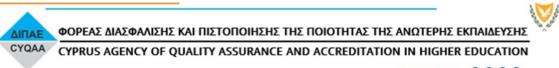
Course title	Introduction to Communication Theory and Public Relations					
Course code	COMM104					
Course type	Theoretical					
Level	Diploma					
Year / Semester	1 <sup>st</sup> Year / 1 <sup>st</sup> Semester					
Teacher's name	Nicolaou Konstantinos					
ECTS	6	Lectures / week	3	Laboratories / week		
Course purpose and objectives	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.					
	Upon the completion of the course, the students are expected to:					
	Knowledge					
	<ol> <li>Explain the terminology and the basic concepts of Communication as a Science and the various forms of communication.</li> <li>Analyse the different models of communication and discuss the various facets of communication and its effects.</li> </ol>					
	Skills					
	Analyse the various models of communication and the fundamental theories which relate to Public Relations.					
	Competences					
Learning outcomes	<ul> <li>4. Promote the awareness and understanding of the basic principles of the science of Communication and Public Relations</li> <li>5. Examine the collaborative relationship of Public Relations with</li> </ul>					
	Communication  6. <b>Demonstrate</b> a critical perspective as it relates to the various models of communication and the various approaches to communication.					
Prerequisites			Require	d		





	Topic 1: Communication			
	The metions of the communication			
	The nature, scope of the communication  The posicion and possible gives a possible of communication.			
	The sociological and psychological aspects of communication  Types of communication and its importance.			
	Types of communication and its importance  Define many culture and its influence on acciety.			
	Define mass culture and its influence on society  The different communication models and communication approaches			
Course content	<ul> <li>The different communication models and communication approaches</li> <li>Analysis of the role of the media in globalisation</li> </ul>			
	The various influences on communication			
	• The various influences on communication			
	Topic 2: Communication and Public Relations			
	Differentiating between communication and Public Relations.			
	Defining of what is and what is not Public Relations.			
	Introduction and analysis of key concepts related to communication			
	and Public Relations based on theory.			
	Needs and purposes of Communication and Public Relations.			
	Description of the communication process.			
	Verbal and Non-Verbal Communication.			
	<ul> <li>Substantial implementation (i.e. action, process, role and development)</li> </ul>			
	of PR based on communication.			
	Ways in which we achieve effective communication and effective Public			
	Relations.			
	Ways to improve communication skills and abilities			
	The content of the course will be taught through using alternative and modern			
Tooching	teaching approaches, such as audio-visual presentation and teaching, role-			
Teaching methodology	playing, brainstorming, active student participation, formulating arguments, group			
methodology	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)			
	Greek Bibliography			
Bibliography	Grook Bibliography			
	• Αλβανός, Ρ. (2016). Δημόσιες Σχέσεις: Θεωρία και Πρακτική της			
	Επαγγελματικής Επικοινωνίας. Αθήνα, Ελλάδα: Εκδόσεις Επίκεντρο. ISBN 9789604586745.			
	<ul> <li>Αρναούτογλου, Ε. (2015). Δημόσιες Σχέσεις: Μια Σύγχρονη Προσέγγιση.</li> </ul>			
	Αθήνα, Ελλάδα: Εκδόσεις Rosili. ISBN 9789607745378.			
	Καζάζη, Μ. Γ. (2002). Ανθρώπινες Σχέσεις & Επικοινωνία (2η έκδ.). Αθήνα,			
	Ελλάδα: Έλλην. ISBN 9789602867242.			
	<ul> <li>Παπαδάκη-Μιχαηλίδη, Ε. (2012). Η σιωπηλή γλώσσα των συναισθημάτων.</li> </ul>			
	Αθήνα, Ελλάδα: Εκδόσεις Πεδίο. ISBN 9789605460334.			
	• Argyle, Μ. (2002). Ψυχολογία της Συμπεριφοράς (8η έκδ.) (Μ. Δερμιτζάκης,			
	μετάρ.). Αθήνα, Ελλάδα: Εκδόσεις Θυμάρι. (Πρωτότυπη έκδοση, 1978). ISBN 9789607161147.			
	<ul> <li>Jefkins, F. (2008). Δημόσιες Σχέσεις (ΧΑ. Κούλα, μετάφρ.). Αθήνα,</li> </ul>			
	Ελλάδα: Εκδόσεις Κλειδάριθμός. (Πρωτότυπη έκδοση, 1992). ISBN			
	9602092351.			
	• Morris, T., & Goldsworthy, S. (2017). Σύγχρονες Δημόσιες Σχέσεις (Π.			
	Αρκουδέας, μετάφρ.). Αθήνα, Ελλάδα: Εκδόσεις			
	Κλειδάριθμός. (Πρωτότυπη έκδοση, 2016). ISBN 9789604617739.			





<sup>&</sup>lt;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