**MASTER'S STUDIES PROGRAMME IN
CULTURAL MANAGEMENT, COMMUNICATION & MEDIA**

COURSE GUIDE
ACADEMIC YEAR 2020-2021

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

1. Cultural Management
2. Communication and Media Rhetoric
3. 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

Associate Professor Marianna Psilla

Deputy Director of the Master's Studies Programme

Assistant Professor Martha Michailidou

Members of the Co-coordinating Committee:

Professor Maria Kakavoulia

Associate Professor Andromache Gkazi

Assistant Professor Pantelis Vatikiotis

Administrative Staff of the Department of Communication, Media & Culture

Executive secretary: Dimitris Karalis

e-mail: emme@panteion.gr

Useful Links:

Web page of the Department of Communication, Media and Culture:
http://cmc.panteion.gr
Central web page of Panteion University: http://www.panteion.gr/
Panteion University Library:
http://library.panteion.gr/
Eclass: https://openeclass.panteion.gr/
Social Media of the Department of Communication, Media and Culture: https://
www.facebook.com/Communication-Media-and-Culture-Dept-Panteion-University-
Athens-461465724370228
https://twitter.com/cmc_panteion

MASTER'S STUDIES PROGRAMME REGULATIONS

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

- Specialism in Cultural Management

- Specialism in Communication and Media Rhetoric

- Specialism in Information Society, Media and Technology

and provides the corresponding to specialisms diplomas (MΔE).

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.

SPECIALISM IN CULTURAL MANAGEMENT

The aim of the Cultural Management Track of the MA in Cultural Management, Communication and Media is to offer specialism in 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 on cultural communication.

The programme provides a wide range of knowledge and skills, useful for those considering future careers in 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 particular issues in management and administration of specific fields of cultural practice, from museums and cultural heritage management to the performing and fine arts.

• Cultural policy on the national and international level.

• The features and particularities of cultural communication, of audiences of culture, of the production and reception of the cultural object and the effects of its cultural function.

- 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

Semester 1

Course	Instructor/Instructor	ECTS
Research methodology in culture and cultural studies	Martha Michailidou	10
Organisation and Administration of Cultural Organisations	G.-M. Klimis	10
Human Resource Management	D. Iordanoglou	10
Visual Culture	Y. Skarpelos	10
Cultural History	Chr. Avlami	10
Music	(Not offered during the 2020-21 academic year)	10

Semester 2

Course	Instructor/Instructor	ECTS
Economy of Culture	N. Leandros	10
Cultural Marketing and Communication	B. Tsakarestou	10
Sociology of culture	Martha Michailidou (Not offered during the 2020-21 academic year)	10
Cinema	M. Paradisi	10
Museology	A. Gazi	10
Legal and Institutional Framework of Culture	M. Markellou	10
Art History	S. Moschonas	10

Semester 3

Course	ECTS
Thesis	30

SYLLABUS

Research methodology in culture and cultural studies – Instructor: 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 – Instructor: 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.

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 History – Instructor: Chr. Avlami

L'Antiquité de la Modernité européenne (entre la Querelle des Anciens et des Modernes et la Révolution française)

L es Lumières n'ont pas été seulement une époque d'admiration inconditionnelle envers le monde gréco-romain. 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. Le séminaire vise à reconstruire, à travers des textes historiques, philosophiques et politiques, les différentes interprétations du monde antique jusqu'au moment où la représentation de l'antiquité comme « enfance » de la civilisation occidentale l'emportera.

Visual Culture – Instructor: Y. Skarpelos

T he course will begin with a reference to the accustomed analysis of images according to Visual Culture Studies and proceed to a novel approach attempting a holistic analysis of the visual. Thus, we adopt on an integrated approach for the analysis of images in their broader social, economic, political and cultural contexts. Starting with music album covers of the Greek recording industry produced during the period 1960-2016, we will follow the social, economic and political history of post-war Greece, detect their influence

upon the music industry and its history, and trace their imprint upon the colours and texture of the images themselves. We use methods from the disciplines of digital humanities and computational social science, approaches based on big data in dialogue with plastic semiotics (Greimas - Floch) and semiotics of culture (Lotman).

Cinema – Instructor: 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 theory of film.

Cultural Marketing and Communication – Instructor: B. Tsakarestou

The 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" the 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

Museology – Instructor: Andromache Gkazi

The course is an introduction to museology (or museum studies) and is structured around the following main themes: the museum idea through time, professionalism and museum ethics, collections management, museum communication. Specific topics analysed include: Basics concepts and terminology; museum history at both an international and a national level; museum types; collections management; museum audiences; museum communication and outreach programmes; exhibition theory and practice; interpretation and interpretive media; contemporary approaches to informal learning and their application in museums; audience research and evaluation; contemporary trends and prospects; professionalism and museum ethics. The discussion develops around some crucial concepts that are the linchpin of museum work such as memory, identity, cultural choice, interpretation, representation, reception.

Projects carried out with the students include: an oral history programme at Gerani, a small neighbourhood in the centre of Athens, which led to the production of the short film "Gerani talks" (2017); an oral history programme at Lavrion in collaboration with the Lavrion Industrial Educational Museum which led to the production of the short film "Reviving memories" (2018); collaboration with the National Museum of Contemporary Art for the recording of oral testimonies about the Museum's premises, the FIX building (2019).

Legal and Institutional Framework of Culture –
Instructor: M. Markellou

This course aims at providing a comprehensive analysis of law and culture. Broadly, this module focuses on the protection and management of cultural heritage and the relationship between cultural heritage law and intellectual property law, with an emphasis on how law and art interact

especially when considering new forms of digital exploitation of cultural content. More specifically, the course content revolves around three main axes: (a) Legal framework of culture in Greece / Cultural heritage law / Relationship between cultural heritage law and intellectual property law; (b) Copyright law and artistic creation / Copyright and collection of works of art; (c) Digital exploitation or reuse of cultural content and copyright law / Cultural organisations and openness of cultural data.

Art History – Instructor: S. Moschonas

The main objective of the Art History course is to introduce students to the basics regarding the field of Modern and Contemporary Art —especially Modern Greek Art— and prepare them for a complex and constantly evolving art market. Several matters will be approached, such as: i) Modern and Contemporary art (in the U.S., Europe, and Greece) from 1870 until the end of the 20th century, and ii) the relation of Contemporary Art with Museums as institutions promoting Modernism and also trying to overcome the distance that separates Contemporary Art and its target audience.

The course consists of lectures by the instructor and presentations by the participants. The instructor will present the main topics of Art History from 1870 to the end of the 20th century (artistic movements, artistic expression issues, exhibition and curation practices, as well as the significant role of the museums in the avant-garde art dominance). Emphasis will also be placed on Modern Greek Art, especially that of the post-war period. Last but not least, through their papers, the participants will engage in a hands-on experience simulation of Contemporary Art management.

Sociology of culture – Instructor: M. Michailidou
Not offered during the 2020-21 academic year

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 – Instructor: 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.

Music
(Not offered during the 2020-21 academic year)

Thesis

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

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

SPECIALISM: COMMUNICATION & MEDIA RHETORIC

The Track "Communication and Media Rhetoric" was designed to cater for candidates who have personal, academic or professional aspirations for the wider field of Communication generally and, more particularly, are interested in studying theoretically and in practice the language of Media. The curriculum of the Track aims:

- To offer systematic studies in the area of Communication and to develop an interdisciplinary dialogue with other fields, such as political science, journalism, sociology, international relations and culture. The major focus is oriented specifically

- (in terms of specialism) to the discourse analysis of Media; how it is developing today through the triptych: speech-writing-image.

- To study the social, political, ideological and linguistic/morphological parameters of communication.

- To examine, in this framework, issues that refer to the function of institutions, human rights, management of power, ideological deception, the distinction rhetoric- oratory, the use of language, demagogy, populism and the new developments in digital communication.

- To prepare students so as they understand the theoretical framework of their studies, to assess facts and research methods, to analyse critically their views/ideas and to be able to present them with clarity and precision.

- To have learners acquire competency in oral and written expression which will allow them to have the professional career they will choose.

The curriculum of the Track "Communication and Media Rhetoric" aspires to offer high quality education in the field of Communication (more particularly in

the Rhetoric of image, of discourse and writing, as it is practised in Media), and to cover, entirely or partly, subjects, such as Political Communication, Digital Communication, Theory and History of the Media, Psychology of Communication, Communication and International Relations, Communication and Anthropology, Rhetoric of Image, Language and Writing in the Media, Forms of Communicative Narrative, Public Space and Oral Discourse, Rhetoric and Politics. The three objectives of the curriculum are: the preparation of competent professionals with employment potential for the public and private sector; the systematic application and promotion of scientific research and the preparation of students for further academic or research activity.

The subjects taught in the curriculum of the Track cover related research with an emphasis in theories, approaches and practices that are necessary for the understanding and study of the communicative phenomenon and media discourse on a national and international level. It combines critical analysis of communicative means in their political, social and cultural manifestations (drawing on the historical perspective), with the most recent developments in the field of theory and of applies communication.

Simultaneously it examines the rhetoric of media, that is, the use of language, writing and image in the contemporary communicative context. The exploration incorporates, also in this case, the historical perspective but centres on current circumstances and particularly on communicative networks, on the new forms of narrative and on the drastic changes the advent of the digital age has brought to the rhetoric of communication.

The systematic education of students aims to prepare them for further studies or research activity, but also to equip them with the suitable capabilities for pursuing careers. The rapidly changing field of communication and of media rhetoric demands the combination of systematic study with methodic research in the subjects taught on the curriculum.

Syllabus

Semester 1

Course	Instructor/Instructor	ECTS
Methodological approaches to media, communications and culture	Martha Michailidou	10
Internet Society, Communication & Politics	Persa Zeri	10
Persuasion and Argument	Dimitris Dimiroulis (Not offered during the 2020-21 academic year)	10
Theory and History of Communication Media	D. Kavvathas	10
Literary criticism in the media	E. Arseniou	10
Communication and Technology	(Not offered during the 2020-21 academic year)	10
Language and Mass Media	(Not offered during the 2020-21 academic year)	10

Semester 2

Course	Instructor/Instructor	ECTS
Communication, Politics and Emotions	Persa Zeri (Not offered during the 2020-21 academic year)	10
Narration in Old and New Media	Maria Kakavoulia	10
Sociology of Culture	Martha Michailidou (Not offered during the 2020-21 academic year)	10
Psychology and the Media	Th. Raptis	10
Management and Marketing	G.M. Klimis	10

Semester 3

Course	ECTS
Thesis	30

SYLLABUS

Methodological approaches to media, communications and culture – Instructor: 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.

Network society, Communication and Politics – Instructor: P. Zeri

The course focuses on the relationship between the mass and digital media and the political processes in the digital era. Social and political fragmentation, polarization in societies, in the Internet and the Social Media will be analysed. In the theory particular emphasis is given on the era of the new orality (oral culture 4.0), where affects prevail, but as well on the decline of the modern culture of debate and arguments in the public sphere which had allowed the expression of social and political conflicts. In the course will further be analyzed the relationship between the network structure of the social and the flow of relations that connect everything with something else (relational structure of the online and offline world), the information cascades, the groups of like-minded that lead to polarization, the strengthening of biased views.

Theory and History of Communication Media – Instructor: D. Kavvathas

Characteristic of our systematic approach to Media is the premise that, the moment (natural and technical) Media make something audible, visible, perceivable, readable, tangible etc., they withdraw from our field of perception, and become latent. Their operation co-depends on their opacity.

The proposed Media theory seeks to foreground the latent operative system of Media and, therefore, thematise their opacity, while discussing all the subjective and social consequences (to the structures of power and desire) of their paradoxical operation. By finding recourse in the philosophical traditions of Heideggerean phenomenology of technique, Derridean deconstruction of the concept of presence, and systemic theory, spaced on a continuum of reference to Lacanian psychoanalysis, there will be an exercising of critique of both anthropocentric and instrumental theories of Media.

Literary criticism in the media – Instructor: E. Arseniou

This course presents the principles and practices of literary criticism as it is cultivated and promoted in the media (press, television, internet, etc.). The following are investigated: a) the types of literary criticism (book presentation, press release, book review, book broadcasts, etc.), b) the basic principles of literary criticism (techniques, rules, discourses of value etc.), c) the theoretical terms and currents (and their recent adaptations) in approaching literary texts, d) the current trends in literary criticism and relevant examples, e) the ways of managing the multifaceted tension that develops between writing about literature in the media and academic / theoretical discourse on literature.

The course is divided into three parts: 1) Presentation of theoretical approaches and their new perspectives, where traditional and new schools/ trends in literary theory are introduced and discussed (formalism, linguistics, semiology, new criticism, (post)structuralism, psychoanalysis, sociological approach, feminism, reader response theories, phenomenology, deconstruction, gender studies, post-colonial critique, ecological critique, neo-historicism, etc.). 2) Investigation of the principles of composition in criticism, and presentation of technical issues (methodological, structural, linguistic, and stylistic) in different contexts and media. 3) Study of examples, and production of original critical texts.

Narrative across Old and New Media –
Instructor: M. Kakavoulia

Narrative as a cognitive process transcends the limits of medium (Bruner), even though for many scholars the specificities and the particularities of each medium determine the production and reception of narratives. In this framework, this postgraduate course explores the fruitful relationship between media studies and narrative theory; it focuses on different narrative genres and practices as performed in a variety of media and transmedia platforms.

The introductory nature of the course explores the questions 'what does it mean 'to narrate,' and what kinds of stories can be told in different medial environments'. These questions are addressed by clarifying the two major terms framing them: "narrative" and "media." References are made to various fields of narrative manifestations from older to newer interactive, multimodal digital media: literary narratives (fairy tale, novel) and film adaptations, face-to-face narrative, still pictures, music, and digital media, cyberfiction, small stories in social media, flash fiction online.

Relevant issues under discussion throughout the course include topics such "narrative and narrativity", "small stories in new media", "narrative spaces", "fictionality vs non fictionality", "interactive narrative vs linear narrative", "narration and subjectivity". Also some of the central questions addressed are the following:

- To what extent does narrative change according to media environments?

- To what extent do the new digital environments and the emerging possible storyworlds produce new narratives and new contents?

- How far is the interactivity of digital technology compatible with the constitutive linearity of narrative?

Psychology and the Media – Instructor: Th. Raptis

Over the course of the late twentieth century, the computer developed from a machine that processed symbols (Turing machine) into an audiovisual medium that arouses bodily, affective reactions. Audiovisuality has thus become crucial for understanding human experience in our current world, a high-tech environment increasingly focused on the enjoyment of the ear and the eye. Audiovisual enjoyment is mediated by techno-

scientific, industrially produced objects (gadgets) that have become passionate partners of the contemporary subject. It is a mode of enjoying whose singularity lies in the fact that it circumvents the Other –both as discourse, as well as sexuated body–, allowing for the narcissistic enjoyment of one's own body without symbolic interfaces. Drawing from the fields of psychology and Freudo-Lacanian psychoanalysis, the object of this course is to familiarise students with this aspect of media-technology and with its effects, both on the register of (inter)subjectivity and on the social bond.

Persuasion and Argument –Instructor: D. Dimiroulis
(Not offered during the 2020-21 academic year)

The art of language serves human beings in their communicative needs but it also defines them as rational beings. Either in written or verbal form it intrudes in everyday life and forms the way we organise our life on the level of interpersonal relations, social institutions and professional needs. The art of language demands aptitude and ability, in addition however it requires one takes care to cultivate it. The crucial medium in this procedure of communication is the "argument". The formation of the argument and its presentation determines its persuasion, that is, its effect on the recipients. It is not enough for one to have something to say, what is of significance is how it is said. The content is influenced by the manner. For the art of language, and particularly for the terms "argument" and "persuasion", we learn much from the history of rhetoric, in addition there is a huge field of application in our times, in which all forms of communication (Mass Media, Advertising, Public Relations, Social Media) increasingly require the ability for one to persuade with the appropriate arguments.

Management and Marketing – Instructor: G.-M. Klimis

The purpose of this course is to give students the ability to understand the concepts of management and marketing by focusing on organisations and businesses in the media sector. Emphasis is placed on modern approaches to management and marketing issues as well as on the development of personal and interpersonal management and leadership skills. At the same time, a holistic understanding of the organisations/enterprises and the macro-micro environment in which they operate will be attempted.

Sociology of Culture – Instructor: M. Michailidou

(Not offered during the 2020-21 academic year)

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.

Communication, Politics and Emotions – Instructor: P. Zeri

(Not offered during the 2020-21 academic year)

On the basis of the fundamental change in knowledge grounds of the network society we will focus on the social, cultural and political conditions of the rise of the new populist politicians. More particularly the phenomenon of Trump, the role of popular culture and the new digital media to its emergence will be analysed. Because we live in the era of the affective turn and the prevalence of the world of emotions, where communication is realised through emotions, we will examine the role of emotions in politics and the populist regimes. A particular emphasis will be given to the question of truth, alternative truth and disinformation in politics. We will discuss the results of the new research about disinformation of Harvard University and Stanford University.

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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SPECIALISM: INFORMATION SOCIETY, MEDIA & TECHNOLOGY

Purpose and subject

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

Semester 1

Course	Instructor	ECTS
Methodological approaches to media and communication	A. Gazi	10
Content Production and Media Companies	N. Leandros (Not offered during the 2020-21 academic year)	10
Media and Digital Apps: Design as a tool of communication - From the traditional to the digital environment	S. Kaperonis	10
Leadership and Entrepreneurship in Journalism	B. Tsakarestou & D. Iordanoglou	10
Public Policies and Communication	M. Psylla	10
Media Psychology and Technology	A. Gazi (Not offered during the 2020-21 academic year)	10

Semester 2

Course	Instructor	ECTS
Storytelling and Narration in Media	N. Bakounakis (Not offered during the 2020-21 academic year)	10
Introduction to Data Practices	Y. Skarpelos	10
Management and Marketing	G.-M. Klimis	10
Identity in Cyberspace: Social media and activism	P. Vatikiotis	10
Contemporary Media Landscape and Media Archaeology	I. Vovou	10
Locative media and Hybrid Communication Environments	(Not offered during the 2020-21 academic year)	10

Semester 3

Course	ECTS
Thesis	30

SYLLABUS

Methodological approaches to media and communication – Instructor: 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.

Media and Digital Apps: Design as a tool of communication - From the traditional to the digital environment – Instructor: S. Kaperonis

The advent of new technologies has affected our daily lives both 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.

Public Policies and Communication – Instructor: M. Psylla

Public policies in the field of communication faces 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 in the crosshairs 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.

Leadership and Entrepreneurship in Journalism – Instructors: 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 (Instructor 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 (Instructor B. Tsakarestou)[1]

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.

Contemporary Media Landscape and Media Archaeology – Instructor: 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 recipients 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

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[1] The curriculum design of the academic postgraduate program on Entrepreneurial Journalism was developed as part of the Study of the United States Institute (SUSI) for Journalism and Media Scholars, at Ohio University, Institute for International Journalism, E.W. Scripps School of Journalism, July 2-14. August 2015, with US funding from the Department of State and U.S. support the Embassy of Athens, Greece.

participatory culture, forming a collective intelligence inside a –hybrid– media landscape.

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

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

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

Management and Marketing – Instructor: G.-M. Klimis

The purpose of this course is to give students the ability to understand the concepts of management and marketing by focusing on organisations and businesses in the media sector. Emphasis is placed on modern approaches to management and marketing issues as well as on the development of personal and interpersonal management and leadership skills. At the same time, a holistic understanding of the organisations/enterprises and the macro-micro environ-ment in which they operate will be attempted.

Introduction to Data Practices – Instructor: Y. Skarpelos

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.

Content Production and Media Companies –
Instructor: N. Leandros (Not offered during the 2020-21 academic year)

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.

Media Psychology and Technology – Instructor: A. Gazi
(Not offered during the 2020-21 academic year)

In recent years, the constant changes in the field of information technologies and communication enter into every aspect of human life by asking questions about how we understand the human experience in this new technological and mediated communication environment. These changes also highlighted 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 individually and within groups

and communities. At the same time, the parameter of convergence as a component of the situation in which the mediated communication takes place, leads to the emergence of techno-psychic systems through which hybrid forms of action emerge.

Using the research methods and theories of psychology, this course will focus on both the psychological and technological parameters of communication among individuals as well as human-machine communication. More specifically, issues related to intra-groups, interpersonal, intergroup and social dimensions that govern the use and reception of technology as well as any means of communication regardless of the code and content of the message, will be discussed.

Locative media and Hybrid Communication Environments
(Not offered during the 2020-21 academic year)

This course will focus on the convergence of information systems and on the concepts of space and place within the use of mobile devices. Students will be able to discuss virtual words transition to the natural environment of the city. At the same time, they will understand the social changes and interactions brought of the use of location based devices. Locative media restore the parameter of the natural environment as the activity takes place from the mobile phone to the natural environment, in which the physical "bodies" of the users are located. We will discuss issues related to the ways in which digital platforms of mediated experience can broaden our understanding of the interactive and participatory process. The complexity of participation in spatial mediation will be discussed as the boundaries between physical and digital environments become increasingly blurred, while the construction of virtual and "real" narrative seems to be an ongoing process.

Thesis

Each student submits, at the latest prior to the end of the spring semester and at a date specified by the Coordinating Committee, a written proposal for the master's diploma dissertation in collaboration with an academic who is proposed as supervisor. The dissertation topic is approved by the Coordinating Committee and must be specialised and original, so as to allow for

the composition of a study in approximately 20,000 words which will demonstrate that the student has sufficient knowledge and critical perception of the issues in the research area of the topic. The precise date for submission of the proposal is announced on the academic calendar which is uploaded on the Department's web page. On the Department's web page is also uploaded the proposal submission form.

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