ANNEX 2 – COURSE DESCRIPTION

Course Title	**Understanding the Message: The effects**
Course Code	**ΕΝΔ522**
Course Type	Compulsory
Level	Master
Year/ Semester	1st Year / 2nd Semester
Teacher's Name	-

ECTS	10	Lectures / Week	See below ("Teaching Methodology")	Laboratories/ Week	None

Course Purpose and Objectives	Aim of this module is to help students understand how "the message" affects the functioning of society. This message is being explored either as a construction of strategic communication or as one of "public discourse", aiming to evaluate it and interpret it under terms of identity and under the notion of persuasion. Students are expected to use the methodological tools offered in the previous Units (511 and 512) and emphasize in the evaluation of the results. Since individuals are constantly receiving messages, for example from traditional and new Media or from strategic political discourse or marketing campaigns, this module aims to the operationalization and methodological use of theories, to explore the relationship between the message and influence.

Therefore, through the exploration of message and influence, the students are asked to re-examine the way in which they perceive the power of the Media and acquire the necessary tools to evaluate the effectiveness of their action as well as to manage the logical biases associated with the phenomenon and the processes of self-deception that people tend to create. In addition this module provides the necessary tools for the thesis of the students, giving more attention to the "Discussion" section of the Thesis, where the results are expected |

	to be evaluated according to the theories used. That way critical thinking is being employed regarding the content of a message, a necessary skill for the wider notion of the "active citizen". The "message" constructs society and determines its identity and these two pillars are under constant dialectics. The "Self" is determined in opposition to the "Other". Identity is in a permanent dialogue with the "Otherness" and the "message" plays a decisive role in this dialectic, since it entails interpretative schemata targeting to persuade and to align the interpretative schemata of the receivers of the message with those of the senders. The usual approach to the operation of the "message" considers society, as a whole, to be uniform and homogeneous. But in reality, societies incorporate much more ethnic and social groupings (the term describes in a "socially accepted" way what we know in common language as "minorities"). These groups, on the one hand, are "special publics" for the senders of the message and on the other hand they constitute and co-define society. Meanwhile, the processes of ethnocentrism and the function of stereotypes determine how we perceive the image of other states as well as the way in which our self-image is shaped, and our identity is (re) defined. Familiarizing with these processes is a key tool in a better understanding of the functioning and the influence of the "message".
Learning Outcomes	Upon successful completion of this Module students will have accomplished the following learning outcomes and will be able to: **Knowledge** - Know the different effects of framing, the way in which a message is conceptually conceived. - Trace connections and differences between individual and collective identities.

- Present their findings scientifically and critically analyze scientific literature.
- Define the heuristic and systematic processing of a message.
- Know the limitations and conditions regarding the influence of the Media.
- Recall the media's effects in the context of mass communication and the qualitative and quantitative diversification that brings the power of Internet to the media.

Comprehension

- Recognize interpretive patterns in various "message" sources
- Understand the mechanisms of resistance to the "persuasive message".
- Recognize the different levels of collective and social identities.
- Understand the conditions under which the Media act as an extension of the political system and as a strategic political communication tool.
- Understand the mechanisms of stereotyping and demonization for reasons of rallying and influence.

Application

- Use social identity theories and present their findings in a scientific and academic way.
- Check their individual attitudes and attitudes, which come from the media and the broader public discourse.
- Check for changes in media and power, in the sense of communication strategy and manipulation.
- Produce scientific knowledge through tooling of theories and evaluation of findings.
- Recognize individual differences in the persuasion process

Analysis

- Demonstrate the relationship between strategic political communication and media and critically evaluate this relationship over time.
- Analyze the content of messages in the Media under terms of coherence, consistency and creation of regulatory interpretation schemata.
- Appreciate the different way in which a person collects information to assess his / her individual and social identity, while at the same time generating diversity and promoting processes of rallying.
- Analyze approaches to media power and decode the impact of their messages on "public opinion".

Synthesis

- Define the theories of the message construction processes as well as the cognitive metaphors.
- Evaluate critically the theories taught, recognizing the constantly changing dynamics in the theories of the Media and by extension their influence and messages.
- Design a scientific research, combining pre-existing scientific theories with research methods and thus generating new knowledge.

Evaluation

- Evaluate the content of the message, focusing on the effects of interpretative schemata and cognitive metaphors.
- Critically approach "messages" from the media and political speech.
- Evaluate the rhetoric of legitimation and de-legitimization, in terms of identity and otherness construction processes.

	• Create evaluations regarding the overlapping between the media and strategic political communication, focusing on the "message".

Prerequisites	ENΔ512	Co-requisites	None

Course Content	The Units of this Module are the following: 1. Strategic Communication: "Interpreting the Message" 2. Identities Construction and Media 3. Persuasive Communication and Change of Attitudes 4. Powerand Influence of the Media 5. Media and Power: Dialectics of Media and Political Communication. Based on the aforementioned, this Module focuses on the: • Acquisition of methodological skills for interpreting a message. • Ways in which the Media constructs collective and social identities. • Construction of a "persuasive" message and processes of influence. • Perceived power of the media and their influence. • Dialectics between media and political communication. • Shifts of individual and collective attitudes as a result of the "persuasive" message. • Interpretation and decoding of the students' attitudes
Teaching Methodology	**Distance learning** 1 group- meeting at the beginning of the year, as part of the Retreat program and 7 at least, teleconferences during the semester. The teleconferences are being recorded, so that students have access to them in their own time and space.

	At the beginning of each Unit the student is introduced into the Unit's content through a short educational video.
	The Tutor exploits all the technological tools offered by the eClass Platform of the Open University of Cyprus and in particular the modern and asynchronous communication tools for interaction and support of the students.
	The teaching material (compulsory and optional bibliography) is posted on the eClass Platform, as well as all other teaching material (open access e-books, video links, links), etc.
	Teaching is also being enriched by teleconferencing of invited speakers on subjects of the Unit.
	At the same time, students will assess their learning through evaluation of two graded assignments, two educational activities and the final exam, and not graded self-assessment exercises and complementary educational activities.
Bibliography	**Compulsory bibliography** Strategic Communication: "Interpreting the Message" - Iyengar, S. (1996). Framing responsibility for political issues. *The Annals of the American Academy of Political and Social Science*, *546*(1), 59-70. - Gross, K. (2008). Framing persuasive appeals: Episodic and thematic framing, emotional response, and policy opinion. *Political Psychology*, *29*(2), 169-192. - Cacciatore, M. A., Scheufele, D. A., & Iyengar, S. (2016). The end of framing as we know it… and the future of media effects. *Mass Communication and Society*, *19*(1), 7-23. - Bickes, H., Otten, T., & Weymann, L. C. (2014). The financial crisis in the German and English press: Metaphorical structures in the media coverage on Greece, Spain and Italy. *Discourse & Society*, *25*(4), 424-445 - Lakoff, G. (2003). Metaphor and war, again. - Reason is 98% Subconscious Metaphor in Frames & CULTural Narratives

Identities Construction and Media

- Hogg, M.A. & Vaughan G.M. (2010). *Κοινωνική Ψυχολογία*. Αθήνα: Gutenberg, σελ. 514-523
- Hornsey, M. J. (2008). Social identity theory and self-categorization theory: A historical review. *Social and Personality Psychology Compass, 2*(1), 204-222.
- A Long Way to Go: Minorities and the Media

Persuasive Communication and Change of Attitudes

- Hogg, M.A. & Vaughan, G.M. (2010). *Κοινωνική Ψυχολογία*. Αθήνα: Πεδίο, σελ. 249-271
- O'Keefe, D. J. (2003). Message properties, mediating states, and manipulation checks: Claims, evidence, and data analysis in experimental persuasive message effects research. *Communication Theory, 13*(3), 251-274.
- Persuasion, attitude change, and the elaboration likelihood model
- Χρηστάκης, Ν. (2008). Το φαινόμενο της Πειθούς: Οι κοινωνικές στάσεις και η αλλαγή τους. Στο Σ. Παπαστάμου, Εισαγωγή στην Κοινωνική Ψυχολογία, Η παράδοση, τόμος Β, Αθήνα: Πεδίο, σελ. 131-168

Power and Influence of the Media

- ΜακΚουέιλ (2003), Η Θεωρία της Μαζικής Επικοινωνίας για τον 21ο Αιώνα, Αθήνα: Εκδ. Καστανιώτη [Κεφάλαιο 17 (σελ.477-502, 520-538)]
- Προδρομίτης, Γ. (2008). Η ανακάλυψη του «κοινού» και η εφεύρεση της «κοινής γνώμης» από τον Gabriel Tarde, στο Σ. Παπαστάμου, Εισαγωγή στην Κοινωνική Ψυχολογία, Η παράδοση, τόμος Β, Αθήνα: Πεδίο, σελ. 89-116
- Marchant, P. (2004). Κοινωνική Ψυχολογία των Μέσων Ενημέρωσης. Αθήνα: Πεδίο. Σελ. 33-59
- The Hypodermic Needle Theory.

Media and Power: Dialectics of Media and Political Communication.

	- Berkel B. (2006), "Political Parallelism in News and Commentaries on the Haider Conflict: A Comparative Analysis of Austrian, British, German and French Quality Newspapers", Communications, 31:85-104. - Μάνινγκ, Π. (2007), Κοινωνιολογία της Ενημέρωσης, Αθήνα: Εκδόσεις Καστανιώτη [σελ. 185-205]. - Klinger, U., & Svensson, J. (2015), "The emergence of network media logic in political communication: A theoretical approach", New media & society, 17(8), 1241-1257. - The Professors 522 - Media and Politics - The Myth of the Liberal Media: The Propaganda Model of News	
Assessment	Written Assignments	40%
	Activities	10%
	Final Exam	50%
Language	Greek	