

History and Structure

The Department of Communication, Media and Culture of Panteion University was the first of its kind to be established in a Greek university. It admitted its first students in the 1990-1991 academic year.

The Department of Communication, Media and Culture has three Sections (Section of Communication, Section of Mass Media and Section of Cultural Management) and three Orientations which specify three course sequences for specialisation yet lead to a common degree (Culture and Cultural Management, Mass Media, and Advertising and Public Relations). The curriculum combines theoretical knowledge with systematic practical training in the Media Lab. The Media Lab was established by Presidential Decree 126 A (18.6.1999) and aims at co-ordinating the activities of five specialist workshops, undertaking research programmes, planning the publication of an academic journal, the organisation of academic and other activities. Workshops are offered during the third and fourth years of study at the Department of Communication, Media and Culture. Specifically, the Media Lab consists of six workshops:

- A. Journalism workshop
- B. New Technologies workshop
- C. Advertising and Public Relations workshop
- D. Culture workshop
- E. Rhetoric and Language workshop

During the first two years of study all students complete a core programme that consists the first cycle of studies. From the third year they may choose one of the three Orientations for specialisation and cognate workshops.

In parallel with the Media Lab, the Centre of Drama and Performance is active in the arts field, which hosts a multitude of related events and attracts state and private funding. A significant part of the educational procedure is student participation in the Practical Training programme. The Department provides most final year students with the opportunity to

undertake salaried practical training in various corporations, state organisations and research centres.

The Department's philosophy and objectives

The Department prepares students for their professional careers focusing their studies on three areas of specialisation:

- a) Media rights, responsibilities and the role of the media in society.
- b) Theory and practice of the media.
- c) Study of culture (diachronic and synchronic) and intent on fostering intellectual enquiry.

The Department's objectives also extend along the lines set out below:

- a) Theoretical and historical-empirical research of the communication phenomenon both on an educational and research level.
- b) Practical training of students in the area of media (print journalism, radio, television, cultural management, new technologies, advertising, public relations, etc.).
- c) Training of journalists and staff for the daily and periodic press, as well as for electronic media.
- d) Training of specialists in cultural management, communicators, advertisers; specialists in public relations and corporate social responsibility, as well as of staff specialised in all forms of communication and information.

The Department also aspires to proceed in, gradually, providing students the opportunity to study media (print journalism, radio, television, film) both in historical perspective, as well as in relation to contemporary society and to link the theoretical with the empirical part of media study to significant issues in reference to literature, philosophy, the fine arts, music and theatre.

The Department also offers students the opportunity to study the following:

- Media ethics and ethics in the workplace practice of journalism.

- The influence of the rapidly increasing development of new technologies in the field but also, more broadly, in society.
- Media relations with society more generally but more particularly with issues concerning the role of media in the formation of a more democratic and just social reality.
- The function of media and the most significant administrative and organisational problems they face.
- Research methods that are essential for a journalist in understanding, analysing and interpreting data.
- Ways of producing and presenting material in the media.
- New forms of cultural management.
- Institutional and financial parameters of culture.
- Prevailing developments in art and thought.
- The political significance and social value of cultural diplomacy.
- The language of public relations.
- Corporate ethics.
- The data of material culture.

Activities

Students of the Department are actively productive in the fields of communication, culture, advertising, journalism and the arts, publishing newspapers, magazines, but also experimental print material, electronic journals, staging theatrical productions, organising debates, participating in cultural events and radio programmes and producing short films.