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 2020-2021

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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 1990. 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:
1) to conduct research in the specialised disciplines and specifically in the areas of communication, media and cultural administration through the development of inter-disciplinary and multi-disciplinary approaches, and
2) to provide high standard academic knowledge and training for students in the related scientific fields, as well as preparing students for a prosperous professional career in journalism, both 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 is structured in three Divisions:
   a) The Division of Communication
   b) The Division of Mass Media
   c) The Division of Culture and Cultural Management
and 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:
   a) Culture and Cultural Management
   b) Media
   c) Advertising and Public Relations.
Students elect one of the three tracks at the start of their third year of studies.

During the 2002-2003 academic year the Master's Studies Programme was inaugurated in the field of Cultural Management. Since the academic year 2015-2016 the Master's Studies Programme "Communication, Media and Cultural Management" offers the following Tracks (degree pathways):
   ▪ Culture and Cultural Management
   ▪ Communication and Media Rhetoric

- Society of Information, Media and Technology

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.

From 2012 to 2017, the Department and the Master's Programme in Cultural Management participated in the European Network of Cultural Administration Training Centres (ENCATC).

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.

Administration

Dean of the School of International Studies, Communication & Culture
Professor Harisios Tagaras

Head of the Department of Communication, Media and Culture
Associate Professor Andromache Gazi

Deputy Head of the Department of Communication, Media and Culture
Professor Elizabeth Arseniou

Directors of Divisions

The Division of Culture and Cultural Management
Assistant Professor Chryssanthi Avlami

The Division of Mass Media
Associate Professor Betty Tsakarestou

Director of the Master's Studies Programme
Associate Professor Marianna Psilla

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
Niki Konidi, undergraduate student affairs
Viki Theodorous, postgraduate student affairs

Academic Staff

Professors
Elizabeth Arseniou	Modern Greek Literature
Nikos Bakounakis	Journalistic practice and Narrative Techniques
Maria Kakavoulia	Rhetoric, Stylistics, Narratology
Georgios Michail 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)
Maria Paradeisi	History of Cinema
Marianna Psilla	Political Communication & Analysis of Political Speech
Betty Tsakarestou	Advertising & Public Relations

Assistant Professors
Chryssanthi Avlami	Modern & Contemporary History
Aggeliki Gazi	Digital Methods & Information Science in Communication & Culture
Dimitra Iordanoglou	Organisation Theory & Human Resources Management
Dionisios Kavathas	Philosophy & Media Aesthetics
Patricia Kokori	English Creative Writing specialising in Comparative Theatre
Martha Michailidou	Methods & Techniques of Social Research (with an emphasis) in Communication Research
Pantelis Vatikiotis	New Media & Journalism
Ioanna Vovou	Society & Mass Communication

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 Dimiroulis

Christophoros Giallouridis
Dimitrios Potamianos†
Ioanna Tsivakou
Georgios Veltsos

Retired Academic Staff
Efi Fountoulaki
Harikleia Tsokani
Persephone Zeri

Past Academic Staff
Costis Dallas
Dimitris Psihogios
Daphne Voudouri†

The Department's Workshops/Labs

Communication, Media and Culture laboratory (Media Lab)

Director: Professor Georgios Michail Klimis

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 Niarhos 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.

Labs/ Workshops of the Tracks

From the 5th semester of studies, the three Tracks come into operation:
  a) Culture and Cultural Management

b) Media
c) Advertising and Public Relations

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

Culture and Cultural Management Workshop

Co-ordinator: Associate Professor Andromache Gazi

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

Co-ordinator: Assistant Professor Pantelis Vatikiotis

The Journalism Laboratory is part of the Mass Media & Communication Division and caters for students whose scientific or professional interests are related to mass media. Attending the Journalism Laboratory also indicates the chosen *Mass Media and Communication – Journalism* Track, one of the three-degree pathways provided to students by the Department. Only the students who choose the specific Track may practise in the Journalism Laboratory.

The lectures and workshop-based seminars of the Journalism Laboratory begin from the 5th and continue to the 8th semester, that is, during the last two years of studies. The teachings on special journalism subjects and practice do not take place in the first year of studies since the Department does not aim to work as a vocational school teaching only (or primarily) journalism techniques. The aim is for graduates to have acquired sufficient education in Communication, Culture, History, Economics, Language, Political Science, Sociology, in order to have the necessary cultural and cognitive tools that allow them to understand, analyse and critically reflect on social reality, and not just gather information and reproduce it accurately in the media. We want our graduates to be able to reflect on, and deal with the challenges of our time; for this purpose, it is necessary for them to acquire a broad education instead of just specialised knowledge. The first two years of studies therefore include courses in the humanities and social sciences, but also an introductory course in

Journalism, in order for the students to be sufficiently trained at the beginning of their studies. These courses also run during the 3rd-4th years, along with specialised media related courses.

In the Journalism Laboratory, students are taught communication techniques in print and electronic media. The class session is 6 hours long, in all semesters. Along with lecturing the teaching also includes journalistic techniques practice. Class attendance and workshop participation are both obligatory. The courses are completed with an individual or collective production of a finished project (e.g. complete journalistic research, video, radio or television reporting, online reporting) under the supervision of the instructor. Since the academic year 2009-2010, the radio and television studio of the Department operates at Hill Street in Plaka. This is where the web radio station Spam is also housed, directly connected to the Journalism Laboratory. The web program is produced entirely by students and as part of the learning process.

Advertising and Public Relations LAB

Co-ordinator: 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 GameLab 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

Semester 1

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 focuSOCIOLOGYses 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.

For the year 2020-21 taught by Lambrini Papadopoulou (Teaching with the NSRF program)

The history of journalism from the era of the penny press until today. The human-interest story and reporting. How we should tell a journalistic story. Gathering information and ethics. The concept of objectivity. Journalism and propaganda. New media and multimedia storytelling. Journalism and social media. The crisis of the traditional media model and journalism's future. The course consists of a series of lectures. Students are also expected to present essays on topics related to the curriculum.

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 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.

Games and communication (410286)

Yannis Skarpelos

Teaching Assistants: E. Roinioti (Postdoctoral Researcher), E. Pandia (Doctoral student)

Games are an important means of socialization, expression, communication, social bonding, i.e., a cultural 'object' of major importance. Since the 1980s videogames changed the way of playing, at first by isolating and then by re-socializing their user through internet-based games, like MMORPGs (Massive Multiplayer Online Role-Playing Games). The advent of mobile devices (smartphones, tablets etc.) offered new opportunities for playful access to a dream version of reality, with augmented reality games like Pokemon Go, or hybrid games.

In the course on "Games and Communication" we will attempt to consider the place of games and gaming in post-modern societies: its social, political and psychological aspects; the issues regarding players' identities; the image of the body as well as new forms of embodiment; the meaning of hyper-narration; the use of games and gaming to achieve political and social means (Games for Good, Games for Social Change); and we will experiment in game design.

Semester 2

Introduction to modern and contemporary history (410154)

Chrysanthi Avlami

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

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

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

The course objective is to analyse the major phenomena and events of the European nineteenth and twentieth centuries. Student evaluation is based on the following criteria:
1. History Workshop: written commentaries on political tracts and articles published in newspapers, either European or Greek, (35%)
2. Unseen written examination (planned essay/65%)

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 visuality. In a highly selective overview of the history of photography, we will focus on its sociological uses since the last quarter of the 19th century up until the interwar period, we will discuss the relationship between images, power and knowledge, the history of photojournalism and how to take a distance from it, as well as introduce the methods of visual studies developed with the aim of incorporating the use of images in social research.

Introduction to web science: Technologies, services, applications (410082)

Demetres Dounas

This course is designed to provide students with a basic overview and understanding of many web technologies, services and applications, no matter how little experience or technical knowledge they currently have. Among others, the following topics will be covered:
- Computer Networks & Internet: What is the Internet, history and development of the Internet, protocols & standards, the client-server model
- Html - Web design/development basics
- Electronic mail
- Web browser basics
- Use of the basic services [tools & applications] provided by the World Wide Web as a means of communication and research for effective search/information retrieval (file transfer, search engines, meta-search engines, portals, blogs, wikis, microblogging systems, social networking sites, cloud computing, etc.)
- Information and Communication Technologies (ICT) in teaching and learning - Learning Management Systems [LMS] - Web 2 teaching tools
- Hypertext-Hypermedia and electronic writing – the future of the book
- Bibliography and research techniques
- Semantic Web

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

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- Attendance & participation/active involvement: 20%
- Exercises - Quiz – Site design/development: 30%
- Final exam designed to provide students with the opportunity to demonstrate that they have achieved the learning outcomes: 50%

Academic writing (410308)

Elizabeth Arseniou

This course focuses on how to conduct academic research and express ideas clearly in an academic format. The course will concentrate on issues such as the choice of topic (the definition of the research problem), the context (course work, undergraduate thesis, postgraduate thesis, diploma thesis, doctoral dissertation, etc.), the research process, the bibliography review, indexing, classification, evaluation of the results of previous research, analysis and explication of data, concepts and theories, the selection of questions, the formulation and testing of hypotheses in relation to data, conclusion and interpretation. In addition, there is an introduction to the following: recording of terminology, use of tools, writing summaries, focusing, composition of the academic text (structure, contents, citation, footnotes, references, bibliography), use of scientific terminology.

Introduction to cyberpsychology (410323)

Aggeliki Gazi

In recent years, the constant changes in the field of information and communication technologies have entered every aspect of human life, raising questions about how we understand the human experience in the new technological and mediated communication environment. These changes also highlight the need to investigate and understand the highly complex phenomenon of technologically mediated communication, as well as human contact with modern electronic and mechanical systems, both at the individual and at the intra-group, inter-group and social levels. Through the focus on methodological tools and theories of psychology, in this course we will focus on the individual and his/her participation in new communication environments.

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

Psychological theories of the Media (410291)

Charis Raptis (Teaching with NSRF programme)

Media psychology is the relatively newly founded branch of psychology that, drawing from numerous fields within and outside the discipline of psychology itself (e.g., cognitive, social, and developmental psychology, communication science and media studies), examines the relationship between psychic processes and the media in terms of all forms of media technology-related behavior. However, in order to more fully understand the interaction between the psychic and the medial, we must take

into account the psychoanalytic perspective, which entails a broader interpretation of the concept of media qua unconscious formative structures. It may be argued that whenever a certain device, technology, or symbolic order is examined in terms of its medial dimension, one is faced with the historical status and scope of a perpetually elusive "media unconscious." The course aims at exploring the so-called "media unconscious," that is, the latent properties of media structures, with the aid of psychoanalytic theory, on the one hand, and post-Lacanian and post-structuralist media theories, on the other.

Semester 3

Political sociology (410005)

Marianna Psilla

The goal of the course is to introduce students to the basic notions of political phenomena. The familiarization with the subject of politics is a prerequisite for the critical perception of political actions and political thought. The sociological orientation of political thought considers politics as the summary of social activities and social relations from where the examination of the social production of the polity springs.

Specifically, the course focuses on the following units of study:
- Analysis and examination of political institutions and political activities.
- The shapes of collective movements and party organizations.
- Actors, governance, and public actions.

Marketing principles: Products, services and culture (410227)

Georgios Michail 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

History of world cinema, I (410091)

Maria Paradeisi

The course traces the history of world cinema from its beginning up until WWII. The evolution of the seventh art is analysed in the historical and aesthetic context of each period. Lectures are accompanied with clips from the most important films and the screenings of 5 classical films (*Battleship Potemkin* by Sergei Eisenstein, *The General* by Buster Keaton, *Das Cabinet der Dr Kaligari* by Robert Wiene, *La Grande Illusion* by Jean Renoir, *Citizen Kane* by Orson Welles).

English language for Media and communication (in English) (410913)

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 (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 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.

19th- 20th c. Movements in international literature and the Arts (410316)

Elizabeth Arseniou

The course explores the main currents of international literature and the arts, from the late 18th to the late 20th centuries (neoclassicism, romanticism, realism, naturalism, symbolism, modernisms and the avant-gardes, post-modernisms): their principles are summarised, their most important representatives are presented, and major texts are analysed. For each current and trend, there is an exploration of the contemporary fate of these trends in an academic and creative context.

The course will be structured as follows: Defining the relevant terminology / Examining artistic literary currents within the context of general literary and art history.
A. 19th century literary currents, from romanticism to symbolism:
- Summarise their principles
- Introduce their most important representatives
- Reading indicative works
B. 20th century literary currents, from aestheticism to postmodernism.
- Discuss definitions of modernism and their modifications through time
- Modernist and avant-garde currents of the early 20th century.
- Post W.W.II modernisms
- Theory on modernist literature and the arts.
- Readings of representative works.

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).

Semester 4

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.

Media philosophy (410140)

Dionysios Kavathas

The target of this course is to introduce students to a philosophical inspection of the concept of medium as an element that usually evades the control of our consciousness. Methodologically, we principally follow theories of deconstruction (Derrida), structural psychoanalysis (Lacan) and discourse analysis (Foucault), caring for a multi-split approach to the world of knowledge (truth, sense) and of perception as a world always mediated by writing, the alphanumerical code or image. The fact that there is no beyond of media will be verified by closely reading and presenting a book out of the philosophy of Nietzsche: "The Birth of Tragedy" out of the spirit of music. This seminar examines newer strategies of subverting the domination of discourse over the other media, i.e. possibilities of reversing Platonism.

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

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

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

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

Betty Tsakarestou

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

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

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

History of world cinema, II (410107)

Maria Paradeisi

This course teaches the history of world cinema from WWII up until the 1980s. The evolution of the seventh art is analysed in the historical and aesthetic context of each period. Lectures are accompanied with clips from the most important films and the screenings of 5 classical films (*Roma citta aperta*, By Roberto Rosselini, *Hiroshima mon amour* by Alain Resnais, *Closely watched trains* by Jiri Menzel, *Ali: Fear eats the soul* by Reiner Fassbinder, *Bonnie and Clyde* by Arthur Pen)

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.

State organization (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.

Digital methods and research on the Internet (410321)

Aggeliki Gazi

The Internet is at the same time a "communicative" / "social", as well as a "technological" phenomenon, with its established importance in everyday life as well as in scientific and academic research in the field of Social and Human Sciences. From this point of view, the Internet appears to have a dual character: on the one hand it is a field of research in itself, and on the other hand it is a "tool" for research and searching for information on all kinds of topics.
The course will look at both these different "research" dimensions: both "Internet" research and research through the "Internet". The first level will examine the ways of searching and retrieving information (data mining), using the basic "search engines" of the Internet, while the second level will examine the research and digital methods of the social sciences and their applications to Internet research.

Introduction to Art History (410190)

Spyros Moschonas (Teaching with NSRF programme)

This course is an introduction to Art History, aiming to familiarise students with basic art principles and definitions from antiquity to the present times: the variation of artistic styles; the main movements; and the artistic terminology (i.e., Mannerism, Impressionism, Abstract Art, and such); the main methods of artwork interpretation, and also theories of reception and analysis; the social and political circumstances that affect artistic activity; as well as the function of critical and theoretical discourse.

Semester 5

Culture 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 workshop II: Cinema as an object of academic research and as a cultural event (410234)

Maria Paradeisi

In part one of this culture workshop students learn how to write an academic essay on a film topic. Having acquired an overview on film genres, and skills in reading film techniques and theory, in part

two students are given the opportunity to work as part of a team for the preparation of a small cinematic festival.

Journalism lab I: Introduction to reporting and storytelling - The little 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).

For the academic year 2020-21: Lambrini Papadopoulou (Teaching with NSRF programme)

The topics examined are:
- The essentials of reporting.
- The collection, prioritization and verification of information
- What kind of questions should an article answer?
- Digital journalism
- The tools: the words, audio material, photography, video, graphics.

During this course, students are constantly evaluated through various essays and projects.

Advertising and public relations lab (ADandPRLAB) I: Applied marketing- Digital/Mobile marketing (410261)

Betty Tsakarestou

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

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

By the end of the course students will:
- Understand the importance of the marketing mix as the basis of communication
- Be able to develop a clear marketing strategy creating a brand from scratch
- Gain knowledge of the different forms of advertising
- Be exposed to all the new trends in digital communication with Social Media at the core
- Understand the different functions within an agency
- Act as a real-life advertising professional presenting creative ideas, based on a real brief from a multinational brand.

During the lab students will engage in numerous real-life cases, discussions and presentations in class, significant contributions of several distinguished guest speakers from the industry will enrich their

perspectives with a special focus on digital and Social Media trends, real-life briefings from customers, experiential creative sessions, virtual visits to companies, teamwork via group projects and in class exercises.

Advertising and public relations lab II: Market research, digital media and apps - Web, UX, Apps, Mobile, Video, Podcasting (410262)

Betty Tsakarestou, & Dr. Stavros Kaperonis

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

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

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

COMPULSORY OPTIONAL 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)

Chrysanthi Avlami

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

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

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.

The use of design as a communicative tool, and ideas that transform into image and video (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.

Natural and formal languages of communication (410312)

Charis Raptis (Teaching with NSRF programme)

At the origin of the ideal of the formalization of language lies the Leibnizian dream of a perfect logical-computational system that would allow for the solution of all scientific and metaphysical problems. But it was not until the middle of the nineteenth century that Boole created a purely formal language, based on the binary number system (i.e. 0 and 1), which made a fundamental contribution to the development of modern computing machines. In the post-industrial age, where the traditional work model has given way to the technologies of communication, the demand for formalization (and, especially, for quantification) addresses the challenge of reducing complexity in the societies of information and knowledge. Unambiguousness (in contrast to the ambiguity that is inherent in all natural languages), security, and speed are the three main features of language as information and of the prevailing model of communication, based on the behavioural stimulus-response circuit. The aim of the course is the critical presentation of the difference between natural and formal languages, as well as the questioning concerning the limits of formalization, in everyday communication practices.
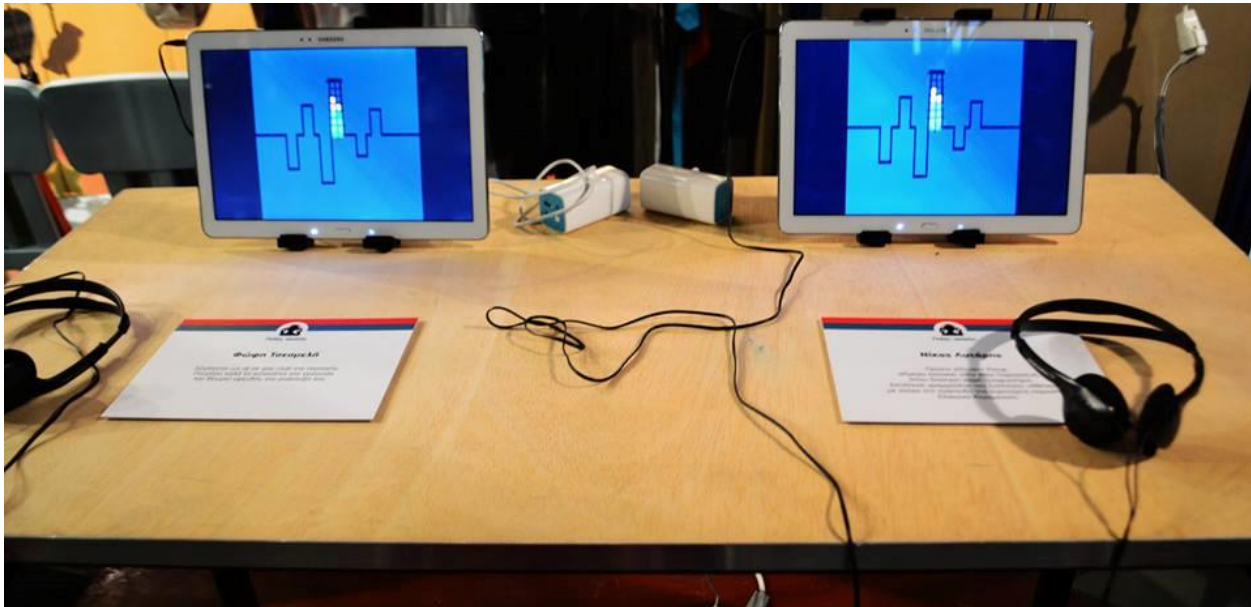
Journalism lab II: Radio and audio communication (410236)

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.

Semester 6

Culture 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 workshop IV: Production of website content in the field of cultural studies (410238)

Chrysanthi Avlami, Elizabeth Arseniou

The workshop is arranged around two main axes:

1. The research axis: the aim is to familiarise students with research and production in the fields of cultural studies (multiple topics are proposed which differ from year to year. See, for example, the material posted at https://www.polisapolis.gr/el /. Students are invited to conduct surveys of archives and organizations, interviews and short surveys.
2. The technical axis: the aim is to familiarise students with the organization, management and maintenance of the website

Usually, the course is structured as follows:
- Presentation of the website and presentation of the topics /bibliography
- Research methodology (1 to 2 sessions)
- Presentation of the first small scope work (as a work in progress), discussion, remarks, suggestions (2-3 workshops)
- Visits to cultural centres to collect material (e.g. archives)
- Presentation of the second major work (as a work in progress), discussion and remarks (3-5 sessions)
- Posting of the selected tasks on the website

The assessment of students is continuous and based on their participation during the discussion sessions, their oral presentations and the final written version of their texts.

Journalism Lab III: Social Media and journalism (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: Specialised reporting - Sports, culture (410240)

Nikos Bakounakis (On study leave) & Pantelis Vatikiotis

Professional associates: S. Triantafyllou (journalist, teaching fellow of the Department), L. Kouzeli (journalist)

In this Lab, students practice and learn the techniques of two types of reporting considered to be among the most important and popular in the media:
1. Sports reporting, which includes not only how one describes and writes about a sporting event, but also how to report behind the scenes and read the so-called geopolitics of sports and mega-events (Olympic Games, FIFA World Cup, etc.).

2. Cultural reporting, which includes writing about performing arts and the arts in general, description of cultural sites, and art review.

Classes are also given by professionals and close collaborators of the Journalism Laboratory of the Department. As part of the course, visits to sports and culture venues are organised for the students to be trained in the field.

For the academic year 2020-21: Journalism Lab X: Journalism on the Internet - Internet and journalism (410235)

Lambrini Papadopoulou (Teaching with NSRF programme)

This course focuses on the presentation of the structural changes that took place in the communication landscape due to technological developments and on the description of the new realities faced by journalists, the media and the public due to the pivotal role of Social Media. Students will get to know the foundations of the internet revolution and discuss the transformations that this revolution brought to the media field. They will also focus on the different strategies that were adopted by various large media organisations and new media start-ups, aiming to survive in the new environment. Finally, they will be called upon to think critically about the political economy of the internet and discuss its future developments and prospects.

Journalism lab XI: Alternative journalism (410324)

Pantelis Vatikiotis

The Lab aims to analyse and practice alternative forms of journalism: peace journalism (which promotes the peaceful resolution of conflicts through dialogue and debate), public journalism (on behalf of the public, strengthening the role of democracy), community / local journalism (serving community), participatory journalism (active role of the public in collecting, editing and composing content, interacting with professional journalists), independent professional online journalism (blogging and social media), open-source journalism (raw information, open source platforms), citizen journalism (citizens produce and edit news), radical journalism (independent counter-information, collective and anti- hierarchical organization).

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 production of content for social media as well as for the electronic journal of the 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 the strategic utilization of Digital Media and Programmatic Advertising contributes 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 lab (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-Startup founders' 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)

OPTIONAL COURSES COMMON FOR ALL TRACKS

History of theatre (410092) (in English)

Patricia Kokori

This course introduces students to the evolution of western theatre. By examining the cultural roots of the genres of tragedy and comedy in ancient drama it traces how theatre explores ideas through live storytelling and often transgresses boundaries and subverts conventions by appropriating archetypes or using imaginative writing to present the invisible, or as yet indiscernible, aspects of human experience. We begin by studying the works of Aeschylus, Sophocles, Euripides and Aristophanes. Then we compare how the questions about the causes of suffering humankind have tested playwrights across the ages from William Shakespeare to Henrik Ibsen and Bertolt Brecht to Samuel Beckett. Indicatively, we analyse the Oresteia (Agamemnon & Eumenides), Oedipus, Medea, The Bacchae, The Birds, Hamlet, A Doll's House, The Good Person of Setzuan and Endgame. In exploring the major antecedents to contemporary drama, we examine the context that the plays were performed in and generic developments. In parallel, we view contemporary performances and links are made to the different interpretations this classic canon has garnered, drawing on insights from philosophy, psychology, literary and performance theory. This close reading of the still most performed plays in our times and of their conventional and more radical stagings aims to give students not only foundational knowledge for cultural studies but also the opportunity to develop their own interests and critical abilities allowing them to choose specialist topics for dissertations.

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 election campaigns, political communication during

the exercise of power, such as governmental, party, local) as well as participatory communication, meaning the participation of the citizens in decision making, are also investigated.

Strategic management I (410196)

Georgios Michail 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.

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.

Media aesthetics (410176)

Dionysios Kavathas

The general aim of this course is shifting the concept of Aesthetics from a traditional theory of (fine) arts to a leading science of a henceforth medio technical perception; Since late 19th century Aesthetics is not but applied physiology (Nietzsche), and its subject is a technologically supported god (Freud).

Media aesthetics works on the basis of new technological possibilities for creating forms of aesthetic experience, which transcend the traditional concepts of "subject-creator" of some predetermined identity, and of the "work" as a stable object. The logical concept of "possible worlds" conceived by Leibniz in the 17th century becomes nowadays a reality. By studying the historical transition from mere literary fiction to technical media, we will highlight the fundamental contribution of some positive sciences and audio-visual technologies in creating a new aesthetics of simulation.

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.

Semester 7

Culture workshop V: Management of cultural events (410241)

Georgios Michail Klimis

Professional associate-instructor: Dr L. Ramou (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 workshop VI: Theatre - Contemporary performance (410242)
Patricia Kokori

Professional associate-instructor: Aris Asproulis (Director of Publicity at Theatro Tehnis Karolou Koun; freelance publicist for many other theatres, events, festivals, cultural organisations; and PhD Candidate in Sociology and Social Policy, Panteion University)

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: Digital apps, data journalism and digital creativity (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 in the era of intermediality (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:

- 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 terms of the Internet privatization and commercialization, the emergence of new forms of collaborative culture and content production platforms, the new possibilities of managing and storing big data, and the regulating practices of the digital field, the Lab aims to examine and analyse:

- the infomediation model (news aggregators, search engines)
- data journalism and data presentation/visualization
- mechanisms of collecting/exploiting information, controlling/filtering content, and the working conditions (insecurity, surveillance) in digital platforms
- the production, dissemination of fake news, and hate speech (in the service of nationalism, racism, and religious fanaticism) on the Internet
- alternative online news outlets and forms of collective action
- new digital practices in the field of the market (electronic currency, short terms rental platforms) and in the field of governance (cyber warfare, counterterrorism)

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 of the 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 OPTIONAL 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 (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

Theories of communication (410206)
Dionisios Kavathas

Systems theory, Deconstruction and (Radical) Constructivism currently operate as leading theoretical models not only in the field of philosophical, sociological and psychological theory of knowledge, but

also in the field of comparative literature and art theory. The aim of this course is to provide a comparative presentation of the above models, having as a thread the common epistemological position that any human knowledge is finite, fragmented, and relational. Basic concepts of cybernetics such as "entropy", "information", "code", "program", communication", "feedback loop" etc., will emerge as metaphors of an observer attempting to describe the structure of living beings, artificial and social systems.

Image and communication not offered in the academic year 2020-2021.
Data practices in communication and culture (410314)
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.

Introduction to contemporary art (410192)
Spyros Moschonas (Teaching with the NSRF programme)

The course is intended to present a Visual Arts overview from 1945 to the present day, with an emphasis on post-war Europe and Greece. The main objective is to familiarise students with:
- the main artistic movements of the post-war era
- the socio-political and ideological circumstances through which the movements in question emerged
- the new artistic forms variety (i.e., installation, photography, performance art, video art, digital art, street art)
- the changes of production, promotion, and distribution of artworks
- the significance of institutions, curators, and artists for the new art scene during the last fifty years
- the main theories of post-war and, especially, Contemporary Art.

Semester 8

Culture workshop VII: Audience engagement and cultural experience (410245)

Martha Michailidou

During the spring term of 2020-21 the lab will focus on audience and engagement research for cultural organisations. The lab will examine different approaches to audience participation and engagement and students will investigate different forms of participation and engagement, as these arise in different cultural fields and types of cultural practices.

Culture workshop VIII: Exhibition planning and design (410246)

Andromache Gkazi

This workshop aims at familiarizing students with all the skills that are necessary for planning, designing, and organizing exhibitions in museums and other cultural venues. Each step of exhibition production is analysed through a combination of lectures, exhibition visiting, and discussion of specific case studies; this is followed by a thorough examination of the basic principles and methods of exhibition planning and design. Overall, the discussion centres around three main parameters which shape all exhibitions: objects, space, and people.

Students are then asked to plan, organise, and curate an exhibition at a museum or other cultural institution in Athens. Ten exhibitions have been successfully set up to date:
1. "Byzantine visits", Byzantine and Christian Museum (2008)
2. "Mr Schliemann is not here", Numismatic Museum (2009)

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) (not offered in the academic year 2020-1)

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: Content production for on-line & web TV (410248)

Pantelis Vatikiotis

Professional associates - instructors: A. Labrinidi (Online Marketing & Social Media Section Manager, COSMOTE) N. Myrtou (Specialist instructor, The University of Athens)

The Lab aims to train students of the Mass Media & Communication Track in the techniques of multimedia journalism and to familiarise them with the new narrative techniques applied on digital platforms. In this context, the special characteristics of new media are analysed, and issues regarding internet journalism as well as the methods of journalistic research in the new digital environment are presented. The relation of journalism to new media, and social media specifically, is examined. Students are taught the use of new media and digital technologies to produce informative multimedia content, while practising the taking and editing of photos, producing audio and video material by using digital media and image, audio, video editing programs.

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

Message analysis (410157)

Marianna Psylla

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

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

Media Law, II (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.

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.

Legal and institutional framework of culture (410186)

Markellou Marina (post-doc researcher Hellenic Foundation for Research and Innovation)

This course aims at providing a full comprehensive analysis of law and culture. In general, this module focuses on the protection and management of cultural heritage (tangible and intangible, ancient and modern), on the study of cultural institutions and it emphasis on the interaction between law and art.

More specifically, the course, by using relevant legal case studies that have occupied Greek and European Courts of law, will focus on: (a) the conceptual delimitation of and legal protection of cultural heritage, b) the conceptual delimitation and legal protection of modern creativity, c) on an overview of the cultural institutions (Ministry, state and private museums, independent bodies, cultural centres, artists run spaces etc).

Dissertation

Students wishing to extend their critical abilities in a specialist guided research topic register their topic in the final year of studies and submit the dissertation to the supervisor in the spring examination period. If the thesis is failed, they may re-submit in the autumn 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.
Internships

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.
Only students who have completed the eight semesters of study 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. They are included in the optional subjects of the 8th semester in all Tracks. Students are awarded 3 ECTS if they have not finished their studies.

Graduation requirements

Entrants from the academic year 2015-2016 and onwards need to have passed 5 subjects per semester. A total of 40 subjects (32 compulsory optional or free optional and/or courses from other departments and 8 compulsories (Track Workshop/Labs) is required.
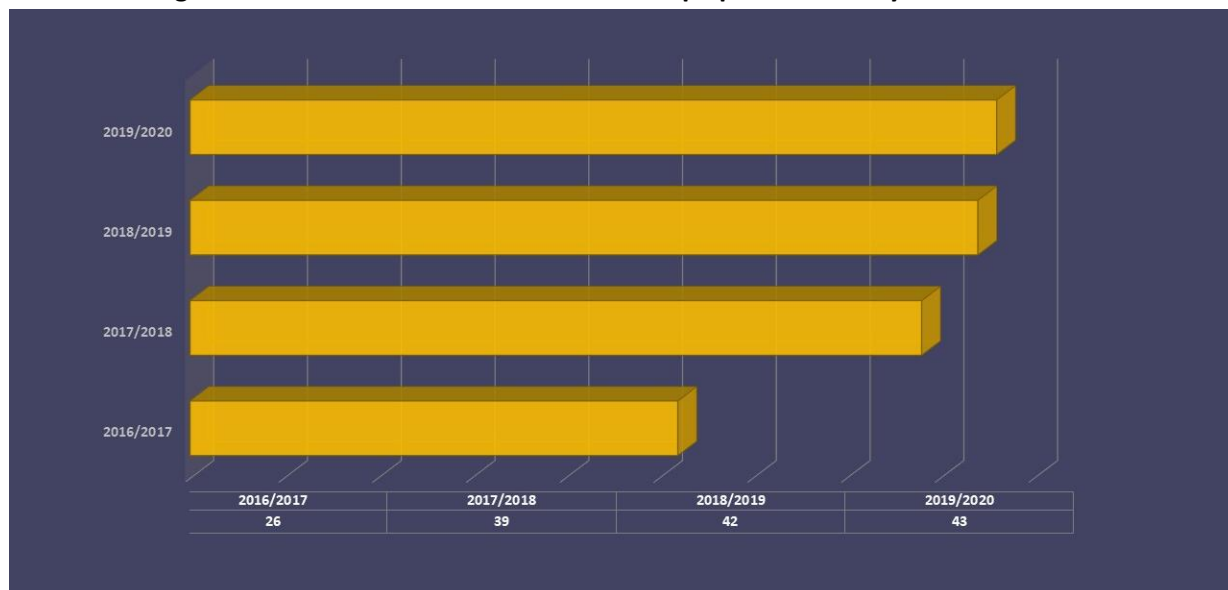
Data on the Erasmus+ Programme: Bilateral agreements with universities in Europe (KA103) and outside Europe (KA107) / International credit mobility)

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.
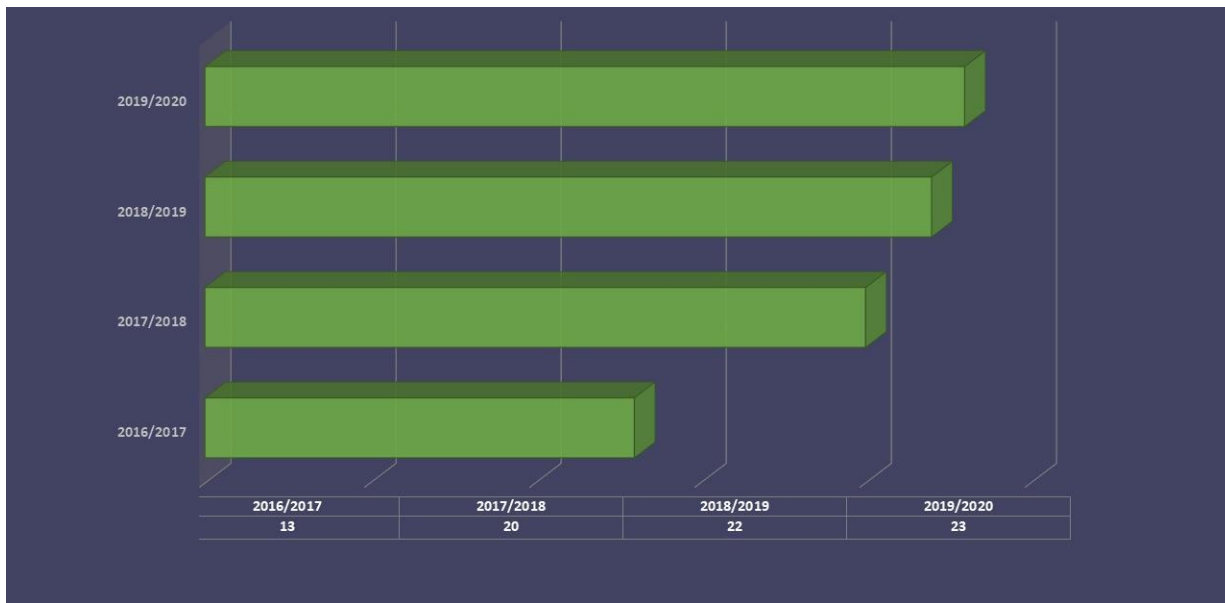
Outgoing mobility of students from the Department of Communication, Media and Culture with the Erasmus+ Programme for studies at universities in Europe per academic year.

	2016/2017	2017/2018	2018/2019	2019/2020
	26	39	42	43

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

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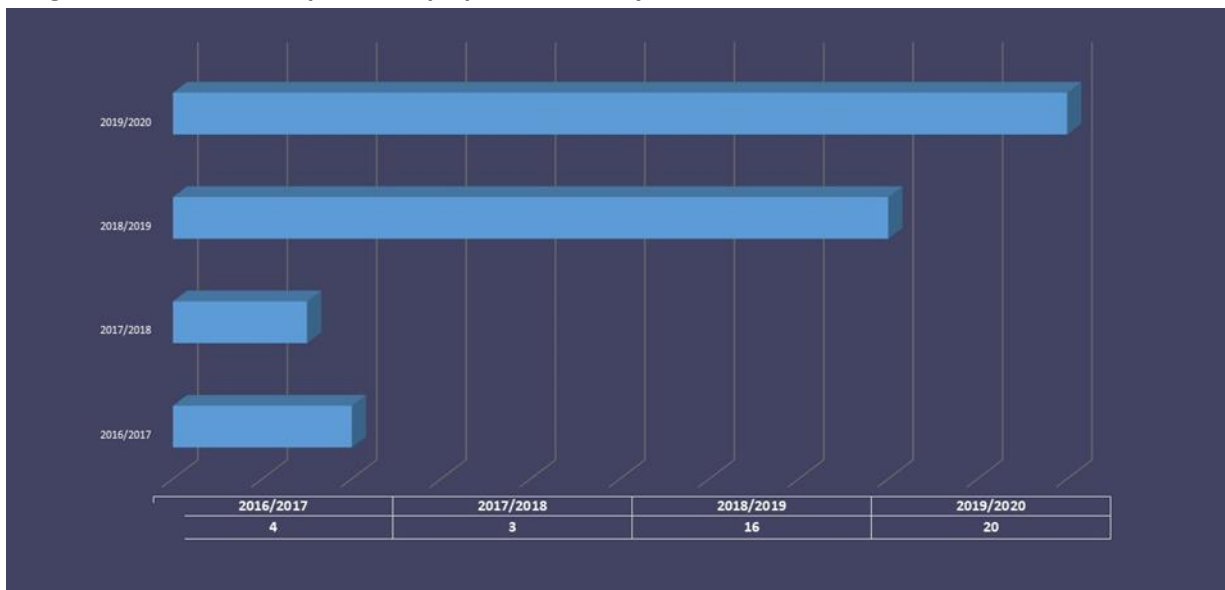
Incoming mobility of students of the Department of Communication, Media and Culture with the Erasmus+ Programme from universities of Europe per academic year

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

Graph 2 Incoming mobility for studies from universities in Europe

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

Outgoing mobility students of the Department of Communication, Media and Culture with the Erasmus+ Programme for internships in Europe per academic year.
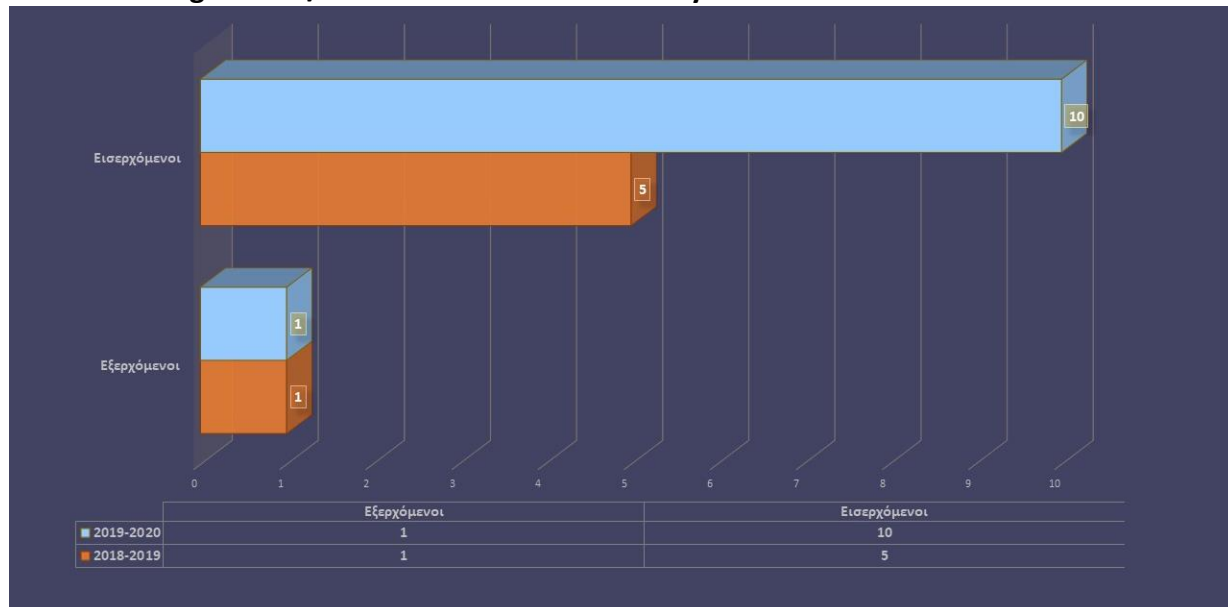

	2016/2017	2017/2018	2018/2019	2019/2020
	4	3	16	20

Graph 3 Outgoing mobility for internships in Europe

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

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

Outgoing mobility of students of the Department of Communication, Media and Culture with the Erasmus+ Programme / International credit mobility

	Εξερχόμενοι	Εισερχόμενοι
■ 2019-2020	1	10
■ 2018-2019	1	5

Graph 4 Student mobility - International credit mobility

Mobility of participants

Erasmus+ Placement CMC 2016-2019	
Academic year	Mobility
2016	4
2017	3
2018	16
2019	20
Total	43