

COURSE OUTLINE

COMMUNICATION

1. GENERAL

SCHOOL	CLASSICS AND HUMANITIES		
DEPARTMENT/UPS	HUMANITIES / DIGITAL APPLICATIONS IN ARTS AND CULTURE		
LEVEL OF STUDIES	UNDERGRADUATE – LEVEL 6		
COURSE CODE	XXXXX	SEMESTER	5 TH
COURSE TITLE	COMMUNICATION		
TEACHING ACTIVITIES <i>If the ECTS Credits are distributed in distinct parts of the course e.g. lectures, labs etc. If the ECTS Credits are awarded to the whole course, then please indicate the teaching hours per week and the corresponding ECTS Credits.</i>		TEACHING HOURS PER WEEK	ECTS CREDITS
		3	5
<i>Please, add lines if necessary. Teaching methods and organization of the course are described in section 4.</i>			
COURSE TYPE <i>Background, General Knowledge, Scientific Area, Skill Development</i>	SCIENTIFIC AREA		
PREREQUISITES:	NO		
TEACHING & EXAMINATION LANGUAGE:	GREEK		
COURSE OFFERED TO ERASMUS STUDENTS:	YES		
COURSE URL:	https://eclass.duth.gr/courses/XXXXXX/		

2. LEARNING OUTCOMES

Learning Outcomes

Please describe the learning outcomes of the course: Knowledge, skills and abilities acquired after the successful completion of the course.

Upon successful completion of the course, participants will be able to:

- Comprehend the main theories of Communication.
- Be familiar with key theories, terms, concepts and research methods of Communication.
- Understand key features of the components of communication along with social influence processes underlying communication.
- Know the various forms, types, kinds and applications of communication theory and research.
- Comprehend the intercultural dimension of communication.
- To identify and study the persuasive communication processes on both the interpersonal and the intergroup level.
- Be aware of methods and techniques of effective communication.

General Skills

Name the desirable general skills upon successful completion of the module

<i>Search, analysis and synthesis of data and information, ICT Use</i>	<i>Project design and management</i>
<i>Adaptation to new situations</i>	<i>Equity and Inclusion</i>
<i>Decision making</i>	<i>Respect for the natural environment</i>
<i>Autonomous work</i>	<i>Sustainability</i>
<i>Teamwork</i>	<i>Demonstration of social, professional and moral responsibility and sensitivity to gender issues</i>
<i>Working in an international environment</i>	<i>Critical thinking</i>
<i>Working in an interdisciplinary environment</i>	<i>Promoting free, creative and inductive reasoning</i>
<i>Production of new research ideas</i>	

- Adaptation to new situations
- Autonomous work
- Working in an international environment
- Working in an interdisciplinary environment

- Equity and Inclusion
- Critical thinking
- Promoting free, creative and inductive reasoning

3. COURSE CONTENT

1. Communication: Theoretical underpinnings (From LeBon to McLuhan and Lasswell).
2. Communication as a process of social influence.
3. Attitudes and attitude change through persuasive communication processes.
4. Constructive components of communication – Source, message, receiver(s).
5. Social cognition and the construction of meaning.
6. Communication effects on emotion and behavior.
7. Forms of communication.
8. Interpersonal communication.
9. Mass communication.
10. Communication and ideology.
11. Communication and culture – Communicational contexts and intercultural differences.
12. Communication strategies – Design and implementation.
13. Practices of effective communication - Reliability of the source, message formation, receivers' acceptance.

4. LEARNING & TEACHING METHODS - EVALUATION

<p style="text-align: center;">TEACHING METHOD</p> <p style="text-align: center;"><i>Face to face, Distance learning, etc.</i></p>	Face to face	
<p style="text-align: center;">USE OF INFORMATION & COMMUNICATIONS TECHNOLOGY (ICT)</p> <p style="text-align: center;"><i>Use of ICT in Teaching, in Laboratory Education, in Communication with students</i></p>	E class, e mail, live streaming	
<p style="text-align: center;">TEACHING ORGANIZATION</p> <p><i>The ways and methods of teaching are described in detail.</i></p> <p><i>Lectures, Seminars, Laboratory Exercise, Field Exercise, Bibliographic research & analysis, Tutoring, Internship (Placement), Clinical Exercise, Art Workshop, Interactive learning, Study visits, Study / creation, project, creation, project. Etc.</i></p> <p><i>The supervised and unsupervised workload per activity is indicated here, so that total workload per semester complies to ECTS standards.</i></p>	Activity	Workload/semester
	Classes attendance	39
	Individual reading and preparation for the written exams	47
	Essay writing (literature review)	41
	Essay presentation in classroom	20
	Final exam	3
	Total	150
<p style="text-align: center;">STUDENT EVALUATION</p> <p><i>Description of the evaluation process</i></p> <p><i>Assessment Language, Assessment Methods, Formative or Concluding, Multiple Choice Test, Short Answer Questions, Essay Development Questions, Problem Solving, Written Assignment, Essay / Report, Oral Exam, Presentation in audience, Laboratory Report, Clinical examination of a patient, Artistic interpretation, Other/Others</i></p> <p><i>Please indicate all relevant information about the course assessment and how students are informed</i></p>	<p>Essay writing (literature review) – 30%</p> <p>Written examination at the end of the semester – 70%</p>	

5. SUGGESTED BIBLIOGRAPHY

Textbooks

Foss, K.A. (2012). Θεωρίες ανθρώπινης επικοινωνίας (Επιμ. Α. Γαρδικιώτης). Πεδίο.

Σακαλάκη, Μ. (1994). Ψυχολογία της επικοινωνίας: Θεωρητικά ρεύματα και προοπτικές της έρευνας. Παπαζήσης.

Marchand, P.J., Girard, P., Fourquet - Courbet, F., VanDijk, M-P., Ginet, T.A., Burguet, A (2009). Κοινωνική ψυχολογία των Μ.Μ.Ε. (Επιμ. Στ. Παπαστάμου). Πεδίο.

Other Recommended Bibliography

Denis McQuail & Mark Deluze (2021). ΜΜΕ και θεωρία της μαζικής επικοινωνίας. Παπαζήσης.

Curran, J. & Gutewitch, M. (Επιμ.) (2020). ΜΜΕ και κοινωνία. Πατάκης.

Χρηστάκης, Ν. (2016). Ψυχοκοινωνιολογία των μαζικών επικοινωνιών. Gutenberg.

ANNEX OF THE COURSE OUTLINE

Alternative ways of examining a course in emergency situations

Teacher (full name):	E. LAMPRIDIS
Contact details:	elamprid@he.duth.gr
Supervisors: (1)	YES
Evaluation methods: (2)	Essay writing (literature review) – 30% Written examination at the end of the semester – 70%
Implementation Instructions: (3)	Detailed information are uploads at the e class of the course. Students electronically submit their essays until the 10 th week of classes. Written examination through e class platform. Students answer to 30 multiple choice questions randomly presented to each student. Time for answering each question two minutes. In order to pass the course students should answer correctly at least to 50%of the questions. The final mark is calculated taking into account students' performance in the essay as presented above.

(1) Please write YES or NO

(2) Note down the evaluation methods used by the teacher, e.g.

➤ *written assignment* or/and exercises

➤ written or oral examination with distance learning methods, provided that the integrity and reliability of the examination are ensured.

(3) In the **Implementation Instructions** section, the teacher notes down clear instructions to the students:

a) in case of **written assignment and / or exercises**: the deadline (e.g. the last week of the semester), the means of submission, the grading system, the grade percentage of the assignment in the final grade and any other necessary information.

b) in case of **oral examination with distance learning methods**: the instructions for conducting the examination (e.g. in groups of X people), the way of administration of the questions to be answered, the distance learning platforms to be used, the technical means for the implementation of the examination (microphone, camera, word processor, internet connection, communication platform), the hyperlinks for the examination, the duration of the exam, the grading system, the percentage of the oral exam in the final grade, the ways in which the inviolability and reliability of the exam are ensured and any other necessary information.

c) in case of **written examination with distance learning methods**: the way of administration of the questions to be answered, the way of submitting the answers, the duration of the exam, the grading system, the percentage of the written exam of the exam in the final grade, the ways in which the integrity and reliability of the exam are ensured and any other necessary information.

There should be an attached list with the Student Registration Numbers only of students eligible to participate in the examination.