PANTEION UNIVERSITY OF SOCIAL AND POLITICAL SCIENCES

School of International Studies, Communication & Culture
DEPARTMENT OF COMMUNICATION, MEDIA & CULTURE

Undergraduate studies
Course guide
2024-2025

ΠΑΝΤΕΙΟΝ
PANTEION

PANTEION UNIVERSITY
OF SOCIAL AND POLITICAL SCIENCES

SCHOOL OF INTERNATIONAL STUDIES, COMMUNICATION AND CULTURE

Department of Communication, Media & Culture

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Academic year 2024-2025

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Panteion University of Social and Political Sciences

History

The history of Panteion University of Social and Political Sciences can be traced back to the interwar period, owing to two enlightened individuals, Georgios Frangoudis and Alexandros Pantos. Despite being named after the latter, it was Frangoudis (Limassol 1869 – Athens 1939) who was the true founder of Panteion.

The venture to establish a School of Political Sciences started in 1924 when Frangoudis founded the association of Educational Renaissance. In 1927, the association undertook to construct the building that was to house the School in Kallithea. In June 1930, when the money Frangoudis had managed to accumulate with great effort – mainly from donations from Greeks living abroad – ran out, Alexandros Pantos passed away. The then Prime Minister of Greece, Eleftherios Venizelos, as executor of Pantos' will, granted his last wish and approved the fortune he bequeathed to the School for the completion of its construction. The inauguration ceremony took place on 18 November 1930, while in 1931, the School was renamed Panteios School of Political Sciences, in honour of Alexandros Pantos. The initial study programme had five fields: 1. Politics, 2. Law, 3. Economics, 4. Sociology, Criminology and Corrections, 5. Journalism, Geography and Philosophy.

In 1939, the School was renamed Panteion Higher Education School of Political Sciences and Public Servants, aiming to offer undergraduate and postgraduate education to public servants. In 1967, the new wing of the School and the landscaping were completed. In 1989, the School was converted into the Panteion University of Social and Political Sciences.

Mission and vision

Panteion University has left an indelible mark on the public life of the country, placing education, critical thinking and research at the forefront, to the benefit of society. Through its administrative organisation – divided into four Schools and nine academic Departments – but also through its network of research centres, institutes and laboratories, it is continuously committed to maintaining the social aspect of public tertiary education, promoting quality interconnection between academic education and research, and defending and promoting social sciences.

By being systematically dedicated to modern educational, theoretical and research approaches, cultivating interdisciplinary studies, promoting international collaborations, and maintaining close ties with society, the academic community of Panteion University is at the cutting-edge of quality teaching, and scientifically and socially acknowledged research.

The Panteion University professors are dedicated to academic teaching, while they are distinguished for their research activities, writings and public presence in Greece and abroad. The teaching and research staff promote the University's aim to operate as a hub for producing and transmitting new knowledge through an active and ongoing contribution to studying modern social, political, economic and cultural phenomena, but also in addressing

social challenges at a national and international level. The unwavering aim of the teaching and research staff is to disseminate knowledge within society through multilateral communication and information exchange channels, focusing on multicultural and democratic coexistence, sustainable development and respect for the environment.

Academic Administration

Rector's Council

Internal Members:
Professor Christina Koulouri (President)
Professor Christos Papatheodorou
Professor Charalambos Economou
Professor Diana Riboli
Professor Antonis Rovolis
Professor Yannis Skarpelos

External Members:
Professor Georgios-Stavros Kourtis (Honorary President of the Hellenic Court of Audit)
Professor Maria Petmesidou (Emeritus Professor of Democritus University of Thrace)
Professor Voula Tsouna (University of California-Santa Barbara)
Professor Stathis Gourgouris (Columbia University)
Professor Nikos Smyrnaios (Universite Paul Sabatier Toulouse 3)

Rectorate

Rector:
Professor Christina Koulouri (President)

Vice-Rector for Academic Affairs and International Relations:
Professor Maria Meng-Papantoni

Vice-Rector for Administrative & Student Affairs & Digital Governance:
Professor Gerasimos Prodromitis

Vice-Rector for Research & Lifelong Learning:
Associate Professor Vasilios Avdikos

Vice-Rector for Finance, Planning and Development:
Associate Professor Angelos Mimis

University Senate

The University Senate is the supreme decision-making body of the University. As part of its mission, it oversees the operation of the Higher Education Institute, while it formulates the strategy for its development at a local, national, European and international level, and shapes

its unique character.

The Assembly consists of: i. the Rector; ii. the Vice Rectors; iii. the School Deans; iv. the Department Presidents; v. the student representatives; vi. three staff representatives, one per staff category (Special Educational Staff [EEP], Lab Teaching Staff [EDIP] and Special Technical Lab Staff [ETEP]); vii. a representative of the University's administrative staff.

Academic Calendar

Fall Semester

- Classes start: October 7, 2024; Classes end: January 17, 2025

- Fall Semester Exams: January 27, 2025 – February 15, 2025

Spring Semester

- Classes start: February 24, 2024; Classes end: January 20, 2023

- Spring Semester Exams: February 24, 2025; Classes end: June 6, 2025

Re-sit Exams: September 1, 2025 – September 28, 2025

Undergraduate Studies

The first cycle of studies involves following the Undergraduate Programme (UP) that culminates in being awarded academic qualifications (a bachelor's degree). Panteion operates nine (9) academic faculties with the equivalent number of Undergraduate Programmes. All the programmes of study at Panteion are organised on the basis of the European system of transference and accumulation of credit units – ECTS (European Credit Transfer System), so that each of the learning activities of which they are composed (lectures, seminars, tutorials, workshops, essays, practical training, a research thesis etc.) may be described by rendering these into an ECTS number. One credit unit is the equivalent of 25-30 hours of work by the student.

In every Undergraduate Programme 30 ECTS are attributed to each semester, whereas the total of ECTS for receiving the degree are a minimum of 240 over the duration of eight (8) semesters. Students enrol every semester by registering electronically the subjects they choose, within the dates provided in the Academic Calendar.

The Undergraduate Programmes of Study are:
- Public Administration
- Economic and Regional Development
- Political Science

- Social Policy

- Sociology
- Psychology
- Social Anthropology
- International, European and Area Studies
- Communication, Media and Culture

Also, Panteion operates 15 Postgraduate Programmes, which are organised by the Institution's Departments. It also runs an interdepartmental Postgraduate Programme under the title "Gender, Society, Politics" for which the Departments of Public Administration, International, European and Area Studies, Communication, Media and Culture, Sociology, Social Anthropology, and Social Policy collaborate.

In all the Departments of Panteion PhDs by thesis are prepared in the various fields that are cultivated in the broad range of the social and political sciences. PhD students are active members of the academic community and participate in conferences, seminars and the Institution's symposiums. All the PhD theses are uploaded on the Panteion Library's site Pandemos.

Academic Guidance

Academic Studies Advisors counsel and support students with an emphasis on offering guidance on issues concerning their studies and university life. The Academic Studies Advisors for 2024-2025 are Associate Professor Ioanna Vovou and Associate Professor Dimitra Iordanoglou. The Advisor for People with Disability and with Special Educational Needs is Assistant Professor Patricia Kokori.

The Department of Communication, Media & Culture

History

The Department of Communication, Media and Culture of Panteion University, the first to be established at tertiary level in Greece has been in operation since the academic year 1990-91. Its mission is: "The theoretical and historio-empirical exploration of the communicative phenomenon; the education of executives   with employment potential for the public services, public relations, and press offices of the public and private sector; the instruction and training of journalists and qualified staff for the daily press and magazine medium and for the electronic media; as well as for all forms of communication and information."

Aims

The objectives of the Department are:

- to conduct research in the specialised disciplines and specifically in the areas of communication, media and cultural administration through the development of inter-disciplinary and multi-disciplinary approaches, and

- to provide high standard academic knowledge and training for students in the related scientific fields, as well prepare students for a prosperous professional career in journalism, in print, electronic and digital media), in applied communication (including advertising and public relations) and in cultural management, by integrating theory with practice.

The Department aspires to its graduates having communicative ability, academic competence, technological skills, cultural education, philosophical knowledge, critical thought, professional responsibility, market expertise.

Structure

The Department offers three Tracks (degree pathways) which enable students to specialise, choosing course sequences advanced by a range of subjects that lead to a common degree:

1. Culture and Cultural Management
2. Media
3. Advertising and Public Relations.

Students elect one of the three tracks at the start of their third year of studies.

Graduation requirements

Entrants from the academic year 2015-2016 and onwards need to have passed 5 subjects per semester. A total of 42 subjects (32 compulsory optional or free optional and/or courses from other departments and 8 compulsory Track Workshop/Labs) is required.

Awarded Title

Independent of the chosen Track (degree pathway) students are awarded the common title of studies Communication, Media and Culture, and the chosen Track is written on the degree. The undergraduate programme has been designed to meet the Level 6 European Qualifications Framework for Life-long Learning.

Specifically, the degree of the Department of Communication Media and Culture corresponds to the following areas of study in accordance with the ISCED-F 2013 classification of the EU:

0388: Social sciences, journalism and information, inter-disciplinary programmes.

0314: Sociology and cultural studies (14.2, 14.7, 14.8 - 312)

0414: Marketing and advertising (04.7, 15.3 - 342)

Also, Greece's Supreme Council for Civil Personnel Selection accepts from degree holders of tertiary education as supporting evidence of knowledge in information technology and computing, a letter of confirmation stating they have taken four subjects in the field. The Department's subjects that qualify students to obtain this certification from the Secretariat are:

410099	Introduction to Computing/Information Technology
410082	Introduction to Web Science: Technologies, Services, Applications
410261	Advertising and Public Relations Workshop I: Applied Marketing – Digital / Mobile Marketing – Digital / Mobile Marketing
410262	Market Research, Digital Media and Apps - Web, UX, Apps, Mobile, Video, Podcasting
410239	Journalism Workshop III: Communication Projection of Journalistic Organizations
410243	Journalism Workshop V: Applied Reporting with Handheld Devices
410237	Culture and Cultural Management Track Workshop III: Social Media & Cultural Communication
410234	Culture and Cultural Management Track Workshop I: Contemporary Digital Applications in Cultural Studies

Learning Outcomes of the Program of Study

Further to their scientific and professional competencies, our graduates have the ability:

1. to search for, analyze and compose information and data with the use of contemporary technological tools;
2. to work effectively in different work environments;
3. to demonstrate professional responsibility;
4. to promote critical thought,
5. to demonstrate sensitivity on issues of gender, natural environment, and human rights;
6. to understand and respect difference and multiculturalism;
7. to use a second language competently (mainly English) at the academic level.

Diagram of the structure of the programme of study

Course category	Number of courses	ECTS	Total ECTS
Compulsory	8	7,5	60
(1st - 2nd yr)	20	6	120
Elective (3rd-4th yr)	12	5	60
Research Project - Final Year Thesis (optional instead of two 8th semester elective courses)		10	
Internship (optional instead of one 8th semester elective course)		5	
Total	40		240

The Department of Communication, Media and Culture offers full-time study. Each academic year is equivalent to 60 ECTS credits (1 ECTS = 25-30 hours of study) and each semester to 30 ECTS (Decree Φ5/89656/B3, ΦΕΚ 1466/2007, No 5/89656/B3 A 1-3). Each course is equivalent to a specific number of ECTS >=2) which conveys the workload required for the completion of a course, workshop, internship etc.

Administration

Dean of the School of International Studies, Communication & Culture

- Professor Maria Eleni Koppa (Department of International, European and Area Studies).

Head of the Department of Communication, Media and Culture

- Professor George-Michael Klimis

Deputy Head of the Department of Communication, Media and Culture

- Associate Professor Ioanna Vovou

Director of the Master's Studies Programme

- Associate Professor Andromache Gkazi

Deputy Director of the Master's Studies Programme

- Associate Professor Ioanna Vovou

Administrative Staff of the Department of Communication, Media and Culture

- Dimitris Karalis, executive secretary ph.: 210-9201064
- Eleni Halkonidou, undergraduate student affairs ph.: 210-9201431
- Viki Theodorous, postgraduate student affairs ph.: 210-9201428

Academic Staff

Professors

Elizabeth Arseniou	Modern Greek Literature
Christos Dermentzopoulos	Anthropology of Art
Andromache Gkazi	Museology
George-Michael Klimis	Administration and Marketing
Nikos Leandros	Economics specialising in Economy of Media
Marianna Psylla	Political Communication & Analysis of Political Speech
Yannis Skarpelos	Image, Communication, Culture

Associate Professors

Angeliki Gazi	Digital Methods & Information Science in Communication & Culture
Dimitra Iordanoglou	Organisation Theory & Human Resources Management
Andreas Loverdos	Constitutional Law (suspension of duty)
Martha Michailidou	Methods & Techniques of Social Research (with an emphasis) in Communication Research
Marianna Psylla	Political Communication & Analysis of Political Speech
Betty Tsakarestou	Advertising & Public Relations
Pantelis Vatikiotis	New Media & Journalism
Ioanna Vovou	Society & Mass Communication

Assistant Professors

Chryssanthi Avlami	Modern & Contemporary History
Stavros Kaperonis	Design and Communication in the Digital Environment with an emphasis on user experience
Achilleas Karadimitriou	Journalism and News Production
Kostas Karpouzis	Cultural Informatics
Patricia Kokori	English Creative Writing specialising in Comparative Theatre
Theocharis Raptis	Philosophy and Aesthetics of the Media
Vasilis Roungas	Literacy in Digital Media and Information

Laboratory Teaching Staff

Demetres Dounas	Information and Communication Technologies in Teaching and Learning
Katavolada Evangelia	Organization and Management of Digital Knowledge Repositories
Yannis Koutras	Specialized Technical and Laboratory Personnel

Emeritus Professors

Ioannis Andreadis

Nikos Bakounakis

Dimitris Dimiroulis

Christophoros Giallouridis

Maria Kakavoulia

Dimitrios Potamianos †

Ioanna Tsivakou

Georgios Veltsos

Retired Academic Staff

Efi Fountoulaki

Dionysios Kavathas

Ioanna Kiki

Maria Paradeisi

Harikleia Tsokani

Persephone Zeri

Past Academic Staff

Costis Dallas

Dimitris Psihogios

Daphne Voudouri †

The Department's Workshops/Labs

The Department operates three Tracks (degree pathways) from the 5th semester of studies onwards, which are linked with the following workshops/labs:

1) Culture and Cultural Management Track – Culture Lab

2) Mass Media Track- Journalism Lab

3) Advertising and Public Relations Track - Advertising and Public Relations Lab.

The chosen Track corresponds with taking two (2) compulsory Track Workshop-based seminars /Labs per semester.

Concurrently, the Department operates the lab Communication, Media and Culture and the unofficial New Technologies Lab.

Communication, Media and Culture Laboratory (Media Lab)

Director: Professor Nikos Leandros

The Department offers a "Media Lab" which is in service of educational and research needs for the disciplines of Mass Media, New Technologies and Culture. The main mission of the

Media Lab is to cover at the undergraduate and postgraduate level the training and research needs of the Department, the development of programmes of study and research for postgraduate and doctoral students, all forms of collaboration with all the research centres, institutes and academic institutions in Greece and internationally. Such collaboration occurs when scientific objectives concur, are in alignment and complement each other. The Media Lab also organises conferences and public lectures. It seeks to produce publications and to reach out to the community in collaborations with local councils, public services, social and scientific institutions in the study of the country's development problems.

The Media Lab exhibits a wealth of accomplishments, especially regarding covering the teaching needs of the undergraduate programme through the Labs/ Workshops of the Tracks (Journalism, Advertising and Public Relations, Culture and Cultural Management), as well as by the New Technologies Lab and previously by the Rhetoric and Language Workshop. The Media Lab is a notable structure, uncommon for the context of Greek universities in the present conditions, and significant for the Department's pedagogical philosophy. In recent years it has concentrated on forming the basic infrastructure that will permit it to respond to new developments in the digital age, making the most of the new possibilities for extroversion and innovation by the new framework agreement regarding tertiary institutions.

A significant recent development for the Department has been the approval of an endowment from the Stavros Niarchos Foundation in response to an application made by the Department on 16/12/2019. The Executive Committee of SNF on 21 July 2020, approved the endowment amounting to 430.000 Euros to the Panteion University of Social and Political Sciences, for the Department of Communication, Media and Culture with the exclusive purpose of renovating and equipping with modern technology and technical tools the Department's radio and television studio on 3-5 Hill St, in Plaka. The studio comes under the supervision of the Media Lab, on the basis of the proposal submitted to the SNF by a team of academic staff on behalf of the Department and the Institution. Owing to the endowment of the SNF, for the renovation of one of its most vital spaces, the Media Lab is entering a period of dynamic expansion and development which will contribute to its placement in a strengthened position amongst academic institutions in Greece and internationally.

Culture and Cultural Management Workshop

Coordinator: Associate Professor Martha Michailidou

The Culture and Cultural Management Workshop caters for students with academic or professional interests in the field of culture. Its aim is to familiarise students with the directions and priorities of work in the broad field of the arts (theatre, film, music, and the fine arts), cultural heritage (places of cultural reference, museums, cultural centres) and the cultural industries. Concurrently, students become acquainted with the procedures of events management and fundraising, as well as with matters of cultural communication. In recent years the Workshop emphasises the potentialities offered by digital platforms for cultural administration.

Most of the workshops culminate in organising a real event entirely by students (a concert, music event, film festival, video production, an exhibition at a museum or cultural site, and so on) something that gives them the unique opportunity to train in professional contexts and real-life conditions. The Workshop collaborates with all the significant cultural centres in Athens with the aim of training students in the best possible conditions. In the context of this

collaboration regular visits to cultural centres are organised as are lectures by prominent professionals in the fields of the cultural industries and cultural management more generally.

Journalism Laboratory (J-Lab)

Co-ordinator: Associate Professor Pantelis Vatikiotis

The Department's Journalism Lab (J-Lab) is addressed to students whose scientific or professional interests are set on mass media and journalism. The goal is for those who graduate to acquire specialized knowledge in the various fields and practices of journalism as well as the necessary cultural and cognitive tools that will enable them to understand, analyze and be critical of the social reality.

Students are taught the different types of journalism, the techniques used to produce journalistic content in mass media and multimedia environments, the techniques for documenting, verifying and using sources to produce reliable information to combat misinformation, critical analysis of content and infomediation, as well as the means to apply new technologies and methods of journalistic research in the digital environment.

In addition to lecturing, the teachings include practicing journalistic techniques in the field. The students experiment with various types of storytelling in the media aiming to renew and enrich the practice of journalism and the production of media content. The courses conclude with an individual or collective production of a complete news product.

The Journalism Lab (J-Lab), within its educational role, supports with its infrastructure (the radio and television studio of the Department on Hill Street in Plaka) important projects of students – print and electronic magazines, documentary and video productions (on environmental journalism, migrants/refugees, digital culture, urban graffiti, sounds of the city, promotion of the University), the observatory of alternative journalism, etc.

In addition, The Journalism Lab (J-Lab) has developed an important network of collaborations on an educational and research level, including distinguished media journalists, eminent researchers from Greek and foreign institutions, and acclaimed professionals in the wider field of communication and content production.

Advertising and Public Relations LAB (ADandPRLAB)

Coordinator: Associate Professor Betty Tsakarestou

The Advertising and Public Relations Lab (#ADandPRLAB) has been operating since 1993 and has a vision to inspire and train future creative minds and talents in advertising, public relations, strategic design and creativity, impact storytelling, digital innovation and the start-up entrepreneurship with a positive impact. It combines an interdisciplinary approach by following international developments in technology and best practices in communication in the digital era.

ADandPRLAB cultivates a culture of intellectual and creative curiosity, experimentation and collaboration in all aspects of academic, professional and social life. Following an educational model of co-creation and through strategic collaborations with a wide network of experts from the entire spectrum of communication, business, start-up ecosystem, digital media and immersive / mobile technologies, the students of ADandPRLAB have the opportunity to think

on and to pursue real issues and challenges and within the framework of the UN Sustainable Development Goals. ADandPRLAB has developed a specialised team-coaching program with the aim of improving team collaboration and conflict management through a continuous coaching and mentoring in the teams of the lab.

ADandPRLAB's alumni are distinguished professionals in Greece and internationally in the fields of applied communication, marketing, digital media and content production or start their own young innovative start-up ventures, often associated with technological and social innovation. Some alumni are pursuing academic and scholarly careers in Greece and internationally.

ADandPRLAB has developed international collaborations with academic institutions in the USA, Europe, Asia and Africa, initiating educational-research collaborations through Erasmus + program, and in collaboration with embassies and institutions. In particular, partnerships have been developed with the Copenhagen Business School, CUNY Centre for Entrepreneurial Journalism, Ohio University, Alberto Hurtado University, Chile, UCU, Uganda, Centre for Journalism & Mass Communication Visva- Bharati, India.

ADandPRLAB's research activities cover a wide range of interconnected areas in the field of advertising, collaborative consumption and new digital consumption trends, crisis management, neuro-leadership, social media, start-up entrepreneurship, collaborative values and sharing practices with Mobile Generation Next research project.

ADandPRLAB participated in the European Young Leaders program: Developing and Enhancing Leadership Skills for Young Managers in Times of Crisis. ADandPRLAB implements and participates in community outreach initiatives and networks with a focus on start-up, digital and social innovation by organizing Start-up Weekends, co-creation and design thinking workshops, crisis management simulations, participating in Greek and international communication and entrepreneurship competitions.

ADandPRLAB is a member of the mobile cluster of The Hellenic Association of Mobile Applications Companies (ΣΕΚΕΕ-HAMAC) and has participated in the official Greek delegation at the Mobile World Congress between 2013-2016 in Barcelona. ADandPRLAB has signed memoranda of cooperation with: Antenna Music, member of Antenna Group (2018) Velocity Partners VC (2019) and Digital Communication Network SEE (2020).

Cultural Informatics, Data & Computational Cultural Studies Lab CID-CCS Lab

Co-ordinator: Professor Yannis Skarpelos

The Cultural Informatics, Data & Computational Cultural Studies Lab CID-CCS Lab began its operation in 1999 and offers courses that focus on multimedia, on digital and cultural applications. Since the academic year 2013-2014, it has been collaborating with the workshops of the three Tracks to support the innovative and creative aspects of education that they provide students in the fields of media, cultural management, advertising and public relations. Since the academic year 2016-2017 the course "Gaming and Communication" is taught in the undergraduate programme.

Nowadays, the Workshop is primarily research-orientated, and its work covers fields of cultural technology, cultural multimedia, electronic games, multimedia applications, mobile phone applications, the Internet of things etc. Moreover, it explores information gathering, processing and analysis of big data in the fields of media social networking and of culture, the visualization of data and the digital social sciences.

Since 2010 the involvement with gaming has been systematic, with the creation of the research group Gamelab which has produced the Alternate Reality Game "The Trail", and the hybrid serious game "Planet Dewey" (in collaboration with the Library of the Evgenidio Foundation, the Panteion University Library, and the Studio Gameness Monster). Recently completed is the alpha version of the game "(Dis)order" with the theme of stress disorders, and the input of the Department's first-year students. The games of the workshop were presented at various conferences, whereas the analysis of "The Trail" has been included in the first collected volume on Alternate Reality Games. Moreover, in collaboration with the Master's Programme "Communication, Media and Cultural Management" dissertations have been completed as well as one doctoral thesis, whereas two others are in the process of being submitted.

The Lab participates in the programme Innovate for research in the field of tourism, the creation of storytelling and of a gaming scenario for the creation of immersive experiences in

cultural tourism by means of a mobile phone application.

Course outlines

Year 1 – Fall Semester

Introduction to Media Studies (410114)

Ioanna Vovou

This is an introductory course to the study of Mass Communication and the Media in today's society. The course focuses on the basic features of Mass Media and on their relation to society. The historic, social, cultural and technological evolution of communication practices and the construction of reality through the mass media phenomenon are discussed in order to enhance students' critical abilities for apprehending the social role of Mass Media. The intermedial dimension as a historic and theoretical paradigm of understanding Mass Media is also explored in order to comprehend the changing identity of media and its role in society.

The course provides an overview of different theoretical frames of media analysis such as media sociology, semiotics, empirical models of analysis and media studies, critical theories of the media institutions and their function, as well as their political and social repercussions. Its objective is to study how mass media communication impacts people's views and perceptions of the real world. Our aim is to provide the students with theoretical skills in order for them to be able to critically examine and interpret media messages and media social functions. By examining mass media theories through time and in contemporary society we aim at understanding the influence of mass communication on individuals, culture and social systems.

Introduction to Culture and Cultural studies (410270)

Martha Michailidou

The course aims to introduce students to the differing perspectives on culture from the early 20th century and their development up to the present. The course outlines the different and often antagonistic conceptualisations of culture, from culture as civilization to culture as high or popular culture and explains the theoretical and empirical consequences of these conceptualisations on the study of cultural phenomena. The basic approaches to the study of culture which have developed within the broad multidisciplinary field of cultural studies are introduced and applied in the analysis of contemporary cultural phenomena, practices and industries.

Introduction to Journalism (410228)

Achilleas Karadimitriou

This module deals with the evolution of the journalism profession and its practices from the time of press appearance until the emergence of today's platform society. Through the critical approach of concepts that reveal the evolutionary course of journalism (such as news,

commentary on events, para-political columns, traditional and new media, convergence of technologies and communications, public opinion, journalistic framing, churnalism, post-truth journalism, public service journalism, data journalism, converged newsroom, citizen journalism, algorithmic journalism, fact-checking, etc.) the aim is to familiarize the students with the fundamental changes undergone by the journalism profession.

In addition, by selectively going through the evolution of journalism in Greece compared to other countries, the course aims to highlight the factors that influence the models of journalistic practices that have been established following the evolution of communication systems. Focusing on the Greek media field, the course seeks to help students understand the current regime of media ownership compared to the past by critically examining the phenomenon of media ownership concentration and how it affects journalistic practices.

The module also includes objectives such as enlightening the students on the practical tasks of the journalistic mission across the different categories of media (Print, Radio, TV, Internet) from the stage of news topic assignment to its publication. Through carefully selected case studies, the students are expected to understand the basic stages of a journalist's work in all types of media, the criteria for selecting and composing news, and the administrative structure of the media organizations with an emphasis on the way the news sector and the newsroom operate. In addition, the course aims to familiarize students with the basic features of photojournalism and the importance of visual elements in the overall journalistic narrative.

Upon completion of the module, students will be able to:

Recognize what constitutes news as well as what the cycle of journalistic tasks includes from the stage of news subject conception to its publication

Determine the basic principles of journalistic discourse and the criteria for selecting news for shaping the news agenda of a media outlet

Recognize the differences in journalistic speech and journalistic practices depending on the type of media organization in which news topics are presented

Express critical discourse regarding the development of journalism in Greece compared to other countries and evaluate the formation of the media landscape in various countries

Explain the administrative structure that characterizes each type of media organization

Apply the first practices of writing news content.

Introduction to Computing/Information Technology (410099)

Demetres Dounas

The aim of this course is to provide students with a working knowledge of computer and Information Technology [IT] key concepts and essential skills necessary for work and communication in today's knowledge-based society. The skills gained will, first of all, allow students to extend/transfer the necessary knowledge and skills acquired to other courses and thus use effectively computers and specific software.

The course material will cover the following areas:

- Introduction to Computing and Information Technology: Understanding the applications and effects of Information and Communication Technologies in everyday life and science, social implications (ethical issues) - historical review (evolution) of computer systems - artificial intelligence and future perspectives - computer architecture - key concepts - basic functions and components of computers- hardware - software - education in the new digital environment (e-learning) - introduction to the basic multimedia elements.

- Operating Systems - familiarization with the Windows operating system: Getting to know & configure Windows - using Windows - file management - computer management.

Application software:

- Word processing using MS Word & open source word processing software - basic editing techniques - document formatting and advanced applications.

- Spreadsheets using MS Excel & open source spreadsheet software: Create - edit - worksheet formatting - create charts & diagrams.

- Creating presentations using MS Power Point & open source presentation software: Presentation techniques - creation - editing - formatting.

Attendance is mandatory and is considered necessary for the successful completion of the course. The subject's Moodle online platform, where teaching material and access to other resources are placed on a weekly basis, will be used extensively during the semester. The laboratory exercises and the final exam will include topics that have been discussed, are covered in the book that will be distributed and have been placed on the subject's Moodle online platform.

The evaluation and grading at the end of the semester will be based on the following criteria:

- Attendance & participation/active involvement: 20%

- Exercises - Quiz - Essays: 40%

- Final exam designed to provide students with the opportunity to demonstrate that they have achieved the learning outcomes: 40%

Introduction to Political Economy (410167)

Nikos Leandros

This course examines the main ideas developed by different schools of economic thought (Classical economists, Neo-classical and Keynesian perspectives) and focuses on important problems of economic analysis: the different phases of economic cycle, inequalities, unemployment, fiscal and monetary policies. The evolution of the world economy and the emergence of important institutions such as the IMF and the World Bank are discussed. Furthermore, the course analyses the causes and effects of the current world economic and financial crisis. Alternative perspectives on development and sustainability are also discussed. The limits of GDP as an indicator of economic performance and social progress are identified and composite indicators like the Human Development Index are introduced.

Writing Academic Papers (410308)

Elizabeth Arseniou

The primary objective of the course is to equip students with the necessary knowledge and skills to write clear, concise, and well-structured academic texts. Its purpose is for students to understand the basic principles of academic writing, develop critical thinking, and acquire the ability to effectively communicate their ideas in writing. Given the significant role of academic papers in course assessments, a parallel goal is for students to meet the demands of their courses. The course is divided into three parts. The first concerns the preparation (the exact demands, the academic study, the transition from ideas to the text, the argumentation and organization, the finding and investigation of the topic). The second part concerns writing (the introduction, the body of the text, the conclusions) and the ways in which we attract the interest of our reader. The third part concerns the processing of our text (the process of review, diligence, and delivery). This course, in addition to traditional concepts of academic writing, will explore the perspectives offered by Large Language Models (LLMs), such as ChatGPT. Is it possible to exploit their potential? To what extent does it require critical thinking, and what are the ethical dilemmas raised by the use of this technology?

Upon completion of the course, students will be able to:

Recognize and apply the basic principles of academic writing;

Design, research, and organize their academic work effectively;

Develop a clear and coherent argument;

Use appropriate vocabulary and grammar to express their ideas accurately;

Correctly cite their sources and avoid plagiarism;

Write various types of academic texts;

Apply techniques for exploiting the capabilities of Large Language Models.

Information Organizations: techniques of retrieving digital content (410350)

Evangelia Katavolada

The aim of the course is to train students in basic concepts and skills in searching, finding, retrieving and managing digital content. Familiarity with techniques and tools for finding informational material regarding their type and tasks.

In addition, it provides the study of international standards and methods applied by information organizations for the organization of information sources, in a national and international environment, for the acquisition of knowledge necessary for the development of critical thinking in the face of the abundance of information production and distribution.

By the end of the lectures, the students will have familiarized themselves with finding reliable scientific publications in analog and digital format, applying good practices of their utilization,

according to the bibliographic standards proposed depending on the case.

ELECTIVE COURSES – Language Courses – Courses of other departments.

Note: Only one (1) is to be chosen of the following courses:

Introduction to International Politics (410277)

A. Gofas, G. Evaggelopoulos, K. Kolliopoulos [Department of International, European and Area Studies]

The Greek Political System (MET-510225)

S. Sakellaropoulos [Department of Social Politics]

Year 1 – Spring Semester

Visual Culture Studies (410220)

Yannis Skarpelos

The aim of this course is to introduce students to the interdisciplinary field that has recently emerged in the interaction of semiotics, sociology, anthropology, political science and cultural studies. The concepts of "image" and "culture" are the theoretical starting points for us to consider the position of vision and image in postmodern societies. In our attempt to overcome deeply rooted assumptions about the alleged 'power of images' students will be initiated to novel practices of gaze and visuality. In a highly selective overview of the history of photography, we will focus on its sociological uses since the last quarter of the 19th century up until the interwar period, we will discuss the relationship between images, power and knowledge, the history of photojournalism and how to take a distance from it, as well as introduce the methods of visual studies developed with the aim of incorporating the use of images in social research.

Introduction to Web Science: Technologies, Services, Applications (410082)

Demetres Dounas

This course is designed to provide students with a basic overview and understanding of many web technologies, services and applications, no matter how little experience or technical knowledge they currently have. Among others, the following topics will be covered:

- Computer Networks & Internet: What is the Internet, history and development of the Internet, protocols & standards, the client-server model

- Html - Web design/development basics

- Electronic mail

- Web browser basics

- Use of the basic services [tools & applications] provided by the World Wide Web as a means of communication and research for effective search/information retrieval (file transfer, search engines, meta-search engines, portals, blogs, wikis, microblogging systems, social networking sites, cloud computing, etc.)

- Information and Communication Technologies (ICT) in teaching and learning - Learning Management Systems [LMS] - Web 2 teaching tools

- Hypertext-Hypermedia and electronic writing – the future of the book

- Bibliography and research techniques

- Semantic Web

Attendance is mandatory and is considered necessary for the successful completion of the course. The subject's Moodle online platform, where teaching material and access to other resources placed on a weekly basis, will be used extensively during the semester. All the assignments will need to be submitted via this platform.

The evaluation and grading at the end of the semester will be based on the following criteria:

- Attendance & participation/active involvement: 10%

- Assignments: 25%

- Quiz: 15%

- Site design/development: 20%

- Final exam designed to provide students with the opportunity to demonstrate that they have achieved the learning outcomes: 30%

Games and Communication (410286)

Kostas Karpouzis

Play is an important vehicle for socialization, expression, communication, formation of social bonds, a major cultural "artefact". Since the 1980s, digital games have reshaped the way we play, by first isolating and then re-socializing their users with online games. At the same time, with the transition to mobile devices and the availability of free games for them, new possibilities of playful access to an imaginary version of reality are offered, through augmented reality games such as Pokemon Go, or hybrid games. This does not mean that games have ceased to be a powerful storytelling tool, with a common narrative structure, and with the additional tools of player autonomy and the realization of the players' own objectives through the mechanics of the game.

In this course, we will study the role of play and gaming in modern society, the sociocultural and psychological dimensions of play and gaming, the issue of player identity and what we can understand from the way they play, the use of games as storytelling tools, the use of games for political and social purposes (Games for Good, Games for Social Change), and we experiment with the design of narrative games.

Through the course, students will be able to:

- Understand the theoretical approaches to play and gaming in contemporary societies

- Employ different methodologies for game review and criticism

- Utilize games as a storytelling and interaction tool

- Evaluate how games are portrayed in public speaking with respect to their social and psychological implications and

- Work in small groups to design a simple narrative game

Introduction to Cyberpsychology (410323)

Angeliki Gazi

In recent years, the constant changes in the field of information and communication technologies have entered every aspect of human life, raising questions about how we

understand the human experience in the new technological and mediated communication environment. These changes also highlight the need to investigate and understand the highly complex phenomenon of technologically mediated communication, as well as human contact with modern electronic and mechanical systems, both at the individual and at the intra-group, inter-group and social levels. Through the focus on methodological tools and theories of psychology, in this course we will focus on the individual and his/her participation in new communication environments.

The concept of self, other, self-image, emotions, intra-group reality of digital life, acceptance of identity in various communication environments, likes, immersion in techno-psychic communication systems, body and avatars, gender and social influence are topics that will be discussed in this semester. From M. McLuhan's global village to the algorithmic identities of networks and big data, the creation of the digital self, its connection, its sense of community, digital languages constitute an ever-evolving reality.

Information Resources: Use and Reuse Practices (410347)

Evangelia Katavolada

The purpose of the course is to define the concept of Information Resources and Services developed for their management and dissemination to the public. Students will be trained in their utilization by understanding the cognitive infrastructure created to achieve the interoperability of Information Resources and benefit from the information systems of Agencies, Institutions, Universities, etc.

Emphasis will be given to the issues of access, evaluation and use of information resources in the digital environment. Finally, students will be able to leverage and reuse digital data with in-class and online assignments and exercises.

Political Sociology (410005)

Marianna Psylla

An introduction to basic concepts included in the field of Political Sociology is necessary towards a critical investigation of political action and political thought. More specifically, the sociological orientation in political thought, considers politics as a set of social activities and social relations, on the basis of which an examination of the social production of politics is possible. Under these premises, throughout this course students will have the opportunity to discuss concepts such as political parties, mass media, civil society and social movements, as well as their interaction in the public sphere. In addition, we will emphasize notions such as public discourse, ideology and power. Upon successful completion of the course, students will:

- be familiar with concepts concerning the social production of politics

- be able to investigate the concepts of ideology and power

- be able to critically examine the ways in which dominant actors interact in the public sphere.

News Writing and Content Production in Media Organizations and Communication Agencies (410355)

Achilleas Karadimitriou

This module focuses on familiarizing students with a wide range of content (news and informational/promotional in general), which is produced and distributed by all types of media and communication agencies. The basic principle of the module incorporates the analysis and application of theoretical tools concerning creative writing techniques in practice.

Emphasis is placed on the application of techniques pertinent to the precise, fully featured, thorough, and comprehensive recording of news and/or information, considering phenomena such as the convergence of communications and technologies as well as the platformization of communication. The module aims to cultivate in students writing skills for different types of news texts (editorial/main article, opinion article, analysis article/feature article, reportage, interview text) but also creative writing skills for promotional content (press releases, texts for newsletter, communication plan, texts for social media) depending on the communication context the final content is placed, the goals it serves and the audience it addresses.

Given that the module aims to contribute to strengthening the knowledge and skills related to content writing across the entire range of media outlets and the communication field, it addresses students of all directions/study tracks.

Upon completion of the course, the students are expected to acquire a set of knowledge, skills, and abilities focused on the production of written speech in the context of different communication environments.

Particularly, students will be able to:

Identify the different methods of writing news and wider informational content in the media organizations (press, radio, television, internet) and communication agencies (press and communication offices, public relations offices)

Search, select, and compose appropriate sources aiming at creating content according to the particularities and characteristics of each media type or communication agency

Compare the peculiarities of each type of news writing and to compose texts according to the communication context they serve and the audience they address

Utilize combined techniques of creative content writing (news or informational) so that they can respond to real working conditions of a news organization or communication agency

Develop content suitable for diffusion on social media platforms depending on the operating objectives of the media outlet or the communication agency

Produce content suitable for use in an organization's communication plan

Evaluate and compare the various methods of writing different types of news articles according to the corporate identity of the media organization

Search, analyze, and synthesize information using the necessary technologies

Produce content respecting the principles of diversity and multiculturalism

Demonstrate social, professional, and ethical responsibility as well as sensitivity to gender issues in the context of news and promotional content production

Promote the free, creative, and inductive thinking

Observe basic principles of ethics

Demonstrate impartiality in the production of content distributed by media and communication agencies.

ELECTIVE COURSES – Language Courses – Courses of other departments.

Note: Only one (1) is to be chosen of the following courses:

European Integration: An overview (MET-120542)

D. Dimitropoulos, V. Chatzopoulos [Department of International, European and Area Studies]

Economic and Urban Geography (MET - 800110)

V. Avdikos [Department of Economic and Regional Development]

Year 2 – Fall Semester

Marketing Principles: Products, Services and Culture (410227)

George-Michael Klimis

The Marketing function is at the centre of each company be it for profit, not for profit or public. For the cultural products/services especially, marketing plays a decisive role in consumer choice due to their nature as credence goods (i.e. goods of which the quality cannot be discerned even after their consumption). Combining new theoretical insights with classic ones, students acquire the essential knowledge and tools to enable them to make the marketing decisions that can contribute to the success of any company or organisation.

Methods of Communications Research (410165)

Martha Michailidou

The course is an introduction to the basic rationale, concepts, tools and techniques of quantitative and qualitative methods as developed within the field of media and cultural studies. Upon completion of the course students should be able to design basic small-scale research projects, carry out small scale empirical research, and have a sound critical understanding of the scientific and ethical dimensions of empirical research.

The course covers the following topics:

- The rationale and conceptualisation of quantitative and qualitative research
- Measurement and variable. Attitude scales
- Sampling
- Social experiments
- Questionnaires
- Content analysis
- Participant observation and ethnographic research
- Interviewing
- Case study research
- Validity and reliability in communications research
- Ethics in empirical communications research

Cultural Informatics/Technology (410329)

Kostas Karpouzis

In recent years, the way in which we produce and consume cultural content and the way in which we interact with the various forms of cultural heritage have changed immensely. Both production and interaction depend to a significant extent on the technological tools we use and are influenced by the

cultural background of users and creators.

In this course we attempt to link cultural heritage and modern culture with concepts related to mobile devices, the Internet and Artificial Intelligence - we will analyze how the information we offer in online services can affect how cultural content is retrieved and displayed to us, how we can reuse existing content to create new and more attractive representations that take advantage of modern technological tools, such as Virtual and Augmented Reality, and how we can measure and enhance user experience, in order to make interaction more interesting and meaningful.

Through the course, students will be able to:

- Analyze the facets and characteristics of cultural content through its associated metadata
- Organize cultural content on the basis of its features and the preferences of their users
- Design interfaces to access cultural content
- Analyze user-generated content
- Evaluate user experience during interaction with the content

Introduction to Museology (410257)

Andromache Gkazi

This course is an introduction to museology and aims at:

- Familiarizing students with the idea of the "museum" and its evolution through time
- Introducing them to the fundamentals of museum operation today.

The course is structured around the following thematic units:

- Museum history, theory and philosophy
- Museum ethics and professionalism
- Museum management
- Collections management and curation
- Museums and communication
- Museum audiences
- Exhibitions
- Other forms of communication
- Audience research and evaluation research
- Recent trends and perspectives
- The course offers a combination of lectures, in-class discussion, and visits to museums.

Sociology of the Internet (410322) [in English]

Pantelis Vatikiotis

The course probes into the historical and cultural development of the internet; examines normative aspects and features of the web; and discusses diverse theoretical perspectives of the information/network society (part I). It draws on key dimensions of the interplay between the digital and the social – culture of connectivity, information economy, networked public sphere, digital divide (part II). And it evaluates social, economic and political consequences of contemporary uses of the internet, reflecting on controversial issues raised in reference to networking and collaboration, representation and participation, claiming and doing politics (part III).

English language for Media and Communication (410913) [in English]

Patricia Kokori

This course provides a working knowledge of media vocabulary and is designed primarily to develop confidence in spoken and written English for occupational and academic writing purposes. To achieve this double objective, the focus in class is on detailing the features of print and broadcast media as we consolidate vocabulary for discussing the most pressing current issues, and on critiquing a body of media materials (print, digital and photojournalism, documentary, public speech, advertisement) and non- mainstream films on journalism that evolve or subvert the Hollywood model feature film. We examine how the codes and conventions of the different genres function as formulae to inform, divert, persuade and entertain audiences, and how they shape social perception. To discover what the audience is being persuaded we explore major contributions of different theories to critical analysis (semiotics, deconstruction and spectatorship). Our primary concern is to determine not only the persuasive techniques in the diverse utterances of print and audio-visual genres but how they capture or construct realities.

Students are expected to demonstrate competence in using specialist and general vocabulary for discussing current affairs with informed opinion and by drawing on concepts studied for analysing narratives, production techniques, representations and stereotyping when they come to assess media material in an essay. The course also seeks to actively engage students in weekly tasks that foster the use of theme-based vocabulary in discussions and writing activities.

Anthropology of Art (410348)

Christos Dermentzopoulos

An introduction to the elementary concepts of anthropology of art that stresses the socio-historical conditions and material means for the production of art in primitive and traditional societies; and subsequently compares the place of the artist and the work of art in contemporary societies. The course, therefore, presents the relation of art with social life in various traditional societies, its role in visual communication and in maintaining the homeostasis or stability of communities, and, ultimately, it considers the creativity of artists and their operation in societies. Art is considered through the structural relations it has with other social phenomena in the total system of culture, in its mediations and the particular operation it fulfils. Also, the course explores the reciprocal constitution of the various parts of

which it is composed (criticism, museums, institutions), the interdependence that they form (e.g. the relations of the seventh art with other arts), as well as the contradictions they articulate and the total spectrum of production and consumption of art products.

According to anthropology and sociology, art is not psychological but mainly a social phenomenon, because it involves communication and collective participation either in its production or in its reception. As with every social phenomenon, art depends on the stage of historical development, on the social organisation and on the framework within which it is produced or distributed. Art is not conceived in the same way in all societies. In this context, through the historical examination of art and cultural phenomena, students explore the historical and social conditions that determine, mainly, the framework within which art takes place. Simultaneously, based on anthropological theory, the course focuses on the interpretation of the phenomena of art and culture through the relative autonomy which they present in order for the perspectives of constructivism and reflectionism to be critiqued.

19th–20th c. Trends and Movements in International Art and Literature (410316)

Elizabeth Arseniou

The course aims to provide a comprehensive picture of the dominant artistic and literary movements that shaped the European and world scene during the 19th and 20th centuries. Its aim is for students to understand the historical, social, and political conditions that shaped these movements, to recognize their characteristic features, and to examine their significance for the development of art and literature. Special emphasis is placed on the Greek contribution to international artistic and literary movements. In addition, the evolution of movements is analyzed both within their historical context and in relation to previous and subsequent currents. At the same time, the central theoretical views that characterize them are presented and representative works are explored. In this way, the interaction of artistic and literary movements with the political, ideological, social, and cultural events of the time is demonstrated, as are the ways in which the arts reflect, influence, and shape history.

Upon completion of the course, students will be able to:

Recognize and describe the main characteristics of the artistic and literary movements of the 19th and 20th centuries.

Link artistic and literary movements to the historical, social, and political conditions of their time.

Compare the various artistic and literary currents.

Analyze works of art and literary texts based on their knowledge.

Appreciate the importance and variety of artistic and literary creation.

Statistical Literacy in Digital Media and Information (410340)

Vasilis Roungas

Due to their high penetration rate in our daily lives, digital media produce a vast amount of data. Whereas it becomes increasingly cumbersome to analyze these data and draw useful conclusions, in the area of probabilities and statistics - which are the de facto fields concerned with data analysis - new methods are constantly developed to tackle the problems arising from and in connection with the endless production of data. While the complexity of contemporary methods necessitates for highly specialized analysts, it is still a prerequisite for any professional in digital media to be accustomed to quantitative data and be able to interpret and describe the results of statistical analysis.

The course will have many practical applications and it will be interactive.

Following the successful completion of the course, students should have the knowledge and ability to:

- Understand the basic concepts of probability theory (e.g., conditional probability) and their application in the department's different fields.

- Understand the measures of central tendency and spread, and be able to use them to describe a sample.

- Interpret the normal distribution and use it to draw conclusions.

- Interpret the graphical depictions of data.

- Comprehend the different sampling methods.

- Draw conclusions about the population from smaller samples.

Development of Personal and Interpersonal Skills (410350)

Dimitra Iordanoglou

In today's work environment characterized as VUCA, with its frequent changes, volatility, uncertainty and high demands, future employees need to be properly prepared in order to develop the skills that will help them understand themselves and those around them, communicate and collaborate effectively and adapt quickly to the new work landscape.

Recent research has identified a significant gap between the desired and actual skills possessed by young employees, not only in Greece, but also in many other countries. This course aims to bridge this gap through the systematic and targeted training of young people in critical competencies.

The methodology of the course is based on the principles of experiential learning and includes the assessment of the specific competencies, the comprehensive study of them, as well as experiential ways of their development. Through a variety of recent learning methods such as case studies, self-assessment questionnaires, individual and group exercises, role plays and group real-life projects, students learn ways to communicate openly and clearly, to work and cooperate effectively and to contribute to society.

Upon successful completion of the course, students will be able to:

Understand the importance of skills development in today's VUCA world;

Develop self-awareness and self-management skills;

Identify their strengths, as well as areas for improvement;

Communicate and collaborate with different types of people;

Cultivate empathy and interpersonal skills;

Develop a personal development plan;

Apply newly acquired competencies in social action.

Year 2 – Spring Semester

Introduction to advertising and public relations (410216) [in English]

Betty Tsakarestou

This is an experiential course - we call it the AD Discovery Workshop - introducing the participants, both Panteion and Eramsus+ students, to the latest and more transformative developments in the communication business world.

We explore together, based on student-led projects, how the global players are adapting rapidly to transformational digital tech changes, experimenting with Artificial Intelligence, Virtual Reality, Immersive, Empathy and Storytelling technologies. We get to know the media influencers and entrepreneurial minds worldwide that are bridging Advertising, PR and Media in new business models, connecting and collaborating with their audiences and communities, adapting, leading, competing and collaborating to harness the power of technological and communication changes that are shaping our present and revolutionizing our future. Students form their own international communication simulation agencies or native/ branded media start-ups and are invited to build and provide a digital storytelling and communication solution with positive market and social impact.

Topics we focus on: Branding, Reputation Management, Digital Strategies, Native Content and Branded Storytelling, Stakeholders and Users Experience, Engagement and Listening Strategies, Influencers marketing, Sustainability, Immersive Tech related Ethical, Accountability and Social impact Dilemmas, Crisis Communication, Storytelling, Pitching and Presentation Skills.

Contemporary Communication Issues (410079)

Ioanna Vovou

The course deals with the modern sociological, semiological and anthropological approaches to the media, which are considered as objects in constant evolution (*media in transition*) in modern societies. Emphasis is placed on the media-people relationship. The central question of the course is to understand how media studies and theories evolve in the light of social, cultural, technological, political or economic change. All recent evolution of research and studies in the field of media communication and popular culture is placed at the center of interest of this course.

The media contribute to the process of constructing multiple social identities and symbolic places, using, adapting and creating codes, symbols and communication rituals that shape

our relationship with reality. Thus, putting the emphasis upon studying the complex relationship between the media and people with their everyday activities and routines, the course combines media studies, semiotics and cultural studies, providing students with analytical skills and research methods in order to comprehend how media forge our lifeworld.

Digital methods and Online Research (410321)
Angeliki Gazi

The Internet is at the same time a "communicative" / "social", as well as a "technological" phenomenon, with its established importance in everyday life as well as in scientific and academic research in the field of Social and Human Sciences. From this point of view, the Internet appears to have a dual character: on the one hand it is a field of research in itself, and on the other hand it is a "tool" for research and searching for information on all kinds of topics.

The course will look at both these different "research" dimensions: both "Internet" research and research through the "Internet". The first level will examine the ways of searching and retrieving information (data mining), using the basic "search engines" of the Internet, while the second level will examine the research and digital methods of the social sciences and their applications to Internet research.

Media Philosophy (410140)
Theocharis Raptis

The main premise of the course is the introduction to an expanded consideration of the concept of "medium" (inextricably historical and systematic), focusing on the generalized function of "mediation" as the sufficient reason for a philosophy of media that predates the advent of so-called mass media or mass communication. The aim of the course is to acquaint students with the complex history of the concept of "medium" – from Plato and Aristotle to the systematization of media theories by the Toronto School and contemporary media philosophies (Kittler, Flusser, Luhmann, Baudrillard, Virilio) – with the intention of highlighting a *media a priori* as the condition of possibility for understanding any historical, cultural, artistic, or scientific phenomenon.

Upon successful completion of this course, the student should be able to:

understand what constitutes the philosophical approach and the philosophical potential of the concept of "medium";

recognize the main paradigms based on which the concept of "medium" has historically been theorized by philosophical thought;

demonstrate in-depth understanding of the most fundamental contemporary theories and philosophies of media.

Introduction to Cinema Studies (410091)
Christos Dermentzopoulos

The aim of the course is the presentation of cinema in its totality as a social phenomenon, the consideration of which requires the simultaneous analysis of all its parameters: historical, anthropological and sociological, aesthetic and theoretical. Thus production processes and the technical/formal aspects of cinematographic genres are presented in the study of the development of narrative cinema. Simultaneously, it presents the multiple operations of cinematographic film as historical testimony-evidence of a concrete historical reality. On the other hand, the course attempts a consideration of cinema from an anthropological approach, as a modern performative mechanism of reproduction of ideology and of stereotypes in the

industrial society of the 20th century. The various cinema genres (action-adventure, biopics, comedy, contemporary crime, horror, western, film noir, melodrama, comedy, science fiction, musicals, war films, etc) will be analysed in relation to the projection and the analysis of these characteristic films of the specific genres.

The course attempts to introduce students to the cinematographic product from the perspective of aesthetic analysis. The expressive means of cinema, the way of configuration of this medium in its historical development, as well as the relation of cinema with the other arts, mainly with photography, the fine arts and theatre are explored. The objective is to familiarize students with the basic concepts and terms of cinematographic analysis ("language", system, codes, semiotic and historical-comparative approach). Finally, films are analysed, with the simultaneous projection of representative cinematographic segments indicative of the national schools, the movements, the aesthetic tendencies, the expressive explorations and theories that marked the development of world cinema over the course of its history.

History of Political Ideas (410127)

Chryssanthi Avlami

The course is divided into two thematic units: a) analysis of key questions around the concept of the state as found in the works of major political philosophers such as Machiavelli, Hobbes, Locke, Montesquieu, Rousseau; b) presentation of nineteenth- century ideologies (conservatism, liberalism, socialism). A body of photocopies with indicative quotes is distributed along with the proposed learning manual.

Evaluation: critical appraisal of a book (optional: 20%); Unseen written examination/planned essay (80% or 100%)

English language for Cultural Studies (410914) (in English)

Patricia Kokori

This course provides the writing skills needed for cultural journalism and practical criticism. Students are challenged to explore how figurative writing is constructed and how it achieves its effects in a range of English language texts that are broadly representative of the many themes and stylistic variations in twentieth-century short prose and drama. We begin with texts that exemplify the realist narrative and then progress to more experimental forms. In the drama section, we savour contemporary idioms and the art of language as practised by very recent dramatists and a significant precursor to the postmodern aesthetics of our times (Samuel Beckett). Throughout, the focus is on how the themes and effects of the different genres can be discussed. This involves developing literary and performance analysis skills for preparing a review, promotional material, and an academic essay.

Students are introduced to certain schools of literary criticism from aesthetics to deconstruction which takes the form of guided questions in relation to particular prose and drama texts. In the study of the chosen Beckett play (*Waiting for Godot* or *Happy Days*), we engage in more detailed discussion on recent critical theory and on analysing a text's possibilities in performance.

Economy and Culture (410211)
Nikos Leandros

The course aims to analyze the conditions that determine cultural production and the new conditions prevailing in cultural industries and the wider creative sector both in Greece and internationally. New business models are emerging as content creators seek to expand their activities by exploiting new distribution channels and the multiple opportunities offered by digitization of content. At the same time they invite operators to act and to succeed in a very competitive environment due to both the requirements and diversified needs of the public and because of the emergence of many new competitors.

Also the importance of culture will be analyzed in the development process and the Human Development Index as well as government policies and the role of markets. As a result, analytical and synthetic skills are enhanced and tools are offered that allow us to examine developments in macro- and micro-economic terms.

Material Culture: Study and Interpretation (410259)
Andromache Gkazi

The term 'material culture' refers to that part of the natural environment that is shaped by humans through culturally determined behaviours and rules. Material culture is a complex code of communication, as each object is a carrier of multiple and complex meanings and can be studied in a variety of ways. However, most of us are essentially 'illiterate' when it comes to interpreting and then communicating information encoded in objects.

This course explores the ways in which we can study and interpret material culture with the aim of understanding the beliefs - values, ideas, attitudes - of a particular community or society at a particular time, and how this knowledge can then be transmitted in a variety of ways.

The course revolves around the following thematic axes:

Material culture theory

Methodology of studying material culture

Models of object analysis

Material culture interpretation

During the course students will have the opportunity to familiarize themselves with the methods of studying material culture, while visits to monuments, historical buildings and/or museums will allow them to better comprehend issues of material culture interpretation.

Upon successful completion of the course the student will be able to:

Understand the meaning of the term "material culture".

Know the basic terminology used in the study of material culture.

Understand the importance of material culture in people's lives and in the evolution of civilisation.

Understand the importance of interpretation in the field of cultural heritage studies.

Use the models of analysis of material culture in order to formulate an interpretive scheme

that can be used in a study, exhibition, etc.

ELECTIVE COURSES – Language Courses – Courses of other departments.

Note: Only one (1) is to be chosen of the following courses:

Anthropological Theories of Nationalism and Ethnicity (MET-520182)

A. Notaras [Department of Social Anthropology]

Year 3 – Fall Semester

Culture and Cultural Management Track Workshop I: Cultural Heritage (410233)

Andromache Gkazi

This workshop offers a multifaceted examination of "cultural heritage" (material / immaterial, ancient/ contemporary, archaeological, architectural, industrial, "difficult", etc.) at both an international and a national level.

Main themes studied include:

- the changing notion of "cultural heritage" through time along with a history of the evolution of heritage protection,

- the institutional, legal and ethical frame of protection and the relevant bodies and associations,

- memory (individual, community, cultural, counter-memory, digital, etc.),

- the management and use of monuments and archaeological sites and their connection to contemporary society,

- museums as main agents of protection and promotion of cultural heritage,

- current public policy issues in this field, etc.

The course offers a combination of lectures, visits to monuments, sites and museums, discussions with selected stakeholders such as Ministry of Culture officials, archaeologists, cultural managers etc., and student assignments.

Culture and Cultural Management Track Workshop I: Contemporary Digital Applications in Cultural Studies (410234)

Kostas Karpouzis

Contemporary Digital Applications in Cultural Studies Modern technologies, such as Social Networks and Virtual Reality, have significantly influenced the way in which we produce and interact with cultural content - at the same time, the relevant technological tools have enabled us to analyze the data and choices of users in order to improve their experience and make the presentation of the content more meaningful and useful. In this laboratory course, we will experiment with methods to use existing digital material to create new user experiences, enrich cultural information so that users can identify exactly what interests them and derive information about users through their interaction with content and social networks.

Through the course, students will be able to

- Design and develop simple interactive virtual worlds that include cultural content

- Design and evaluate gamification schemes for applications and services

- Evaluate user sentiment based on their social media posts

- Develop interfaces for mobile apps

- Evaluate the design of web sites and services with respect to usability and accessibility

Journalism Lab I: Introduction to Reporting and Investigative Journalism (410235)

Achilleas Karadimitriou

This module focuses on analyzing all reporting categories that contemporary journalist is expected to create in the context of his/her news writing mission. At the same time, the course aims to acquaint the students with the principles of investigative journalism so that they understand the differences between this specialized news sector from classical/conventional reporting.

Through the study of carefully selected cases, the techniques of reporting on a wide range of topics will be analyzed as well as the importance of finding and utilizing the appropriate sources (e.g. talking heads, evidence from surveys and official bodies, information from platforms and social media). The concepts of news, sound information management, impartiality, fully featured news coverage, and post-truth represent the starting point for the study and practical application of reporting techniques intended for different types of media (press, radio, television, internet). In addition, topics related to investigative journalism, such as in-depth/composite sourcing and source analysis, are analyzed in the context of contemporary journalistic practices.

The module's methodology includes theoretical analysis of reports and investigative journalism texts, case studies that have marked domestic and international journalism,

practical exercises, optional preparation, and presentation of assignments.

Upon completion of the course, students are expected to acquire a set of knowledge, skills, and abilities focused on the creation of comprehensive reports as well as investigative journalism ventures. Particularly, they will be able to:

Identify basic methods of information and sources mining related to the fulfillment of the journalist's news mission

Recognize and apply in practice basic principles and techniques of writing different types of news reports

Identify the particularities of investigative journalism and creatively utilize techniques for producing ventures that fall within this specialized field of news journalism

Utilize skills of critical research and fully featured/distanced journalistic discourse writing for all types of media, respecting the principles of journalistic ethics.

Journalism Lab II: Radio and Audio Communication (410236)

Angeliki Gazi

This workshop will focus on the presentation of sound as a complex point of communication, a representational object of intertwining of the individual and society. Specifically, sound will be studied as the primary "interface" between the individual and the environment, as a path of interaction of the individual, society and the environment.

Psychosociological theories about the individual and listening, issues related to sound culture, acoustic communication and acoustic ecology will be discussed and a focus will be placed on exploring the term soundscape both theoretically and through an experimental approach.

Through this course students have the opportunity to expand his/her knowledge regarding the specific characteristics, codes and content of the radio medium. Students can understand the way new media are changing the traditional forms of communication. The understanding and analysis of the medium codes through the psychosocial approach indicates a structural approach to the radio. Through this approach the specific medium codes are forming concrete results in the use, uptake and impact of the message. Through laboratory courses, which will accompany the theory, students will be trained on issues related to digital audio technology. Thus, a comprehensive understanding of the nature of the radio will be gained and an understanding of the way audio content should be composed and presented, based on a psychosocial approach, will be promoted.

Advertising and Public Relations Lab (ADandPRLAB) I: Applied marketing- Digital/Mobile marketing (410261)

Betty Tsakarestou

Associate professional instructors: Diana Birba, Marketing Manager Greece, Cyprus & Malta, The Coca Cola Company / Mark Aris, Owner & Founder, 4 Wise Monkeys / Lina Bakalexi, Founder at Linear

This course is designed to introduce students to the principles of marketing strategy as the basis for exceptional communication. Students will get acquainted with the real world of both the client and agency side of the business with a focus on the latest industry trends and practices.

By the end of the course, students will:

- Understand the importance of the marketing mix as the basis of communication

- Be able to develop a clear marketing strategy creating a brand from scratch

- Gain knowledge of the different forms of advertising

- Be exposed to all the new trends in digital communication with Social Media at the core

- Understand the different functions within an agency

- Act as a real-life advertising professional presenting creative ideas, based on a real brief from a multinational brand.

During the lab students will engage in numerous real-life cases, discussions and presentations in class, significant contributions of several distinguished guest speakers from the industry will enrich their perspectives with a special focus on digital and Social Media trends, real-life briefings from customers, experiential creative sessions, virtual visits to companies, teamwork via group projects and in class exercises.

Advertising and Public Relations Lab II: Market research, digital media and apps - Web, UX, Apps, Mobile, Video, Podcasting (410262)

Betty Tsakarestou, & Dr. Stavros Kaperonis

Professional associates: Dr. Konstantinos Ioannidis, Head of Market Research, South EU Hub at Philip Morris International / Magy Kontou, Lean UI/UC Designer, Simple Apps | Fortune 40 Under 40 | AEIF Alumni |WTM & GDG Athens | Tech Talent School / Dr. Panagiotis Zaharias, The UX Prodigy Founder and UX Researcher & Antonis Birmpas, UX ερευνητής, Art Director, the UX Prodigy.

The lab is organised in two modules.

In the first module the ADandPRLAB students explore the different methodologies and dynamics of Market Research, conduct their own research study, analyse the results, explore data visualization and present their insights following data story-telling techniques. In parallel, students will explore future directions for the industry related to Big Data, Biometrics and AI analytics.

The second module is dedicated to Digital Media and Applications with the aim of familiarizing students with digital creativity tools and developing digital skills, focusing on web design in WordPress environment, designing mobile apps, bots, infographics, work on a podcast production, design a digital newsletter, and practice in data visualization. With the guidance of experts, students will learn how to apply and evaluate the principles in UX Research, and apply UX design principles in digital/ mobile products, services, in combination with further deepening understanding in the methodology of design thinking.

COMPULSORY COURSES COMMON FOR ALL TRACKS

Social issues, Social Innovation and Corporate Responsibility (410204) [in English]

Betty Tsakarestou

A social innovation and real-world impact experiential course that focuses on the major global social, environmental and economic challenges aligned with UN Sustainable Development Goals: "The Sustainable Development Goals are the blueprint to achieve a better and more sustainable future for all. They address the global challenges we face, including those related to poverty, inequality, climate, environmental degradation, prosperity, and peace and justice". The main question to be addressed is: How we can envision and co-create new responses to 21st century challenges. Real case-scenarios based on current global or local challenges, issues and crises are discussed. Our creative project is featured in "Dare to Challenge" Medium Publication to engage participating student teams in learning to think and act as social impact innovators, as local and global networked citizens, to take the lead and responsibility to create positive impact and change in their communities and in broader society, offline and online. Sustainable innovation agenda is inspiring worldwide a new breed of social impact entrepreneurs, prioritizing collaborative action, bringing together innovators from public, private and social, cultural and technology sectors. Our blended learning journey, following the design thinking methodology, is engaging participants to think and work as human-centric social innovation solutions designers in collaboration with civic communities and stakeholders.

Design as Communication Tool (410311)

Stavros Kaperonis

The purpose of this course is to introduce students in the field of design as a communicative tool and as a social activity. In which way the design in New Media environments, infographics, Web Design, Mobile Apps, Social Media, photography, sketching, graffiti and layout, affect the user and shape his aesthetic view and opinion. How the online design of posters, photos, and graffiti, communicate the message to the users and how this can affect the public's judgment and how the audience communicates this to other users. Who are the contemporary creators who are shaping our opinion and influence our aesthetic view? Whether what we're seeing and perceive as an image and message guides us? Students working as teams create original posters, presentations and videos according to the assigned subject.

Image and Communication (410314)

Yannis Skarpelos

Taking as a starting point the semiology of Roland Barthes and of Kress and Van Leeuwen we will attempt to probe into the communicative functions of the image and the ways with which meaning in visual communication is created and transmitted. Also, we will explore the potentials that exist for the outbreak of a 'semiotic resistance war'; that is, for oppositional readings of the image in the society of social media networking, of fake news and meta-truth.

With the successful completion of the course, students will be able to:

- Understand the classic approaches to Visual Semiotics;
- Grasp the contemporary approaches to Visual Semiotics;
- Understand the terms and models of analysis for Visual Communication;
- Apply the models of analysis to all types of Visual Communication.

Political communication (410185)

Marianna Psylla

A principal aim of this course is to introduce students to the understanding of the basic mechanisms of communicative action in the political sphere. At a first stage, it attempts to analyse the various theoretical approaches of political communication. Following that, the techniques of political communication through the means of mass communication, political marketing, public opinion polls and political advertisement are analysed. The practices of political communication in relation to the structures of power (political communication of electoral campaigns, political communication during the exercising of power, such as governmental, party, local) are also investigated, as well as participatory communication, that is, the participation of citizens in decision making.

Contemporary Film Studies (410107)

Christos Dermentzopoulos

The course focuses on elements of contemporary cinema: postclassical narrative, hyper-reality, and hybridization. In contemporary (postmodern) cinema, the interpretive prowess of grand narratives is challenged, and deconstruction normalizes a world of constant retraction and rewriting. Furthermore, the course examines the process of cinematic transformation of fictional signifiers, Deleuze's philosophy as a tool in cinematic storytelling, the structure of cinematic discourse in the context of the short form, and Hellenic film production in the era of post-modernity etc.

Natural and Formal Languages of Communication (410312)

Theocharis Raptis

At the origins of the ideal of linguistic formalization lies Leibniz's dream of a perfect logical-computational system, which would allow the resolution of all scientific and metaphysical problems. One needed to wait till the mid-19th century for Boole to create a purely formal language, based on the binary system of digits 0 and 1, which contributed decisively to the development of modern computing machines (Turing). Nowadays, where communication has largely dethroned the traditional work model of the industrial revolution, the necessity of formalization (and specifically quantification) addresses the challenge of reducing complexity in information societies. Unambiguity (as opposed to the inherent ambiguity of natural languages), security, and speed constitute the three main characteristics of language as information and the dominant communication model, based on the behavioral stimulus-response circuit.

The very transition of modern societies to the digital condition serves as evidence of an epochal shift in the existential status of language. The verbal language — with its stakes in meaning and signification, rhetoricity, and the truth-bearing or poetic power of language — is now being rivaled by the non-semantic language of algorithms and the formalism of mathematical operators and symbols, stripped of the dimension of meaning.

The aim of the course is to critically present the differences between natural and formal languages through the everyday practices of communication, as well to reflect on the limits of formalization and technological simulation of tasks and functions attributed to natural

languages (AI applications, ChatGPT).

Upon successful completion of this course, the student should be able to:

demonstrate in-depth understanding of the historical conditions that led to the emergence and constitution of "communication" as a science during the 20th century;

demonstrate knowledge and critical understanding of the two technological foundations of the digital condition (the mathematization of communication and the mechanization of computation);

reflect on the relationship between language and technics;

critically engage with contemporary posthumanist and transhumanist theories, and the anthropological transformation they proclaim, based on the rapid contemporary technological transformations;

become familiar with the quasi-transcendental approach to technology, beyond its commonplace empirical dimension, and reflect on the concept of "originary technicity" of human existence, where contemporary structuralist and poststructuralist/deconstructive theories of technology converge.

Literacy in digital media and information: Theory and Practice (410339) [in English]

Vasilis Roungas

The way users and professionals interact with digital media and information has dramatically changed over the last decade. Nowadays, being involved in these fields necessitates for a solid understanding of new technologies, which are, undoubtedly, rapidly evolving.

This course focuses on the theoretical and practical applications of new technologies and contemporary methods used in digital media. Given that algorithms constitute the core of every technology, the first part of the course will revolve around understanding how these do work. We will then examine three areas:

1. Immersive technologies, like virtual and augmented reality, and transmedia navigation.

2. Artificial Intelligence (AI).

3. Blockchain.

Following the successful completion of the course, students should have the knowledge and ability to:

- Understand the basics of algorithms and how they are used in digital media.

- Understand the different technologies and how they affect content in digital media.

- Identify the advantages and disadvantages of the abovementioned technologies.

- Comprehend the ethical issues arising from the usage of the abovementioned technologies.

International Humanitarian Law (410282)

M. Marouda [Department of International, European and Area Studies]
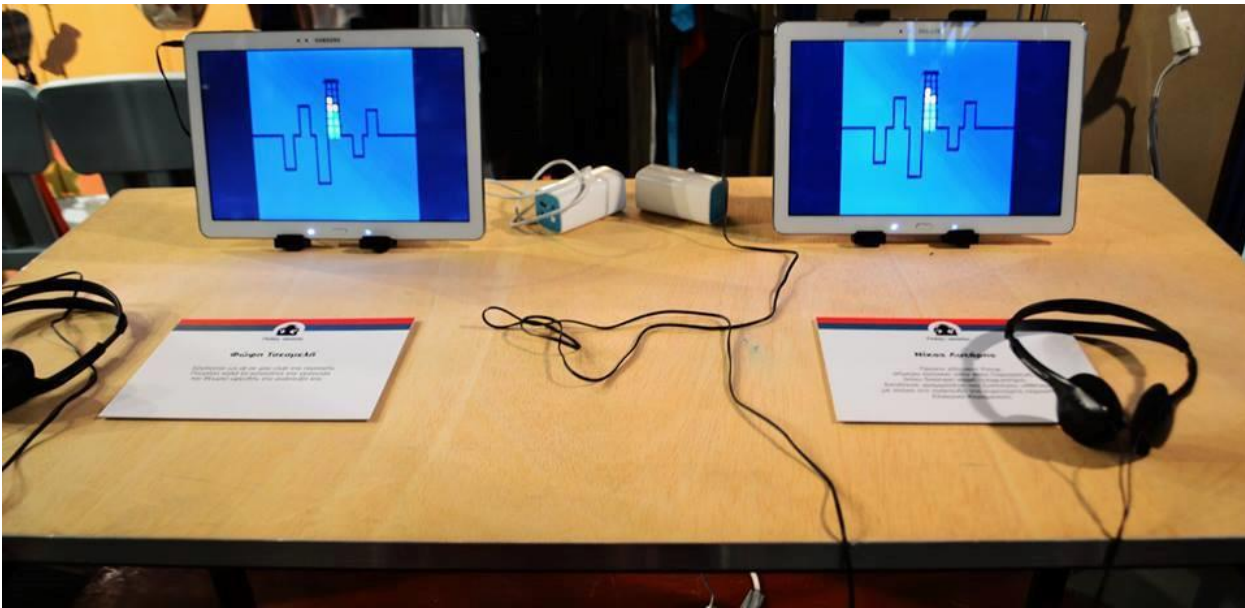
Year 3 – Spring Semester

Culture and Cultural Management Track Workshop III: Social Media and Cultural Communication (410237)

Stavros Kaperonis

The workshop focuses on how cultural institutions use social networks (e.g., Facebook, Twitter, YouTube, Instagram, etc.) as a main tool for communicating with the different groups of their audience.

Topics explored include:

- Theoretical information on issues related to cultural communication in the digital age, social networks as communication, the audience of cultural organizations, examples of implementation and good practices of culture internationally.

- Theoretical information on issues of aesthetic design of websites and how it affects users while browsing.

- Practical examples of how to use correctly colours, photos, layout, fonts, etc., which inadvertently affect the user's judgment and perception when browsing a website.

- Visits to selected cultural organizations in Athens with an active presence on social media and critical discussion with their managers.

- Learning - through a specific methodology - the measurement/evaluation of the effectiveness of social media in a meaningful and active communication between cultural organisations and their audiences.

Culture and Cultural Management Track Workshop IV: Film (410238)

Christos Dermentzopoulos

The Film Workshop/Lab is divided into a theoretical and a practical part. In the first part, the basic principles of directing, scripting, cinematography and editing are taught, as well as the

basic principles of writing a film review and its proper analysis based on film editing terms. The basic principles of the field of contemporary film studies are briefly presented in both theoretical and empirical contexts. Afterwards, the students, divided into groups, apply what they have learnt through the preparation of assignments.

The topics to be chosen for these works are:

production of a short film (fiction, documentary, commercial);

creating a blog/website with movie reviews;

organizing a film festival;

short film script writing.

Meetings include visits to film/TV sets and historic movie theatres, film screenings and discussions with film professionals. Upon successful completion of the course, the students will be able to:

understand the terms of writing a film and participate in its production process from various positions (direction, script, editing);

discuss the proper analysis of a film in a critical manner;

create and manage a festival as a cultural event.

Journalism Lab XI: Alternative Journalism (410324)

Pantelis Vatikiotis

This laboratory course aims to analyze and practice alternative forms of journalism: public journalism, peace journalism, community/local journalism, participatory journalism, independent online journalism, open-source journalism, citizen journalism and radical journalism.

Upon successful completion of the course students will be able to:

- identify various fields of alternative journalism

- assess forms of journalism that promote comprehensive reporting on conflict issues (long-term consequences and possible solutions) and serve underrepresented communities

- evaluate the active role of the public in collecting, editing and composing content while interacting with professional journalists

- critically approach online forms of journalism across social media and open source platforms

- analyze independent journalistic projects based on collective and anti-hierarchical organization, where citizens produce and manage news

- practice alternative journalism

During the semester, students are assessed with exercises in each unit of the course, undertake a series of assignments and presentations (individual and/or group) and participate in the content production for the Observatory (SOAJ) of the laboratory course.

Journalism Lab III: Newswriting and Multimedia Narrative in Journalism (410239)

Achilleas Karadimitriou

Focusing on the cultivation of practical journalistic skills, this module aims to acquaint students with the job requirements of a multimedia journalist. The basic principle of the course lies in students' utilizing knowledge acquired in previous journalism modules (e.g. Introduction to Journalism, Introduction to Reporting and Investigative Journalism) with the view to cultivating integrated skills regarding the production of multimedia news material, suitable for posting on both news websites and social networking platforms. At the same time, the course aims to assist students in cultivating application management skills related to editing multimedia material, creating infographics, and employing digital data.

Upon completion of a cycle of laboratory exercises, the students are expected to acquire a set of practical skills and abilities by participating in a simulation process of multimedia-online journalism, carried out in the digital environment.

Particularly, upon completion of the laboratory learning sessions, the students will be able to

Conduct research that will help them produce appropriate multimedia content

Compose written and audio-visual material aimed at creating integrated journalistic narratives that can be posted in the digital environment

Apply techniques of audiovisual material electronic assembly (editing) by using applications suitable for producing fully featured audiovisual reporting (e.g., filmora)

Create videos/digital clips suitable for posting on news websites and social media platforms

Combine in a creative way visual and written material aimed at creating infographics

Carry out research assignments to collect digital material and utilize data management applications (e.g. Datawrapper) with the view to highlighting news topics that are part of data journalism

Use tools for creating web pages (e.g. WordPress) that can host multimedia news material

Search, analyze, and synthesize data and information by making use of the necessary digital technologies

Produce multifaceted and documented news material on individual and group level

Respect the principles of diversity and multiculturalism in the context of multimedia news content production

Demonstrate social, professional, and ethical responsibility as well as sensitivity to gender issues

Promote through their multimedia journalistic work the free, creative, and inductive thinking

Observe the principles of journalistic ethics

Demonstrate impartiality when performing journalistic work.

Advertising and Public Relations Lab (ADandPRLAB) III: Strategy Design & Social Media (410263)

Betty Tsakarestou, Associate Professor and Head of ADandPRLAB

Professional associates: Lina Kiriakou, Founder, The Dollphin & Ogilvy Greece Customer Engagement & Digital, team

This is a Lab where the fundamentals of Strategy in Customer Experience and Communication reside. Throughout the semester, we will be looking into different aspects of Strategy to deepen the AD&PR

Lab students' understanding of the human-centred decision-making process a service, a product or an organization has to explore in order to thrive in this complex Experience Economy, where "change" is the new normal and innovation is not about the rare occasions when we have to do something exceptional: it's about our everyday (business) life. The overall goal is to help students deeply understand the mindset and methodologies shaping the Strategic Design realm so as to successfully synthesise the most beneficial parts according to any project they have at hand.

After successfully completing this semester, students will have explored and learned the following:

- Why Communication is much more than just an aspect of Marketing

- The similarities and differences of disciplines, mindsets and methodologies such as: Customer Experience, Service Design, User Experience, Systems Thinking, Design Thinking – what does Design have to do with Business

- The capabilities and mindset that makes a good Strategist - How to Design both for Customer needs and Business Goals and how Behavioural Economics apply.

- The ways professionals can map an Experience in order to deep dive into flaws and opportunities. The role Customer/User Research plays in the Human-Centred Design approach. The importance of Employee Experience

- How to create Empathy for the people you are designing for

- What is the role of Social Media and how to mobilise Influencers in a Strategic manner? How does the strategic utilization of Digital Media and Programmatic Advertising contribute to Customer Experience? The ways Data can fuel Creative work that speaks to the Consumer.

Advertising and Public Relations Lab (ADandPRLAB) IV: Start-up Entrepreneurship (410264)

Betty Tsakarestou, Associate Professor and Head of ADandPRLAB

Professional associates - instructors: Domnika Skreta, Head of Marketing, Communications & Digital Strategy at ANTENNA MUSIC, Antenna Group / Eleni Aktypi, Communications, Europe & Middle East at Blueground / Dimitris Kalavros - Gousiou, Co-Founder & General Partner at Velocity.Partners Venture Capital / Mina Zoulovits, Partner Lawyer at Zoulovits Kontogeorgou Law Firm, Digital Transformation & Privacy Law Expert / Olga Azilazian, Regional Digital Marketing Communications Manager at Microsoft Central & Eastern Europe HQ | Co-Founder, FPower | iMBA / Nektarios Sylligardakis, Zootle Co-Founder- Chief Product Officer

The Start-up Lab introduces students to the culture and methodology of startup entrepreneurship in the context of digital transformation, impact innovation and immersive technologies era, by implementing business/ lean model canvas, agile and design thinking methodologies, running design sprints and co-creation workshops, experimenting with innovative business concepts and models with a special focus on digital communication and digital/ immersive media innovations; as well as cultivating curiosity, incubating entrepreneurial mindset and listening skills, testing civic and community engagement innovative solutions.

The Start-up Lab is organised as a bootcamp. Students form their own start-up teams and are challenged to design, make a prototype and pitch their own start-up business ideas, with the support of expert mentors from the Greek and international start-up ecosystem. Startup Lab organises Start- up Weekends and Start-up Boot Camps as outreach community innovation initiatives

The flow of ideas/information:

- How to start a start-up and why ("Start with Why")

- Design Thinking- Human / User Centred Design

- Lean start-up methodology - Business Model Canvas

- Agile Methodologies

- Growth Hacking- Growth and scale strategies for intrapreneurs, entrepreneurs-Startupfounders' panel

- Revenue Models

- Legal canvas for digital start-ups

- How to contact investors

- Pitching startup projects

- Open Coffee - Start-up Community Monthly Event a participation (Benaki Museum)

COMPULSORY COURSES COMMON FOR ALL TRACKS

Strategic Management of Companies and Organizations, I (410196)

George-Michael Klimis

Strategic Management enables the student to conceptualize an enterprise holistically, aiming finally to recognise, create and maintain its competitive advantage. This first part tries to accomplish this by focusing on the classic approach to strategy and is based mainly on what is known as the Design School of strategy and its successor, the Positioning School. Students acquire the essential knowledge that will enable him/her to work in a general management position or as a consultant while also equipping him/her with basic knowledge to succeed as an entrepreneur.

Video, Sound and Photo Editing (410320)

Stavros Kaperonis

In this course students are introduced to the concept of multimedia and the characteristics of the digital image through practical exercises. They learn the basic functions of video editing by using free software. Students record text messages and process them with the help of free software (podcasting).

The purpose of the course is to:

- understand what a multimedia application is and what its features are.

- become aware of how to digitise the image, audio and video.

- become aware of the basic features of a digital image.

- familiarise students with the use of free software's to edit image, audio, video.

Media Economics (410086)

Nikos Leandros

The rapid diffusion of the internet and the process of digitalization create a new communication paradigm and transform the media industries. This subject analyses developments in world and Greek mass media industries from the perspective of political economy. In particular, we examine the dual nature of media markets, the importance of advertising revenues, recent trends in circulation of newspapers and

magazines and the characteristics of audiences of electronic media. Corporate strategies and changing ownership patterns are also discussed. Different approaches to strategic management are introduced. On the one hand, the Industrial-Organizational model looks at the structure of the industries within which firms operate. On the other hand, the Resource Based View approach examines the core resources that a firm has at its disposal focusing on the rareness, non- substitutability, value and uniqueness of the organization's core resources. Case studies and the specific experiences of media firms are used to illustrate recent developments and within this framework we analyse important concepts of financial management, balance sheets and business ratios.

Text Production (410343)

Elisavet Arseniou

The course provides students with the necessary tools and the theoretical basis to produce quality and creative texts, regardless of the genre. The aim is also to develop students' critical thinking and their ability to analyze and evaluate texts, both from an aesthetic, social, and political perspective. The course offers students a holistic approach to creative writing. Examining both theory and practice, the course covers a wide range of topics, from the analysis of classical and contemporary texts to the production of original works. Students will acquire knowledge of rhetoric, linguistics, and theories of writing while developing their skills in analysis, critical thinking, and expression. The course focuses on a variety of textual genres and explores how texts reflect and influence our world, covering topics such as history, politics, culture, and identity.

Upon completion of the course "Text Production," students will be able to:

Critically analyze various types of texts, identifying their structural elements, their rhetorical strategies, and their socio-political dimensions.

Produce quality and creative texts in various genres (essay, criticism, fiction, poetry, play, script, etc.), using appropriate linguistic and rhetorical choices.

Apply theories and methods of writing in the analysis and production of texts.

Connect texts with their social, political, and cultural contexts, developing critical discourse on the role of language and communication in society.

Effectively communicate their ideas in writing, using a clear and persuasive style.

Actively participate in academic and social discussions about language, literature, and communication

Media Aesthetics (410176)

Theocharis Raptis

In the post-Gutenberg galaxy of new technical media, there has been a reorientation of aesthetics from the theory of art towards a theory and history of media-technologically determined sense perception (according to the primary etymological meaning of the word "aesthesis"). The aim of the course is to explore this new aesthetic paradigm through the examination of theories (Walter Benjamin, Marshall McLuhan) which focus on: (1) the fundamentally non-instrumental approach to technology and the correlation between major epochal shifts in the history of media and radical changes in the field of embodied sense perception; (2) the element of synesthetic tactility (and the contrast between tactile and visual), which is crucial for the examination of contemporary media environments where the literate culture of distanced visual contemplation no longer holds primacy; (3) the approach to

modern life and the function of media in terms of neurophysiology (perceptual shock, innervation, narcosis) and excitatory/inhibitory action, an approach that intersects with the psychoanalytic theory (primarily Freudian) of psychic trauma as well as of the drives.

Upon successful completion of this course, the student should be able to:

have acquired introductory knowledge of aesthetics as a branch of philosophy, its basic concepts, and its main representatives;

demonstrate familiarity with the new paradigm of aesthetics as the history and theory of sense perception and its epochal media-technological determinations;

critically reflect on the embodied relationship with media and technologies, and its intensification in contemporary media-technological environments.

History of Theatre (410092)

Patricia Kokori

This course aims to introduce students to an overview study of the evolution of Western theatre. By examining the cultural roots of the genres of tragedy and comedy in ancient drama we trace how boundaries are transgressed and conventions are subverted by appropriating archetypes or using imaginative writing to contest established views, present the invisible, or as yet indiscernible, aspects of human experience in the works of playwrights ranging from Aeschylus, Sophocles, Euripides, Aristophanes, Shakespeare to Henrik Ibsen, Anton Chekhov and Bertolt Brecht to Samuel Beckett. Indicatively, we analyse the *Oresteia (Agamemnon & Eumenides), Oedipus, Medea, the Bacchae, The Birds, Hamlet, A Doll's House, Three Sisters, The Good Person of Setzuan and Endgame.*

In exploring the major antecedents to contemporary drama we examine the context in which the plays were performed and generic developments. In parallel, we view contemporary performances and links are made to the different interpretations this classic canon has garnered, drawing on insights from philosophy, psychology, literary and performance theory.

A defining feature of theatre history is the enduring fascination with certain plays that are revered through the ages for the way their writers patterned in the dramatic narrative many aspects of human experience. Combined with the direct encounter of these imagined universes in performance one explanation for their enduring appeal is that they challenge perception inviting spectators' expanded vision.

Digital Collections and Archives in the cultural field (410349)

Evangelia Katavolada

What are digital collections and digital archives? A course that introduces students to the basic concepts and context in which Collections and Archives are developed in the digital environment with cultural content. It refers to the definitions and defines the basic terminology mainly in Agencies, Institutes, Universities, etc.

The purpose of the course is to enable students as professionals in the field of culture to acquire skills in the management of cultural resources, which are distributed in isolated or non-interoperable collections and archives, collections without metadata, digitized archives without rules and standards, collections without compatibility in development of management services and their utilization by the public.

The development of criteria for identifying, evaluating and enriching them with ontologies, situations and events with their digital representation, as evidence (regardless of their form) that can be the object of curatorial actions involving students.

Finally, students will be able to develop Value Added services to cultural resources with training in the techniques of identifying and building terms by establishing their associations.

Gaming Simulations in Consulting and Decision Making (410342) [in English]

Vasilis Roungas

The use of gaming simulations in consulting and decision making is rapidly growing, due to their ability to incorporate the different point of views, the knowledge and the background of all the stakeholders involved.

In this course, the evolution of gaming simulations will be firstly examined, whereas the second part will focus on the difference between analogue and digital games. During the course, students will develop, in groups, a game for a subsisting company.

Following the successful completion of the course, students should have the knowledge and ability to:

- Assess which problems can be addressed with gaming simulations.
- Describe the requirements of a game.
- Conduct a game session.
- Understand the different roles, and participate, within a game design team.

Modern and Contemporary History (410154)

Chryssanthi Avlami

The course offers students an overview of the European world in the nineteenth and twentieth century and focuses on the "re-reading" of major events in Greek history of the period 1821-1974 in light of the European and world political order.

1789: The French Revolution transformed the map of the world and caused deep changes to the socio-political structures, the economy and the mentalities of European societies. Throughout the nineteenth century, a time when Europe sought to dominate the world, the recurrence of the revolutionary phenomenon and vice versa, the effort to maintain the status quo, marked indelibly the course of European societies.

1914: The term "Belle époque" rightly characterises the beginning of the twentieth century. This is indeed a time distinguished by the growing democratization of European societies, confidence and optimism for the future, significant technological and cultural achievements. But the outburst of two world wars will transform the twentieth century into one of the most violent and murderous centuries in the annals of world history.

The course objective is to analyse the major phenomena and events of the European nineteenth and twentieth centuries. Student evaluation is based on the following criteria:

History Workshop: written commentaries on political tracts and articles published in newspapers, either European or Greek, (35%)

Unseen written examination (planned essay/65%)

Year 4 – Fall Semester

Culture and Cultural Management Track Workshop V: Management of Cultural Events (410241)

George-Michael Klimis

Professional associate-instructor: Dr L. Ramou (academic, musician, researcher)

The workshop aims to familiarise students with theoretical and practical aspects in the organization and production of a wide range of cultural events. Over the academic years 2015-21, music (of the 20th and 21st centuries) was selected as the thematic field. The outcome of the workshop is a concert cycle entitled "A musical bridge of music over Syngrou Avenue" in collaboration with the Onassis Foundation's Stegi.

The students, supported by the know-how and communication networks of Stegi, undertake the promotion of the concerts in close cooperation with the musicians; the program is under the supervision of both institutions.

Culture and Cultural Management Track Workshop VI: Theatre - Contemporary performance (410242)

Patricia Kokori

Professional associate-instructor: Dr. Aris Asproulis (Director of Communication Municipal Theatre of Piraeus | Art Theatre Karolos Koun; freelance publicist for many other theatres, events, festivals, cultural organisations; researcher.

The workshop aims to equip students with the necessary skills for performance analysis and writing reviews and specialist essays. A theoretical component surveys the major contemporary dramaturgical genres as it traces the development of performance practice and theory over the 20th and 21st centuries. For developing an immediate sense of directorial interpretations, and the different forms of performance, as well as the criteria for aesthetic and technical appraisal of performance accomplishments, students view recorded and live productions. Other skills acquired relate to promoting a production: writing the press release; creating the performance image - selecting and preparing visual material for the poster, video trailer or teaser; setting up interviews, creating presentations and tributes in the media for artists, events, performances and cultural organisations. An invited professional teaches this third part of the course. Assessment is based on a research paper documenting a performance in an analysis drawing on performance theory.

Journalism Lab VI: Television and Audiovisual Communication in an Intermedial Environment (410244)

Ioanna Vovou

In the television laboratory students work on a medium that changes shape and function together with the social, cultural, economic and technological developments and learn the codes and mechanisms of television communication. The relationship between television and society, television production, the specificity of television journalism and narratives represent the main topics of the syllabus.

Main objectives are:

- The creation of a television and audiovisual culture in journalistic practice (beyond a simple use

of technologies and technical skills).

- The development of a critical position and a professional view on television journalism and audiovisual communication

- The systematization of methodological and professional skills for journalistic television production (news, documentaries, videos)

The practice of television production focusing on television studio operations, broadcasting, production, post-production.

A special approach on producing journalistic content on different communication platforms marks the passage from television to online/web television and social media platforms.

Journalism Lab IX: Aspects of the Internet – Critical Perspectives (410307)

Pantelis Vatikiotis

In the light of the privatization and commercialization of the internet, the emergence of new forms of collaborative culture and content production platforms, the big data collection, and the development of convergent journalism, this laboratory course critically evaluates a number of controversial issues and challenging practices of the digital mediascape.

Upon successful completion of the course students will be able to:

- explain the role of new intermediaries (news aggregators, search engines) in accessing and managing information

- understand the operation of content control and filtering mechanisms in digital platforms

- assess the production and dissemination of fake news and hate speech on the Internet

- become familiar with data collection, processing and visualization

- critically approach machine learning and big data in the context of journalistic research

During the semester, students undertake (individually and/or in groups) weekly reports on the course blog, oral presentations, a series of research papers (on case studies) and manage the electronic journal (QUBIT) of the laboratory course.

Advertising and Public Relations Lab (ADandPRLAB) V: Creativity - The Art of Storytelling (410265)

Betty Tsakarestou

Professional associates - instructors: Eric Parks, Co-Founder & General Partner, Velocity, Partners Venture Capital / Giannis Sorotos, Creative Director, The Newtons Laboratory Agency

Creativity: The Art of Storytelling Lab explores creative thinking, creative strategy and implementation across all media channels and digital platforms. The experiential learning by doing and mentoring journey takes students into building a creative portfolio, by undertaking weekly creative advertising assignments based on diverse products/ services/ organizations' communication challenges and/ or social impact campaigns.

Themes:

- On Creativity, Innovation and the Art of Storytelling in Advertising

- The Creative Brief

- The Creative Idea

- Print Advertising

- Television/ Digital Film in Advertising- Storytelling a form and as an output

- Advertising Production

- Photography Advertising

- OOH (Out of Home) Advertising

Advertising and Public Relations Lab (ADandPRLAB) VII: Public Relations - The Power of Storytelling | Native-branded Content | Public diplomacy (410267)

Betty Tsakarestou

Professional associates: George Kotionis, Deputy CEO, Ogilvy Greece / Maria Tzelepi, General Manager PR & INFLUENCE, Ogilvy Greece / Christos Chatziioannou, Head of Native & Branded Content, 24 Media / Eleni Alexaki, Senior Cultural & Educational Affairs Specialist at U.S. Embassy Athens / Athena Fradelou, Marketing Communications Specialist, Global Blue / Olga Mihalopoulou, Director, Marketing & Communications, AB Vassilopoulos / Chryssanthi Koropouli, Head of Brand Equity & Digital Marketing, AB Vassilopoulos / Christina Voukia, Sustainability Activities & Communications Supervisor, AB Vassilopoulos / Virna Ntanou, Head of Creative, Valuecom / Sofia Anagnostopoulou, Content Manager, Valuecom

Public Relations - The Power of Storytelling is a multi-modular lab with a wide network of leading partners spanning across leading communication and advertisers' companies and groups with a focus on Corporate PR, Public Affairs, Influence, Sustainability and Purpose- Driven Policies, Event Management, digital publishers Branded and Native content and brand experience strategies, innovations and implementations and digital event management. A brand-new module is dedicated to Public Diplomacy, soft power and public affairs and the role of foreign cultural institutions as Public Relations for Countries with a focus on Cultural and Educational Diplomacy- Connecting and Benefitting Countries and Global Communities; and Students in all modules are challenged to respond to "real" briefs from national and / or multinational organizations / companies / brands / agencies and Diplomacy partners; and are challenged to design strategies, programs, implementations, and through an impact making digital storytelling that will give strength and value to the programs. All modules are interactive and offer in depth guidance, feedback and mentoring to student teams based on their weekly and final projects.

COMPULSORY COURSES COMMON FOR ALL TRACKS

Cultural Analytics (410327)

Yannis Skarpelos

Both academic research and professional practice in the field of Culture have increasingly turned towards computational methods for leveraging large-scale data over the past decade. This course aims to familiarize students with essential techniques for data acquisition and analysis (including network, text, and image analysis), both at a theoretical and applied level. Within this framework, students are expected to be prepared to use new software tools and to dedicate the necessary time to learn and apply them. In certain classes, exercises will be

provided to help students practice specific techniques.

Human Resource Management (410252)

Dimitra Iordanoglou

Human resource management (HRM) is one of the most important determinants of organizational development and effectiveness. This module aims at introducing students to the recent theories and practices of HRM and highlighting the value of human capital in today's work environment. The methodology is based on theoretical analysis, case studies, role plays, quantitative and qualitative research and oral presentations.

The content of this module includes the following:

- Theoretical approaches and trends in HRM

- Strategic HRM

- Digital HRM

- Talent management

- Personnel recruitment and selection

- CV writing and job interview preparation

- Training and Development

- Performance management

- Organizational culture and climate

- Employee motivation, commitment and satisfaction

- Conflict management

- Leadership development

Psychoanalysis and Culture (410352)

Theocharis Raptis

Psychoanalysis is one of the major intellectual events of modernity and is among the theories that have informed cultural studies. It was born as a response-symptom to what Freud termed "discontent in civilization," identifying the repression of drives in once-patriarchal societies as its cause. Lacan will shift the Freudian diagnosis by emphasizing the consequences of the discourse of technoscience and the inundation of our lives by its applied by-products (the so-called gadgets as industrially produced objects of an "imitation surplus jouissance," in Lacan's words). Furthermore, he will identify a break in the history of civilization with the emergence of modern scientific knowledge.

Starting from a close reading of Freud's fundamental text "Civilization and its Discontents" (1930), we will reflect on the forms and particularities of discontent within the contemporary technoscientific lifeworld, aiming at a critical approach to the discourse of technoscience and its presuppositions as today's dominant form of rationality.

Upon successful completion of this course, the student should be able to:

recognize the place and contribution of psychoanalytic discourse in the history of 20th-century ideas, in the study of culture, and in the formation of cultural studies,

demonstrate familiarity with basic concepts of Freudian and Lacanian psychoanalysis,

utilize the acquired knowledge to understand, decipher, and critically approach the forms—and transformations—of discontent within contemporary techno-culture.

Designing User Experience (410357)
Stavros Kaperonis

The objective of this course is to provide an understanding of the theoretical frameworks and models that underpin human-computer interaction (HCI) and user experience (UX) design, and to analyse the relationship between theory and practice in these fields. The aim is to cultivate critical thinking skills through the analysis of literature and case studies. The evaluation methods employed include research methodologies, user experience design techniques and usability testing. Furthermore, the course considers the ethical and social implications of HCI and UX design, including issues of privacy and accessibility.

Course Objectives The course will enable students to gain an understanding of:

The theoretical frameworks and models that shape human-computer interaction and UX design;

Analysis and evaluation of different theoretical approaches;

The relationship between theory and practice in HCI and UX design;

The development of a conceptual understanding of cognitive psychology, information processing, user behaviour and usability principles;

Problem solving scenarios in user experience design;

Research methodologies and ethical considerations in HCI and UX design;

The development of critical thinking and analytical skills through evaluation of scientific literature and case studies.

The Syllabus:

- Introduction to user experience

- The experience design framework

- Human-centred design process and evolution of HCI, basic concepts, principles and objectives of HCI, the role of usability and user experience in the design of interactive systems, usability

- Experience design (cognitive and psychological backgrounds, human cognition and information processing, mental models, attention, perception and memory, human factors, ergonomics in design).

- User experience design techniques (user behaviour, user-centred design, user research, interviews, questionnaires, card sorting, observation, data analysis, participatory design, evaluation).

- User experience design environment (visual interface design, usability testing, personas). User journey, application and web design, social networks and interaction,

memory, attention, perception and affect.

- The role of AI (human and AI interaction, virtual and augmented reality, memory, attention, perception and impact).

Course assessment:

The course comprises group assignments on a range of topics, including comprehension, skills, critical analysis, application of usability rules and the creation of mobile applications for immersive environments.

Group presentations on user experience case studies, participation, discussions and feedback.

Protection of Personal Data (410328)

F. Panagopoulou [Department of Public Administration]

Dissertation (410152) (Due Spring Semester)

Internship (000152) ERASMUS+ (Erasmus + Placement) (Fall & Spring Semesters)

Year 4 – Spring Semester

Culture and Cultural Management Track Workshop VII: Audience Research and Development for Cultural Organisations (410245)

Martha Michailidou

The workshop focuses on audience research and development for cultural organisations. It aims to introduce students to basic problematics in audience research and development and, to approaches for enhancing audience participation and engagement, as these arise in different cultural fields and types of cultural practices.

Upon successful completion of the course, students should be able to:

- Distinguish the breadth and variety of different cultural organisations and their approaches to the question of the audience;

- Know the basic audience typologies in use for audience research in the field;

- Know the basic strategies for audience development, engagement and outreach used by cultural organisations and related stakeholders;

- Design audience development and participatory actions for cultural organisations.

Culture and Cultural Management Track Workshop VIII: Exhibition Planning and Design (410246)

Andromache Gkazi

This workshop aims at familiarizing students with all the skills that are necessary for planning, designing, and organizing exhibitions in museums and other cultural venues. Each step of exhibition production is analysed through a combination of lectures, exhibition visiting, and discussion of specific case studies; this is followed by a thorough examination of the basic principles and methods of exhibition planning and design. Overall, the discussion centres around three main parameters which shape all exhibitions: objects, space, and people. Students are then asked to plan, organise, and curate an exhibition at a museum or other cultural institution in Athens. Ten exhibitions have been successfully set up to date:

1. "Byzantine visits", Byzantine and Christian Museum (2008)

2. "Mr Schliemann is not here", Numismatic Museum (2009) "Ancient theatre – Metamorphoses: 6th c. BCE – 21st c. CE", Athenais cultural centre (2010)

3. "Ancient theatre – Metamorphoses: 6th c. BCE – 21st c. CE", Athenais cultural centre (2010)

4. "The Agora" permanent exhibit, Hellenic Children's Museum (2011)

5. "Political comic strips in times of crisis", Pop up 123 cultural space (2012)

6. "136 Syngrou Avenue", Panteion University (2013)

7. "Gazi, are you listening?", Industrial Gas Museum (2016)

8. "… stories behind History", National Historical Museum (2017)

9. "Theatre at the fingertips" permanent exhibition, MAIRIVI Theatre/Workshop (2018)

10. "The attic" permanent exhibit, Hellenic Children's Museum (2019).

Journalism Lab VIII: TV Genres, Analyzing and Producing Audiovisual Content (410248)

Ioanna Vovou

This TV lab is a continuation and specialization of the Journalism Lab VI. Its main object is the specialization of the knowledge and skills acquired by the students in the 7th semester with the aim of producing original audio-visual journalistic content, as well as the dissemination of the students work outside the university.

Students get acquainted with the particular requirements of television communication through different types of programs (news, interview, research, entertainment, fiction, documentary, mixed genres...), both in production and scheduling and of reception. The workshop aim also to constantly enrich connections and collaborations with people from the media and especially from televised communication to gradually create bridges between the students and the media space.

The workshop includes:

- Analysis of TV content and TV genres

- Interventions/introductions by people from television and more generally from the field of audio-visual communication

- Student productions with the aim of extroversion and highlighting the work of the participants in the television workshop.

Student Learning Outcomes:
- Research and use of sources and information
- Organizing all steps of a journalistic research project for audiovisual coverage in a hybrid media environment
- Original creation and production of television and audio-visual content
- Skills in disseminating original student audiovisual content

Journalism Lab X: Safety of Journalists and other Media Professionals (4103190)
Pantelis Vatikiotis

Course on the safety of journalists and other media professionals, in collaboration with the Departments of Media, Communication, Journalism of the National and Kapodistrian University of Athens and the Aristotle University of Thessaloniki.

 The course aims to equip journalists with the knowledge and skills necessary to ensure their safety while on the job. Upon completion of the course, students will be able to:

- understand the importance of security in the field of professional journalism

- gain knowledge about various parameters and dimensions related to physical safety and digital security

- consider and develop security techniques (risk assessment, situational awareness, safety plan) during journalistic practice

- actively participate in the production of information-related material regarding the protection of journalists and other media professionals

During the semester, students are assessed with exercises in case studies, undertake a

series of presentations (individual and/or group) and write reports on diverse safety issues.

Journalism Workshop XII: Artificial Intelligence and Data in Journalism (410344)

Vasilis Roungas

Artificial Intelligence (AI) and big data are the cornerstone of technology, and undoubtedly affect journalism, which is by definition based on information. Journalists who work from the traditional media networks to the relatively small online news agencies, use AI and the results from the analysis of big data daily, either directly or indirectly. An indicative, yet non-exhaustive, list of AI and big data applications in journalism are transcription services, recommendation engines, search engines and so on.

Following the successful completion of the course, students should have the knowledge and ability to:

- Understand the basic concepts of AI and big data.

- Identify the theoretical and practical application of said technologies in journalism.

- Comprehend the advantages from the application of said technologies, or the disadvantages thereof, considering especially that they can advance misinformation, disinformation etc.

Advertising and Public Relations LAB (ADandPRLAB) VI: Crisis Management- Crisis Simulation in Physical World and Social Media (410266)

Betty Tsakarestou

Professional associate - instructor: Mania Xenou, CEO Reliant Communications

AD&PRLAB students, in their final semester, have the opportunity to get introduced to the demanding professional field of crisis management. They learn to recognise, to prepare for, to prevent and manage different types of crises at different stages of their development, within organizations and states.

Through their familiarization with the crisis management theory and methodology, and by engaging in an experiential learning approach, by participating in crisis management simulation exercise, based on a dynamic scenario that evolves "in real time" in the physical world and in the digital environment, students acquire better understanding of the complexity of crisis management. They learn how to evaluate emerging and ongoing crises, how to analyse the international environment of digital and electronic media, how to formulate scenarios and critically assess the consequences and alternative possibilities of responsible crisis resolution and restoration of the reputation and credibility of the organizations involved.

Structure:

- Intensive Workshop- Talking about crises: Myths, realities, challenges. The crisis as the new "normality".

- Preparing for a possible crisis.

- Issues Management-Situational Analysis

- Types of crises - Analysis of cases from the current international news

- Media Training

- Social Media Engagement - Communication and dialogue through social media in crisis management conditions

- Crisis management and communication methodology

- Crisis Simulation Game- Crisis management simulation based on dynamic scenario

- Evaluation, discussion of the crisis simulation game

- Crisis debates

Advertising and Public Relations Lab VIII: Leadership and Emotional Intelligence (410268)

Betty Tsakarestou

In our VUCA world, characterised by volatility, uncertainty, ambiguity and complexity, future leaders need to be well prepared to face the critical challenges ahead, to bring change and have a positive impact on the world. The Leadership and Emotional Intelligence Lab aims to develop future leaders with emotional, social and spiritual intelligence to thrive in the workplace and positively impact society. The methodology is based on experiential learning and includes self-evaluation and 360 feedback questionnaires, individual and group exercises for emotional and social awareness, role plays, peer to peer and team coaching, through which students develop the crucial leadership (strategic thinking, decision making, motivating others, agility) and emotional intelligence skills (self- confidence, self-management, stress and time management, empathy, assertiveness, team collaboration). In addition, real-life projects are designed and implemented by students in order to positively impact their community and society (e.g., refugee project). Emphasis is placed on leadership development based on the findings of social neuroscience and their application to human behaviour as studied by the evolving field of neuroleadership.

The content of this course includes the following:
- Introduction to the concept of leadership- Leadership theories and future trends
- Crucial leadership skills for the future- Digital leadership
- Leadership styles
- Leadership and emotional intelligence
- Self-awareness- Self-management- Empathy – Relationship management
- 360 feedback on leadership skills – Action plan for personal development
- Job shadowing - Interviewing a leader
- Coaching – Definitions and models
- Team coaching - Peer to peer coaching
- Neuroleadership
- Leadership for positive change

COMPULSORY OPTIONAL COURSES COMMON FOR ALL TRACKS

Images and Culture: Computational Analysis of Visual Culture (410210)

Yannis Skarpelos

This course proposes a synthesis of theories and ideas, in order to incorporate the analysis of images

in their social, economic, political and cultural context. Using as a starting point the album covers of the Greek recording industry for the period 1960-2016, we will follow the pivotal points in the social, economic and political history of post-war Greece, detect their influence upon the music industry and its history, and test their imprint upon the colours and texture of the images printed on the music album sleeves. In this, we will utilise methods of digital humanities and computational social science,based upon big data, in a dialogue with the semiotics of plastic signs. The course will include lectures and a hand-on lab for those interested in becoming familiar with such methods.

Modern Greek literature in the media (410309)

Elisabeth Arseniou

The course explores the fascinating interaction between Modern Greek literature and contemporary mass media. By analyzing the historical development and contemporary aspects of this relationship, the course aims to provide students with a multilevel framework for understanding how literature is shaped and disseminated through the media. The course deals with the relationship between Modern Greek literature and the various forms of contemporary media (press, broadcasting, and electronic media). It focuses on the ways in which Modern Greek literature itself, as well as the critical and theoretical discourse on it, are placed in a network of mass communication, visual, audio, and interactive. Issues are addressed such as the historical formation of Modern Greek literary genres and the canon, the profession of writer, literature in relation to current affairs, Modern Greek literature in the press and television, literary criticism in the media, literary reportage, travel writing, columns, blogs, and broadcasts on Modern Greek literature. Emphasis is placed on digitization and digital management of projects and broader issues of digital humanities. At the same time, ways of approaching the literary within the communicative/cultural/informational, etc. field of the media are proposed. Practical applications are produced.

Upon completion of the course, students will be able to:

Examine the role of the media in shaping literary production and reading.

Identify and evaluate the different communication strategies used in literature and media.

Identify and examine the environments that nurtured modern and avant-garde intermediate literary phenomena.

Understand and approach analytically those texts that are completed intermediately, incorporating sound, image, performative, conceptual, etc. elements.

Become familiar with the study, promotion, dissemination, and publication of digital or digitized works.

Create their own intermedia works, combining elements from literature and other art forms.

Message analysis (410157)

Marianna Psylla

This course examines the message (content and shape) in the context of the act of communication. Special emphasis is given to the production procedures of a message by examining the communicative and socio-historical conditions of its production.

So, at first, a theoretical and an epistemological approach to a message is attempted. It is determined that the interpretation and analysis of a message aims on the one hand toward a semantic investigation (i.e., the search of meanings and concepts that a message

incorporates) and on the other hand extends to the interventions that a transmitter may use to convey a specific content, i.e. the shape of the message. Of course, the relationship between form and content is narrow, with the corresponding effects that one factor can have on the other, in terms of the message that is conveyed. Later the research extends to exploring the features of a message through the application of various methods and techniques used in numerous situations, in many social practices, with the goal of interpreting and understanding them. This approach will give us the opportunity, using examples, to evaluate the applications of each method, to compare the use of further methods, to determine their confines, as well as the necessity of deferring to more than one method for the most effective understanding of the characteristics of a message to be achieved. More specifically, four methods are mentioned: a) classic thematic analysis, b) linguistic approach, c) semantic, d) argument analysis

Histoire des idées politiques : La reception de l' Antiquite à l' époque des Lumiéres (410353) (In French)

Chryssanthi   Avlami

Les Lumières n'ont pas été seulement une époque d'admiration envers le monde grécoromain. Les critiques dont l'Antiquité fait l'objet créent un espace de controverses sur l'utilité de l'expérience antique pour les Modernes et, par conséquent, sur le rôle que devrait occuper (ou ne pas occuper) l'exemple ancien dans le présent des sociétés modernes caractérisé par l'expansion européenne dans le monde, le triomphe du commerce, l'articulation de la pensée politique avec l'économie etc. Le cours vise à reconstruire, à travers des textes historiques, philosophiques et politiques, les différentes interprétations du monde antique depuis la Querelles des Anciens et des Modernes jusqu'à la Révolution française. Evaluation: Commentaire critique et présentation orale de texte (60%) & Commentaire critique et présentation orale de la bibliographie (40%)

Ethical, Social and Cultural Aspects of Technology (410330)

Kostas Karpouzis

The widespread use of online services, especially through mobile devices, and the great availability of cloud-based computing resources has enabled technology companies to easily retrieve user data and use it to improve the user experience or to offer services, products and information that they think will be interesting. This constant interaction between users and information depends to a large extent on machine learning and artificial intelligence algorithms, either to adapt how systems operate to the profile and preferences of users, or to group users with common characteristics. The decisions and choices of those algorithms are based on training with existing data, so their results are not always easy to understand or do not represent the principles, ideas and choices of users. At the same time, the wide dissemination of Social Media has enabled malicious actors to target specific user profiles and either influence their social behavior, or spread fake news, taking advantage of the phenomenon of echo chambers, the reproduction of these news on subnets of users with common interests.

In this course we will discuss how Machine Learning and Artificial Intelligence algorithms are trained, how they are influenced by the stereotypes prevalent in Western societies, how we can and should understand their functioning, how we can identify and correct learning models that are not fair or reusable, and how we can methodologically identify unreliable sources of information or sources of misinformation (mis-/dis-information).

Through the course, students will be able to:

- Evaluate the impartiality of AI-based technological systems

- Design evaluation methods for AI and Machine Learning

- Analyze the information and data provided by Social Media users

- Evaluate the social implications of using AI and ML

- Systematically analyze the credibility of (mis-)information sources

Financial Technology (410157)

N. Daskalakis [Department of Public Administration]

ELECTIVE COURSES – Courses of other departments.

Note: Only one (1) is to be chosen of the following courses:

International and European Protection of Human Rights (MET-120556)

M. Marouda and S. Galani

Dissertation (410139) (Due Spring Semester)

Internship ERASMUS+ (000152) (Erasmus+ Placement) (Fall & Spring Semesters)

Research Project/Final Year Thesis

It is offered as an elective to fourth-year students and is completed in the eighth semester. It is equivalent to (10) ECTS [2 elective courses], but it counts as one (1) course for the final grade of the degree. Students submit the research project – thesis to the supervisor in the spring examination period. If the thesis is failed, they may re-submit in the fall examination period. If it is failed in both exam periods, students are entitled to re-register and have the thesis re-assessed in the following academic year during the winter exam period. The length of the thesis has a maximum word limit of 15,000 words and must follow the writing and presentation requirements outlined in the "Essay Guidebook" of the Panteion University Library. It is possible to complete a research project in other forms, such as, a documentary, an audio-visual work, a software application accompanied by a shorter written text.

Internship programme

The Department of Communication, Media and Culture participates in the "Panteion University Internship" programme which collaborates with businesses and organisations of the private and public sector for students to gain practical experience in their chosen specialism. The internship programme (which is co-funded by the European Union Social Fund and National Sources) is offered to students who have completed six semesters of study and are eligible to apply for an internship with one of the organisations the Department collaborates with (newspapers, magazines, radio stations, advertising companies, publishing houses, culture departments of local councils, museums, theatres, and so on), acquiring the relevant to their studies professional experience. It is of three- month duration and participants are awarded a salary and two ECTS per month of the internship.

Internships are not obligatory and are available to students who wish to work in private or public sector organisations which offer internship placements.

Professional profile of graduates

Graduates of the Department of Communication, Media and Culture work in Greece and abroad, in conventional and internet media, in press offices, in cultural organizations and museums, in cultural and creative industries, in the fields of advertising and public relations. A number of graduates pursue an academic career, whereas others create their own businesses and startups in the subject areas of their studies.

Access to further studies

Graduates of the Department of Communication, Media and Culture, if they so desire, continue their studies with masters and doctoral studies in Greek tertiary institutions or the largest universities abroad.

Activities

The Department's students are actively involved in the field of communication, culture, advertising, journalism and the arts through research and practice. They publish newspapers, magazines, and other experimental print material, and contribute to electronic journals. Students see a variety of theatre from mainstream to performance art and engage in discussion with practitioners, organise exhibitions and debates, participate in cultural events and radio programmes and produce short films.

Since 2002, the Department is a founding member of the Communication Institute together with the Department of Communication and Mass Media of the National & Kapodistrian University of Athens, the Department of Journalism and Mass Media of the Aristotelian University of Thessaloniki and the Association of Advertising-Communication Corporations.

Since 2015, the Workshop of New Technologies participates in the collaborative project gi-cluster of Corallia, which specialises in the creation of entertainment software.

More generally, the Department organises scientific conferences, symposiums, conventions and exhibitions, and participates in the intellectual as well as the cultural life of the country

Data on the Erasmus+ Programme: Bilateral agreements with universitiesin Europe (KA103) and outside Europe (KA107) / International credit mobility)

The Department of Communication, Media and Culture maintains 50 Inter-Institutional Agreementswith countries of the Programme in the framework of Erasmus+ KA103, a number which accounts for 16% of the total Agreements Panteion University has established with the following countries: Azerbaijan, Vietnam, the Dominican Republic, India, Kazakhstan, Canada, Kenya, China, Nigeria, Russia, Uganda, Chile.
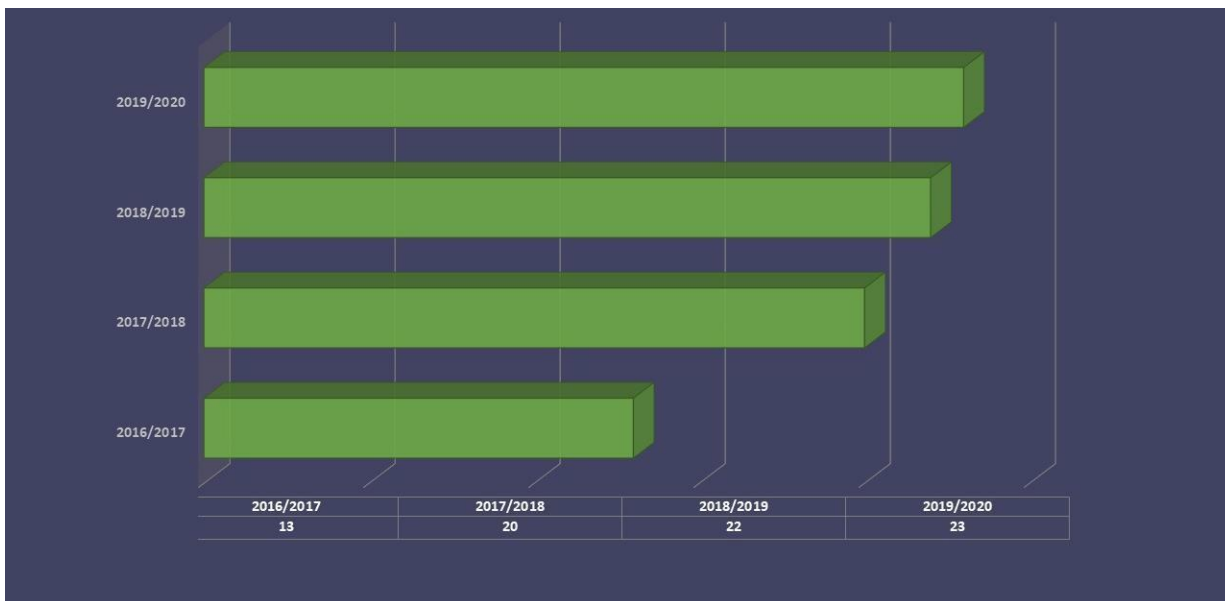
Data on the Erasmus+ Programme: Mobility of students in the KA103 Programme

The Department of Communication, Media and Culture transfers a substantial number of outgoing students (see Graph 1) to universities of the Programme and indeed, a rising tendency is evident.


	2016/2017	2017/2018	2018/2019	2019/2020
	26	39	42	43
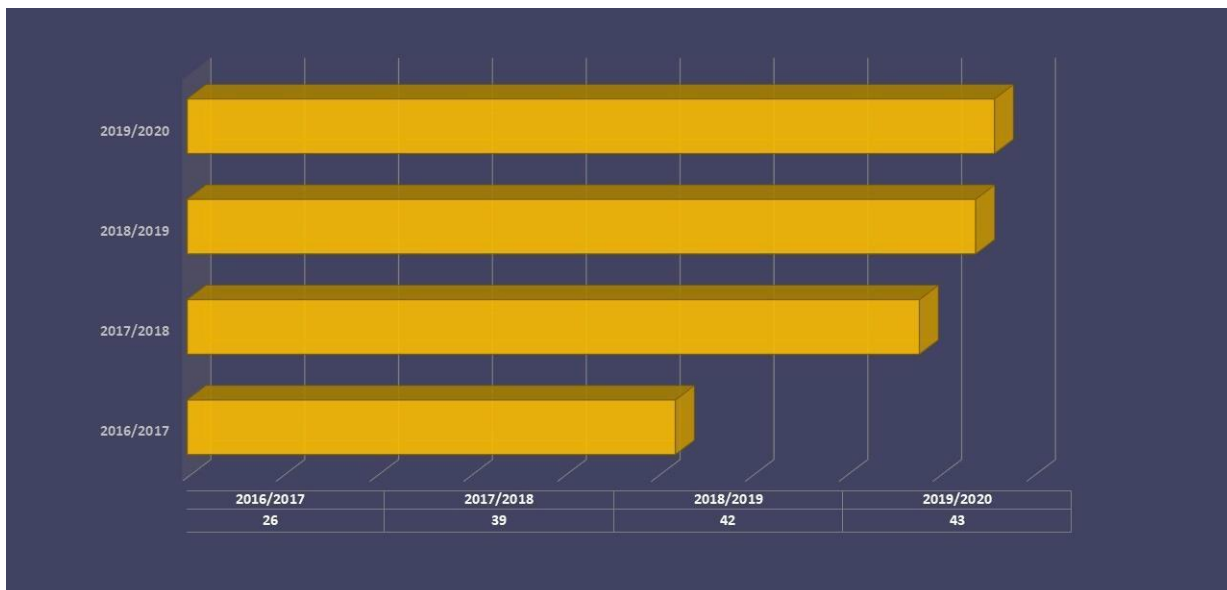
Graph 1: Outgoing mobility of students for studies at universities in Europe

The same has been ascertained about incoming mobility (see Graph 2), as the Department of Communication, Media and Culture receives every academic year a substantial number of students from the Programme's Partner Universities, while it also offers courses from its own Programme of Studies to incoming students of other Panteion University academic departments.

	2016/2017	2017/2018	2018/2019	2019/2020
	13	20	22	23

Graph 2: Incoming mobility for studies from universities in Europe

Also, the number of students from the Department of Communication, Media and Culture that transfer to institutions which have their headquarters in Europe, in order to do an internship for a period of time has greatly increased, as can be observed in the graph below (Graph 3); in a four-year time span the number of outgoing students doing internships rose fivefold.

	2016/2017	2017/2018	2018/2019	2019/2020
	4	3	16	20
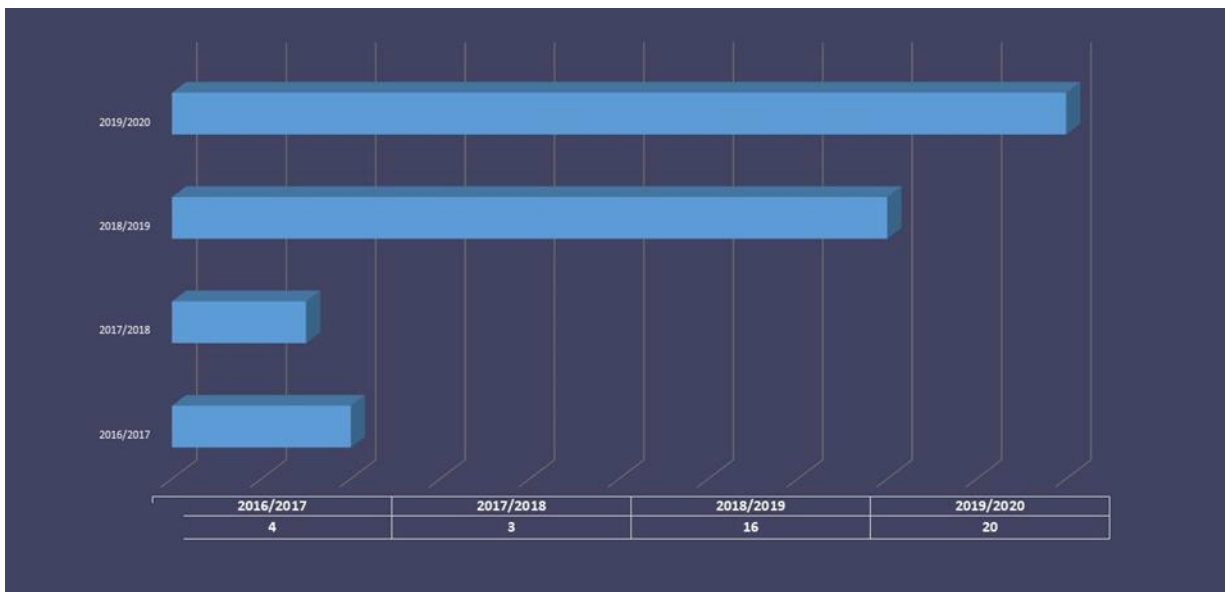
Graph 3: Outgoing mobility for internships in Europe

Data on the Erasmus+ Programme: Mobility of students to partner countries (outside Europe) KA107 / International credit mobility

The possibilities of free movement open to students through the Erasmus+ Programme from and to countries that are outside Europe and the EU is a relatively new activity, compared to mobility among countries of Europe in existence since the 1980s. This new activity of the Erasmus+ Programme has been embraced by the Department of Communication, Media and Culture which participates in it with significant success.

	Εξερχόμενοι	Εισερχόμενοι
2019-2020	1	10
2018-2019	1	5
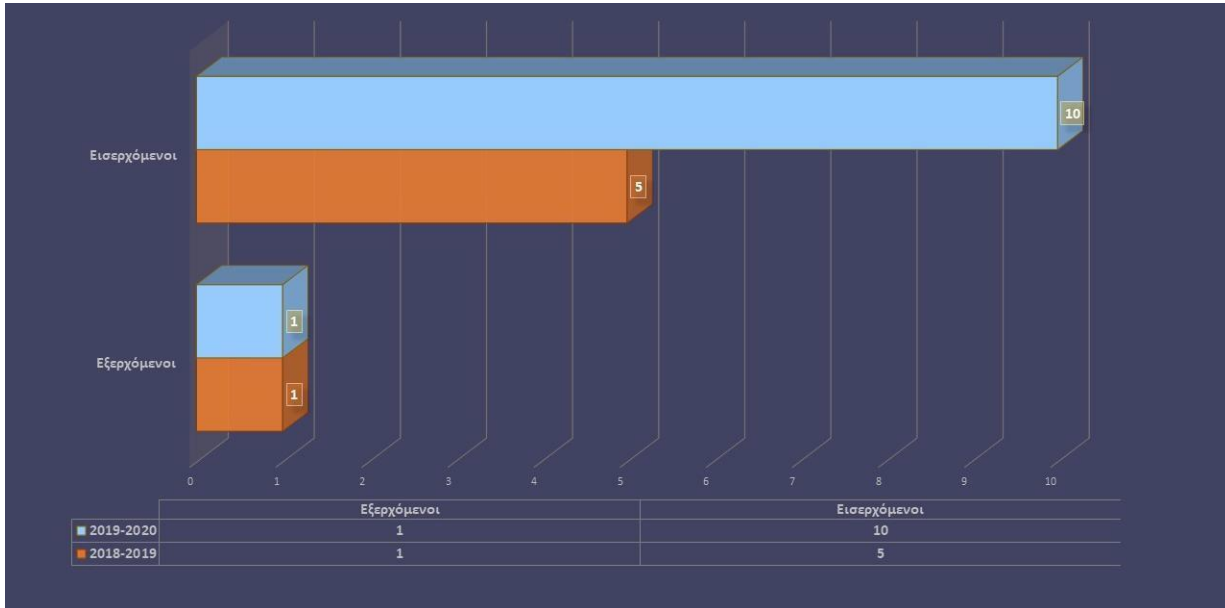
Graph 4: Outgoing mobility with the international credit mobility

Mobility of participants

Erasmus+ Placement CMC 2016-2019	
Academic year	Mobility
2016	4
2017	3
2018	16
2019	20