

# University Press

---

A p r i l 2 0 2 4

---

## Contact

Phone +302467440020

E-mail: [sec-cdm@uowm.gr](mailto:sec-cdm@uowm.gr)

Address: Fourka Area,  
52100 Kastoria



## History of the Department

The Department of Communication and Digital Media, of the School of Social Sciences and Humanities, of the University of Western Macedonia was founded in 2019 (Official Government Gazette 70/2019). Although recently founded, the academic identity of the department can be traced back in a long journey that begins with the foundation of the first Department of Public Relations and Communication in Greece. Founded in the city of Kastoria, the department left a significant imprint in the country's academic community. With

an established position in the field of Communication, the Department evolved throughout the years by addressing the complexities and the constant challenges in the Communication academic discipline.

In 2013, the Department incorporates in its name the Digital Media aspect (renamed to "Department of Digital Media and Communication") without however changing the scientific scope covered by its curriculum.



## Curious about mission and vision?

The vision of the Department is to become a scientific centre that will contribute dynamically to the national and local society, economy, life, and culture on issues related to the Communication science and its evolution through the new digital media tools.

## Department goals

Following a student-centered approach, the Department aims at providing studies of exceptional quality through the scientific, theoretical and practical training of the students in the fields of Communication and Digital Communication.

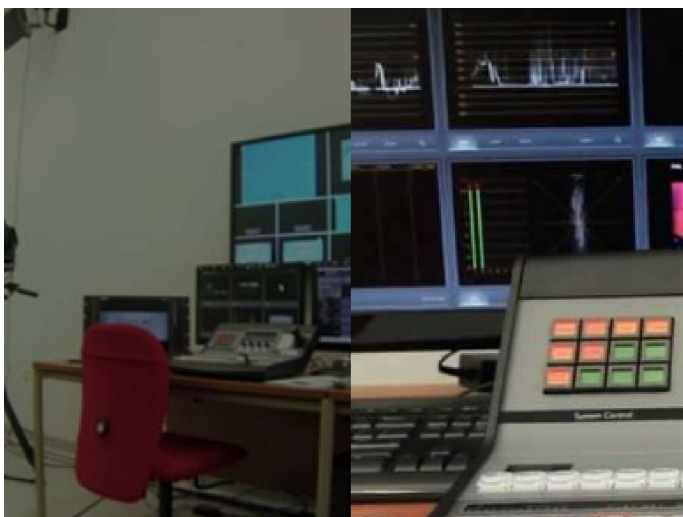
An important pursuit of the Department is to train and develop scientists and executives that will hold a high degree of know-how and will be able to meet the current trends of the communication consultant profession by taking into account the trends in the digital media landscape.

Moreover, they will be able to effectively manage communication as well as digital media; thus, succeed in their professional careers in the fields of Applied Communication (Political Communication, Public Relations, Marketing, Advertising, Crisis Communication, E-Government, Opinion Polls), Journalism (print,



electronic, and digital media) as well as in other fields that require the use of digital media such as Tourism, Cultural Heritage Management and Education.

Moreover, the department aims at enhancing the academic and scientific research in the general fields of communication, internet, digital networks and media, public relations, marketing, advertising, e-learning, distance e-learning, multimedia and mixed reality, opinion mining, human-machine communication, political communication, e-government, and consumer behavior.



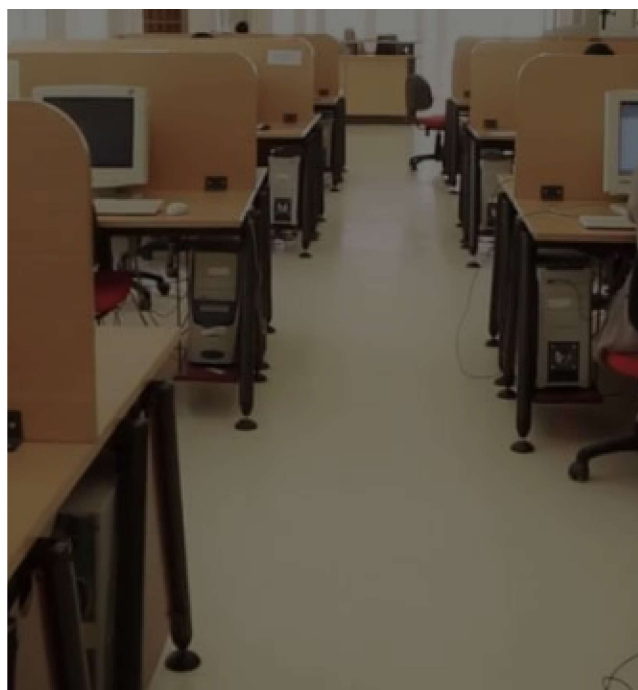
## Infrastructure of the department

The courses are held in classrooms and amphitheatres with a capacity of more than 80 seats. The teaching staff can use supervisory and other teaching aids such as video projectors, audio and microphone installations, internet, etc. The Department has 4 computer labs, with 20 jobs each, fully equipped with advanced technology. These labs are used for teaching purposes since workshops and exercises of various courses are carried out there.

## The library

The library is housed in the specially designed areas of the newly built Headquarters of the Branch, occupying an area of 560 sq.m. The good architectural design of the library as well as the supply of high standards of equipment, have created a pleasant, attractive environment for its users.

The library covers the needs of the educational programs of the Departments in the Kastoria Campus. The purpose of the library is to cover the educational and informational needs of the public as well as the support of research activities, projects and dissertations. The library includes titles of books of general interest as well as many book titles in specialized subjects and magazines. The library provides its users with information material in printed form (books, magazines, newsletters, etc.) and in electronic form (CD-ROM, Internet). The library of the Kastoria campus is a



member of the lending network of scientific articles coordinated by the National Documentation Center. The library has twelve PCs for searching and retrieving data from the Internet.