

Course Title	The Hellenic Past and Present in the Media				
Course Code	HES635				
Course Type	Elective				
Level	Master (2 <sup>nd</sup> cycle)				
Year / Semester	1 <sup>st</sup> Year / 2 <sup>nd</sup> Semester 2 <sup>nd</sup> Year / 3 <sup>rd</sup> Semester				
Teacher's Name	TBA				
ECTS	10	Lectures / week	N/A	Laboratories / week	<b>Optional</b> <i>In-situ visits to museums and/or archaeological/historical sites</i>
Course Purpose and Objectives	<p>This course offers an outline of contemporary approaches to media as culture, a means via which people make sense of the Hellenic past and present. Students develop tools for analysing media texts and accounts of audience responses derived from the international field of cultural studies with an emphasis on the Hellenic past and present, and from the social theory on which it draws. Analysis emphasizes specificity of media texts, including advertisements, films, news reports, web-texts and television shows. The course, always with a focus on the Hellenic past and present, also covers factors formulating cultural habits and preferences of the audiences, in-depth diagnosis of habits and preferences through audience research, miscellaneous aspects, tools and techniques in strategic communication of cultural organization, best practices in utilizing mass media, with an emphasis on digital and social media.</p>				
Learning Outcomes	<p>Upon successful completion of this course, students should be able to:</p> <ul style="list-style-type: none"> <li>• Identify the synchronic nature of the study of the past and its inevitable reflection in the modern media.</li> <li>• Define the important role of the media as a constituent part of modern culture.</li> <li>• Evaluate the great potential of analyzing media texts and accounts of audience responses for understanding modern approaches and attitudes towards the past.</li> <li>• Appraise some basic aspects of modern cultural studies.</li> <li>• Summarize the factors that shape cultural habits and audience preferences and understand the importance of audience research.</li> <li>• Examine the best practices in utilizing mass media, including the powerful digital and social media.</li> <li>• Explain the important role of the film industry for shaping various reception patterns of the Ancient and contemporary Greek culture.</li> </ul>				

	<ul style="list-style-type: none"> <li>• Practise independent critical thought, rational inquiry and self-directed learning.</li> <li>• Demonstrate the ability to communicate knowledge to a public consisting of specialists or laypersons, making use of various modes of communication.</li> <li>• Develop skills in organization, research and analysis that will be highly prized in any field of work.</li> </ul> <p>Compose academic essays applying critical thought and using relevant literature and other scientific/academic sources.</p>		
Prerequisites	HES610, HES611, HES612	Co-requisites	None
Course Content	<ul style="list-style-type: none"> <li>• Cultural studies and the study of modern media.</li> <li>• Media texts, popular culture and Greek past.</li> <li>• Cultural habits, audience preferences and their reflections in the media.</li> <li>• Hellenic past and present in the mass, digital and social media.</li> <li>• Hellenic past and present in the Greek and international press.</li> <li>• Hellenic past and present in the Greek and international film industry.</li> <li>• Culture, media, politics and ideology.</li> </ul>		
Teaching Methodology	<p>Distance Learning</p> <ul style="list-style-type: none"> <li>• (Lectures on distance education platform, student-led presentations, online material – websites, audio/video media clips – interactive activities such as online quizzes, presentation of external/third party material online, commentaries and interpretation of material sources, dissertation, oral presentations and coursework essays through the platform, small-group tutorials, formative feedback on coursework, independent study and guided research, discussions and advance preparation of set work for platform meetings, unseen examinations, presenting and discussing texts, ideas, and cultural context).</li> </ul>		
Bibliography	<ul style="list-style-type: none"> <li>• Agger, B. 1992. <i>Cultural studies as critical theory</i>. Philadelphia: Falmer.</li> <li>• Damaskos, D. and Plantzos, D. (eds), 2008. <i>A Singular Antiquity: Archaeology and Hellenic Identity in twentieth-century Greece</i>. Athens: Benaki Museum (Mouseio Benaki 3 rd Supplement).</li> <li>• Hamilakis, Y. 2007. <i>The Nation and its Ruins. Antiquity, Archaeology, and National Imagination in Greece</i>. Oxford: Oxford University Press.</li> <li>• Lewis, J. 2002. <i>Cultural studies: The basics</i>. Thousand Oaks, CA: SAGE.</li> <li>• Justine McConnell, J. &amp; E. Hall (eds.), <i>Ancient Greek Myth in World Fiction since 1989</i>. London: Bloomsbury Academic.</li> <li>• Nikoloutsos, K. P. 2013. <i>Ancient Greek Women in Film</i>. Oxford-New York: Oxford University Press.</li> <li>• Nisbet, G. 2008. <i>Ancient Greece in Film and Popular Culture</i>. 2nd edition. Exeter: Bristol Phoenix Press.</li> <li>• Orr, J. &amp; O. Taxidou (eds.), <i>Post-War Cinema and Modernity. A Reader</i>. Εδιμβούργο: Edinburgh University Press 2000.</li> </ul>		

	<ul style="list-style-type: none"> <li>• Smith, L. (ed.), 2006. <i>Cultural Heritage: Critical Concepts in Media and Cultural Studies</i>, Volumes I-IV. London and New York: Routledge.</li> <li>• Taylor, P. &amp; J. L. Harris. 2008. <i>Critical theories of mass media: Then and now</i>. Berkshire, UK: Open Univ. Press.</li> <li>• <i>Various online resources, journals, periodicals and bibliographical databases.</i></li> </ul>				
<p>Assessment</p>	<table border="1" data-bbox="636 474 1114 552"> <tr> <td>Examinations</td> <td>50%</td> </tr> <tr> <td>On-going evaluation</td> <td>50%</td> </tr> </table> <p><i>Students may choose to present a written assignment related to the in-situ visits to museums and/or archaeological/historical sites [it corresponds to 30% of the on-going evaluation].</i></p>	Examinations	50%	On-going evaluation	50%
Examinations	50%				
On-going evaluation	50%				
<p>Language</p>	<p>English</p>				