



Panteion University of Social and Political Sciences
School of International Studies, Communication and Culture

Department of Communication, Media and Culture

Graduate Program

For the academic year 2015-2016



Athens 2015

Graduate Studies

The Department of Communication, Media and Culture offers an MA Program in Cultural Management, since 2002.

In 2014 the Ministry of Education approved a proposal by the Department for an MA Program in “Communication, Media and Cultural Management” with three specializations:

- Communication and Media Rhetoric
- New Media and Journalism
- Cultural Management

Its aim is to provide specialized knowledge, to develop original scientific research and promote scientific knowledge in the aforementioned fields.

The Program awards the relevant Master’s Diplomas.

Also, the Department of Communication, Media and Culture is participating in the Interdepartmental MA in “Gender, Society, and Politics”.

Administration

Program Director: Professor **Nikos Bakounakis**

Specialization “Communication and Media Rhetoric”, Director: Professor **Persephone Zeri**

Specialization “New Media and Journalism”, Director: Professor **Nikos Leandros**

Specialization “Cultural Management”, Director: Associate Professor **Yannis Skarpelos**

Secretariat:

Associate Secretary **Zoe Lioliopoulou**

Katerina Daflou, Responsible for Graduate and Doctoral Students

MA “Communication, Media and Cultural Management” – Specialization “Communication and Media Rhetoric”

Aims

The MA specialization in “Communication and Media Rhetoric” is designed to respond to the needs of candidates with personal, academic or professional aspirations in the field of Communication in general and are, specifically, interested in the theoretical and practical study of Media Discourse. The program design is aiming to fulfill three objectives:

- To prepare skilled personnel for professional employment in the private or public sector
- To apply in a systematic way and promote scientific research, and
- To prepare its students for further academic or research activities.

Subject List for the academic year 2015-2016

First Semester

No	Code	Title	ECTS	Instructor
1	41M027	Communication, Media and Politics I	7,5	P. Zeri
2	41M028	Internet as Cultural Memory and Oblivion	7,5	T. Dimitroulia
3	41M029	Theory and History of Media	7,5	D. Kavvathas
4	41M030	Rhetorics of the Image	7,5	Coordinator Y. Skarpelos, Instructor I. Stamatopoulou
5	41M031	Language and Media	7,5	M. Kakavoulia
6	41M026	Methodological approaches to Media, Communication and Culture	7,5	M. Michailidou

Second Semester

No	Code	Title	ECTS	Instructor
1	41M032	Communication, Media and Politics II	7,5	P. Zeri
2	41M033	Narration in Old and New Media	7,5	M. Kakavoulia
3	41M034	Communication and Technology	7,5	L. Heidenreich
4	41M035	Psychology and Media	7,5	Coordinator P. Zeri, Instructor Ch. Raptis
5	41M036	Management and Marketing	7,5	G. M. Klimis
6	41M023	Sociology of Culture	7,5	M. Michailidou

Syllabus

41M027. Communication, Media and Politics I – P. Zeri

The focus of the course is the relationship between the media and the political process, the role of Media in formulating problems, and communication among elected governors and the governed. It offers a critical view of the theoretical and research related questions about the relationship between media and politics. We will examine the transformation of Media from a non-positively institutionalized power capable to control political power to a meta-power that determines the modus operandi of political power by creating a condition of constant crisis. We will analyze how the Media have been transformed into the base as well as the superstructure of political power.

41M028. Internet as Cultural Memory and Oblivion – T. Dimitroulia

The course is an introduction to the ways in which the Internet, as a city of knowledge (Otllet) and, mostly, as archive, i.e. as "general system of formation and transformation dictums" (Foucault 1969: 171), is operates as cultural memory and, consequently, as cultural oblivion. It will introduce the basic concepts and tools of modern memory studies and examine the ways in which the Internet, as an artificial memory itself causing amnesia to its users (Google effect), is establishing public memory and fighting against oblivion at multiple levels (files museums, libraries, old and new media, cloud applications, etc.), which is often necessary and even legally due. We will examine memory and oblivion of textuality in its multiple parameters of online reality.

41M029. Theory and History of Media – D. Kavvathas

A characteristic of our systematic approach to the media is that while they make something audible, visible, understood, readable, tangible, they are withdrawn from perception. Their function is a function of opacity. The proposed theory of Media aims to highlight the latent operating system media and, therefore, the theming of their opacity, discussing together all the subjective and social consequences (in power structures and the desire) paradoxical operation. Resorting to philosophical traditions of Heideggerian phenomenology, of Derridaean deconstruction of presence, and of systemic theory, with constant reference to Lacanian psychoanalysis, we will critique both the anthropocentric and instrumental theories of the media. We will also deal with the theme of historicity and contingency of Media.

41M030. Rhetorics of the Image – Responsible Y. Skarpelos, Instructor I. Stamatopoulou

Cinematic image, at the levels both of content as well as of form, offers itself to a “reading”, highlighting the diversity and fluidity of interpretation. In this course we attempt a 'rhetorical' identification and a morphological analysis of film writing centered on the "aesthetic" message. Examples are drawn from the history of cinema, as well as from contemporary American cinema.

41M031. Language and Media. – Responsible M. Kakavoulia

This course focuses on media language as a process of strengthening and renewal of standardized common Modern Greek, as well as a professional linguistic diversity characteristic of the distinct journalistic genres and species. It will also study the organization and dynamics of these species, which depend on the history and culture of Greek media, and their transformation in their environment, as defined by Internet technologies.

41M026. Methodological approaches to Media, Communication and Culture – M. Michailidou

The course aims to introduce students to the basic rationale of quantitative and qualitative methods of cultural and media research; train them in designing and carrying out research projects as part of their dissertation; contribute to the development of a critical understanding of the ethics and politics of social research. The first two parts of the course are devoted to an outline of the methods and techniques of quantitative and qualitative research while the last part of the course consists of workshops devoted to the design of students' own group research projects.

41M032. Communication, Media and Politics II – P. Zeri

In an interdisciplinary analysis of the changes taking place in the media environment and the relations between the political system, the media and the public sphere in the global knowledge society, this course will focus on selected research topics. The aim is to enable students to develop their own understanding and critical assessment of the relationship between media and power at all levels of institutions, cultural and social processes.

41M033. Narration in Old and New Media – M. Kakavoulia

The course deals with narrative types and practices as located in a variety of media, criss-crossing the intermedia field. We will refer to storytelling genres, from the oldest to the interactive multimodal digital media; the tale, the novel in comics, or fiction in advertising, to cyberfiction, multimedia narratives, micro-narrations, social media and online forums or even digital mikro-fiction.

41M034. Communication and Technology – L. Heidenreich

The course has two parts:

1. It will follow the technological and cultural evolution of modern telecommunications in the framework of the evolution of modern networks / technical flow spaces.
2. It will aim at learning and practice of qualitative research methods about the everyday use of modern media.

41M035. Psychology and Media– Responsible P. Zeri, Instructor H. Raptis

In order to understand better and deeper the interconnection of the psychic in general, with the experiences of media, we will need extra supplement the psychological approach to the media with psychoanalytic approaches, starting from a dilator defining media as unconscious formative structures of both subjectivity and social bond. We could say that, whenever you analyze devices, technologies or symbol classes in their experiences of media dimension, while we are faced with the historical situation and reach a forever escaping 'experiences of media unconscious. " The 'experiences of media unconscious ", that the latent character of its own experiences of media structures, is the meeting place of the psychic with the experiences of media, which will explore and map out with the aid, on the one hand, psychoanalysis, Freudian and Lacanian and, secondly, metalakanikon and poststructuralist theories of media (eg Kittler).

41M036. Management and Marketing – G. M. Klimis

The aim of this course is to offer its students the ability to understand the concepts of management and marketing, with a focus on media organizations and companies. Emphasis will be placed on modern approaches to administration and marketing issues and the development of personal and interpersonal skills in management and leadership. Simultaneously we will attempt a holistic understanding of organizations / businesses and the macro-micro environment in which they operate.

41M023. Sociology of Culture – M. Michailidou

The course offers an introduction of contemporary theoretical, methodological and research approaches in the wider field of sociology of culture, from the rise of culture as a distinct concept within interpretative sociology to the development of contemporary approaches to the sociology of culture. The course is structured on two basic analytical axes: on the one hand, it investigates contemporary practices in the production of culture, and, on the other, it examines the relations of these practices to other aspects of social differentiation.

MA “Communication, Media and Cultural Management” – Specialization “New Media and Journalism”

Subject List for the academic year 2015-2016

First Semester

No	Code	Title	ECTS	Instructor
1	41M037	Media and Digital Application	7,5	S. Kaperonis
2	41M038	Public Policies and Digital Communication	7,5	M. Psylla
3	41M039	Content Production and Media Corporations	7,5	N. Leandros
4	41M040	Leadership and Entrepreneurship in Journalism	7,5	D. Iordanoglou & B. Tsakarestou
5	41M026	Methodological approaches to Media, Communication and Culture	7,5	M. Michailidou

Second Semester

No	Code	Title	ECTS	Instructor
1	41M041	Journalistic storytelling in Old and New Media. Convergence and Multimediality	7,5	N. Bakounakis
2	41M042	Transmedia Communication	7,5	I. Vovou
3	41M043	Introduction to Data Practices	7,5	Y. Skarpelos
4	41M044	Management and Marketing in Media	7,5	G.M. Klimis
5	41M045	Reconstructing the past, Constructing the present in a digital era	7,5	C. Avlami

Syllabus

41M037. Media and Digital Application – S. Kaperonis

The advent of new technologies in everyday life is affecting both the private and the profession life. They act as a medium for interpersonal communication. The incorporation of digital applications and communication networks, is redefining communications and information transmission. The course aims at analyzing the media and the way they influence the quality of journalism (web 2.0) through the tools of networked or mobile reporting (blogging, mobile reporting, participatory-crowdsourcing journalism, digital image etc.) and the way the digital landscape in media is organized.

41M038. Public Policies and Digital Communication - M. Psylla

The problematisation over Public Policies in conjunction with the field of communication consists of a challenge – within the frame of modern Greek reality – which inspires a dialogue within the wider frame of Political Communication, with the following central reference axes: the public space, the initiation of public action, and the actors that interfere in the highlighting of public problems and the defining of public actions. Within the frame of this course, extensive emphasis is awarded to the investigation of public policies, where we focus on the notion and the practice of public actions, under the influence of the New Mass Media. The point of view of public action permits the possibility of interpreting the correlations between the actors of public and private space, all while investigating the dynamics and the boundaries between the state and its society, ultimately analyzing the interrelation between the state and public space. In this way, we will examine issues relating to the formation of political agenda, the questions arising and concerning the effectiveness and legality of public decisions, as well as the potential of change of public action. Our method, which will be unveiled in the framework of the class, is related both with the theoretical approach of public policies, and their pragmatic dimension, while new methodological instruments concerning the way of investigating them will be suggested, from the point of view of the researcher.

41M039. Content Production and Media Corporations - N. Leandros

The advent of a new communication paradigm characterized by mass self-communication, networking and digitization, is shaping a new reality in the wider field of media. The decline of old media is connected with the research for new business models, the increasing possibility of the citizens for content creation, as well as the importance of cyberspace and mobile platforms. In this course we will combine the wider theoretical discussion with the experience of media corporations in Greece and

abroad. With the use of financial analysis tools we will analyze their economic results and business strategies.

41M040. Leadership and Entrepreneurship in Journalism - D. Iordanoglou & B. Tsakarestou

This course will present the interconnected fields of leadership and innovative entrepreneurship in journalism, and is organized in two parts. The first part is focusing on leadership, which in the digital era is passing through a radical transformation. Especially in media corporations, with the transition to the new media and the ascension of start ups and entrepreneurial journalism, the future leaders have to operate in an environment of uncertainty, high requirements and risk. The second part, is about entrepreneurial journalism, and responds to the constant process of changes and disruptive innovation, that is internationally acknowledged through the potential provided by digital and mobile technology, big data, and new forms of funding.

It should be noted that the course syllabus has been developed within the framework of Study of the United States Institute (SUSI) for Journalism and Media Scholars, at Ohio University, Institute for International Journalism, E.W.Scripps School of Journalism, during 2015, with funding from the U.S. Department of State and the support of the U.S. Embassy Athens.

41M026. Methodological approaches to Media, Communication and Culture - M. Michailidou

The course aims to introduce students to the basic rationale of quantitative and qualitative methods of cultural and media research; train them in designing and carrying out research projects as part of their dissertation; contribute to the development of a critical understanding of the ethics and politics of social research. The first two parts of the course are devoted to an outline of the methods and techniques of quantitative and qualitative research while the last part of the course consists of workshops devoted to the design of students' own group research projects.

41M041. Journalistic storytelling in Old and New Media. Convergence and Multimediality - N. Bakounakis

In this course we will examine, from a constructionist point of view, media narrative (storytelling). Since the "history with human interest", and up to multimedia storytelling, media seek and create content aimed at both understanding and representing a complex reality. How is technology affecting this process? How much does it change it? Whether old is new and the new is old? What is a "narrative identity" and why storytelling is claimed today by almost all forms of applied communication? What

does the new science of Media Archaeology propose? Is there a final point (for example for the newspapers) or transformation?

41M042. Transmedia Communication - I. Vovou

Media convergency and transmediality are examined in this course as a new example of communication development. The continuous content flow in several different communication platforms is combined with the ever-changing flow in the relationship between the people and the media. The course is aiming at a transmedial communication literacy for the media professionals and journalists, in order to give them the skills to understand and act within a hybrid media environment.

41M043. Introduction to Data Practices - Y. Skarpelos

The governments, supranational and international organizations, the business world (multinationals and off shore), of sports and science, produce an ever increasing amount of data. Data of interest to the citizens, but which because of their volume and the international character of their flow is impossible to be understood by the ordinary citizen alone. Wikileaks, Luxileaks, Panama Papers, Snowden and Assange, ICIJ and ProPublica, are the pronounced heroes and the famous media of the attempt to understanding and uncovering of the secrets hidden in Big Data. In the course we will attempt to explain the reasoning behind the endeavor with big data, and to familiarize students with ways of access, data cleaning, and data analysis, within the framework of investigative reporting.

41M044. Management and Marketing in Media - G.M. Klimis

This course aims at offering to the students the ability to understand the concepts of management and marketing with a focus on media organizations and businesses. The emphasis is given on current approaches to the issues of management and marketing, as well as in the development of personal and interpersonal management abilities and leadership. We will also attempt a holistic understanding of the organizations/businesses and the macro- and micro- environment within which they operate. The lectures will focus upon the specifics of media organizations, as they are shown through case studies and the international literature.

41M045. Reconstructing the past, Constructing the present in a digital era - C. Avlami

The course is structured on two parallel axes: 1. Theory: we will evaluate the relationship between politics and media, from early 20th century to the present day, focusing on the transformations of the broader terminology (propaganda, the construction of public opinion, political or public communication,

cultural diplomacy etc.) as well as to journalistic ethics. 2. Laboratory: Preparation and presentation of papers on variations of the following general themes: a. Reconstruction of history through the internet
b. Contemporary forms of propaganda and analysis of current policy with a focus on international media and the internet.

MA “Communication, Media and Cultural Management” – Specialization “Cultural Management”

Aims

The Cultural Management option, the first postgraduate program in the fields of cultural policy, cultural management and cultural communication in Greece, provides a deep understanding of and familiarization with contemporary scientific approaches, methods and skills applicable to the field of cultural management in the broad sense.

Subject List for the academic year 2015-2016

First Semester

No	Code	Title	ECTS	Instructor
1	41M011	Legal and institutional framework of culture Not available for the academic year 2015-2016	7,5	D. Voudouri
2	41M002	Organization and management of cultural institutions	7,5	G. M. Klimis
3	41M005	Cultural Diplomacy	7,5	Chr. Yallourides
4	41M006	Visual Culture	7,5	Y. Skarpelos
5	41M022	Performing Arts	7,5	Y. Andreadis
6	41M024	Music	7,5	Ch. Tsokani
7	41M010	Cultural Communication and digital technologies Not available for the academic year 2015-2016	7,5	Costis Dallas
8	41M026	Methodological approaches to Media, Communication and Culture	7,5	M. Michailidou

Second Semester

No	Code	Title	ECTS	Instructor
1	41M023	Sociology of culture	7,5	M. Michailidou
2	41M003	Cultural Economics	7,5	N. Leandros
3	41M025	Human resources management	7,5	D. Iordanoglou
4	41M009	Cultural marketing and communication	7,5	B. Tsakarestou
5	41M014	Art History	7,5	E. Foundoulaki
6	41M017	Museum Studies	7,5	A. Gazi
7	41M015	Cinema	7,5	M. Paradisi

Syllabus

41M002. Organization and management of cultural institutions – George Michael Klimis

The course aims at offering students all the knowledge and skills which are necessary for the management of a variety of cultural institutions and companies. Through an emphasis on contemporary approaches to management as applied in the field of culture, the discussion evolves around four main axes: Planning, Organisation, Leadership and Control.

41M011. Legal and institutional framework of culture – Daphne Voudouri

The course aims at familiarizing students with the dialectic relation between law and politics in the field of culture and the legal aspects of cultural management with an emphasis on the protection and management of cultural heritage in particular.

41M010. Cultural Communication and digital technologies – Costis Dallas

The course will offer a theoretical framework for understanding the concept of information and its communicational function in the field of cultural heritage. It deals with issues of theory and practice of cultural documentation and digital curation of collections through a historical approach to museum collections, the practices of description and cataloguing as well as the miscellaneous scientific traditions of analyzing artefacts from the point of view of archaeology, anthropology and art history.

41M005. Cultural Diplomacy – Christodoulos Yallourides

The course examines the conditions which are necessary for the practice of cultural diplomacy at an international level while using Greece as a particular case in point. It further looks at alternative ways of doing Cultural Diplomacy in today's troubled world.

41M006. Visual Culture – Yannis Skarpelos

The course examines the main contemporary approaches to the visual, its relation to culture at large and the triptych image - knowledge - power in particular. It then analyses empirical research on visual culture, the methodology of visual studies, and computational analysis of optical data.

41M022. Performing Arts – Yangos Andreadis (assistant Dimitris Nakos)

The course aims to familiarise students with creative practices and the production of pilot products in the field of performing arts (theatre, cinema, and video) so as to offer them first-hand experience that may be useful for their subsequent careers. Through the adoption of a practical, hands-on approach the course results in some very interesting, professional-level, productions every year.

41M026. Methodological approaches to Media, Communication and Culture – Martha Michailidou

The course aims to introduce students to the basic rationale of quantitative and qualitative methods of cultural and media research; train them in designing and carrying out research projects as part of their dissertation; contribute to the development of a critical understanding of the ethics and politics of social research. The first two parts of the course are devoted to an outline of the methods and techniques of quantitative and qualitative research while the last part of the course consists of workshops devoted to the design of students' own group research projects.

41M024. Music – Charicleia Tsokani

The course is centered on two axes: a) music and language, b) music as communication, and aims at highlighting questions that concern the nature of music and its socio-historical uses within the Western tradition, mostly from the 17th century to date.

41M009. Cultural marketing and communication – Betty Tsakarestou

The course discusses new forms of communication (digital advertising, storytelling, gamification), engagement and marketing (inbound marketing, mobile marketing) within the general framework of collaborative society and sharing economy. Particular emphasis is placed on the use of social media and mobile web in co-creating, co-working and networking within cities and beyond.

41M003. Cultural Economics – Nikos Leandros

The course analyses the financial conditions which regulate cultural production and focusses on emerging trends in the field of cultural industries. Topics examined include new models for the creation and distribution of content, new business models in cultural management, government policies and the role of markets.

41M025. Human resources management – Dimitra Iordanoglou

The course aims at introducing students to the theory and practice of Human Resources Management with special emphasis on cultural organizations and on the value of creative human capital in contemporary work environments.

41M014. Art History – Ephie Fountoulaki

The course examines whether modern art overturned traditional visual codes, or if this position is based on one of the myths of modernist ideology. It also considers the creation of the Spanish Museum by King Louis Philippe in Paris in 1838, as a telling example of the complexity which lies behind a museum's establishment.

41M017. Museum studies – Andromache Gazi

This is an introduction to Museum Studies organised around the following main axes:

- What is a museum?
- Museum professionalism
- Museum ethics
- Collections management
- Museum communication
- Museum audiences
- Visitors studies and evaluation
- The digital museum

41M023. Sociology of culture – Martha Michailidou

The course offers an introduction of contemporary theoretical, methodological and research approaches in the wider field of sociology of culture, from the rise of culture as a distinct concept within interpretative sociology to the development of contemporary approaches to the sociology of culture. The course is structured on two basic analytical axes: on the one hand, it investigates contemporary practices in the production of culture, and, on the other, it examines the relations of these practices to other aspects of social differentiation.

41M015. Cinema – Paradeisi Maria

The course offers an overview of the major theories of the second half of the 20th century and their impact on the theory of cinema. This includes: a distinction between realism and formalism /expressionism, the “theory of the author” (phases one to three), structuralism and semiotics, psychoanalysis, post-structuralism, post-modernism, feminist theory and new formalism.