

Bachelor on Communication and Media Studies
 course “Design, Development and Management of Digital Communication”
 acad. year 2012-2013, Winter semester

COURSE DESCRIPTION

course title	Design, Development and Management of Digital Communication elective course
teaching hours and ECTS credit units	3 teaching hours per week 5 ECTS credit units
course webpage	http://eclass.uoa.gr/courses/MEDIA117 (registration credentials available by the course instructors)
instructor	Dimitris Gouscos, Assistant Professor, Faculty of Communication and Media Studies, University of Athens
contact data	email : gouscos@media.uoa.gr webpage : http://www.media.uoa.gr/~gouscos office : Stadiou 5 building, room 707 student hours : upon prior contact by email
teaching support	teaching of this course is supported by the Laboratory of New Technologies in Communication, Education and the Mass Media (NTLab, http://www.media.uoa.gr/ntlab) of the Faculty of Communication and Media Studies, University of Athens
subject and objectives of the course	the subject of this course is to present theoretical background, methodology principles and state of the art examples with respect to digital communication over the internet; focus is placed on issues such as interaction over the internet, using the internet as a communication medium, penetration of internet-based communication, fair use of internet-based communication, usability of digital communication media the objectives of the course are to provide students with (a) knowledge background for concepts and theory (b) practical skills for development and evaluation (c) practical skills for reporting desk- and field-level research work with respect to digital communication aspects over the internet
instructional activities	- lectures on theory topics

	<ul style="list-style-type: none"> - study of the suggested textbooks - literature study assignments on summarizing and critically discussing/presenting selected chapters from suggested readings
suggested textbooks	<p>students attending this course can select one of the following textbooks, based on their specific interests :</p> <p>Virtual Communities and the Internet: Socio-Psychological Approaches and Technical Applications K. Koskinas, Sp. Arsenis (eds) Klidarithmos Publications, 2008 (in Greek)</p> <p>The Realm of Information Sofia Kaitatzi-Whitlock Kritiki Publications, 2003 (in Greek)</p>
suggested readings	<p>apart from the textbooks above the following indicative readings, which correspond to the subjects of interest for this course, are recommended :</p> <ul style="list-style-type: none"> – The Network Society: Social Aspects of New Media Jan van Dijk Sage Publications Ltd, 2005 – Search Engine Society Alexander Halavais Polity, 2008 – Hacking: Digital Media and Technological Determinism Tim Jordan Polity, 2008 – We the Media: Grassroots Journalism by the People, for the People Dan Gillmor O'Reilly Media, 2006 – The Wealth of Networks: How Social Production Transforms Markets and Freedom Yochai Benkler Yale University Press, 2006 – Collective Intelligence - Creating a Prosperous World at Peace Mark Tovey (ed) Earth Intelligence Network, 2008 – Code: And Other Laws of Cyberspace, Version 2.0 Lawrence Lessig Basic Books, 2006 – Social consequences of Internet use : Access, Involvement, and Interaction James Katz and Ronald Rice The MIT Press, 2002 – The handbook of new media : social shaping and consequences of ICTs Leah A. Lievrouw and Sonia Livingstone (eds) Sage Publications Ltd, 2006
meeting hours and room	<p>Monday, 9.00 am - 12.00 pm</p> <p>Kalamiotou 2 building, 2nd floor</p>
time schedule of meetings	<p>students arrive by, course begins at : 9.30 am</p> <p>1st part : 9.30 – 10.45 am, 15' break, 2nd part : 11.00 am – 12.00 pm</p>
calendar of meetings	<p>M1 (introductory lecture)</p>

	<p>M2, M3, M4, M5, M6, M7, M8 (theory and practical examples lectures)</p> <p>M9, M10, M11, M12, M13 (presentations of literature study assignments)</p>
mandatory attendance	<p>attendance of all course meetings is mandatory</p> <p>student absence can be excused only in cases of force majeure, subject to a limit of at most 3 non-attended meetings</p>
evaluation of student performance	<p>evaluation of student performance is based</p> <ul style="list-style-type: none"> - by 20% on active attendance of the course meetings - by 80% on the realization of the literature study assignments
literature study assignments	<p>literature study projects are assigned on an individual basis and consist in studying, summarizing and critically discussing book chapters and papers from the course's suggested readings</p> <p>4 such projects are assigned to each attending student, which cover different subjects of interest to the course</p> <p>the results of literature study assignments are delivered in the form of oral presentations during the semester (cf. the calendar of course meetings), as well as an overall written report and accompanying files, to be delivered at the student examination dates (1st or 2nd period)</p> <p>the evaluation criteria for these assignments comprise :</p> <ul style="list-style-type: none"> - the quality of summarizing and bringing forward the main points of the literature studied, and - the quality and substantiation of the critical discussion of the literature studied, with reference to examples and further literature
pre-requisite courses and background knowledge	<p>attendance of the "Design, Development and Management of Digital Communication" course in the Winter semester serves to better contextualize and comprehend course "Managing Online Content" in the Spring semester, without being officially pre-requisite</p> <p>technical skills pre-requisite to attendance of this course are limited to familiarity with personal computers, application software (e.g. word processing, presentations) and internet browsing</p> <p>reference examples and papers come for their biggest part from research and practice in a number of countries abroad</p> <p>suggested readings come from their biggest part from non-Greek literature</p>