

ΠΕΡΙΓΡΑΦΗ 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	EP 694	Semester	6 th -8 th
Course Title	Communication and Media Studies		
Autonomous Teaching Activities		Weekly Teaching Hours	Credits
Lectures		3	6
Course Type <i>Υποβάθρου, Γενικών Γνώσεων, Επιστημονικής Περιοχής, Ανάπτυξης Δεξιοτήτων</i>	Scientific area, skills development- Optional		
Prerequisites:	No		
Course teaching and evaluation language:	Greek (good knowledge of English to access literature)		
The course is offered to Erasmus incoming students			
Course Page (URL)	https://eclass.uth.gr/courses/CULT_U_274/		

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.

COURSE DESCRIPTION - OBJECTIVES

The course "Communication and Media Studies" is an introduction to the evolution of the media of communication and mass media and their uses during their historical development. During the semester, emphasis will be placed on audiovisual practices that relate to a broader range of mass media, including television and radio storytelling, interactive platforms, digital media of contemporary journalism, social networks, and the world of the Internet. The various uses of media in the contemporary everyday and public sphere will be analysed historically, critically and practically through specific case studies and examples, as well as combined with a brief historical and theoretical study of the media. Codes of mass communication that link it to issues of identity, sharing, propaganda, mass culture will be explored through interdisciplinary and cross-disciplinary analyses between Anthropology, Media Studies, Philosophy, Sociology, Semiotics and Aesthetics.

Organized in thematic units, this optional course is an introduction to the mass media and their historical development. It explores modes, codes and the politics of the aesthetics of mass communication, linking it to society and propaganda. It introduces key theories for media analysis (philosophy, semiotics, sociology, anthropology) and focuses on the mediated and multimedia narratives of new technologies that shape mass communication in both the physical space and the virtual space of the internet. Students are invited to experiment with audiovisual practices that engage a wider range of mass communication media, including television and radio narrative, interactive platforms and digital media of contemporary journalism.

LEARNING OUTCOMES

- To become familiar with key theories for a deeper analysis of media.
- The possibility of experimentation on different types and manifestations of media.
- Familiarity with the aesthetics and policies which govern the mass production of communication messages.
- The practice of both independent and group work.
- Broadening the scope of knowledge through familiarisation with practices related to digital radio and television as well as hybrid forms of mass communication and artistic expression.

General Skill

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 to develop the following skills:

- Search, analysis and synthesis of data and information, using the necessary technologies
- Analysis, analysis, data analysis and analysis of data and information using the tools and techniques available.
- Decision-making
- Using the appropriate tools and techniques, including the use of the latest technologies and techniques
- Work in teams
- Working in an interdisciplinary environment
- Generating new research ideas
- Project planning and management
- Respect for diversity and multiculturalism
- Respect for the natural environment
- Demonstrating social, professional and ethical responsibility and gender sensitivity
- Exercise of criticism and self-criticism
- Promotion of free, creative and deductive thinking

3. Course Content

Course 1: Introduction to the course, organisation, teaching material, communication. Physical and artificial reality. The virtual, the real, the technological, the designed, the imaginary, the technical and the artificial. The role of technology in communication in modernity. A brief historical review. Philosophy and social theories of media.

Course 2: Politics and communication. Propaganda, militant communication, war and communication. Printing, recording, radio and television broadcasting, cinema and documentary. Historical background.

Course 3: Radio storytelling, from radio to digital radio and podcasts. Techniques, developments and history.

Course 4: Art and communication. Words, art, serious art and popular, popular, pop art. Subcultures. From Adorno to the sharing of sound product through social networks. The technology of print (book, vinyl, cd, midi, film, photography and more). The digital object and the digital revolution. Discussion on creators and projects. Connectivity issues, Exploit.

Course 5: News. Journalism, reporting, fake news and conspiracy theories. Artificial intelligence and search engines. Algorithms, social networks and advertisements.

Course 6: Social networks, fandom, stardom and crowdsourcing practices. Silent activism. Persona, the online self and the other.

Course 7: Television narratives, reality, series, asynchronous narrative in episodes. Multimedia narratives and art programs.

Course 8: Documentary and communication. Episodes, ethnographic film, desktop cinema. Television broadcasts and the construction of the other.

Course 9: Identity and digital self, representation in media (television, cinema, film, series, radio, youtube and others). Gatekeeping and accessibility.

Course 10: Childhood and media. From educational television, to youtube, Disney and children's programs. Learning strategy, cognitive approaches to media.

Course 11: Virtual reality, metaverse, artificial intelligence. Techniques of assembly and connection. Autopoietic systems. Inter-local communication media, geo-location.

Course 12: Games, video games and playful communication practices. Design of games and playful research in the online space.

Course 13: Questions, discussion on the different areas of the course. Questions, review, discussion.

4. Instructive and Learning Methods - Evaluation

Delivery Method.	Physical presence. In addition: - On-site visits to radio and television production sites - Visits by external speakers - Topics divided into teaching modules Readings / Scientific articles and other relevant texts	
Use of IT's in teaching and communication with students	Teaching support: - Use of computer and video projector - Use of audiovisual material (internet connection, online notebooks, image projection, video and film projection, audio lectures, PowerPoint presentations). - Electronic mail and use of e-classes	
Teaching Structure <i>The methods of teaching are described in detail</i> <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>	Methods	Semester Work Load
	Lectures and seminars	60
	Writing an individual final paper	25
	Autonomous study	40
	Course Total (25 Hrs. Work Load per Credit Unit)	15
Student Evaluation <i>Description of the evaluation procedure</i>	1. Written exams (40%) - short answer questions 2. Individual final paper (60%) <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>	

5. Recommended Readings

Advised Bibliography:(in Greek)

EUDOXUS

- Denis, M. & Mark, D. (2021) *ΜΜΕ και Θεωρία της Μαζικής Επικοινωνίας*. 7^η έκδοση. Αθήνα: Παπασωτηρίου. Κωδικός: [102077095].
- Μπρώνη, Γ. & Βελέντζας, Γ. (2021) *Επικοινωνία και Προπαγάνδα*. 1^η έκδοση. Αθήνα: Επιστημονικό - Ερευνητικό Κέντρο Εκπαιδευτικών / ερευνητικών υπηρεσιών και μελετών ΑΜΚΕ. Κωδικός: [102075061].
- Σελλά, Ό. (2020) *Ένα πολιτιστικό μετα-ρεπορτάζ 1995-2016*. 1st edition. Αθήνα: Στερέωμα. Κωδικός: [94700542].
- Stanley, J. (2018) *Πώς λειτουργεί ο φασισμός*. 1^η έκδοση. Αθήνα: Μεταίχμιο. Κωδικός: [86053479].

SUGGESTED READINGS

- 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

