

## ANNEX 2 – COURSE DESCRIPTION

Course Title	<b>Contemporary Approaches to Communication and Journalism</b>				
Course Code	<b>ENΔ513</b>				
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	<p>Aim of this module is to acquaint students with fundamental concepts, definitions, theories and debates about the contemporary field of communication and information, which are of critical important for both our private and most importantly our public lives. More specifically, the module ENΔ513 aims at helping future professionals of communication and journalism become aware of their latent theories, modify them where needed and become reflective and critical practitioners in the communication arena. The module combines scientific sources from the fields of Communication and Media Theory, the Theory of NewsFraming/Frames, Storytelling, Media Effects, and the Sociology of New Media, as well as sources relevant to broader epistemological and methodological approaches, and aims to ground strategic thought in classical and contemporary theories, while it also provides functional knowledge for their application as much on the level of analysis, as on the level of design and implementation of applied communication techniques.</p> <p>Six critical areas of scholarly inquiry and critical debate have been selected to make up this module, and they all reflect the intersection between the field of Communication and the field of Journalism. Communication (conceptualized in terms of its public character) has its own applied areas, which have as a rule economic and business rationality, closely related to the more general field of the Market. To what extent, does the Market and the field of Applied Communication put pressure on contemporary Journalism? What are the mechanisms that require frames to be used as powerful vehicles of meaning-making and reality-construction? How is the public narrative articulated in the context of digital communication, and what critical role does the context of digital media play in the function and the very nature of Journalism? What kind of media and news effects can we observe today and how can we conceptualize them? What are the challenges posed by New Media that directly affect the structure of Journalism and they way it is being practiced? The critical examination and analysis such key questions constitute the six Topics that comprise this module.</p>				
Learning Outcomes	Upon successful completion of this Module students should be able to:				

### Knowledge

- Become aware of the complexity and multidimensionality of the scientific and research field of Communication, and the distinction between two different types of agents, Communication and Journalism
- Know both classical and contemporary theoretical frameworks of communication, as well as the dynamics of fundamental processes that characterize the function of contemporary media and journalism
- Acquire a critical perspective in how they analyze the literature in the field, and an ability to theoretically ground their observations
- Understand in depth the concept of public opinion, agenda-setting, gatekeeping, media effects and the construction of social reality.
- Identify and define the mechanisms of rhetorical construction and frame-building, as well as their historical and structural causes
- Recognize the functional dimension of the latest technological innovations that may affect the fields of communication and journalism
- Engage with Media Ethics and Journalistic Ethics topics, and know the modern codes of conduct for media professionals working in the online environment

### Comprehension

- Understand the way social reality is organized and constructed through the interplay of three basic fields: Media and Journalism, the Public, and political and economic power.
- Clarify the concepts of “traditional” and “new” media and identify their points of convergence, as well as divergence
- Understand the function and importance of the often-invisible mechanisms of news and content production
- Recognize the multiple meanings and meaning-making effects of Rhetoric and Persuasion and their dialectic with political and journalistic practices
- Give examples of how framing functions as an instrument in public communication in various applied contexts
- Review the main challenges and institutional risks of public discourse, in an environment where misinformation and fake news abound
- Adopt a critical perspective with regards to the potentially powerful effects of technological innovation in the fields of Communication and Journalism, but also the social, political and economic dynamics that may impact on technological innovation
- Discuss key issues in the new media effects theory and research
- Explain the key practices of content personalization and its applications and uses for targeted advertising

### Application

- Utilize approaches and theories on the function of journalistic discourse as analytical tools in the process of interpreting communication phenomena

- Employ theories to analyze media frames and construct frames for specific contexts of public communication
- Predict the transformations in the communication and technological environment and craft appropriate strategies related to them
- Produce scientific knowledge by utilizing theoretical models and frameworks, interpreting their results in a critical way
- Effectively apply their knowledge about digital storytelling to construct their own multimedia and transmedia narratives for diverse audiences
- Develop skills of decision-making in various situations that present them with ethical and moral dilemmas

### Analysis

- Demonstrate the importance of the transition from the model of asymmetrical /concentrated communication of the mass media era to the model of networked communication in a highly technologized environment
- Discuss the role that both traditional and new gatekeepers play in the framing process
- Interpret cases of reality-construction through framing and persuasion mechanisms, in a way that is theoretically and scientifically-grounded.
- Critically analyze the broader economic, social, and political environment, within which social networking exists
- Illustrate the value of Storytelling for public discourse and communication, as well as its role for understanding social reality
- Identify and analyze the multiple positive and negative applications of the key technologies of Artificial Intelligence, the use of algorithms, Virtual Reality, Blockchain, and relate with them phenomena such as the hyper-personalization of digital content, misinformation or fake news

### Synthesis

- Critically evaluate theories of communication and journalism, recognizing the need for a potential revision and adaptation of them, so that they can effectively respond to a continuously changing environment
- Compose and build frames for novel interpretations of social reality, beyond the already existing or dominant ones
- Synthesize and combine different approaches from the broad field of communication theories, aiming at an in depth analysis of the phenomena of public communication and journalism
- Interpret the profession of communication and journalism through a critical as well as ethical/normative/moral lens
- Design storytelling narratives in the digital environment

### Evaluation

- Appraise different scenarios of decision making related ethical and professional choices in communication and journalism
- Critically discuss the operation of algorithmic mechanisms in forming and impacting on public opinion and social behaviors

	<ul style="list-style-type: none"> <li>• Interpret the new conditions posed by technological mediation and innovation in producing journalistic narratives in the digital/online environment</li> <li>• Compare and contrast the features of traditional and new media, as to how they impact on fundamental processes of communication and information</li> <li>• Critically discuss research findings in the field of communication and journalism, and craft theoretically-grounded arguments</li> </ul>		
Prerequisites	None	Co-requisites	None
Course Content	<p>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:</p> <ol style="list-style-type: none"> <li>1. The Grammar of Communication and Information: Central Mechanisms and Fundamental Procedures in the Functioning of Modern Media</li> <li>2. “The function of frames in Communication and Journalism”</li> <li>3. New Public Discourse and Storytelling in Journalism and Communication</li> <li>4. Social media, communication and new Journalism: threat or synergy?</li> <li>5. Journalistic Ethics and Ethics in the Digital Age</li> <li>6. Modern technological challenges in the field of Communication and Journalism.</li> </ol> <p>The module focuses on:</p> <ul style="list-style-type: none"> <li>• Acquainting students with the major research fields in Communication, Journalism and the function of Media, such as agenda-setting, frame-building, public opinion, media effects and the construction of reality.</li> <li>• Examining the intersections between different social agents and factors within the fields of Communication and Journalism</li> <li>• Contrasting and comparing and co-examining traditional and new media forms, processes and theories</li> <li>• Illustrating the multifarious dynamics (technological, professional, social, and economic) that shape the contemporary ecosystem of information and communication</li> </ul>		
Teaching Methodology	Distance Learning (7 Teleconferences during the semester)		
Bibliography	<ul style="list-style-type: none"> <li>• Σμυρνάιος, Ν. (2018), <i>Το Ολιγοπώλιο του Διαδικτύου. Πως οι Google, Apple, Facebook, Amazon και Microsoft πήραν τον έλεγχο της ψηφιακής μας ζωής</i>, Αθήνα: Μεταμεσονύκτιες Εκδόσεις.</li> <li>• Fiske, J. (2010). <i>Εισαγωγή στην Επικοινωνία</i>, Αθήνα: εκδ. Αιγόκερως.</li> </ul>		

	<ul style="list-style-type: none"> <li>• Dearing, J. &amp; Everett, R. (2005). <i>Ορίζοντας τα Θέματα. Τα ΜΜΕ, οι πολιτικοί και το κοινό</i>. Αθήνα: Παπαζήσης.</li> <li>• Γαρδικιώτης, Α. (2008), <i>Κοινωνική Επιρροή, Επισκόπηση και Αξιολόγηση της Έρευνας και των Θεωριών</i>. Αθήνα: Gutenberg</li> <li>• Steensen, S. &amp; Ahva, L. (2014). Theories of Journalism in a Digital Age: An Exploratory Introduction. <i>Digital Journalism</i> 3 (1): 1-18</li> <li>• Scheufele, A. D. &amp; Tewksbury, D. (2007). Framing, Agenda Setting, and Priming: The Evolution of Three Media Effects Models. <i>Journal of Communication</i> 57, 9-20.</li> <li>• Salmon, Ch (2008). <i>Storytelling, η μηχανή που κατασκευάζει ιστορίες και χειραγωγεί τα πνεύματα</i>. Αθήνα: εκδ. Πολύτροπον.</li> <li>• Kolodzy J., (2015). <i>Δημοσιογραφία της Σύγκλισης</i>. Αθήνα: Κλειδάριθμος.</li> <li>• Gambarato, R.R. &amp; Teixeira-Tárcia, L.P. (2017). Transmedia Strategies in Journalism, <i>Journalism Studies</i>, 18 (11): 1381-1399</li> <li>• Waisbord, S. (2018). Truth is What Happens to News: On journalism, fake news, and post-truth. <i>Journalism Studies</i>, 19 (13): 1866-1878</li> <li>• Diakopoulos, N. &amp; Koliska, M. (2016). Algorithmic Transparency in the News Media. <i>Digital Journalism</i>, pages 809-828</li> </ul>						
Assessment	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%;">Written Assignments</td> <td style="width: 40%; text-align: center;">40%</td> </tr> <tr> <td>Activities</td> <td style="text-align: center;">10%</td> </tr> <tr> <td>Final Exam</td> <td style="text-align: center;">50%</td> </tr> </table>	Written Assignments	40%	Activities	10%	Final Exam	50%
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Activities	10%						
Final Exam	50%						
Language	Greek						