

FACULTY OF APPLIED ARTS AND COMMUNICATION

Department of Communication and Internet Studies

English-speaking study programme for Erasmus students

Spring Semester 2019*

Course title	Instructor	ECTS
CIS 481 - Persuasive Technologies		5
CIS 385 Internet and Society	Maria Avramidou	5
CIS 373– Visual Communication and Culture		5
CIS 415 Political Economy of the Internet	Dr Marios Constantinou	5
CIS 417 Ethnicity, Citizenship and E- Communication Techniques	Dr Nikos Trimikliniotis	5
LCE 212 English for Communication Studies III	Language Centre	4
	Total ECTS	29

* Please note that this study programme is offered only in the spring semester.

Description of the courses

CIS 481 - Persuasive Technologies

This course inquires into the use and design of persuasive technologies: interactive technologies which aim to influence individuals' attitudes and behaviors. Basic psychological theories of persuasion and behaviour change are covered and their application on a wide range of domains are examined through case studies. Examples might range from the use of influence strategies in e-commerce, gamification strategies on the social web and in e-Learning, and the design of mobile apps that attempt to promote desired behaviours, such as increasing physical activity, the use public transport, or electricity consumption reduction.

CIS 385 Internet and Society Multi-taught

The course combines theoretical and empirical analysis of the internet in contemporary society, focusing on the internet's distinctive nuances in comparison with more traditional communication technologies. A specific aim is to encourage critical reflection. Students will be introduced to key areas of research in this emerging field of enquiry, with a particular stress placed on interdisciplinarity. Taught by eight departmental staff the seminar series not only reflects the diversity of interests in the field but also how such interests can converge and conflict. 5 ECTS

CIS 373 – Visual Communication and Culture

This course is mostly focused on the lab work and experience and focuses on the image creation (photographs, documentaries, films) that is based on an existing or original scenario/text for visual media. The students, having acquired knowledge about the basic principles of scenario and filming are required to use the camera to create moving image (video, photographs or slides) that is suitable for text originated from cinema, journalism or web applications. The films created are published on the web and are used to exhibitions.

CIS 415 Political Economy of the Internet

Instructor: M. Constantinou

This course aims to explore the processes that shape the current operational structure of the Internet and New Media. Through the study of contemporary debates on property issues, regulation and governance of cyberspace, students will be able to form their own opinion on crucial issues such as the phenomenon of horizontal and vertical ownership concentration in New Media, the resistance of "gift economy" on the Internet, the production and distribution of content by the same users, copyright issues, open source products and services etc. 5 ECTS

CIS 417 Ethnicity, Citizenship and E-Communication Techniques

Convenor: N. Trimikliniotis

One of the key problems identified by contemporary policy makers is that pertaining to the legitimation of 'multiethnic' states and the concomitant need to 'manage diversity' in relation to citizenship, immigration and integration. The concern parallels the politics of race and ethnicity which, through protest (both racist and antiracist), has problematized the 'inclusive' potential of liberal democracies. Rarely does the state question its own role historically in creating and perpetuating ethnic conflict, focusing instead on micro-level 'interaction' or 'contact', a solution predicated on the promotion of 'inclusive' communicative practices. However, the recent application of new communication technologies in the surveillance of 'e-Jihad' and 'e-borders' indicates how theory, policy and technology become legitimation techniques, technologies of power, which can reproduce new forms of ethnic conflict. This course extends the student's prior knowledge of the 'Orwellian/Athenian' debate, problematizing the use of new communication technologies by exploring their linkages with theory and policies pertaining to 'ethnic relations'.

LCE 212 English for Communication Studies III

Instructor: Language Centre

LCE 212 is a three-hour per week, required degree level course that concentrates on the learning of English for Specific Academic purposes (ESAP). This course aims at enabling students to gain a deeper knowledge of the theory and practice concerning their area of interest. Special emphasis is placed on the topics of intercultural communication and the preparation of various types of Communication messages. Opportunities will be provided by the instructor for further assimilation of the theory behind effective communication on one

hand, and on the other hand, application of this theory in the organization and production of written and oral communication through especially designed authentic tasks. More specifically students will have practice in composing various types of written messages used for communication purposes such as correspondence (letters, emails etc.) as well as various print media genres (advertisements, editorials and so on) Furthermore opportunities will be provided for the development of listening and speaking skills by taking an active part in activities such as discussions, speeches, seminars and oral presentations. By improving their communication skills this course aims to equip students with the necessary skills and abilities they will need in order to deal with the challenges which they will face both at university and in the workplace. 4 ECTS