



Joint Postgraduate Studies Programme

School of French Language and Literature, A.U.Th.
School of Italian Language and Literature, A.U.Th.
School of Journalism and Mass Communications, A.U.Th.
School of Architecture, A.U.Th.

SEMIOTICS, CULTURE AND COMMUNICATION

A Student's Guide

Academic Year 2024-2025

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1. Establishment of the programme and collaborating university schools

1.1. Establishing Act of the Joint Master's Programme

The Schools of French Language and Literature and of Italian Language and Literature of the Faculty of Philosophy, the School of Journalism and Mass Communications of the Faculty of Social and Economics Sciences, and the School of Architecture of the Faculty of Engineering of Aristotle University of Thessaloniki have been administering since the academic year 2018-2019 a Joint Postgraduate Studies Programme entitled "*Semiotics, Culture and Communication*", in accordance with the provisions of the Schools decisions and the provisions of Law 4485/2017 (A114).

The aim of the Joint Postgraduate Studies programme in "Semiotics, Culture, and Communication" is to explore various phenomena of modern culture, ranging from literature, advertising, audiovisual media, art, cultural heritage to language, ideology, education, digital culture, popular culture and cultural adaptation, both at theoretical and applied level. Furthermore, it aims at highlighting the analytical and interpretive potential of semiotics in the study of culture in all its diversity, complexity, and dynamism, and at addressing the needs of the labour market in the field of communication and culture.

The School of French Language and Literature has designed the MSc programme by identifying:

- The academic character and orientation of the programme
- The scientific objectives of the programme
- Their research component
- The specific academic subjects and their orientations

The following were also taken into account when designing the MSc programme:

- The relevant institutional framework and the formal and specific approval procedure of the University
- The participants, the information resources, and the authorities responsible for approving the programme
- The University's overall strategy
- The active participation of students in designing the programme
- The experience of external actors from the labour market (opinions of graduates of the collaborating Schools and of the Hellenic Semiotic Society, through the advisory opinion of its Board of Directors on the needs for establishing such a programme, as well as that of members of the Collegium of the International Association for Semiotics Studies, which the representatives of the collaborating Schools consulted)
- The programme of studies was planned according to the ECTS system for level 7
- Ways of linking teaching and research
- The international experience in relevant scientific fields

The structure, content, organisation of the courses and teaching methods are geared towards deepening knowledge and acquiring the corresponding skills to apply them. The curriculum includes a course on research methodology. In addition, the teaching staff and students of the programme participate in research projects administered by ELKE AUTH and ELIDEK. Moreover, the thesis that students undertake is research-oriented.

1.2. Brief history of the School of French Language and Literature

The School of French Language and Literature of Aristotle University of Thessaloniki was first established in the academic year 1954-1955, as the French Department of the Institute of Foreign Languages and Philologies, which was inaugurated in 1952 under the auspices of the Faculty of Philosophy. Nowadays, it constitutes one of the eight Schools of the Faculty of Philosophy at Aristotle University.

The Undergraduate Study Programme of the School of French aims at students acquiring basic knowledge in the fields of Linguistics, Teaching of Modern Languages, French Literature, Comparative Literature, French Culture and Translation-Translation Studies. The Programme aspires to cultivate the mind, provide instruction, develop scientific and critical thinking and formulate a European consciousness. More specifically, its objectives include: the promotion of French education in the Greek-speaking area, multicultural communication and training of scientists capable of studying and comprehending the French language and letters, preparing curricula for the teaching of French language and literature/culture in education, managing written and oral scientific discourse, describing and interpreting cultural phenomena from the French-speaking and Greek-speaking world, connecting linguistic approaches with the teaching and learning of French as a first/second foreign language, and becoming familiarized with modern teaching and pedagogical methods, special topics related to foreign language teaching and current theories on translation.

In the School of French Language and Literature, semiotic theory has been taught as an autonomous theoretical academic field since the academic year 1994-1995 in the Interdepartmental (Joint) Postgraduate Programme in Sciences and Technologies of Language and Communication of the Aristotle University of Thessaloniki, which it then coordinated as a supervising School (the programme included the courses “Semiotics of space” and “Nonverbal communication).” The courses “Theories of semiotics and translation” and “Applications of semiotics in translation” have been taught in the undergraduate programme of the School since the academic year 2007-2008.

1.3. Brief history of the School of Italian Language and Literature

The Institute of Foreign Languages was created with Act 5139 of 1931 as an annex to the Faculty of Philosophy of Aristotle University of Thessaloniki, but its operation was considerably delayed: the Department of English began operating in 1950-51, the Department of French in 1954-55, and the Departments of German and of Italian language and literature in 1960-61.

The first students were admitted in the Department of Italian Language and Literature in 1961 and its first graduation ceremony was held in 1965.

The Higher Education Act 1268 of 1982 (and its supplement, Act 1566/1985) re-organized

the Faculty of Philosophy. It abolished the Institute of Foreign Languages and upgraded the four foreign-language departments into full-status independent schools. In 1983-84 60 new students were admitted in the School of Italian Language and Literature (SILL).

The SILL gained real autonomy in 1990, when it reached the minimum number of five faculty members required to establish the General Assembly. Today the School has a faculty of fourteen and awards its own Degree in Italian Language and Literature, MA degrees, and PhDs.

At the School of Italian Language and Literature, Semiotic theory has been taught as an autonomous theoretical academic field since the academic year 1994-1995 in the Interdepartmental (Joint) Postgraduate Programme in Sciences and Technologies of Language and Communication of Aristotle University of Thessaloniki, in which the school participated with the courses "Semiotics of space" and "Nonverbal communication". In the undergraduate programme, semiotics has been taught since the academic year 2003-2004 with a course entitled "Semiotics".

1.4. Brief history of the School of Journalism and Mass Communications

The School of Journalism and Mass Communications was established in 1991. During the early years of its foundation, the School operated under an autonomous status. In 2013 it was annexed to the Faculty of Economic and Political Sciences.

In the Department of Journalism and Mass Communications, the undergraduate programme of the Department includes semiotic theory with the course "Semiotics of Visual Communication", as well as topics related to communication and culture with the courses "Communication and Media Theory", "Types of Popular Culture", "Advertising and Communication", "Political Communication", "Advertising and Communication: The Language of Advertising".

1.5. Brief history of the School of Architecture

In 2017, the School of Architecture at Aristotle University of Thessaloniki has celebrated 60 years of academic presence, forming part of a major progressive academic institution, the biggest university in Greece. Since founded, the School has adopted an extroverted attitude and a pluralistic approach to architectural design. The School curriculum addresses all levels of scale in design practice, from regional and urban planning, landscape design, architecture, interior and industrial design to building technology and conservation of buildings and sites. A series of courses on art, theory and history of art and architecture, underpin the design studio courses promoting students' creativity and critical thinking, while underlying the historical, cultural, social and environmental context defining architectural design and practice.

In the School of Architecture, semiotic theory is taught since the academic year 2023-24 in the undergraduate programme of the School, in the course entitled "Specializations, deepening, experimentation: semiotics and art history".

1.6. Academic Calendar

The academic year starts on September 1st every year and ends on August 31st of the following year.

The educational work of every academic year is organized in two semesters, the fall semester and the spring semester, each of which comprises 13 weeks of teaching and two or three weeks of exams.

Fall semester courses start on the last week of September and end in late January, followed by the first exam period of the fall semester.

Spring semester courses start in mid-February and end at the end of May, followed by the first exam period of the spring semester.

Exact dates are determined by the University Senate.

Every semester has two exam periods:

- Fall semester courses are examined during the January-February exam period and re-sit exams are held in September;
- Spring semester courses are examined during the June exam period and re-sit exams are held in September.

The exam periods usually last three weeks.

Every semester, before the beginning of each exam period, students have the right and obligation to evaluate their courses and instructors, in order to improve the quality of their studies. More information is available at the website of the Quality Assurance Unit (MODIP-AUTH <http://qa.auth.gr/en>) and the website of their Faculty/School.

HOLIDAYS

Neither courses nor exams are held in July and August, the two months of summer holidays. Holidays also include:

- Christmas Holidays: December 24th to January 7th.
- Carnival Holidays: from Thursday before Lent to the day after Lent Monday.
- Easter Holidays: from of Easter Week Monday to the first Sunday after Easter Sunday.

OTHER HOLIDAYS

- October 26th: Saint Dimitrios Day - Feast of the city's Patron Saint. Liberation of Thessaloniki from the Ottoman occupation (National Holiday).
- October 28th: Anniversary of the Greek Resistance against the 1940 Italian invasion
- November 17th: Students' uprising in the National Technical University of Athens against the junta in 1973.
- January 30th: The Three Patron Saints of Education Day.
- March 25th: Anniversary of the 1821 Greek revolution against the Ottoman occupation.
- May 1st: Labour Day.
- Holy Spirit Day: Monday (after Pentecost).

2. Administrative organisation of the Joint Master

2.1. Curriculum Committee

The collaborating Schools of the Joint MSc in “Semiotics, Culture and Communication” of Aristotle University of Thessaloniki are represented in the Curriculum Committee of the programme as follows:

School of French Language and Literature:	2 representatives
School of Italian Language and Literature:	1 representative
School of Journalism and Mass Communications:	1 representative
School of Architecture:	1 representative

During the academic years 2024-2025 and 2025-2026, the composition of the Curriculum Committee are as follows:

	School	Representative	Position	University rank
1	School of French Language and Literature:	Evangelos Kourdis	President	Professor
2	School of French Language and Literature:	Panagiotis Arvanitis	Member	Professor
3	School of Italian Language and Literature	Ilias Spyridonidis	Member	Assistant Professor
4	School of Journalism and Mass Communications	Gregory Paschalidis	Member	Professor
5	School of Architecture	Charikleia Yoka	Member	Associate Professor

During the academic years 2023-2024 and 2024-2025, the acting members of the Curriculum Committee are as follows:

	School	Acting member	University rank
1	School of French Language and Literature	Polytimi Makropoulou	Associate Professor
2	School of French Language and Literature	Pinelopi Krystalli	Assistant Professor
3	School of Italian Language and Literature	Giorgos Ypsilantis	Professor
4	School of Journalism and Mass Communications	Vasilis Vamvakas	Professor
5	School of Architecture	Dimitrios Gourdoukis	Professor Emeritus

2.2. Administrative organisation

The administrative support of the MSc in “Semiotics, Culture and Communication” of Aristotle University of Thessaloniki is provided by the Department of French Language and Literature as follows:

	School	Όνοματεπώνυμο	Ιδιότητα
1	School of French Language and Literature	Evangelia Tsimplouli	School Secretary
2	School of French Language and Literature	Kostas Pagalos	Special Technical Laboratory Staff for teaching services

The courses of the MSc in “Semiotics, Culture and Communication” of Aristotle University of Thessaloniki are held in the Semiotics Laboratory of the Faculty of Philosophy of the Aristotle University of Thessaloniki, which is located on the ground floor of the New Faculty of Philosophy building, and in rooms 308A and 9 in the Old Faculty of Philosophy building.

2.3. Academic advisor

The academic advisor for the academic years 2023-2024 and 2024-2025 is Charikleia Yoka, Associate Professor of the Department of Architecture, AUTh .

2.4. Internal Operating Regulation

The current Postgraduate Studies Internal Regulation supplements the provisions of Chapter F [second and third cycle of studies] of Law No 4485/4-8-2017 (Government Gazette 114/v.A/4-8-2017) entitled “Organization and operation of higher education, research regulations and other provisions” and refers to the operation of the Joint Postgraduate Studies Programme (JPSP) “Semiotics, Culture and Communication”. (see <https://dpms-semiotics.frl.auth.gr/index.php/en/postgraduate-program-operation/internal-operating-regulations>)

3. Qualitative characteristics of the JPSP

3.1. The aim of the programme

The aim of the Joint Postgraduate Studies Programme in “Semiotics, Culture, and Communication” is to investigate phenomena of modern culture, ranging from literature, advertising, audiovisual media, art, cultural heritage to language, ideology, education, digital culture, popular culture, and cultural adaptation, at theoretical and applied level. Furthermore, it aims at highlighting the analytical and interpretive potential of semiotics in the study of culture in all its diversity, complexity, and dynamism, and at addressing the needs of the labour market in the field of communication and culture.

The objectives of this Joint Postgraduate Studies Programme (JPSP) are met by students attending organized postgraduate courses and submitting a Master's Thesis, in accordance with international academic standards. A detailed list of these objectives includes:

- The study of the life of communication signs in a socio-cultural environment.
- Research into contemporary communication techniques and strategies and their use in understanding culture
- The search for meaning in different kinds of texts (literary, political, visual, advertising, etc.)
 - Comprehending the relationship between semiotics and other human sciences
 - Gaining an understanding of the different models of semiotic analysis of cultural practices
 - Raising awareness of (inter)cultural communication issues in educational practice
 - Initiation into contemporary manifestations of multimodality, cultural adaptation, and audiovisual communication
 - The study of ideology and social identities
 - Applying theory to practice.

3.2. Programme admissions

The following categories of candidates can be admitted to the Joint Postgraduate Studies Programme in “Semiotics, Culture and Communication”:

- Holders of Bachelor degrees from Hellenic Universities and Hellenic Universities of Applied Sciences.
- Holders of Bachelor degrees of similar institutions operating in other countries. The Diploma of Postgraduate Studies can not be awarded to a student whose Bachelor degree from a non-Hellenic institution has not been recognized by the Hellenic National Academic Recognition and Information Center (D.O.A.T.A.P.), in accordance with Law No. 3328/2005 (A' 80).
- If members of the E.E.P. (Special Teaching Staff), E.D.I.P. (Laboratory Teaching Staff), and E.T.E.P. (Special Technical Laboratory Staff) categories meet the requirements of the first section of par. 1, Article 34, they may register as

supernumerary students. Admission is limited to one person per year per Master's Programme organized by Schools of the Academic Institution they serve in, on condition that the field of study is relevant to the staff member's degree and the work that they have undertaken in the institution in question.

- The maximum number of postgraduate students admitted per year is set at thirty (30), and may be modified, without exceeding the maximum number set, following a decision of the Scientific Committee and depending on the circumstances at the time of the announcement of the call of interest.
- Candidate selection criteria include:
 - Bachelor's Degree/Diploma awarded mark (up to 10 points)
 - Marks in undergraduate courses, as well as overall performance in a thesis - if required for obtaining a Bachelor's degree - in subjects related to the JPSP (up to 10 points).
 - Competency in the English language (level B2, according to the CEFR) is a prerequisite (10 points). The level of foreign language competency can be proven in one of the following ways: a) State Certificate of Language Competency, in accordance to Law No. 2740/1999, as amended by par. 19, Article 13 of Law No 2740/4040. b) Bachelor's Degree in a foreign language and literature or Bachelor's Degree in foreign language translation and interpreting by a Hellenic university or equivalent degree awarded by corresponding universities abroad, c) Diploma, undergraduate or postgraduate Degree or Doctoral Degree of any recognized higher education institution abroad, d) School Leaving Certificate, equivalent to the one granted by Greek Secondary Education, if obtained after at least six years of regular study abroad. It should be clarified that a foreign language Teaching Permit does not prove knowledge of a foreign language (Decree 347/2003). Candidates who hold such a permit must provide a certified copy and an exact translation of the Degree/Diploma on the basis of which the foreign language Teaching Permit was issued.
 - Competency in a second or other foreign language, at B2 level (5 points for each language and up to two languages). Language competency is proved in the aforementioned ways.
 - Reference letters (optional)
 - Interview by an appointed committee (30 points)
 - Professional experience. Duration and relevance of the candidate's employment to the content of the programme should be documented (up to 10 points)
 - Research experience in the field of semiotics, culture, and communication (up to 10 points)
 - Publications and authorship in the field of semiotics, culture, and communication (up to 10 points).

The duration of study in the JPSP in "Semiotics, Culture and Communication" is set at three (3) semesters.

In accordance with par. 2, Article 33 of Law No 4485/2017 (114 A'), postgraduate students are also given a part-time study option. This applies to working students, who are required to submit proof/certificate of employment of at least 20 hours per week. The duration of part-time study may not exceed twice the duration of full-time study. All certificates issued by private sector institutions must be submitted to the Secretariat of the JPSP, after being certified by the Hellenic Labour Inspectorate.

Upon submission of the relevant supporting documents to the Secretariat of the JPSP and following a decision of the Special Interdepartmental Committee (Scientific Committee), the part-time study option is also granted to non-working postgraduate students who are unable to meet the minimum requirements of the full-time study programme due to special and extremely serious reasons, such as illness, serious family reasons, military service, reasons of force majeure.

In addition, postgraduate students may be granted, upon application, a temporary suspension of studies, which may not exceed two (2) consecutive semesters. During the period of suspension of studies, the postgraduate student loses his/her status as a university student.

In exceptional cases such as illness, pregnancy, serious family reasons, military service, reasons of force majeure, postgraduate students may be granted, upon submission of the relevant documents to the Secretariat of the MSc, an extension of up to one year of study, following a reasoned decision of the Scientific Committee.

The Scientific Committee decides upon issues related to the re-examination of courses in default or to the removal of a student from them, following a proposal from the Coordinating Committee, which determines the terms of the re-examination and the reasons for removal.

Reasons for removal are: a) insufficient progress of the postgraduate student (which is documented by non-participation in the educational process: attendance, examinations), b) inadequate fulfillment of other obligations defined by the relevant Regulations, c) behaviour that violates academic ethics, such as plagiarism, d) disrespectful and offensive behaviour towards lecturers and/or fellow students, and e) pertinent application filed by the postgraduate student himself/herself.

In case a postgraduate student has failed in the examination of a course or courses and, consequently, has not successfully completed the programme, he/she is examined, upon his/her request, by a three-member committee of members of the Faculty's teaching staff, whose academic field of expertise is the same or related to subject of the examined course, and who are appointed by the Curriculum Committee. The lecturer who has conducted the first examination shall be excluded from the committee.

Postgraduate students enjoy all the rights, benefits and the right of use of facilities provided for first cycle students, except for the right to free textbooks. The collaborating Schools must ensure that special facilities are provided for postgraduate students with disabilities and/or special educational needs.

Students can apply for utilizing one of the following agreements that the Aristotle

University of Thessaloniki has reached, within the framework of the European programme Erasmus+, with universities of the European Union specializing in Semiotics (see <https://dpms-semiotics.frl.auth.gr/index.php/el/pliorefories/mathimata-2/programmata-erasmus>),

Country	Univeristy	School/Unit
Estonia	University of Tartu	School of Semiotics
Bulgaria	New Bulgarian University of Sofia	Southeast European Center for Semiotics Studies
Denmark	University of Aarhus	Center for Semiotics
Cyprus	Cyprus University of Technology	School of Multimedia & Graphic Arts
Italy	Università degli Studi di Palermo	School of Culture and Society
Italy	Università degli Studi di Urbino Carlo Bo	School of Communication Sciences

3.3. Study programme scholarships

The present Internal Regulation for Postgraduate Studies may make provision for awarding scholarships or excellence awards to postgraduate students, upon the decision of the Scientific Committee. Scholarships are awarded according to objective academic criteria or services provided. The conditions, obligations, and rights of scholarship holders are decided upon by the Scientific Committee.

3.4. JPSP curriculum

The duration of study in the JPSP in "Semiotics, Culture and Communication" is set at three (3) semesters.

Postgraduate students are provided with the possibility of part-time study. This applies for working students, who are required to submit proof/certificates of employment of at least 20 hours per week. The duration of part-time study may not exceed double the duration of the full-time duration of study. All certificates issued by private sector institutions must be submitted to the Secretariat of the JPSP, after being certified by the Hellenic Labour Inspectorate.

Upon submission of the relevant supporting documents to the Secretariat of the JPSP and following a decision of the Special Interdepartmental Committee (Scientific Committee), the possibility of part-time study is also provided for non-working postgraduate students who are unable to meet the minimum requirements of the full-time programme due to special and extremely serious reasons, such as illness, serious family reasons, military service, reasons of force majeure.

In addition, postgraduate students may be granted, upon application, a temporary suspension of studies, which may not exceed two (2) consecutive semesters. During the period of suspension of studies, the postgraduate student loses his/her status as

a university student. The period of suspension does not count towards the maximum period of regular study.

In exceptional cases, such as in the case of illness, pregnancy, serious family reasons, military service, reasons of force majeure, postgraduate students may be granted, upon submission of the relevant supporting documents to the secretariat of the MSc, an extension of studies for up to one year, following a reasoned decision of the Scientific Committee.

The Scientific Committee is responsible for deciding upon matters of retakes regarding courses one has failed to pass or has been removed from, after a proposal from the Coordinating Committee, which defines the conditions of the retake and the reasons one has been removed.

Reasons for removal are: a) insufficient progress of the postgraduate student (which is documented by non-participation in the educational process: attendance, exams), b) inadequate fulfillment of other obligations defined by the Internal Regulation, c) behaviour that violates academic ethics, such as plagiarism, d) disrespectful and offensive behaviour towards lecturers and/or fellow students, and e) claim filed by the postgraduate student himself/herself.

If a postgraduate student fails to pass a course exam or the exams of several courses and, consequently, does not successfully complete the programme, they are examined, at their request, by a three-member committee consisting of Faculty teaching staff members, who are appointed by the School Assembly, and whose object of study is the same or pertinent to the course under examination. The instructor in charge of the examination is excluded from the committee.

Postgraduate students should enroll and participate in the postgraduate programme within a period of fifteen days after being notified by the JPSP Secretariat and submitting the required documents. In case a successful applicant does not register within the deadline set, the 1st, 2nd, etc. runner-ups will be invited to register.

Postgraduate students have all the rights, benefits, and facilitation measures provided for first-cycle students, except the right to free textbooks. The collaborating Schools must ensure that facilitate postgraduate students with disabilities and/or special educational needs.

Postgraduate students pay to the Special Account for Research Funds (ELKE) of Aristotle University of Thessaloniki the amount of €1,500 as tuition fees. Payments are made as follows:

- €500 upon enrolment in the first semester of studies
- €500 upon enrolment in the second semester of studies
- €500 upon enrolment in the third semester of studies.

Tuition fees are payable from October 1st to October 15th, for the winter semester, and from March 1st to March 15th, for the spring semester. Students who do not complete their studies in the time allowed by this Internal Regulation (four (3+1) semesters) shall pay the amount of €250 for each additional semester they extend their studies.

At the request of the student, a refund of tuition fees per semester is granted only if there is an extremely serious reason for suspending one's studies, and if the student adequately justifies in writing the reasons for such suspension to the Scientific Committee no later than 25 days from the day the courses begin.

Postgraduate students whose personal income does not exceed one hundred percent (100%) of the national median equivalent income and whose family income does not exceed seventy percent (70%) of the national median equivalent income are exempt from paying tuition fees. The exempted students should not be more than thirty percent (30%) of the total number of students admitted to the JPSP, and this measure can only apply to one Postgraduate Studies Programme one attends. According to article 35, Law No 4485/2017, if the beneficiaries exceed the above percentage, they are selected by way of ranking, starting from those with the lowest income.

The application for tuition fees exemption is submitted by the student to the JPSP, after the student selection process is completed. In no case is financial inability to pay a reason for not being selected to attend the JPSP.

To successfully complete the JPSP and be awarded the Master's degree, the number of absences of postgraduate students should not be more than twenty percent (20%) of the teaching hours of each course. In addition, postgraduate students are required to attend the scientific lectures and events organized by the JPSP.

3.5. Courses

The language of instruction of the programme is Greek. In order to obtain the "Semiotics, Culture and Communication" Master's degree, postgraduate students should collect ninety (90) ECSTS.

Courses are divided into compulsory and elective. In the first semester of studies, postgraduate students attend one (1) compulsory course and three (3) elective courses. In the second semester, postgraduate students attend one (1) compulsory course and three (3) elective courses. In the 3rd semester, students are engaged in writing the Master's thesis (Thesis).

In order to activate an elective course, one third (1/3) of the postgraduate students of the respective academic year must be registered in it. The Scientific Committee may also propose new elective courses or modify the semester elective courses are taught if this is deemed necessary for the programme to function properly.

It is mandatory that all courses should be semester-long, last thirteen (13) weeks, and include lectures, workshops, tutorials, discussions, exercises, assignments, and independent learning where required. Distance learning is provided for thirty-five percent (35%) of the course, using digital platforms (e.g., skype, blue button) or any other system the collaborating Schools may make available.

The ECTS - workload correspondence is set at 1 ECTS = 25 hours of workload. The thesis is written in Greek. Writing the thesis in a foreign language (English, French, German, Italian, French) may be approved upon request of the postgraduate student,

once the Scientific Committee agrees to it.

COMPULSORY COURSES

FALL SEMESTER

Code	Course title	ECTS	hours
YM-1	Theory of semiotics and culture	7.5	3

SPRING SEMESTER

Code	Course title	ECTS	hours
YM-2	MA thesis design and writing	7.5	3

ELECTIVE COURSES

Code	Course title	ECTS	hours
EM-1	Semiotics and Art History	7.5	3
EM-2	Semiotics of Graphic Design and Visual Communication	7.5	3
EM-3	Multimodal Semiotics: theory and applications	7.5	3
EM-4	Semiotics and Education	7.5	3
EM-5	Semiotics and Audiovisual Adaptation	7.5	3
EM-6	Intermedial Narratology	7.5	3
EM-7	Semiotics of Migrant Literature	7.5	3
EM-8	Semiotics and Digital Tools in Literature Teaching	7.5	3
EM-9	Semiotics and Memory Studies	7.5	3
EM-10	Semiotics of Interactive Narrative: Animation, Novels, Video Games	7.5	3
EM-11	Semiotics and Cultural Heritage	7.5	3
EM-12	Pictorial Semiotics	7.5	3
EM-13	Semiotics and Photography	7.5	3
EM-14	Semiotics of Audiovisual Discourse (cinema, television)	7.5	3
EM-15	Intersemiosis and Cultural Adaptation	7.5	3
EM-16	Semiotic and Intersemiotic Approaches in Digital Humanities	7.5	3
EM-17	Issues of Intertextuality in the Semiotics of Poetic and Visual Discourse	7.5	3
EM-18	Social Semiotics, Ideologies and Identities in Mass Culture Discourse	7.5	3

EM-19	Semiotics of Popular Culture	7.5	3
EM-20	Nonverbal Communication	7.5	3
EM-21	Multimodal Rhetoric	7.5	3
EM-22	Semiotics of Theatre	7.5	3
EM-23	Intermedial Studies, Cinema and Translation	7.5	3
EM-24	Semiotics and Political Communication	7.5	3

FALL SEMESTER

Code	Course title	ECTS	Hours
DE	Master's Thesis	30	-

The beginning and ending of courses is scheduled in accordance with the academic calendar of undergraduate courses. In case a class is postponed, there is a make-up class scheduled, in consultation with the lecturer.

Course assessment is in the form of progress tests, assignments, written or oral exams or a combination of the above. In case a student fails the final exam, they may retake it during the September exam period or during the next exam period the course is taught.

In case a postgraduate student has failed in the examination of a course or courses and, consequently, has not successfully completed the programme, he/she is examined, upon his/her request, by a three-member committee of members of the Faculty's teaching staff, whose academic field of expertise is the same or related to subject of the examined course, and who are appointed by the Curriculum Committee. The lecturer who has conducted the first examination shall be excluded from the committee.

The grading scale for assessing postgraduate student performance is set from zero (0) to ten (10), six (6) being the lowest passing grade.

In order to write a Master's Thesis (article 34, par. 4 of Law No 4485/2017), the Coordinating Committee, following the candidate's application, in which the proposed title of the postgraduate thesis, the proposed supervisor, and a summary of the proposed thesis are indicated, appoints the supervisor and a three-member Examination Committee for the approval of the thesis. One member of this committee is the supervisor of the MA thesis. The academic field of expertise of the members of the three-member Examination Committee must be the same or pertinent to the object of study of the postgraduate programme.

The Master's Thesis Defense takes place before the three-member Examination Committee at a date and place set by the Scientific Committee. After its approval by the Committee, it is mandatory that the Thesis should be uploaded on the website of the School in question. In exceptional cases, if there is objective difficulty or serious reasons (resignation, sick leave of a member of the three-member Committee), the supervisor or a member of the three-member Examination Committee may be

replaced, upon the decision of the Scientific Committee.

The Thesis is written in the Greek language, and it is only after granted special permission by the Scientific Committee that it may be written in a foreign language. The length of the Thesis is approximately 16,000 words, written in Times New Roman size 12 font, with 1.5 spacing (notes, bibliography, tables, etc are not included in the word-count). It is submitted to the members of the three-member Examination Committee and to the Secretariat of the JPSP in hard copy or in digital form. The evaluation of the Thesis takes place within a period of three months from the date of submission. The Thesis is graded by the supervisor and the two members separately and the mark is forwarded to the JPSP Secretariat.

The final mark of the Thesis is the average of the three marks of the three graders. The final mark of the Diploma of Postgraduate Studies (D.M.S.) is calculated by weighing the average of the courses of the postgraduate programme and the Thesis (these are weighed according to the credits of the courses and the Thesis). It is calculated to the second decimal digit, in the following way: the mark of each course and of the Thesis (where applicable) is multiplied by the corresponding number of credit points (ECTS) and the sum of the products is divided by the minimum number of credit points required to obtain the Master's degree.

Master's degree final mark = sum of the product of (grade of each course x corresponding ECTS of each course) + (grade of Master's Thesis x ECTS) (total ECTS).

3.6. Course descriptions

3.6.1. Compulsory courses

YM-1	<i>Theory of semiotics and culture</i>
Course description	<p>The course aims at introducing students to basic concepts of semiotics and culture. More specifically, special consideration is given to:</p> <ul style="list-style-type: none"> ✓ The model of language, the notion of text in semiotics ✓ The typology of the sign (icon, index, symbol) and the concept of infinite semiosis (C.-S. Peirce) ✓ The notions of denotation and connotation, the mythologies, the notion of synergy of semiotic systems (R. Barthes) ✓ The concept of code (U. Eco, R. Barthes) ✓ The concept of Semantic Isotopies, the Semiotic Square and Binary Opposition (A.J. Greimas) ✓ The concepts of intertextuality and intersemiosis (J. Kristeva, R. Jakobson, S. Petrilli, P. Torop) ✓ The contribution by E. Cassirer and "Cultural Semiotics" ✓ The Semiosphere and Modeling Systems (J. Lotman) ✓ Culture as a structure: Myth, Mythologies (C. Levi-Strauss),

	<p>Low and High Culture (E. Hall)</p> <ul style="list-style-type: none"> ✓ The transition from Culture as Text (Humanities) to Culture as Action/Performance (Geertz) ✓ The role of the reader (S. Hall, U. Eco)
Website	https://qa.auth.gr/el/class/1/600180761/M1
Teaching staff	Evangelos Kourdis, Gregory Paschalidis

YM-2	<i>MA thesis design and writing</i>
Course description	<p>The aim of this course is for students enrolled in the "Semiotics, Culture and Communication" Joint Postgraduate Studies Programme to acquire theoretical knowledge and get practical training on research methodology, as practised in humanities and social studies. The course will address key issues, such as those of delimitation, validity and ethics, which tend to arise before and during any research project, with the ultimate goal being that of strengthening the identity of each student as a young researcher, and of gradually preparing him/her for designing and eventually writing their thesis in the second year of their MA studies.</p> <p>Within this context, the course will explore research methods and tools for – mainly qualitative, but also quantitative and mixed-type – research, classification, analysis and evaluation of research material, while at the same time the instructor will offer guidance for students to formulate their research proposals in a way that will utilise their background knowledge on semiotics, as well as nurture innovative ideas. In addition, there will be presentations and targeted tasks related to the elaboration of research papers. These will address a variety of writing challenges that often come up when writing a thesis; that is, challenges related to structure, argumentation and analysis, clarity, referencing, editing, text formatting, etc. The organising principle of this course is the continuous formative assessment of the students enrolled, combined with ongoing feedback provided by the instructor. Upon completion of the course, students will be asked to submit a comprehensive research proposal for their MA thesis or any other research project.</p>
Website	https://qa.auth.gr/el/class/1/600205949
Teaching staff	Despina-Alexandra Constantinidou

3.6.2. Elective courses

EM-1	<i>Semiotics and Art History</i>
Course description	The course will be articulated in three parts: The first part (sessions 1-3) will examine historical and methodological issues of both semiotics and art history, relying mainly on the traditions of Aby Warburg and Meyer Shapiro, on the one hand, Ferdinand de Saussure and Algirdas-Julien Greimas, on the other. The second part (sessions 4-8) will present the uses of semiotic tools by art historians and “image scientists” (Rosalind Krauss, Stephen Bann, Mieke Bal, Klaus Sachs-Hombach et al.), while the third part will tackle the larger scale of cultural semiotics, as well as the history of media and the “semiosphere” in the era of mass communication.
Website	https://qa.auth.gr/el/class/1/600123662
Teaching staff	Lia Yoka, Panagiotis Mpikas

EM-2	<i>Semiotics of graphic design and visual communication</i>
Course description	The current course explores the visualisation of verbal language in the context of Graphic and Visual Communication. By identifying theories of visual and applied Semiotics, it examines how meaning is constructed between the image, text/typography and sound for the communication of messages, in different mediums and applications. Additionally, the course demonstrates to students the capacity of Graphic and Visual Communication to reflect culture, as well as outlining the importance of semiotic analysis and critical thinking through specific applications and assignments from relevant fields.
Website	https://qa.auth.gr/el/class/1/600141765
Teaching staff	Giorgos Liamadis

EM-3	<i>Multimodal semiotics: theory and applications</i>
Course description	The course focuses on semiotic analyses of texts of general content where the core message is one or more non-verbal semiotic elements coupled with verbal elements. The texts to be analyzed have been published in various forms, such as print, audio-visual, digital and web-based, and they are analyzed through the lens of multimodal semiotics. Multimodal semiotics is theoretically based on social semiotics and

	approaches the phenomenon of multimodal communication through a systemic functional perspective. In systemic functional linguistics, communication is always context-based and embedded in social practice. On the other hand, in systemic functional semiotics it is possible to examine meaning that is created through the combined use of several semiotic resources. By employing a multimodal grammar consisting of five semiotic dimensions (representational, social, organizational, contextual, and ideological) an empirical examination of multimodal and multisemiotic texts is carried out (advertising campaigns, illustrated stories, musical book covers, subtitling and visual poetry).
Website	https://qa.auth.gr/el/class/1/600123665
Teaching staff	George Damaskinidis

EM-4	<i>Semiotics and education</i>
Course description	<p>The aim of the course is: (a) to familiarize students with semiotics and the theoretical tools for text and image analysis, and (b) to introduce students to the study of the meaning of symbolic systems through the analysis of significance systems derived from education textbooks, education legislation and texts from the wider social field of education, as well as videos of international organisations, focusing on these texts as institutions of culture and values.</p> <p>Upon completion of the course at the end of the semester, students are expected:</p> <ul style="list-style-type: none"> ➤ To understand and manage text and image semiotic tool analysis ➤ To analyse texts relating to the field of education such as school textbooks, education legislation, and international organisations pertinent to education ➤ To develop research skills and critical thinking, as well as apply knowledge in practice, analyze and synthesize data using the necessary technologies <p>Student evaluation involves a final research project and oral presentation, analysing how education texts are encoded - in virtual and non-text messages to convey meaning.</p>
Website	https://qa.auth.gr/el/class/1/600123667
Teaching staff	<i>To be announced</i>

EM-5	<i>Semiotics and audiovisual adaptation</i>
Course description	The objective of this course is to enable students to understand the language of audiovisual texts and to familiarise them with key theoretical aspects and texts on audiovisual semiotics and adaptation. Students will be trained to understand cinematic language, audiovisual narrative, and the main concepts of adaptation across different semiotic systems/modes and cultures. The course comprise both theoretical and workshop projects on various audiovisual genres ranging from feature to animation films. Assessment will be based on a midterm and a final project.
Website	https://qa.auth.gr/el/class/1/600180762
Teaching staff	Loukia Kostopoulou

EM-6	<i>Intermedial narratology</i>
Course description	Narratives exist in many different media: written texts, oral storytelling, theatrical performance, film and television, as well as painting, music and dance. They may be presented as fictional or as non-fiction. Stories are also often borrowed back and forth between different semiotic systems, adapted to media-specific conventions and techniques and interpreted to adjust to new cultural and social circumstances. However, the basic elements of the narrative form, such as plot, character, setting and point of view, can be identified in all narratives independently of their medium of expression. In this course, we shall use the narrative theory of A. J. Greimas to analyze narratives of different kinds, concentrating on written texts but also looking at myth, folktale, cinema, television, and the many other areas where we encounter narratives in contemporary culture. As part of the requirements for the course, students will be expected to produce an original narrative analysis of a story in a medium of their choice, selecting the text in consultation with the instructors.
Website	https://qa.auth.gr/el/class/1/600123686
Teaching staff	Karin Boklund-Lagopoulou, Alexandros-Phaidon Lagopoulos

EM-7	<i>Semiotics of migrant literature</i>
Course description	Semiotics of migration literature is a new field of research, which combines Semiotics of Literature with Semiotics of Culture. In our lessons, we will explore, with the help of Greek and translated literary texts, both the semiotics of linguistic metaphors of the dynamic

	<p>concept of Culture, Interculturalism and Hybridism as well as the semiotics of communicational mediation through literature. The lessons are divided into two parts: a) an introductory part, where we will familiarize ourselves with the theories of Semiotic Literature and Culture, such as Semiotics of Metaphors, Semiotic Cognitive Theory, Semiotics of Culture, and b) an applied part, where the above theories will be applied to various European immigration texts, as well as selected films.</p> <p>Learning results: at the end of the course, students should be able to analyse on their own the semiotic, intercultural, and communication potential of migrant literary texts and films, and develop empathic skills to interpret multifaceted foreign cultural codes.</p>
Website	https://qa.auth.gr/el/class/1/600198292
Teaching staff	Aglaia Blioumi

EM-8	<i>Semiotics and digital tools in literature teaching</i>
Course description	<p>We present basic theoretical concepts of literary texts analysis and their indicative didactic approaches, applying the theory of Goldmann, Bakhtin, Jauss, Iser, Durand, Barthes, Bourdieu, Freud, Eliade and the proposed synthesis of semiotic tools. In terms of learning outcomes, students will become familiar with the following analysis / implementation topics:</p> <ul style="list-style-type: none"> ➤ intertextual notions of myth, ➤ the social dialogue of literary myth and its hypertextual dimensions, ➤ the concept of multimodality and its applications, ➤ the role of ICT and the Internet in education, ➤ the epistemological field of social constructivism and group collaboration of pupils, ➤ the proposed fictional theory of hybrid signs as a means of multimodal correlation between experience and metaphor, and ➤ the proposed educational software (MFE) in the teaching of literature.
Website	https://qa.auth.gr/el/class/1/600141505
Teaching staff	Symeon Degermetzidis

EM -9	<i>Semiotics and Memory Studies</i>
Course description	What do we remember? How do we remember? How does memory affect interpretation and the forms of memorialisation and how is it shaped by them? The lesson discusses the semiotic infrastructure of the emerging interdisciplinary field of Memory Studies.
Website	https://qa.auth.gr/el/class/1/600180765/M1
Teaching staff	Lia Yoka, Titika Dimitroulia

EM -10	<i>Semiotics of Interactive Narrative: Animation, Novels, Video Games</i>
Course description	Nowadays, new forms of narrative have emerged, where the user actively influences plot development and often affects their course. With the support of technology, these narratives have been applied to almost all kinds of cultural production: from literature and art to advertisements, video games and, very recently, television. In this course, we focus primarily on the semiotic and narrative analysis of interactive novels, animations and video games, in order to address narratives in as many semiotic systems as possible (natural language, visual, sound, filmic etc.), while at the same time we will look at various other applications, such as applications in advertising, in education, in art, in videos for social purposes, and more.
Website	https://qa.auth.gr/el/class/1/600158696
Teaching staff	Maria-Ilia Katsaridou

EM-11	<i>Semiotic and cultural heritage</i>
Course description	The course “Semiotics and Cultural Heritage” explores through different representations the broad concepts of culture, semiotics, and cultural heritage and their ‘semantic’ evolution in modern western societies. It analyses the new methodological tools offered by semiotics, with new perspectives and considerations regarding the interpretation of cultural phenomena, and new ways of perceiving the world. It aims to investigate and explore spaces, structures, and environments where cultural phenomena and 'products', messages, meanings and representations are constructed and deconstructed. It examines the theoretical and sociopolitical context of an interpretative approach to cultural and archaeological heritage by analysing the multiple biographies of monuments and objects making use of the interpretive ‘channels’ of the rhetoric of semio-narratives. Focus is placed on critical analysis of practical and methodological semio-tools through case studies. Emphasis is given to the analysis of

	the framework of cultural management, structures and practices for a holistic approach of integrated implementation studies, aiming at the sustainability and production of new methods of development and creation of postmodern cultural 'products'.
Website	https://qa.auth.gr/el/class/1/600141770
Teaching staff	Archondia Polyzoudi

EM-12	<i>Pictorial semiotics</i>
Course description	Combining elements of iconology, extra-linguistic communication and cultural studies, contemporary semiotics of the image constitutes the central axis of a complex cultural hermeneutics that combines synchronicity and diachronicity, analysis and critique. Focusing on artworks, posters, photographs, websites, maps and logos, the course aims at a broad understanding of the features and dynamics of contemporary pictorial environment.
Website	https://qa.auth.gr/el/class/1/600228311
Teaching staff	Gregory Paschalidis

EM-13	<i>Semiotics and photography</i>
Course description	<p>If the illiterate of the future is the one who cannot handle the camera, as Moholy Nagy wrote in the interwar, today we would say he is the one who cannot read the photographic images. Child of nature (light) and culture (writing), photo-graphy is a double index, the creator and the reality; the objective event and the subjective imagination. Document or art, commercial or political marketing, a window in the world or a mirror of ourselves (selfies), in any case, photography is a semiotic matrix that makes sense. The course will discuss the conditions and the scope of this meaning through the history of the medium. More specifically, we will examine:</p> <ul style="list-style-type: none"> - the picture as icon, index, symbol, denotation, connotation, studium, punctum - photography's semiotic difference from other images (drawing, painting, cinema) - photography as an anatomy of society (by Walker Evans and beyond) - the discourse of photography - the applied photo: advertising, politics, print and electronic press, social media,

	- the meaningful shift brought about by the digital revolution in the traditional function of photography as a trace of reality.
Website	https://qa.auth.gr/el/class/1/600141772/M1
Teaching staff	<i>To be announced</i>

EM-14	<i>Semiotics of audiovisual discourse (cinema, television)</i>
Course description	<p>Taking into consideration the theory of semiotics, the aim of this course is to focus on the semiotics of audiovisual discourse in the media of popular culture, such as the cinema and television. More specifically, the object of our study will be the narrative audiovisual texts (feature films mainly, as well as TV series) as the most popular forms of cultural expression.</p> <p>Given the explosion of technology lately, audiovisual discourse tends to upstage traditional written discourses. Therefore, it is imperative to start examining how images and sounds function in audiovisual narrative texts, in other words to investigate how they operate as signs in the signification system of cinema and TV. The main concerns in this course will be aspects of perception and the aesthetics of image, sound, motion, as well as the narrative codes that operate in the production and comprehension of meaning in storytelling.</p>
Website	https://qa.auth.gr/el/class/1/600123701/M1
Teaching staff	Michalis Kokkonis

EM-15	<i>Intersemiosis and cultural adaptation</i>
Course description	The aim of the course is to present the most important approaches to the phenomenon of intersemiosis and of cultural adaptation from the perspective of the research fields of Semiotics of translation, Visual Semiotics and Intericonic and Interart Studies. In this context, cases of transmutation of the information load between different semiotic systems, such as language, picture, pose, spatial composition, colors, etc. are examined.
Website	https://qa.auth.gr/el/class/1/600228306/M1
Teaching staff	Evangelos Kourdis

EM-16	<i>Semiotic and Intersemiotic Approaches in Digital Humanities</i>
Course	The course aims to introduce students to the intersemiotic-

description	polysemiotic dimensions of contemporary digital culture, the digital semiosphere, as well as to the theoretical models, methods, and tools used in the relevant Digital Humanities (DH) approaches. The course examines, from a critical point of view, the dialogue between DH and semiotics, in the context of multimodality, multimediality, and intermediality.
website	https://qa.auth.gr/el/class/1/600158703
Teaching staff	Titika Dimitroulia

EM-17	<i>Issues of Intertextuality in the Semiotics of Poetic and Visual Discourse</i>
Course description	<p>The starting point is the dialectic of symbols, motifs, and themes in the poetic and visual language with a model of artistic and verbal intertextuality, based on the concept of intertextuality by Riffaterre. An indicative scope in the first lessons is the comparison of the poetic and visual work of the Greek surrealist poet and painter Nikos Engonopoulos based on the multimodal myth of Orpheus (five paintings in correspondence with eight poetic collections). Subsequently, we shall proceed to further decoding symbols, motifs, themes, and myths, attempting to synthetically interpret poetic, visual, musical, and cinematic discourse, as reflected in works that are part of the international surrealist movement (Breton, Dali, Éluard, Max Ernst, Magritte, Tzara, Duchamp, Giacometti, De Chirico). Students are expected to develop special knowledge / skills in the following:</p> <ul style="list-style-type: none"> ➤ analysis of text and image mechanisms, ➤ detection of multimodal myth as a hybrid structure of different semiotic codes, and ➤ analysis of specialized applications for the blending of semiotic codes (encouraging them to personally create collages, edited pictures, and videos).
Website	https://qa.auth.gr/el/class/1/600141774/M1
Teaching staff	Symeon Degermetzidis

EM-18	<i>Social Semiotics, Ideologies and Identities in Mass Culture Discourse</i>
Course	The course deals with the construction of identities in pop culture

description	discourse in the light of socio-semiotic theories. More specifically, departing from a constructionist perspective, identities are viewed as dynamic and fluid entities that are realised and reconstructed in discourse. In this context, speakers are considered to actively shape their social reality, taking into account the social constraints and communicative orientations they pose / are posed to them each time. As interaction is considered to be the 'canvas' against which multiple identities are displayed and clash among the participants, we will focus on the analysis of fictional interaction, drawing on examples from cinema and television (television series, TV commercials). The social identities under study will be social class, gender, age, and ethnicity, while all the indexical processes / semiotic systems (language and image) which are involved in the construction of identities in the (multimodal) fictional discourse will be considered. As pop culture constructs multiple versions of social reality in the institutional framework in which it is shaped, special emphasis will be placed on the ideological role of the fictional representations under study to reproduce and to subvert the hegemonic identities of gender, class, age, and ethnicity.
Website	https://qa.auth.gr/el/class/1/600133256
Teachingstaff	Anastasia Stamou

EM-19	<i>Semiotics of popular culture</i>
Course description	<p>The course initially aims at an extensive examination of pop culture's multiple facets and their various intersections. In-depth semiotic analysis on a wide variety of visual examples and cultural practices will help us trace the symbolisms involved, the artifacts themselves, the cultural processes, the influences from and the impacts on visual culture, on overall lifestyles, on urban environment, as well as in society at large.</p> <p>The lessons will draw on examples from encountering fields and practices, such as the comics, graffiti, cinema, the Press and TV, subcultures, DIY culture, music videos, tattoos, gastronomy, graphic design, fashion, the art world, entertainment and the cultural industries, sports, commerce and marketing.</p> <p>Further cases examined extend from music concerts to events such as the Olympic Games opening ceremonies and the Eurovision song contests. From the underground parties to the club cultures, from mega events to the beach bars, from the fanzines to the free Press, to YouTube and Tumblr pages, from murals to memes and gifs. From the counterculture to consumer and hipster culture, expanding even further to notions such as style and fads, and to dualisms such as metropolis and periphery, high and low, grassroots and mainstream.</p>

	Ultimately, the course's objective is an overall understanding of symbolic gestures, the various phenomena and actions, the cultural production, as well as a critical approach on the aforementioned.
Website	https://qa.auth.gr/el/class/1/600180766
Teaching staff	Orestis Pagalos - Petros Petridis

EM-20	<i>Nonverbal communication</i>
Course description	Kinetics and gestuality, face expressions, colour, pose and location in space, regard, tactile communication, objects as communicative inventions are just some of the nonverbal semiotic systems that integrate visual communication and which are the subject of this course.
Website	https://qa.auth.gr/el/class/1/600141775/M1
Teaching staff	<i>To be announced</i>

EM-21	<i>Multimodal rhetoric</i>
Course description	The course is about semiotic analyses of text of general content where the core message is one or more non-verbal semiotic elements coupled with verbal elements. The texts to be analyzed have been published in various modes, such as print, audio-visual, digital and web-based, and they are analysed through the lens of multimodal semiotics. Multimodal semiotics is theoretically based on social semiotics and approaches the phenomenon of multimodal communication through a systemic functional perspective. In systemic functional linguistics, communication is always context-based and embedded in social practice. On the other hand, in systemic functional semiotics it is possible to examine meaning that is created through the combined use of several semiotic resources.
Website	https://qa.auth.gr/el/class/1/600141776
Teaching staff	Parthena Charalampidou

EM-22	<i>Semiotic of theater</i>
Course description	Semiotics of theatre is a methodological analysis of the theatrical phenomenon. It is divided into two branches: the Semiotics of the Dramatic Text and the Semiotics of Performance. The first branch focuses on the analysis of the textual code and the investigation of the

	relations between the various sign systems which are integrated in the text, aiming at the performance. The second deals with the theatrical act and practice itself, and aims at approaching the final aesthetic result on stage, that is, the performance, its codes and the multimodality that characterizes it. The two parts will be studied successively as autonomous and complementary integrals, drawing upon methodological tools from Communication and the Reception Theories at the same time, since the theatrical event itself, as a result of the transition from the text to the stage, has an intercultural and interdisciplinary dimension.
website	https://qa.auth.gr/el/class/1/600244627
Teaching staff	Mary Bairaktari

EM-23	<i>Intermedial Studies, Cinema and Translation</i>
Course description	The course is part of the framework of media studies and examines the relationship between cinema and other art forms (literature, theatre, photography, painting, music, and dance). Through a variety of examples of films from European and world cinema (Japanese and Iranian, among others), we analyse the apparent influence and inspiration that a variety of filmmakers draw from other arts. Throughout the semester we examine issues of form (static and movement, light and shadow, composition of plan, colour and absence of colour), issues of performance, presence/absence of the viewer, narrative structure, and hybridity of media. Finally, the passage of an audiovisual product to other media, the transformations and changes that accompany it are analysed as well.
Website	https://qa.auth.gr/el/class/1/600141778
Teaching staff	Loukia Kostopoulou

EM-24	<i>Semiotics of political communication</i>
Course description	Based on the conception of politics as symbolic action, the semiotics of political communication examines the forms and practices of signification that we commonly acknowledge to have political intent and function. More specifically, it focuses on the study of the symbols, rituals, and semiotic practices employed by all kinds of political actors (state institutions and communication media, politicians and parties, social movements and NGOs) with the aim to shape and publicise their identity and ideas, to influence political attitudes, behaviours and processes, to build and mobilise political communities.
Website	https://qa.auth.gr/el/class/1/600141779

Teaching staff	Gregory Paschalidis
EM-24	<i>Semiotics of advertising</i>
Course description	The course focuses on the semiotic approach to advertising (print, electronic, TV spots) through the approaches of Roland Barthes, Jean-Marie Floch and other prominent semioticians, linking the course to the field of marketing and brand semiotics.
Website	
Teaching staff	<i>To be announced</i>

3.7. Teaching staff

Lecturers of the programme are faculty members of the collaborating Schools, other Departments of Aristotle University of Thessaloniki, and Greek universities, as well as appointed lecturers specialising in subjects related to semiotics, culture and communication.

TENURE TEACHING STAFF

School	Name	Surname	University rank	Specialisation
School of French Language and Literature, AUTh	Evangelos	Kourdis	Professor	Semiotics of translation
School of Theater, KNUA	Titika	Dimitroulia	Professor	Practice and theory of translation
School of Journalism and Media Communications, AUTh	Gregory	Paschalidis	Professor	Cultural studies
School of Architecture, AUTh	Lia	Yoka	Associate Professor	History and Theory of art and culture
School of Architecture AUTh	Alaxandros-Phaidon	Lagopoulos	Professor Emeritus	Urbanism/ Social Anthropology
School of English Language and Literature, AUTh	Karin	Boklund-Lagopoulou	Professor Emerita	English and Comparative Literature, Theory of Literature and Comparative Text Analysis
School of English Language and Literature, AUTh	Michalis	Kokkonis	Professor Emeritus	Contemporary American Literature and Cultural Studies

School of German Language and Literature, KNUA	Aglaia	Blioumi	Associate Professor	German Literature and Culture
School of Social Anthropology, Panteion University	Petros	Petridis	Assistant Professor	Social Anthropology and Digital Education
School of French Language and Literature, KNUA	Maria	Bairaktari	Assistant Professor	Literary Translation
School of Visual and Applied Arts AUTH	Giorgos	Liamadis	Associate Professor	Industrial Design
School of Italian Language and Literature, AUTH	Ilias	Spyridonidis	Assistant Professor	Translation and Semiotics applying in Italian Literature

LABORATORY TEACHING STAFF

School	Name	Surname	University rank	Specialisation
School of Architecture, AUTH	Panagiotis	Mpikas	Laboratory Teaching Staff	Art History
School of French Language and Literature, AUTH	Loukia	Kostopoulou	Laboratory Teaching Staff	Audiovisual translation: subtitling / Cinema
School of French Language and Literature, AUTH	Parthena	Charalampidou	Laboratory Teaching Staff	Multimodal translation

EXTERNAL TEACHING STAFF

School	Name	Surname	Specialisation
Education and Language Studies, The Open University of London (Dr.)	George	Damaskinidis	Multimodal semiotics and translation, edusemiotics
School of French Language and Literature (Dr.)	Symeon	Degermentzidis	Comparative Literature, Teaching of Literature and New Technologies
School of Italian Language and Literature (Dr.)	Maria-Ilia	Katsaridou	Semiotics of Animation

School of English Language and Literature (Dr.)	Despina-Alexandra	Constantinidou	English and European Literature and Literary Theory
School of Architecture (Dr.)	Orestis	Pagalos	Art History and Mass Culture
School of Archaeology, University of Cambridge (Dr.)	Archodia	Polyzoudi	Cultural Heritage and Museum Narratives
School of French Language and Literature (Dr.)	Thomas	Bardakis	Semiotics of Onomastics and Ideology of Mass Culture Texts
School of Architecture (Dr.)	Konstantinos	Michos	Semiotics of Scientific Advertising

3.8. Evaluation of the programme

The students of the MSc programme evaluate electronically the courses and the lecturers of the programme once every semester, through the evaluation system of Aristotle University of Thessaloniki (<https://qa.auth.gr/el/studyguide/600000254/2018>).