

COURSE OUTLINE

1. GENERAL

SCHOOL	APPLIED SCIENCES		
DEPARTMENT	DIGITAL MEDIA AND COMMUNICATION		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	DMC 467	SEMESTER OF STUDY	4 th
COURSE TITLE	COMMUNICATION MANAGEMENT OF TRANSNATIONAL ACTORS		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS Credits
Lectures		3	
Practice - Workshops		2	
<i>Total</i>		5	7
COURSE UNIT TYPE	Compulsory, General Course Infrastructure		
PREREQUISITES :	-		
LANGUAGE OF INSTRUCTION/EXAMS:	GREEK		
COURSE DELIVERED TO ERASMUS STUDENTS	Yes (in English)		
MODULE WEB PAGE (URL)	http://elearn.teikoz.gr/course/view.php?id=81		

2. LEARNING OUTCOMES

Learning Outcomes
<p>In a globalized environment, the problems of societies extend beyond their national borders, so solutions are sought from institutions and organizations that act in a global scale. In the new emerging neoliberal world order there are supporters and opponents who battle for certain ideas and initiatives. The course focuses on the communication strategies and tactics that are employed from transnational organizations, non-governmental organizations and movements in order to influence the global public opinion and communicate their positions and actions.</p> <p>On successful completion of this module the learner will be able to:</p> <ul style="list-style-type: none"> • Explain the concept of global governance. • Recognize the role of transnational actors in communicating and addressing global issues. • Identify the reasons for employing different practices-concepts in the process of communication strategy formulation from transnational non-governmental organizations. • Assess the effectiveness and impact of communication programs of transnational actors and NGO's on the global public opinion. • Compare and evaluate different communication programs of transnational organizations based on a thorough analysis of case studies.
General Skills
<ul style="list-style-type: none"> - Teamwork - Critical thinking - Free, creative and inductive thought - Working in international context

3. COURSE CONTENTS

<p>The course is organized around topics such as:</p> <ul style="list-style-type: none"> - Globalization and institutions of global governance [G8 member countries, multinational companies, multinational organizations (UN, WTO, OECD, OSCE), transnational organizations (EU, Council of Europe, European Central Bank, World Bank, International Criminal Court,
--

<p>NAFTA), international conferences, global economic forum, global social forum, non-governmental organizations (Greenpeace, Friends of the Earth, Amnesty International, Transparency International, WWF), think tanks and research institutions].</p> <ul style="list-style-type: none"> - Globalization characteristics and differences from other periods of internationalization. - The concept of global governance. - Civil society in Greece – Characteristics and differences from other western countries. - The concept of public space and public sphere . - Nancy’s Fraser idea of the transnational public sphere. - The concepts of agenda setting, framing and advocacy. - Case studies of non-governmental organizations: (1) Red Cross, (2) Amnesty International, (3) Greenpeace. - Case studies of international - transnational campaigns: (1) The prohibition of land mines, (2) Anti-Commercialization of furs. - Case study of global campaign for sustainable development.

4. TEACHING METHODS - ASSESSMENT

MODE OF DELIVERY	In-Class	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	Support of the learning process through the e-class platform.	
TEACHING METHODS	<i>Method description</i>	<i>Semester Workload</i>
	Lectures	39
	Practice - Workshops	26
	Project Work (non-compulsory)	45
	Personal Study	65
	Total Work Load for student with project work	175
	Lectures	39
	Practice - Workshops	13
	Personal Study	110
	Total Work Load for student without project work	175
ASSESSMENT METHODS	<p>I. End of Semester Formal Examination (60% or 100%)</p> <ul style="list-style-type: none"> - Short answer questions - Essay questions - Questions of solving communication problems. <p>II. Presentation of Group Projects (40% or 0%)</p>	

5. RESOURCES

<p>- Recommended Book Resources:</p> <ul style="list-style-type: none"> • Kousis, M. and Tilly, C. (2005), <i>Economic and Political Contention in Comparative Perspective</i>, Paradigm Publishers, boulder – London. • Bennett, L. & Oliver, J. (2001), <i>International Organizations: Principles and Issues</i> (7th Edition), Pearson Education. • Baker, G. & Chandler, D. (2005), <i>Global Civil Society: Contested Futures</i>, Routledge, London; New York. • Weiss, T., Thomas, G., & Gordenker, L. (1996), <i>NGOs, the UN, and Global Governance</i>, Lynne Rienner, Boulder, Colo. • Fragonikolopoulos, X. (2007), <i>The Global Role of Non-Governmental Organizations</i>, Andreas Sideris-Ioannis Sideris & Co, Athens (in Greek). • Sklias, P. and Chouliaras, A. (2002), <i>The Diplomacy of the Civil Society</i>, Papazisi Publishing, Athens (in Greek). • Sotiropoulos, D. (2004), <i>The Unknown Civil Society</i>, Potamos Publishing, pp. 117-162 (in

Greek).

- Kentrotis, K. & Katsios, S. (2002), *International Organizations*, Papazisi Publishing AEBE, Athens (in Greek).
- Magliveras, K. (2011), *International Organizations of the Broad European Union*, K. Babalis Monoprosopi EPE, Athens (in Greek).
- Lytras, P. (2000), *Globalization: Vision, Chimera, Curse or Nightmare*, Papazisi Publishing, Athens (in Greek).
- Fotopoulos, T. (2002), *Globalization, Left Ideology and Comprehensive Democracy*, Ellinika Grammata, Athens (in Greek).
- Stamatis, K. (2000), *Law and Justice in Times of Limits*, Polis, Athens (in Greek).
- Psychopaidis, K. (1997), *Politics inside the Concepts*, Kapola Kon. Pagona, Athens (in Greek).
- Sklias, P. & Sidiropoulos, E. (1999), *Non-governmental Organizations and the International Political Economy, with Special Reference to the European Union's Development Policy*, Anubis, Athens (in Greek).

- Recommended Article/Paper Resources:

- Fraser, N. (2007), *Transnationalizing the Public Sphere. On the Legitimacy and Efficacy of Public Opinion in a Post-Westphalian World*, *Theory, Culture & Society*, Vol. 24, No. 4, pp. 7-30.
- Papacharisi, Z. (2008), *The Virtual Sphere 2.0: Internet and Public Sphere*, *Communication Issues*, Vol. 7, pp. 8-26 (in Greek).