

ΠΕΡΙΓΡΑΜΜΑ ΜΑΘΗΜΑΤΟΣ (Course Syllabus)

1. General

School	School of Humanities and Social Sciences		
Department	Department of Culture, Creative Media and Industries		
Study Level	Undergraduate		
Course code	ΕΠ 694	Semester	6, 8
Course Title	Communication and Media Studies		
Autonomous Teaching Activities		Weekly Teaching Hours	Credits
LECTURES – LABORATORY EXERCISES		3	6
Course Type <i>Υποβάθρου , Γενικών Γνώσεων, Επιστημονικής Περιοχής, Ανάπτυξης Δεξιοτήτων</i>	Scientific field, skills development		
Prerequisites:			
Course teaching and evaluation language:	Greek (good knowledge of English for bibliographic use)		
The course is offered to Erasmus incoming students			
Course Page (URL)			

2. Learning Outcomes

Learning Outcomes

Describe the learning outcomes of the course, the specific knowledge, skills and abilities students will acquire upon successful completion of the course of the appropriate level.

LEARNING OUTCOMES

Upon successful completion of the course students will have:

- 1.- Understand the nature, components, function and results of mass communication.
- 2.- Historically and critically approach the various contemporary media of mass communication at international and local level.
- 3.- Recognize the various theoretical approaches concerning media of mass communication and the ways in which they relate to society and culture.
- 4.- Evaluate the aesthetics and policies that govern the mass production of communication message.

General Skills

Taking into account the general competencies that the graduate must have acquired (as listed in the Diploma Supplement and listed below), which one (s) does the course aim for?

Research, analyze and synthesize data and information, using the necessary technologies

Adaptation to new situations

Decision making

Independent work

Teamwork

Working in an international environment

Working in an interdisciplinary environment

Production of new research ideas Project design and management

Respect for diversity and multiculturalism

Respect for the natural environment

Demonstrate social, professional and ethical responsibility and gender sensitivity

Exercising criticism and self-criticism

Promoting free, creative and inductive thinking

The course aims at cultivating the following skills:

- Research, analyze and synthesize data and information, using the necessary technologies
- Adaptation to new situations
- Decision making
- Independent work
- Teamwork
- Working in an interdisciplinary environment
- Production of new research ideas
- Project design and management
- Respect for diversity and multiculturalism
- Respect for the natural environment
- Demonstrate social, professional and ethical responsibility and gender sensitivity
- Exercising criticism and self-criticism
- Promoting free, creative and inductive thinking

3. Course Content

Organized in thematic units, this elective course is an introduction to the media of mass communication and their historical development. Emphasis is placed on audiovisual practices involving a wider range of media, such as television and radio narrative, interactive platforms and the digital media of contemporary journalism. A historical-comparative approach is taken to individual case studies, in order to highlight in more detail the role played by the media in the modern public sphere and in the production of discourse in regards to experienced reality. Means and codes of mass communication connecting it with society and propaganda are explored. Basic theories for the analysis of the mass media (philosophy, semiology, sociology, anthropology) are introduced. Emphasis is also placed on the intermediate and multimedia narratives of new technologies that shape mass communication both in the physical space and in the virtual internet.

Topics:

Introduction. Concepts: Communication – Information

Types and historical background of the broadcast media communication

Philosophical and social theories of media

Concept: Propaganda [historical-social development]

Radio practices [radio narration, digital radio]

Journalism, artificial intelligence and fake news

Virtual field [social media]

Digital mediation [search engines]

TV narration [TV series]

Multimedia narratives and broadcast of artistic programs

4. Instructive and Learning Methods - Evaluation

Delivery Method.	<p>Delivered by physical presence</p> <p>In addition:</p> <ul style="list-style-type: none"> • On-site visits to radio and television production facilities • Visiting lectures • Topics divided into instructional units • Readings / Scientific articles and other related texts
Use of IT's in teaching and communication with students	<p>Teaching support:</p> <ul style="list-style-type: none"> • Use of computer and video projector • Use of audiovisual material (internet connection, internet notebooks, image projections, videos and other moving image examples, films, technical lectures, audio listening, PowerPoint presentations) • Support Learning Process via the e-class platform • Electronic communication with students

<p>Teaching Structure <i>The methods of teaching are described in detail</i></p> <p><i>The student study hours for each learning activity are recorded as well as the non-instructional study hours so that the overall workload at semester level corresponds to ECTS standards.</i></p>	Methods		Semester Work Load	
	Lectures		13	
	Interactive Teaching		12	
	Study and analysis of bibliography		8	
	Writing		9	
	Artistic creation		67	
	Educational visits		6	
	Non-instructional study		35	
	Course Total (25 Hrs. Work Load per Credit Unit)		150	
<p>Student Evaluation <i>Description of the evaluation procedure</i></p>	<p><u>Formative assessment:</u></p> <ul style="list-style-type: none"> - Oral presentations of the practical exercises using audiovisual material. - <p><u>Summative assessment:</u></p> <ul style="list-style-type: none"> - Participation: 10% - Internships: 20% - Final work: 60% - Oral presentation: 10% <p><i>The evaluation criteria are explicitly mentioned during the first introductory lecture. They are also available, in the course description on the university's eclass asynchronous e-learning platform.</i></p>			

5. Recommended Readings

Advised Bibliography:

1. BIBLIOGRAPHY IN GREEK

- ΜακΚουείλ, Ν. (2003) *Η θεωρία της Μαζικής επικοινωνίας για τον 21ο αιώνα*, μτφρ. Κάτια Μεταξά, Αθήνα: Καστανιώτης.
- Μπρώνη, Γ. & Βελέντζας, Γ. (2021) *Επικοινωνία και Προπαγάνδα*. 1^η έκδοση. Αθήνα: Επιστημονικό - Ερευνητικό Κέντρο Εκπαιδευτικών / ερευνητικών υπηρεσιών και μελετών ΑΜΚΕ.
- Σελλά, Ό. (2020) *Ένα πολιτιστικό μετα-ρεπορτάζ 1995-2016*. 1^η έκδοση. Αθήνα: Στερέωμα.
- Curran, J. & Gurevitch, M. (2001) *ΜΜΕ και Κοινωνία*, μτφρ. Δημήτρης
- Denis, M. & Mark, D. (2021) *ΜΜΕ και Θεωρία της Μαζικής Επικοινωνίας*. 7^η έκδοση. Αθήνα: Παπασωτηρίου.
- Thompson, J. B. (1999) *Νεωτερικότητα και Μέσα Επικοινωνίας*, μτφρ. Γιώτα Καραμπίνη - Νένα Σώκου, Αθήνα: Παπαζήση.

2. BIBLIOGRAPHY IN ENGLISH

- Büttcher, S. et al. (2016) *Information Retrieval: Implementing and Evaluating Search Engines*. 1^η έκδοση. Cambridge, Massachusetts: The MIT Press.
- Cmiel, K. & Peters, J. (2020) *Promiscuous Knowledge: Information, Image, and Other Truth Games in History*. 1^η έκδοση. Chicago: University of Chicago Press.
- Lipschultz, J. (2020) *Social Media Communication*. 3^η έκδοση. London: Routledge.
- Perloff, R. (2017) *The Dynamics of Political Communication: Media and Politics in a Digital Age*. 2^η έκδοση. London: Routledge.
- Pizzi, S. (2021) *A Broadcast Engineering Tutorial for Non-Engineers*. 4^η έκδοση. Massachusetts: Focal Press.

Journals:

- Media, Culture & Society
- Journal of Media and Communication studies