



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

Department of Communication, Media & Culture



Undergraduate studies - Course guide

Academic year 2022-2023

Table of contents

Panteion University: History - Mission and Vision - Academic Administration	3
Academic Calendar - Undergraduate Studies - Academic Guidance	5
Undergraduate Studies	5
Academic Guidance	6
The Department of Communication, Media & Culture.....	7
History - Aims – Structure – Graduation Requirements.....	7
Awarded Title – Learning Outcomes	8
Administration	10
Academic Staff	10
The Department’s workshops/Labs.....	12
Course outlines	16
First Year – Fall Semester.....	16
First Year – Spring Semester	19
Second Year – Fall Semester	23
Second Year – Spring Semester.....	28
Third Year – Fall Semester	31
Third Year – Spring Semester.....	37
Fourth Year – Fall Semester	46
Fourth Year – Spring Semester.....	53
Research Project/Final Year Thesis.....	59
Internship Programme.....	59
Activities.....	61
Erasmus	61

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

Professor Christina Koulouri

Vice-Rector for Research and Lifelong Learning

Professor Charalampos Oikonomou

Vice-Rector for Finance, Planning and Development

Professor Christos Papatheodorou

Vice-Rector for Academic, Administrative & Student Affairs

Professor Penelope Foundethakis

Vice-Rector for International Affairs and Partnerships Assoc.

Professor Marianna Psylla

Rectorate

Rector's Council

The Rector's Council recommends to the University Senate the strategy for the development of the Institute, prepares and shapes the annual regular budget and the Institute's final budget, and drafts the planning agreements. It consists of: i. the Rector; ii. the Vice Rectors; iii. a student representative; vi. a representative of the University's administrative staff who also participates in the University Senate.

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 10, 2022; Classes end: January 20, 2023
- Fall Semester Exams: January 30, 2023 – February 18, 2023

Spring Semester

- Classes start: October 10, 2022; Classes end: January 20, 2023
- Spring Semester Exams: February 27, 2023; Classes end: June 9, 2023

Re-sit Exams: September 4, 2023 – September 30, 2023

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

1. Sociology
2. Psychology
3. Social Anthropology
4. International, European and Area Studies
5. 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 2022-2023 are Professor Maria Kakavoulia, Associate Professor Ioanna Vovou and 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 interdisciplinary 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. Journalism
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
(1 st - 2 nd yr)	20	6	120
Elective (3 rd -4 th yr)	12	5	60
Research Project - Final Year Thesis (optional instead of two 8 th semester elective courses)		10	
Internship (optional instead of one 8 th 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 Yannis Skarpelos

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

- Assistant Professor Martha Michailidou

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
Nikos Bakounakis	Journalistic practice and Narrative Techniques
Maria Kakavoulia	Rhetoric, Stylistics, Narratology
George-Michael Klimis	Administration and Marketing
Nikos Leandros	Economics specialising in Economy of Media
Yannis Skarpelos	Image, Communication, Culture

Associate Professors

Andromache Gkazi	Museology
Ioanna Kiki	Mass Media Law
Andreas Loverdos	Constitutional Law (suspension of duty)
Marianna Psylla	Political Communication & Analysis of Political Speech
Betty Tsakarestou	Advertising & Public Relations
Ioanna Vovou	Society & Mass Communication

Assistant Professors

Chryssanthi Avlami	Modern & Contemporary History
Angeliki Gazi	Digital Methods & Information Science in Communication & Culture
Dimitra Iordanoglou	Organisation Theory & Human Resources Management
Kostas Karpouzis	Cultural Informatics
Patricia Kokori	English Creative Writing specialising in Comparative Theatre
Martha Michailidou	Methods & Techniques of Social Research (with an emphasis) in Communication Research
Vasilis Roungas	Literacy in Digital Media and Information
Pantelis Vatikiotis	New Media & Journalism

Laboratory Teaching Staff

Stavros Kaperonis	New Media, Communication and Management
Demetres Dounas	Information and Communication Technologies in Teaching and Learning

Emeritus Professors

Ioannis Andreadis
 Dimitris Dimirouli
 Christophoros Giallouridis
 Dimitrios Potamianos †
 Ioanna Tsivakou
 Georgios Veltsos

Retired Academic Staff

Efi Fountoulaki
 Dionysios Kavathas
 Maria Paradeisi
 Harikleia Tsokani
 Persephone Zeri

Past Academic Staff

Costis Dallas
 Dimitris Psihogios
 Daphne Voudouri †

Teaching Staff ESPA (European Structural and Investment Funds) 2022-2023

Konstantinos Theodoridis
 Panagiotis Kapos
 Tina Pandi
 Dimitrios Serafis

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 – Culture Lab
- 2) Journalism – Media Lab
- 3) Advertising and Public Relations.

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: Assistant 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: Assistant 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).

New Technologies Lab and the Game Lab Research Group

Co-ordinator: Professor Yannis Skarpelos

The New Technologies 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 Journalism (410228)

Nikos Bakounakis

The course focuses on the evolution of journalism from the very beginning to the present, in the context of social, economic, political and technological changes. It introduces the ethics and the principles of journalism. Discusses concepts such as objectivity, misinformation, human interest story, cross-cultural and philosophical or peace journalism, transmedia. Teaches the basic issues of storytelling in journalism, advertising and propaganda. Studies fundamental texts such as "The Natural History of the Newspaper" by Robert Park or "Propaganda" by Edward Bernays. Throughout the semester students work individually and in teams to present issues and problems facing journalism, journalists and the media.

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 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.

Information Literacy: Methodology for Information Seeking, Evaluation and Use (410308)

Christina Kanaki [Laboratory Teaching Staff – School of Social Sciences]

ELECTIVE COURSES**Italian: Italian Civilization (410945)**

N. Danezis & A. Papameleti [Department of Foreign Languages]

French: French in Social Sciences (410943)

M. Syntichaki [Department of Foreign Languages]

Introduction to International Politics (410277)

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

Year 1 – Spring Semester

Communication and language, I (410219)

Maria Kakavoulia

Introductory course that studies in broad terms the relationship of communication and language, i.e. the ability to communicate orally, using symbols to convey both concrete and abstract information. The course focuses on the basic distinction between written, oral and electronic forms of linguistic communication, production and comprehension of language, the communicative functions of language according to the communication model of Roman Jakobson. It offers basic knowledge as to the notion of the sign (Saussure), the twin axes of language and the paradigmatic vs syntagmatic relations in language. The course combines theoretical knowledge and applied analysis of examples from the area of natural conversation, media language, social and digital media, advertising, digital cultures or computer-mediated communication. This is a general course without prerequisites.

Organization and Management (410202)

Dimitra Iordanoglou

This course attempts to study organizations as social institutions and to analyse their role in the modern era. Through the presentation and discussion of classical and contemporary organizational approaches, issues of administrative science emerge, such as decision-making, job allocation, hierarchy, leadership, organizational culture, change management. Also, organizational behaviour topics such as motivation, empowerment, teamwork, interpersonal communication, innovation, and new forms of entrepreneurship, are studied in the light of the 4th Industrial Revolution.

The methodology of the course is based on theoretical analysis, case studies, experiential exercises, research projects. The content includes the following:

- Introduction to the concept of organizations
- The impact of technology (artificial intelligence, robotics, blockchain) on organizations
- New forms of organization in the digital age
- Start-up entrepreneurship
- Organizational Behaviour
- Leadership: Definitions and theoretical models
- Decision making
- Motivation Theories
- Managing and leading change in organizations

Visual Cultural 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 visibility. 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)

K. Theodoridis

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.

ELECTIVE COURSES

European Integration: An overview (MET-120542)

A. Passas, Ch. Platias, 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, the student acquires the essential knowledge and tools to enable him 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.

Introduction to Cinema Studies (410091)

Patricia Kokori

Presentation and analysis, in chronological order, of the different periods and major movements in cinema history (surrealism, soviet editing, expressionism, nouvelle vague, neorealism, American underground, etc.). The features of each genre are examined (film noir, westerns, documentaries, musicals, modular film, short film, etc.), in relation to the historical context of its development, while, at the same time, the impact of important directors on world cinema is explored. Emphasis is given to the characteristics of the N.G.C. (New Greek Cinema), based on the European art cinema, in comparison to the national film industry. The course includes screenings of emblematic film scenes for each genre and movement.

Political Sociology (410005)

Dimitris Serafis – Teaching staff ESPA

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.

The Book as a Means of Communication Medium in the Digital Age (410332)

Panagiotis Kapos - Teaching staff ESPA

In the context of the course, the book is studied as a carrier of information and a means of communication located at the center of the change of the life cycle of information. The book is entering a new phase of its evolutionary course, but with obvious traces of intense transformations.

In this light, the overview of the milestones of the evolutionary path of the book is developed while studying the main turning points of the interdependent evolutionary path of the various forms of the book (handwritten, printed and audio book) as they were formed in the manuscript era of the written culture, consolidated over a long time in the typographic age of written culture and are now being transformed into the digital age.

Over the progression of the course, topics covered relate to:

- the new forms acquired by the book during its production process
- the renewal of the ways of recording and disseminating information
- the new dimensions of the book as a means of communication
- the development of the publishing chain of the book
- the coexistence and interaction of different book formats
- the challenges and perspectives that emerge in the fields of written communication and reading activity

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

- have useful knowledge directly related to the main subject areas of the course
- know the evolution of the book as a means of content and communication
- understand the ways and importance of the interdependent evolutionary process of the various

forms of the book

- draw on the holistic view of the field to understand the book, information and media transformations in the new hybrid environment

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.

ELECTIVE COURSES

Introduction to Modern Greek Society (410295)

S. Sakellaropoulos [Department of Social Policy]

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 Erasmus+ 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. The evolution of research and studies in the field of media communication and mass culture lead the centre of interest in the interactive process that takes place between the media, the messages and the recipients. The media contribute to the process of constructing multiple social identities and symbolic places, using, adapting and creating codes, symbols and communication rituals that decisively shape our relationship with reality. Thus, putting the emphasis upon studying the complex relationships between people, cultures, societies and the media, the course combines anthropology, media studies, semiotics and cultural studies, providing students with analytical skills and research methods in order to comprehend how media worlds engage attention.

Constitutional Organization of the State (410285)

Ioanna Kiki

The basic principles of Constitutional Law are examined, as an introduction to its doctrine. The main focus is on democratic principles, the legal principle of representation, parliamentarism and their

coordination, as far as the organization of government, the power of the State and the administration are concerned.

Contemporary Film Studies (410107)

Martha Mihailidou

The course focuses on the cinema in the electronic media era and the postmodernist impact on the American and European film industry (New-Old Hollywood, new queer cinema, etc.). Modern philosophy (Deleuze, Foucault, McLuan, etc.) is analysed – a significant tool of cinematic storytelling. Finally, the contribution of cultural studies to contemporary film research is examined, as through the representations of gender, mental illness, urban life, the growth of stigma, the process of gender construction and the strengthening of stereotypes by the medium are captured.

Digital methods and Online Research (410321)

Konstantinos Theodoridis

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.

Introduction to the History of Art (410190)

D. Pandi

The course is an introduction to the subject of the history of art, its concepts, methods, and terminology. It focuses on the construction of the discipline of the history of art. It begins with a general overview of the basic methods of analysis of artistic work, as they were mainly developed during the 20th century. It then continues with an analysis of the most important artistic movements and artistic periods, their principal directions, themes and concepts as well as with an analysis of the work of their main representatives. The course's timeline spans from ancient art to modern and contemporary art. In this context, issues are analyzed in style, content, operation, and reception of art about the cultural, and socio-political context and its historical conditions of artistic production. Artistic periods are examined in relation to the developments in the field of artistic institutions and education.

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

- identify and analyze basic concepts, terms and characteristic of the discipline of art history.
- become familiar with and be able to describe basic characteristics of artistic periods of art from antiquity to modern times.

- get to know the basic methods of analysis of a work of art.
- acquire a critical approach to the projects and their connection with the cultural and historical context of production.



ELECTIVE COURSES

Anthropological Theories of Nationalism and Ethnicity (MET-520182)

Notaras [Department of Social Anthropology]

International Political Economy (MET-120324)

G. Stasinopoulos [Department of International, European and Area Studies]

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 storytelling - The Short Form (410235)

Nikos Bakounakis

This lab is designed to be the foundation course for journalism. It teaches the essential skills of researching, reporting and writing. Provides techniques and skills on which much of students' work is built. Focuses on gathering, editing and telling written and multimedia news stories.

Using Athens as a laboratory and encompassing a variety of activities, students gain real-world experience and work individually and in teams to complete a big multifaceted project focused on hard or soft news journalism topics. (Recent topics: The Belly of Athens, Eco-friendly Athens).

Journalism Lab II: Radio and Audio Communication (410236)

Aggeliki 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 Birmipas, 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

Communication and Language, II (410168)

Maria Kakavoulia

The course provides basic concepts, terms and methodological tools within the broad field of discourse analysis. We study the forms and functions of Text, Context, Cotext and we focus on the nature, type and role of Context in the act of meaning production.

Discourse production is analysed as an interactional phenomenon emerging in various social and communicative situations. Pragmatics, the typology of speech acts (Austin, Searle), P. Grice's Axioms of Interpersonal Communication and options of Politeness theory are some of the key approaches for the analysis of specific instances. Discourse production is analysed beyond the word or sentence level as a complex communicative phenomenon that is informed both by contextually specific language use and sociocultural knowledge.

Theoretical concepts, models of discourse production etc. are tested against examples of analysis from different text types, from natural everyday conversations to journalistic, media discourse to advertisements or new media linguistic practices.

History of Political Ideas (410127)

M. Michailidou

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%)

Professional associate - instructor: Sotiris Siamandouras

Codes of journalistic Ethics (410214)

Ioanna Kiki

The codes of journalistic ethics which are now in use in Greece are examined comparatively, both from an international and a comparative perspective, as these also relate to other professions. These non-binding rules refer, among other things, to the right to access sources of information, the handling of the 'off-the-record' pieces of information, the obligation to provide objective and impartial news bulletin, the protection of minors against broadcasted violence and crime.

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.

Publishing Entrepreneurship and the Production Process (410333)

Panagiotis Kapos (Teaching staff espa)

The publishing industry (books, newspapers, magazines) is experiencing the wave of digital change that has a powerful impact on every sector of its activity. Consequently, the publishing business activity, the production process and their multiple dimensions are reformed in the era of the new techno-economic and communication paradigm.

In particular, the course examines topics related to:

- publishing activity and basic functions of publishing companies
- the business models at the dawn of the fourth industrial revolution for the diffusion of the value of the publishing business (products and services)
- the reformation of the publishing chain (value-supply chain) and the production processes of publishing products and services
- the creation of new textual genres and innovative services in the publishing field
- the utilization of new digital tools and media for the production, dissemination and consumption of editorial content
- the new perspectives for applied communication and marketing of publishing companies through the development of new ways of creating, developing and disseminating content on websites and Social Media
- the convergence of publishing industries in the online economy.

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

- have useful knowledge directly related to the main subject areas of the course
- analyze and understand the dimensions of publishing entrepreneurship and the production process
- know the changes and challenges faced by publishing companies (books, newspapers, magazines)
- understand the interaction and convergence of publishing businesses both with each other and with other Media and Entertainment Industries
- utilize and connect the dimensions of the theory to the applied publishing context

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:

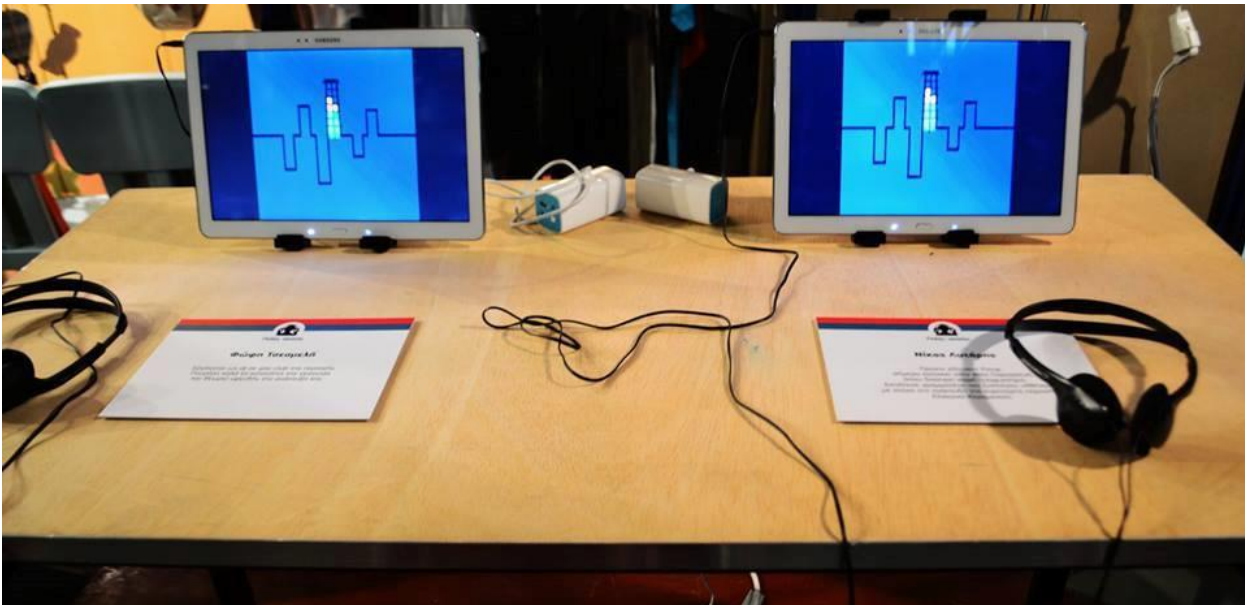
1. Immersive technologies, like virtual and augmented reality, and transmedia navigation.
2. Artificial Intelligence (AI).
3. Blockchain.

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: Cinema (410238)

Andromache Gkazi

The Film Workshop includes a theoretical and a practical part. In the first, the basic principles of directing, screenwriting, camera design and editing and the basic principles of writing a film review are taught. Students, divided into groups, apply what they have learned through an assignment. The topics to be selected are a production of a short film (fiction, documentary, advertising spot), the creation of a film review blog, the organization of a film festival, etc. The course includes attendances to film/television shootings and historic cinemas, film screenings and discussions with people that work in the cinema field.

Journalism Lab III: Communication Projection of Journalistic Organizations (410239)

Stavros Kaperonis

In the Journalism Lab, students are taught the communication techniques of media organizations through social media networks. The workshop has compulsory course attendances as well as participation in the mandatory assignments. The Laboratory organises lectures, seminars and simulations and conducts research, focusing on the new trends and actions of online journalism. In particular, to the students are assigned projects and presentations of a comprehensive journalistic research for social media networks. The task has three stages. The first stage involves the selection of research around a common theme. The second part includes the collection of data on the actions of journalistic organization's on social networks as well as the creation of videos and reports. The third part

includes the complete presentation of the project, both through its promotion on social networks and through the final mounted reportage (video, interviews).

Journalism Lab IV: News Beats (410240)

Pantelis Vatikiotis

In this laboratory course, students are taught the techniques of various important as well as popular types of reporting, such as cultural, sports, economics, migration, education and health reporting, among others. Media professionals and close collaborators of the Journalism Laboratory of the Department of Communication, Media & Culture contribute also to the classes. As part of the course, visits to diverse venues and organizations are organized and the students have the valuable opportunity to train on the field.

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

- find the focus of news and reporting
- use data collection tools useful for composing and presenting information
- employ diverse media formats, utilizing their narrative potential
- produce journalistic stories with different (cultural, sports, economic, health, etc.) content
- manage restrictions and problems that arise in reporting

During the semester, students are assessed through exercises and reports in the different sections of the course.

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.

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 "see" 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.

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

Text Production (410343)

Elisavet Arseniou

Texts are characterized by the fact that their goals, ideas and expressions are connected through a set of rhetorical, conceptual and linguistic relations. In this course, students will become familiar with the production of texts of various genres and purposes (informative, journalistic, advertising, critical, fictional, lyrical, etc.). The course will focus on processes and theories of text production, including terms of (meta)humanist studies in new cultural, digital and intermedia environments (Digital Humanities, digitalization, programming, artificial intelligence, big data, Hypertext, AI Generated fiction, mediality, new orality etc.). Students will be introduced to the rhetoric, understanding and exploration of critical concepts as well as the linguistic composition of texts. Critical issues (contemporaneity, material culture, political discourse, iconography, audibility, performativity, trauma, visibility, exploration of space, archaeology, ecology, corporeality, identity, contemplation, consciousness, unconscious, etc.) will be explored through examples from the Greek and foreign textual production. New texts will be produced.

The Value Network of Book Publishing in the New Hybrid Environment (410334)

Panagiotis Kapos

Publishing activity has always been based on the cooperation of various actors. It essentially consists of a network of people, tasks, roles and relationships. The changes in book formats, the basic models and operations of publishing companies under the influence of digitization, the Internet and ICT, new communication practices and the entry of new actors are dynamically reshaping the operating environment of publishing companies.

In essence, the traditional, linear model of the value and supply chain of book publishing is transformed into a new dynamic, interconnected, interactive system and organizational form, the value network.

The purpose of the course is to examine the new characteristics of this network as well as the effects it causes on its actors with a focus on book publishing businesses.

The subjects analyzed in the course focus on the following:

- hybridity of Media, content, environments and publishing communication
- participatory internet and participatory culture in the production, dissemination and use of editorial content
- emergence of networking culture and society
- moving from the linear perspective of value creation to value networking
- development of multiple and alternating roles of the actors in the new value publishing network (disintermediation–new mediation)
- position and roles of book publishing companies in the new hybrid environment

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

- have useful knowledge directly related to the main subject areas of the course
- analyze and understand the dimensions of the value network and the new hybrid environment of book publishing
- know the changes and challenges faced by book publishing companies (reformed roles and new relationships with other actors in the book)
- understand the dynamic interaction of various book actors with book publishing enterprises
- utilize and connect the dimensions of the theory to the applied publishing context – value network of the publications
- have specialized knowledge, which can be utilized during the preparation of their working and scientific careers.

Crisis, Argumentation and Public Policies (410341)

Dimitris Serafis

In this course, crisis is approached as that context in which pre-established views and concepts are communicatively (re-)negotiated in the public sphere; on the basis of the different ideological perspectives that circulate in it. This communicative (re-)negotiation is the starting point for the establishment of public policies. At the same time, we assume that the development of arguments-standpoints pairs is a constituent element of establishment and legitimation of public policies, especially in times of crisis when a series of viewpoints collide in the public sphere. Therefore, the analysis of public actors' argumentation is considered to be necessary for the investigation of the quality of the proposed public policies. Under these premises, we examine the argumentation that is sustained by public actors in three different periods of crises: the Greek debt crisis (2009-2018), the 'refugee crisis' (2015-2017) and the crisis caused by the outbreak of the COVID-19 pandemic (2020-2021). Thus, we examine the ways in which public policies are legitimized throughout a continuum of crises that Greek society experienced in the last decade.

Upon successful completion of the course, students will:

- be familiar with the basic concepts of the course (e.g., crisis, argument, standpoint, argumentation)
- be able to analyze argumentative structures and distinguish the ways in which claims and arguments are coupled (i.e., topoi) throughout the development of different syllogisms
- be able to evaluate claims and the arguments that sustain them
- be able to approach the rhetorical ways in which public policies are legitimized.

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.

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.

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.



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 Publicity at Theatro Tehnis Karolou Koun; freelance publicist for many other theatres, events, festivals, cultural organisations; Dimitris Karantzas Theatre Director, and Artistic Director of Teatro Proskinio).

The workshop aims to equip students with the necessary skills for performance analysis, as well as for 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 - selection and preparation of visual material for the poster, video trailer or teaser; setting up interviews, creating presentations and tributes in the media for artists / events / performances / cultural organisations. This third part of the course is taught by an invited professional. Assessment is based on an oral presentation of a particular theoretical approach to a performance phenomenon; and a research paper documenting a performance in an analysis drawing on performance theory.

Journalism Lab V: Applied Reporting with Handheld Devices (410243)

Stavros Kaperonis

The lab aims to educate future journalists on the concepts of data journalism, digital and mobile journalism and communication. The workshop has compulsory course attendances, as well as participation in the compulsory assignments. The Laboratory through lectures and seminars gives the basic knowledge about the modern topics of data journalism and how we transform data into news (infographics). Students becoming aware of the modern fake news research tools (text and photos) dominating in e-journalism, as well as of the concepts, usability, UX and aesthetics of websites, content visualization and the basic principles of editing an image.

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

On Narrative: Theories and Applications (410148)

Maria Kakavoulia

This class focuses on the study of narrative from theory to practice; it introduces the students to basic narrative research methods and practices, offering introductory knowledge concerning a) simple research methods related to the creation of a corpus of personal narratives, b) standard methods of narrative analysis in various contexts (Onega 1999, Labov 1972, Kenan 1983, Bell 1991 etc.), and c) new areas of narrative analysis (narrative macro- & micro-design etc.) enriched with interdisciplinary approaches. This class allows students to study narrative across different platforms from personal, journalistic and literary narratives to electronic, media and transmedia platforms. This workshop on narrative explores how an effective narrative is further adapted from the medium in which it first appears -as new media become available to new story-telling environments. The course offers the analytical methods and tools necessary to understand how stories change across platforms, while focusing on structures of effective construction common to them all. Students are expected to conduct narrative analysis or research in a chosen environment (news reports, advertisement stories, interviews, computer mediated narratives, oral personal narratives, literary narratives, biographies, fiction, conversational narratives, etc.).

Media Law I: Press Law (410115)

Ioanna Kiki

Press Law, both on a national and international level, is the subject of the lectures. Press Law is analysed here from a Public, and especially, Constitutional Law perspective. Freedom of expression, Free speech, the human rights of journalists, their intellectual property rights, freedom of the press, as an institution, and more specific topics are scrutinised during the semester.

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

Big Data in Communication and Culture (410327)

Yannis Skarpelos

Academic research and professional practice in the fields of Communication (theoretical and applied), Journalism and Culture, are intensively directed towards computational methods of utilizing big data, in order to uncover stories that cannot be located otherwise (e.g. WikiLeaks, Luxileaks or Panama Papers), to understand trends in political or consumer behaviour (from Cambridge Analytics to the Russian trolls active during the US elections in 2016, to massive data mining and analysis of social media content in order to provide personalised advertisement of products and services), to immerse into aspects of cultural reality that until recently could be only theoretically described (like the concept of “Art Worlds”). In this Lab course, a limited number of students will have the opportunity to learn and put into action some of those real time techniques in data mining, analysis and visualization or use existing data corpora for secondary analysis in search of the stories they may be concealing.

Consumer Culture and Behaviour in Digital Environments (410338)

Konstantinos Theodoridis

In recent years, consumption has become the centre of attention for public debates, governmental policy, companies and organisations. In particular, consumption constitutes a “vehicle” for the construction of people’s identities. Consumption is related with people’s interests, needs, desires, consumer culture, digital society and new technologies, the environment and climate crisis, as well as with issues of policy-making and social justice. This module aims to focus on consumer culture, behaviour and experience in our contemporary digital society. Consumer culture and practices in the digital environments are analysed through different theoretical approaches. We discuss about the economic, social and cultural transformations that shaped the emergence of consume culture. We investigate the characteristics of our contemporary consumer culture in digital environments, as well as the ways in which experiences, relationships and identities are constructed when they are mediated by symbolic and brand consumption. Our interest focuses on significant factors that impact digital consumers and communities.

Indicative themes that we will discuss: Socio-psychological theoretical approaches in relation with consumer culture, consumer behaviour in the digital environment, the role of advertising in consumer culture, identity formation and the consumer-self, digital experiences in consumption spaces due to e-shopping practices and the digital city, brands and brand communities in the digital sphere, collaborative consumption, social marketing, the ethical consumer and consuming news in digital media.

Upon successful completion of this module, students should be able to demonstrate:

- An understanding of Consumer Culture and Behaviour in the digital era using socio-psychological theories.
- The ability to discuss, critically analyse and evaluate approaches related with the digital

consumer culture and consumer identities.

- The ability to recognise the multiple ways in which people are connected to their social environments through digital consumption.
- The skills to analyse issues related with digital media and communication through the lens of consumer culture and behaviour.

Protection of Personal Data (410328)

F. Panagopoulou [Department of Public Administration]

Introduction to Contemporary Art (410192)

The course aims to provide a critical overview and general introduction to the history of art from 1945 to the present with emphasis on Europe and Greece. It will examine the most important currents, practices, concepts, and representatives of contemporary art: abstract expressionism, pop art, Fluxus, the happenings, minimalism, conceptual art, institutional critique, relational aesthetics and artistic production in the globalized condition and digital reality. The course focuses on the new artistic paradigms introduced into art in relation to the new theorization of the artistic object and subject. Artistic transformations are analyzed through factors, such as the functioning of art institutions and exhibitions and the emergence of the role of the curator. Historiographical issues regarding contemporary art will be investigated through the examination of concepts such as "modern", "postmodern", and "anti-modern", as well as through fundamental theoretical approaches around psychoanalysis, semiotics, feminism, and biopolitics.

Main objectives:

- familiarity with the most important trends, currents, and representatives of contemporary art.
- familiarity with a wide range of artistic practices and media.
- the possibility of analyzing works and connecting them with their wider socio-political and ideological context.
- understanding the conditions of production, presentation, and circulation of art
- through the analysis of the role of art institutions and curators.

ELECTIVE COURSE

Cultural Development and Policy (MET-800052)

Vasilis Avdikos [Department of Economic and Regional Development]



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 VII: 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 VII: The Long Form (410247)

Nikos Bakounakis

This course is dedicated to practising written and digital long read journalism. It teaches the best practices of long form journalism, using, as examples, stories from The New York Times, The Financial Times, The New Yorker, Narratively and other media. The focus is on generating creative ideas, story structure, attention to details, persuasive storytelling. It explores texts by Truman Capote, Norman Mailer, Svetlana Alexievich, Georges Simenon and Gay Talese. Students work individually to present a written long form story and in teams to complete a digital, multimedia one.

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 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)

Dimitra Iordanoglou

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

Media Law II: Radio and Television Law (410087)

Ioanna Kiki

Broadcasting Law is the subject of these lectures. Radio, TV and Internet are examined at the national and international level, more specifically, in relation to the protection of human rights, the exercise of state control and the legal status of the multimedia functioning.

Narrative in Old and New Media (410331)

Maria Kakavoulia

Narration and/or narrative discourse as a cognitive process transcend medium boundaries (Bruner), even though many studies suggest that the properties and the specificities of the medium/ channel over determine the production and the reception of narrative. In this context, this class studies the types, genres and practices of narrative as they are performed in various media environments and transmedia platforms. The course covers a range of references starting from older types of storytelling and reaching

more recent interactive and multimodal narrative genres. References to the fairy tale, the novel, comics or fiction, narrative advertisement etc will be studied in parallel with cyberfiction, multimedia and transmedia narratives, digital flash fiction or new media narratives. Further topics of discussion include among others "medium specific vs medium free narratives" "narrative and subjectivity", "fiction vs non-fiction", "narrative space", "linear vs non-linear narrative". Research questions include two major areas of investigation such as for instance:

- (a) do the new digital environments and the new emerging possible worlds actually produce new narratives and narrative contents?
- (b) how does interaction, i.e., the major feature of digital technology, conform to narrative linearity?

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- Page, Ruth. Stories and Social Media: Identities and Interaction. New York: Routledge, 2012.
- Ryan, Marie- Laure. Narrative across Media: the languages of storytelling. Lincoln, NB. University of Nebraska Press, 2004
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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

This course studies the relationship between Modern Greek literature and contemporary media (press, broadcast, and electronic media). Specifically, the course focuses on the ways in which Modern Greek literature and its critical and theoretical context are placed in a mass communication network, visual, audio and interactive. There are examined issues such as: the historical development of Modern Greek literary genres and the literary canon, the profession of the writer, literature in relation to current events, Modern Greek literature in the press and television, literary criticism in the media, literary reporting, travel writing, columns, blogs, TV shows on Modern Greek literature. At the same time, there are presented and analysed ways of approaching Modern Greek literature within the communicative / cultural /

informational etc. field of the Media. Practical applications are investigated and created.

Message Analysis (410157)

Dimitris Serafis

The interpretation of a message, the various texts, and discourses that construct it, require a theoretical and methodological ability to analyze it. On the one hand, a theoretical knowledge of the factors that define the message as a social practice in the public space is required to expose the ideology that a message contains but also unveil the social inequalities that it can reproduce. On the other hand, it is necessary to employ analytical tools and techniques that enable us to scrutinize the message. In this light, we will emphasize on a theoretical discussion of the concepts of discourse, ideology and power, and we will present a series of methodological and analytical approaches that enable us to scrutinize the resources and modes that give rise to a message. More specifically, the following approaches will be presented and extensively discussed: (a) Critical Discourse Analysis, (b) Social Semiotics (c) Argumentation Studies. Upon successful completion of the course, students will:

- be able to explore the concepts of ideology and power in relation to the concept of discourse
- have useful knowledge and skills to critically analyze the interplay of semiotic modes (e.g., language and image) in the construction of a coherent message
- have examined a wide range of genres from the fields of advertising, parliamentary debates, mass media and social media.

Financial Technology (410157)

N. Daskalakis [Department of Public Administration]

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 the eight 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.

Internships are not obligatory and are available to students who have completed six track workshop/ labs and 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.

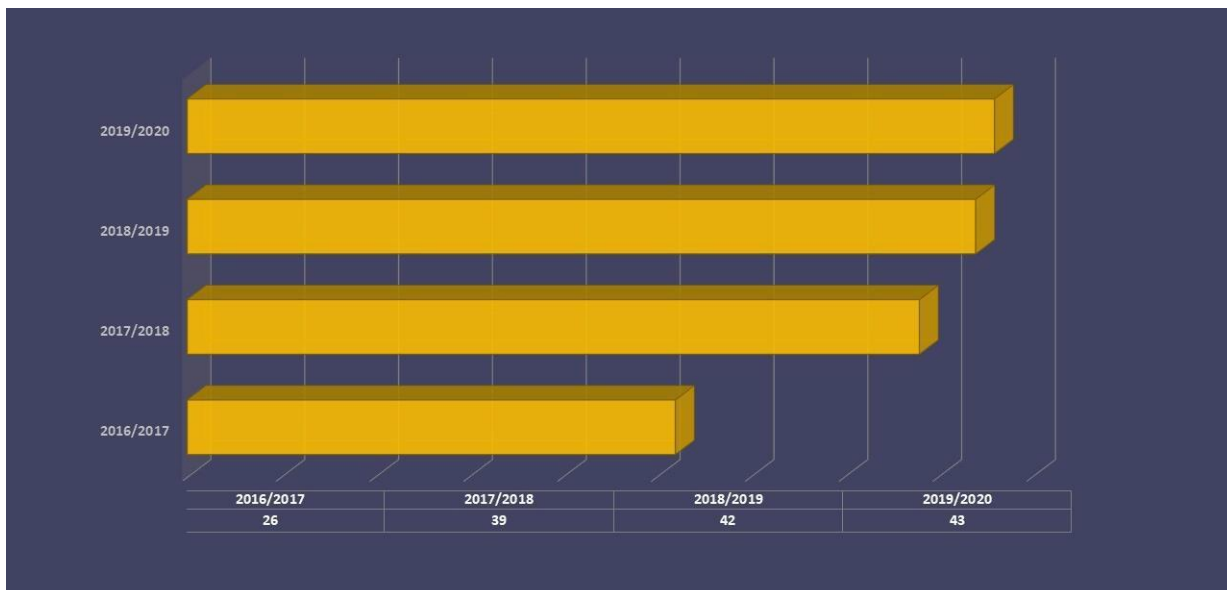
More generally, the Department organises scientific conferences, symposiums, conventions and exhibitions, and participates in the intellectual as well as the cultural life of the country

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

The Department of Communication, Media and Culture maintains 50 Inter-Institutional Agreements with 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.

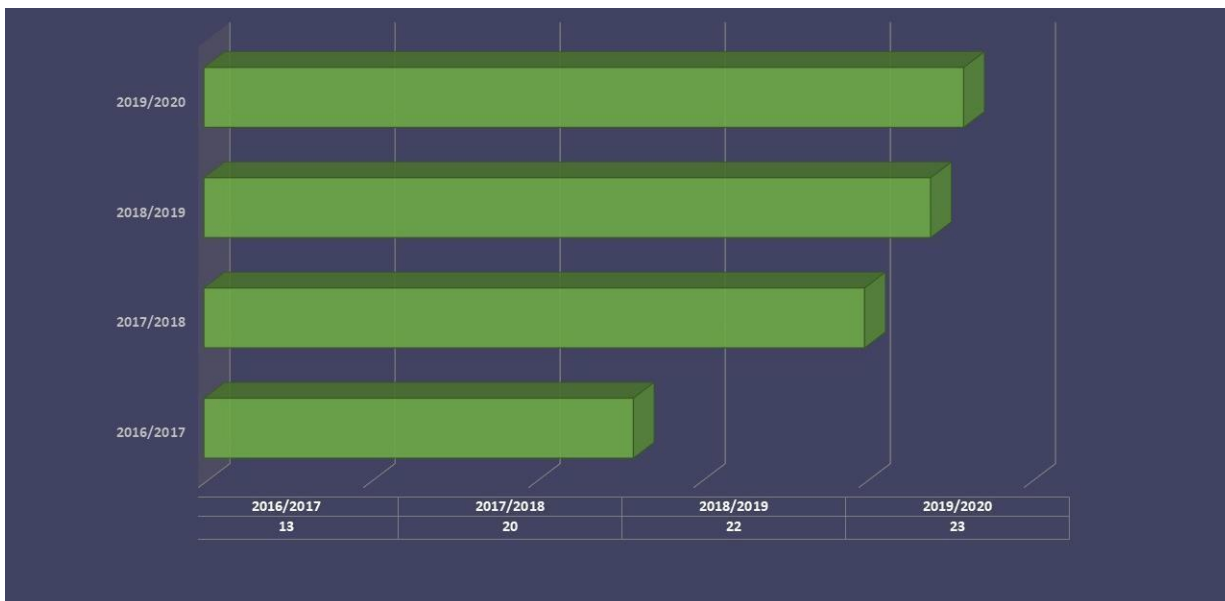
Data on the Erasmus+ Programme: Mobility of students in the KA103 Programme

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.



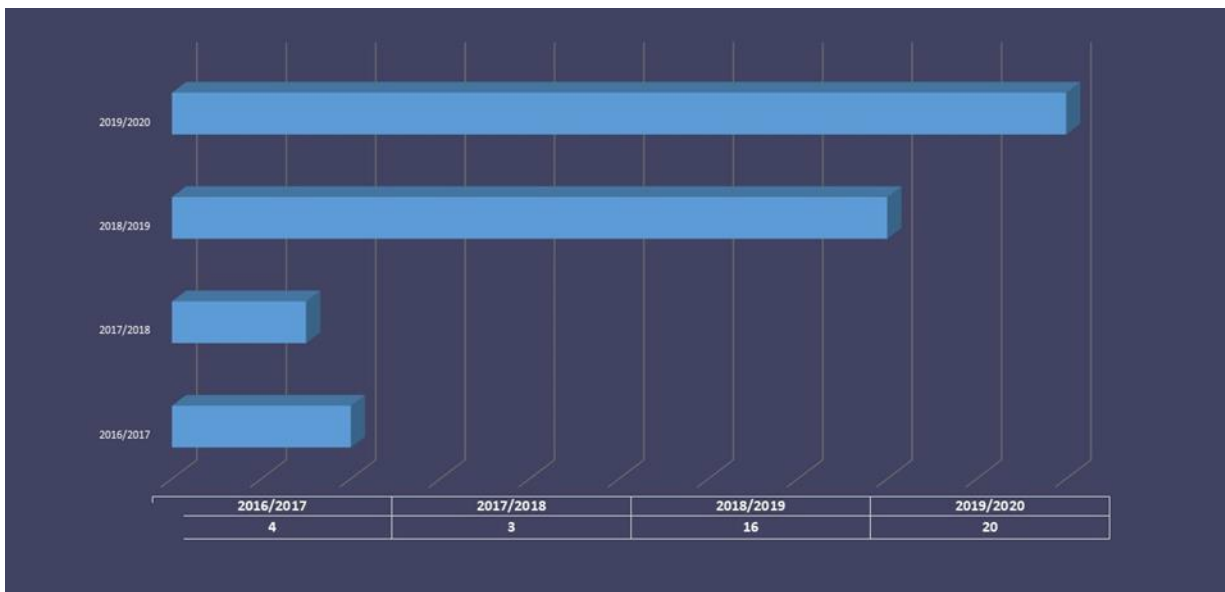
Graph 1: Outgoing mobility of students for studies at universities in Europe

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.



Graph 2: Incoming mobility for studies from universities in Europe

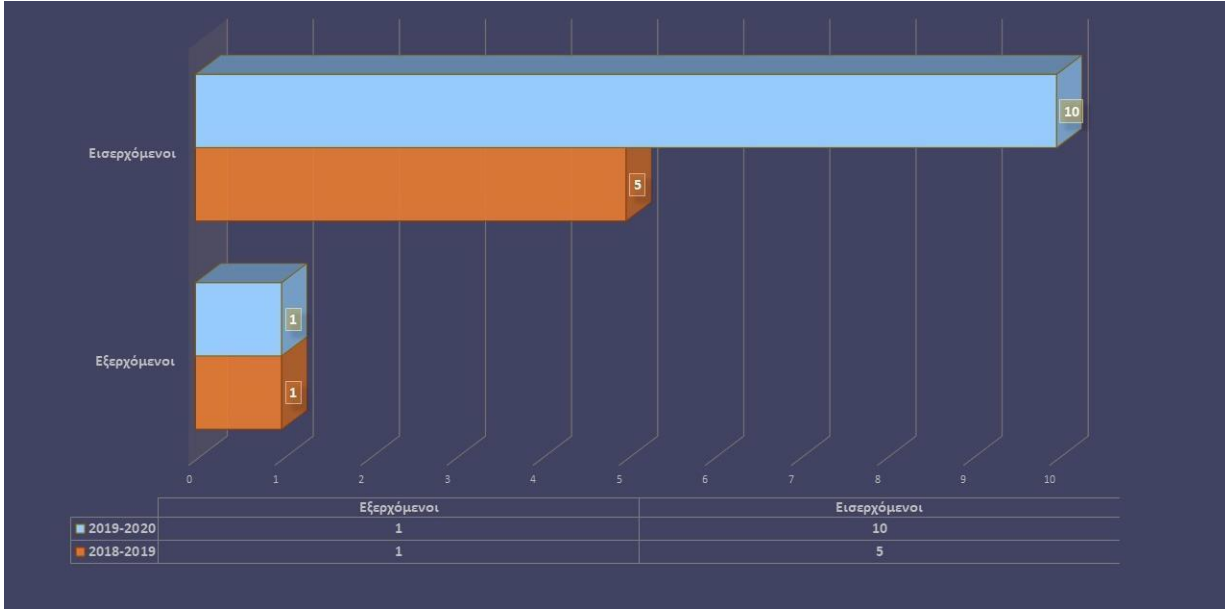
Also, the number of students from the Department of Communication, Media and Culture that transfer to institutions which have their headquarters in Europe, in order to do an internship for a period of time has greatly increased, as can be observed in the graph below (Graph 3); in a four-year time span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



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.



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

