



NATIONAL AND CAPODISTRIAN
UNIVERSITY OF ATHENS
DEPT. OF COMMUNICATIONS
& MASS MEDIA

ANNOUNCEMENT-CALL FOR PAPERS

INTERNATIONAL SYMPOSIUM ON COMMUNICATION

• On 25-27 April 1996, the Department of Communication and Mass Media, National and Capodistrian University of Athens will host a major international symposium called

«The “Construction” of Reality and the Mass Media».

• The symposium will provide a forum for researchers, policy makers and individuals to consolidate a new agenda or re-examine the old one as concerns the role of the media in the 21st century.

• Themes to be addressed at the conference include:

- ✧ *Images and Realities*
- ✧ *Social Identities and the Media*
- ✧ *Media Content and the Public*
- ✧ *Media Globalisation and Culture*
- ✧ *Crisis, natural disasters, war and media coverage*

• The Department of Communication calls for papers and welcomes offers of papers and outline proposals (1 page A4). The offers should be made by 15 July 1995 to:

*International Symposium Committee,
Department of Communication and Mass Media,
National and Capodistrian University of Athens,
5 Stadiou Street,
GR 10562 ATHENS, GREECE*

• The proposals will be reviewed by outside referees and the Committee will inform the applicants by 15 October 1995.

• The deadline for submitting the final versions of the papers is January 8, 1996.

• The venue will be held in Athens.

• The working languages of the Symposium will be in Greek and English and there will be simultaneous translation.



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**DEPARTMENT OF COMMUNICATION
AND THE MASS MEDIA
NATIONAL AND KAPODISTRIAN UNIVERSITY OF ATHENS
THE COURSE PROGRAMME**

The Department of Communication and the Mass Media is one of the youngest departments of the oldest University in Greece. It was founded in 1989 and started offering its courses in 1990. The department has been established in order to fulfill the gap in communication and media studies in Greece, especially after the developments in Greek media in the late 1980s.

It offers a B.A. Honors Degree (4 years) and its courses are designed to provide students with a broad overview of theories and developments in communication and media studies with detailed analysis of sectors and issues of their own choice.

The course's approach is multidisciplinary and contributions come from political theory, sociology, psychology, economics, international relations, semiotics, law, culture, arts and technology.

For the first two years, all courses of its programme are compulsory. For the third and fourth years, the programme comprises compulsory and a wide range of optional courses as well as seminars.

The Department is located in the centre of Athens, it has nearly 500 students and 40 teaching and research staff as well as practitioners in the media sector. Our staff represents the interdisciplinary profile of the course.

COMPULSORY COURSES

1st Year

Winter Term

1. Social Theory, Part I
2. Modern Greek - Linguistics, Part I
3. Introduction to Communication Theory
4. History, Part I
5. Introduction to the New Technologies
6. Introduction to the Psychology of Communication

Summer Term

1. Social Theory, Part II
2. Modern Greek – Linguistics, Part II
3. Modern Press in Greece and Western Europe: Theoretical Issues and Organisational Problems
4. History of Art
5. History, Part II
6. The Mass Media and the Visual Arts

2nd Year

Winter Term

1. Introduction to Political Theory
2. Theoretical and Organisational Problems of the Electronic Media
3. Arts and Communication
4. Quantative Methods in Communication Research, Part I
5. Introduction to Economics
6. Social Psychology

Summer Term

1. International Relations, European Integration
2. Regulatory and Legal Aspects in Communication
3. Discourse and Image Analysis
4. Organisation Theory and Media Organisation
5. Quantative Methods in Communication Research, Part II
6. Introduction to Television and Radio Production

3rd Year

Winter Term

1. Philosophical and Cultural Aspects of Communication
2. Journalism
3. Cognitive and Emotional Factors in Communication

Summer Term

1. New Technologies and the Mass Media
2. Cultural Heritage
3. Mass Society and Mass Media

4th Year

Winter term

1. The Greek Political System
2. Social Institutions and Social Change in Greece

Summer Term

1. Political Communication and Media Politics
2. Media Law

OPTIONS

Winter Term

- 1.1.3 History of the Press
- 1.1.4 Political Discourse and Ideology
- 1.1.5 Cinema, Ideology and Politics
- 1.2.1 Political Culture and Communication
- 1.2.3 Communication, Music and Culture
- 1.2.5 Ethics and Communication
- 1.2.6 Social and Political Thought in Antiquity – Rhetoric
- 2.1.3 The International Dimension of Nationalism
- 2.2.3 Comparative Broadcasting Systems
- 3.2.5.1 Radio Management (Programming and Scheduling)
- 3.2.5.2 Television Management (Programming and Scheduling)
- 3.2.6 Culture and the Media
- 4.2 Social Psychology of Mass Media
- 5.3 Research Techniques in Opinion Polls and Interviews

Summer Term

- 1.1.1 Literature and Society
- 1.1.2 Ancient Myths and Technology
- 1.1.6 Power and Propaganda
- 1.1.9 Modernism and Postmodernism
- 1.2.4 National Identity and Television Discourse
- 1.2.7 Modern Greek History through the Press
- 1.2.8 Political Communication and Ethics
- 2.1.1 Theory of Democracy (Institutions and Publicity)
- 2.1.4 Elections and the Mass Media
- 2.2.1 Media Management and Marketing
- 2.2.2 The Development of International Communications
- 2.2.5 Local Press and Local Publicity
- 3.2.1 Communication and Education
- 3.2.2 Advertising
- 3.2.3 Public Relations
- 3.2.4 News Reporting
- 3.2.7 International Reportage
- 4.1 Psychology of Perception
- 4.4 Group Psychology
- 5.2 Opinion Measurement and Market Research

SEMINARS

Winter Term

- 6.1 Television News Reporting
- 6.2 Electronic Publishing I
- 6.4 Media Research Techniques
- 6.10 Political Theory and Practice
- 6.12 Youth Subcultures and the formation of their Identity

Summer Term

- 6.3 International News Agencies
- 6.6 Psychosocial Intervention in Communities
- 6.7 Reporting Special Affairs
- 6.8 Introduction to the Production of Telefilms and Documentaries
- 6.13 Protection of Cultural Heritage – Urban Space
- 6.14 Electronic Publishing II