



**UNIVERSITY OF
WESTERN MACEDONIA**

School of Social Sciences and Humanities

**DEPARTMENT OF
COMMUNICATION AND
DIGITAL MEDIA**

STUDY GUIDE

2023-2024

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University of Western Macedonia

1. History

The University of Western Macedonia was founded in Kozani in 2003, under the Presidential Decree No. 92 / 11-4-2003. The first members of the Interim University Administration / Body were appointed under the Ministerial Decision F. 120.61 / 132/61865 / B2 / 25.6.2003. In 2015, after the first elections for a Rector, the University of Western Macedonia became a self-governing institution, and ran courses in 2 cities, Kozani and Florina, with 3 Schools and 6 Departments.

In 2019, the University of Western Macedonia was merged with the Technological Education Institute of Western Macedonia (Law 4610/2019, Government Gazette 70 / A / 07.05.2019). The TEI of Western Macedonia, ran courses in 5 Schools and 11 Departments in 5 cities in Western Macedonia. The central campus was located in Kozani.

The new University of Western Macedonia runs 7 Schools and 21 Departments in 5 cities (Kozani, Florina, Kastoria, Ptolemaida, and Grevena). A new, state-of-the-art campus was constructed in the Active Urban Planning Zone (ZEP) of Kozani and started operating in September 2022.

2. Structure

The University of Western Macedonia runs Schools and Departments in five cities in Western Macedonia (Kozani, Florina, Kastoria, Grevena, Ptolemaida). The main campus is located in the Active Urban Planning Zone (ZEP) in Kozani, and accommodates the University Administration authorities, 3 departments of the School of Engineering and a library. The second campus in Kozani, in the area of Kila, accommodates the School of Economics, 2 of the 5 departments of the School of Engineering, a library, the Hall of Residence, a student restaurant (there is a second restaurant in the city centre) and the university gym.

Three Departments of the School of Engineering (Departments of Mechanical Engineering, Electrical and Computer Engineering, and Chemical Engineering) are located in the main Campus, in the Active Urban Planning Zone (ZEP) in Kozani and two in the campus in the area of Kila in Kozani (Department of Mineral Resources Engineering and Department of Product & Systems Design Engineering). All Departments cater for cutting-edge training and research in state-of-the-art laboratories.

The School of Economics runs 7 Departments, of which 4 (Accounting and Finance, International and European Economic Studies, Regional and Cross-border Development Studies and Management Science and Technology) run courses in Kozani. The Departments of Business Administration, and Statistics & Insurance Science, and the Department of Economics run courses in Grevena, and Kastoria, respectively.

The School of Humanities and Social Sciences is located in Florina (3rd km Florina-Niki) and Kastoria. The School runs 4 Departments in Florina (Primary Education, Early Childhood Education and Psychology), and one in Kastoria (Communication & Digital Media), where there is also a student restaurant and library.

The School of Agriculture is located on the University farm in Florina, where there are the administration services building, the main building, the hall of Residence and student restaurant, the library and sports facilities.

The School of Fine Arts is located in Florina (3rd km Florina-Niki), and in the village Psarades, Prespes, where there are laboratories and exhibition areas. The School is going to be re-located in a new campus building in Florina.

The School of Science runs courses in Kastoria (Fourka) in 2 Departments, the Department of Mathematics and the Department of Informatics.

The School of Health Sciences is located in Ptolemaida and runs 2 courses in the Department of Midwifery and the Department of Occupational Therapy.

The University of Western Macedonia offers free meals to students in all cities. There are 2 student restaurants in Kozani (on Kila campus and at 20 Constantinople Street), 2 in Florina (in the buildings of the School of Humanities and Social Sciences and the School of Agriculture), in Ptolemaida, and on campus in Kastoria and Grevena.

Free accommodation is offered in the Halls of Residence in Kozani, Grevena and Florina.

3. University Vision, Mission, and Values

3.1. Vision

As part of its vision, the University of Western Macedonia: pursues excellence in education, research and innovation by attracting, supporting and employing young researchers, academic and administrative staff, who are highly competent and professionally consistent and develop significant scientific activity aspires, through up-to-date curricula, which promote state-of-the-art research and extrovert scientific activities, to gain a high academic status and potential and focus on social welfare based on democratic ideals, such as meritocracy, free thinking and promotion of scientific knowledge promises to contribute, in as much as it is concerned, to prosperity, social progress and national and European culture, especially in the Balkans, through knowledge, scientific thinking and creativity.

3.2. Mission

UoWM's mission is to promote and consolidate knowledge and progress through its dynamic, reliable and modern functions, both for the benefit of its academic community and society.

In particular, UoWM's mission involves the following three thematic axes:

(1) Education – Research – Culture:

- development and implementation of curricula in disciplines that engage in sustainability in West Macedonia, Greece, and the wider area of the Balkans and Europe. In particular, curricula focus on fostering knowledge, critical thinking, and ethics, which aim at students' personal development, successful professional career, and social status.

- support and enhancement of scientific research, innovation, and extroversion with a view to increasing UoWM's international prestige
- promotion of academic and scientific culture as well as scientific independence and ethics

(2) Economy – Development:

- significant contribution to solving local and national development problems and assisting with regional development planning
- development of business culture, ideas, and organisations in order to achieve positive results in employment and income, and offer new opportunities in research and the economy
- lifelong education and training emphasizing the importance of human resources as a key component in production
- exploitation of UoWM's assets and its intellectual, intangible, and innovative research outcomes

(3) Just, responsible and open society

- shaping modern citizens via promoting knowledge, participation, and cooperation with an aim to foster a responsible scientific outlook to contemporary problems and avoid discrimination and social exclusion
- promotion of scientific thinking, free dialogue, and exchange of ideas for the benefit of democratic values, tolerance, and societal progress
- support and promotion of cultural work, creative thinking, and environmental awareness

3.3. Values

The moral, social, cultural, and scientific values fostered by UoWM are the basic prerequisites and essential conventions of principles and ethics to meet mission and vision requirements. These values should be cherished by the entire UoWM academic community.

Hard work, dedication, and passion

UoWM members' hard work, competence, enthusiasm, and passion are the cornerstones for achieving the University mission. Educational, research, and administrative work as well as creativity and commitment require effort, dedication, and consistency beyond regular duties and responsibilities for the benefit of the University.

Creativity and sustainability

The development of new ideas, innovation, and actions towards radical change and improvement of both processes and outcomes requires encouragement, originality, and going beyond conventions, which are critical components of a culture of creativity. Creativity, however, must be inextricably linked to collective efforts to preserve and improve the environment, natural resources, and infrastructure for the benefit of future generations and in order to ensure consistent university planning and functions.

Responsibility and consistency

All University members are committed to their own duties, but they also undertake additional tasks, both in order to fulfill their institutional role, which is associated with the accomplishment of

UoWM's mission and also create an academic setting in accordance with university principles and values.

Integrity and transparency

Decision-making processes and criteria, implementation of decisions, and management of a number of University-related issues are based on transparency, the widest possible consensus, and focus on consolidating meritocracy and justice in all aspects of academic life. Transparency and accountability in all University functions are crucial to the university members' integrity and provide a healthy work environment.

Academic freedom and respect for diversity

By showing respect for democracy and humanitarian values, UoWM defends the University members' right to prevent restrictive intervention in educational processes and scientific knowledge delivery. In addition, it protects the human and constitutional rights of the academic community members and encourages freedom of expression, constructive argumentation, and respect for diversity of views and attitudes. Non-discrimination policies, which prevent individuals' exclusion from access to knowledge due to different economic and social status or origin (gender, religion, disability, etc.), are indisputable and enduring University values.

4. Student Welfare Service

The Student Welfare service provides administrative support in all activities related to student welfare, in accordance with the current legislation, state funds and Governance decisions. The Student Welfare team coordinates and provide high quality services and information on issues related mainly to free meals, accommodation and social welfare issues, such as student accommodation benefits. In detail, the Student Welfare service:

- monitors the implementation of the decisions taken by the UoWM Administration bodies concerning student welfare and, in general, undergraduate students' wellbeing
- compiles legislation and decisions on student welfare issues
- implements current legislation about student welfare
- coordinates and monitors student welfare processes in all UoWM academic units (Kozani, Grevena, Ptolemaida, Kastoria and Florina)
- draws up instructions and circulars in order to ensure effective operation of student welfare services in all UoWM student welfare offices
- examines financial support documents and applications for granting student accommodation benefits, free meals and free accommodation on campus
- operates a database of beneficiaries and collects data about student welfare at UoWM
- supports students with disabilities
- monitors and updates information about student welfare on the university website.

Department of Communication and Digital Media

1. Short Description - History

The Department of Communication and Digital Media, of the School of Social Sciences and Humanities, of the University of Western Macedonia, was founded in 2019 (Official Government Gazette 70/2019). Although recently founded, the academic identity of the department can be traced back to a long journey that begins with the foundation of the first Department of Public Relations and Communication in Greece. Founded in the city of Kastoria, the department left a significant imprint on the country's academic community. With an established position in the field of Communication, the Department evolved throughout the years by addressing the complexities and the constant challenges in the Communication academic discipline.

In 2013, the Department incorporates in its name the Digital Media aspect (renamed to “Department of Digital Media and Communication”) without however changing the scientific scope covered by its curriculum. Through this action the department strengthened its curriculum in the Digital Media domain, highlighting the important role of the new media developments in the science of Communication.

In 2010, the Department was included in the first 25 Departments in Greece that go through the HQA (Hellenic Quality Assurance and Accreditation Agency) external evaluation process. The main findings reported in the evaluation are:

- The Department Curriculum is equivalent to other similar curricula offered by accredited universities abroad.
- The employment rate in the labor market for the department graduates is high and many students get employed even before they obtain their degree.
- High-quality research is conducted in the Department, and the research findings are integrated into the curriculum content

The external evaluation authorized the Department to design and organize an Interdepartmental Postgraduate Program (MA) entitled "Master in Public Relations and Marketing with New Technologies", which was first offered in the academic year 2012-2013.

For many years, the Department has been one of the most attractive Departments of Higher Education, based on the preferences stated in the electronic applications submitted by the high school students taking part in the National Entry Examinations. It is noteworthy that in the course of the 2017 Entry Examinations, the Department ranks 2nd among all Departments of Higher Education concerning the number of students that included it in their preferences. Specifically, that year the Department was chosen by 13,300 candidates. Furthermore, over the past years, the Department is found with high statistical frequency amongst the first 30 departments in the country, again according to the candidate preferences stated in the electronic applications.

In 2017, the Lab of Digital Media and Strategic Communication (Official Government Gazzetta 459 / 16-2-2017) is founded and started operating within the Department. The Lab aims to conduct research and to implement development projects as well as to serve the Department's research and educational needs in the field of Digital Media and Strategic Communication.

In its short period of operation, the Laboratory has carried out substantial and important work, it has shown considerable extroversion and has developed collaborations with important institutions in Greece, such as the French Institute of Thessaloniki, the Hellenic Foundation for Culture, and the Thessaloniki International Book Fair. At the same time, the Lab is actively demonstrating its research

orientation by submitting proposals to research program calls, aiming to utilize in their implementation academic knowledge, research expertise in business practice and innovation as well as an active interest in new research challenges.

In 2018, a new Postgraduate program is launched in collaboration with the Department of Preschool Education of the University of Western Macedonia entitled "Public Speech and Digital Media".

In 2019 and with the 4610/2019 law the Department of Communication and Digital Media is founded in the School of Social Sciences and Humanities. The newly established department incorporates the academic community, the equipment, and the Laboratory of the former Department of Digital Media and Communication. In this way, the Department and its successful course in the field of Communication that started in 1999 in the Technological Institution of Western Macedonia and continued over the years, is now reinforced with new opportunities and momentum by the School of Social Sciences and Humanities and the University of Western Macedonia.

2. Department's Goals, Mission, and Vision

The Department of Communication and Digital Media, of the University of Western Macedonia, is located in Kastoria. In the academic map, the Department is positioned together with other relevant Departments of Communication while simultaneously, it places high emphasis on the interconnection between the discipline of Communication and New Technologies.

The mission of the Department is to provide students with high-level theoretical and practical knowledge but also to enhance research in the multidimensional field of Communication while combining the science of Communication with digital media and the new digital environment.

The department's curriculum covers the scientific field of Communication from a Social Sciences perspective through an interdisciplinary approach that takes into consideration different scientific fields such as Mass Communication, Journalism, Public Relations, Advertising, Market Research-Opinion Polls, Marketing, Political Sciences, Sociology, and Intercultural Communication. Moreover, the program embraces the new trends in the fields of Digital Media and New Technologies as well as the trends in the Internet and Multimedia and takes into consideration their impact on the field of Communication. The program offers courses that integrate the Science of Communication with Digital Media.

Following a student-centered approach, the Department aims at providing studies of exceptional quality through the scientific, theoretical, and practical training of the students in the fields of Communication in conjunction with contemporary Digital Media.

An important pursuit of the Department is to train and develop scientists and executives that will hold a high degree of know-how and will be able to meet the current trends of the communication consultant profession by taking into account the trends in the digital media landscape.

Moreover, they will be able to effectively manage communication as well as digital media; thus, succeed in their professional careers in the fields of Applied Communication (Political Communication, Public Relations, Marketing, Advertising, Crisis Communication, E-Government, Opinion Polls), Journalism (print, electronic, and digital media) as well as in other fields that require the use of digital media such as Tourism, Cultural Heritage Management and Education.

Students in the Department benefit from excellent teaching and lab infrastructures while enjoying being part of an environment that fosters creative and critical thinking.

Moreover, the department aims at enhancing the academic and scientific research in the general fields of communication, internet, digital networks and media, public relations, marketing, advertising, e-learning, distance e-learning, multimedia and mixed reality, opinion mining, human-computer communication, political communication, e-government, and consumer behavior.

The vision of the Department is to become a scientific center that will contribute dynamically to the national and local society, economy, life, and culture on issues related to Communication science and its evolution through the new digital media tools.

3. Learning Outcomes

The studies program is structured in a way that enables students to:

- Understand the contemporary communication field, its forces, and its role in the modern multi-cultural society.
- Understand the structure, functions, and policies of communication and media organizations in Greece as well as internationally.
- Produce communication (corporate or not) and journalistic texts for different types of media (print, audio-visual, and internet) using the traditional and digital tools of communication.
- Produce modern and multi-dimensional multimedia content (photos, vector, and 3D graphics, videos, animations, augmented and mixed reality) for specific communication objectives of companies and organizations.
- Formulate and implement communication programs, advertising and public relations campaigns, image and identity programs, product/service promotion activities, corporate social responsibility programs while incorporating new technologies.
- Manage the communication tools and media of an organization (traditional and new) as well as to produce content and multi-media content.
- Plan and organize events of public interest (exhibitions, workshops, conferences, corporate events).
- Utilize the different research and data analysis methods and techniques to identify the communication needs and to evaluate the communication activities of organizations.
- Synthesize research methods for the development and evaluation of innovative digital content and applications.
- Collect, synthesize and present information by choosing and utilizing the appropriate research methods and communication tools.
- Analyze the different communication problems, evaluate alternative options and strategies, and find the best solution.
- Think and approach in a critical manner the different communication tools and new technologies.
- Develop the field of communication at national and international levels while respecting the principles of ethical communication, democracy, and the public sphere.
- Successfully pursue professional careers in the fields of Communication and Digital Media.
- Acquire the necessary knowledge to pursue their academic studies in Communication and related disciplines.

In addition, students of the Department acquire the following skills and competencies:

- **Personal:** Verbal and written communication, flexibility and adaptability in the dynamic work environment and rapidly evolving digital technologies, skills of integrating new technologies into work, approaching work issues with critical thinking and creativity, professional responsibility and social sensitivity, ability to analyze and synthesize data and use appropriate tools to make decisions about complex communication problems, ability to design and manage projects as well as to generate research ideas.
- **Social:** Ability to work in teams, respect for human rights, diversity, and multi-culturalism.

4. Career Opportunities for Graduates

Graduates of the Department of Communication and Digital Media possess both theoretical and practical knowledge and skills related to the fields of Communication such as journalism, corporate communication, public relations, marketing, advertising, political communication, crisis communication, media relations, and opinion polls.

Moreover, graduates acquire high-level knowledge and digital skills related to the fields of digital communication, digital image capture, editing, and graphic design, development of websites and interactive applications, digital storytelling, production of modern multimedia content such as virtual, augmented, and mixed reality, video and animation creation, integrated production of digital broadcasting, production and management of social media content, digital marketing, and public relations, electronic political campaigns, and e-government.

The above knowledge, skills, and competencies of the Department's graduates are characterized as highly important given the growing demand for executives that are specialized in the sectors of new technologies and communication.

In Greece, within the next few years, job opportunities and demand for executives in sectors relevant to Communication and Digital Media are expected to increase due to the organizations' need for digital transformation as well as the anticipated increase in investments in activities and initiatives related to Communication and Digital Media.

Specifically, the Department's Graduates can seek employment in a wide range of areas in the private as well as the public sector. Typical career paths for our graduates include:

- Executives in Marketing, Public Relations, Sales, and Advertising in-house departments of organizations.
- Executives in the management of digital media of organizations and companies (e.g., social media management, services management, digital content production, management of digital presence).
- Executives in media, public relations, and press offices of organizations.
- Journalists, specialists in print, television, radio, electronic and online productions.
- Executives in advertising and public relations agencies, media organizations (television and radio stations, newspapers, news organizations), market and opinion research companies, consulting firms, web design, and digital content production agencies.
- Executives in Non-Profit Organizations (organizations related to cultural goods, sports, arts, and non-government organizations) that manage their communication strategy and digital media communication.
- Communication consultants of political parties, politicians, and public personas.

- Freelancers in the general field of communication that act as communication consultants specialized in sectors such as applied communication (marketing, advertising, corporate branding, digital marketing), journalism, media, audiovisual and digital productions, digital media, and content creation, online reputation management.

5. Department Administration

Head of the Department: Georgios Lappas, Professor

Deputy Head of the Department: -

Composition of the Department Assembly:

Academic Staff

Georgios Lappas, Member	(Professor)
Domna Michail, Member	(Professor)
Amalia Triantafillidou, Member	(Associate Professor)
Angeliki Nikolinakou, Member	(Associate Professor)
Alexandros Kleftodimos, Member	(Assistant Professor)
Michail Vrigkas, Member	(Assistant Professor)
Maria Matsiola, Member	(Assistant Professor)
Stamatis Poulakidakos, Member	(Assistant Professor)
Anastasia Yannacopoulou, Member	(Assistant Professor)

Special Laboratory Teaching Staff

Marina-Stefania Giannakaki, Member	(Special Laboratory Teaching Staff)
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Special Technical Laboratory Staff

Stefanos Gkoutzios, Member	(Special Technical Laboratory Staff)
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Students

Also participates as a Member, a Student Representative.

6. Academic Staff

Georgios Lappas

Professor

Professor of Computer Science with emphasis on Social and Political Sciences

Head of the Department

Director of Digital Media and Strategic Communication Lab

Associate Director of the Interdepartmental Master's Program "Public Speaking and Digital Media"

Member of the Regional Council for Research and Innovation of the Region of Western Macedonia, Head of the Digital Transformation Sector

<https://scholar.google.gr/citations?user=m0cjr5YAAAAJ&hl=el&oi=sra>

https://www.researchgate.net/profile/Georgios_Lappas

Domna Michail

Professor

Professor of Anthropology of Education, Migration, and Minorities
Director of Social and Migration studies Lab
Director of the Master's Program "Development of Digital Games and Multimedia Applications"
Institutional Internship Manager NSPA

<https://scholar.google.com/citations?hl=en&user=XhKKSsMAAAAJ>

https://www.researchgate.net/profile/Domna_Michail

Amalia Triantafillidou

Associate Professor

Associate Professor of Communication with Specialty in Public Relations
Holder of the Jean Monnet Chair in Risk and Crisis Communication in EU

https://scholar.google.com/citations?user=oxJ_BroAAAAAJ&hl=en

<https://www.researchgate.net/profile/Amalia-Triantafillidou>

Angeliki Nikolinakou

Associate Professor

Associate Professor of Marketing with an emphasis on Consumer Communication

<https://scholar.google.com/citations?user=x3xQR5EAAAAAJ&hl=en>

<https://www.scopus.com/authid/detail.uri?authorId=57201259063>

Alexandros Kleftodimos

Assistant Professor

Assistant Professor of New Technologies in Communication and Education
Erasmus departmental academic coordinator
Alumni responsible

https://scholar.google.com/citations?user=mwzU_nMAAAAJ&hl=en

https://www.researchgate.net/profile/Kleftodimos_Alexandros

Michail Vrigkas

Assistant Professor

Assistant Professor of Virtual and Augmented Reality

<https://scholar.google.com/citations?user=hixpxHsAAAAAJ&hl=en>

https://www.researchgate.net/profile/Michalis_Vrigkas

Maria Matsiola

Assistant Professor

Assistant Professor of Journalism and New Media
Responsible for Remunerative Scholarships

<https://scholar.google.com/citations?user=znGFvh0AAAAAJ&hl=en&oi=ao>

<https://www.researchgate.net/profile/Maria-Matsiola>

Stamatis Poulakidakos

Assistant Professor

Assistant Professor of Political Communication
Department's Internship program responsible
Studies Advisor

<https://scholar.google.com/citations?hl=en&user=qfvQDGcAAAAAJ>

<https://www.researchgate.net/profile/Stamatis-Poulakidakos>

Anastasia Yannacopoulou*Assistant Professor*

Assistant Professor of Computational Linguistics

Responsible for the Department's Website

<https://scholar.google.com/citations?hl=en&user=mdUBTUkAAAAJ>https://www.researchgate.net/profile/Anastasia_Yannacopoulou

7. Teaching Staff

Marina-Stefania Giannakaki*Special Laboratory Teaching Staff*<https://scholar.google.gr/citations?user=02ujchAAAAAJ&hl=en><https://www.scopus.com/authid/detail.uri?authorId=8924008300>

8. Laboratory Staff

Stefanos Gkoutzios*Special Technical Laboratory Staff*

9. Administrative Staff

Athena Douma*Head of Secretariat***Georgios Dimitriadis***Administrative Staff***Christina Samara***Administrative Staff*Telephone 2467440020 and 2467440022, email: sec-cdm@uowm.gr

10. Infrastructure- Facilities



The Department owns state-of-the-art equipment that fully addresses the needs of the curriculum and its research activities. Particularly, the department holds 4 fully equipped PC labs, 3 classrooms fully equipped with audiovisual media, 1120-seat auditorium, an established Digital Media and

Strategic Communication Lab with state of art equipment such as Web TV studio, Motion Capture cameras for Animation Production, 3D Scanners, 3D Cameras & 3D TV and Monitors, software for image and video editing, 3D editing and production, as well as equipment for mixed reality viewing and production. The Department infrastructure is presented on the Department web page: <https://cdm.uowm.gr/infrastructure/?lang=en>.



120 seat Auditorium



Computer labs



Motion Capture System -Animation creation by capturing human movement.



WebTV Studio facilities



3D – Scanners



3D Cameras

3D Printers

11. Digital Media and Strategic Communication Lab

Director of the Lab: Georgios Lappas, Professor



The institutionalized "Digital Media and Strategic Communication" Lab further pursues the research and developmental activities of the Department. The purpose of the Lab is to undertake research and technological development projects as well as to serve research and educational needs at the undergraduate and postgraduate level in the field of Digital Media and Strategic Communication. The lab focuses on research areas such as the Internet, multimedia, hypermedia, and virtual reality technologies, digital communication, digital communication campaigns, computer-mediated communication, intelligent communication systems, customized and personalized communication systems, human-computer communication, Public Relations, and Internet Marketing, Advanced Web Mining, Opinion Mining, Online Communities, and Participatory Media in Communication, Social Media Research and Analysis, Digital Politics, E-Governance, Digital Journalism, and the Media, Web TV, Digital Education Technologies, Digital Cultural Technologies, Social Informatics, Public Relations, and Communication Strategies, Analyzing and Evaluating Digital Content, Research and Evaluation of Online Brand Reputation, Surveys and Opinion Polls using Digital Media.

12. Laboratory for Social and Migration Studies

Director of the Lab: Domna Michail, Professor



The LSMS serves the teaching and research needs of the departments of the *School of Social Sciences and Humanities* as well as other Departments of the University of Western Macedonia in the following subjects: Social Studies, Migration Studies, Gender Studies, Education and Research in Social Sciences, and Law, Equal Opportunities and Citizenship. Indicatively, undergraduate and postgraduate research focuses on the following issues:

- Which immigration policies are implemented in Greece and internationally?
- Who and how do they migrate and how does this process affect sending and host countries?
- How do European countries react to the refugee flows from the Middle East?
- What are the ways of managing the new challenges facing Europe concerning the mass movements of displaced people, how do the different Member States react?
- How does the phenomenon of rising refugee flows affect the coherence of the European Union and the rise of far-right movements in Europe? What is provided by International Law?
- How is Greece affected as a transit place for refugee flows from the Middle East?
- What role is Greece to play at this juncture as the EU's south-eastern border within and outside Europe?
- What are the factors influencing the migrants' integration process at the individual and team level?
- What policies promote the integration of migrants and refugees in Greece and Europe?

- What is the role of NGOs and other organizations supporting migrants and refugees at a political, socio-economic, ethnic-cultural, and religious level?
- How do the conditions for the attribution of citizenship and state rights affect the integration of first and second-generation migrants in Greece and internationally? What does International Law provide on citizenship issues?
- How are immigrant children integrated into the host society and how do they combine their participation in a migrant community with that of the wider host society?
- How does the educational act relate to issues of immigration and citizenship?

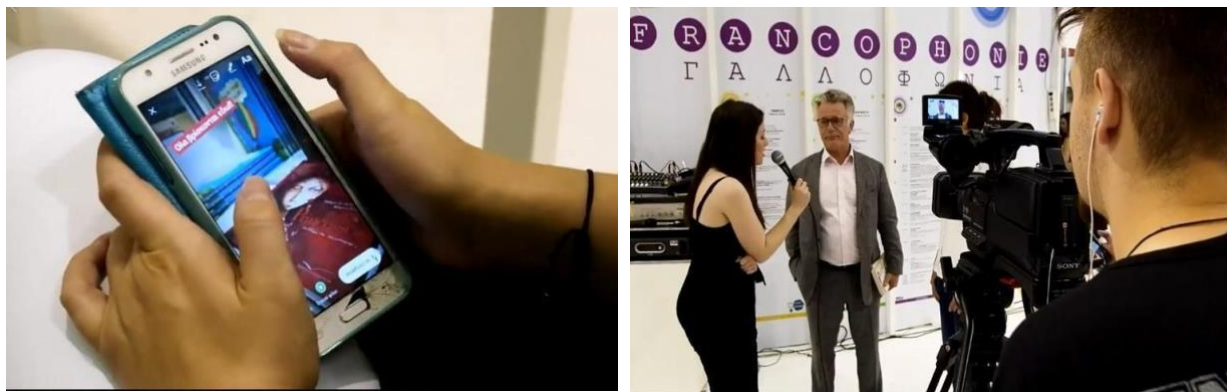
13. Partnerships - Activities – Communication Team

The Department has shown significant extroversion with international, national, and local partnerships. It collaborates with the French Institute of Thessaloniki and the French Consulate in Thessaloniki in joint actions, with the Parliamentary Foundation for Parliamentarianism and Democracy and with the National Reconciliation Park, with the Hellenic Foundation for Culture, the International Book Fair, and with a multitude of regional and local agencies in jointly developed actions (Region of Western Macedonia, Municipality of Kastoria, Chamber of Kastoria, Tourism Company of Western Macedonia, Counseling Center for Women Victims of Violence of the Municipality of Kastoria, Europe Direct Western Macedonia, Environmental Education Center of Kastoria, Active Youth Group of Florina, Society for the Protection of People with Autism Prefecture of Kastoria, etc.

Students have the opportunity to engage actively, individually or in groups, in the various actions and activities of the Department, enriching their experience regarding the hands-on implementation of the Curriculum content and enhancing their academic profile by actively participating in the Department's activities.

A Communication Team is developed on the grounds of the Digital Media and Strategic Communication Laboratory of the Department. The team benefits from the dynamic engagement of student team members in support of the activities of the Laboratory and the Department. The Communication team is also responsible for the digital presence of the Social and Laboratory Social Media. The Communication team's work, current, and past projects are available on its website: <http://dmcteam.cdm.uowm.gr/>.





Communication Team in Action

**Regulation of the Undergraduate Studies
Program of the Department of
Communication and Digital Media**

1. Registration

Student status is acquired upon registration in the Department of Communication and Digital Media and, except in cases of temporary suspension of studies or disciplinary punishment, ceases upon receiving the Degree. The first registration takes place within an exclusive deadline announced by the Ministry of Education. After registration, the student receives a Certificate of Studies from the Department Secretariat.

Renewal of registration every year is not required. It is necessary, however, at the beginning of each semester for the student to declare electronically in the student log (<https://students.uowm.gr/>) the courses he/she will attend.

2. Entry requirements

The admission is conducted through the formal procedure in place for student admission to the Higher Education designated by the Ministry of Education and Religious Affairs. In addition to those admitted with the Panhellenic Entry Examinations, they enroll in Higher Education Institutions at a rate set by law and candidates for special categories. Examples include Greeks abroad, Children of Greek employees abroad, Cypriots, Allogeneic - Foreigners, Expatriate scholarship holders, People with disabilities, certain categories of athletes.

For admission to the Department by participating in the Panhellenic Entry Examinations the Department can be declared from the 1st Scientific Field: Humanities, Law and Social Sciences and from the 4th Scientific Field: Economics and Informatics. For admission with the Panhellenic Entry Examinations in the Department, the examination in a special course is **REQUIRED**. From the year 2021, the HR No. Φ.253/99154/A5 (2) "Amendment of no. Φ.253/128314/B6/2002 (B '1538) of ministerial decision as in force "was published in the Government Gazette 3237/τ.β'/4-8-2020 and stipulates that the Department has joined together with the Departments that have as a prerequisite for admission through Panhellenic Entry Examinations in the Department "Communication and Digital Media of the University of Western Macedonia" the examination in one of the four special courses "ENGLISH LANGUAGE", "FRENCH LANGUAGE", "GERMAN LANGUAGE", "ITALIAN LANGUAGE".

3. Transfers and Rankings

Admission with qualifying exams: Graduate students of other Departments can enroll after successful participation in qualifying exams in the following three courses of the first year of study of the Department:

- Introduction to New Communication Technologies and Web Science
- Communication Principles
- Language and Communication

Students are enshrined with the courses in which they were successfully examined for their classification. It is also possible to recognize courses, following a decision of the Assembly of the Department where in each case the classified students are exempted from the examination of

courses or exercises of the study program of the host Department that were taught fully or adequately in the Department or the School of origin.

4. Attendance

The academic year starts on the 1st of September each year and ends on the 31st of August of the next year. The educational work of each academic year is structured in six semesters (winter, spring). Each semester includes at least thirteen (13) full weeks for teaching and at least two (2) weeks for exams. The exact start and end dates of each semester are determined by the competent bodies.

Every student is obliged to participate during his/her studies¹ regularly and substantially in the educational process, as it is defined by the legal framework and the decisions of the institutions of the University and the Department.

5. Declaration of Courses

Each student must register at the beginning of each semester on dates specified by the Department by declaring electronically (<https://students.uowm.gr/>) the courses of the study program that he/she wishes to attend and which are taught during the specific semester (course statement). The student's statement cannot include a sequence course that has a prerequisite since the prerequisite course has not been successfully tested. The declaration of students' courses in each semester is a necessary action, in order for the student to have an active presence at the Institution. Students who have not submitted a course declaration are not admitted to the exams of the relevant semester for these courses and, if they nevertheless participated in them, their performance will not be graded and, if they were graded, the pass grade they may have received it is not taken into account and is not registered in any examination period. The Assembly of the Department decides on overdue declarations.

6. Course Recognition

Students who are admitted to the Department may apply for recognition of their courses, which have been proven to have been successfully taught and examined in the Department of their origin in a local University, as long as these courses correspond to courses in the host Department's Curriculum and their workload is the same as or greater than that corresponding to the courses in the host Department's curriculum. For this purpose, the student submits an application with the required supporting documents for the courses from which he/she requests to be exempted. In particular, the student submits a written application to the Secretariat of the receiving Department together with a certificate of analytical score validated by the Secretariat of the originating Department, accompanied by the analytical material of the courses taught and the laboratories in which it has been practiced. The application and the attached supporting documents are forwarded to the

¹ It is noted here in particular that male students, in order not to have problems with the postponement of their enlistment, should definitely take at least the exams.

responsible lecturer, who makes a recommendation to the Department Assembly for the recognition or non-recognition of the courses for the applicant student.

6.1. Recognition of courses from universities abroad through the Erasmus program

For those who have attended European education programs, such as ERASMUS, the actual study time is recognized as the time of the program and the corresponding score, after it has been converted to the grading scale of the courses of the Department's study program. In this case, the student will be recognized for the courses he/she successfully attended within the framework of the European program after they have been matched with courses of the Department's curriculum in accordance with the learning agreement signed by the student.

6.2. Course recognition for transfer students

Students who enroll after transferring from another university can recognize courses that have been successfully taught and examined in their Department of origin. These courses should have the same or greater workload than the corresponding courses in the host Department's curriculum. It is possible for a combination of courses whose contents correspond to the contents of the Department's courses to be recognized by the Department's Assembly. The competent body for recognition is the Department's General Assembly.

6.3. Recognition of courses for students from qualifying exams

Classified students are exempted from the examination of the courses in which they were examined for their classification if they obtained a score greater than five out of ten in these courses. Those enrolled may be exempted from the examination of courses of the host Department that were taught and successfully examined in the Department of origin, of the same study cycle as that of the host Department, following the procedure mentioned above. These courses should have the same or greater workload than that corresponding to the host Department's curriculum. It is possible for a combination of courses whose contents correspond to the content of the courses to be recognized by the Department Assembly. The competent body for the recognition is the Assembly of the Department following a relevant application by the student and a positive recommendation submitted by the course instructor for the correspondence of the course content and the workload. In any case, for ranked students, no more than ten (10) courses may be recognized by the Department of origin in the receiving Department, excluding the courses that were examined for their ranking. After the recognition of his/her courses, the student is enrolled in the first semester of studies.

7. Exams

The academic year is divided into 2 semesters, the Winter and the Spring semester. Each semester includes thirteen weeks of teaching. At the beginning of each semester and the specific period set by

the Department, the student selects the course that he/she is planning to attend through the Electronic Secretariat platform <https://students.uowm.gr/>. The course requirements and conditions of success are included in the description of each course and this description is available to the students through the e-class platform. The instructor of the course is responsible for determining how the course will be examined (oral or written examination) and assessed (e.g., determining assignment marks will be weighed to produce the final mark, etc.). Finally, the teaching staff is also responsible for conducting the examination. At the end of each semester, exams are carried out for all the courses offered during the semester. To take part in an examination for a particular course, a student has to select the course in the e-Secretariat platform at the beginning of the semester. Failure to do so deprives the student of the right to take part in the course examination.

A student passes a course if he/she receives a grade of 5 or above on the grading scale of 0 to 10. The final grade a student gets may also consider marks from a number of assignments and class exercises that may have been completed during the semester. A student who fails to obtain a pass mark in the Winter or Spring semester retains the option to be re-examined in the same course during the re-sit examinations that take place in September.

8. Undergraduate Dissertation

The undergraduate dissertation is an elective course that is optional for the Department's students and is equivalent to 10 ECTS credits. In the 7th semester, students can choose to undertake a dissertation in subjects that lie within their interests and the scope of the Department. The dissertation is conducted within two semesters under the supervision of a Department's Faculty Member.

9. Internship

The Department of Communication and Digital Media has also instituted internships in jobs and subjects related to the subjects covered by the Department.

The internship aims to adequately prepare students in order to effectively apply the knowledge they acquire during their studies and to work in a field of work directly or indirectly related to their studies. In this way, the best professional utilization of the knowledge and skills acquired during their studies and their easier and more beneficial integration into the labor market is achieved. The acquisition of professional experience through the internship can help in the correct professional orientation of the student, who in many cases has not defined his/her professional goals or has not yet looked for alternative professional opportunities.

The Internship at the Department of Communication and Digital Media is institutionalized and lasts three months. It is implemented from the 5th semester of studies onwards. Interested students are invited to apply when the relevant announcement is made. The Internship application process, the selection, and the obligations of the students who will participate are described in detail in the Internship Regulations that you can find on the Department's website.

For the Internship through ESPA, students apply on the program's electronic platform and then the Internship positions that are available for the Department for each year (always depending on the

funding received by the program) are filled by the interested parties/ following a specific evaluation process. The internship is an elective course with 5 ECTS. Upon successful completion, the practical exercise is included in the Diploma Appendix, and the student receives a relevant certificate of participation. The students during the implementation of the internship. they are supervised by a professor of the department who is himself/herself for everyone. The beneficiaries are insured for these three months internship by the institution in the IKA for a work accident (no fees).

The internship through NSRF can be done in Public or Private institutions at a ratio of 45% and 55% respectively. This quota is imposed by the European Commission and is inexorable. The hosting organization declares the Internship positions it wishes on the ATLAS platform (Central Support System for Internships for HEI students (<https://atlas.grnet.gr/>) and from there the position is reserved for the candidate The entire process regarding the deliverables of the students and the professor supervisor is done electronically from the website and with the help of the external partners of the program: <https://arch.ict.e.uowm.gr/iprogram/index.php?site/login>. For the Academic Year 2023-24, the professor responsible for the Internship program is Assistant Professor Stamatis Poulakidakos, to whom you can contact for more information as well as on the Department's website and the website of the Internship Program of the University of Western Macedonia (<https://internship.uowm.gr>).

The students of the Department can also participate in the Internship Program of the Erasmus+ Program to gain professional experience abroad for a period of up to 6 months. For the Academic Year 2023-24, the professor responsible for the Internship program within the Erasmus+ program is Assistant Professor Alexandros Kleftodimos. For more information about the Erasmus+ program and the possibility of internships abroad, you can visit the website of the Erasmus+ program of the University of Western Macedonia at <https://erasmus.uowm.gr>.

10. Awarded Academic Degree

Students who fulfill the requirements for the completion of their studies are awarded the degree:

COMMUNICATION AND DIGITAL MEDIA

The duration of study is 8 semesters. The completion of at least 240 ECTS is a prerequisite for the successful completion of all required compulsory courses in the Curriculum. The awarded degree is a 6th level qualification of the National Qualifications Framework, the European Lifelong Learning Qualifications Framework, and the European Higher Education Area Qualifications Framework.

11. Degree Mark

The diploma certifies the successful completion of the studies and indicates a grade with an accuracy of two decimal places. This grade is scaled to:

Excellent	Degree mark $\geq 8,50$
Very Good	$6,50 \leq$ Degree mark $\leq 8,49$
Good	$5 \leq$ Degree mark $\leq 6,49$

12. Actions to Follow

The following actions should be taken by all students at the beginning of each academic year or per semester, with deadlines announced each time by the Chancellor's Office of the University of Western Macedonia, or the Secretariat of the Department of Communication and Digital Media:

- Registration. Concerns first-year students through General Exams only. First-year students register in the Department electronically, within an exclusive deadline announced at the beginning of each academic year by the Ministry of Education and send or present the required supporting documents themselves to the Department Secretariat in order to be identified.
- Declaration of courses for the current semester. The declaration is made within a specific deadline, which is announced at the beginning of each semester by the Department's Secretariat. The process is done electronically from the website <https://students.uowm.gr/>.
- Declaration of textbooks. The declaration is made within a specific deadline that is announced at the beginning of each semester by the Department's Secretariat. The process is carried out electronically from the website <http://eudoxus.gr/> and concerns the courses that have been registered for the specific semester.

Courses in the Undergraduate Program of the Department of Communication and Digital Media

1. Course Chart

Course code	1 st SEMESTER	C/CE/O	T	L	ECTS
CDM 1115	PRINCIPLES OF COMMUNICATION	C	3		5
CDM 1125	INTRODUCTION TO JOURNALISM	C	3		5
CDM 1135	INTRODUCTION TO NEW COMMUNICATION TECHNOLOGIES AND THE SCIENCE OF THE WEB	C	2	2	5
CDM 1145	PRINCIPLES OF IMAGE CAPTURING AND EDITING	C	2	2	5
CDM 1155	INTRODUCTION TO THE PSYCHOLOGY OF COMMUNICATION	C	3		5
CDM 1165	MANAGEMENT OF ORGANIZATIONS	C	3		5

Total ECTS**30**

	2 nd SEMESTER	C/CE/O	T	L	ECTS
CDM 2114	LANGUAGE AND COMMUNICATION	C	3		4
CDM 2124	STATISTICS FOR SOCIAL SCIENCES	C	3		4
CDM 2135	POLITICAL COMMUNICATION	C	3		5
CDM 2144	PRINCIPLES OF VIDEO AND AUDIO EDITING	C	2	2	4
CDM 2154	INTERNET TECHNOLOGIES AND DESIGN IN THE WORLD WIDE WEB I	C	2	2	4
CDM 2164	INTRODUCTION TO CULTURE AND CULTURAL HERITAGE MANAGEMENT	C	3		4
CDM 2175	PRINCIPLES OF MARKETING	C	3		5

Total ECTS**30**

	3 rd SEMESTER	C/CE/O	T	L	ECTS
CDM 3114	GRAPHIC DESIGN AND VISUAL COMMUNICATION	C	2	2	4
CDM 3125	PUBLIC RELATIONS	C	3		5
CDM 3135	HUMAN-COMPUTER COMMUNICATION	C	3		5
CDM 3144	WRITING CONTENT FOR PRINT AND DIGITAL MEDIA	C	3		4
	3 CORE ELECTIVES FROM:				
CDM 3214	MEDIA HISTORY	CE	3		4

CDM 3224	INTERPERSONAL COMMUNICATION	CE	3		4
CDM 3234	ENGLISH TERMINOLOGY FOR COMMUNICATION AND DIGITAL MEDIA	CE	3		4
CDM 3244	TELEVISION JOURNALISM	CE	2	2	4
CDM 3254	FRENCH LANGUAGE IN COMMUNICATION AND DIGITAL MEDIA	CE	3		4
CDM 3264	CORPORATE IDENTITY MANAGEMENT AND BRANDING	CE	3		4
CDM 3274	INTERNET TECHNOLOGIES AND DESIGN ON THE WORLD WIDE WEB II	CE	2	2	4
CDM 3284	CULTURE, CIVILIZATION, AND SOCIETY	CE	3		4
CDM 3294	SOCIAL MEDIA MANAGEMENT AND TEXT PROCESSING	CE	2	2	4
CDM 3314	GENDER STEREOTYPES IN LANGUAGE AND PUBLIC SPEECH	CE	3		4
CDM 3324	INTRODUCTION TO PROGRAMMING	CE	2	2	4

Total ECTS**30**

	4th SEMESTER	C/CE/O	T	L	ECTS
CDM 4115	DIGITAL MARKETING AND E-BUSINESS	C	3		5
CDM 4125	RESEARCH IN COMMUNICATION METHODOLOGY I	C	3		5
CDM 4135	PUBLIC RELATIONS STRATEGIES	C	3		5
CDM 4145	CREATIVE STUDIO AND AUDIOVISUAL PRODUCTION	C	2	2	5
	2 CORE ELECTIVES FROM:				
CDM 4215	COMMUNICATION AND LITERATURE	CE	3		5
CDM 4225	ENGLISH TERMINOLOGY FOR COMMUNICATION AND DIGITAL MEDIA II	CE	3		5
CDM 4235	DATABASE SYSTEMS	CE	2	2	5
CDM 4245	EUROPEAN UNION, INSTITUTIONS, AND POLICIES	CE	3		5
CDM 4255	MOBILE DIGITAL MEDIA AND DIFFUSIBLE COMPUTATION	CE	3		5
CDM 4265	INFORMATION SOCIETY	CE	3		5
CDM 4275	CONSUMER BEHAVIOR AND INTERNET USER	CE	3		5
CDM 4285	CONTEMPORARY ELECTRONIC PUBLISHING AND ELECTRONIC PUBLICATIONS	CE	2	2	5
CDM 4295	SOCIAL PSYCHOLOGY	CE	3		5

CDM 4315	REPRESENTATIONS OF GENDER AT DIGITAL MEDIA	CE	3		5
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Total ECTS**30**

5th SEMESTER		C/CE/O	T	L	ECTS
CDM 5115	RESEARCH IN COMMUNICATION METHODOLOGY II	C	2	2	5
CDM 5125	INTERCULTURAL COMMUNICATION AND DIVERSITY	C	3		5
CDM 5134	INTERACTIVE MULTIMEDIA	C	2	2	4
4 CORE ELECTIVES FROM:					
CDM 5214	ONLINE REPUTATION MANAGEMENT	CE	3		4
CDM 5224	RADIO JOURNALISM	CE	3		4
CDM 5234	DIGITAL MEDIA AND EDUCATION	CE	3		4
CDM 5244	CONTEMPORARY EUROPEAN HISTORY	CE	3		4
CDM 5254	ADVERTISING	CE	3		4
CDM 5264	FRENCH LANGUAGE IN COMMUNICATION AND DIGITAL MEDIA II	CE	3		4
CDM 5274	ETHICS AND MORALITY IN COMMUNICATION	CE	3		4
CDM 5284	DEMOCRACY, PUBLIC CONTEXT, AND COMMUNICATION	CE	3		4
CDM 5294	THEORY AND DESIGN OF THREE-DIMENSIONAL GRAPHICS FOR VIRTUAL ENVIRONMENTS	CE	2	2	4
CDM 5304	LANGUAGE AND DIGITAL MEDIA	CE	3		4

Total ECTS**30**

6th SEMESTER		C/CE/O	T	L	ECTS
CDM 6115	THEORY AND DESIGN OF ANIMATION	C	2	2	5
CDM 6125	E-GOVERNMENT, E-DEMOCRACY AND POLITICAL E-CAMPAIGNING	C	3		5
4 CORE ELECTIVES FROM:					
CDM 6225	POLITICS AND CULTURE	CE	3		5
CDM 6235	MEDIA RELATIONS IN THE DIGITAL AGE	CE	3		5
CDM 6245	CYBERSPACE CULTURE	CE	3		5
CDM 6255	WEB POLICIES, PERSONAL DATA, AND REGULATORY FRAMEWORK	CE	3		5

CDM 6265	MEDIA ORGANIZATION AND POLITICS	CE	3		5
CDM 6275	MEDIA AND CHILDREN	CE	3		5
CDM 6285	INTRODUCTION TO VISUAL PROGRAMMING AND PROGRAMMING ENVIRONMENTS	CE	2	2	5
CDM 6295	CULTURAL HERITAGE MANAGEMENT TECHNOLOGIES	CE	3		5
CDM 6305	CUSTOMER RELATIONSHIP INFORMATION SYSTEMS	CE	2	2	5
CDM 6225	POLITICS AND CULTURE	CE	3		5
CDM 6325	DISINFORMATION AND VERIFICATION OF PUBLIC INFORMATION	CE	3		5
1 OPTIONAL FROM:					
JM01	EU CRISIS MANAGEMENT CAPABILITIES AND MECHANISMS	O	3		5

Total ECTS**30**

7th SEMESTER		C/CE/O	T	L	ECTS
CDM 7115	RESEARCH METHODOLOGY AND OF SCIENTIFIC PROJECT WRITING	C	3		5
CDM 7125	CRISIS COMMUNICATION	C	3		5
4 CORE ELECTIVES FROM:					
CDM 7215	PUBLIC IMAGE AND LEADERSHIP	CE	3		5
CDM 7225	CONTEMPORARY GREEK HISTORY	CE	3		5
CDM 7235	INTERNET APPLICATIONS PROGRAMMING	CE	2	2	5
CDM 7245	DIGITAL STORYTELLING	CE	3		5
CDM 7265	3D ANIMATION - MOTION CAPTURE DESIGN: THEORY AND IMPLEMENTATION	CE	2	2	5
CDM 7275	GROUP PSYCHOLOGY	CE	3		5
CDM 7285	INTERNATIONAL POLICY, DIPLOMACY, AND INTERNATIONAL RELATIONS	CE	3		5
CDM 7295	ONLINE JOURNALISM	CE	3		5
CDM 7305	TOURISM INDUSTRY AND DIGITAL MEDIA	CE	3		5
CDM 7315	DISSERTATION(1/2)	CE			5
CDM 7325	BIG DATA AND ARTIFICIAL INTELLIGENCE IN THE SOCIAL SCIENCES	CE	3		5
1 OPTIONAL FROM:					

JM02	FRAMING CRISIS: A EUROPEAN PERSPECTIVE	0	3		5
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Total ECTS**30**

8th SEMESTER		C/CE/O	T	L	ECTS
6 CORE ELECTIVES FROM:					
CDM 8215	INTEGRATED COMMUNICATIONS STRATEGY	CE	3		5
CDM 8235	SPECIAL ISSUES IN ADVERTISING	CE	3		5
CDM 8245	THEORY AND DESIGN OF VIRTUAL AND AUGMENTED REALITY APPLICATIONS	CE	2	2	5
CDM 8255	POLITICAL AND DIPLOMATIC REPORTING	CE	3		5
CDM 8265	RESEARCH JOURNALISM	CE	3		5
CDM 8275	ORGANIZATIONAL PSYCHOLOGY	CE	3		5
CDM 8285	VISUAL ANTHROPOLOGY AND COMMUNICATION	CE	3		5
CDM 8295	THEORY AND DESIGN OF DIGITAL GAMES	CE	3		5
CDM 8305	CULTURAL AND CREATIVE INDUSTRIES	CE	3		5
CDM 8315	COMPUTATIONAL LINGUISTICS	CE	3		5
CDM 8325	DISSERTATION(2/2)	CE			5
CDM 8335	INTERNSHIP	CE			5
CDM 8345	SPECIAL ISSUES ON SOCIAL INFORMATICS	CE	3		5
1 OPTIONAL FROM:					
JM03	EMERGING TECHNOLOGIES IN CRISIS COMMUNICATION	0	3		5

Total ECTS**30**

Where: C=Core Compulsory Course, CE=Core Elective, O=Optional, T=Theory, L=Lab

2. Core Compulsory, Core Elective Courses, and Optional Courses

The curriculum includes: a) Core Compulsory Courses in which the students must succeed in all to obtain the academic degree, b) Core Elective Courses (Compulsory Elective) where the students must pass a number of courses as specified in the respective semester of the Curriculum (e.g. 3 compulsory courses in the 3rd Semester, etc.) from a group of courses offered in each semester to obtain the academic degree, and c) optional courses. The specification of the semester core elective courses offered, the student can choose from to complete the number of required electives, will be decided by the Assembly of the Department and announced before the beginning of the Academic

year, taking into consideration the academic staff, the Department's needs and the resource allocation available for teaching needs.

3. Course Sequence

The following sequences are defined, the first of which is a prerequisite for the next:

1. Internet Technologies and Design on the World Wide Web I → Internet Technologies and Design on the World Wide Web II
2. Statistics for Social Sciences → Research in Communication Methodology I → Research in Communication Methodology II
3. Principles of Video and Audio Processing → Creative Studio and Audiovisual Production
4. Public Relations → Public Relations Strategies
5. Advertising → Special Issues in Advertising
6. English Terminology for Communication and Digital Media I → English Terminology for Communication and Digital Media II
7. French Language in Communication and Digital Media → French Language in Communication and Digital Media II

Students will only be able to take the next course in sequence if they have successfully completed the prerequisite course. From the 9th semester of studies, the course sequences cease to be valid.

Postgraduate Studies (2nd cycle)

Upon completion of the Department's Curriculum, the graduates of the Department have acquired the necessary knowledge to proceed with their academic course in subsequent courses (postgraduate studies, doctoral studies) in the Department's academic discipline and relevant scientific fields of study as well. In particular, can either undertake postgraduate or doctoral programs in the Department or equivalent programs in other Universities in Greece or abroad.

1. Postgraduate Program "Gaming and Multimedia Application Development"

The Department of Communication and Digital Media, of the School of Social Sciences and Humanities of the University of Western Macedonia, organizes and operates from the academic year 2022-2023 a Master's Program (M.Sc.) entitled "**Gaming and Multimedia Application Development**" (Government Gazette t.B' 3394/01-07-2022), in accordance with the provisions of Law 4485/2017 (A' 114), as amended and in force. The Postgraduate Study Program provides Pedagogical and Teaching Proficiency (Government Gazette vol. B 1891/24-03-2023) and the courses are conducted entirely using modern distance education methods in accordance with the written provisions of Law 4957/2022 (Government Gazette v. B' 4518/13-07-2023). The operating and organizational framework of the Program in question is determined by the Graduate Studies Regulation drawn up in accordance with article 45 of Law 4485/2017 and complements the provisions of Chapter F [Second and Third Cycle of Studies] of Law 4485/2017. The administrative support of M.Sc. is done by the Department of Communication and Digital Media of the School of Social Sciences and Humanities of the University.

The M.Sc. "Gaming and Multimedia Application Development" aims to design and develop digital games for any device, emphasizing innovation, good design practices, development of programming skills and uses of appropriate digital tools. The postgraduate program is characterized by multidisciplinary, connecting academic subjects such as programming, communication, storytelling, directing, image, video, animation, marketing, digital media, etc. The graduates of M.S. specialize and acquire the theoretical and empirical background as well as the skills that enable them to be employed in various professional and research fields related to the design and development of digital games and multimedia applications. Parallel to its research mission, the M.S. also aims at the training of senior executives and policymakers in professional and social sectors such as Education, Television, Cinema, Businesses, Organizations, etc. for the strategic and efficient design of multimedia applications.

In M.Sc. graduates of the country or foreign equivalent institutions of Polytechnic Schools, Schools of Sciences, the Department of Communication and Digital Media, and graduates of higher education who have successfully attended programming courses with a minimum of eight (8) ECTS credits are accepted. The M.Sc. website is below: <https://gamedev.uowm.gr/>.

2. Interdepartmental Postgraduate Program "Public Speech and Digital Media"

The Department of Communication and Digital Media participates in the Interdepartmental Postgraduate Program (M.Sc.) "**Public Speech and Digital Media**" organized by the Pedagogical Department of Early Childhood Education and the Department of Communication and Digital Media of the University of Western Macedonia (published in the Government Gazette 4108/τ.Β'/12-12-2019). The Postgraduate Diploma is provided by the Department of Early Childhood Education of

the School of Social Sciences and Humanities of the University of Western Macedonia, with the indication of the collaborating Department of Communication and Digital Media. In the Postgraduate Program are admitted, after the consideration of their formal and substantive qualifications, graduates mainly of Pedagogical, Social, Political, Economic, and Philological sciences as well as graduates of Computer Science, Health, Journalism, Management, Marketing, Communication, and Media without excluding graduates of other Departments of the Institutions of Higher Education of Greece or the Institutions of abroad. The master's degree provides certification of pedagogical and teaching competence to its graduates. The M.Sc. website is below: <http://blogs.uowm.gr/pddm/>.

3. Interdepartmental Postgraduate Program “Education Sciences: Teacher Training in Innovative Approaches to Teaching and Learning”

The Department of Communication and Digital Media participates in the Interdepartmental Postgraduate Program (M.Sc.) “**Education Sciences: Training of Teachers in Innovative Approaches to Teaching and Learning**” organized by the Department of Primary Education in collaboration with the Department of Communication and Digital Media and the Department of Psychology of the School of Social Sciences and Humanities of the University of Western Macedonia (published in the Government Gazette 4400/τ.Β’/06-10-2020), according to the provisions of Law 4485/2017 (Government Gazette 114 Α’), as amended and in force. The framework of operation and organization of this Program is determined by the Internal Regulations of Postgraduate Studies of the University of Western Macedonia, which regulates issues that are not provided in the current legislation. In the Postgraduate Program “Education Sciences: Teacher Training in Innovative Approaches to Teaching and Learning” are admitted graduates of Greek Universities or foreign Institutions, who intend to teach cognitive subjects, which are included in the Curricula of Primary and Secondary Education (General, Technical, and Vocational). At the same time, teachers of specialties who already serve in Primary or Secondary Education are admitted. The master's degree provides certification of pedagogical and teaching competence to its graduates. The M.Sc. website is below: <https://teachedumsc.uowm.gr/>.

Doctoral Studies (3rd cycle)

1. General Principles and Institutional Framework

The Doctoral Program of the Department of Communication and Digital Media (Government Gazette 1952/τ.Β'/21-05-2020) is organized and operates under the provisions of Law 4485/2017 and the relevant provisions and decisions in force as well as the Regulation of Doctoral Studies approved by the decision no. 6/24.4.2020 of the Assembly of the Department of Communication and Digital Media and the decision no. 112/6.5.2020 of the Senate of the University of Western Macedonia, was published in the Government Gazette and posted on the Department's website. The Regulation of Doctoral Studies of the Department of Communication and Digital Media specifies and completes the institutional framework, as it is in force, governs the organization and operation of the third cycle of the Department and determines the specific terms and conditions of organization of the Doctoral Studies and the preparation of a doctoral dissertation. The implementation of the Regulation is one of the necessary conditions for the smooth development and successful completion of a high-level doctoral research project.

Purpose of the Doctoral Program: The Doctoral Program of the Department of Communication and Digital Media of the University of Western Macedonia offers the possibility of undertaking doctoral dissertations to develop researchers who will contribute to the development of science and applied sciences in all scientific areas / cognitive subjects treated in the Department of Communication and Digital Media. Ph.D. candidates are expected to conduct original and innovative scientific research and provide specialization in the cognitive subjects of the Department of Communication and Digital Media but also in related fields. The Doctoral Studies are for the Department a source of academic prestige and international distinction and aim at creating high-quality scientific research, as well as the creation of scientists capable of contributing to the advancement of science, research, and applications. The graduates of the Doctoral Studies program are intended to staff the research, business, and educational workforce, of Greece and abroad by staffing Universities, Research Centers, Businesses, and Organizations of the private and public sector in Greece and internationally. The doctoral studies of the Department of Communication and Digital Media lead to the acquisition of a Doctoral Degree. The Doctoral Degree is an academic title, which certifies the elaboration of original scientific research and the substantial contribution of the holder to the development of science and knowledge in the respective scientific field.

Right to Submit an Application: The right to apply to undertake a Doctoral Thesis in the Department of Communication and Digital Media have those who meet the following conditions:

- They are university graduates of the home country or recognized as an equal institution abroad.
- They hold a Postgraduate Diploma (M.Sc.) from a Higher Education Institute of the home country or recognized as an equal institution abroad or are holders of a single and indivisible postgraduate degree according to article 46 of law 4485/2017.

Description of Undergraduate Courses

The content of the courses during the academic year 2023-2024 is briefly described below.

1. 1st Semester Courses

PRINCIPLES OF COMMUNICATION	
Course Code	CDM 1115
Course Type	Core Compulsory Course
Course Description	The course analyzes the basic theories and models of mass communication. The course focuses on the impact of the media on the various audiences that constitute the so-called public opinion.
Objectives of the Course	The central aim of the course is to introduce students to the process of mass communication and the role of the media institution.
Webpage	https://eclass.uowm.gr/courses/CDM101/

INTRODUCTION TO JOURNALISM	
Course Code	CDM 1125
Course Type	Core Compulsory Course
Course Description	Emphasis is given to the evolution of the role and function of Journalism from print to digital form and to the needs of the modern multimedia environment. The code of journalistic ethics and the concept of conflict of interest are introduced. At the same time, students understand the ways in which journalism and the news mediate the relationships and institutions of the society, while reflecting on the challenges arising from public mistrust and suspicion towards the media. At the practical level, students are taught the criteria for identifying good stories, methods of searching, gathering and evaluating information, creating news and writing articles that inform and engage the readers.
Objectives of the Course	The purpose of the course is to familiarize students with the principles and practical application of Journalism.
Webpage	https://eclass.uowm.gr/modules/contact/index.php?course_id=1497

INTRODUCTION TO NEW COMMUNICATION TECHNOLOGIES AND THE SCIENCE OF THE WEB	
Course Code	CDM 1135
Course Type	Core Compulsory Course
Course Description	The purpose of this course is to analyze the evolving communication environment through the development of new technologies. The course covers the Internet and its crucial role as a tool of communication. The course also analyses how the internet works, how information is transferred, how search engines work, issues that are related to website publication and operation, web services, the evolution from Web 1.0 to a more participatory Web (Web 2.0),

	<p>Web 2.0 platforms- Social media, Blogs, Wikis, Video and Image sharing platforms etc.</p> <p>The course also covers technical issues in a theoretical and practical level regarding computer components and the way that these components work, peripheral devices (printers, scanners etc), technical issues regarding network operation, and emerging technologies such as mixed reality, 3D scanning and printing, Artificial Intelligence and AI agents..</p>
Objectives of the Course	The course also aims at developing skills through laboratory exercises in software packages such as word processing, presentations, spreadsheets. Students also learn how to efficiently utilize search engines and web services (e.g., Google drive, email) for completing communication activities as well as assignments presentation tasks.
Webpage	https://eclass.uowm.gr/courses/CDM103/

PRINCIPLES OF IMAGE CAPTURING AND EDITING

Course Code	CDM 1145
Course Type	Core Compulsory Course
Course Description	The course focuses on how digital cameras work, photography techniques, digital image file types and their characteristics (format, dimensions, size calculation, etc.), color models etc. Special emphasis will be given to laboratory exercises on image editing techniques using appropriate software packages (commercial and open source).
Objectives of the Course	The purpose of the course is to cover the theory and important developments related to digital imaging for communication needs. Students will be taught the role of photography and digital images in modern media such as online services, social networks, digital storytelling, interactive multimedia etc.
Webpage	https://eclass.uowm.gr/courses/CDM104/

INTRODUCTION TO THE PSYCHOLOGY OF COMMUNICATION

Course Code	CDM 1155
Course Type	Core Compulsory Course
Course Description	Students become familiar with the classical models of communication and understand the social, cultural and psychological factors that interact and ultimately frame the communication between the transmitter and the receiver. The course also focuses on the concept of interpersonal communication at both an interpersonal and a group level.
Objectives of the Course	The purpose of the course is to introduce students to the cognitive field of communication psychology.
Webpage	https://eclass.uowm.gr/courses/CDM105/

MANAGEMENT OF ORGANIZATIONS	
Course Code	CDM 1165
Course Type	Core Compulsory Course
Course Description	<p>The module aims to help students realise the importance of management in shaping healthy organisations that operate effectively and sustainably (for everyone) in the complex environments of human society. Given that the concept of «organisation» includes a wide range of entities, the module will analyse various organisational forms, such as (small and large) companies of primary production, processing or trade companies, service companies, public organisations, associations, unions, non-profit organisations, institutes, Local Government Organisations, as well as organisations traditionally providing humanistic (people-centred) work, such as hospitals, schools, and nursing homes.</p> <p>All organisations constitute open social systems in which people have a central place. They are basically made up of people who work together to create and offer some good. A basic assumption of this module is that the management of an organisation should seek to help people (co)work harmoniously, creatively, and with a high sense of responsibility towards the society they are called to serve. A basic principle for the effective (co)operation of those who participate in an organisation is to treat them in human terms. That is why emphasis is given to the ethical dimension of organisational activity, as far as the employee (producer of goods), the consumer (recipient of goods), and the environment, in general, are concerned.</p>
Objectives of the Course	This module introduces students to the field of Organisational Management so that they get to know and understand basic concepts, principles, and theories of management, as well as their practical applications in varied organisational contexts.
Webpage	https://eclass.uowm.gr/courses/CDM106/

2. 2nd Semester Courses

LANGUAGE AND COMMUNICATION	
Course Code	CDM 2114
Course Type	Core Compulsory Course
Course Description	This course provides an introduction to the basic concepts and approaches to the study of the relationship between language and communication. Through ethnographic examples, students will understand the interaction of language with social factors such as class, gender, nationalism, ethnicity, age, etc., including how language varies and changes reflecting the respective cultural context.
Objectives of the Course	The students come in contact with the perspective of the Anthropology of Language and Communication and know the Greek and international reality in relation to the issues described in the content of the course.
Webpage	https://eclass.uowm.gr/courses/CDM110/

STATISTICS FOR SOCIAL SCIENCES	
Course Code	CDM 2124
Course Type	Core Compulsory Course
Course Description	<p>In this module, students are introduced to basic statistical concepts and principles and learn to apply the most common (and simplest) techniques of quantitative data analysis in the field of social sciences. In the first part of the module, students are taught descriptive statistics which include methods of organising, summarising, and concisely presenting large volumes of numeric data so that they can be «read» by, and meaningfully presented to, some audience (e.g. readers, TV viewers, conference participants, consumers, managers, etc.). In the second part of the module, students learn simple methods of inferential statistics which allow them to reach certain conclusions about a population based on data collected from a probability sample. On successful completion of the module, students will be able to collect appropriate data and apply suitable analysis techniques (statistical criteria) to answer research questions they have formulated. Each session includes the initial explanation of theory followed by application-consolidation exercises. The module is mostly theoretical in nature. The use of statistical software (SPSS) is taught in Semester 5 as part of the module “Communication Research Methods II”.</p> <p>Even though statistics is a branch of mathematics, their application in social sciences does not require mathematical knowledge of a level higher than what is taught in compulsory education. An attempt is made, in this module, to limit the use of mathematical terms and formulas by presenting only those necessary and in as simple a manner as possible.</p> <p>The module highlights the importance of statistical knowledge not only for conducting reliable research, but also for being able to critically evaluate research results presented in varied scientific papers, conferences, newspapers, TV shows, the internet and other information and communication media. In this way, students will become critical users of information rather than unquestioning consumers of transmitted “knowledge”. Another aim is to help students understand that statistics, despite their importance, do nothing</p>

	more than help researchers reach their own conclusions based on personal judgements and with a limited degree of certainty. The meaning that a researcher attributes to his/her statistical results largely depends on his/her education and previous knowledge, as well as on personal prejudices.
Objectives of the Course	The aim is to help students grasp the “qualitative” dimension of different statistical techniques and of their results (i.e., the “logic” underlying them) without placing too much emphasis on fully understanding the mathematical typology related to such techniques.
Webpage	https://eclass.uowm.gr/courses/CDM111/

POLITICAL COMMUNICATION

Course Code	CDM 2135
Course Type	Core Compulsory Course
Course Description	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.
Objectives of the Course	The subject matter of this course covers key issues regarding basic epistemological, methodological, and practical aspects of political communication in its evolution.
Webpage	https://eclass.uowm.gr/courses/CDM113/

PRINCIPLES OF VIDEO AND AUDIO EDITING

Course Code	CDM 2144
Course Type	Core Compulsory Course
Course Description	<p>The course focuses on the transition from analogue to digital video, on video camera types and technical details on how to operate digital video cameras, auxiliary equipment (tripods, drones, lens types, lighting, green screen etc.), video shooting techniques (framing) , types of shots, etc., video file types and their characteristics (format, dimensions, size calculation, etc.), tools used today in video editing.</p> <p>The course will also cover relevant topics related to sound such as the transition from analogue to digital audio, digital audio processing (equipment, sampling & quantization), audio files and their features.</p> <p>The course will also cover the stages of video production (pre-production, post-production), topics related to the evolution of the Internet and the impact of online technologies on the way video is used and disseminated today (video sharing platforms, YouTube, Vimeo and social networks). The course will also</p>

	<p>cover topics related to the use of video in education, distance learning and massive open online learning platforms (MOOCS).</p> <p>The course will also cover current trends in video production such as 360° video, 3D video, interactive video, and more.</p> <p>Particular emphasis will be given to performing laboratory exercises on video editing techniques using appropriate software packages (commercial and open source).</p>
Objectives of the Course	<p>The aim of the course is to cover the theory and important developments related to digital video and its use in areas of communication such as information, marketing, education etc. Students will also be taught the role of video in modern media such as online services, social networks, digital storytelling, interactive media, etc.</p>
Webpage	https://eclass.uowm.gr/courses/CDM114/

INTERNET TECHNOLOGIES AND DESIGN IN THE WORLD WIDE WEB I

Course Code	CDM 2154
Course Type	Core Compulsory Course
Course Description	<p>This course will focus on the technologies involved in web development. There will be an overview of all the tools and technologies available to build an online presence, whether it is corporate websites, personal websites and websites designed to promote and communicate with the public in general.</p> <p>Initially, the course will repeat concepts related to web site publishing such as webserver, client- server communication, url domain names, FTP etc.</p> <p>The students will then be taught the HTML Subject Markup Language, Cascading style sheets CSS, and will be introduced to basic Javascript commands.</p> <p>Students will then be taught a software package for creating webpages based on HTML and CSS (e.g., Dreamweaver).</p> <p>In Lab hours students will design and create webpages using HTML CSS and software packages.</p> <p>The course will also cover concepts such as search engine optimization techniques and techniques for making webpages friendly to the users and the search engines</p> <p>The course will also briefly cover Web programming languages (PHP, Java, Python), client server and database technologies for dynamic web pages and web application development as well as content management systems.</p>
Objectives of the Course	<p>The student understands basic concepts related to the creation of websites (e.g., websites, html, links, static and dynamic websites, web-server, url, domain name, etc.).</p>
Webpage	https://eclass.uowm.gr/courses/CDM115/

INTRODUCTION TO CULTURE AND CULTURAL HERITAGE MANAGEMENT

Course Code	CDM 2164
Course Type	Core Compulsory Course
Course Description	<p>The concept of cultural evolution and the various aspects of both popular and modern culture are presented. Emphasis is given to analyzing the ways, means</p>

	and political management of cultural heritage both in Greece and internationally.
Objectives of the Course	The aim of this course is to provide students with an overview of the concepts of culture, modernity, cultural goods, tradition, cultural identity and heritage.
Webpage	https://eclass.uowm.gr/courses/CDM187/

PRINCIPLES OF MARKETING

Course Code	CDM 2175
Course Type	Core Compulsory Course
Course Description	Students will learn about the role of marketing within the organization as well as the techniques that marketers use for developing the four basic elements of the marketing mix (product, price, place and promotion). Moreover, students will explore the role of market segmentation, targeting, differentiation and positioning for the creation and maintenance of a competitive advantage.
Objectives of the Course	The purpose of the course is the critical understanding of the basic concepts and principles of marketing management.
Webpage	https://eclass.uowm.gr/courses/CDM117/

3. 3rd Semester Courses

GRAPHIC DESIGN AND VISUAL COMMUNICATION	
Course Code	CDM 3114
Course Type	Core Compulsory Course
Course Description	<p>Graphics are an important part of visual communication and are used to facilitate the transfer and understanding of information but also to influence the thinking of the public. The graphic composition requires an appropriate combination of shapes, text, images, and colors to produce complete stylish graphics for any medium such as paper, posters, metal and plastic packaging, and clothing, but also for electronic media such as websites, screens, social media, and interactive multimedia applications.</p> <p>Students will also be exposed to cases of good and bad design and will be taught that communication with graphics may vary depending on the characteristics of the audience (country of origin and cultural background, age, educational level, professional group). They will also be taught how to choose the proper design and combination of images and colors to convey messages to different target groups. The course will also examine the use of graphics in education and the types of graphics that are effective in this area (e-learning, presentations, etc.). In the laboratory part, students will perform laboratory exercises and graphic composition tasks using software for creating vector graphics (e.g., Illustrator, Inkscape).</p>
Objectives of the Course	The aim of the course is to introduce students to the theory and techniques of effective graphic composition that will be used to convey information and messages to targeted audiences.
Webpage	https://eclass.uowm.gr/courses/CDM118/

PUBLIC RELATIONS	
Course Code	CDM 3125
Course Type	Core Compulsory Course
Course Description	The evolution of public relations profession is presented. Moreover, the main functions and the various publics that are targeted by public relations efforts are described while emphasis is placed on the code of ethics of the profession. In addition, the impact of new technologies and new media on public relations industry and research is addressed.
Objectives of the Course	The course is designed to familiarize students with the basic theoretical concepts, models and approaches of public relations and their implementation in public relations practice.
Webpage	https://eclass.uowm.gr/courses/CDM139/

HUMAN-COMPUTER INTERACTION	
Course Code	CDM 3135

Course Type	Core Compulsory Course
Course Description	The course focuses on the impact of new technologies on Human-Computer Communication and focuses particularly on the effective design of interactive applications through the principles of the science of Human-Computer Communication. The subject of the course covers an interdisciplinary area that deals with the design, evaluation, and implementation of interactive systems in combination with the study of the impact of various social, cognitive and other phenomena and is related to theories from psychology, sociology, computer science, artificial intelligence, the science of perception with the aim of designing effective interactive applications.
Objectives of the Course	Students are given the opportunity to examine issues of human-computer interaction that affect the design of interactive applications.
Webpage	https://eclass.uowm.gr/courses/CDM120/

WRITING CONTENT FOR PRINT AND DIGITAL MEDIA

Course Code	CDM 3144
Course Type	Core Compulsory Course
Course Description	Particular emphasis is placed on different writing styles and techniques intended for different media such as the press, television and the internet. During the course students are asked to write assignments related to the writing and production of material such as news articles, opinion articles, press releases and letters to a wide range of audience groups (eg consumers, media, employees).
Objectives of the Course	The aim of the course is to develop skills for writing informative and promotional texts for publicity purposes.
Webpage	https://eclass.uowm.gr/courses/CDM140/

MEDIA HISTORY

Course Code	CDM 3214
Course Type	Core Elective Course
Course Description	Beyond the historical landmarks, there is a strong focus on fundamental concepts and processes that define Media's role and their relation to the public when it comes to the circulation of knowledge and the representations of the world. The main approach followed is the historical one with an emphasis on the pre-history of the Media (time of antiquity), the conditions (technological, social, political, economic and cultural) that marked the emergence of the Media, their evolution as well as their direction towards the future. Upon the completion of the course, the participants will be able to distinguish among the different conditions that marked the emergence of specific Media and the corresponding periods, to interpret their historical evolution, to correlate their evolution with specific contexts (regions, countries and continents) and to identify basic similarities and differentiations.
Objectives of the Course	The key purpose of the course is to familiarize the participants with the basic pillars of the historical evolution of the Mass Media as institutions of human

	society. Special interest is paid to the development of electronic media (20th century) and digital media (21st century).
Webpage	https://eclass.uowm.gr/courses/CDM122/

INTERPERSONAL COMMUNICATION

Course Code	CDM 3224
Course Type	Core Elective Course
Course Description	Students are introduced to the concepts of dialogue, discussion and various kinds of speech.
Objectives of the Course	The aim of the course “Interpersonal Communication” is for students to understand the basic theories and principles of human communication as well as the role of the social context in interpersonal relationships.
Webpage	https://eclass.uowm.gr/courses/CDM123/

ENGLISH TERMINOLOGY FOR COMMUNICATION AND DIGITAL MEDIA

Course Code	CDM 3234
Course Type	Core Elective Course
Course Description	The course is designed to help students cultivate their English language skills so that they can function effectively in both their academic and professional environments. The course focuses on the development of communication skills in English with a focus on reading and understanding scientific and business texts related to communication.
Objectives of the Course	The aim of the course is to introduce students to the specialized English terminology used in the profession of Public Relations, Communication and business transactions in general.
Webpage	https://eclass.uowm.gr/courses/

TELEVISION JOURNALISM

Course Code	CDM 3244
Course Type	Core Elective Course
Course Description	The logic of sound and image, live news broadcast, storytelling, interview, journalism, television time, news presentation, preparation of the complete reportage package and the journalists codes of ethics are analyzed in theoretical and practical level through theoretical lectures and laboratory exercises. In addition, the cultural, social and technological developments that have shaped and redefined the viewers relationship with society are examined.
Objectives of the Course	The course aims to acquaint students with television as a means of communication and to understand the special rules of writing and presenting the news.

Webpage	https://eclass.uowm.gr/courses/CDM125/
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FRENCH LANGUAGE IN COMMUNICATION AND DIGITAL MEDIA I

Course Code	CDM 3254
Course Type	Core Elective Course
Course Description	<p>To determine the content of the course, the interests and needs of the students are taken into account. The following sections are indicated as examples:</p> <ul style="list-style-type: none"> • I discover France, the French-speaking countries and their culture. • I introduce myself: greet, introduce myself, give personal information. • I am traveling in a French-speaking city/country: means of transport, public buildings, attractions. • I study at a French-speaking university: search and understand information regarding departments, study programs, teaching staff, weekly curriculum timetable, administrative announcements. • I follow French and Francophone news in print and electronic media. • Familiarize myself with the terminology of the field of Communication and Digital Media. • I am looking for a job in my specialty.
Objectives of the Course	The Students understand and produce spoken language in the French language in everyday communication situations with French-speaking speakers. Development of linguistic communication skills in the French language, as provided by the Common European Framework of Reference for level A1.
Webpage	https://eclass.uowm.gr/courses/CDM126/

CORPORATE IDENTITY MANAGEMENT AND BRANDING

Course Code	CDM 3264
Course Type	Core Elective Course
Course Description	In particular, students will learn how a brand is created, managed, communicated, and evolving over time. The various stages of corporate identity plans are also presented, and emphasis is placed in the concept of corporate reputation and the way is measured, planned, and managed. The course also covers important aspects of place/destination/city branding.
Objectives of the Course	The aim of the course is to familiarize students with the concepts of corporate identity management, corporate image, and reputation.
Webpage	https://eclass.uowm.gr/courses/CDM127/

INTERNET TECHNOLOGIES AND DESIGN IN THE WORLD WIDE WEB II

Course Code	CDM 3274
Course Type	Core Elective Course

Course Description	This course is a continuation of the course Internet Technologies and Design on the World Wide Web. The course will focus on modern technologies involved in the development of websites such as web development platforms (Google Sites, Wix, Weebly, Wordpress.com), with particular emphasis on most popular content management systems (WordPress.org, Joomla, Drupal). The course will also look at popular platforms for creating blogs (eg bloggers) and creating Wikis and online Forums. The course will also focus on creating online stores and integrating into websites multimedia content found on online video & image sharing platforms (e.g., YouTube, Flickr, Google Drive).
Objectives of the Course	Compare and evaluate the various web development tools covered in this course (web & blog and Wikis development platforms, content management systems and HTML & PHP Templates. The student will also be able to evaluate the above solutions in relation to methods and the development tools covered in the course Internet Technologies and Web Design I.
Webpage	https://eclass.uowm.gr/courses/CDM128/

CULTURE, CIVILIZATION, AND SOCIETY

Course Code	CDM 3284
Course Type	Core Elective Course
Course Description	The course deals with comparative human cultures and societies and contributes to the understanding of cultural diversity on the planet. It studies social behavior in institutionalized structures and the relationships between institutions. The course emphasizes the concepts: culture, culture, society, social structures and social organization according to the structural-functional theories of British anthropology.
Objectives of the Course	The course studies social behavior in institutionalized structures such as family, kinship systems, political organization, ways of production, ways of resolving disputes, religions as well as the relations between institutions through the perspective of Social and Political Anthropology and human geography. Social Anthropology as a science has contributed to the understanding of cultural diversity on the planet.
Webpage	https://eclass.uowm.gr/courses/CDM211/

SOCIAL MEDIA MANAGEMENT AND TEXT PROCESSING

Course Code	CDM 3294
Course Type	Core Elective Course
Course Description	This course focuses on social media, from the analysis of their characteristics to the processing and evaluation of the content. In summary, it includes the following sections: <ul style="list-style-type: none"> • Introduction to social media: basic concepts and terminology of digital technology, social networks and social media, categories of social media, current trends, changes brought about by current Web 2.0 applications and social media in communication (of companies, organizations, politicians, etc.)

	<ul style="list-style-type: none"> • Functions, special features and use of social media (desktop, mobile). • Collaborative content creation tools. • Creative strategy, content production and copywriting in social media with combined use of digital tools (for image processing, design, video, animation, etc.). • Design and implementation of strategic communication campaigns on social media. • Social media management tools. • Analysis of discourse in social media, information extraction, corpora and discourse processing using electronic tools. • Social media metrics: key terms, statistical data analysis and processing.
Objectives of the Course	The ultimate goal of the course is to develop skills for designing, implementing and evaluating social media communication campaigns.
Webpage	https://eclass.uowm.gr/courses/CDM130

GENDER STEREOTYPES IN LANGUAGE AND PUBLIC SPEECH

Course Code	CDM 3214
Course Type	Core Elective Course
Course Description	A subject that is still an inseparable feature of cultural identities nowadays: public speech, painting, art, cinematography. The status of women in society constituted a flagship issue in the 20th century. During that century many radical changes ensued in society and brought and attracted the interest of scholars and researchers. All of these developments influenced the perception that the social framework of female gender is not a consequence of biological characteristics, but a consequence of social constructions. The course will focus on the gender variable in the study of language; an issue that draws from the fields of sociolinguistics and anthropology of language.
Objectives of the Course	The aim of the course is the investigation of the gender-specific issues in speech. Focusing on gender as an analytic category, we will study the extent and the reasons of modulation between “male” and “female” language, the stereotypes, the existing and continuous linguistic inequality in modern western societies and the sexism at all levels of linguistic analysis.
Webpage	https://eclass.uowm.gr/courses/CDM163/

INTRODUCTION TO PROGRAMMING

Course Code	CDM 3324
Course Type	Core Elective Course
Course Description	The course is an introduction to programming. The course aims to familiarize with the programming environment and understand the fundamentals of programming and software development through a modern high-level Python programming language. Specifically, it aims to introduce concepts such as variables, expressions, control flow, complex data structures and file processing, persistent data storage.

	<p>The laboratory work consists of compulsory laboratory exercises, which are an important part of the course. In the context of laboratory exercises, there will be guided analysis and solving of real-life problems from various fields of human activity that include data processing and storage, developing appropriate user interaction and retrieving data from the internet.</p> <p>Students implement series of exercises in the Python programming language in the Department's undergraduate programming lab under supervision and at strictly defined lab hours.</p>
Objectives of the Course	The aim of the course is to familiarize the students with the concepts of programming and algorithmic problem solving.
Webpage	https://eclass.uowm.gr/courses/CDM233/

4. 4th Semester Courses

DIGITAL MARKETING AND E-BUSINESS	
Course Code	CDM 4115
Course Type	Core Compulsory Course
Course Description	Digital media, the internet, the web, the web 2.0, blogs, online platforms and social media offer new channels with multiple possibilities and opportunities for their creative use in the field of Marketing and E-Business. E-Business is now an integral part of a business or organizations strategy in the new digital environment and the course will develop the general aspects and capabilities of e-business which includes a wide range of e-business activities including the e-business presence of an e-business or organization. e-commerce, e-government, e-commerce, etc. Special focus on e-business will be given to the online presence and internet or e-marketing strategies which will be the focus of the course. The course will be extended to digital marketing which is often confused with internet marketing and the reason is because internet marketing is the largest and most important part of digital marketing today due to the growing importance of the online environment in which we operate. Digital marketing includes the utilization of any suitable digital medium, channel, or device to promote the communication message, including both strategies and techniques in online and offline environment (e.g., digital games, digital TV, mobile telephony, etc.). Therefore, the course will focus on techniques and strategies designed and operating in the general digital environment to promote message marketing to various audiences covering the triptych of digital marketing, internet marketing, e-business as well as interrelationships and interrelationships.
Objectives of the Course	The student must have a critical understanding and adapt to the developments of the digital environment for the exercise of digital and online marketing. To have a critical understanding of the impact of new media on the organizational structure of businesses. To have a critical understanding of the range of electronic activities that a business or organization can develop in the context of e-business and e-commerce.
Webpage	https://eclass.uowm.gr/modules/contact/index.php?course_id=2535

RESEARCH IN COMMUNICATION METHODOLOGY I	
Course Code	CDM 4125
Course Type	Core Compulsory Course
Course Description	This module introduces students to the main methodological approaches of social research so that they can use them to design and conduct small-scale empirical studies. All humans have a natural desire to explore the world in which they live to gain a deeper understanding of it. Careful observation (i.e. study) of the social world is not an exclusive undertaking of professional researchers, but a spontaneous activity of each one of us. What this module does is to present some tried, tested, and officially recognized ways of conducting a more conscious and systematic process of researching the social environment. Firstly, the difference between research and other forms of acquiring knowledge is explained. The module then discusses the philosophical

	differences of quantitative and qualitative research and the ontological and epistemological assumptions that underlie them. Thirdly, the basic types of quantitative (e.g. cross-sectional surveys) and qualitative (e.g. ethnographic studies) research are discussed together with their respective data collection and analysis techniques. Mixed-multimethod approaches are also outlined. Students learn the steps that need to be followed to design and carry out a research project, from the formulation of research questions to the writing up and dissemination of results. Special attention is paid to research ethics and to issues of feasibility. Apart from traditional methods, new practices are also presented, such as the use of the internet in social research and visual analysis. The module is organized into 3-hour teaching sessions during which theory is initially presented, followed by practical activities and exercises. The module draws on different topics and fields of study, such as communication, public relations, education, family, childhood, politics and governance, interpersonal relationships, mental health, equity and justice, immigration, organisational management, etc.
Objectives of the Course	Students compare and contrast different quantitative and qualitative research methods and evaluate the appropriateness of different methods for answering different research questions or solving real social problems.
Webpage	https://eclass.uowm.gr/courses/CDM145/

PUBLIC RELATIONS STRATEGIES

Course Code	CDM 4135
Course Type	Core Compulsory Course
Course Description	The different roles that public relations practitioners enact are presented. Students will be equipped with the practical knowledge and skills for developing, executing, and evaluating public relations strategies. Moreover, the course is designed to prepare students to effectively use various public relations tools for communicating with publics such as press releases, annual reviews, press conferences, etc.
Objectives of the Course	The purpose of this course is to introduce students to the notion and theories of strategic management of public relations.
Webpage	https://eclass.uowm.gr/courses/CDM146/

CREATIVE STUDIO AND AUDIOVISUAL PRODUCTIONS

Course Code	CDM 4145
Course Type	Core Compulsory Course
Course Description	This course focuses on the technologies and stages of audiovisual productions (pre-production, production, and post-production) as well as the creation and operation of online television stations. Special emphasis will be given to advanced techniques of video editing, effect creation, and sound recording. The course covers an interdisciplinary area that deals with the principles of digital broadcasting operations, production areas (Studio), camera types and other equipment (microphones, autocue, green screen), lighting for digital productions, internet TV studio technologies (hardware, on-demand services,

	webcasting or real-time streaming video, etc.), human resources and equipment in the creation of audiovisual producers. The students will be taught through the laboratory courses advanced techniques of editing and adding special effects with professional software packages (e.g., Adobe Premiere, After Effects), sound capture techniques (e.g., narration, interviews) as well as advanced sound recording and editing techniques using audio editing software (e.g., Audacity). Also, there will be an extended mention of the integration and synchronization of audio in videos (narration, music, etc.) as well as the integration of images and graphics in audiovisual productions (live or not) and the creation and management of live broadcasts (news, TV reportage, interviews).
Objectives of the Course	The student analyzes and evaluates integrated audio-visual productions for targeted communication actions, creates integrated audio-visual productions with advanced video capture and editing techniques, adding effects, and sound engineering using appropriate equipment and professional software packages and manages complex image processing and graphic creation techniques that taught in previous semesters to integrate images and graphics into integrated audiovisual production.
Webpage	https://eclass.uowm.gr/courses/CDM137/

COMMUNUCATION AND LITERATURE

Course Code	CDM 4215
Course Type	Core Elective Course
Course Description	Introduction to literature and literary genres. Currents, schools, trends, movements in literature. Literary translation. Communicative dimension of literary texts. The purpose of the course is to acquaint the students with the communication techniques developed in the triptych that compose the literary text, the author and its audience, as well as the study of communication in the field of the book.
Objectives of the Course	The aim of the course is to familiarize students with the communication techniques developed in the triptych that composes the literary text, the author and his audience.
Webpage	https://eclass.uowm.gr/courses/CDM148/

ENGLISH TERMINOLOGY FOR COMMUNICATION AND DIGITAL MEDIA II

Course Code	CDM 4225
Course Type	Core Elective Course
Course Description	The course is a continuation of the course English terminal of communication and digital media. The course focuses on enriching students' vocabulary regarding the specialized terms used in communication and business as well as on how to write and produce texts in English for various communication purposes and for various audiences. There are also detailed instructions on how to write a CV in English.
Objectives of the Course	To be able to choose by the student the use of appropriate terminology, grammar and writing style for the production of various types of business texts

	and to incorporate the appropriate technology for the writing and presentation of communication messages written in the English language.
Webpage	https://eclass.uowm.gr/courses/

DATA BASES

Course Code	CDM 4235
Course Type	Core Elective Course
Course Description	<p>The purpose of this course is to introduce the student to database technologies and specifically to the basic concepts related to Databases, data architecture and independence, the Entity-Relationship model, relational algebra and SQL question-and-answer language. Reference will also be made to relational database technologies that exist today (Oracle, SQL Server, MySQL, etc.), non-relational databases (No-SQL, object-oriented databases) as well as data analysis and knowledge mining techniques.</p> <p>In the laboratory part of the course, students will gain practical knowledge of database management and data retrieval using the SQL query language.</p>
Objectives of the Course	The student designs databases with entity-relational diagrams and implements databases with selected technologies.
Webpage	https://eclass.uowm.gr/courses/CDM150/

EUROPEAN UNION, INSTITUTIONS AND POLICIES

Course Code	CDM 4245
Course Type	Core Elective Course
Course Description	<p>The basic purpose of this course is to familiarize the participants with key landmarks and phases of the evolution of the EU. Special attention will be paid to a comprehensive and multi-layered approach to the main institutions of the EU and their policies. In particular, the course will focus on the following elements: the concept of European integration, the evolution and the achievements of the EU as well as the conditions, the directions and the tendencies when it comes to the development of the EU towards the future. In chronological terms, the course will cover the period from 1940 until today. A special emphasis will also be given to the decision-making processes and the legislation process in the EU (i.e. the Community method). Similarly, the course will refer extensively to the Treaties that marked the development of the EU as a particular type of supra-national union. In methodological terms, the course is founded upon a historical and political approach.</p>
Objectives of the Course	Ability to search for information using and combining different sources with an emphasis on digital databases with an emphasis on the EU website. as well as the sources of information about the E.U. in the Greek context.
Webpage	https://eclass.uowm.gr/courses/CDM151/

MOBILE DIGITAL MEDIA AND DIFFUSIBLE COMPUTATION	
Course Code	CDM 4255
Course Type	Core Elective Course
Course Description	<p>The subject of the course is wireless technologies and mobile devices which create a modern digital environment for communication and development of multimedia applications. This course delves into the study of mobile web design and development technologies based on HTML5, CSS3, and JavaScript. Emphasis will be placed on the characteristics of these technologies that are of particular importance in the mobile web. The Android operating system will be used as a platform for the development of native mobile applications. The course will briefly cover the Java programming language, which is the language in which Android applications are programmed.</p> <p>An introduction will be made to the design principles and technologies of website development aimed at mobile devices. Students will be taught techniques for developing native applications for mobile devices using the Android operating system as a development platform. Finally, the emerging field of augmented reality will be covered, where techniques for the development of augmented reality mobile applications on the Android platform will be presented.</p>
Objectives of the Course	Leverage available mobile application development tools to design mobile digital media applications.
Webpage	https://eclass.uowm.gr/courses/CDM138/

INFORMATION SOCIETY	
Course Code	CDM 4265
Course Type	Core Elective Course
Course Description	<p>The thematic sections of the course analyze the changes that occurred with the 3rd industrial revolution but also those that are expected with the advent of the 4th industrial revolution, in the concept of society and politics. First, a comparative analysis of the theoretical approaches and arguments regarding the role of the Internet in society and politics is performed, and then the expectations created by the digital revolution in these fields are analyzed. It then analyzes the required knowledge, attitudes and digital citizenship skills and the role of Web2.0 in decision-making for the (co) production of public policies. Finally, specific issues of the Information Society are analyzed, such as smart cities and smart villages.</p>
Objectives of the Course	Recognize the characteristics of the information society and digital citizenship.
Webpage	https://eclass.uowm.gr/courses/CDM153/

CONSUMER BEHAVIOR AND INTERNET USER	
Course Code	CDM 4275
Course Type	Core Elective Course

Course Description	The basic psychological theories and mechanisms that underline consumer behavior are presented. Aiming at a thorough understanding of consumer behavior this course will cover topic related to the consumer decision-making process in online and offline contexts, the different stages and the factors that influence this process. Moreover, basic consumer behavior concepts are presented and analyzed such as consumer involvement, attitudes, satisfaction, experience, loyalty, engagement, etc.
Objectives of the Course	The purpose of this course is to provide students with an overview of the basic concepts and theories of consumer behavior.
Webpage	https://eclass.uowm.gr/courses/CDM154/

CONTEMPORARY ELECTRONIC PUBLISHING AND ELECTRONIC PUBLICATIONS

Course Code	CDM 4285
Course Type	Core Elective Course
Course Description	The course introduces students to desktop printing technologies and software, printing techniques, and the principles of print media design. Students will become familiar with the procedures for creating print publications and will use modern print printing software to combine text and graphics to produce print media such as newsletters, brochures, posters, books, logos, etc.
Objectives of the Course	The aim of the course is for students to acquire complete knowledge and a critical look at the techniques of design and production of table typography.
Webpage	https://eclass.uowm.gr/modules/contact/index.php?course_id=2546

SOCIAL PSYCHOLOGY

Course Code	CDM 4295
Course Type	Core Elective Course
Course Description	The subject of study of the course is social behavior. More specifically, Social Psychology examines the actions, thoughts, and feelings of individuals as they are formed in the context of interpersonal communication relationships and as a result of their participation in wider social groups. It examines the role of social influence, the effects of the larger cultural context in which individuals find themselves, and the interaction of these factors with their inherent abilities and dispositions. This course presents an overview of the most important issues of social psychological theory and research.
Objectives of the Course	The aim of the course is to familiarize students with the behavior of individuals in society.
Webpage	https://eclass.uowm.gr/courses/CDM156/

REPRESENTATIONS OF GENDER IN DIGITAL MEDIA

Course Code	CDM 4315
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Course Type	Core Elective Course
Course Description	The course focuses on the critical and historical overviews of gender stereotypes in Digital Media as they are reported in the international literature. The presentation of the dominant research on gender in digital media in Greece is among the primary pillars of this course. Furthermore, the course deals with the societal representations in digital media, the reconstruction of gendered social identity in digital media, the theory of male dominance in digital media, as well as the representation of the female gender on sports shows and news.
Objectives of the Course	Students understand the representations of gender identity in the media and know the International and Regional framework of policies to combat gender stereotypes in the media.
Webpage	https://eclass.uowm.gr/courses/CDM164/

5. 5th Semester Courses

COMMUNICATION RESEARCH METHODS II	
Course Code	CDM 5115
Course Type	Core Compulsory Course
Course Description	To stages for the design and implementation of a survey are outlined with emphasis on formulating research goals and hypotheses, designing the research instrument (questionnaire), choosing the right sampling method, and reporting the key findings of the survey. An important part of the course is related to the statistical analysis methods and techniques that can be used for describing and analyzing the survey data using SPSS (Statistical Package for Social Sciences).
Objectives of the Course	The purpose of this course is to familiarize students with the process of a designing quantitative surveys such as opinion polls.
Webpage	https://eclass.uowm.gr/courses/CDM165/

INTERCULTURAL COMMUNICATION AND DIFFERENCE	
Course Code	CDM 5125
Course Type	Core Compulsory Course
Course Description	In modern western societies, coexistence in the social environment presents several challenges in relation to the management of diversity. People are called to manage ethnocentric ideologies with which generations and generations have been nurtured in modernity and to accept coexistence in a more expanded ethnic, national, religious, cultural, linguistic, social environment. Particularly for the European area, increased intra-European / third-country migration / mobility also contributes to this. Intercultural communication and understanding of diversity are not an easy task as sometimes cultural differences are deep and bridging them is a difficult task. Aspects of intercultural communication are presented through ethnographic examples of different forms of diversity.
Objectives of the Course	The aim of the course is to introduce students to the basic forms of diversity and to provide the necessary theoretical background in the direction of their understanding.
Webpage	https://eclass.uowm.gr/courses/CDM131/

INTERACTIVE MULTIMEDIA	
Course Code	CDM 5134
Course Type	Core Compulsory Course
Course Description	The course deepens the study of the nature of the structural elements that are combined to develop a multimedia application (audio, video, video, etc.), the tools/software used as well as the procedures followed for the development of integrated multimedia applications with a focus on their utilization in the field

	<p>of communication. In addition, the course will also cover related topics related to the transition from analog to digital information (sampling and quantization).</p> <p>Finally, students will delve into case studies and engage in practice through laboratory courses with multimedia application support software, multimedia authoring software (e.g., Macromedia Director MX), and digital storytelling software.</p>
Objectives of the Course	The aim of the course is to study the principles and practices that take place in the creation of integrated multimedia applications focusing on the use of multimedia as a communication, marketing, and public relations tool.
Webpage	https://eclass.uowm.gr/courses/CDM160/

ONLINE REPUTATION MANAGEMENT

Course Code	CDM 5214
Course Type	Core Elective Course
Course Description	Digital media, the internet, the web, the web 2.0, blogs, online communities and social media offer channels with multiple possibilities and opportunities for their creative use in the field of Marketing and E-Business. The internet and the World Wide Web have transformed the way information is circulated and the message now reaches high speeds to many and better targeted recipients through many different web applications such as websites, blogs, Youtube, Flickr, Facebook messages, links LinkedIn, twitter message sequences, RSS feeds etc. All the above channels have increased the complexity of practicing e-PR and e-Marketing practices but at the same time have provided multiple opportunities for more creative and inventive ways of practicing effective communication strategies. In addition, the Electronic Presence of a company / organization / person is now expressed in multiple ways in the digital environment and the Electronic Reputation Management strategies are a challenge in this complex environment. The course is designed to offer advanced knowledge through case studies.
Objectives of the Course	E-Reputation Management aims to build and maintain a positive image in the digital environment, to monitor the image of the company / organization / person in the digital environment and to create any corrective actions to mitigate the consequences in negative cases against e-reputation of the person concerned.
Webpage	https://eclass.uowm.gr/courses/CDM168/

RADIO JOURNALISM

Course Code	CDM 5224
Course Type	Core Elective Course
Course Description	The different types of radio product, program flow, radio language, and producer-listener interaction are examined. Emphasis is placed on the radio news bulletin, with the detailed presentation of the different types of bulletins, the preparation and the presentation of the radio report. At the same time, the students appreciate the evolution of radio over time and its role in informing

	and everyday life of different types of listeners, with emphasis on the case of Greece.
Objectives of the Course	The course aims to familiarize students with radio and to understand the special features and communication code used to create content and shows.
Webpage	https://eclass.uowm.gr/courses/CDM181/

DIGITAL MEDIA AND EDUCATION

Course Code	CDM 5234
Course Type	Core Elective Course
Course Description	<p>The aim of the course is to introduce the student to the New Technologies used in the educational process. Today there is a wide range of digital applications that upgrade the educational process and promote e-learning and distance learning such as:</p> <ul style="list-style-type: none"> • Multimedia interactive applications for learning scientific objects. • Intelligent tutoring systems. • Adaptive Hypermedia. • Learning management systems (LMS) and educational activity management systems. • Mass online open learning platforms (MOOCS), Video learning and interactive videos. • Web 2.0 applications and social networks in learning. • Collaborative learning systems (Wikis, Google Docs). • Games Based Learning. • Online platforms for Quizzes (eg Kahoot, Quizzes, Google Forms). • Gamification. • Virtual and augmented reality in learning. • Analysis of educational data and extraction of knowledge from educational environments (Learning analytics and Educational Datamining). <p>Also, in the course the student will be taught the basic learning theories and the role of new technologies with special emphasis on the Cognitive Theory of Multimedia Learning.</p> <p>The course will also analyze case studies where innovative and effective technologies and methods have been applied in schools and educational institutions.</p>
Objectives of the Course	The aim of the course is for the student to get a complete picture of how new technologies affect the educational process today and how they are expected to shape education in the near future.
Webpage	https://eclass.uowm.gr/courses/CDM170/

CONTEMPORARY EUROPEAN HISTORY

Course Code	CDM 5244
Course Type	Core Elective Course
Course Description	The course aims to examine the main economic, social, political, and cultural components that shape the societies of European countries from the beginning of the twentieth century until today and to study the successive

	transformations that the societies of the European continent are experiencing. In this context, the balances and conflicts that Europe knows, the ideological parameters that accompany or prepare the national and social contradictions, the formation of nation-states and their role are studied.
Objectives of the Course	The aim is for the students to have understood after the end of the semester the basic sections of modern European History and the way in which they marked European culture and made the world in which we live today. Thus, history is not treated as a sum of information about a world that has left but a system of complementary or conflicting ideas and meanings that shape our perceptions of the present time and space. In other words, the aim of the course is to show students how History is constantly present in our daily lives, in the way we think and act today.
Webpage	https://eclass.uowm.gr/courses/CDM171/

ADVERTISING

Course Code	CDM 5254
Course Type	Core Elective Course
Course Description	The course will address issues such as setting advertising goals, setting the advertising budget, cooperation between the company and the advertising agency and evaluating the effectiveness of advertising. At the same time, the course focuses on understanding the role of advertising in the context of the integrated communication strategy of companies and organizations. Emphasis is placed on creative design, the development and implementation of the creative idea through the understanding of theoretical concepts, case study analysis and the implementation of creative projects.
Objectives of the Course	The main purpose of the course is to understand the basic concepts and techniques used in advertising to be properly applied in professional practice.
Webpage	https://eclass.uowm.gr/courses/CDM172/

FRENCH LANGUAGE IN COMMUNICATION AND DIGITAL MEDIA II

Course Code	CDM 5264
Course Type	Core Elective Course
Course Description	To determine the content of the course, the interests and needs of the students are taken into account. The following sections are indicated as examples: <ul style="list-style-type: none"> • I study at a French-speaking university: participation in actions, submission of applications. • I follow French and Francophone news in print and electronic media. • Familiarize myself with the terminology of the field of Communication and Digital Media. • I understand the biography of a distinguished French-speaking scientist in my field, I present his scientific work. • I am looking for a job, a postgraduate study program or a training course in my specialty: job search online, writing a CV and cover letter in French, preparing for an interview.

	<ul style="list-style-type: none"> Organizing a French-language event: defining content in French, planning creative, disseminating information using digital media, communicating with French-speaking partners.
Objectives of the Course	The aim of the course is to develop language skills in students to understand and produce written and spoken discourse in the French language, with an emphasis on French terminology for Communication Sciences and Digital Media.
Webpage	https://eclass.uowm.gr/courses/CDM173/

ETHICS AND MORALITY IN COMMUNICATION

Course Code	CDM 5274
Course Type	Core Elective Course
Course Description	The course examines issues related to the importance of ethics and in particular journalistic ethics as well as the ethical framework that governs the operation of the Mass Media Communication. Emphasis is placed on the ethical dimension of communication, emphasizing principles and values that must be upheld in a civic state of justice taking into account business ethics. Ethical codes of conduct are presented and analyzed in individual branches of communication such as journalism, public relations, advertising, sales, etc.
Objectives of the Course	The aim of the course is to introduce students to the regulatory principles and frameworks that govern communication and its distinct functions.
Webpage	https://eclass.uowm.gr/courses/CDM174/

DEMOCRACY, PUBLIC SPHERE AND COMMUNICATION

Course Code	CDM 5284
Course Type	Core Elective Course
Course Description	The course examines the notion of Democracy, as an ideal and government system, focusing both on public debates and decision-making processes, which lead to the implementation of specific policies. The course examines different models of democracy and studies the challenges that democracy faces, due to globalization and the decrease in the power of the representational institutions and the nation states. In addition, the course approaches the notion of the public sphere in an interdisciplinary way, so as to discuss it in terms of analyzing (contemporary) social contexts. Last, this course outlines the importance of the internet and the recently emerged digital social media in the structure of the contemporary public sphere, putting emphasis on the emergence of grassroots social movements.
Objectives of the Course	The aim of the course is to understand in depth the concepts of democracy (as an idea and as a state) and the public sphere.
Webpage	https://eclass.uowm.gr/courses/CDM175/

THEORY AND DESIGN OF THREE-DIMENSIONAL GRAPHICS FOR VIRTUAL ENVIRONMENTS

Course Code	CDM 5294
Course Type	Core Elective Course
Course Description	<p>The course is an introduction to 3D graphics. 3D technologies today are present in various fields of application such as 3D graphics, 3D video, and animation, 3D scanning and printing, virtual reality, etc. In the course, students will be taught the theory of 3D graphics with an emphasis on 3D perspective creation techniques. Then they will be taught topics related to the capture of 3D objects, and more specifically the ways and material to achieve 3D scanning (e.g., with a scanner, with photos, etc.). It is worth mentioning that the Department of Communication and Digital Media has 3D scanning equipment, video camera equipment for 3D video capture as well as projection material (3D TV and projector).</p> <p>Also, students, through laboratory exercises, will get familiarized with tools (hardware and software, such as Maya, 3D cinema, and/or Blender) for creating 3D graphics, 3D scanning, and 3D video capture and editing tools. Students will also perform a series of laboratory exercises and projects to create 3D graphics.</p>
Objectives of the Course	The aim of this course is to make an extensive reference to the modern applications of 3D technology in a number of applications such as interactive multimedia, virtual and augmented reality, 3D games and 3D movies, and their principles of operation.
Webpage	https://eclass.uowm.gr/courses/CDM161/

LANGUAGE AND DIGITAL MEDIA

Course Code	CDM 5304
Course Type	Core Elective Course
Course Description	<p>Briefly, the following sections will be developed:</p> <ul style="list-style-type: none"> • Categories of digital media, description of special features, access. • Critical analysis of messages in digital media. • Understand and produce different types of text depending on the digital medium and the communication situation. • Tools for the production of multimodal texts. • Creating a digital environment: using tools and building a digital environment (e.g., website). • Design and production of appropriate content for the above digital environment: content structure, text writing, font selection criteria, search and selection of images and icons, creation, and processing of visual material, etc.
Objectives of the Course	This course aims to develop students access to media using digital technology, to understand and critically evaluate various aspects of these media and their content, to analyze creative language practices in a variety of digital environments, and to content production in digital environments.
Webpage	https://eclass.uowm.gr/courses/CDM177/

6. 6th Semester Courses

THEORY AND DESIGN OF ANIMATION	
Course Code	CDM 6115
Course Type	Core Compulsory Course
Course Description	<p>The course delves into modern techniques used in animation creation and 2D animation design and production software. The course will also analyze case studies of good use of animation in communication (advertising, information, education).</p> <p>Students will also encounter commercial and/or open-source software for creating two-dimensional animation (e.g., After effects, Adobe Animate, Synfig) and producing visual effects through laboratory exercises and implementation of completed tasks.</p>
Objectives of the Course	The aim of the course is to introduce the student to the genres and basic principles of creating two-dimensional animation and its evolution over time as well as to the genres and various techniques of creating 2D animation and the basic characteristics of animated films.
Webpage	https://eclass.uowm.gr/courses/CDM162/

E-GOVERNMENT, E-DEMOCRACY AND POLITICAL E-CAMPAIGNING	
Course Code	CDM 6125
Course Type	Core Compulsory Course
Course Description	<p>The subject of the course is the study of the digital maturation of national and European public bodies, organizations and services in terms of e-government and e-Democracy as well as the study of the use of new technologies for Political Campaigns. More specifically, the purpose is to study: (a) the requirements for organizational change, (b) the study and evaluation of digital applications to increase citizen participation, (c) the study and evaluation of transparency in decision-making and cooperation in (d) improving the provision of services to citizens and businesses, and (e) international, European and national e-government policy development; (f) international and national online political campaigns level as well as in periods of pre-election or parliamentary action.</p>
Objectives of the Course	For students to understand in what ways the internet has changed the way the government and individual public bodies communicate with citizens.
Webpage	https://eclass.uowm.gr/courses/CDM190/

POLITICS AND CULTURE	
Course Code	CDM 6225
Course Type	Core Elective Course
Course Description	The course studies the political phenomenon in different cultural contexts. More specifically, it focuses on the ways in which human societies in different

	historical times allocate the available resources and organize relations of power. Special emphasis is given to the era of modernity and how politically different versions of Western Civilization have evolved. This course follows an interdisciplinary approach and makes use of conceptual tools from the fields of History, Political Science, Social Anthropology and Sociology.
Objectives of the Course	Deep understanding of the versions of the political phenomenon as it is historically and socially determined.
Webpage	https://eclass.uowm.gr/courses/CDM179/

MEDIA RELATIONS IN THE DIGITAL AGE

Course Code	CDM 6235
Course Type	Core Elective Course
Course Description	The purpose of this course is to familiarize students with the ways through which public relations and communication practitioners of organizations are managing their relations with the media and journalists in order to multiply the communication channels and enhance the positive publicity of their organization. The theories of agenda building, and agenda setting are analyzed highlighting the role of public relations as information subsidies. The course emphasizes on the changes in the media landscape that affect the practice of public relations. The various traditional and new media tools that public relations practitioners can utilize to approach media professionals are presented and analyzed.
Objectives of the Course	Understanding of the emerging media landscape in Greece and abroad as well as media agenda building and setting theory and framing theory.
Webpage	https://eclass.uowm.gr/courses/CDM226/

CYBESPACE CULTURE

Course Code	CDM 6245
Course Type	Core Elective Course
Course Description	The course addresses the individual's identity construction in the digital world through an in depth understanding of web and social networking experience. The study includes, inter alia, the cognitive, emotional and behavioral reactions on the internet due to the use of different digital communication forms. Concerns will be raised about the ways internet acts as an interface in self-perception, along with the consequences of the anonymity on the web on personal identity. In parallel, issues about networking and multicultural communication through internet communication, ethics, science, and internet esthetics, are to be addressed.
Objectives of the Course	The aim of the course is to introduce the concepts of immaterial self and virtual community and to appreciate the complexities and emerging correlations between identity formation and the virtual reality of cyberspace.
Webpage	https://eclass.uowm.gr/courses/CDM227/

WEB POLICIES, PERSONAL DATA AND REGULATORY FRAMEWORK

Course Code	CDM 6255
Course Type	Core Elective Course
Course Description	Students will understand the key legal issues resulting from the interaction between people, companies and organizations in the internet. The course, inter alia, focuses on legal aspects and regulations on the protection of intellectual property rights, anonymity, data protection, e-Commerce, electronic documents, website registration, accessibility on public applications and websites for portable devices.
Objectives of the Course	The aim of the course is students' introduction into the emerging regulatory framework on relations between individuals and personal data protection.
Webpage	https://eclass.uowm.gr/courses/CDM191/

MEDIA ORGANIZATION AND POLITICS

Course Code	CDM 6265
Course Type	Core Elective Course
Course Description	Structure and operation of radio and television media in America, Europe, and Greece. Globalization and the reform (deregulation) of the media. The contribution of technology and the internet to the structural changes of the media. The ownership status of the media. Media Power, Control and Authority. Social Media and Communication Field. Viewership and Measurements. Digital television. Public Television. Emphasis is placed on the organization, institutions, and ownership of the broadcasting industry in America, Europe, and Greece with a focus on television.
Objectives of the Course	The aim of the course is for students to understand the structure and operation of the modern communication field both globally and in Greece as it emerged after the globalization, the deregulation of the media, as well as the rise of the internet.
Webpage	https://eclass.uowm.gr/courses/CDM186/

MEDIA AND CHILDREN

Course Code	CDM 6275
Course Type	Core Elective Course
Course Description	The potential effects of television, video games, the internet and social media on critical issues such as self-perception, gender identity, moral and social values, violence, racism, aggression, learning are examined. and consumerism. Reference will be made to the modern way of life, to the mutating structures of the modern family and to their effects on the child's psyche. At the same time, emphasis will be placed on the utilization of SMEs in innovative and creative training programs.

Objectives of the Course	The course aims to understand the ways in which children are exposed, interpreted and ultimately influenced by the media.
Webpage	https://eclass.uowm.gr/courses/CDM185/

INTRODUCTION TO VISUAL PROGRAMMING

Course Code	CDM 6285
Course Type	Core Elective Course
Course Description	Scratch and Kodu are environments that aim to teach programming concepts to beginners by allowing them to create games, videos & interactive videos, music etc. Students will also be introduced to programming environments for creating applications for mobile devices, on Android and IOS operating systems such as App Inventor.
Objectives of the Course	The aim of the course is to introduce students to the concepts and basic principles of programming through visual programming environments that are specifically designed for beginners.
Webpage	https://eclass.uowm.gr/courses/CDM192/

CULTURAL HERITAGE MANAGEMENT TECHNOLOGIES

Course Code	CDM 6295
Course Type	Core Elective Course
Course Description	The new technologies and their utilization by museums and other institutions that promote culture are the subject of the course. Today there is a wide range of technologies used in the field of culture for information, promotion and promotion. There are, for example, technologies for highlighting and displaying monuments, museum exhibits and collections, in real or virtual (Virtual) space, interactive multimedia applications and audiovisual productions, digitization and documentation technologies, representation technologies, etc. The course will cover extensively these technologies as well as case studies of innovative uses of technology by cultural actors.
Objectives of the Course	The aim is to acquaint the students with the appropriate technologies for the more effective highlighting of objects and places of cultural interest as well as bodies related to culture.
Webpage	https://eclass.uowm.gr/courses/CDM188/

CUSTOMER RELATIONSHIP INFORMATION SYSTEMS

Course Code	CDM 6305
Course Type	Core Elective Course

Course Description	Customer Relationship Management (CRM) is a widely applied strategy for managing a company's interactions with its customers. This includes the use of technology to organize, automate and synchronize processes – mainly related to sales activities, marketing, customer service and technical support.
Objectives of the Course	The aim of the course is to introduce students to the theoretical knowledge of Relationship Marketing and Customer-Centric philosophy and to know the basic features of a management and marketing information system.
Webpage	https://eclass.uowm.gr/modules/auth/courses.php?fc=55

JOURNALISTIC DISCOURSE ANALYSIS

Course Code	CDM 6315
Course Type	Core Elective Course
Course Description	Throughout the course students will be presented the theoretical framework of the scientific field of discourse analysis and learn how to discern the different genres of journalistic discourse, the distinct communication objectives and their linguistic features. Through comparative textual analysis the explicit but also the implicit uttering of ideology in journalistic texts is revealed. This theoretical understanding is applied to the production of different texts for different communication contexts.
Objectives of the Course	The aim of this course is the introduction to journalistic discourses and their analysis.
Webpage	https://eclass.uowm.gr/courses/CDM158/

DISINFORMATION AND VERIFICATION OF PUBLIC INFORMATION

Course Code	CDM 6325
Course Type	Core Elective Course
Course Description	Within today's diverse communication context - and due to a number of factors - there has been an increase in the circulation of biased, polarized or even untrue information on current issues, a phenomenon that has been discussed for some years in the public sphere under the term "fake news"/"fake news". Fact-checking organizations are at the center of the thorough examination of the information that appears in the -mainly online- public sphere, and with the main goal of combating disinformation. These organizations offer an assessment of the accuracy of verifiable information, which appears in the public sphere either as statements, or as news/reports of events or statements, through the investigation of primary and/or secondary sources.
Objectives of the Course	This course aims to provide students of the Department with: <ul style="list-style-type: none"> • the proper knowledge, in order to understand the phenomenon of misinformation, especially on topical issues. • the necessary skills to be able to methodically check a piece of information for its validity.
Webpage	https://eclass.uowm.gr/courses/CDM232/

EU CRISIS MANAGEMENT CAPABILITIES AND MECHANISMS	
Course Code	JM01
Course Type	Optional Course
Course Description	Students will acquire an understanding of the EU crisis response mechanisms like the European civil protection mechanism, the integrated political crisis response arrangement (IPCR), the emergency response coordination center (ERCC), the EEAS Crisis Response System (Crisis Platform, EU Situation Room, Crisis Management Board), etc. A significant part of the course will be dedicated to the analysis of the crisis management capacities of the EU during the different phases of a crisis with emphasis on the following capacities: detection, sense making, decision making, coordination, meaning-making and communication, and accountability. The course is part of the Jean Monnet Chair in Risk and Crisis Communication Management in the EU (2022-2025).
Objectives of the Course	This course aims to introduce students to the different types of crises faced by EU with emphasis on the transboundary crises as well as present the various EU sectoral agencies that are responsible for the effective management of different crises [e.g., European Medicines Agency (EMA), European Food Safety Authority (EFSA), European Centre of Disease Prevention and Control (ECDC), European Network and Information Security Agency (ENISA)], etc.
Webpage	https://eclass.uowm.gr/courses/CDM228/

7. 7th Semester Courses

RESEARCH METHODOLOGY AND OF SCIENTIFIC PROJECT WRITING	
Course Code	CDM 7115
Course Type	Core Compulsory Course
Course Description	The course was designed to synthesize the knowledge and skills acquired by students during their studies at the Department. They are given the opportunity to apply their knowledge and gain valuable experience and research skills by undertaking to carry out a research project on an innovative subject of the Departments cognitive object under the guidance of course supervisors. Students follow a research plan, apply research methodologies, learn bibliographic review procedures around their topic, are trained in the effective presentation of research results to the public, and learn the process of completing a research paper. The course also contributes to the preparation of students who wish to prepare their thesis.
Objectives of the Course	The course gives students the opportunity to work in groups on a research project and to develop research skills.
Webpage	https://eclass.uowm.gr/courses/CDM196/

CRISIS COMMUNICATION	
Course Code	CDM 7125
Course Type	Core Compulsory Course
Course Description	During the course the theories of image repair, situational crisis communication theory, apology, and issues management are presented with an emphasis in their utilization by organizations. The various crisis communication strategies are analyzed along with the factors that might influence their effectiveness. The importance of the crisis communication plan is presented and guidelines are also provided with respect to the synthesis of the crisis communication team, the structure of the crisis communication plan, the effective management of media relations and the characteristics of the media representative. Students will be involved in writing press releases, preparing media representatives, and planning press conferences for various crisis types. Since the course is part of the Jean Monnet Chair (2022-2025) another objective of the course is to shed light on common crisis communication practices by various organizations in Europe. By analyzing how various organizations such as corporate actors, institutions, and public personas in European member states communicate during crises, a European model of organizational crisis communication could be developed. In addition, the role of media relations of EU institutions and their media representatives will be analyzed.
Objectives of the Course	The aim of the course is to introduce students to the concept of crisis communication through a combination of theoretical approaches and case studies.
Webpage	https://eclass.uowm.gr/courses/CDM198/

PUBLIC IMAGE AND LEADERSHIP	
Course Code	CDM 7215
Course Type	Core Elective Course
Course Description	The course addresses political marketing strategies, the importance and ways of understanding the market, the development of the personal brand of the candidate and the political party, issues of image formation and communication both during the election campaign and during the period of government. There is also a historical review of the implementation (or not) of political marketing and the evolution of political communication in Greece.
Objectives of the Course	The aim of the course is to understand the nature and object of political marketing as well as to present the methods of effective communication management of problems - issues related to the image of a candidate / politician.
Webpage	https://eclass.uowm.gr/courses/CDM199/

CONTEMPORARY GREEK HISTORY	
Course Code	CDM 7225
Course Type	Core Elective Course
Course Description	The course seeks to examine the most basic economic, social, political and cultural components that shape Greek society from the time of the beginning of the twentieth century until today. In this context, the conflicts experienced by Greek society are studied, the ideological parameters that accompany or prepare the social contrasts and their role.
Objectives of the Course	The goal is for the students to have understood after the end of the semester the main sections of modern Greek History and the way they "marked" Greek society and made the world we live in today. Thus history is not treated as a sum of information about a world gone but a system of complementary and/or conflicting ideas and meanings that shape our perceptions of present time and space. In other words, the aim of the course is to show students how History is constantly "present" in our daily lives, in the way we think and act even today.
Webpage	https://eclass.uowm.gr/courses/CDM200/

INTERNET APPLICATIONS PROGRAMMING	
Course Code	CDM 7235
Course Type	Core Elective Course
Course Description	The course covers basic programming concepts and constructs such as sequence, selection, and iteration constructs. The course also covers client-server technologies, connecting and retrieving data from online databases (MySQL, mariaDB, etc.) using SQL. Dynamic websites. Differences from static websites. Client and Server technologies. Web programming languages. Introduction to selected languages (e.g., Python). Basic programming concepts

	and structures in selected language. Create programs in selected language. Laboratory exercises and implementation of tasks. Connecting to online databases. Data retrieval and display on web page. Data modification and storage
Objectives of the Course	The course aims to provide an introduction to web programming with a selected programming language (Python, Javascript and PHP).
Webpage	https://eclass.uowm.gr/courses/CDM202/

DIGITAL STORYTELLING

Course Code	CDM 7245
Course Type	Core Elective Course
Course Description	<p>The course will introduce the concept of storytelling, historical background in the aspects of storytelling, and will also cover the transition from storytelling to digital storytelling as well as the types of digital storytelling (personal stories, narration of historical events through personal perspective, etc.). Special emphasis will be given to the processes, techniques and tools for creating integrated digital narratives, from the conception of the idea, the creation of the script to the final production. Tools typically used in the production of a multimedia digital narrative that have been taught in previous semesters such as digital image and video editing software, vector graphic creation and editing software, 2D animation software, audio editing software will be used in combination within the course. Further, the possibilities offered by other modern technologies in digital narration such as virtual and augmented reality, interactive video, location-based applications (location-based apps) etc. will be examined.</p> <p>The course will also analyze extensively the use of digital storytelling in various areas of communication (e.g., information, advertising & marketing, public relations, political communication, education, public speaking) through case studies.</p>
Objectives of the Course	The object of the course is to acquire the necessary knowledge to create digital narratives for communication purposes.
Webpage	https://eclass.uowm.gr/courses/CDM203/

3D ANIMATION - MOTION CAPTURE DESIGN: THEORY AND IMPLEMENTATION

Course Code	CDM 7265
Course Type	Core Elective Course
Course Description	<p>3D animation refers to the movement of 3D characters and objects in 3D spaces. 3D animation is widely used in computer games, virtual and augmented reality and a number of other communication applications such as presentations, 3D videos and films, and digital storytelling. Students will get in touch with software for creating 3D animations through laboratory exercises and the implementation of integrated projects within the framework of the course.</p> <p>Students will also come into contact with motion capture equipment that exists in the Department and will deal with the transfer of motion data to 3D characters (Avatars) using appropriate software (e.g. Motion Builder).</p>

	Students will use the knowledge gained from the 3D graphics design course to create characters (Avatars) suitable for movement. Finally, students will come into contact with good practices of using 3D animation in areas of communication (advertising-promotion, information, education).
Objectives of the Course	The aim of the course is to introduce the student to the types and technologies and techniques of creating 3D animation.
Webpage	https://eclass.uowm.gr/courses/CDM234/

GROUP PSYCHOLOGY

Course Code	CDM 7275
Course Type	Core Elective Course
Course Description	The course focuses on the way teams function, develop and dynamize, the interactions between individuals and the roles within the group. At the same time, issues related to communication, decision making and the emotions that take place in the groups are analyzed.
Objectives of the Course	The aim of the course is for students to understand the basic theories and models that have been developed for the study of group psychology.
Webpage	https://eclass.uowm.gr/courses/CDM205/

INTERNATIONAL POLICY, DIPLOMACY, AND INTERNATIONAL RELATIONS

Course Code	CDM 7285
Course Type	Core Elective Course
Course Description	The course analyzes the theoretical currents of International Relations (realism, liberalism, constructivism, Marxist approaches) in order to understand the different perspectives of the international system. In particular, the study of the main theoretical schools of thought and the methodological tools that determine the scientific field of International Relations help to familiarize students with the main factors of the international system in combination with basic concepts in the field of International, national, national, mild power, hard power, diplomacy, globalization). The interaction between state and non-state actors as well as the historical development of International Relations during the last century is also critically studied. The course examines some international issues and global threats to peace such as terrorism, global inequality in the distribution of wealth, climate change, etc.
Objectives of the Course	The aim of the course is to introduce students to the concepts of International politics, Diplomacy and International Relations.
Webpage	https://eclass.uowm.gr/courses/CDM206/

ONLINE JOURNALISM

Course Code	CDM 7295
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Course Type	Core Elective Course
Course Description	The course deals with emerging forms of journalism in new media and how to use new technologies to create news in the digital environment. The search and evaluation of online sources, the new forms of digital messaging, the interactivity, the peculiarities of writing texts for the internet and the alternative forms of presenting the news with the integration of audiovisual material and live links are examined. Special mention is made of social media and the interaction of a journalist and an internet user regarding the shaping of the content of the news. In addition, students are familiar with the codes of journalistic ethics in the digital environment.
Objectives of the Course	The aim of the course is to introduce students to the concepts and practices of online journalism and to understand the unique challenges, opportunities, and ethical and legal limitations of online journalism.
Webpage	https://eclass.uowm.gr/courses/CDM207/

TOURISM INDUSTRY AND DIGITAL MEDIA

Course Code	CDM 7305
Course Type	Core Elective Course
Course Description	Special emphasis is given to the analysis of marketing techniques and promotion of the tourism product with the use of new technologies (mobile phones, internet advertising, search engines, social networks). At the same time, the course focuses on the case of Greek Tourism and the structure of the Greek tourism industry.
Objectives of the Course	The aim of the course is for students to understand the phenomenon of tourism and to know the structure, operation and organization of the tourism industry as well as the contribution of new media to the development of the tourism product.
Webpage	https://eclass.uowm.gr/courses/CDM208/

DISSERTATION (1/2)

Course Code	CDM 7315
Course Type	Core Elective Course
Course Description	In the context of the completion of the studies for obtaining an undergraduate diploma of the Department of Communication and Digital Media, the preparation of the thesis is also included. Writing the thesis is one of the most creative and demanding challenges of the undergraduate curriculum. The thesis offers the student the opportunity to demonstrate that he/she has the ability to use the knowledge and skills acquired in the previous semesters of the study program and to complete a study on his/her own, with supervision and coordination of the supervising professor.
Objectives of the Course	The aim of the thesis is to provide the student with the opportunity to investigate in depth a topic that interests him/her (always in agreement with the supervising professor) applying the methodical, systematic and scientific approach.

BIG DATA AND ARTIFICIAL INTELLIGENCE IN THE SOCIAL SCIENCES	
Course Code	CDM 7325
Course Type	Core Elective Course
Course Description	The course examines the growing field of Big Data and Artificial Intelligence and their applications in the Social Sciences with an emphasis on applications and tools that exploit Big Data sources arising from a variety of platforms and devices with which users interact, such as media social media, mobile devices, sensors, VR platforms, new web platforms and other sources. At the heart of the course is a practical approach to their use in areas such as online advertising, marketing, personalized communication, business intelligence, political communication, forecasting benefits or risks and other areas of the social sciences. Artificial Intelligence is rapidly evolving and is now becoming more familiar at the level of the common user and is integrated into many applications and tools for digital content production, graphics, speech, video production, social media content that bring significant developments in fields such as the field of Marketing, Advertising, Communication, Journalism and Social Sciences in general. It is therefore a rapidly evolving area of increasing research activity and the course aims to explore the fundamental role and practical impact of advanced information technologies and artificial intelligence (knowledge representation, knowledge discovery, data mining, intelligent agents, social network analysis, machine learning, production digital content through Artificial Intelligence) for the exploration and exploitation of big data and Artificial Intelligence in various fields of life, business and science.
Objectives of the Course	The aim of the course is to prepare students in these advanced approaches and provide the foundations for further research and professional opportunities related to the growing field of big data and Artificial Intelligence with applications in the Social Sciences.
Webpage	https://eclass.uowm.gr/modules/auth/courses.php?fc=55

FRAMING CRISIS: A EUROPEAN PERSPECTIVE	
Course Code	JM02
Course Type	Optional Course
Course Description	Emphasis will be placed on how EU institutions, national government authorities, local governments and regional authorities, politicians, MEPs, prime ministers-presidents, mayors across the EU have communicated during crises like the health-related crisis, terrorist attacks, and natural disasters. The course will also shed light on how media frame crisis events such as the EU refugee crisis, political scandals, as well as other anthropogenic crises or natural disasters. A comparative analysis of media frames utilized across European countries will also be analyzed especially for transboundary crises. Topics related to disaster and crisis journalism, crisis reporting, and visual coverage of crises will also be discussed. By following an inclusive approach, emphasis will be placed on the voices, stories, narratives, coping strategies, crisis emotions, sensemaking processes of the most affected actors during crises, victims and victim support organizations, citizens of affected areas, representatives of local areas and businesses, NGOs, and volunteers. In

	<p>addition, an important part of the course is dedicated to risk communication and will analyze the various risk communication models, the factors that affect risk perceptions and will also shed light on how various European agencies and organizations communicate publicly risks. Moreover, crisis leadership will be an integral part of the course along with the issues of misinformation, disinformation, malinformation, and fake news on the internet during times of crises. The course is part of the Jean Monnet Chair in Risk and Crisis Communication Management in the EU (2022-2025).</p> <p>Innovative student-based learning and teaching methods will be used such as decision-focused case studies, role-playing simulation of crisis, simulations using social media, participation as members of crisis response teams, delivery of emergency messages to key stakeholders through videos or social media messages, holding press conferences, conducting interviews with journalists, writing press releases, group assignments, and active participation in research projects. Students will also be encouraged to participate in various research activities of the Chair such as collecting data from recent crises-disasters, conducting content analysis of data and interviews, and administering survey questionnaires, etc. Moreover, the course will be enriched with guest lectures from academics, scholars, specialists and experts from Greek and other European organizations and higher education institutes.</p>
Objectives of the Course	This course aims to analyze the various frames and communication strategies used by different actors across several types of crises.
Webpage	https://eclass.uowm.gr/courses/CDM212/

8. 8th Semester Courses

INTEGRATED COMMUNICATIONS STRATEGY	
Course Code	CDM 8215
Course Type	Core Elective Course
Course Description	Students are expected to understand the new model of corporate communication, the concept, forms and axes of integration of communication in organizations. The course is organized in such a way as to present in detail the ways of managing relationships with the important stakeholders of an organization (shareholders, employees, local community, media, government and customers) in the light of an integrated approach to the various communication functions of the organization.
Objectives of the Course	The aim of the course is for students to understand the process of corporate communication management as well as the importance of designing a complete communication program.
Webpage	https://eclass.uowm.gr/courses/CDM215/

SPECIAL ISSUES IN ADVERTISING	
Course Code	CDM 8235
Course Type	Core Elective Course
Course Description	The course gives the opportunity to students who have already been exposed to the course of Advertising, to immerse themselves in special techniques, modern trends and innovative methods. The influence of postmodernity on the formation of advertising, the relationship between Art and advertising, international advertising, the use of branded protagonists, male and female stereotypes, the placement of products in movies and TV series, advergames and advertising are discussed. augmented and virtual reality. At the same time, applications of neuroscience are presented in the evaluation of the effectiveness of advertising, while concerns are raised about its economic role and its social dimension.
Objectives of the Course	The aim of the course is to help students immerse themselves in special techniques, modern trends and innovative methods of advertising.
Webpage	https://eclass.uowm.gr/courses/CDM230/

THEORY AND DESIGN OF VIRTUAL AND AUGMENTED REALITY APPLICATIONS	
Course Code	CDM 8245
Course Type	Core Elective Course
Course Description	The students will be taught what Virtual and Augmented Reality means, what the basic hardware and software requirements are for their implementation, and what kind of content can be created. Students will also be familiar with the interface elements that allow the handling of such applications, in which areas the OP applications are applied, while examples of implementations and

	innovative applications of these technologies in communication will be given. The Department of Communication and Digital Media has virtual and augmented reality devices for this purpose.
Objectives of the Course	The aim of the course is to introduce the student to the basic concepts, material and means of modern technologies of virtual, augmented and mixed reality.
Webpage	https://eclass.uowm.gr/courses/CDM218/

POLITICAL AND DIPLOMATIC REPORTING

Course Code	CDM 8255
Course Type	Core Elective Course
Course Description	The purpose of the course is to familiarize students with the concept and characteristics of political and diplomatic news and the various forms of political and diplomatic reporting (parliamentary, party, ministerial). At the same time, they understand the different ways of writing political news, organizing and producing political broadcasts as well as being introduced to the different ways of searching and gathering information. Also, students become familiar with the ways of writing news related to foreign policy and diplomacy issues with a special emphasis on Greek-Turkish relations.
Objectives of the Course	The aim of the course is to familiarize the students with the different forms of political reporting and to adapt the way of writing news for each of them.
Webpage	https://eclass.uowm.gr/courses/CDM219/

RESEARCH JOURNALISM

Course Code	CDM 8265
Course Type	Core Elective Course
Course Description	This course is addressed to students who have been exposed to Journalism courses and discusses the strategies of conducting in-depth journalistic research to approach key issues of criminological, political, economic and human-centered content with a strong impact on society. Methods and techniques of finding information and critically evaluating it, issues of relationship management and protection of sources and the journalist himself, while emphasizing the importance of documentation and verification of the content of the news. In addition, the course includes the presentation and exploitation of the possibilities offered by the internet for journalistic research, such as the effective use of databases, news sources from around the world, financial reports and public documents.
Objectives of the Course	The aim of the course is to introduce the students to the structural-institutional frameworks, but also the constant stakes in the exercise of critical-research journalism.
Webpage	https://eclass.uowm.gr/courses/CDM220/

WORK PSYCHOLOGY	
Course Code	CDM 8275
Course Type	Core Elective Course
Course Description	<p>Among other things, the course examines the interaction of the individual with his/her work environment and the human relationships developed in the workplace. The concepts of organizational culture, leadership, work attitudes, personality, motivation, emotional intelligence and psychometric assessment are presented and critically discussed. The course also elaborates on job satisfaction and dissatisfaction, work stress, and burnout, as well as their effects on organisational performance, human health, and employee well-being. Finally, emphasis is placed on the theories of learning and training in the workplace.</p> <p>Students will come to realise that organisational outcomes greatly depend on staff well-being. When employees feel satisfied and fulfilled in their work environment, they can collaborate creatively and become productive and efficient. The module is organised in 3-hour teaching sessions during which theory is initially presented and discussed, followed by application exercises.</p>
Objectives of the Course	The course aims to introduce students to the concept and subject matter of work psychology and its application in businesses and organizations.
Webpage	https://eclass.uowm.gr/courses/CDM221/

VISUAL ANTHROPOLOGY AND COMMUNICATION	
Course Code	CDM 8285
Course Type	Core Elective Course
Course Description	This course focuses on using visual anthropology as a tool to approach issues of communication and messaging in a variety of cultural contexts. The course examines a wide variety of visual media, such as painting, photography, film, video and digital technologies, to explore the ways in which these, as communication media, shape both the perception and experience of cultural differences.
Objectives of the Course	Students come into contact with the perspective of anthropology in relation to various aspects of human behavior through the visual medium. The methods of visual anthropology are used in the research and teaching of human and cultural expression, interaction and communication.
Webpage	https://eclass.uowm.gr/courses/CDM222/

THEORY AND DESIGN OF DIGITAL GAMES	
Course Code	CDM 8295
Course Type	Core Elective Course
Course Description	Digital games (DS) are environments that attract large numbers of users, as well as research interest in fields such as psychology, sociology, neuroscience,

	<p>education, economics, and computer science. The course will also focus on creating scripts and games for entertainment and communication purposes. For this purpose students will come in contact with game production software (GDevelop, Scratch, Kodu etc) for this purpose.</p> <p>Also in the course students will come in contact with case studies, will play, study and analyze digital games studying their structure, function, influence on society and communication.</p>
Objectives of the Course	The aim of the course is to introduce the student to the theory of games and gamification, the interdisciplinary approach to the study of video games and the role of games and gaming in the fields of communication (Advertising-Marketing, Education), information and and in the overview of the relevant research.
Webpage	https://eclass.uowm.gr/courses/CDM223/

CULTURAL AND CREATIVE INDUSTRIES

Course Code	CDM 8305
Course Type	Core Elective Course
Course Description	The institutions as well as the implemented policies at European and National Level in the cultural and creative industries are analyzed. At the same time, the use of new technologies in the process of production, distribution, and promotion of products of the cultural and creative industries is analyzed.
Objectives of the Course	The aim of the course is for students to understand the structure, mode of operation, environment and characteristics of the main cultural and creative industries such as the performing arts and visual arts (eg museums), film, music, book etc.
Webpage	https://eclass.uowm.gr/courses/CDM209/

COMPUTATIONAL LINGUISTICS

Course Code	CDM 8315
Course Type	Core Elective Course
Course Description	<p>This course is an introduction to the science of computational linguistics. It also focuses on natural language editing tools and applications. It includes, in short, the following sections:</p> <ul style="list-style-type: none"> • Introduction to Artificial Intelligence and Computational Linguistics. • Text analysis techniques at morphological, syntactic and semantic level: linguistic data and electronic tools. • Text bodies: design and creation of electronic text bodies, with emphasis on texts drawn from news content sites and social media. • Methodological tools for the analysis and processing of text bodies: frequency lists, context tables, locating lexical clusters and keywords. • Electronic dictionaries: structure, construction and implementation of electronic dictionaries for the analysis of text bodies. • Automatic finite states and grammar creation. • Natural language editing and content analysis.

	<ul style="list-style-type: none"> Applications of computational linguistics: ontologies, text production, text classification, information mining, opinion mining, emotion analysis, machine learning, machine translation.
Objectives of the Course	The aim of the course is to introduce students to the theoretical framework of the science of computational linguistics.
Webpage	https://eclass.uowm.gr/courses/CDM225/

DISSERTATION (2/2)

Course Code	CDM 8325
Course Type	Core Elective Course
Course Description	In the context of the completion of the studies for obtaining an undergraduate diploma of the Department of Communication and Digital Media, the preparation of the thesis is also included. Writing the thesis is one of the most creative and demanding challenges of the undergraduate curriculum. The thesis offers the student the opportunity to demonstrate that he/she has the ability to use the knowledge and skills acquired in the previous semesters of the study program and to complete a study on his/her own, with supervision and coordination of the supervising professor.
Objectives of the Course	The aim of the thesis is to provide the student with the opportunity to investigate in depth a topic that interests him/her (always in agreement with the supervising professor) applying the methodical, systematic and scientific approach.

INTERNSHIP

Course Code	CDM 8335
Course Type	Core Elective Course
Course Description	Implementation of internship in a public or private organization in Greece, through the funded NSRF program, with full-time status and a duration of three (3) months.
Objectives of the Course	The aim of the internship is to institutionally cover the multiple possibilities that its students have to work in different work areas and to develop the motivations required, so that its students actively participate in their preparation for the labor market.
Webpage	https://internship.uowm.gr

SPECIAL ISSUES ON SOCIAL INFORMATICS

Course Code	CDM 8345
Course Type	Core Elective Course
Course Description	The Social Informatics special topics delve into an interdisciplinary approach that includes areas of Informatics and Social Sciences.

Objectives of the Course	<p>The aim of the course is for students to delve into special topics that may include:</p> <ul style="list-style-type: none"> • The study of social data with IT methods. • The study of the interaction and role between electronic platforms and social phenomena. • The study of IT applications in various social phenomena. • The application of social science methods and the transfer of social representations to the design of information systems. • The design and study of systems of social interest.
Webpage	https://eclass.uowm.gr/courses/CDM204/

EMERGING TECHNOLOGIES IN CRISIS COMMUNICATION

Course Code	JM03
Course Type	Optional Course
Course Description	<p>A significant part of the course will be dedicated to the use of new media during crises and disasters by various actors such as authorities, organizations, as well as citizens. Specifically, the social media communication strategies of EU agencies, national government authorities, and politicians of different European countries will be analyzed for several crises with the aim to map a European model of institutional social media crisis communication. In a similar vein, social media functions and uses of citizens of European countries will be outlined. In addition, important guidelines will be offered for the effective usage of new media by authorities as well as users. Another part of the course will introduce students to the various online platforms and applications that have been developed in Europe as crisis management and communication tools and the role of social media analytics for crisis communication and management. The role of AI (artificial intelligence), AR (augmented reality) and VR (virtual reality) in the future of crisis communication will be assessed. The course is part of the Jean Monnet Chair in Risk and Crisis Communication in the EU (2022-2025).</p> <p>Innovative student-based learning and teaching methods will be used such as decision-focused case studies, role-playing simulation of crisis, simulations using social media, participation as members of crisis response teams, delivery of emergency messages to key stakeholders through videos or social media messages, holding press conferences, conducting interviews with journalists, writing press releases, group assignments, and active participation in research projects. Students will also be encouraged to participate in various research activities of the Chair such as collecting data from recent crises-disasters, conducting content analysis of data and interviews, and administering survey questionnaires, etc. Moreover, the course will be enriched with guest lectures from academics, scholars, specialists and experts from Greek and other European organizations and higher education institutes.</p>
Objectives of the Course	The aim of the course is to present students with the role of new technologies in crisis management and communication.
Webpage	https://eclass.uowm.gr/courses/CDM229/