

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



MASTER'S DEGREE COURSE GUIDE
ACADEMIC YEAR 2023-2024

The Department of Communication, Media and Culture of Panteion University has offered a Master's Studies Programme in Cultural Management since the academic year 2002-2003. During the academic year 2015-2016 the Master's Studies Programme was renamed "Communication, Media and Cultural Management" which offered three Tracks (degree pathways). In accordance with Greek Government Protocol, by resolution no. 56, (FEK 2704/09.07.2018 τ. Β) in the academic year 2018-2019, the Master's Studies Programme was renamed "Cultural Management, Communication and Media" and offers the following Tracks:

1. Cultural Management
2. Information Society, Media and Technology

The programme provides a specialism that corresponds to each Track.

Administration of the Master's Studies Programme

Director of the Master's Studies Programme

Professor Andromache Gkazi

Deputy Director of the Master's Studies Programme

Assistant Professor Martha Michailidou

Members of the Co-coordinating Committee:

Professor Christos Dermentzopoulos

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Useful links

Web site of the Department: <https://cmc.panteion.gr/>

Social media:

<https://www.facebook.com/>

[CommunicationMediaCulturePanteionUniversity](#) <https://twitter.com/>

[cmc_panteion](#)

Central web page of Panteion University: <https://www.panteion.gr/>

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

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

Department of International Relations and European Union:

<https://erasmus.panteion.gr/>

MASTER'S STUDIES PROGRAMME REGULATIONS

The MA in Cultural Management, Communication and Media consists of the following Tracks:

1. Specialism in Cultural Management
2. Specialism in Information Society, Media and Technology

and provides the corresponding to specialisms diplomas.

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

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

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



IMPLEMENTATION OF A DOUBLE DIPLOMA WITH A UNIVERSITY ABROAD

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

Specialism in “Cultural Management”

Scope and subject matter

The aim of the Cultural Management Track of the MA in Cultural Management, Communication and Media is to offer specialisation in the contemporary scientific approaches, the methods, and applied skills of cultural management, broadly understood. This course is the first in Greece to focus on the field of cultural policy, administration and organisation of cultural creation and heritage as well as cultural communication.

The programme provides a wide range of knowledge and skills, useful for those considering future careers in the design and programming, management and organisation of cultural infrastructures and events, in the public and private sector. In parallel, the programme seeks to expand knowledge, through research, in areas such as:

- The institutions, functions and activities of culture in all its dimensions (aesthetic, social, legal, normative, economic, political, ideological, and so on).
- The principles, procedures and skills for the management and administration of cultural organisations.
- The issues particular to the management and administration of specific fields of cultural practice, from museums and cultural heritage management to the performing and fine arts.
- Cultural policy at the national and international level.
- The features and particularities of cultural communication, of audiences of culture, of production and reception in the field of culture.
- The cultural dimensions of the information society

It seeks, on this basis, to develop among its graduates specialists in cultural management who will combine proficiency in the theory of culture, knowledge of its development and prospects, with ability to oversee practices, methods and major issues of cultural policy, management and communication.



Syllabus

1ST SEMESTER

Course code	Course	Tutor	ECTS
41M055	Research methodology in culture and cultural studies	M. Michailidou	10
41M002	Organisation and administration of cultural organisations	G.-M. Klimis	10
41M015	Cinema	M. Paradisi	10
41M006	Visual culture	Ch.Dermetzopoulos	10
41M025	Human resource management	D. Iordanoglou	10

2ND SEMESTER

Course code	Course	Tutor	ECTS
41M009	Cultural marketing and communication	B. Tsakarestou	10
41M023	Sociology of culture	M. Michailidou	10
41M003	Economy of culture	N. Ieandros	10

3RD SEMESTER

Course code	Course	ECTS
41M018	Thesis	30

The courses

Research methodology in culture and cultural studies – Tutor: M. Michailidou

The course starts with an introduction to the basic methodological traditions of empirical research in media and cultural studies, examining the theoretical foundations of these traditions and their different aims. It then covers the following areas: sampling and research design in quantitative and qualitative research; content analysis; surveys; participant observation; in depth interviews; mixed method designs; and case studies.

Upon successful completion of the course students will have become familiar with the underlying rationale of quantitative and qualitative research in media and cultural studies and have developed basic skills in designing small scale empirical research projects in media and communications so as to be able to carry out their own research activities in the context of their dissertation. Students should have also developed a critical understanding of the ethical and epistemological aspects of empirical research in media and cultural studies.

Organisation and administration of cultural organisations – Tutor: G.M. Klimis

The aim of this course is to give students the ability and knowledge to lead and manage cultural organisations and businesses. Emphasis is placed on modern approaches to management issues and the development of personal and interpersonal management and leadership skills. At the same time, it provides a holistic understanding of organisations/enterprises and the macro-micro environment in which they operate. The 4 key functions of management are examined (Planning, Organizing, Leading and Controlling) while focusing on strategic management of cultural organisations as highlighted through case-studies and international academic literature.

Cinema – Tutor: M. Paradisi

This course, on the one hand, attempts to highlight the specificities of cinema in comparison to

other media and arts and, on the other, examines the effects of 20th century theories (semiology, psychoanalysis, feminist theory etc.) on film theories.

Visual culture – Tutor: Ch. Dermetzopoulos

Vision is considered as one of the most important means of cultural reception, by both Cultural and Social Anthropology, and by Cultural Studies as well. This research seminar focuses, through exemplary cases of visual culture, on the main approaches to the visible and its connection to both civilization and culture, and its relationship to knowledge and power.

Particular attention will be paid to contemporary forms of visual culture, such as photography, cinema, ethnographic film, tangible and intangible cultural heritage, advertising, multiple forms of pop culture (comics, street art, graffiti, fashion, etc.) and their use in the field of cultural management and culture policies. The concept of representation and its multiple correlations with the gaze, power, social reality, experience as well as the concepts of memory and nostalgia are considered as the main methodological tools.

Human resource management – Instructor: D. Iordanoglou

The purpose of this course is to introduce students to contemporary theories and practices of Human Resource Management in cultural organisations and to highlight the value of creative human capital in today's workplace environment. In particular, the role of the cultural manager as a leader is examined through the light of modern leadership theories and emotional intelligence and attempts to develop the participants' essential emotional, social and leadership competencies. Contemporary Trends in Human Resource Management - The role of the employee in cultural and creative industries - Recruitment and Selection in cultural organisations - Digital HR - Social media in recruiting and image management (personal branding) - The use of the professional digital platform LinkedIn - Curriculum vitae and selection interview - Training and development of human capital in cultural organisations - The Role of Emotional Intelligence in today's Work Environment - Experiential training in the development of Emotional Intelligence - Self-awareness - Self- management - Empathy - Relationship management - Teamwork in the digital age - Virtual teams - Leadership in cultural organisations

- Multiple roles and dual leadership.

Cultural marketing and communication – Tutor: B. Tsakarestou

This course invites the MA students to be part of a vibrant Co-Creation Lab that through personal study, discussions and debates, case studies, teamwork, the use of cross media content creation, and real-life challenges, are asked to become “the cultural change” they want to see. In this course, the role model of the “Cultural Manager” gradually gives its place to the Cultural Innovator and Cultural Entrepreneur who becomes knowledgeable, reflective and acquires the skills and the open mind to think and act creatively, responsibly and with a 21st century citizen mindset. We also focus on the United Nations Sustainable Goal 11 on how to make Cities, inclusive, safe, resilient and sustainable as well as on city diplomacy. We consider cities as the leading global actors (in relation to nation states) that are providing the space and the platform, empowered by social and immersive technologies, for addressing interdependent global and local challenges, that are taking centre stage in the public sphere: economic, societal, environmental, science, health, creative and governance, education, migration issues. Global crises asking for new creative, inclusive and humanistic and sustainable responses and solutions on the city level. Cities are also the locus for the networked, urban creative communities, populated by artists, scientists, startup entrepreneurs, social innovators and entrepreneurs, designers and developers, educators and more, all coming from diverse fields and mindsets, still ready to collaborate, co-create and introduce social impact-oriented cross-sector partnerships, based on trust and shared values.

Learning journey: The course is organized as one co-creation workshop, a Design Thinking lab, based on real challenges for creative and sustainable innovation in the city. The learning journey consists of short presentations, weekly mini co-creation workshops, pitching sessions and content production on social media and Medium. The evaluation is based on a project-portfolio and group presentations on the final project titled: Athens Co- Creation City Branding Project in partnership with Athens Municipality and Athens city corporate and cultural stakeholders.

Sociology of culture – Tutor: M. Michailidou

The course offers an overview of the main theoretical, methodological and research traditions in the sociology of culture, from the rise of culture as a distinct area of analysis within the interpretative tradition to the development of contemporary approaches of sociology of culture. The analysis of culture and civilisation has been a central objective of contemporary social sciences, especially within the interpretative tradition. Based on these conceptual and historical roots, contemporary approaches of sociology of culture focus on the analysis of culture as a space of social differentiation especially following the so-called information revolution of the late 20th century and the concomitant rise of the cultural and creative industries. The course is structured on two analytical axes: on the one hand, the analysis of contemporary practices of the production of culture, and, on the other, the investigation of the relation of cultural practices to other processes of social differentiation.

Economy of culture – Tutor: N. Leandros

The course aims to analyse 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 digitisation 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.

By using the information included in corporate balance sheets and financial ratios we'll examine the financial results of enterprises operating in the creative sector of the economy. Also, the importance of culture will be analysed 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.

Students will be required to work for a project which will be presented and discussed during the semester and will be submitted in its final form at the beginning of the

examination period.

Thesis

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

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



SPECIALISM “INFORMATION SOCIETY, MEDIA & TECHNOLOGY”

Scope and subject matter

The objective of the Information Society, Media and Technology Track is to specialise and adapt to an ever-changing communication landscape. In the context of a society increasingly on the move and characterised by an explosion of information, terms such as "place" and "time" are undergoing fundamental transformations caused by developments in digital media. Communication and the production of information and content in our time, in the context of the so- called cultural and creative industries (which includes the press), are going through new experiential modes of media engagement and practice (features are the concepts of immersion, virtual reality, emotional experiences and storytelling, which mainly concern strategies of content production and communication rather than just telling a story). In this regard, media convergence becomes the rule for both the production of content and its consumption, as well as their interaction.

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

Syllabus

1ST SEMESTER

Course code	Course	Tutor	ECTS
41M059	Methodological approaches to media & communication	A. Gazi	10
41M039	Content production and Media companies	N. Leandros	10
41M002	Management and marketing	G.-M. Klimis	10
41M037	Media and digital apps: Design as a tool of communication - From the traditional to the digital environment	S. Kaperonis	10
41M040	Leadership and entrepreneurship in journalism	B. Tsakarestou & D. Iordanoglou	10
	Public policies and communication		

2ND SEMESTER

Course code	Course	Tutor	ECTS
41M043	Introduction to Data practices	<i>TBA</i>	10
41M062	Identity in Cyberspace: social media and activism	P. Vatikiotis	10
41M063	Contemporary Media landscape and Media archaeology	I. Vovou	10

3RD SEMESTER

Course code	Course	ECTS
41M018	Thesis	30

The courses

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

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

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

Content production and Media companies – Tutor: N. Leandros

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

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

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

Management and marketing – Tutor: G.M. Klimis

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

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

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

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

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

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

Leadership in Journalism module (D. Iordanoglou)

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

Entrepreneurial Journalism module (B. Tsakarestou)

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

Public policies and communication – Tutor: M. Psilla

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

The public space, which is itself a political activity, is thus at the crossroads of the reasoning that develops, since it is through this point of view that it becomes possible to delineate public action and to highlight public speech, as a protagonist in the conception of political processes. Public space is examined in its conciliation with the concept and practice of democracy. Thus, the redrawing of what is a public space and its association with democracy serves as a contemporary reflection while also serving as a prospect for a new vision of such public policies. The ultimate goal will be to change the perception of public space by mobilising a multitude of new actors and possibilities. Particular attention will be paid to the influence of changes related to the way in

which societal issues are publicised and the crucial role that communication actions play in developing consultations and arguments.

The perspective of public action enables one to identify correlations that might exist between the actors of public and private space, thus allowing us to explore the dynamics and boundaries between the State and society, and in turn, facilitating the thematic analysis of correspondence between the State and the public space. Thus, we examine the issues related to the formulation of the political thematic provision, the effectiveness and legitimacy of the public decision, as well as the possibilities of changing public action.

Introduction to Data practices – Tutor: TBA

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

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

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

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

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

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

Thesis

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

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