COURSE OUTLINE

1. GENERAL

SCHOOL	APPLIED SCIENCES
DEPARTMENT	DIGITAL MEDIA AND COMMUNICATION
LEVEL OF STUDY	UNDERGRADUATE
COURSE UNIT CODE	DMC 727 **SEMESTER OF STUDY** 7TH
COURSE TITLE	COMMUNICATION POLICY

COURSEWORK BREAKDOWN	TEACHING WEEKLY HOURS	ECTS Credits
Lectures	3	
Practice - Workshops	2	
Total	5	7

COURSE UNIT TYPE	Compulsory, Course Specialization
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=92

2. LEARNING OUTCOMES

Learning Outcomes

The purpose of this course is to provide students with an overview of the various communication strategies implemented by the European Union and other national governmental organizations for the purpose of disseminating information and promoting policies and initiatives.
On successful completion of this module the learner will be able to:

- Recognize the importance of strategic communication.
- Identify various practices applied to the communication strategy formulation process.
- Judge the role of communication professionals/practitioners in formulating and implementing strategies in the European Union and Greece.
- Develop programs of public diplomacy or nation branding.
- Assess the effectiveness of strategic communication policies.

General Skills

- Teamwork
- Critical thinking
- Free, creative and inductive thought

3. COURSE CONTENTS

The course is organized around topics such as:

- Communication strategy versus communication in the public sphere
- Key concepts in public communication for influencing decision-making centres – the concepts of framing, agenda setting, and advocacy
- Representation of interest groups and decision-making process in the European Union
- Theoretical approaches to political lobbying
- European communication policy (white papers, green papers, plan D, deliberative policy)
- European public space and requirements for the construction of the European public sphere.
- Soft power

- Public diplomacy of European Union, Greece and other selected countries
- Nation Branding

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	*Method description*	*Semester Workload*
	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	I. End of Semester Formal Examination (60% or 100%) - Short answer questions - Essay questions II. Presentation of Group Projects (40% or 0%)	

5. RESOURCES

- Recommended Book Resources:

- McQuail, D (2000), Mass Media in the Public Interest: Towards a Framework of Norms for Media Performance, in Curran, J. and Gurevitch, G. (eds.), Mass Media and Society, London, New York: Edward Arnold.
- Curran, J. (2001), Mass Media and Democracy, in Curran, J. and Gurevitch, G. (eds.), Mass Media and Society, London, New York: Edward Arnold.
- Nye, J. S. (2004), Soft Power: The Means to Success in World Politics, PublicAffairs Store.
- Parousis, M. (2005), Deliberative Democracy and Communication Ethics, Indiktos, Athens, pp. 59-78 (in Greek).
- Yannas, P. (2003), "Greek Foreign Cultural Policy and Public Relations. The Request of Returning the Parthenon Marbles" to the Institute of Technological Education, Honorary Volume in Memory of Professor Theodosis K. Papatheodosiou, Athens, YPEPTH-ITE, pp. 289-307 (in Greek).
- Gikas, B., Papakonstantinou, A. and Prokakis, K. (2005), Communicative Diplomacy, Ant. N. Sakkoulas Publishing, Athens (in Greek).
- Papathanasopoulos, S. (2011), Media in the 21st Century, Kastaniotis Publishing, Athens (in Greek).
- Stuart, B., Sarow, M., & Stuart, L. (2008), Effective Communication in Modern Enterprises, Kritiki Publishing, Athens (in Greek).
- Stamatis, G. (2007), Integrated Strategic Communication (2nd Edition), Stamoulis Editions, Athens (in Greek).
- Miller, K. (2011), Organizational Communication: Approaches and Processes, CengageBrain.com.
- Zoras, K., Panagiotarea, A., Potamianos, D., and Spourdalaki, M. (2011), Democracy and Mass Media, Livani Publishing, Athens (in Greek).
- Manitakis, A. (2011), Democracy Between Utopia and Reality, Savvalas, Athens (in Greek).

- Held, D. (2006), Models of Democracy, Polity.
- Spanou, K. (2001), Greek Administration and European Integration, Papazisis Publishing, Athens (in Greek).
- Kontoxristou, M. (2007), Identities and Mass Media in Modern Greece, Papazisis Publishing, Athens (in Greek).
- Makridimitris, A. (2006), State and Civil Society, Metamesonikties Publishing, Athens (in Greek).
- Papathanasopoulos, S. and Negrine, R. (2010), Communication Policy: Theories and Issues, Palgrave Macmillan, Houndmills, Basingstoke, Hampshire, UK.
- Braman, S. (2003), Communication Researchers and Policy-Making, MIT Press, Cambridge.

- Recommended Article/Paper Resources:

- European Union Commission (2006), White Paper on a European Communication Policy, pp. 1-17. (2006).
- European Union Commission (2006), Green Paper on European Transparency Initiative, pp. 1-19.
- Aranitou, B. (2002), Representation of Employees/Business organizations, National Organizations in the European Union's Integration Dynamics, Greek Review of Political Science, Vol. 20, pp. 87-106 (in Greek).
- Kaitatzi- Whitlock (2011), Political Communication and Communication Policy, Dangerous Relationships in Vicious Cycle, Communication Issues, Vols. 12-13, pp. 33-51 (in Greek).
- Elmatzoglou, I. (2009), Construction the European Public Sphere, International and European Politics, Vol. 16, pp. 131-139 (in Greek).
- Fola, M. (2009), The Brand of Greece: Past, Present and Future, International and European Politics, Vol. 16, pp. 61-69 (in Greek).
- Panagiotopoulou, R. (2004), The Communication Strategy of the 2004 Athens Olympic Games, Communication Issues, Vol. 1, pp. 38-56 (in Greek).
- Demertzis, N., Papathanasopoulos, S., Armenakis, A. (2004), The Image of Greece During the Preparations of the 2004 Olympic Games, Communication Issues, Vol. 1, pp. 57-78 (in Greek).
- Yannas, P. (2001), Greek Cultural Diplomacy in Modern-Greek Studies Abroad, I.T.E., Special Issues, Vol. 2, No. 3, pp. 39-54 (in Greek).
- Anholt, S. (2006), The Anholt Nation Brands Index: Special Report on Europe's International Image, Q2 2006, Plus an Update on the Status of 'Brand Denmark', Place Branding and Public Diplomacy, Vol. 2, No. 3, pp. 263-270.
- Anholt, S. (2007), "Brand Europe" – Where Next, Place Branding and Public Diplomacy, Vol. 3, No. 2, pp. 115-119.
- Koopmans, R., & Erbe, J. (2004), Towards a European Public Sphere? Vertical and Horizontal Dimensions of Europeanized Political Communication, Innovation: The European Journal of Social Science Research, Vol. 17, No. 2, pp. 97-118.