

Course title	Digital Content Creation				
Course code	JOUR304				
Course type	Theoretical and Practical				
Level	Diploma				
Year / Semester	2 nd Year / 4 th Semester				
Teacher's name	Nicolaou Konstantinos				
ECTS	6	Lectures / Week	2	Laboratories / Week	2
Course purpose and objectives	The aim of the course is to familiarise the students with the requirements of creating digital content using, but also for the purpose of, internet and social media, intended for journalistic and broadcasting use. At the same time, the goal of the course is to educate students towards creating, managing and promoting content for the world wide web, and to shed some light on the communication strategy behind social media, encouraging the students to demonstrate their critical thinking and reflective skills in relation to the ways in which audience and medium of communication can influence the message.				
Learning outcomes	<p>Upon completion of the course, students are expected to:</p> <p>Knowledge</p> <ol style="list-style-type: none"> 1. State the modern principles of creating digital content for the web (or from and through the internet and social media) 2. Explain the impact of digital content on journalistic reporting methods <p>Skills</p> <ol style="list-style-type: none"> 3. Create the most appropriate digital content based on the target audience or the social medium they will use, thus demonstrating critical thinking regarding the content and the factors that might influence it. <p>Competences</p> <ol style="list-style-type: none"> 4. Communicate effectively with the target audience through the most appropriate social medium 				
Prerequisites		Required			
Course Content	<ul style="list-style-type: none"> • The impact of social media on modern journalism • How the audience and the medium of transmission can influence the content of the message. • Social media as a research and communication tool • Fundamentals of creating digital content for internet and social media use • Network, Internet and Social Media Theories: <ul style="list-style-type: none"> - The role of the internet and social media - The influence of the internet and social media - Comparison with conventional media 				

	<ul style="list-style-type: none"> • Types of social media • Ways to create digital content for the web and social media for print and broadcast journalism: <ul style="list-style-type: none"> - How we make digital content - Connecting with the topic and target audience
<p>Teaching methodology</p>	<p>The content of the course material will be taught using alternative and modern teaching approaches, such as for example audio-visual presentation, brainstorming, active student engagement, group discussions, etc. The course also encourages the students to demonstrate their critical thinking and reflective abilities regarding how the audience as well as the medium of transmission can influence the content of the message. The students will be asked to study articles/research in order to be able to form a comprehensive view of the above (see supporting material).</p>
<p>Bibliography</p>	<p>Greek Bibliography:</p> <ul style="list-style-type: none"> • Τζαβάρας, Π. Ε. (2020). Κατανοώντας τα μέσα κοινωνικής δικτύωσης. Ελληνοεκδοτική. ISBN: 978-960-563-386-8 • Κάβουρα, Α. (2016). Επικοινωνία και διαφήμιση στα μέσα κοινωνικής δικτύωσης. Διόνικος. ISBN: 978-960-6619-80-9 • Δημουλάς, Χ. (2015). Τεχνολογίες συγγραφής και διαχείρισης πολυμέσων. Kallipos, Open Academic Editions. https://hdl.handle.net/11419/4343 <p>English Bibliography²⁴:</p> <ul style="list-style-type: none"> • Deuze, M., & Prenger, M. (2019). <i>Making Media: Production, Practices, and Professions</i>. Amsterdam: Amsterdam University Press. EBSCOHost. • Diakopoulos, N. (2019). <i>Automating the News: How Algorithms Are Rewriting the Media</i>. Cambridge, Massachusetts: Harvard University Press. EBSCOHost • Funchs, C. (2017). <i>Social Media: A critical introduction</i>. 2nd Edition. SAGE. ISBN: 9781473966833 • Warburton, S., and Hatzipanagos, S. (2013). <i>Digital identity and social media</i>. Information Science Reference. ISBN: 9781466619159 • The Economist (2017). <i>Social media's threat to democracy</i>. Volume 425. Roularta Printing • Batsell, J. (2015). <i>Engaged Journalism: Connecting with Digitally Empowered News Audiences</i>. New York: Columbia University Press. EBSCOHost. • Tan C. (2018). <i>Regulating Content on Social Media: Copyright, Terms of Service and Technological Features</i>. London: UCL Press. EBSCOHost. <p>Supporting materials²⁵:</p> <ul style="list-style-type: none"> • YellowBrick (2023). <i>The Power of Social Media in Modern Journalism</i>. Source • InkSpire (2023). <i>How Social Media Affects Journalism</i>. Source • Haddock, G. (2019). <i>The medium can influence the message: Print-</i>

²⁴ Translation tools: Please click on the following link to go to a guide that has been developed to help you get you informed about the process of automated translation. The guide is found at [Moodle > Student information > Οδηγός βιβλιοθήκης- Μετάφραση](#)

²⁵ As above

	<p>based versus digital reading influences how people process different types of written information. British Journal of Psychology Volume 111, Issue 3 p. 443-459.</p> <ul style="list-style-type: none"> • https://bpspsychub.onlinelibrary.wiley.com/doi/abs/10.1111/bjop.12415
Αξιολόγηση	<ul style="list-style-type: none"> • Attendance and class participation 10% • Intermediary written examination 40% • Final assignment 50%
Γλώσσα	Greek