

<b>Course title</b>	<b>Introduction to Communication Theory and Public Relations</b>				
<b>Course code</b>	<b>COMM104</b>				
<b>Course type</b>	<b>Theoretical</b>				
<b>Level</b>	<b>Diploma</b>				
<b>Year / Semester</b>	<b>1<sup>st</sup> Year / 1<sup>st</sup> Semester</b>				
<b>Teacher's name</b>	<b>Nicolaou Konstantinos</b>				
<b>ECTS</b>	6	<b>Lectures / week</b>	3	<b>Laboratories / week</b>	
<b>Course purpose and objectives</b>	<p>The aim of the course is to teach the students the basic theoretical principles of the communication process, and the basic principles of Public Relations in the modern era. The course simultaneously introduces the students to the study of the theories of mass communication, as well as the tactics, practices and strategies of Public Relations with the aim of understanding and critically evaluating through the lectures, assignments and discussions the concepts of communication and public relations.</p>				
<b>Learning outcomes</b>	<p>Upon the completion of the course, the students are expected to:</p> <p><b>Knowledge</b></p> <ol style="list-style-type: none"> <li>1. <b>Explain</b> the terminology and the basic concepts of Communication as a Science and the various forms of communication.</li> <li>2. <b>Analyse</b> the different models of communication and <b>discuss</b> the various facets of communication and its effects.</li> </ol> <p><b>Skills</b></p> <ol style="list-style-type: none"> <li>3. <b>Analyse</b> the various models of communication and the fundamental theories which relate to Public Relations.</li> </ol> <p><b>Competences</b></p> <ol style="list-style-type: none"> <li>4. <b>Promote</b> the awareness and understanding of the basic principles of the science of Communication and Public Relations</li> <li>5. <b>Examine</b> the collaborative relationship of Public Relations with Communication</li> <li>6. <b>Demonstrate</b> a critical perspective as it relates to the various models of communication and the various approaches to communication.</li> </ol>				
<b>Prerequisites</b>			<b>Required</b>		

<p><b>Course content</b></p>	<p>Topic 1: Communication</p> <ul style="list-style-type: none"> <li>• The nature, scope of the communication</li> <li>• The sociological and psychological aspects of communication</li> <li>• Types of communication and its importance</li> <li>• Define mass culture and its influence on society</li> <li>• The different communication models and communication approaches</li> <li>• Analysis of the role of the media in globalisation</li> <li>• The various influences on communication</li> </ul> <p>Topic 2: Communication and Public Relations</p> <ul style="list-style-type: none"> <li>• Differentiating between communication and Public Relations.</li> <li>• Defining of what is and what is not Public Relations.</li> <li>• Introduction and analysis of key concepts related to communication and Public Relations based on theory.</li> <li>• Needs and purposes of Communication and Public Relations.</li> <li>• Description of the communication process.</li> <li>• Verbal and Non-Verbal Communication.</li> <li>• Substantial implementation (i.e. action, process, role and development) of PR based on communication.</li> <li>• Ways in which we achieve effective communication and effective Public Relations.</li> <li>• Ways to improve communication skills and abilities</li> </ul>
<p><b>Teaching methodology</b></p>	<p>The content of the course will be taught through using alternative and modern teaching approaches, such as audio-visual presentation and teaching, role-playing, brainstorming, active student participation, formulating arguments, group discussions, etc. At the same time, the students will be asked to demonstrate critical thinking competences as they relate to the study of the theories of mass communication, as well as the tactics, practices and strategies of Public Relations. For this purpose, the students will be asked to study the course materials, including articles and research as seen below (see supporting materials)</p>
<p><b>Bibliography</b></p>	<p><b>Greek Bibliography</b></p> <ul style="list-style-type: none"> <li>• Αλβανός, Ρ. (2016). Δημόσιες Σχέσεις: Θεωρία και Πρακτική της Επαγγελματικής Επικοινωνίας. Αθήνα, Ελλάδα: Εκδόσεις Επίκεντρο. ISBN 9789604586745.</li> <li>• Αρναούτογλου, Ε. (2015). Δημόσιες Σχέσεις: Μια Σύγχρονη Προσέγγιση. Αθήνα, Ελλάδα: Εκδόσεις Rosili. ISBN 9789607745378.</li> <li>• Καζάζη, Μ. Γ. (2002). Ανθρώπινες Σχέσεις &amp; Επικοινωνία (2η έκδ.). Αθήνα, Ελλάδα: Έλλην. ISBN 9789602867242.</li> <li>• Παπαδάκη-Μιχαηλίδη, Ε. (2012). Η σιωπηλή γλώσσα των συναισθημάτων. Αθήνα, Ελλάδα: Εκδόσεις Πεδίο. ISBN 9789605460334.</li> <li>• Argyle, M. (2002). Ψυχολογία της Συμπεριφοράς (8η έκδ.) (Μ. Δερμιτζάκης, μετάφρ.). Αθήνα, Ελλάδα: Εκδόσεις Θυμάρι. (Πρωτότυπη έκδοση, 1978). ISBN 9789607161147.</li> <li>• Jefkins, F. (2008). Δημόσιες Σχέσεις (Χ.-Α. Κούλα, μετάφρ.). Αθήνα, Ελλάδα: Εκδόσεις Κλειδάριθμος. (Πρωτότυπη έκδοση, 1992). ISBN 9602092351.</li> <li>• Morris, T., &amp; Goldsworthy, S. (2017). Σύγχρονες Δημόσιες Σχέσεις (Π. Αρκουδέας, μετάφρ.). Αθήνα, Ελλάδα: Εκδόσεις Κλειδάριθμος. (Πρωτότυπη έκδοση, 2016). ISBN 9789604617739.</li> </ul>

	<p><b>English bibliography<sup>3</sup></b></p> <ul style="list-style-type: none"> <li>Nicoli, N., &amp; Komodromos, M. (2013). Principles of Public Relations. Nicosia, Cyprus: University of Nicosia Press. ISBN 9789963711147. Available online at <a href="https://www.researchgate.net/publication/279868638">https://www.researchgate.net/publication/279868638</a> Principles of Public Relations</li> <li>Griffin, E., Ledbetter, A., and Sparks, G. (2015). A first look at communication theory. 9th Edition. Mc Graw Hill Education. ISBN: 9780073523927.</li> </ul> <p><b>Supporting materials:</b></p> <ul style="list-style-type: none"> <li>Amudavalli, A. (n.d.). Theories &amp; Models of Communication. <a href="#">Source</a></li> <li>Kapur, R. (2020). The Models of Communication. <a href="#">Source</a>.</li> <li>Kiely, T.J. (2024). The Basics of Public Relations (PR): Meaning &amp; Examples. <a href="#">Source</a>.</li> <li>Sociology (n.d.). Mass Culture. <a href="#">Source</a>.</li> </ul>
<b>Assessment</b>	<ul style="list-style-type: none"> <li>Attendance and class participation: 10%</li> <li>Assignments: 20%</li> <li>Presentation of assignments: 10%</li> <li>Intermediary written examination: 20%</li> <li>Final written examination: 40%</li> </ul>
<b>Language</b>	Greek

<sup>3</sup> 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](#)