

Module Layout

ENΔ512 Understanding The Media: The Message

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| Faculty | ΣΑΚΕ | Faculty of Humanities and Social Sciences | |
| Programme of Study | ENΔ | Communication and New Journalism II | |
| Module | ENΔ512 | Understanding The Media: The Message | |
| Level of Study | Undergraduate | | Graduate |
| | | Master X | Doctoral |
| Language of Instruction | Greek | | |
| Mode of Delivery | Distance | | |
| Module Type | Required | | Electives |
| | X | | |
| Number of Group Consulting Meetings | Total | Physical Presence | Online |
| | 8 | - | 8 |
| Number of Assignments | 2 | | |
| Final Grade Calculation | Assignments | Weekly Activities | Final Exam |
| | 30 % | 20 % | 50 % |
| Number of European Credit Transfer System (ECTS) | 10 | | |

Module Description

Aim of this module is to guide the students to comprehend how the concept of the "message" is part of the wider functioning of a society. At the same time, this module offers a robust theoretical framework to test the correctness of his/her personal subjective theories regarding the Media and the necessary skills and different approaches. Thus, the student will be able to comprehend the advances of specialized technical and professional skills in journalism and applied communication in the second year of studies, but also to understand the concept of "active citizen" in media literacy. In addition, this module has a strong methodological orientation, providing students with the fundamental qualitative and quantitative tools to proceed with their dissertation, with the ambition that students who complete ENΔ511 and ENΔ512 will have a sound knowledge of the crucial parts of a dissertation or any research project: The process of writing a solid literature review, the formulation of research questions or hypotheses, the methodological tools, and the results.

This module functions as a bridge between the scientific knowledge offered by ENΔ511 and ENΔ521, as well as ENΔ522 and the development of in-depth knowledge in the fields of applied communication and journalism. This bridging is accomplished by studying the "message", the ways it is constructed, where it aims at and which mechanisms it activates.

The Module focuses on the:

- Introduction to Research Methodology – Instrumentalization of theories and interpretation of results
- Technology and Society. Technological causality and sociocentric considerations
- Decision making: Political behavior as a process
- Investigating "Public Discourse". Content, Classification and Interpretation
- Understanding the "Other". The concept of Ethnocentrism

Pre-requisite Modules

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Co-requisite Modules

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| ENΔ511 | Contemporary World: the political condition |
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| Grading Scheme | | | |
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| Assessment Method | Percentage on Final Grade | Workload | |
| | | Hours | ECTS |
| Weekly Study | 0 % | 125'-150' | 5 |
| Communication with the instructor and fellow-students | 0 % | 25'-30' | 1 |
| Weekly Interactive Activities | 20 % | 25'-30' | 1 |
| Assignment 1 | 15 % | 37'-50' | 1.5 |
| Assignment 2 | 15 % | 37'-50' | 1.5 |
| Final/Repeat Examination | 50 % | - | - |
| Total | 100% | 250-300 | 10 |

Grading Rules and Assessment methods

- Students are evaluated with 9, if they earn 90% of the possible grade, i.e. $90\% * 10 = 9$, etc.
- Passing rate
 - 50% of the Assignments
 - 50% of the Interactive Activities
 - Students are allowed to participate in the final exam of a Module if they have overall earned the minimum grade ($\geq 50\%$) in both their Assignments and Interactive Activities
 - 50% of the Final exam

If a student earns a grade with decimal points, then it is rounded to the nearest half unit.