ANNEX 2 – COURSE DESCRIPTION

Course Title	**Understanding Media: the Message**
Course Code	**ΕΝΔ512**
Course Type	Compulsory
Level	Master
Year/ Semester	1st Year / 1st Semester
Teacher's Name	-

ECTS					
	10	Lectures / Week	See below ("Teaching Methodology")	Laboratories/ Week	None

Course Purpose and Objectives	Aim of this module is to guide the students to comprehend how the concept of the "message" is part of the wider functioning of a society. At the same time, this module offers a robust theoretical framework to test the correctness of his/her personal subjective theories regarding the Media and the necessary skills and different approaches. Thus, the student will be able to comprehend the advances of specialized technical and professional skills in journalism and applied communication in the second year of studies, but also to understand the concept of "active citizen" in media literacy. In addition this module has a strong methodological orientation, providing students with the fundamental qualitative and quantitative tools to proceed with their dissertation, with the ambition that students that complete END511 and END512 will have a sound knowledge of the crucial parts of a dissertation or any research project: The process of writing a solid literature review, the formulation of research questions or hypotheses, the methodological tools, and the results.

This module functions as a bridge between the scientific knowledge offered by ΕΝΔ511 and ΕΝΔ521 and the development of in-depth knowledge in the fields of applied communication, journalism and media literacy. This bridging is accomplished by studying the "message", the ways it is constructed, where it aims at and which mechanisms it activates.

Students familiarize themselves with basic tools that are necessary to approach the scientific texts in which knowledge about the function of the "message" is encoded, as it comes from the wider area of Communication and Journalism, having as an interpretative "compass" the notion of the "active citizen" and the need of media literacy.

At the same time, the effect of media evolution on the message itself is analysed as well as the way in which the "message" aspires to influence decision-making processes. Since the goal of strategic communication and media is the broader concept of persuasion, in the sense of changing or |

	consolidating attitudes, the "active citizen" is called upon to recognize the ways in which the "message" is perceived and evaluated. The analysis of "public discourse" is then examined and basic research techniques are presented, both in qualitatively and quantitatively. The functions of communication and journalism are constantly changing, mainly due to the development of the Internet and the Social Media. Precisely because of the rapid mobility of the "message" and the exchange of messages in public discourse, the concept of "we" and "you" is being used as an interpretative scheme. Thus, students are invited to recognize the ways in which a message "places" and separates the members of the social reality and, at the same time, to explore how the students themselves, as professionals of journalism, communication and media literacy interpret their collective and individual identity.
Learning Outcomes	Upon successful completion of this Module students should be able to: **Knowledge** • Be aware of the evolution of the Media and the impact that technology advances have on them. • Know how the logic of the Media, and in particular the New Media, leads to a differentiation in approaches. • Trace contacts and pathways between political and social, insofar as they relate to the operation of the Media. • Present their findings scientifically and critically analyze scientific literature. • Define the concept of the variables: Independent Variable, Dependent Variable, Intervening Variable, and the notion of the "prerequisite" condition. • Be familiar key methodological tools, both qualitative and quantitative and comprehend scientific findings • Recall the mechanisms of rhetorical grouping and recognize stereotypical features and demonization processes**.** **Comprehension** • Recognize the difference between social, regulatory, professional and "common sense" theory. • Understand the historical evolution of narratives and message forms and their role in different societies. • Recognize the difference between theories of the media and theories on the media

- Recognize cognitive biases in a message and their effect on message creation
- Understand the decision-making mechanisms and recognize the effect of emotion on rational judgement.

Application
- Use the proper methodological tools according to the research questions and/or hypotheses
- Use the causal relationship to for working hypotheses and research questions in scientific writings.
- Check the content of a "message" for biases
- Control changes in the wider environment of media resulting from technology changes, so that students can adapt to different message construction strategies
- Produce scientific knowledge through the operationalization of research methods and critically interpret their results.
- Recognize logic fallacies and errors in rational thinking and the effect of emotion on decision-making processes.

Analysis
- Demonstrate how communication and journalism, as fields of message creation and composition, have emerged from social structure, over time and at various levels, and therefore express and co-produce this social structure.
- Analyze the content of the messages by methodological and scientific adequacy.
- Appreciate the different ways in which a person collects information to make an evaluation of his / her social environment.
- Analyze approaches to media power and decode the impact of their messages on "public opinion".

Synthesis
- Define the theories about the operation of the news production mechanisms, through the representations of the social phenomena they generate.
- Evaluate critically the theories taught, recognizing the constantly changing dynamics in the theories of the Media and by extension their influence and messages.
- Design a scientific research, combining pre-existing scientific theories with research methods and thus generating new knowledge.

	Evaluation • Evaluate the content of a message, focusing on the effects of cognitive errors and biases. • Critically review research findings and discuss possible methodological errors and manipulation techniques. • Evaluate the rhetoric of legitimation and de-legitimation. • Critically evaluate the content of the messages and their impact. • Evaluate alternative constructions of a causal relationship, of an argument, that is, of a message.		
Prerequisites	None	Co-requisites	None
Course Content	**With the use of printed and electronic material, new media and social networking, in the Module offered in the 1st year of study the following subjects are developed:** 1. Introduction to Research methodology. Instrumentalization of theories and interpretation of results 2. Technology and Society. Technological determinism and sociocentric approaches 3. Decision Making: Political behavior as a process 4. Exploring "Public Discourse". Content, Classification and Interpretation 5. Understanding the "Other". The notion of Ethnocentrism **The Module focuses on the:** • Basic methodological and research methods, qualitative and quantitative, enhancing critical thinking • Interpretation of research findings and their alternative encodings. • Evolution of the Media and the interaction between media and Society. • Effect of the "message" on the decision-making processes • Exploration of the qualities of a message, subject to persuasion • Understanding of the term "active citizen" and its qualities and skills • Critical evaluation of research findings in the media • Understanding of the mechanisms that create a "demonized otherness" in terms of identity		
Teaching Methodology	Distance Learning (7 Teleconferences during the semester)		
Bibliography	**Compulsory Bibliography**		

Introduction to Research methodology. Instrumentalization of theories and interpretation of results

- VanEvera, S. (2000), *Εισαγωγή στη Μεθοδολογία της Πολιτικής Επιστήμης*, Αθήνα: Εκδ. Ποιότητα. [Κεφάλαιο 1, (σελ.21-64)]
- Τάκας, Ε. (2015), «Τις Πταίει; Γνωσιακές Μεροληψίες στην Απόδοση Αιτιότητας: Οι Στρεβλώσεις στην Ακούσια Χρήση της Αιτιώδους Συσχέτισης. Επισκόπηση Θεωρίας», *Occasional Paper No 1*, Λευκωσία: Advanced Media Institute, Ανοικτό Πανεπιστήμιο Κύπρου.
- Dependent and Independent variables

Technology and Society. Technological determinism and sociocentric approaches

- ΜακΚουέιλ, Ν. (2003,) *Η Θεωρία της Μαζικής Επικοινωνίας για τον 21ο Αιώνα*, Αθήνα: Εκδ. Καστανιώτης (σελ.36-65 και 112-117).
- Chomsky on technological determinism.
- Michailidis, P. (2018), «Γραμματισμοί στα Μέσα που προάγουν την ιδιότητα του πολίτη. Επανεφευρίσκοντας τη Δέσμευση για την Κοινωνική Προθετικότητα», στο Σ. Ιορδανίδου, Σ. Παπαδημητρίου, Λ. Βαλσαμίδου (επιμ.*) «Εγγραμματισμός Στα Μέσα. Media Literacy. Σε Αναζήτηση της έννοιας και της λειτουργίας της»*, Αθήνα: Μεταμεσονύκτιες εκδόσεις, σελ. 371-394.

Decision Making: Political behavior as a process

- Kahneman, D. (2011), Σκέψη αργή και γρήγορη, Αθήνα: Κάτοπτρο (Σελ. 35-54).
- Tversky, A., & Kahneman, D. (1974), Judgment under uncertainty: Heuristics and biases. *science, 185*(4157), 1124-1131.
- Γαλάνης, Γ. & Moser, H. (1999), *Εισαγωγή στην Πολιτική Ψυχολογία*, Αθήνα: Παπαζήσης Κεφάλαιο 3 (σελ. 87-104) και Κεφάλαιο 4 (σελ. 105-120).
- BBC: How you really make decisions
- Unconscious Emotional Influences on Decision Making

	Exploring "Public Discourse". Content, Classification and Interpretation
	- Willig, C. (2015), *Ποιοτικές μέθοδοι έρευνας στην Ψυχολογία*, Αθήνα: Gutenberg. Κεφάλαιο 2, σελ. 151-178 και 211-243. - Τσιώλης, Γ. (2015), «Ανάλυση ποιοτικών δεδομένων: διλήμματα, δυνατότητες, διαδικασίες», *Ερευνητική Μεθοδολογία στις Κοινωνικές Επιστήμες και στην Εκπαίδευση. Συμβολή στην Επιστημολογική Θεωρία και την Ερευνητική Πράξη*, 473-498. - Μπεχράκης, Θ. (2010), *Στατιστική για τις Επιστήμες του Ανθρώπου και της Κοινωνίας: Μέθοδοι και Παραδείγματα*, Αθήνα: Λιβάνης, σελ. 113-118. - Chi-Square Tests: Crash Course Statistics - Τα ψεύδη της Στατιστικής Understanding the "Other". The notion of Ethnocentrism - Σαμαράς, A.N. (2007), «Εθνοκεντρισμός και Ευρωκεντρισμός στις Αναπαραστάσεις της Ευρωπαϊκής Ένωσης: Ζητήματα Πολιτικής Επικοινωνίας» στο Σ. Παπαθανασόπουλος (επιμ.) *Ανάλεκτα 2007*, Αθήνα: Παπαζήσης, σελ. 234-285. - Hammond, R. A. & Axelrod, R. (2006), "The evolution of ethnocentrism", *Journal of conflict resolution*, *50*(6), 926-936. - Ethnocentrism Examples – Animated Review
Assessment	
	Written Assignments — 40% Activities — 10% Final Exam — 50%
Language	Greek