



**UNIVERSITY OF WESTERN MACEDONIA**  
**DEPARTMENT OF EARLY CHILDHOOD EDUCATION**  
***POSTGRADUATE PROGRAM IN SCIENCES OF EDUCATION***



DIRECTION: CULTURAL STUDIES: SEMIOTICS & COMMUNICATION

The PG program entitled "Cultural Studies: Semiotics and Communication" examines the rapid changes taking place in the field of communication, which have political, social and economic dimensions. Such studies, examine the role of cultural products with a focus on cultural heritage management, while emphasizing on pointing out the emergence of new postmodern cultural and tourism resources in the Mediterranean region.

- The direction combines critical analysis in issues of communication, culture, identity, theory and practice of semiotics with specialized training in visual communication, advertising and rhetoric techniques. Critical theory and cultural studies, firstly, focus both on communication techniques and practices (in issues of culture of public, private and everyday life/ education and culture/ sociology of culture/ history) and secondly in art as a cultural/material product (SMEs, Movies, Documentaries, Performing arts).
- This specialization provides training and scientific knowledge in management positions, cultural, historic, national and international heritage mainly focused on the visual representations.
- Interdisciplinarity as an axiomatic thesis for cultural studies supports the semiotic and structural analysis: thus the specific direction "Cultural Studies: Semiotics and Communication" has a multidisciplinary background and provides a basis for application of semiotic ideas, research methods and approaches in a wide range of modern and postmodern disciplines and fields.

**PROCLAMATION – CALL FOR APPLICANTS**  
**Academic year 2015-16**

The Department of Early Childhood Education, of the Faculty of Education - University of Western Macedonia, in the operation of the Postgraduate Program on "Sciences of Education" (Government Gazette 1409 sq. B / 06.03.2014) invites interested parties to apply for the academic year 2015 -2016 on the following field:

- Cultural Studies - Semiotics & Communication (40 positions) - 3 semesters / specialization on Sciences of Education - courses are being given both in Greek and English (<http://semiotics.nured.uowm.gr>).
- The direction can carry out concentrated as well as intensive courses using synchronous and asynchronous online communication (lessons in English / through online teaching platform).



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- For attending the PGP tuition fees are required, on dates having been notified in time, which amount to a total of 2,700 euros (800 euros at the beginning of each semester and 300 Euros in the third semester in which the thesis is prepared).
  
- Applicants are admitted after consideration of their formal and substantive qualifications, such as university graduates of domestic or foreign recognized institutions. Final-year undergraduate students may submit applications, but it is sufficient to provide studies completion certificate with indication of their score.

Required documents for applicants:

1. Full CV (resume)
2. Diplomas and transcripts which will indicate the exact average score
3. Proven knowledge, Level B2, of a foreign language (English, French or German) as certified by the Council of Europe
4. Photocopy of ID
5. Any publications / presentations in conferences (if any)
6. Certificates of professional experience (if any)

Dates of Application:

Candidates should send the above documents during the period of selection (11<sup>th</sup> May to end of June) to this e-mail: [semiotics.nured@gmail.com](mailto:semiotics.nured@gmail.com)

Notification of acceptance will be given shortly after the application dates (15/07-30/07).

Course details and program:

**1<sup>st</sup> Semester**

Course	Participation	ECTS
Theory of Semiotics and Culture	Compulsory	10
Historiography in the 21 <sup>st</sup> century	Compulsory	10
Elective	Compulsory	5
Elective	Compulsory	5



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**2<sup>nd</sup> Semester**

Course	Participation	ECTS
Sociology of Culture	Compulsory	10
Research methodologies	Compulsory	10
Elective	Compulsory	5
Elective	Compulsory	5

**3<sup>rd</sup> Semester**

Course	ECTS
Thesis	30

**Elective courses**

Course	Semester	ECTS
Basic Principles of Visual Literacy	1 <sup>st</sup>	5
Textbooks and Applications of multimodal semiotics	1 <sup>st</sup>	5
Theatrical and Film Writing (scripting)	1 <sup>st</sup>	5
Literature and Media	1 <sup>st</sup>	5
Culture as practice-epistemological and didactic proposals	1 <sup>st</sup>	5
Visual Methodologies	2 <sup>nd</sup>	5
Scientific writing on papers and dissertations	2 <sup>nd</sup>	5
Methods and examples of documentation and analysis of	2 <sup>nd</sup>	5



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cultural material		
Visual Rhetorics	2 <sup>nd</sup>	5
Production of educational material	2 <sup>nd</sup>	5

For more details and info:

University of Western Macedonia

Department of Early Childhood Education

Postgraduate Program on Sciences of Education

Direction of Cultural Studies: Semiotics & Communication

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