

FACULTY OF APPLIED ARTS AND COMMUNICATION

Department of Communication and Internet Studies

English-speaking study programme for Erasmus students

Spring Semester 2020*

Course title	Instructor	ECTS
CIS 474 - Persuasive Technologies	Karapanos	5
CIS 385 Internet and Society	Nikolaïdou	5
CIS 373– Visual Communication and Culture	Christides	5
CIS 317 Social Movements	Dr Nelli Sergidou	5
CIS 471 Radio Production – Digital Radio	Chrisides	5
LCE 212 English for Communication Studies III	Language Centre	4
LCE 110.1 English for Communication I		4
LCE 660 Greek Language and Culture		4
	Total ECTS	37

* 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

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 317 Social Movements

CIS 417 Radio Production – Digital Radio

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