

## COURSE DESCRIPTION

### 1. GENERAL

<b>SCHOOL</b>	MUSIC AND AUDIOVISUAL ARTS		
<b>DEPARTMENT</b>	AUDIO AND VISUAL ARTS		
<b>LEVEL</b>	Undergraduate		
<b>COURSE CODE</b>	THE302	<b>SEMESTER</b>	3 <sup>rd</sup>
<b>COURSE TITLE</b>	Philosophy & Media Aesthetics		
<b>INDEPENDENT TEACHING ACTIVITIES</b>	<b>WEEKLY TEACHING HOURS</b>	<b>ECTS</b>	
Lecture	3	5	
<b>COURSE CATEGORY</b>	General Background		
<b>COURSE TYPE</b>	Compulsory		
<b>PREREQUISITES</b>	THE202		
<b>LANGUAGE OF TEACHING and EXAMINATIONS</b>	Greek		
<b>THE COURSE IS OFFERED TO ERASMUS STUDENTS</b>	YES (In English)		
<b>URL</b>	<a href="https://avarts.ionio.gr/en/studies/undergraduate/courses-descriptions/the302/">https://avarts.ionio.gr/en/studies/undergraduate/courses-descriptions/the302/</a>		
<b>ECLASS</b>			

### 2. TEACHING RESULTS

<b>Teaching Results</b>
Orality and literacy. Language and cognitive development. Consciousness. Subjectivity. Language mechanisms. Language quality. Pictography. Text processing. Calligraphy. Manuscript. Typography. Digital writing. Hypertext. Media and social effects. The Medium is the Message. From state-owned media to privatization. Media and the definition of private and public sphere. Media and globalization. Media and gender. Media and education. The future of communication.
<b>General Skills</b>
<ul style="list-style-type: none"> <li>• Seek, analyze and synthesize data</li> <li>• Autonomous work</li> <li>• Team work</li> <li>• Project design and management</li> <li>• Freedom of thought</li> </ul>

### 3. CONTENT

<p>The objective of the course is the understanding of media technological advances and their potential socio-cultural consequences. Media effects on human communicational ability from the point of view of individual development, from orality to typography. The course focus on the mutual relations of mass communication (from the optical telegraph to the Internet) and their integration in the respective historic context. Thus, among other, literary and film sources belonging to the science fiction genre are cited.</p> <p>1st Week: Human language: nature, functions and characteristics.                  2nd Week: The language of the animals. The origin of languages. Oral and written speech.                  3rd Week: Language and subjectivity. The interpretation of texts. Writing and power. The representation of the world and the body in maps and in books.                  4th Week: The importance of the road network: the horse, the post, the bicycle and the car.                  5th Week: The right to media access: the semaphore and the electrical telegraph.                  6th Week: The influence of media in social structure: the typewriter.                  7th Week: Private and public sphere (part 1): phonograph, photography and film.                  8th Week: Private and public sphere (part 2): the telephone and the radio.                  9th Week: Electronic media and global communication: television and the internet.</p>
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10th Week: Cool and hot media: the psychological influence and the shaping of education.  
11th Week: The arts and technologies of writing. Concrete poetry. Blogging. Linearity and multilinearity.  
12th Week: Presentation of final assignment (part 1).  
13th Week: Presentation of final assignment (part 2).

#### 4. TEACHING AND LEARNING METHODS - EVALUATION

<b>TEACHING METHOD</b>	Lectures																
<b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES</b>	Enhanced by multimedia content. The learning process is supported by the asynchronous e-learning platform e-class.																
<b>TEACHING STRUCTURE</b>	<table> <tr> <td>Activity</td> <td>Semester Workload</td> </tr> <tr> <td>Lectures</td> <td>39</td> </tr> <tr> <td>Lab Lectures</td> <td>0</td> </tr> <tr> <td>Tutorial</td> <td>0</td> </tr> <tr> <td>Hands-on Lab</td> <td>0</td> </tr> <tr> <td>Practice and Preparation</td> <td>30</td> </tr> <tr> <td>Independent Study</td> <td>56</td> </tr> <tr> <td><b>Course Total (ECTS: 5)</b></td> <td><b>125</b></td> </tr> </table>	Activity	Semester Workload	Lectures	39	Lab Lectures	0	Tutorial	0	Hands-on Lab	0	Practice and Preparation	30	Independent Study	56	<b>Course Total (ECTS: 5)</b>	<b>125</b>
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<b>EVALUATION OF STUDENTS</b>	Written examination paper. Final written assignment. Oral presentation of final written assignment.																

#### 5. BIBLIOGRAPHY

Flusser, Vilém, *Into the Universe of Technical Images*, Minnesota: University of Minnesota Press, 2011.  
Kittler, Friedrich, *Gramophone, Film, Typewriter*, Palo Alto: Stanford University Press, 1999.  
Olson, David R., *The world on paper: The conceptual and cognitive implications of writing and reading*, Cambridge, New York and Melbourne: Cambridge University Press, 1996.  
Ong, Walter J., *Orality and Literacy: The technologizing of the word*, London and New York: Methuen, 1982.  
Material available on the e-class platform.