and international communication field.

Drawing on modern considerations of the media (e.g. post-truth, platformization of communication) the module examines the peculiarities of journalistic narrative and its evolution. In addition, it analyzes ways of discovering fake or falsified narratives and

sets in force journalistic techniques for restoring the truth (fact-checking).

The module aims to cultivate general abilities and skills related to the multidimensional role of the journalist/content creator in the platform era. Upon the completion of the module, the students, through the adoption of a team spirit, are expected to become familiar with the following tasks:

• Investigation of primary sources
• Searching, analyzing, and synthesizing data and information using the necessary technological tools/applications
• Making decisions about data quality, prioritization, and synthesis
• Design and production of multimedia journalistic narratives for different communication environments (news media and social media platforms)
• Applying techniques to identify fake or falsified information and restore the truth of the information
• Application of independent work techniques based on primary sources
• Application of teamwork techniques.

To meet the above objectives, the criteria of integrated journalistic narrative are critically analyzed and applied in practice in all communication environments (news media and social networking platforms). Emphasis is placed on the concepts of "attention economy", "post-truth narrative", "post-modernity", "churnalism", and "platformization of communication" and how these considerations have influenced media narratives.

Management and marketing – Tutor: G.M. Klimis

This course aims to give students the ability and knowledge to understand the concepts of management and marketing in firms and organisations in the media sector. Emphasis is placed on modern approaches to management and marketing issues and the development of personal and interpersonal management and leadership skills. At the same time, the course provides a holistic understanding of organisations/enterprises and the macro-micro environment in which they operate. Lectures focus on the particularities of media organisations that are highlighted through case studies and the relevant international bibliography.

Thesis

Each student submits, at the latest prior to the end of the spring semester and at a date specified by the Coordinating Committee, a written proposal for the master's diploma dissertation in collaboration with an academic who is proposed as supervisor. The dissertation topic is approved by the Coordinating Committee and must be specialised and original, so as to allow for the composition of a study in approximately 20,000 words which will demonstrate that the student has sufficient knowledge and critical perception of the issues in the research area of the topic. The precise date for submission of the proposal is announced on the academic calendar which is uploaded on the Department's web page. On the Department's web page is also uploaded the proposal submission form.

If the written dissertation or its oral presentation are deemed unsatisfactory, if the dissertation is not submitted or if the suggested improvements pointed out previously by the examination committee have not been made, the dissertation fails and the student is expelled from the Master's Studies Programme.