



HELLENIC REPUBLIC

**National and Kapodistrian
University of Athens**

**School of Economics & Political Sciences
Department of Communication & Media Studies**

Study Guide

Undergraduate Program

Athens, January 2020



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1. BRIEF PRESENTATION BY THE HEAD OF THE DEPARTMENT

Dear colleagues, dear students, dear friends,

The Department of Communication and Media Studies of the National and Kapodistrian University of Athens was founded in the academic year 1990-1991. Its' mission is to develop learning methods and research in the field of communication studies, to provide the best scientific education for its students and to contribute to the Greek society in general through its specialization. In this thirty-year journey, we had to face many difficulties. However, the Department of Communication and Media Studies showed a continuous, stable and intense activity concerning teaching and research as well as publications in Greek and international reviews. Through its participation in the public dialogue, both in Greek and in the international arena, through studies and surveys, public lectures and discussions, conferences, awards and art events contributed to the training and development of competences and skills for a variety of professional fields, such as journalism, communication managers and other qualifications of the education field.

With great pleasure, we note that many of our graduates excel in the print and electronic media, journalism, advertising and public relations, political communication, human resource management, cultural organizations, new media, scientific research, and in other sectors of Greek society and culture.

The primary concern of our Department has been, and remains, to provide high quality education to its students both in the field of theoretical education and in the field of practice and research. The Department and its staff seek to provide diverse scientific education and a culture of free, creative and critical thinking. Simultaneously, we are all oriented to produce rich and remarkable qualitative research, while making systematic efforts to broaden our horizons and scope to the international scientific community. The Department takes initiative to leverage the development of the scientific field of communication in Greece and improve the methods and practices of communication within society.

Today, our Department staff numbers more than forty professors, lecturers and researchers, who are all active in diverse areas, such as the theory and practice of media, political communication, psychology, sociology, philosophy, political science, history, cultural studies, history of art, linguistics, modern Greek studies, law, new technologies and its applications, print, radio, television and online journalism, advertising, public relations and new media. In other words, the composition of the Department reflects the multidisciplinary outline of field of communication and media as a whole. The environment of mass communication is not only multifaceted and multidimensional, but it is also -due to its nature- subject to constant change, especially under the pressure of technological, economic, social, political and cultural developments. Since its foundation, the Department of Communication and Media Studies offered a study curriculum that is founded on the interdisciplinary nature of the field itself. The courses of theoretical and practical orientation in the undergraduate program are designed to fulfill the needs of the students.

Professor George Pleios

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2. DESCRIPTION OF THE UNIVERSITY

2.1 The Structure of the University

The National and Kapodistrian University of Athens (NKUA) founded in 1837 is one of the largest and the oldest state institution of higher education in Greece, and among the largest universities in Europe. It is also referred to as University of Athens (UoA). As all other Greek universities, it is a self-governed legal entity of public law and all major policy issues are determined by the Hellenic Ministry of Education, Research and Religious Affairs.

With a student body of about 44,658 undergraduate students, 13,257 graduate students at Master level, 8,015 Ph.D. candidates from Greece, Professors (all ranks), 1,703, Research associates and other teaching, laboratory and technical staff: 486, Administrative staff: 1,095, NKUA aims at excellence in both teaching and research in a significantly varied range of disciplines.

International students are welcomed in the NKUA and, in recent years, the number of non-Greek nationals studying at the various departments has increased. There are currently 5,795 undergraduate, 211 Graduate Students at Master level and 121 Ph.D. Candidates international students. Some of them are enrolled as full-time students in undergraduate or postgraduate programs, while others are exchange students under the Erasmus+ umbrella, studying at NKUA for one or two semesters and participating in its academic and extra-curricular activities. NKUA has also 354 Incoming and 755 Outgoing Erasmus Students.

More info: <https://en.uoa.gr/> and https://en.uoa.gr/fileadmin/user_upload/Uni/Publications/SELF_PORTRAIT_english_FINAL_270919.pdf

2.2 The Sections and Laboratories of the Department

The Department of Communication and Media Studies was founded in the academic year 1990-1991 and its prime focus since has been to meet the needs of academic teaching and research in the field of communication studies in the country. The Department has been constantly growing over the last decades. Today, the Department's academic staff and researchers are active in diverse fields, such as journalism, theory and practices of mass media, old and new media, advertising and public relations, as well as political science and sociology, law, history, psychology and culture. The Department offers to the students, through its interdisciplinary nature, the opportunity to develop their critical and analytical skills and equips graduates with the fundamental competences and skills for a career in media and communications.

Since 1993, the Department has founded three distinct thematic sections and operates six laboratories (Laboratory of Social Media Research, Laboratory of Management and Promotion of Cultural Environment, Laboratory of New Technologies in

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Communication, Education and Media, Audiovisual Laboratory, Laboratory of Applied Psychological and Communication Planning, Laboratory of Journalism Studies and Communication Applications), which provide rich research and educational work, for which more information can be obtained through the study guide and the websites of the Laboratories.

The Department established the Institute of Applied Communications, an institute with rich research, publishing and study activity. The Institute of Applied Communication has already produced a number of important surveys. It has organized seminars (e.g., the Athens Olympic Broadcasting), conferences (e.g., Athens 2004: Post-Olympics reflection), lectures circles, and it has published a sufficient number of books and already since 2004 it issues the first and so far only journal for the study of the communication phenomenon in the country under the title "Matters of Communication". The research and production activity of the Institute is regarded as a paradigm by a number of other important research institutions.

Three Sections of the Department:

- Section of Social and Political Analysis of Communication
- Section of Culture, Environment, Communication Applications and Technology
- Section of Psychology of Communication, Communication Practices and Planning

The Section of Social and Political Analysis of Communication

The section of Social and Political Analysis of Communication was established in 1994 and coordinates the subjects of political, social, economic, and legal dimensions of Press, Radio, Television and the Internet.

At present (February 2020) the Section comprises seven members of Teaching and Research Staff, two members of Laboratory Teaching Staff, one member of Special Technical Laboratory Staff. The Section of Political Analysis of Communication hosts the Laboratory for Social Research in the Media established in 2002. The Laboratory focuses particularly on social research on the use of the internet, personal computers, multimedia, satellite and digital television and the new communication technologies in general.

The Section contributes to the Undergraduate Programme "Communication & Media Studies", the Master's Postgraduate Programmes "Politics and Internet" and the Interuniversity Master's Programme MSc in Media and Refugee / Migration Flows (<https://migromedia.gr/>) taught in English language as well as the Doctoral Studies Programme of the Department of Communication and Media Studies.

The Section of Culture, Environment, Communication Applications and Technology

The Section of Culture, Environment, Communication Applications and Technology has been established in 1994 and coordinates the subjects of Theory of Communication, Aesthetics, History and Theory of Culture and Art, Protection and

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Management of Cultural Heritage, Environment and Publicity, Printed, Radio and Television Journalism and Production, and New Information Technologies in Communication and in Education.

At present (February 2020) the Section comprises 9 members of Teaching and Research Staff, 1 member of Special Teaching Staff, 1 member of Laboratory Teaching Staff, 1 member of Special Technical Laboratory Staff και 1 member of Administrative Staff. The Section of Culture, Environment, Communication Applications and Technology hosts the Laboratory of Arts and Cultural Management and the Laboratory of New Technologies in Communication, Education and the Mass Media, and also contributes to the intersectional Laboratory of Audiovisual Media of the Department of Communication and Media Studies.

The Section contributes to the Undergraduate Programme “Communication & Media Studies”, the Master’s Postgraduate Programmes “Cultural and Cinema Studies” and “Digital Communication Media and Interaction Environments”, the Interuniversity Master’s Postgraduate Programme “Information and Communication Technologies for Education”, as well as the Doctoral Studies Programme of the Department of Communication and Media Studies.

The Section of Psychology of Communication, Communication Practices and Planning

The Section of Psychology of Communication, Communication Practices and Planning was established in 1994 and it combines the study of three important topics of communication:

- Psychology of media and communication
- Advertising & Public Relations
- Communication Policy and Journalism.

The aim of the section is twofold. On the one hand, it aims to foster and promote scholarship on both face-to-face and digitally mediated interpersonal communication, as well as on the impact of digital communication at a personal, group and social level. On the other hand, it aims to analyze the role of journalism within the societal context, as well as how media structures, advertising and public relations are affected by public policies and developments in technology. The Section’s academic staff comes from diverse areas of specialization such as Cognitive and Social Psychology, Advertising, Communication Policy and Journalism.

At present (February 2020) the Section comprises five members of Teaching and Research Staff, one member of Special Teaching Staff, one member of Special Technical Laboratory Staff and one member of Administrative Staff. The Section of Psychology of Communication, Communication Practices and Planning hosts the Psychology of Media and Communication Laboratory, as well as the Laboratory of Journalism Studies and Communication Applications, and also contributes to the intersectional Laboratory of Audiovisual Media of the Department of Communication and Media Studies.

Six Laboratories of the Department:

- Laboratory for Social Research in the Media
- Laboratory of New Technologies in Communication, Education and the Mass Media
- Psychology of Media and Communication Laboratory
- Laboratory of Audiovisual Media
- Laboratory of Arts and Cultural Management
- Laboratory of Journalism Studies and Communication Applications

The Department is connected to the network "@thina" of the NKUA, ensuring continuous access to the internet, both for Department and for the students.

More info: <http://en.media.uoa.gr/>

2.3 Useful Information and Links

Directorate of Public and International Relations: This office provides information on current developments of the European and international education and culture. It positively contributes to the processes that take place in the decision-making centers regarding Higher Education. For more information regarding their offers and activities: <http://en.interel.uoa.gr/department-of-european-and-international-relations.html>

DOATAP: This is the Hellenic NARIC, an organization supervised by the Hellenic Ministry of Education. It is responsible for the recognition of University or Technological degrees that are awarded by foreign Higher Education Institutions (H.E.I.). The Hellenic NARIC is also responsible for providing information about educational systems and accreditation of Institutions in Greece and abroad. Foreign students interested to receive their diploma in Greece are advised to check DOATAP, which regularly updates a list of recognized foreign institutions: doatap.gr/en/

The Library of the Department: The Department hosts one of the most updated libraries in the country in the field of communication and culture, which includes more than 7.000 specialized volumes with the most contemporary issues regarding communication, aiming at exploring the principles, mechanisms and ideologies that regulate communication and shape developments in the media. The library of Department already consists part of the School's library.

Accommodation: Students can be accommodated in selected residences of NKUA. Alternatively, students can rent apartments or rooms in Athens and are offered a list with suggestions on this website. For the residences of NKUA, applicant shall provide the specific supporting documents as soon as possible: <http://fepa.uoa.gr/>

Students can also ask ESN KAPA for help regarding housing off-campus. It is the Erasmus Network of NKUA. Contact them via their website: esnkapas.org or facebook.com/pg/esn.kapa.athens

Students Mensa and Canteens: NKUA's Mensa and canteens for students are located at two different places in Athens.

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- University Campus: located in Zografou, in the building of the School of Philosophy
- Centre of Athens: located at Lycavittou 14, in the centre of Athens

NKUA offers the opportunity for two free meals on a daily basis from September 1st to June 30th (except for national holidays). Students should apply for a card and provide the completed application form to the Meal Service of NKUA (4th floor, Ippokratous 15 (city center of Athens), Tel.: +30 210-3688216, +30 210-3688230, +30 210-3688228). More information can be given by the Administrative Office of this MSc programme.

Public Transportation:

For the public transportation in Athens students can use any of the 3 types of Athens Transport tickets and cards:

- The Ath.ena Ticket
- The personalized Ath.ena Card
- The anonymous Ath.ena Card

The Ath.ena Ticket is a rechargeable ticket that can be used again and again as long as it remains in good condition. Ath.ena Ticket can be bought from and recharged at all Athens transport ticket offices, as well as automatic ticket issuing machines. The personalised Ath.ena Card offers the possibility of student discounts, as well as reduced monthly payments. The card is available only from Athens transport ticket offices. For more information visit: www.athenstransport.com

Health Care:

Enrolled students, nationals and foreigners, are eligible for healthcare for a period equal to the duration of their study programme (minimum duration and possible extension of one semester).

The healthcare of students includes, but is not limited to:

- Medical examination
- Hospitalization
- Pharmaceutical care
- Preclinical examinations
- Home examination
- Physiotherapy
- Dental Care
- Orthopedics

Enrolled students should contact the Administrative Offices of the programme for more information.

Student ID: Students are advised after their registration to apply as soon as possible for an academic ID card, which will support the access to reduced prices for various

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services, such as public transport, ferries, museums, etc.:
<http://academicid.minedu.gov.gr/>

Students with Disabilities: NKUA is accessible to students with disabilities and provides for facilities that are adequately equipped. The lecture rooms and offices of the Department of Communication and Media Studies are easily accessible via elevators.

3. STUDIES AT THE DEPARTMENT OF COMMUNICATION AND MEDIA STUDIES

3.1 Undergraduate Program

The undergraduate Program is comprised of various courses presented in more detail below in part 4 of this guide. The courses are primarily addressed to local students; however, the Department welcomes foreign students from all over the world, especially via the Erasmus+ mobility programs. Some of the courses are offered in English language. For more information regarding the requirements for each course and language specifications, questions may be addressed to the coordinator of each course.

Part 4 of this guide contains the full list of undergraduate courses (compulsory, electives, and seminars) per semester.

3.2 Postgraduate Programs

The Postgraduate Programs (MSc & MA) of the Department of Communication and Media includes both Greek and English language studies in various fields. The current postgraduate program, launched in the academic year 2018-2019, comprises of four distinct MSc programs in:

1. Journalism and New Media
2. Politics in the era of the Internet
3. Cultural and Cinema Studies
4. Digital Communication Media and Interaction Environments
5. Media and Refugee / Migration Studies (in English)

The subjects of the Programs relate to areas of study that the Greek state and society have set as a high strategic priority. These Programs involves scientific cutting-edge areas (communication, politics, culture, human resources, migration) and offers studies that provide knowledge and skills in the areas of information technology, communication, human resource management and cultural heritage.

Since the academic year 2005-2006, the Department participates jointly with the Department of Education and Early Childhood Education of the University of Athens, Department of Architecture of the University of Thessaly, and in partnership with the Department of Electronics of Piraeus ATEI in the Interdisciplinary/ Inter-University Postgraduate Program of Study *Technology of Communication and Information on Education*. In addition, the Department of Communication and Media Studies, in collaboration with the Music Department of the University of Athens began in the academic year 2007-2008 the operation of a new interdisciplinary *Postgraduate Program in Music Culture and Communication. Anthropological and communicative approaches to music* Moreover, the Department established an interdepartmental postgraduate program together with the Department of Sociology of the University of the Aegean in *Media and Refugee / Migration Flows*

3.3 Internships and International collaborations

The Department emphasizes on the importance of internships and the participation in laboratory courses within and outside of the Department. Since as early as 1993, graduates gained positions in companies and organizations of the wider field of communication and media, after the internships promoted via the Department.

Various collaborations with university departments abroad have been strengthened since the creation of the Department. A great number of European academic departments under the framework of the Erasmus Program were established. The Department is proud to have a high number of international collaborations. A significant number of our students spend study time at departments of other European countries in order to complete a part of their studies abroad. Similarly, students from other countries are welcomed to join the Department during their semester abroad. Many professors of the Department cooperate with related fields within most European countries, the USA, China and others. Foreign colleagues are occasionally invited to give special lectures. The Department aims to ensure that this tradition will continue and expand in the years to come.

3.4 The Challenges and Problems of Today

A university department acquires prestige not only through the recognition and accreditation of its staff, but also via its graduates, and recognition by the wider social, cultural and professional environment. Graduates of the Department are employed by the mass media, advertising agencies and corporations, public relations and communication agencies, polling and political communication agencies, individual political figures, cultural organizations, educational institutions, research organizations etc.

“In all honesty, we can say that we are proud of them. We are and we will always stand by them.”

Despite our long course and our successes, the environment around us is changing and an increasingly necessity to adapt can be examined. The challenges and problems are diverse. First and foremost, a new legal and institutional environment is being shaped in the field of higher education. The Department of Communication and Media Studies is focused on the constant improvement of its infrastructure. Since April 2014 is placed in renewed building at 1 Sofokleous Str. well equipped with all modern devices that are necessary for the nowadays higher education. It also focuses on the educational quality that provides its students with the enrichment of its research, the expansion of international collaborations and the direct and indirect contribution to the Greek society. The criteria in this effort are the scientific validity and academic freedom, the critical approach to contemporary issues, the democratic principles and justice in the relations within and outside the Department, pluralism, and tolerance.

Beyond this, the labour market and a number of other problems resulting from forced migration and the economic crisis requires more intensive, tailored and interdisciplinary solutions. The Department aims to continuously analyze and

examine acute and wide-spread issues in order to support the development of proposals and actions, scientific and others.

4. CURRICULUM OF THE UNDERGRADUATE PROGRAM

This guide only contains the description of a selection of the available courses. Additional courses may be included during the academic year and a regularly updated list can be found on the website of the Department: <http://en.media.uoa.gr/>

4.1 Compulsory Courses

1st Semester	
Basic Concepts of Communication Theory	Myrto Rigou
<p>The basic concepts and principles of Communication Theory center on the study of the Transmission Model, in which a meaningful message is produced by an information source, transmitted via a channel, and decoded by a receiver. This particular Course is more than just theoretical, given that Communication Theory, in and of itself, has practical implications of two kinds:</p> <p>a) The deontology of the production, transmission, and reception of meaningful messages, in the sense of communicative ethics,</p> <p>b) The creative-inventive parameter of both the sender and the receiver.</p> <p>Assignments for this Course</p> <p>First of all, the students are advised to hand in a short text on a weekly basis, for reasons of feedback. Of course, the subject of the weekly assignment relates to what was taught in each lecture.</p> <p>During the semester, the students are asked to prepare an optional presentation on a subject they choose themselves, provided it pertains to what the class is about, and especially in regard to the teacher-student relationship, anything book-related, theatrical discourse, or visual discourse (advertising).</p> <p>To this effect, the students are given a Course-related dossier, and the Instructor suggests a general bibliography.</p> <p>Both the short assignments and the presentation add to the students' final mark for this Course.</p>	
Introduction to the Psychology of Communication	Panagiotis Chalatsis
<p>The main objectives of the course are to introduce students to</p> <p>(a) the basic concepts of science and the scientific method, of psychology and its main approaches and disciplines, as well as to the basic concepts of communication</p> <p>(b) the examination of the psychological, social and cultural factors involved in interpersonal interaction.</p> <p>Topics covered:</p> <ul style="list-style-type: none"> - About science, scientific method, experimentation, quantitative and qualitative approaches - About psychology: definition(s), branches - Communication, communication chain, interaction, language - Psychological and social factors in communication - Transactional and systemic, approaches - Non-verbal communication 	

- Context and spatial-temporal dimension of communication - Rituals	
Media History	Nikos Papanastasiou
<p>Compulsory</p> <p>Media History is a subject which provides insight into the constant changes of the media landscape, from a historical perspective. It is useful for those who already work within, or are considering a career within, the media industry. The trend is that our daily lives are becoming increasingly affected by the media and their content, in our private, civic as well as professional sphere. For that reason, the ability to adopt critical perspectives on the logics of the media and on the strategies of media agencies is important.</p> <p>The fundamental assumption of Media History is that history is needed in order to understand the media, but also that the media are necessary in order to understand history. As a student, you will among other things be given the opportunity to practice qualitative analysis, as well as close readings of texts and pictures.</p>	
Technology of Information and Communication	Kostas Mourlas
<p>The course examines New Technologies with emphasis on information and communication subjects. The state-of-the-art technology is outlined, the essential components of information processing and transmission are tackled, and the possibilities offered by information technology in society and the digital lifestyle are also described.</p> <p>The course is delivered in the form of lectures and has a direct link to the course "Practical ICT Applications in Communication and Media" in which computer labs and software and applications are taught through laboratory courses.</p>	
Introduction to the Sociology of Mass Media	George Pleios
<p>The course summarizes most of the theoretical approaches that have been developed in social and communication theory in order to describe and interpret the emergence and evolution of mass communication and media in particular, from printed media to digital content and the usage of internet. In addition, the course presents the basic theoretical models of media that have been developed in recent decades. The following topics are analyzed in the course: What is Media Sociology? What is mass communication and what is the media from a Sociological perspective? The historical emergence and evolution of the media. Modernity and media. The emergence and evolution of mass media: from cinema to internet. Concepts and models of mass communication. Sociological theorizing and controversies regarding the emergence and the evolution of mass media. Four groups of theories regarding mass media and society. The Technological determinism approaches. The Structural Functionalism approaches. The Structuralist approach. Marxist views (ownership, propaganda, ideology). Critical Theory (Frankfurt School). The concept of Public Sphere (Habermas). Postmodern approaches to the mass media. Media institutions and organization - the production process and the importance of ownership. The media content and the controversy over its relationship to the real world. Media and its public: Social functions and impact of media. Globalization and mass media, global media. New media and social analysis of new media.</p> <p>The main objective of the course is for students to see the often different and conflicting visions that relate to mass communication within a coherent social context.</p>	
Social Theory	George Pleios - Liza Tsaliki

Optional Compulsory

In this introductory course, students will become acquainted with some principal sociological issues regarding, among others, what is social theory and what is its object, the main theoretical questions in social theory, the main schools in social theory, social interaction, culture and civilization, ethnicity, race and racism, nation and nationalism, modern mass media, modernity and postmodernity, globalization and social movements.

Art History

Evaguelia Diamantopoulou

Optional Compulsory

Course objectives: the students will

- a) approach artistic creation as a subject of reading, interpretation, and association with society
- b) learn about the important periods in the history of art
- c) be fully equipped to interpret artwork.

Course description

The module explores the course of art in its historical and social evolution through important artistic movements. The course is complemented by workshops of pictorial analysis of artworks and by educational visits to archaeological sites, museums, current exhibitions, workshops etc.

2nd Semester

Language and Communication

Spiros Moschonas

A linguistic introduction to the “circuit of communication”. Topics covered:

- Ferdinand de Saussure’s theory of language (linguistic signs; syntagmatic and paradigmatic relations; values; “langue”- “parole”; diachronic-synchronic linguistics)
- General properties of languages; linguistic competence
- Phonetics and phonology
- Morphology and the typology of languages
- Syntax and the generative enterprise
- Theorizations of meaning
- Languages as communicative systems.

Modern Greek Literature and Society

Elli Philokyprou

The course focuses on the multiple interrelations between modern Greek literature and society, such as the ways political and social events bear upon the formation of literary currents or literary themes; the ways in which literary texts discuss social problems; the ways in which poets explore both external and internal reality; the ways in which poets try to engage their readers.

The texts that will be studied during this academic year belong to poets of the first post-war generation, such as Tassos Leivaditis, Manolis Anagnostakis, Aris Alexandrou, Takis Sinopoulos, Titos Patrikios, Kleitos Kyrou. Most of these poets start out by producing poems with an obvious reference to external reality and move on to a far more complex poetry which attempts to communicate an inner turmoil. The course will be based on the close reading of poetic texts.

Modern Art and Communication

Evaguelia Diamantopoulou

The course aims at helping students to understand the communicative dimension of visual arts as an integral part of the world civilization and as expressive means of representing experiences, ideas and emotions.

Course description

The course examines the communicative - mediating role of artistic creation on important issues of modern society, such as the issue of cultural identity or cultural simulation as it is formed, projected as “given” and undermined to create stereotypic poles, e.g. the foreigner and the local, east, and west, authentic and imitation.

Introduction to Journalism	Marina Rigou
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In this course students are introduced to the concept of journalism and its practical issues. It analyzes the role of the journalist in the context of the new conditions shaped by the use of the Internet and new media and in general the changes in the media area, as well as their institutional and organizational framework of operation. The characteristics of the digital age are analyzed and the decisive effects of the use of new media and in particular social media on journalism and the public are examined. Journalism and public relations as well as the media, politics, democracy and media are outlined. The types of journalism and the technical prerequisites for practicing journalism are approached. Furthermore, this course intends to examine important journalistic approaches, such as: reportage, interview and research, investigative journalism, and resource evaluation, especially today when the internet and social media are an inexhaustible source of information, but not always reliable.

Civilization and Cultural Studies	Myrto Rigou
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Optional Compulsory

How do we define civilization and what is the reason for our discontent within it? How do culture and the media, both new and conventional, program us for a specific perceptual attitude toward culture?

In this class we will be exploring the current all-embracing cultural malaise, and in particular all the proposed “cures” for this malaise (education, art, science, emancipatory political ideologies, and so forth), and we will pose the question why they have not “worked” thus far.

The primary aim of cultural studies is to have a better grasp of the present through examining the past, so that when we read a newspaper, we can understand exactly what it says. Therefore, the objective is not merely to learn about the various civilizations (ancient Greece, Islam, or China) but to familiarize ourselves with what parts of the life of the past affects contemporary Western Europe.

More specifically, we investigate how cultural assets (aesthetic pleasure, useful communication tools) are employed in such a way so that they are socially signified as cultural products in the wider context of the marketplace.

Furthermore, we will be examining the processes of everyday creativity (wandering around urban spaces, reading, conversations, theatre, material culture, dress codes, housing, spectacles, information) in order to show where modern man stands in relation to modern culture, a culture for which Freud puts forward the following remedy: “when you don’t have what you like, you must like what you have”.

Introduction to Political Economy	Manolis Kountouris (Department of Economics)
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Issues that are analyzed in the course:

- The parallel emergence of market societies and economics
- Classical Political Economy (Smith, Ricardo, Marx, Mill)
- Neoclassical Political Economy and its Modern Extensions Criticism of the Classical and Neoclassical School of Thought and its importance for the interpretation of modern economics

Digital Media in Communication and Culture

Elena Timplalexi

The course explores the uses and role of digital media in communication, arts and culture and sheds light on issues emerging from their dynamic interrelations. Tracing the transformations digital media have caused in the aforementioned fields, the course aspires at providing an essential understanding of terminology of digital media in relation to communication, arts and culture as well as offering an introduction to various related phenomena, such as prosumer culture, social media, digital journalism, digital arts, intermedial forms of expression, HCI, virtual worlds, digital gaming and more.

3rd Semester

Media Organization and Policy

Stelios Papathanassopoulos

This course focuses on the developments of the media industry. It explores the effects of the deregulation, the increasing importance of multinational multimedia corporations and details the various challenges that commercialization and privatization are posing to the traditions of public service broadcaster. It pays particular attention to the development of the new media and digital television and the implications of media changes for political and social cultural life.

Political Communication

**Nikos Demertzis and
Stamatis Poulakidakos**

Several decades ago, the boundaries of political communication were quite concrete, since its study area was a rather stable one (pre-electoral campaigns, analysis of news and political messages, standardized party systems and electoral behavior, limited number of media organizations). During the last thirty years, these boundaries have been breached. The field of political communication undergoes an internal diversification procedure, following the rapid changes in the political and socio-economic context ("loosening" of political identification, volatility in political preferences, new communication media, media ownership concentration etc.). Given that, the current unit covers key issues regarding the basic scientific, epistemological, methodological and practical aspects of political communication.

Cinema History: Theory and Practice I

Eva Stefani

Compulsory

The course focuses on the film movements that have shaped the past and present of film practice. At the conclusion of this course, the students will be able to analyze the visual form and the narrative themes of film movements, such as German Expressionism, Surrealism, Italian Neorealism, Nouvelle Vague, Free Cinema. They will also be able to gain an understanding of the evolution of film language by comparing films of different periods and to offer a critical view of cinema's dialogical

relation to its artistic, social and historical context.	
Introduction to Advertising Communication	Katerina Stavrianea
<p>During the lectures of this course the process, functions, principles, and creation of advertising, including the campaign itself are discussed, as well as a brief overview of practices (the information needed to "build" the ad), goals and strategies. Moreover, budgeting and cost effectiveness, as well as the ethical side of advertising, combined with the relationship between advertising and media are examined. There is also a brief reference to the historical evolution of European, but in particular Greek advertising. It examines the relationship between advertising and marketing strategy, as well as its social role and financial implications. The course also analyzes the advertising market and explains the distinct roles of the different stakeholders (customers, advertising companies). Emphasis is placed on online advertising, social media and other digital media.</p>	
Introduction to Social Psychology	Nicolas Christakis
<p>Optional Compulsory</p> <p>The aim of the module is the introduction to the field of social psychology, a discipline that systematically studies the multilevel relationships between the personal and the social aspect of each thought, feeling, opinion and act of human beings. Initially, the peculiarities of the psychosociological approach of the human phenomena will be presented, as well as an overview of an extended range of questions and subjects, which appeal to the social psychologists' interests. Various modalities of these approaches will be discussed, together with their connotations in terms of the kinds of science and knowledge that produce. Subsequently, some important notions and processes will be examined (as shown in the following course outline).</p> <p>Course outline:</p> <ul style="list-style-type: none"> - Definitions of the social psychology and the psychosociological approach. - Epistemological and methodological contradictions and complementarities as regards the point of view of the social life. Links with neighboring disciplines. - Methods and techniques. - Rules, standards, positions and roles. - Attitudes, opinions, stereotypes and social representations. - Social influence. - Social thought and social cognition. - Interpersonal attraction and close relationships. 	
Audiovisual Production	Stelios Papathanassopoulos/ Nikos Myrtou
<p>The basic tools of the audiovisual language for the modern communication field are examined: from the basic principles of cinema and television to the new forms of animation on the internet. The emphasis is thus on combining the theoretical approaches of media with production and refers to the whole range of audiovisual media and their evolution, in particular broadcast media and their influences on culture. Television productions combined with the types and categories of television programs are being considered in their new hybrid formats, with emphasis on audiovisual features as a subdivision of journalism. The internal structure, operation,</p>	

departments and management of television production are also examined. In addition, the course will analyze the key factors in the creation of television image (lighting, image, motion, scenery and sound), the flow of television broadcasts commensurate with the type of television station, its formats and structure. The ultimate goal is practical familiarity with television program production.

4th Semester	
Information Society	Liza Tsaliki
The course offers a brief overview of the notion of information society and of the public sphere, before it embarks on a critical analysis of various issues that pertain to the social and cultural implications of the emergence of such a society: for example, students have the opportunity to dwell and discuss political participation in the age of the internet; celebrity culture; celebrity activism; reality tv and celebrity reality; children and new technologies; the culture of pornography; postfeminism and lifestyle culture.	
Social Psychology and Group Communication	Panagiotis Chalatsis
Within social groups, people satisfy their primary -practical and psychological- needs, define the meaning of the self and their identity, model their thinking, and shape their emotion. In this course we will study the psychosocial and psychodynamic perspectives on how human groups determine the human mind and psyche. We will approach issues related to the psychological and communicative dimensions of their function, psychoanalytical views on the emotional life of groups, group observation methods, their motivational techniques as well as their therapeutic aspects.	
Human-Machine Communication	Dimitris Charitos
The course is designed as an introduction to the ways in which humans communicate with new electronic and mechanical systems and of all parameters involved. The course addresses the following issues in more detail: multimodal human-machine communication, human-computer interaction and interface design, human and mechanical aspects of the human-computer interface, 2D and 3D interfaces, virtual environments, augmented reality, ubiquitous computing.	
Media Law	Athanasios Tsevas
In this course are examined topics as: Special issues of media law; the Internet as a communication medium and a market; professional ethics; and, comparative analysis of regulatory measures taken in Greece.	
Cinema History: Theory and Practice II	Eva Stefani

Optional Compulsory

The course is an introduction to the work of film auteurs such as Bergman, Ozu, Cassavetes, Dreyer, Tati, Bresson, Dulac, Hitchcock. The students explore the aesthetic, political and other ideological aspects that have influenced the work of each director and have shaped hers/his distinct narrative style. At the end of the course, the students will be able to gain a better understanding of the directors' filmography but also the definition of an "auteur" according to the French theorists of Cahiers de Cinema.

Cultural Management-Cultural Heritage

Elli Philokyprou

Optional Compulsory

The aim of this course is to provide an update on crucial modern problems such as the meaning, frame and ideology of the conservation of international and, in particular of Greek, cultural heritage; awareness raising regarding the role of the media in the preservation of cultural memory. The context of the lectures includes reference to the idea of historical memory and its role as contrapuncto between past and present. Students learn about UNESCO, the European Council, and other institutional organizations that have developed policy with regard to the preservation of cultural memory since 1960. This course also emphasizes the importance of the role of the media regarding the protection of cultural heritage and the familiarization of societies with the parameter of aesthetics in everyday life

5th Semester

Cognitive and Emotional Factors in Communication

Bettina Davou

The course draws from cognitive psychology and the psychology of emotions, with the purpose to introduce students to the variables that underlie information processing in both technologically mediated and interpersonal communicational contexts.

The Greek Political System-A Comparative Approach

Dimitris Charalambis (Emeritus Prof.)

Clientelistic Contract versus Social Contract

- The Greek 19th Century
- Populism, Irredentism and Reform
- The crisis between the two Great Wars
- Occupation and Civil War
- The political system after the civil war
- The crisis in the decade of 1960
- The contradicting politics of modernization and the effort to maintain
- The structures that existed after the civil war
- The crisis of representation

<ul style="list-style-type: none"> - The military dictatorship - Form the “state of national beliefs” to the constitution of a democratic rule of law - The particularity of the Greek political system - The extra-institutional consensus - The path to the economic and political crisis 	
Introduction to Film and TV Producing and Directing	Afroditi Nikolaidou
<p>The theoretical and practical knowledge of the fundamentals in film and TV producing and directing within the contemporary audio-visual culture is the main focus of this course. Relying mostly on the neo-formalist approaches, the field of production studies, and the practical procedures in directing and producing, the course commences on the cultural and historical roots of directing (and its correlation to theatre and other arts) and examines: the Film and TV form and its relation to narrative and style, the basic stages of film and TV production, the fundamentals of script writing, film language, directing and editing principles, the terms and technology used in film and TV practice, the creation of the various documents, forms and procedural protocols that are indispensable in developing, directing and producing a film/TV project.</p>	

Compulsory Elective Course

Philosophical and Cultural Aspects of Communication	Vassilis Karapostolis (Emeritus Prof.)
<p>Objects of study:</p> <ul style="list-style-type: none"> • The Problem of the Other: Introduction to the Philosophy of Otherness • Definition and nature of dialogue: Historical retrospection • War and peace in discourse • Human communication in the private and public spheres 	

6th Semester	
Research Methodology	Antonis Armenakis
<p>The course is an introduction to basic concepts of research methodology: It examines the following topics:</p> <ul style="list-style-type: none"> • Theoretical scientific approaches to research methodology: positivism and anti-positivism. Quantitative/fixed and qualitative/flexible research designs: characteristics and differences, advantages and disadvantages. • Structural research elements/tools: basic concepts, constructs, variables, types of variables, measurement scales, attitude scales, validity, reliability, population, 	

<p>sample, sampling techniques.</p> <ul style="list-style-type: none"> • Data collection means: questionnaire (question types, order, number, syntax, guidelines, editing, coding, application techniques), interview (types and characteristics), observation (components and types), file checking (characteristics, coding scheme). • Research stages: subject definition, examining sources, theoretical background, hypotheses formulation, research design, organizing, pilot research, data collection, data processing and analysis, final report. • Basic research methods: survey research, experimental research, content analysis, interviews, focus groups, observation: objective, design, advantages and disadvantages. 	
Design and Development of Digital Communication Services	Dimitris Gouscos
<p>The objective of this course is to familiarize students with the landscape, applications and design principles of communication services online. The course is based on lectures, starting from basic concepts and theory and asking students to study examples and literature and deliver end-of-semester written reports, ending up in individual projects. The course is taught in Greek and addressed to Greek-fluent students only.</p>	
Civilisation and Culture	Petros Zounis
<p>a) The concept of sustaining and preserving the historical memory of the world. Memory as a ‘contrapuncto’ between the past and the present, and as a fundamental need for continuity in modern society, in the context of the constant technological revolutions of our time and the rapidly changing environment.</p> <p>b) Protecting cultural memory is a top ideology, especially in the industrialized regions after 1960. During the course the students will develop basic concepts, principles and reference to international maps and conventions (UNESCO, European Council, etc.). Institutional framework at international and national level, protection agencies and methodologies will be examined. The achievements and failures of post-war and pan-European crusades are analysed.</p>	

7th Semester	
Social institutions and social change in Greece	Nikos Panayotopoulos
<p>The aim of this course is to present and analyze the processes of social change that have taken place in Greek society from 1960 until today based on the example of the evolution of certain social institutions.</p>	
Propaganda and the media: Stamatis Poulakidakos (in English)	Stamatis Poulakidakos
<p>Propaganda constitutes a strategic tool implemented in the political communication</p>	

procedure, advertising and various other public discourse and media instances. Propaganda turns out to be a valuable strategy especially in times of antagonisms, instability, risks, conflicts, when public actors seek to (re)form the audiences' attitudes. The approach of propaganda in the current unit is being closely connected to the media in socio-historical terms. The media -both in historical and contemporary terms- merely act as simple conduits of propagandistic messages, but rather as formers of propaganda and the propagandistic discourse itself. The current unit aims to provide students with the basic information concerning the history and various approaches as well as implementations of propaganda, its functions, and the characteristics of propagandistic discourse.

4.2 Optional Courses

Seminar and Elective Courses titles are cited here only when descriptions have been made available.

Winter Semester	
Seminars	
The crisis of the Greek society	Nikos Panayotopoulos
This seminar will attempt to demonstrate that the current crisis of the Greek society consists of a crisis of reproduction of the system of both the strategies of reproduction obtained by various social groups and mechanisms of reproduction, resulting in a crisis of the dominant way of reproduction of the Greek society	
Ethics, Communication and Bioethics	Myrto Rigou
Both the current developments in biotechnology and the discoveries in genetics and in molecular biology raise a multitude of social, medical, and legal issues. The human body, be it dead or alive, is programmed and manipulated by science, which now has the ability to create life. The disintegration and manipulation of our body's reality alter our relation with the body itself, and by extension with our relation to history. Thus, the relation between the subject of morality and the subject of knowledge is rendered problematic. How is ethics problematized as a result of techno-scientific progress? How are life and death viewed in the age of modernity? How do sickness and health relate to each other? How do we decide what is normal and what is pathological? Is there a dividing line between the psychological and the somatic, and what is the connection between one's physiological processes and one's biography? What constitutes medical and communicational nemesis? How do we deal with other people's pain? This seminar will generally explore the relation between ethics and communication and in particular the two-way communication process between doctor and patient. It will pose the question of rules, and also of how these rules exert their power on the very same processes which ultimately shape their object, thereby displacing the binary opposite spontaneous/artificial. It will examine the problems that arise from biotechnological knowledge (euthanasia, cloning, life in vitro, transplants and the market for human organs, human guinea pigs, the commercialization of death, biopower, etc), and the way in which bioethics intervenes	

in all the aforementioned. The seminar will revolve around the works of Georges Canguilhem, Oliver Sacks ("neurology of identity"), Nietzsche, Michel Foucault, and historiographic researches. Furthermore, special emphasis is placed upon a series of ethical and biopolitical issues such as overpopulation, the so-called "tragedy of the commons", Malthus's views on population control, and the "problem of evil".

Social Psychology of Identity Processes	Nicolas Christakis
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The course will examine the concept of identity and of the self as they exist in our culture through wider psychological, philosophical and sociological perspectives. Special attention will be given to the psycho-social approach: the distinction among the personal and the social identity, the context, the targets and the results of the identity construction via socio-cognitive processes, as well as their existential, social and ideological extensions. Finally, there will be a reference to the fluidity and the palimpsest formulated as multiple contradictions and conflicts in life at the level of identity, communication, and culture.

Analysis of Journalistic Discourse	Spiros Moschonas
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Topics covered:

- Archival research methods; corpus construction and corpus-driven discourse analysis
- Journalistic discourse genres (news, forecasts, interviews, sports texts, opinion articles, etc.)
- Digital media texts
- Standard Modern Greek in the media.

Evaluation: Students may follow either a Writing in the Media Project (emphasis on writing conventions / creativity) or a Discourse Analysis Project (emphasis on archival research guided by Discourse/Conversation Analysis / Pragmatics).

Interpretation of Literary Texts	Elli Philokyprou
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This seminar focuses on the close reading of novels, short stories or plays. Students are asked to submit three essays, one on each book or collection of stories that are discussed during the course. The syllabus changes from one year to the next. Two recent examples: in the year 2018-19 the books discussed were the following: Penelope Lively, *Moontiger*; Harper Lee, *To Kill a Mockingbird*, and Kate Atkinson, *Behind the Scenes at the Museum*. In the academic year 2019-2010 the books discussed were: J. B. Priestley, *An Inspector Calls*; collections of stories by Borges, Marques and Mingas; Italo Calvino, *The Invisible Cities*. Apart from their individual literary merits, the texts are selected because they share a common characteristic or a common theme.

Gamified Communication Processes	Dimitris Gouscos
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The objective of this course is to familiarize students with gamified communication processes. The course is organized as a seminar, with successive rounds of exposing students to examples, concepts, methods and tools and asking them to build some work of their own which is commented in class, ending up in individual or group projects. The course is taught in Greek and addressed to Greek-fluent students only.

Design and Development of Social Content over the Internet	Dimitris Gouscos
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The objective of this course is to familiarize students with social media-based

communication processes. The course is organized as a seminar, with successive rounds of exposing students to examples, concepts, methods and tools and asking them to build some work of their own which is commented in class, ending up in individual or group projects. The course is taught in Greek and addressed at Greek-fluent students only.

Visual Communication – Visual Design	Dimitris Charitos
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This seminar deals with the design of digital images and the way they function in the context of contemporary communication and attempts to present both theoretical and practical aspects of this issue. Within the context of this course, students will become familiar with digital image manipulation tools. Students will also be taught graphic art and design, image composition and manipulation as well as printing.

Image dialectics	Evaguelia Diamantopoulou
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Objectives of the seminar: the students will a) understand the dialectic role of the image, both in its various versions - painting, sculpture, etc. – and in its relation to historical space-time.

b) train in the iconographic analysis through discussion and essay work.

Course description

Paintings or sculptures or any other kind of illustrations are selected, on which common themes are distinguished (historical portrait, current affairs, allegory, etc.) and are divided into sections. Afterwards, an interpretive approach of the works of each unit is carried out. At the end of each unit the students present a relative project. The seminar is completed with the summary of conclusions.

Cultural Management	Petros Zounis
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The seminar course «cultural management» will try to cover a wide range of topics and issues (organization and management, strategy and marketing) related to cultural management within operation of modern cultural institutions. The main purpose of the course is to teach students the basic principles of modern management of cultural institutions.

Introduction to Playwriting and Critique	Elena Timplalexi
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Fiction in Theatre is manifested through Drama, which, in its more elaborate and complete form, is written down as a theatre play. Within the framework of the seminar, students get accustomed to several dramatic theories, poetics, conventions, models and typologies of roles. They are invited to construct the fictional world of an one act play, to create characters, set up a plot and proceed in developing it and writing it in full. They are also introduced to theatre critique, focusing on style and concept, discussing aspects of originality and innovation in playwriting and stage practice. They are encouraged to discover and nurture their personal style of writing in terms of creativity (play) and critical thinking (critique).

Winter Semester

Elective Courses

Quantitative Methods I	Antonis Armenakis
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The course is an introduction to probability and statistics and more precisely to:

<ul style="list-style-type: none"> • Descriptive statistics: frequency distribution tables, graphs, numerical measures, • Probability theory: events, sampling space, probability definitions and properties, • Discrete and continuous random variables, • Binomial and Normal distributions, • Statistical inference theory: parameter estimation and hypothesis testing, • Inference for a population parameter: mean, variance/standard deviation, percentage, • Comparison of two population parameters: means, variances/standard deviations, percentages. 	
Digital Games, Communication and Learning	Dimitris Gouscos
<p>The objective of this course is to familiarize students with digital games, fun and communication/learning aspects. The course is organized as an elective one, starting from basic concepts and theory and asking students to study examples and literature and deliver in-class oral presentations and end-of-semester written reports, ending up in individual or group projects. The course is taught in English and addressed to English-fluent students only.</p>	
Topics in the Philosophy of Language	Spiros Moschonas
<p>This course presents basic concepts in the analytic tradition of the philosophy of language. Each academic year, a different topic is covered in detail. Possible topics:</p> <ul style="list-style-type: none"> • Truth, meaning, reference • Thought and language • Argumentation and logical structure • Speech act theory • Figures of speech and the rhetorical organization of discourse • The work of philosophers such as G. Frege, J. L. Austin L. Wittgenstein. 	
Poetry and Communication	Elli Philokyprou
<p>This course examines poetic discourse as a form of communication between the poet and his/her readers. The selected texts fall into two categories. In the former, one can easily discern the poet's wish to communicate his/her thoughts and feelings through his/her words. In the latter, the reader is faced with a cryptical discourse aiming at concealing the poet's inner world. The transparency or obscurity of poetry is interrelated with the general issue of the poet's place in society. The course is based on close-reading and comparative study. In the next academic year, we shall be focusing on three contemporary poets: Katerina Anghelaki-Rooke, Zefi Daraki, Kiki Dimoula. All three discuss issues of love and loneliness, despair and hope, absence and fulfilment, while exploring the depths of human conscience, discovering impasses and seeking solutions. Their poetry evolves around the need of communication as well as the obstacles that arise.</p>	
International Crises and the Media	Nikos Papanastasiou (in English)
<p>The course examines the development of media and wars of modernity (19th-20th) and the role of journalism and communication in international and Greek conflicts. From the period of the Crimean War (1853-1856), which William Howard Russell covered as a war correspondent on behalf of the London Times, the key questions are</p>	

several: The role of war correspondents, the influence of the media and public opinion in shaping foreign policy, the role of communication in warfare and propaganda. The analysis will focus on the Crimean War, the Spanish-American War (1898), the Balkan Wars, the First and Second World War, the Cold War, Vietnam etc.

Sport and the media

**Roy Panagiotopoulou &
Stamatis Poulakidakos**

Already since the beginning of the twenty-first century sport content has unquestionably dominated all national and international media. The increase in media content and the consequent increase in the capitals invested on the athletic product, have transformed sports into one of the most prevalent “industries” of our time.

In the media domain, there is a significant increase in the number of printed sports media (newspapers and magazines), sports channels and radio stations, as well as sports websites, blogs, social media, etc. Especially in Greece, due to the 2004 Olympic Games, there has been a rapid increase in all types of sports media (print, electronic, digital), while the development of sports in both infrastructure, organization and athletic performance has been the focus of various stakeholders’ (governments, sports corporations, sports organizations) interest.

This growth in the production of athletic content in Greece had been temporarily interrupted due to the outburst of the financial crisis in early 2010, since several media -predominantly newspapers- had to close down. Almost ten years after, though, sports content -and sports journalism- is again flourishing through subscription TV, web-TV and social media applications (e.g. Instagram).

This course aims to record and analyze the ways in which sport and the different forms of media interact with culture and society, to identify the particularities that characterize the relationship between sport and media and to present the evolution of sports journalism in Greece and abroad.

**European Union, Institutions and
Policies**

Savvatou Tsolakidou

The aim of the course is to provide a general introduction to the historical development of the European Union, his institutions and contemporary policies according the European strategy “EU2020”. In this context the seven principal decision making bogies of the European Union (the European Parliament, the European Council, the Council of the European Union, The European Commission, the Court of Justice, the European Court of Auditors, the European Central Bank) are critically presented as well as other institutions such as European Committee of the Regions, the Social and Economic Committee and other contributing to the implementation of EU legislation and policies. European policies deriving from national Operational Programs of European Investment Funds and other EU programs (Erasmus+, Creative Europe", MEDIA) are also presented and the Communication strategy evolving in the framework of each national policy. The purpose of the course is to help students to understand the functioning, decision making, and policy development and communication strategy of the EU in a new competitive era.

Organisational Communication

Savvatou Tsolakidou

The aim of the course is to present the main theoretical approaches that examine the role of communication in the organizations (public, private), the importance of communication in working environments, the theories and contemporary problems of

bureaucracy (formal and informal communication), issues concerning organizational behavior, leadership, decision making, conflict management and problem solving, organizational culture, strategic communication and crisis management. It is also demonstrates the development of new information technologies and new communicational challenges as the use of the internet in identifying new communication priorities and business strategies and social media tools.

Issues in Performance and Digital Media	Elena Timplalexi (in English)
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Performance and Performance Studies have drawn until the late 20th century their fields of interest from the analogue, physical world. With the introduction and establishment of digital media, they go through transformations, both on a level of theory as well as practice. What are the new terms, theories and practices emerging, how can we talk about performance in the digital era, what has changed on a narrative and spectacle level? The relations between performance, media, theatre, drama, play and game are discussed in the light of digitality and mixed reality. Strategies of telepresence, pervasiveness and immersion are contemplated along with new forms of embodiment and performative control.

TV Genres and Aesthetics	Afroditi Nikolaidou
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In this course (taught in English) we will explore the debatable notions of “TV Aesthetics” (Cardwell 2006, 2013) and “Quality Television” (Cook & Elsaesser 1994, Geraghty 2003 Cardwell 2007), the formal transformations of genres and their relation to the visual and performing arts (while discussing the formation of criteria for evaluation). The relation of television production with cinema, video-art and theatre, experimental television (Mulvey & Sexton 2007), television’s synergies with artists and cultural institutions such as museums, television’s relation to modern art and “everyday modernism” (Spigel 2008) are all issues that concern the historiographic foundation of this course. However, the course will proceed beyond these. The aim is to be able to engage interpretive, evaluative, and critical discussion within the field of Television and Production Studies. More specifically, the focus is on the following issues: The notions of Quality Television and TV Genres, TV paratexts as an interpretative genre, Reality TV programs, their history, their relation to forms of documentary and the question of quality reality program, the performative, scenographic and narrative elements of talk shows (Bunn 2001), music videos as a cultural genre of postmodernity and their affinity with avant-garde and video art (Arnold et al 2017), animation and Children’s television aesthetics, current affairs programs, documentary journalism, Complex Dramas, ‘cinematic television’, and questions of TV authorship and style in the age of media convergence (Mittell 2012, McDonald & Smith-Rowsey 2016)

Spring Semester	
Seminars	
Emotion, Motivation and Political Behaviour	Bettina Davou (in English)
Political involvement and apathy, optimism, cynicism, trust and distrust in politics and institutions, and a number of other attitudes and behaviours studied by political science have a psychological background. This seminar investigates the psychological processes on the basis of which political attitudes and behaviour are formed, with a special focus on emotions as motivating components of political action.	
Issues of Psychological Development in the Cyberspace	Bettina Davou
The purpose of this seminar is to investigate and analyse the presence of media in the everyday life of children and adolescents, and to present methods and techniques that help young people to critically analyse media messages. The first part is a brief general introduction to issues of psychological development that point to the different effects of media at different age-levels; the second part deals with specific media effects on young people's cognition, emotion and social relationships.	
The Structural Investment Funds and the Social State in the European Union(in English)	Savvatou Tsolakidou
The seminar focuses on European Structural Investment Funds (ESIF) and how they influence the social policies at national level. The added value of the seminar for Media students is to understand how the social policies are developed and implemented in the European Union with the co financing procedure of European Social and Regional investment Funds. The main topics presented during the seminar are: the main challenges of the ESIF in the programming period 20014-2020, the European Social Fund and the main actions supported in the national level, the European regional Fund, key challenges and actions for the social and cohesion policy, aspects of programming, management and communications systems for co financed projects in the social area, synergies with national and other European programs boosting social and integration policies and lessons learnt of best practices at national and European level. Reference on the effective preparation of the new programming period 2021-2027 on European Pillar of social rights will be also introduced in this seminar.	
Social transformations and strategies of reproduction	Nikos Panayotopoulos
The seminar attempts to demonstrate the mismatch between strategies and mechanisms of reproduction which, actually, is the mismatch between mental structures and objective structures that render, nowadays, the Greek social space unsustainable for many social groups.	

Sociology of cultural communication	Nikos Panayotopoulos
Placing the focus of interest on the social and cultural factors of visiting cultural spaces, this seminar aims to examine the silent requirements of access to works of official culture, and, on the basis of a <i>dispositional theory of action and learning</i> that allows for an epistemological foundation of the generation and operation of the aesthetic disposition, to propose the basic precepts that should regulate every cultural program that asserts equal access for everyone to works of art.	
Media monitoring	Stamatis Poulakidakos
The Media Monitoring unit focuses on the research value and the various functions of the monitoring of media content (i.e. in domestic and foreign policy, in the image-making of public figures, corporations and institutions), how media monitoring is related to other research methods in the media and its spread in Greece and abroad. At the same time, the students are trained to plan and implement media monitoring as a research method, as well as to build reports using the results they have come up with through their research. More specifically students are being acquainted with the media monitoring theory, the building of coding protocols, the formation of statistic databases, the data entry procedure and the analysis and further elaboration of the data they have produced during their research.	
Porn Studies	Liza Tsaliki
This seminar takes the epistemological approach of porn studies and wishes to examine a number of concepts, practices, orientations and structures that pertain to the culture of pornography. it involves readings from the international academia and is partly student-led and partly lecture-based. it also involves a group project.	
TV Production	Afroditi Nikolaidou – Nikos Myrtou
During this seminar the students will learn in theory and praxis the process of TV producing (on location and/or in a studio). More specifically, we examine the various professional positions and their specific role during the production of a TV program, the structure, forms and documents of TV production and their use in praxis. Emphasis will be given to the production of cultural programs, TV specials, variety shows etc. Each year the students are asked to produce a pilot for a short TV program or other audiovisual exercises.	

Spring Semester	
Elective courses	
Data Analysis	Antonis Armenakis
The course is an introduction to data processing and analysis using the statistical package IBM SPSS Statistics: <ul style="list-style-type: none"> • SPSS environment and files, • Data entry and correction, 	

<ul style="list-style-type: none"> • Data processing techniques, • Descriptive statistics: frequency tables, graphs, numerical measures, • Inferential statistics: parameter estimation and hypothesis testing, • Applications with real data in communication and media research. 	
Transformative learning and organizational change	Savvatou Tsolakidou
<p>The course focuses on the concept of transformative learning, a new radical approach to learning in a group and in a public or private organization and to learn new systems of beliefs. Issues related to the life-long learning and the theoretical background of the transformation theory of Jack Mezirow combined with the different theoretical approaches of John Dewey, Knud Illeris, Paulo Freire, and Robert Kegan and in particular Chris Argyris's approaches to organizational learning will be tackled with specific attention to organizational development, organizational learning, adult learning and individual transformational change. Dysfunctional concepts and transformative dilemmas emerging in a number of thematic areas will be examined such as the functioning of organizations, organizational change and innovation of organizations, team building and individual change, transformative leadership, management of conflicts and negotiations, effective communication and networking, learning communities within the context of cultural change in organizations.</p>	
The war and the media	George Pleios
<p>The course aims to help students understand the role of media in war conflicts, before and after them, both in the past and, much more, in the modern post-Cold War world. The role of the media in the conflict is examined at two levels: (a) media coverage of the war within the country concerned, as well as regarding the opinion of friendly and neutral countries, and (b) the psychological operations carried out by the military on civilians and the warriors of the enemy country. Particular importance has given to the media used for this, especially to the so-called new media, as well as to the stereotypical forms of media coverage of the war. Apart of these it is also examined the interaction between information operation one and hand and the military operations on the other.</p> <p>Covered topic: Theoretical models for the relationship between war and the media, Types of war reporting, War and the media in modernity. Information vs industrial war, War, perception management and psychological operations, The media and the wars in early modernity, Media and the Cold War, The emergence of the media logic - the war on Vietnam and the development of military media, Spectacular Wars - The Gulf War, The war on Yugoslavia - the construction of a war, The military logic media logic convergence - The war on Iraq, The wars on Syria, Iraq and Libya, New wars and the media: the 'war on terrorism'.</p>	
Sociology of news	George Pleios

A main objective of the course is for students to understand the nature of news in the contemporary social and cultural environment of the information society on one hand and the media society on the other. The course also aims for students to understand the relation of news regarding "reality", as well as construction of news as a result of a multifactorial network that includes : modern culture, media ownership and the structure of the modern economy, as well as the economic crisis, political entities, political culture, and the structure of the political system and its relationship to the communication system, the practices of gathering and production of news, the communication strategies of social institutions, the culture of the medium, the relation of soft and hard news media in the same environment, globalization and the global media, but at the same time regionalization and localization of the news and last but not least the public to which the news is directed.

Covered topics: What is news - journalistic values, Journalism and reality, The evolution of journalism, Journalism versus messenger, The three eras of journalism, Media society and journalism, The characteristics of news in the information society News and globalization, The role of international agencies and international media, 'Localization', 'Regionalization', Media ownership and the formation of journalistic discourse, Ideology, media and news, Democracy and journalism - how politicians make the news, News from where and how? - The practice of collecting news, The media culture of the media and its role in shaping the news, Culture and journalism, The audience of the news

Design and Development of Digital Games

Dimitris Gouscos

A main objective of this course is to familiarize students with serious games-based communication. The course is organized as a seminar, with successive rounds of exposing students to examples, concepts, methods and tools and asking them to build some work of their own which is commented in class, ending up in individual or group projects. The course is taught in Greek and addressed to Greek-fluent students only.

Identity and intimate relationships in the digital era

Panagiotis Chalatsis

The following topics shall be discussed: a) how the nature of communication practices is expected to change in the near future, in the context of intimate interpersonal relationships in the digital era, b) how individuals experience these changes at the level of intimate interpersonal relationships, c) how these changes may affect identity processes and the development (construction) of a sense of self.

Comparative Media Systems

Stelios Papathanassopoulos

This course introduces students to the factors which have influenced the development of media systems, and invites them to assess the issues that are at stake in its future. It looks at the current patterns and trends media systems around the world, principally of Europe. The course also aims to examine structural elements of the European media system and outline political, cultural and economic forces influential in its history and present-day landscape. It will examine both electronic and printed media as well as online media. The overall purpose of the course is to help students understand the position of the media, especially in Europe, in a changing and globalizing media

landscape.	
Emotions in Interpersonal Relationships	Bettina Davou
The course expands and further elaborates on issues about human emotions introduced in the compulsory course “Cognitive and emotional factors in communication”, focusing on face-to-face (i.e. non-technically mediated) interpersonal communication, and shifting attention from internal individual sources of emotions to their external interpersonal sources.	
Social Psychology of the Mass Media	Nicolas Christakis
<p>In this course we will examine various approaches to how mass communications work both on a personal, and, on a collective level. Initially, we will make necessary clarifications concerning the difference between effects and effectiveness, the various perspectives to the psychosocial investigation of mass communications, as well as, the levels of interpretation of the penetration of messages and social influence. Subsequently, we will examine issues that refer to:</p> <ul style="list-style-type: none"> - The <i>audience</i>: are the “masses” (as <i>psychological crowds</i>) a group of spectators/listeners that consists of individual recipients (understood in terms of <i>attitude change</i>) or a structured and differentiated social system consisting of primary groups? -The channel: how much should we concern ourselves with the sole transmitted (manifest) contents and what is the role of the technological nature of the channel and, therefore, of the sensory dimension in reception? - The <i>functions</i> that the media of mass communication perform, the <i>necessities</i> that their watching serves, followed by an introduction to their <i>effects</i>. - The <i>social communication</i>, the <i>social representations</i>, and the <i>social thought</i>. The effects of social communication on the emergence of social representations are discussed on the level of <i>social requirements</i> of the <i>emergence</i> of representations (diffusion of information, focus, pressure for the conclusion), on the level of <i>processes of representation formation</i> (objectification, anchoring) and, on the level of <i>communications systems, dispersion, propaganda</i> and <i>rumors</i>. At this point, we will also present some aspects of social thought (stereotypes, bias in perception, information evaluation and hypothesis confirmation, cause attribution, etc) as well as the main social-psychological functions of ideology (protection of socio-cognitive structures directly linked to the protection of the group). 	
News Reporting	Stelios Papathanassopoulos
The goal of the course is twofold. The first part of the module aims to explore the latest changes in the way that journalism is both produced and consumed. These changes will be considered through both practical and theoretical lenses. The second part of the module aims to familiarize students with the reality and the exigencies of a career in the media, as well as to develop their ability to think as journalists by gaining insight into the theory and practice of news reporting.	
Reporting Current Affairs	Stelios Papathanassopoulos
This seminar focuses on the methods and techniques used in reporting on various	

<p>subjects. Assignments and exercises are designed to prepare students for a fast-paced news environment in which reporters are often called upon to research and understand various, complex topics. The seminar requires students to seek out wide-ranging sources of information. Students are expected to apply this research and write news copy in an appropriate, objective way. Every week, the seminar will focus on a new and different subject area.</p>	
Media's Cultural Dimensions	Myrto Rigou
<p>This Course explores not merely the content but —primarily— the medium itself, as well as the cultural context wherein it functions. We examine written speech, comics, advertisements, radio, television, cinema, the internet, all of them in relation to how they define the organization of society and what cultural environments they produce. The course also investigates thoroughly the concepts of racial, national, and cultural stereotypes, discrimination, and the relevant propaganda that often occurs in the media.</p>	
The Modernity - Postmodernity Question	Myrto Rigou
<p>This Course explores the relationship between Tradition, Modernism and Postmodernism by addressing the question of historical categories from the standpoint of philosophy and history. Furthermore, it investigates the relationship between Modernism and the following: the critique of Logos, the autonomy of Art (“high” and “low” forms of art), the issue of the Sublime and the avant-garde, the deconstruction of narrative structures and the crisis of representation, the subject’s (or flâneur’s) roaming around in the modern metropolis, the dissolution of personal identity in the multimedia maze, the different versions of the law and of their antinomies in the context of the crisis in liberal Democracies.</p>	
Media sociolinguistics	Spiros Moschonas (in English)
<p>Topics covered:</p> <ul style="list-style-type: none"> • Ideologies about “the language of the media”; prescriptivism and descriptivism. • Variation and Labovian sociolinguistics; linguistic variables; style and adaptation • Standardization and destandardization in the media; the “language question” and the emergence of Standard Modern Greek • Dialects and sociolects; language contact, bilingualism, diglossia, digraphia; the multilingual internet • Linguistic variability in and across media; discourse analysis of print and electronic media texts. 	
History of the Press	Nikos Papanastasiou
<p>This course examines the daily and periodical press as two important media of communication.</p> <p>Through the research in newspapers, students approach the history of the press and understand its influence in economic, political and cultural developments. In order to study in depth the political and cultural function of newspapers, each era is examined from a historical and communication aspect.</p>	
Film Production	Afroditi Nikolaidou

The focus of this course is the study of the theoretical notions and practical tools that lead to an understanding of the film industry and the procedures of film production. More specifically, the course examines the different production models and their cultural roots (the European model, the Hollywood Studio model, independent film production), the institutions that are engaged in funding, production, distribution and promotion of films (like the international film festival network and their markets), the practices of public and private initiatives for film producing, the incentives for international co-productions. The course's special focus is the contemporary Greek and European changing environment regarding film production. All the above will be examined through practical examples (designing funding applications and candidature files) but also through the indispensable theoretical framework of concepts like "world cinema", "national", "post-national" cinema (Elsaesser 2005) and "accented cinema" (Naficy 2001).

Art Sponsorship	Petros Zounis
Sponsorship is a modern and dynamic instrument for financing cultural institutions (organizations and units) and their cultural events and programs. The elective course "Art Sponsorship" will attempt to present a comprehensive and integrated sponsorship as an integrated means of communication and funding.	

4.3 Dissertation Seminars

Dissertation Seminars	
Research in cognitive psychology of communication	Bettina Davou
The seminar introduces to quantitative and qualitative research methods in cognitive psychology and communication, as well as to the steps required for organization of research, collection and analysis of data, and writing up of a research report.	
The Role of Literature in Modernity	Elli Philokyprou
The prose-writer's/ poet's/ playwright's place in society as projected in their work; the role the writers themselves feel they can or should or are allowed to play in society; issues of poetics; issues of time and space as transformed in poetry; surrealism and post-surrealism; narratology.	
Assessment and Management of Digital Communication Services	Dimitris Gouscos
The objective of this course is to familiarize students with concepts of assessing and managing digital communication services in the context of their final Bachelor theses, as well as with methods for working on the latter. The course is organized as a seminar, with successive rounds of exposing students to examples, concepts, methods and tools and asking them to build some work of their own which is commented in class, ending up in individual or group projects. The course is taught in Greek and addressed at Greek-fluent students only.	
Issues of Film and TV Production	Afroditi Nikolaidou

The main objective of this seminar is to introduce the students to the field and research tools of Film and TV production studies. Within this framework and qualitative methodologies (like interviews, archival research, textual, genre and formal analysis) we examine the history and theory of production in different levels and in different case studies. Issues might change every year and include the cultural and industrial history of Film and TV technology, the distribution and exhibition practices of TV and Film works, the Greek and Balkan film industry, the history of Greek TV production, contemporary TV series, cities and urban environments in Film and TV production.

Psychology of interpersonal relationships (romantic relationships, companionship, friendship)

Panagiotis Chalatsis

The basic objectives are:

- (a) to build an in-depth understanding of psychosocial processes involved in intimate relationships as well as the theories related to their interpretation,
- (b) to formulate original research questions based on the knowledge and particular areas of interest that the candidates will acquire about interpersonal relationships and specific aspects of these relationships
- (c) to design and implement research approaches so that they may further explore questions been raised.

Social Psychology of Communication

Nicolas Christakis

The main objectives are to help students (a) understand how scientific research in the field of the interpersonal, social and mass communication is designed, organised and conducted, (b) become familiar with the steps toward the formulation of research questions, bibliographical search, research design and implementation (with or without field data collection), as well as the composition and writing of a research essay.

Other issues related to implementation areas of social psychology also will be discussed, such as the understanding of (a) interpersonal relations and communications (experiences, models, scenarios, and rituals), (b) mass and social communication (message penetration and «socio-cognitive treatment», social representations, ideologies, rumors, media culture).

Performativity in Digital Media

Elena Timplalexi

The seminar introduces students to the intersections of arts, performance/performativity, and digital media, provides a terminology for issues arising from their interrelations and examines those issues them in different contexts. It explores qualitative research methodologies such as critical/comparative analysis or case study and offers a framework for structuring the dissertation, organising material and writing the final assignment.

Content analysis focused on political communication in traditional and new Media	Stamatis Poulakidakos
<p>The seminar aims to familiarize students with -mainly- quantitative content analysis in the Media, specializing predominantly in the field of political communication. The subjects of the dissertations may include -but are not limited- to the following:</p> <ul style="list-style-type: none"> • Propaganda in traditional and new Media • Political advertising • Social movements (media representations and communication strategies) • Political marketing in the new Media • Framing of news content in traditional and new Media 	
Communication and Lifelong learning	Savvato Tsolakidou
<p>The main objective of this seminar is to introduce the students to the field and research tools of lifelong education and communication. The main thematic fields for dissertations are the following:</p> <ul style="list-style-type: none"> • European and national policies and the role of Communication (on education, research, social and cohesion policy, the refugee / migration issue). • Organizational communication (leadership in organizations, communication skills, organizational change) • Transformative learning theory and organizations 	

5. MEMBERS OF TEACHING AND RESHEARCH STAFF

Armenakis Antonis, Assistant Professor

Field: Applied Statistics Studies: B. Sc. in Applied Mathematics from the University of Ioannina, M.A. and Ph.D. in Statistics from the University of New Brunswick (Canada).

Research Fields: Probability and Statistics, Research Methodology, Data Processing and Analysis.

Christakis Nicolas, Professor:

Field: Cognitive Psychology of the Mass Media Studies: B.A. in Psychology, University of Besancon, D.E.A. and Ph.D. in Social Psychology, University Paris X - Nanterre. Research Interests: Identity, groups and (sub)cultures, human relationships, social thought and social communication

Davou Bettina, Professor Field: Cognitive Psychology of Communication Studies: B.A. Hons. in Applied Psychology, Bishop's University, Quebec, Canada, M.Sc. in the Psychology of Education, University of London Institute of Education, England, Ph.D. in Cognitive Psychology, University of London Institute of Education, England. Research Interests: Cognitive and emotional interactions in the perception and processing of information and in meaning making. Communicational dimensions of children's play, stories and drawings. Media effects on human psychological development. Human relationships.

Demertzis Nicolas, Professor Field: Political Culture and Communication Studies: Panteion University of Athens (B.A.), Ph.D. in Sociology- University of Lund, Sweden. Research Interests: Political Communication, Social Theory (Ideology, Nationalism), Political Sociology.

Diamantopoulou Evangelia, Assistant Professor. Field: History of Art and Communication. Studies: History and Archeology (BA) Athens School of Philosophy, University of Athens, History of Art (PhD) Department of Communication and Media Studies, University of Athens. Research Interests: Art and Communication, Art and Society, Symbolic and Lived-through Space in Art, Art and Identity, The Play element in Culture, Art and Historical Memory.

Gouscos G. Dimitris, Assistant professor. Field: Design, development and management of digital communication Studies: BSc in Informatics (1990) and PhD in Information Systems Development (1998) from the Department of Informatics and Telecommunication of the University of Athens Research Interests: Topics in digital communication such as digital games and digital game-based learning, internet media and participatory content, electronic participation and electronic governance. 50 faculty of communication and media studies academic year 2008-2009

Haritos Dimitris, Associate Professor Field: Information management in the digital world Studies: BSc in architectural engineering, National Technical University of Athens, MSc in computer aided design, University of Strathclyde, PhD in the design

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of interactive systems and virtual environments, University of Strathclyde, Scotland. Research Interests: human-computer communication, virtual environments, visual communication, interactive system design, mediated environments, electronic and digital art, locative media.

Moschonas Spiros, Professor Field: Philosophy of language Studies: Linguistics and Philosophy at Georgetown University (Washington, D.C.), the University of Maryland (at College Park), and the University of Texas (at Austin), PhD in Linguistics from the School of Philosophy of the Aristotelian University of Thessalonica. Research Interests: grammatical analysis, Greek as a foreign language, history of linguistics, language ideologies, philosophy of language. Participation in research projects in computational linguistics (1986-1994) and the education of minorities (1998-2004). He has taught linguistics at the Department of Byzantine and Modern Greek Studies of the University of Cyprus (1995-1997).

Mourlas Constantinos, Associate professor.

Field: New Technologies in Communication and Mass Media. Studies: B.A. in Computer Science, Doctoral Degree in Informatics, Postdoctoral studies in Rutherford Appleton Laboratory, UK. Research Interests: Multimedia Technologies, Networked Multimedia Systems, Analysis and Development of Web Services, Adaptive and Personalized Communication Environments using the Web, Distributed Systems.

Panayotopoulos Nikos, Professor Field: Social institutions and social change in Greece, Empirical research in the media, The crisis of the Greek society, Social transformations and strategies of reproduction. Studies: Sociology (B.A., M.A., PhD.) Research Interests: Social institutions and social change in Greece, empirical research in the media, the crisis of the Greek society, social transformations and strategies of reproduction.

Papathanassopoulos Stylianos, Professor Field: Media Policy and Organization Studies: Prof. Papathanassopoulos obtained his undergraduate degree from the Panteion University of Athens, his DEA in History from Universite Pantheon Sorbonne (Paris I), France, and his M.A. and his Ph.D. in Communications Policy from the City University of London. Research Interests: mass communication (TV, Press, Radio), media research, comparative analysis of television programmes, media politics, media internationalization, international communication systems, telecommunications.

Philokyprou Elli, Professor Field: Modern Greek Literature Studies: Modern Greek Literature at the University of Thessaloniki (B.A., M.A.), Ph.D from the University of Oxford University (PhD). Research Interests: 19th and 20th century Greek poetry, poetics, narratology.

Pleios Giorgos, Professor, Head of the Department. Field: Social Theory and Mass Communication: Sociology (B.A., M.A.), Sociology of Culture and Mass Media (Ph.D.), University of Sofia. Research Interests: Sociology of the Mass Media (Media and ideology, Political Discourse, Political Economy, Education), Social Theory.

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Rigou Mirto, Professor Field: Theory of Communication Studies: Prof. Rigou graduated from the Panteion University of Athens. She obtained a DEA in Social Anthropology and Comparative Sociology from Université Paris V René Descartes and a Ph.D. from the Department of Political Science and International Studies of the Panteion University of Athens. Research Interests: Philosophy, Ethics-Bioethics, Representative Arts - Theatre. Faculty of communication and media studies academic year 2008-2009

Rigou Marina, Assistant Professor Field: Journalism and New Media, Radio Journalism, Multimedia Journalism, Political and Foreign Affairs Reporting, Public Sphere, Electronic Governance, Democracy and Public Opinion. Studies: BSc (1984), Department of Physics, Faculty of Mathematics and Physics, University of Athens. BA (1997) and MA (1999), Department of Communication and Mass Media of the University of Athens. PhD on the impact of the Internet on politics and the public sphere from the Department of Communication and Mass Media of the University of Athens. Member of the Laboratory Teaching Staff of the Department of Communication, Media and Culture at Panteion University (2004-2017) teaching “Multi Media Journalism” and “Radio Broadcasting Production and Journalism”.

Tsaliki Liza, Professor, Field: Politics and Information Society Studies: BA in Political Science, University of Athens, MA in Urban and Regional Studies, University of Sussex, PhD in Media and Cultural Studies, University of Sussex (with a scholarship from the State Scholarship Foundation). Between 1996-2000 she was teaching as a Lecturer and Senior Lecturer at the University of Sunderland, UK. She won a Marie Curie Post-Doctoral Fellowship at the Radboud University in Nijmegen between 2000-2002, working on a project on digital democracy. She is currently a visiting Research Associate at the media@LSE, working on a three-year long EU network project (www.eukidsonline.net). She is also working on a British Academy project on global pornography and is the Commentaries Editor of the International Journal of Media and Cultural Politics. Research Interests: media and technology, internet studies, pornography.

Tsevas D. Athanasios, Associate Professor Field: Public Law with emphasis on communication and media law. Studies: Law School of the University of Athens (LL.B.), Law School of the University of Munich (Doctorate in Law) Research Interests: Public Law, Constitutional Framework of Mass Media - Freedoms of Communication, Press Law, Broadcasting Law, Self-Regulation, Protection of Personality, Data Protection

Stavrianea Aikaterini, Assistant Professor. Field: Advertising Communication, Public Relations and Marketing. Studies: Communication and Media Degree, National and Kapodistrian University of Athens, M.Sc. in Integrated Marketing Communications, Northwestern University, USA, Doctorate in Marketing, Athens University of Economics and Business. Research interest: Advertising, Public Relations, and New Media, Consumer Loyalty, Tourism Marketing, Corporate Social Responsibility.

SPECIAL AND LABORATORY TEACHING STAFF (EDIP)

Chalatsis Panagiotis, EDIP, Field: Psychology of interpersonal relationships- PhD in Social Psychology-Panteion University. Research interests: Psychology of communication and interpersonal relationships- Group dynamics- interpersonal relationships in the digital era.

Poulakidakos Stamatis, EDIP, Field: Political Communication and Media Monitoring. Studies: BA Media and Communication Department of the University of Athens, Master's Degree (MSc) in New Media, Information and Society (Research), London School of Economics and Political Science (Merit), PhD in Media and Communication Department, University of Athens. Research interests: Sports and Media, Political Communication, Media Representations, Media Monitoring and Analysis.

Timbalexi Elena, post-doc: Laboratory Lecturing Staff member (E.E.P.) Field: Digital Performativity in Communication, Theatre and Play/Games. Studies: BA Theatre Studies; MPhil in Greek Theatre since Antiquity; PhD in the theatrical and educational dimensions of Analog and Digital Role Playing Games (IKY Scholarship-Hellenic State Scholarship Foundation); 2 years postdoctoral research (IKY Fellowship of Excellence for Postgraduate Studies in Greece – Siemens Programme), Theatre Studies Dept., University of Athens. Also, *Alexander C. Onassis Public Benefit Foundation* Scholar in Theatre Practice (2005-07). Research interests: the intersections between media, theatre/performance and gaming; published articles in international scientific journals and conference papers and presentations. Reviewer for *International Journal of Performance Arts and Digital Media* and *Journal on Computing and Cultural Heritage (JOCCH)*.

Tsolakidou Savvatou, EDIP, Field: Lifelong Learning and Communication. Studies: Bachelor's Degree in Sociology (University Jussieu-PARIS VII) and French Literature (University Paris III- Nouvelle Sorbonne), Master's degrees in Sociology (PARIS VII - Jussieu) and French Literature (PARIS III). PhD in Education, University of Athens, Department of Pedagogical studies. Academic Coordinator of the MSc intensive and interdepartmental postgraduate programme, taught in English on “Media and Refugee / Migration Flows” (<https://migromedia.gr/>). Coordinator of on a three-year long EU Erasmus+ University partnership project entitled “Common curricula for diversity: education in media and integration of vulnerable groups, ERMIScom” (<https://ermiscom.media.uoa.gr/>). Research interests: adult education, European Union, institutions and policies, national social policies, organizational communication, transformative learning theory and organizations.

Zounis, Theoklis –Petros, EDIP, Field: Cultural Management. Studies: BA in Economics of the University of Piraeus, Master's Degree (MBA) in Business Administration degree from the University of Cardiff, PhD in Art Sponsorship, Panteion University in Athens. Research interests: Cultural/Art Management, Art Sponsorship.

SPECIAL TECHNICAL LABORATORY STAFF

Sivera Arianna, Laboratory for Social Research in the Media

Lavva Stavroula: Special Technical Laboratory Staff

Xenaki Eliza: Laboratory for Social Research in the Media

EMERITUS PROFESSORS

Charalambis Dimitris, Professor Field: Political Science Studies: Prof. Haralambis graduated from the University of Freiburg (Germany) with a degree in Sociology and Philosophy. He obtained his Ph.D. in Political Sociology from the School of Philosophy of the University of Muenster. Research interests: Political Theory, Political Systems, Greek Political System, Theories of Democracy and Publicity.

Heretakis Manolis, Professor Field: Advertising and Communication Studies: Prof. Heretakis graduated from the School of Mathematics of the University of Athens and obtained his Ph.D. from the Department of Political Science and Public Administration of the Law School of the University of Athens. Research Interests: Advertising and Strategic Programming of Advertising Media, Effectiveness of Advertising Communication, Cultural Industries, Media Marketing, Sociology of Media Audience, Media Centralism, Pluralism and Transparency, Media Environment and Media Evolution in Greece, Literacy and Media, Media Content Consumption.

Komninou Maria, Professor Field: Political Communication and Sociology Studies: Prof. Komninos holds a B.A in Psychology, Sociology, and Economics from Brunell University. She obtained her Ph.D. in Sociology from the London School of Economics. Research Interests: Theory of Communication, Political Communication, Film Studies, European Cinema (with particular emphasis on Greek Cinema).

Maniatis George, Professor Field: Political and Ethical Theory Studies: Prof. Maniatis holds a B.A in Greek Literature from the Philosophy Department of the University of Athens. He obtained his Ph.D. in Political Theory from Panteion University (Athens). Research Interests: History of Ideas, Philosophy, Political and Social Theory, Ethics of Public Discourse, Rhetoric, Aesthetics and Theory of Art (and particularly of Musical Creativity).

Meimaris Michael, Professor Field: New Technologies and Mass Media in Communication and Education Studies: Prof. Meimaris holds an undergraduate degree in Mathematics (from the University of Athens), a DEA in Mathematical Statistics (from Universite Pierre et Marie Curie, Paris VI), a Doctorat de 3eme cycle in Statistics, and a Doctorat d'Etat en Sciences Mathematiques - Computer Data Analysis (both from Universite Pierre et Marie Curie, Paris VI). Research Interests: New Technologies and Mass Media, Digital Storytelling, Desk Top Publishing,

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Online Journalism, Games for Digital Communication, Communicational Aspects of the New Technological Environment

Panagiotopoulou Roi, Professor Field: Sociology Studies: Prof. Panagiotopoulou holds a degree (Magister) in Sociology, a degree in Political Science and a Ph.D. in Sociology from the University of Heidelberg (Germany). Research Interests: Her research interests are: political behaviour and political culture, social classes and social change in Greece, organization communication, regional television, new technologies and new media, voluntarism and the Olympic Games.

Rigopoulou Pepi, Professor Field: Aesthetics, Communication, and Technology Studies: Prof. Rigopoulou holds an undergraduate degree in Chemistry from the University of Athens, Licence, Maitrise, and DEA in the History of Art from Ecole des Hautes Etudes, Paris, and a Doctorat de 3eme cycle from Universite I, Sorbonne. Research Interests: History and Theory of Art, Aesthetics and Communication, Visual Arts as applied to the Theatre and the Cinema, Artistic Shows and Performances.

6. SECRETARIAT OF THE DEPARTMENT

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7. CONTACT INFORMATION OF TEACHING STAFF

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