

Module Layout

ENΔ522 Understanding the Message: The effects

Faculty	ΣΑΚΕ	Faculty of Humanities and Social Sciences	
Programme of Study	ENΔ	Communication and New Journalism II	
Module	ENΔ522	Understanding the Message: The effects	
Level of Study	Undergraduate		Graduate
		Master	Doctoral
		X	
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 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.

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. Power and 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

Pre-requisite Modules

ENΔ511	Contemporary World: the political condition
ENΔ512	Understanding Media: the Message

Co-requisite Modules

ENΔ521	Contemporary World: the social condition
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Grading Scheme

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. $90\% \cdot 10 = 9$, 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.