

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/>

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 aim of the course is the recognition and understanding of the importance of print and electronic media in Modern and Contemporary (European) History, through the way they mediate information on the political, economic and cultural development of European societies.</p> <p>Students will have the opportunity to examine and analyze the main positions on the nature and evolution of the media in relation to the social structure that determines the development, acceptance and use of new technologies.</p> <p>In any case, however, this teaching approach is not oriented towards technological achievements, but rather gives weight to the interdisciplinary dimension. It therefore takes into account the social, political and economic history and the multidimensional nature of the media.</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</p>	

(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.

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.

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.

Compulsory Elective Course

Political Economy of Media

Lambrini Papadopoulou

This course focuses on the field of Political Economy of Media. It explores its main founders, the increasing interactivity between media and power relations and pays particular attention on the implications of this interactivity on the public sphere and information pluralism. Special reference is made to the globalized media industry, the commercialization and concentration of media, internet's political economy and the wider social, economic and political factors that contributed to the emergence of modern oligopolies.

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)

<input type="checkbox"/> General properties of languages; linguistic competence <input type="checkbox"/> Phonetics and phonology <input type="checkbox"/> Morphology and the typology of languages <input type="checkbox"/> Syntax and the generative enterprise <input type="checkbox"/> Theorizations of meaning <input type="checkbox"/> Languages as communicative systems.	
Modern Greek Literature and Society	Elli Philokyprou
<p>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.</p> <p>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.</p>	
Modern Art and Communication	Evaguelia Diamantopoulou
<p>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</p> <p>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.</p>	
Introduction to Journalism	Marina Rigou
<p>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.</p>	
Civilization and Cultural Studies	Myrto Rigou
<p>Optional Compulsory</p> <p>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?</p> <p>In this class we will be exploring the current all-embracing cultural malaise, and in</p>	

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
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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
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<p>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.</p>	
<p>Cinema History: Theory and Practice I</p>	<p>Eva Stefani</p>
<p>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.</p>	
<p>Introduction to Advertising Communication</p>	<p>Katerina Stavrianea</p>
<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>	
<p>Introduction to Social Psychology</p>	<p>Nicolas Christakis</p>
<p>Optional Compulsory 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). Course outline:</p>	

- 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.

Introduction to Film and TV Producing	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>	

4th Semester

Information Society	Liza Tsaliki
<p>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.</p>	
Social Psychology and Group Communication	Panagiotis Chalatsis
<p>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.</p>	
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
<p>Optional Compulsory</p> <p>The course is an introduction to the work of film auteurs such as Bergman, Ozu, Cassavetes, Dreyer, Tati, Bresson, Dulac and 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.</p>	
Cultural Management-Cultural Heritage	Elli Philokyrou
<p>Optional Compulsory</p> <p>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</p>	

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.)
<p>Clientelistic Contract versus Social Contract</p> <ul style="list-style-type: none"> - 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 - 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 	

Compulsory Elective Course

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/fixe 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, sample, sampling techniques. □ 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</p>	

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.

Civilisation and Culture

Petros Zounis

- 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.
- 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.

7th Semester

Social institutions and social change in Greece

Nikos Panayotopoulos

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.

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
<p>Inside the Greek society, a system of social inequalities is still being reproduced. The unequal access to reading is one of the conditions which produce these inequalities. In this seminar, we will attempt the comprehension of the inequality to reading, which will be realized in and through special researches that will be implemented by the students.</p>	
Ethics, Communication and Bioethics	Myrto Rigou
<p>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?</p> <p>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".</p>	
Social Psychology of Identity Processes	Nicolas Christakis
<p>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</p>	

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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<ul style="list-style-type: none"> <input type="checkbox"/> Archival research methods; corpus construction and corpus-driven discourse analysis <input type="checkbox"/> Journalistic discourse genres (news, forecasts, interviews, sports texts, opinion articles, etc.) <input type="checkbox"/> Digital media texts <input type="checkbox"/> Standard Modern Greek in the media. <p>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).</p>	
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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
<p>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.</p> <p>b) train in the iconographic analysis through discussion and essay work. Course description</p> <p>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.</p>	
Cultural Management	Petros Zounis
<p>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.</p>	
Introduction to Playwriting and Critique	Elena Timplalexi
<p>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).</p>	

Winter Semester

Elective Courses

Quantitative Methods I	Antonis Armenakis
<p>The course is an introduction to probability and statistics and more precisely to:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Descriptive statistics: frequency distribution tables, graphs, numerical measures, <input type="checkbox"/> Probability theory: events, sampling space, probability definitions and properties, <input type="checkbox"/> Discrete and continuous random variables, <input type="checkbox"/> Binomial and Normal distributions, <input type="checkbox"/> Statistical inference theory: parameter estimation and hypothesis testing, <input type="checkbox"/> Inference for a population parameter: mean, variance/standard deviation, percentage, <input type="checkbox"/> Comparison of two population parameters: means, variances/standard deviations, percentages. 	
Introduction to Conflict and Conflict Management	Anthi Sidiropoulou
<p>The objective of the course is to introduce students to the multidisciplinary field of</p>	

<p>conflict with a focus on intergroup conflict behavior. Students will explore different definitions of conflict and will gain an understanding of the emotions associated with conflict settings. They will also become familiar with conflict management communication practices and understand the contribution of media practices in maintaining or reducing conflict.</p>	
<p>Topics in the Philosophy of Language</p>	<p>Spiros Moschonas</p>
<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"> <input type="checkbox"/> Truth, meaning, reference <input type="checkbox"/> Thought and language <input type="checkbox"/> Argumentation and logical structure <input type="checkbox"/> Speech act theory <input type="checkbox"/> Figures of speech and the rhetorical organization of discourse <input type="checkbox"/> The work of philosophers such as G. Frege, J. L. Austin L. Wittgenstein. 	
<p>Poetry and Communication</p>	<p>Elli Philokyprou</p>
<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>	
<p>International Crises and the Media (in English)</p>	<p>Nikos Papanastasiou</p>
<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 several: The role of war correspondents, the influence of the media in shaping public opinion, the impact of communication in warfare and propaganda. Students are given the opportunity to analyze and evaluate the ability of the media to shape and guide public opinion, either by reflecting the official policy of governments or by putting pressure on governments to revise their policies. The course will focus, among others, on the Crimean War, the Spanish-American War (1898), World Wars I and II, the Cold War, Vietnam, as well as war conflicts and international crises in the 21st century (especially the recent refugee and economic crisis).</p>	
<p>European Union, Institutions and Policies</p>	<p>Savvatou Tsolakidou</p>
<p>The aim of the course is to provide a general introduction to the historical development of the European Union, his institutions and contemporary policies</p>	

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
<p>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.</p>	
Issues in Performance and Digital Media	Elena Timplalexí (in English)
<p>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.</p>	
TV Genres and Aesthetics	Afroditi Nikolaidou
<p>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” (Spiegel 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</p>	

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)

Social Economy and Alternative Media	Lamprini Papadopoulou
<p>This course begins with a brief introduction to the field of Social Economy, (or Third Sector). It then analyzes the variety of ventures emerging in the context of Social Economy, (e.g. cooperatives) and their particular characteristics. Moving the discussion to the field of media, an attempt is made to present and analyze alternative media, their structural elements and the differences found in relation to the dominant media both at the level of organization and content. Finally, particular importance is given to the role that alternative media can play in the public sphere</p>	

Spring Semester

Seminars

Emotion, Motivation and Political Behaviour	Bettina Davou (in English)
<p>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.</p>	

Issues of Psychological Development in the Cyberspace	Anthi Sidiropoulou
<p>The aim of the course is to promote an understanding of the explicit and implicit pathways in which new technological media are embedded in children's lives from the very beginning, affecting the development of thought, emotion, values and relationships. In addition, students will engage in scientific research focusing on the psychosocial transformations that occur through the coexistence with digital media in the daily life of individuals.</p>	

The Structural Investment Funds and the Social State in the European Union(in English)	Savvatou Tsolakidou
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Sociology of cultural communication	Nikos Panayotopoulos
<p>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</p>	

aesthetic disposition, to propose the basic precepts that should regulate every cultural program that asserts equal access for everyone to works of art.	
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 – Studio	Afroditi Nikolaidou
During this seminar the students will learn in theory and praxis the process of TV producing. 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.	
TV Reporting	Afroditi Nikolaidou
The profession of TV reporter requires nowadays skills that come from the wider field of audio-visual production. Thus, this hands-on seminar introduces the students to the basic principles of reporting for television and emphasizes on: a) the selection, structuring and narration of current affairs news (storytelling), b) the presentation and performance of the journalist in front of the camera, c) the mise en scene, direction and editing of TV news reporting.	
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.	

Spring Semester

Elective courses

Statistical 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"> <input type="checkbox"/> SPSS environment and files, <input type="checkbox"/> Data entry and correction, <input type="checkbox"/> Data processing techniques, <input type="checkbox"/> Descriptive statistics: frequency tables, graphs, numerical measures, <input type="checkbox"/> Inferential statistics: parameter estimation and hypothesis testing, 	

<input type="checkbox"/> Applications with real data in communication and media research.	
Transformative learning and organizational change	Savvatu 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. 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.

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 <i>channel</i>: 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
<p>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.</p>	
Reporting Current Affairs	Stelios Papathanassopoulos
<p>This seminar focuses on the methods and techniques used in reporting on various 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)
<ul style="list-style-type: none"> <input type="checkbox"/> Ideologies about “the language of the media”; prescriptivism and descriptivism. <input type="checkbox"/> Variation and Labovian sociolinguistics; linguistic variables; style and adaptation <input type="checkbox"/> Standardization and destandardization in the media; the “language question” and the emergence of Standard Modern Greek <input type="checkbox"/> Dialects and sociolects; language contact, bilingualism, diglossia, digraphia; the multilingual internet <input type="checkbox"/> 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>	
Art Sponsorship	Petros Zounis
<p>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.</p>	
Media Economics and Business Models	Lambrini Papadopoulou
<p>The course begins with a brief introduction to the field of Media Economics, focusing</p>	

on basic economic concepts and theories. Then it delves into the characteristics and particularities of the media market. Particular attention is given to the different business models adopted by the media as well as the variety of revenue sources.

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

<p>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.</p>	
Social Psychology of Communication	Nicolas Christakis
<p>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).</p>	
Political Economy of Traditional and New Media	Lambrini Papadopoulou
<p>This seminar familiarizes students with the procedures of formulating research questions, planning and conducting research and finally writing a dissertation on issues related to the field of Political Economy of traditional and new media. Topics related to the Political Economy of traditional and new media will be discussed in detail, with a focus on the research methods used to study the relevant phenomena. The seminar includes individual and group supervision.</p>	
Performativity in Digital Media	Elena Timplalexí
<p>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.</p>	
Communication and Lifelong learning	Savvatou 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"> <input type="checkbox"/> European and national policies and the role of Communication (on education, 	

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Department of Communication & Media Studies***

research, social and cohesion policy, the refugee / migration issue).

- Organizational communication (leadership in organizations, communication skills, organizational change)
- Transformative learning theory and organizations

Research in Cyberpsychology

Anthi Sidiropoulou

This seminar familiarizes students with the procedures of formulating research questions, planning and conducting research and finally writing a dissertation on issues related to the field of Political Economy of traditional and new media. Topics related to the Political Economy of traditional and new media will be discussed in detail, with a focus on the research methods used to study the relevant phenomena. The seminar includes individual and group supervision.