

COURSE OUTLINE

(1) GENERAL

SCHOOL	SCHOOL OF SOCIAL SCIENCES		
ACADEMIC UNIT	DEPARTMENT OF CULTURAL TECHNOLOGY AND COMMUNICATION		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	EPI314	SEMESTER	6^o
COURSE TITLE	MEDIA THEORY		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>	WEEKLY TEACHING HOURS	CREDITS	
	3	5	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>	3	5	
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	General background		
PREREQUISITE COURSES:	None		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	yes		
COURSE WEBSITE (URL)	https://eclass.aegean.gr/courses/131147/		

(2) LEARNING OUTCOMES

Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area
- Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B
- Guidelines for writing Learning Outcomes

By the end of the course, students will be able to:

- define and discuss critically the key concepts of “theory”, “media” and communication,
- apply theories to specific case studies on the various uses of media in everyday life,
- understand and discuss the ways in which the historical, social, political, and economic environment affects the development of digital media, and vice versa,
- understand how processes of mediation affect practices of meaning-making in cultural information,
- analyze the communicative logic of different multimedia applications,
- develop creative practices while applying concepts and theoretical frameworks to the design and the development of different multimedia applications,
- comprehend and summarize academic texts and combine them with other sources in order to create multimedia content.

- elaborate on the development and discussion of research questions, methodologies, and arguments.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Adapting to new situations
Decision-making
Working independently
Team work
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas

Project planning and management
Respect for difference and multiculturalism
Respect for the natural environment
Showing social, professional and ethical responsibility and sensitivity to gender issues
Criticism and self-criticism
Production of free, creative and inductive thinking

Others...

- Search for, analysis and synthesis of data and information, with the use of the necessary technology
- Working independently
- Team work
- Production of new research ideas
- Respect for difference and multiculturalism
- Respect for the natural environment
- Criticism and self-criticism
- Production of free, creative and inductive thinking
- Showing social, professional and ethical responsibility and sensitivity to gender issues

(3) SYLLABUS

The course explores the relations between 'culture' and 'technology' in digital media. What are the processes involved in the development of the technical media that are available today and how do the digital media shape the contemporary experience of communication, subjectivity and social life? The aim of the course is to elaborate on the above questions by drawing on basic schools of thought in media theory. Developing a "spiral" method of learning, students learn and deepen their knowledge of concepts and methods of media theory through lectures, essays and creative practices such as audiovisual and game design.

Course units

- "Theory", "Media" and "Communication". Defining the basic concepts.
- Media as intermediaries; Media as environments.
- Media as coding mechanisms
- Media as extensions of man
- Media as socio-cultural practices
- The aesthetics of media
- Media, Technology and (Cultural) Techniques
- Signal, Noise, Information, Knowledge.
- Theoretical Turns and Blendings

(4) TEACHING and LEARNING METHODS - EVALUATION

<p style="text-align: center;">DELIVERY <i>Face-to-face, Distance learning, etc.</i></p>	Face-to face																			
<p style="text-align: center;">USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i></p>	Use of ICT in teaching, laboratory education, communication with students																			
<p style="text-align: center;">TEACHING METHODS</p> <p><i>The manner and methods of teaching are described in detail.</i></p> <p><i>Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</i></p> <p><i>The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</i></p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;"><i>Activity</i></th> <th style="text-align: center;"><i>Semester workload</i></th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td style="text-align: center;">13*3=39 hours</td> </tr> <tr> <td>Study for lectures</td> <td style="text-align: center;">13*5=65 hours</td> </tr> <tr> <td>Preparation and study for essays, design of audio-visual works and games</td> <td style="text-align: center;">52 hours</td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td>Course total</td> <td style="text-align: center;">146 hours</td> </tr> </tbody> </table>		<i>Activity</i>	<i>Semester workload</i>	Lectures	13*3=39 hours	Study for lectures	13*5=65 hours	Preparation and study for essays, design of audio-visual works and games	52 hours									Course total	146 hours
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<p style="text-align: center;">STUDENT PERFORMANCE EVALUATION</p> <p><i>Description of the evaluation procedure</i></p> <p><i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	<p>Students will be assessed through a visual essay and final written exam with open-ended questions. During the semester, students present two different phases of the development of their essay topic.</p> <p>Evaluation criteria are accessible to students on the website of the course</p>																			

(5) ATTACHED BIBLIOGRAPHY

<ul style="list-style-type: none"> ● Bolter, J. D., Grusin, R. (2000). <i>Remediation: Understanding New Media</i>. Cambridge, MA: The MIT Press. ● Hall, S. (2017). <i>The work of representation</i>. Athens: Plethron ● Debray, R. (1997). <i>Cours de Médiologie Générale</i>. Athens: Livanis. ● Dreyfus, H. L. (2003) <i>On the Internet</i>. Athens: Kritiki. ● Ellul, J. (2013). <i>The Technical System</i>. Athens: Alistul Mnimi ● Gleick, J. (2011). <i>The Information. A history, a theory, a flood</i>. Athens: Travlos. ● Lévy, P. (1999). <i>Virtual Reality</i>. Athens: Kritiki. ● Lister, M. -Et al-(2003). <i>New Media: A Critical Introduction</i>. London and New York: Routledge

- McLuhan, M. *Understanding Media. The Extensions of Man*. Athens: Kalvos.
- Manovich, L. (2016). *The Language of New Media*. Athens: ASKT.
- Serres, M. (2009). *The Parasite*. Athens: Smili.
- Wiener, N. (1970). *Cybernetics and Society*. Athens: Papazisis.