

# INTERNATIONAL SEMINAR

©-Journalism, Cultural Content  
& Creative Economy



29 June – 09 July, 2017



## Organizers – Aims

The seminar is being organized by the Communication, Media and Culture Department of Panteion University of Social and Political Sciences with the collaboration of the municipality of Hermoupolis-Syros [http://www.hermoupolis.gr/Tourism\\_EN.aspx](http://www.hermoupolis.gr/Tourism_EN.aspx) and local cultural and educational institutions. We aim to develop a high quality program of international appeal concerning the disciplines of journalism, new media, culture and creative economy.

## Why participate

The current technological and socioeconomic developments bring forth a new reality in the respective fields of communication, culture and economy. For the first time in history, citizens have the means and potential to create content and make it available to an international audience. Simultaneously, an emerging Knowledge - based economy makes the creative sector a crucial pillar of development and offers many opportunities to utilize and promote cultural content in economically efficient ways.

The programme emphasizes multi-media production by participants who will work in a collaborative, project-based environment inspired by the vibrant cultural life of the island and the unique architectural features of Hermoupolis. Last year's projects can be accessed in:

<http://syrossummerseminar.edu.gr/>

## Main topics



- ✓ Ethics and practices of e-journalism
- ✓ Surveying and managing content – Data mining
- ✓ Shedding light on cultural heritage and modern creative activities  
Using New Media
- ✓ The culture of the Aegean Sea and the city of Hermoupolis as sources  
Of inspiration
- ✓ The importance of Creative Economy and new opportunities to utilize  
cultural content in economically efficient ways
- ✓ New business models and social entrepreneurship in Media and Culture



## Time and place

The seminar will take place from the 29th of June until the 9th of July 2017. Participants will be staying at Francoise Hotel  
[http://www.francoise.gr/en\\_GB/c/homeEn](http://www.francoise.gr/en_GB/c/homeEn)



Francoise Hotel is situated less than 200 meters from the sandy beach of Galissas and about 8 kilometers away from Hermoupolis.

## Participants



We are expecting to welcome up to 25 advanced undergraduate and post-graduate students from Journalism, Communication, Culture and Creative Economy University Departments and Academic programs. The language of the seminar is English.

**\*All participants are required to make their own arrangements for travelling to Athens as well as health & accident insurance**

## How to apply

For further Information and registration please send mail to the address: [syrossummerseminar@gmail.com](mailto:syrossummerseminar@gmail.com)

Students are invited to apply by sending a CV and a letter of intent. Please note that places are limited and will be awarded on merit.

Deadline for applications: 31 March 2017.

Decisions will be mailed out till 6 April 2017.



## Syros: a pearl in the Aegean Sea

Discover the island of Syros, which combines all that makes the Greek islands unforgettable: a rich cultural life, entertainment, long crystal clear beaches, great hospitality and an exquisite local cuisine! Syros' capital is Hermoupolis (city of Hermes, ancient god of commerce, protector of travelers, orators and intellectuals, known for his cunning and wit).

Today, the Ermoupoleia Festival is ranked as one of Greece's cultural events, attracting major artists from all fields, who perform as part of the festival every summer. Of course, a wealth of other cultural events also takes place throughout the year.

If you are athletic there plenty of water sports clubs in many beaches on the island. Nightlife can be fascinating in Hermoupolis where you can enjoy traditional plates and gourmet cuisine, taste delicious cocktails and meet people from every part of the world.

# Mykonos : One of the most famous Cycladic Islands

Mykonos is Greece's most famous cosmopolitan island, a whitewashed paradise in the heart of the Cyclades. Pay a visit to the church of Panayia Paraportiani, the Town hall and the castle situated above the harbour. don't forget to visit the Archeological, Folklore and Maritime Museums to take in a little history. One of the most scenic corners of the island is "Little Venice", an 18<sup>th</sup> century district, dominated by grand captains' mansions with colorful balconies and stylish windows. With balconies perched over the sea, pictures of the famous Italian city spring to mind. The island is a paradise for water sport enthusiasts and clubbing addicts.



## Admission fee and benefits

Registration fee is 550€. It includes:

- ✓ Fare to the island of Syros from the port of Piraeus and back
- ✓ Participation in the seminar proceedings
- ✓ Ten day stay with breakfast (shared accommodation in a double occupancy room)
- ✓ Light lunch
- ✓ Welcome reception
- ✓ Farewell dinner on the last day of the seminar
- ✓ A Hermoupolis and Ano Syros sightseeing tour
- ✓ A day-trip to Mykonos
- ✓ A 10% discount for the programme Travel & Learn : <http://www.hibou-alliance.com/cyclades2017>



<https://www.facebook.com/SyrosSummerSeminar>

<https://www.youtube.com/channel/UChOyqDAY9imljygLHwL2LFA>

<https://plus.google.com/103923757028237274832>

