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Connect to MediaZone

The new face of Mediazone!

Dear Readers,

We would like to welcome you to the revamped version of the bilingual e-newsletter of the Department of Communications *Comm-Uni-ty News* formerly distributed as *Ariel-UNic/que*. Our aim is to share exciting news specific to the COMM Department and its network of collaborators with the widest possible audience.

Some of the highlights of this first issue are the announcements of two highly anticipated book publications and Mike Hajimike's "5 conferences in a year" experience. Tao Papaioannou introduces the new face of the COMM Department and Christophoros Christophorou, George Pavlides and the IMME team offer short reports on past events co-organized or supported by the department during the academic year 2012-2013. Our community has recently become stronger with the addition of talented PhD candidates and we hope that in the near future the newsletter will be the result of the collaboration between faculty members and postgraduate students. The contribution of students to departmental events and publications gives true meaning to the word community; thus, one of our goals is to introduce to the academic community the work of our students and hopefully make subsequent publications of this newsletter a student run project.

As a closing, I would like to thank Mediazone's Marios Tziakouris for his expert insight and assistance in creating this newsletter's look.

We wish you a pleasant reading and please don't forget to Like our Facebook pages:

<https://www.facebook.com/groups/CommDeptUNic>
<https://www.facebook.com/unic.communications>



Dr. Costas Constandinides

Assistant Professor
Department of Communications

Welcome back to the university and hopefully from a restful summer! This issue of Comm-uni-ty news will take a quick and reflective glance back at the academic year 2012-2013 at the Department of Communications. Spring 2013 has turned out to be a rather eventful and significant season for the Department, catalyzing a series of changes and transformations. First of all, having had long and fruitful academic careers, Professors Andreas Sophocleous and Nayia Roussou retired from the department. On behalf of the faculty and as the current Head of the Department of Communications, I would like to thank them for their enormous contribution to the growth of the department over nearly two decades. Incidentally, Drs Holger Briel and Christophoros Christophorou also left the department to pursue a new career path and we wish them the best of luck in the future!

Dr. Briel's departure led us to Dr. Costas Constandinides, the current editor of our departmental newsletter with a brand new name – COMM-UNI-TY News! I have full confidence that Dr. Constandinides, with his efficiency and well-articulated passion about visual communication, particularly film, will update the UNIC community with interesting news about the department in the years to come. Speaking of change, the department has recently redeveloped our MA program into Digital Media and Communications as to incorporate the staggering advent of Web 2.0 technologies and their complex social-cultural consequences.

This new program consists of exciting and cutting edge courses and is offered as a 12-month program with two specializations: 1) Journalism and Social Media Publishing and 2) Public Relations and Advertising in the Digital Age. Also, a revised BSc. program in Digital Communications and Mass Media has been approved by the Senate of the university. One of the concentrations within this updated program is on Radio, TV and Digital Broadcasting Media, featuring courses on editing and

compositing in digital media, digital cinematography, creative production and publishing and film production management.

The department also organized a variety of seminars, workshops and other supportive learning activities to further develop the competence of our students. In addition to striving for excellence in teaching, our faculty is also encouraged to pursue research success and you will read about an impressive range of output from new books, a special issue of an academic journal to book chapters, research grants and training seminars for professionals.

Finally, changes and new developments have brought the department to a closer collaboration with Academic Affairs, Admissions, Student Advising and particularly, MediaZone and the Institute of Mass Media (IMME), two long standing partners of the department. I sincerely hope this new spirit of collaboration will enhance the strengths of the department and help the department move forward! Happy reading of the COMM-UNI-TY news!

Dr. Tao Papaioannou
Associate Professor
Head of COMM Department

Our Brand New MA in Digital Media and Communications

The Master of Arts in Media and Communications at the University of Nicosia is the only MA program of its kind that has been accredited by the Ministry of Education and Culture of the Republic of Cyprus since 2005. Recently, this program has been redeveloped into an MA in Digital Media and Communications as to incorporate the staggering advent of Web 2.0 technologies and their complex social-cultural consequences.

This new program consists of exciting and cutting edge courses and is offered as a 12-month (90 ECTS) program with two specializations: (1) Journalism and Social Media Publishing and (2) Public Relations and Advertising in the Digital Age. The program organizes a variety of seminars and workshops throughout the academic year to support and further develop the competence of our students. Most notable among them is the “What the Experts Say - Industry Experts Guest Speaking Series”, co-organized by the MA in Digital Media and Communications and the MBA programs of the University of Nicosia with the support of Mediazone.

In Spring 2013, the MA in Digital Media and Communications and the MBA programs organized a seminar series which invited high caliber practitioners to share their professional expertise on cutting edge and urgent subjects in the context of the current economic and political situation in Cyprus as well as their critical insights on the future of tertiary education from their professional perspectives. As the series was exceedingly well received among students, the department plans to make this seminar series an annual signature event. Additionally, Tony Maslic, one of our graduating MA students will publish an article based on his MA thesis (supervised by Dr. Michael Hajimichael) in an upcoming edited book entitled “Arts and Social Justice: The Media Connection”.

Another MA graduate, Hugo Enrique Olives, will submit an article based on his MA thesis (supervised by Dr. Tao Papaioannou) to the *Journal of Arab & Muslim Media Research* with a peer-reviewed and accepted abstract. Our MA students are also encouraged to actively engage with the industry and enrich their experience. Louna Hamad has been working as a P.R. assistant at the Hope for Children Foundation and Belal Doufesh on news production at AFPTV.



The Whole is a Conference

This year participating and presenting at 5 different conferences felt like a *round-the-world* record breaking tour. I must confess 2 of these happened close to home, at The University of Nicosia, and another, was a first time experience for me, a virtual conference. The other two conferences I participated in, which I would like to share some experiences with you about, clocked up some air miles. Gernika, Spain, The III Art & Social Justice Conference; and The International Reggae Conference at The University of West Indies, MONA Campus, Kingston, Jamaica.

Gernika, in the Basque country in Spain was the symbolic setting for the III Art & Social Justice Conference, which was held in late October. The historic town of Gernika was very much alive on the day of arrival due to a Basque national holiday, with most of the residents out on the streets celebrating into the small hours of the morning. The theme of the conference was 'Arts, Crisis and Social Transformation' and it was hosted by The Gernika Peace Museum. The symbolic choice of Gernika – in the year of commemoration of the 75th anniversary of the bombing of the town and of the creation of the masterpiece "Guernica" by Picasso – as a location was important in the context of this theme. The conference featured many creative workshops, including an innovative approach to flag making by artist Raymond Watson from Belfast – more details on this can also be found online @ <http://belfastflags.com/>. Following the conference an international network has been established, The International Network on Art & Social Justice and I was elected chair person, a post I cherish despite the challenges it brings for assisting with the organization of future conferences. The hospitality in Gernika was amazing as was the experience of learning about the town and what it went through as a result of the bombing by Fascist forces in 1937. My presentation at the conference was about a project I was engaged in with partners from France and Morocco called 'Roots & Branches'. This will

also be a chapter in a book I am currently editing called Art & Social Justice – the Media Connection.

Jamaica is obviously the center of Reggae music globally and where else is more suitable to be presenting a paper on Reggae Music in Cyprus than the International Reggae Conference (IRC). This is an annual conference organized by the Reggae Studies Unit at The University of West Indies (UWI) MONA Campus, in Kingston the capital of Jamaica. IRC was a major turning point for me conference wise. IRC is one of the few conferences that I have been to in the world where I came back bubbling with more ideas for research, writing and collaborations. This was mainly due to the networking opportunities with academics and artists worldwide, and specifically from Jamaica which arose out of the conference. I conducted 10 detailed ethnographic interviews with artists at the conference and had the chance to meet some historic figures from the world of Reggae, such as Alan 'Skill' Cole, who was the road-manager for Bob Marley in the mid-late 1970's, producers Striker Lee, King Jammy and Bobby Digital, as well as more contemporary artists such as Protoje, Exile Di Brave and Kazam Davis. I hope to be able to attend this conference at least every two years and look forward to my next trip there. The paper I presented at IRC has been accepted for consideration by the peer-reviewed journal *ProudFlesh*.

I also developed two presentations at conferences locally at The University of Nicosia which came out of these trips abroad. I think it's always important to bring something back to develop further from these kinds of academic exchanges. So more recently I presented a paper on "Graffiti on a railroad track in Gernika – remembering the past through a contemporary form" at the 5th International Conference on Typography and Visual Communication, organized by the Department of Design & Multimedia – this came out of the trip to Gernika, when I stumbled across some very interesting graffiti on a railroad track in the middle of

the town. Additionally presenting at ‘The Revisiting Sexualities in the 21st Century’ Conference, organized by The Cyprus Sociological Association, was partly inspired by some hotly contested discussions in Jamaica on “Reggae & Sexuality” – a topic I have been meaning to explore from the early 1990’s.

Finally, my first virtual conference was an interesting experience. “The Performance in the Studio” Conference featured academics and recording studio practitioners linking worldwide for a number of days on the subject of how people perform, interact and engage with each other in recording studios, virtually and in actual contexts, making music. My paper questioned the advantages and disadvantages of working from distance/online and ‘being there’ in the studio.

All in all it’s been a busy year conference wise...and next year I hope to attend and participate in just as many, if not more engaging events....

*Dr. Mike Hajimichael,
Associate Professor,
Department of Communications,
University of Nicosia*

SHARP Project - “Europe in Cyprus”: A Video Production Contest

The Training: “Basic Techniques of Video Production - Shooting, Editing and Production” Training Workshop

University of Nicosia, 3 November 2012

Coordination: George Sycallides

Trainees: Lyceum students and teachers

Trainers: Costas Constandinides, Sophia Tsangaridou, George Sycallides, Andreas Christophorou

Venue: Computer Labs, University of Nicosia

The workshop was organised in order to offer basic training to lyceum students and teachers wishing to participate in the video contest “Europe in Cyprus”, organised by the Office of the European Parliament in Cyprus and the University of Nicosia, in the framework of the project SHARP and on the occasion of the Cyprus Presidency of the European Council (July-December 2012). A surprising number of approximately 40 persons from a dozen schools registered for the workshop. This led to the organisation of two parallel workshops for the first stages and a joined session for the editing part, where each school team needed only one terminal to work on their production. The participants were asked to fill in an evaluation form and the students described the student-teacher collaboration as a very positive and unique experience.

The Contest:

This video production contest and its Cyprus EU Presidency oriented theme proved the best way to finish the European LLP project SHARP in which the University of Nicosia is a partner, along with 10 other institutions from 7 EU countries.

2012 - 2013 Activities

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We found a precious co-organiser, the Office of the European Parliament in Cyprus which agreed to award free trips to Strasbourg to the members of the winning teams and to one teacher-advisor (thirteen in total). Small money prizes on SHARP budget of 300, 200 and 100 Euros were also awarded to the three winning teams.



A group photo of the participants of the training workshop for the "Europe in Cyprus" Video Contest

The video theme of the contest was 'Europe in Cyprus' and participants were high school students between the ages of 16 to 18. The videos had to be the product of team work (and a teacher acting as an advisor), 5

(five) minutes maximum, produced with the use of any shooting device and editing software.

Nineteen entries were received by 30 November 2012, created by almost 80 students. A first selection of ten entries was done by a four member judging committee from UNIC and one from the European Parliament Office in Nicosia, on the 1st of December 2012; for the final round, a public screening took place at the University's Cine studio on 8 December 2012. The three member jury – composed of an educator, an artist and a film-maker – was assigned the difficult task to select the winning teams.



The Finalists of "Europe in Cyprus" Video Competition with Dr Nicos Peristianis, President of the Council of University of Nicosia, and Dr Christophoros Christophorou

The contest proved to be an excellent promotional opportunity for the SHARP project that generated other activities and opened new perspectives to a multitude of students and their teachers: Hundreds of students and their teachers were mobilised for the contest, more were informed about SHARP and its objectives; they were engaged in research and reflection on Europe, expression of views, and their creativity.

Winners also took part in a unique experience in Strasbourg; they attended the works of the European Parliament and they became EU parliamentarians for one day!

The Winners:

1st Prize

Lyceum Petros and Pavlos, Limassol

Production team

Andreas Zinonos

Andreas Economou

Michalis Charilaou

Michalis Gerolemou

Teacher advisor

Andreas Sophocleous

2nd Prize

Lyceum A, Ethnarch Makarios III, Pafos

Production team

Tsachova Ekaterina

Sarkisian Sveta

Nicolaou Marios

Teacher advisor

Yiagkos Yiagkou

3rd Prize

Lyceum of Polemidia

Production team

Andreas Pavlou

Demetra Pantechi

Teacher advisor

Christina Shacola

Honorary Mention

Technical School

Makarios III, Nicosia

Production team

Daskalopoulos Alexis

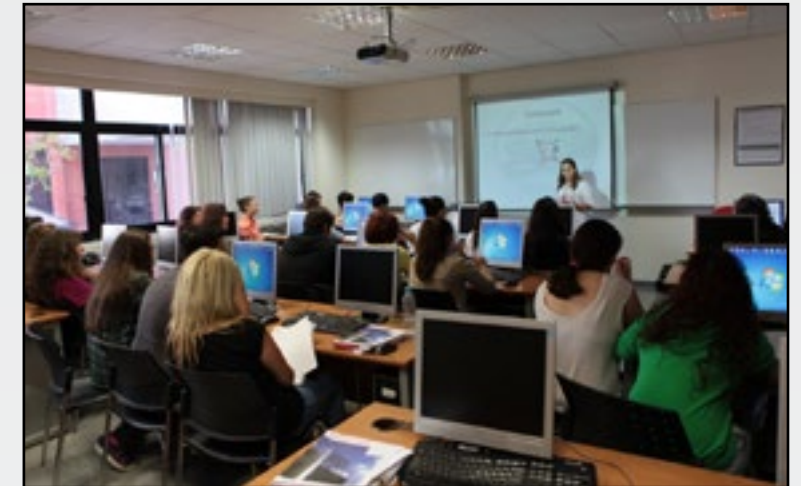
Constantinou Maria

Nicolaou Andreas

Panagi Nausika

Teacher advisor

Efi Loizidou



Sophia Tsangaridou introduces the art of editing to the participants of the training workshop for the "Europe in Cyprus" Video Contest

Click on the YouTube icon to see the winning films online!

*Dr. Christophoros Christophorou,
UNIC SHARP coordinator, University of Nicosia*

Strengthening Ties with the Industry: The Public Relations, Advertising and Marketing BA Programme

The Department's Public Relations, Advertising and Marketing Bachelor of Arts Programme (PRAM) has been extremely active this year. We have just completed two joint competitions - with Public Stores, and prior to that, with CYTAMobile/Vodafone. We had four students take part in a three-month internship at CYTA, home to the largest PR and communications department in Cyprus, and we are looking to continue strengthening our ties with the industry. Furthermore, in the fall two of our faculty, Nicholas Nicoli and Marcos Komodromos are launching their new book, Principles of Public Relations in English and Greek.



The Winners of the CYTAMobile/Vodafone campaign competition with members of the COMM Department and CYTAMobile/Vodafone representatives.

One of the main objectives of the PRAM programme is to establish and maintain ties with the industry of Cyprus. This way our students can acquire hands-on, real-life experience. Over the past year students of PRAM taking advanced courses in strategy and campaigning have been involved in two campaign competitions. One of them has been to design a 500,000 euro integrated campaign for CYTAMobile/Vodafone. Professionals from CYTA visited our University

and briefed over 100 students taking part in the competition on what they wanted exactly for the campaign implementation. The following semester a similar competition was organized by the PRAM programme with Public Stores. The popular Greek entertainment retailer briefed advanced PRAM students on designing an equally challenging Public Relations campaign with a strong emphasis on digital strategies.

PRAM Student Internships



The Winners of the Public Stores campaign competition with members of the COMM Department and Public Stores representatives.

In line with the above objective, the PRAM programme managed to ensure paid internships for four of our students at CYTA, home of the largest Corporate Communications department in Cyprus. Each student worked for a total of three months in full-time posts. Andreas Andreou was placed in the corporate communication section of CYTAMobile/Vodafone, Christina Toulekki worked in the Corporate Brand Strategy Unit, Fransesca Shoukourou took up a post in the Public Relations Unit of the corporation and finally Maria Avraam worked in Customer Services on the fast-expanding CYTA twitter account.

Πρώτο Διαπανεπιστημιακό Φόρουμ

Πραγματοποιήθηκε με μεγάλη επιτυχία από τις 17-20 Απριλίου του 2013 στη Λευκωσία το 1ο Διαπανεπιστημιακό Φόρουμ Τμημάτων ή προγραμμάτων Δημοσιογραφίας και Επικοινωνιών των Πανεπιστημίων Ελλάδας και Κύπρου. Σ αυτό έλαβαν μέρος έξι Πανεπιστήμια της Κύπρου (Λευκωσίας, Φρέντερικ, Ευρωπαϊκό, ΤΕΠΑΚ, Ανοικτό και Νεάπολις) και τέσσερα της Ελλάδας (Καποδιστριακό, Πάντειο, Αριστοτέλειο και Αιγαίου). Στόχος της συνάντησης ήταν η αλληλογνωριμία Καθηγητών και φοιτητών των Τμημάτων, η ανταλλαγή απόψεων για συνεργασία και η παρουσίαση ενός δείγματος της δουλειάς που γίνεται στα εν λόγω ΑΕΙ.

Επειδή ως μέλος της Οργανωτικής Επιτροπής έλαβα ενεργά μέρος τόσο στην προετοιμασία, όσο και στην πραγματοποίηση του Φόρουμ θεωρώ ότι θα ήταν χρήσιμο να μοιραστώ μαζί σας εντυπώσεις, συμπεράσματα, εισηγήσεις και σκέψεις π' ακούστηκαν από φοιτητές και Καθηγητές κατά τη διάρκεια, αλλά και στο περιθώριο των εργασιών του Φόρουμ:

Η προσπάθεια στέφθηκε με αρκετή επιτυχία. Στη μεγάλη τους πλειοψηφία οι παρουσιάσεις των φοιτητών ήταν ψηλού επιπέδου και πολύ ενδιαφέρουσες. Πολύ πιο σημαντική κρίνεται η ανταλλαγή εμπειριών και ιδεών μεταξύ Καθηγητών που έγινε στο περιθώριο των εργασιών. Ως απόρροια της επιτυχίας του Φόρουμ ήταν η ομόφωνη απόφαση των συμμετασχόντων να δοθεί συνέχεια στην όλη προσπάθεια με τη θεσμοθέτηση των ετήσιων συναντήσεων. Παράλληλα απευθύνθηκε έκκληση προς τις Αρχές και το Ακαδημαϊκό προσωπικό των Τμημάτων να ενθαρρύνουν τη μεταξύ τους συνεργασία. Μερικές από τις εισηγήσεις που ακούστηκαν είναι:

- ▶ Η από κοινού διεκδίκηση και διεκπεραίωση προγραμμάτων της Ε.Ε κι άλλων διεθνών προγραμμάτων.
- ▶ Η πραγματοποίηση ειδικών σεμιναρίων, ή σειράς διαλέξεων από Επισκέπτες Καθηγητές των Τμημάτων μας.

- ▶ Η διοργάνωση “ καλοκαιρινών σχολείων” (summer schools) με εξειδικευμένα θέματα, στα οποία να καλούνται να διδάξουν και καθηγητές από άλλα Πανεπιστήμια. Τα ταχύρυθμα αυτά μαθήματα θα μπορούν να παρακολουθούν φοιτητές, εργαζόμενοι στους σχετικούς κλάδους, αλλά και άλλοι ενδιαφερόμενοι.
- ▶ Η προώθηση και προβολή αξιόλογων φοιτητικών εργασιών από ΜΜΕ της Ελλάδας και της Κύπρου.



Ο Θεόδουλος Κουλλαπή και ο Ανδρέας Χριστοφόρου, προπτυχιακοί φοιτητές του Τμήματος Επικοινωνιών του Πανεπιστημίου Λευκωσίας που παρουσίασαν εργασίες τους στο φόρουμ

Κατά τη συνάντηση λήφθηκε απόφαση για δημιουργία μιας ενιαίας ψηφιακής πλατφόρμας στην οποία να φιλοξενούνται πληροφορίες για τις

δραστηριότητες των συνεργαζόμενων Τμημάτων, εργασίες / ανακοινώσεις φοιτητών και Καθηγητών και γενικά υλικό που αφορά στα οικεία Τμήματα. Τη δημιουργία της πλατφόρμας ανέλαβε να ετοιμάσει το Πανεπιστήμιο Νεάπολις.

Οι πέντε παρουσιάσεις των φοιτητών του Πανεπιστημίου μας κινήθηκαν σε ψηλό επίπεδο και προκάλεσαν το ενδιαφέρον όλων. Θετικά σχόλια ακούστηκαν επίσης για την παρουσίαση του Τμήματος, όπως γενικά για την οργάνωση της Β Συνόδου που πραγματοποιήθηκε το απόγευμα της 18ης στο Πανεπιστήμιό μας. Ίσως θα ήταν ωφέλιμο αν στη Σύνοδο αυτή εκτός από τους Καθηγητές και τους φοιτητές του Τμήματος Επικοινωνιών έδιναν το παρόν τους περισσότερα μέλη της Διοίκησης και των Πρυτανικών Αρχών του Πανεπιστημίου.

Στο περιθώριο της συνάντησης έγινε αρκετή συζήτηση για τα εργαστήρια Δημοσιογραφίας που λειτουργούν ορισμένα Τμήματα. Τα εργαστήρια αυτά επικεντρώνονται στο δημιουργικό κομμάτι της εκπαίδευσης και έχουν να επιδείξουν εξαιρετικές εργασίες φοιτητών. Στο πρόγραμμα των εργαστηρίων εντάσσονται υφιστάμενα μαθήματα σπουδών με περισσότερο πρακτικό χαρακτήρα, αλλά και επί μέρους πρακτικά σεμινάρια, τα οποία εκτός από φοιτητές παρακολουθούν και άλλοι ενδιαφερόμενοι. Τα εργαστήρια Δημοσιογραφίας προσφέρουν επίσης ειδικά μαθήματα για επαγγελματίες, ενώ μπορούν να πουλήσουν εξειδικευμένες υπηρεσίες. Στο Πάντειο Πανεπιστήμιο το Εργαστήρι Δημοσιογραφίας λειτουργεί επίσης και διαδικτυακό ραδιόφωνο (Spam Radio), το οποίο είναι υπό την ευθύνη και επιμέλεια των φοιτητών.

Γιώργος Παυλίδης
Επίκουρος Καθηγητής Τμήματος Επικοινωνιών

COMM Department Students Step into the World of Film Festivals

Thirteen COMM Students (both Postgraduate and Undergraduate) formed the newly established Cyprus Film Days "Student Jury." For ten consecutive days the students were watching art-house cinema and were exchanging views on the aesthetic strategies, stories and structural elements of the films screened at Cyprus Film Days 2013.



Parastoo Poortaheri announces the "Student Jury Best Film Award" during the Cyprus Film Days IFF Closing Ceremony at Rialto Theatre.

Cyprus Films Days is the Island's biggest film festival; an annual event that showcases some of the best festival films and critically acclaimed

commercial successes of the year. This year Cyprus Film Days screened film festival hits such as *The Hunt* (Thomas Vinterberg, 2012) and *Holy Motors* (Leos Carax, 2012), and offered an interesting selection of films by promising film directors in its competition section, including the Cypriot film *Block 12* (Kyriakos Tofarides, 2013). The festival invited three leading film professionals to select the best films of this year's competition section, entitled "Glocal Images." The three member international jury consisted of Romanian filmmaker Catalin Mitulescu, the Director of the Israeli Film Fund Katriel Schory and Director of the European Film Academy Marion Döring.

The "Student Jury" after a diligent and well-informed discussion decided to give the "Student Jury Best Film Award" to two films: *Boy Eating the Bird's Food* (Ektoras Lygizos, 2012) and *The Queen* (Mohammad Ali Bashe Ahangar, 2012). The award was announced by the Student Jury member Parastoo Poortaheri (COMM undergraduate student) during the closing ceremony of the festival on the 28th of April 2013.

This fun but also rigorous activity gave the chance to our students to interact with local and international filmmakers through discussions or interviews; the "film judging" itself was also a great experience as it gave the opportunity to students to discuss "different" films on a different level (cinema as a form of culture and not as entertainment) and within a different context. This process strengthened their understanding of film reading practices and of the values associated with non-commercial cinema.

Members of the Cyprus Film Days "Student Jury" 2013:

- Zagoriy Natalia (MA)
- Taghizadeh Nader (MA)
- Theodora Anca (MA)

- Grigorova Olga
- Araouzou Eleni
- Christoforou Andreas
- Evangelou Argyros
- Kyriacou Constantina
- Nicolaou Antonios
- Palaonta Christiana
- Papatheodoulou Andreas
- Poortaheri Parastoo
- Ayan Nur Derya
- Hristiyan Stratev (Applied Multimedia)

*Dr. Costas Constandinides,
Assistant Professor,
Department of Communications,
University of Nicosia*

Εργαστήρια με Θέμα ο Δημοσιογράφος του σήμερα - της Ψηφιακής Εποχής

Πολυμήχανος, ευέλικτος, ταχύτατος και εξοπλισμένος με τον τελευταίο τεχνολογικό εξοπλισμό αναπαραγωγής και αναμετάδοσης ήχου και εικόνας, ο δημοσιογράφος του σήμερα καλείται να επιτελέσει το αιώνιο έργο του χωρίς αλλαγή στην ουσία του έργου του, αλλά με πολλές και σημαντικές αλλαγές στον τρόπο με τον οποίο θα το μεταδώσει. Η ψηφιακή εποχή, η εποχή της εικόνας και του ήχου παρά του γραπτού λόγου, η εποχή του tablet και του smart-phone, του iPad και του iPhone, η εποχή του τελευταίου app, καλεί το δημοσιογράφο να αναζητήσει, να λάβει και να μεταδώσει την είδηση στο κοινό μέσω νέων τεχνολογιών και εφαρμογών. Το έργο του όμως δε σταματά εδώ! Θα πρέπει να αναμένει και να ελπίζει στο σχόλιο του κοινού του έτοιμος να ξανασχολιάσει και να μπει – γιατί όχι – και σε

περαιτέρω συζήτηση επί του θέματος. Η διαδραστικότητα έχει γίνει επιτακτική ανάγκη στο παιχνίδι της ενημέρωσης, αλλάζοντας την παραδοσιακή σχέση δημοσιογράφου και κοινού, πομπού και δέκτη!

Η νέα αυτή πραγματικότητα παρότρυνε το Κυπριακό Πρακτορείο Ειδήσεων να προσφέρει στο προσωπικό του – και κατά κύριο λόγο στους δημοσιογράφους του – εκπαιδευτικά εργαστήρια σε ήχο, εικόνα και επεξεργασία φωτογραφικού υλικού σε συνεργασία με το Πανεπιστήμιο Λευκωσίας και το Τμήμα Κατάρτισης και Ανάπτυξης του Intercollege. Τα εργαστήρια, επιχορηγημένα από την Αρχή Ανάπτυξης Ανθρώπινου Δυναμικού, με 28 εκπαιδευόμενους και εκπαιδευτές την κ. Σοφία Τσαγγαρίδου (του Τμήματος Επικοινωνιών του Πανεπιστημίου Λευκωσίας) και τον κ. Γιάννη Χατζηπαναγή, προσφέρθηκαν τον περασμένο Ιούλιο, αφήνοντας τις καλύτερες εντυπώσεις στους εκπαιδευόμενους, οι οποίοι εξέφρασαν την επιθυμία για επιπλέον συνεργασία και εκπαίδευση στον τομέα. Χρησιμοποιήθηκαν επαγγελματικές εικονοληπτικές μηχανές HD – υψηλής ευκρίνειας – προγράμματα Adobe Premiere και Photoshop, εξειδικευμένα δηλαδή προγράμματα επεξεργασίας εικόνας, ήχου και γραφικών.



Forthcoming Book

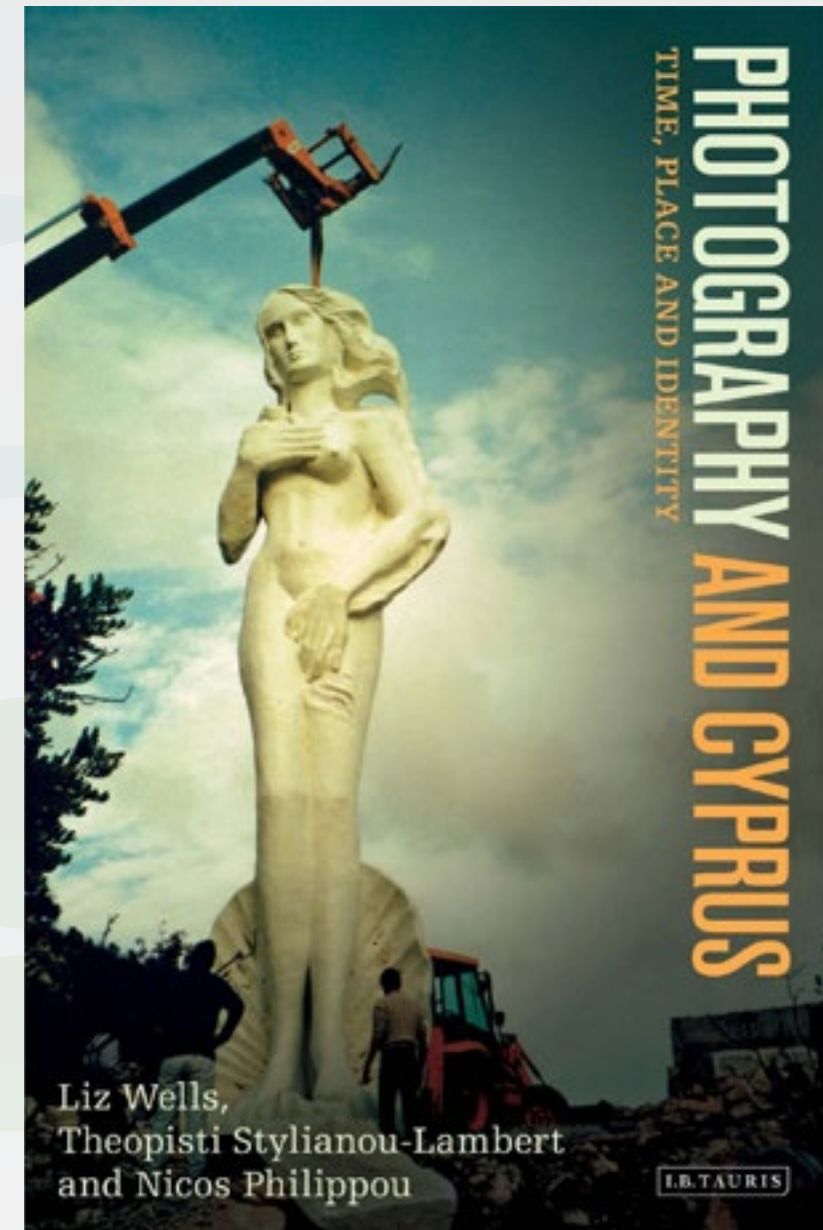
Photography and Cyprus: Time, Place and Identity

A new book on Cyprus and Photography will be published by London based publisher I.B. Tauris this fall. The book titled *Photography and Cyprus: Time, Place and Identity* will be part of the Visual Culture Series of this distinguished publisher and will be distributed in the US and Canada by Palgrave Macmillan. The volume is edited by Liz Wells, Theopisti Stylianou-Lambert and our own Nicos Philippou. The book is described by the publisher as follows:

“Formerly a British colony, the island of Cyprus is now a divided country, where histories of political and cultural conflicts, as well as competing identities, remain contested. Cyprus provides the ideal case study for this innovative exploration, extensively illustrated, of how the practice of photography in relation to its political, cultural and economic contexts both contributes and responds to the formation of identity.

International contributors, representing diverse disciplines, draw from photography theory, art history, anthropology and sociology to explore how the island and its people have been represented photographically. They reveal how the different gazes - colonial, political, gendered and within art photography - contribute to the creation of individual and national identities and, by extension, to the creation and re-creation of imagery of Cyprus as place.

The questions this book asks and the themes and arguments it follows apply also to other places characterized by their colonial heritage. The intriguing example of Cyprus thus serves as a fitting test-ground for current debates relating to photography, place and identity.”



Research and Publications

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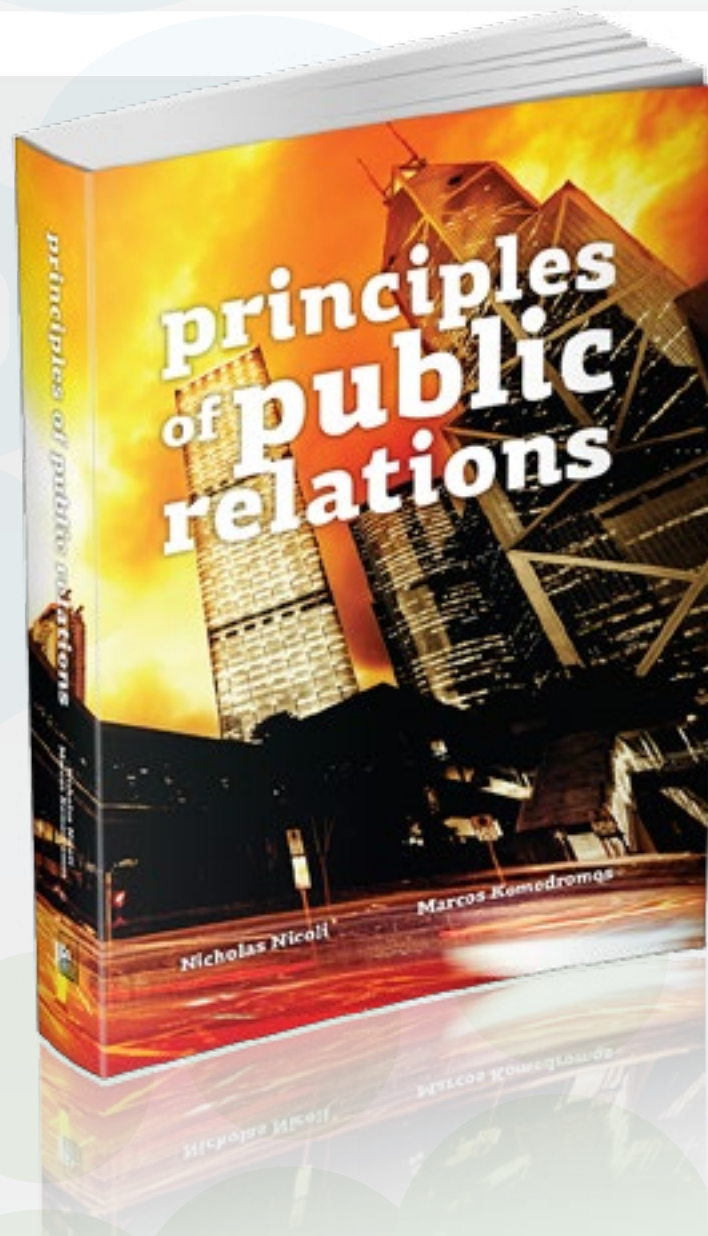
New Book Publication – *Principles of Public Relations*

Two Communications Department faculty members, Nicholas Nicoli and Marcos Komodromos have joined forces to create the first textbook on Public Relations published in Cyprus. The book, which will be available in both English and Greek, is intended for both newcomers in the field but also for practicing corporate communication professionals since the changes occurring in the field are new to all. *Principles of Public Relations* is filled with case studies, interviews and up-to-date information regarding digital communication technologies.

More information regarding the book can be found at www.principlesofpr.com

MAJOR ARTS RESEARCH PROJECT

Dr. Rita C. Severis, an Art Historian and freelance researcher, and Dr. Marios Sarris, a Social Anthropologist in the Communications Department, have embarked on a common arts research project. Their primary aim is to produce a digitized sequence of descriptive texts that can illuminate the contents of a major arts collection. The collection which consists of over 2500 items (paintings, costumes and memorabilia) was painstakingly put together by Costas and Rita Severis over the last 30 years. In its material form, it will be exhibited by the Costas and Rita Severis Foundation in the Centre of Visual Arts and Research to be established in Nicosia by



January 2014. As for the digitized website record, electronic access will be allowed to members of the scientific community and the wider public by the Costas and Rita Severis Foundation. The ultimate purpose of Dr. Severis and Dr. Sarris is to expand on the descriptive texts and co-author a book on the contents of the collection which includes about 1400 visual compositions. The book will not only serve as a catalogue with a permanent outlet in the Centre of Visual Arts and Research but it will appeal to a broader public with a number of detailed papers on issues pertaining to anthropology, art and history.

Through The Roadblocks

Nikolas Defteras coordinated and co-organized (with the support of NEME NGO) an Academic Conference titled “Through the Roadblocks”. The conference took place in November 2012 and one of its key aims was to interrogate the concept and reality of [the] border/s through an interdisciplinary approach. A range of issues were brought to the fore including the so-called “Arab Spring” and “Occupy” movements which helped establish the central theme of the conference concerning the dialectical ‘nature’ of the border: both a limit and a point of encounters and/or inter-mixtures; or a space

where difference as such is exemplified. The conference hosted a number of international and local speakers and the keynote speakers were Gyatri Chakravorty Spivak and Tairq Ali.”

Tao Papaioannou Co-guest Edited a Special Issue of the Academic Journal *Media Studies*

Upon invitation by the academic journal *Media Studies*, Tao Papaioannou co-guest edited a special issue on critical insights in European media literacy research and policy (Vol. 3, No. 6, December, 2012). ISBN 1847-9758; ISBN (Online)1847-5030.

This special issue includes 16 articles from 23 authors, covering a considerable range of conceptual, methodological as well as educational issues in the recent media literacy discourse. The issue also features a lead article written by Professor Sonia Livingstone (London School of Economics and Political Science, U.K.), Tao Papaioannou, Maria del Mar Grandío (Catholic University San Antonio, Spain) and Christine Wijnen (University of Vienna), discussing challenges in framing, contextualizing and enabling media literacy, European policy to promote media literacy and the emerging research agenda for the field.

Among the articles that present different approaches to the conceptual framing of media literacy, in her contribution entitled “Transliteracy as the new research horizon for media and information literacy”, Professor Divina Frau-Meigs (Sorbonne Nouvelle University, France) considers the notion of “transliteracy” as a means to harness the potential advantages and mitigate the risks of the so-called “Information Society”. Professor Uwe Hasebrink’s (University of Hamburg, Germany) article highlights dimensions of the activity of the user which have not been adequately examined in the current media literacy discourse. He argues that media literacy not only means actively participating in media-related communicative practices but also taking responsibility for and engaging in the formation of the technical, political and economic conditions of communication processes and the overall media environment. He discusses the potential role of the audience as well as concrete instruments for strengthening user participation in media governance as an “overlooked” aspect of media literacy.

The long standing challenge of measuring and assessing media literacy is rekindling much attention in the European Union, partially due to the fact that the Audiovisual Media Services Directive has demanded measurable criteria to be applied in the effort to improve media literacy in the adult population. In this special issue, among other contributions, Monica Bulger (Oxford University) focuses on the task of measuring national levels of media literacy using the report “*Testing and refining criteria to assess media literacy levels in all EU Member States*” as a case study. She argues that conceptually, approaches to measuring media literacy are often broadly inclusive, without necessarily considering how media literacy is enacted or identifying specific examples of media literate actors within daily contexts. But logistically, indicators are often defined in terms of existing data or data that can be easily collected, rather than developing measures with stronger validity, as could be identified through empirical research.

Finally, the third section of this special issue focuses on media literacy education and policy. For example, Professor Jos de Haan (Erasmus University Rotterdam, Netherlands) and Nathalie Sonck reflect on digital skills research in the last 15 years and the implication of this body of research for media literacy policy. They try to answer especially the question of the degree to which media literacy research is able to support policy development. The article by Professor Carmen Marta (Catholic University San Antonio, Spain) and Maria del Mar Grandío Pérez offers a critical perspective on the tradition of media literacy research in Spain in order to explore how Spanish academics, industry practitioners and policy makers are facing the challenges in media literacy policy development and implementation specifically with regard to media education curriculum in public schools.

Sponsored by a 4-year COST action (European Cooperation in Science and Technology) entitled “Transforming Audiences, Transforming Societies” (IS 0906, 2010-2014), the entire issue can be accessed at <http://www.mediastudies.fpzg.hr>

**Η οικονομική κρίση και τα Κυπριακά ΜΜΕ:
Αποτελέσματα ημερίδας IMME**

Το Ινστιτούτο Μέσων Μαζικής Επικοινωνίας (IMME), πραγματοποίησε στις 31 Μαΐου 2013, στο Πανεπιστήμιο Λευκωσίας, ημερίδα με θέμα: «Οι επιδράσεις της οικονομικής κρίσης στα Κυπριακά ΜΜΕ: Θα επιβιώσει ο Κυπριακός τύπος και τα ιδιωτικά κανάλια; Τι μπορεί να γίνει για τη σωτηρία τους;».

Αφού κατατέθηκαν και καταγράφηκαν τα σοβαρά οικονομικά προβλήματα που αντιμετωπίζουν σήμερα τα Κυπριακά ΜΜΕ – ηλεκτρονικά (τηλεοπτικοί και ραδιοφωνικοί σταθμοί) και έντυπα (εφημερίδες και περιοδικά), που έχουν ως συνέπεια τις απολύσεις συντακτικού και τεχνικού προσωπικού, τις μειώσεις μισθών και ωφελημάτων, τις συρρικνώσεις των προγραμμάτων και τον περιορισμό των τοπικών παραγωγών, τονίστηκε από όλους τους παριστάμενους η ανάγκη λήψης μέτρων για τον περιορισμό, όσο είναι δυνατό, αυτών των αρνητικών συνεπειών. Και τούτο γιατί κλείσιμο ιδιωτικών καναλιών και εφημερίδων, εκτός του ότι θα δημιουργήσει μεγάλο αριθμό ανέργων, θα πλήξει και θα φτωχύνει τη δημοκρατία, λόγω της έλλειψης κριτικού λόγου, πλουραλισμού πληροφοριών και τη δημιουργία μονοπωλίων με όλες τις αρνητικές συνέπειες.

Ύστερα από μια εποικοδομητική και σε βάθος συζήτηση, οι παριστάμενοι κατέληξαν στα πιο κάτω συμπεράσματα και εισηγήσεις:

A. Ηλεκτρονικά ΜΜΕ

Για βελτίωση της τραγικής οικονομικής κατάστασης στην οποία βρίσκονται σήμερα τα ιδιωτικά ηλεκτρονικά μέσα, μπορούν να γίνουν τα ακόλουθα:

1. Να λειτουργεί στην Κύπρο ένα δίκτυο επίγειας ψηφιακής τηλεόρασης (πλατφόρμα ΕΨΤ) στην οποία να στεγάζονται, τόσο το ΡΙΚ, όσο και οι ιδιωτικοί τηλεοπτικοί σταθμοί. Τούτο από τεχνικής άποψης είναι

δυνατό, προκύπτουν όμως νομικά και οικονομικά προβλήματα. Το θέμα μπορεί να αντιμετωπιστεί μόνο με πολιτική απόφαση της κυβέρνησης. Από αυτή τη λύση τα ιδιωτικά τηλεοπτικά κανάλια θα ανακουφισθούν σημαντικά, γιατί θα μειωθεί κατακόρυφα το ποσό που θα πληρώνουν για χρήση της πλατφόρμας.

2. Η δημιουργία μιας πλατφόρμας ΕΨΤ, θα βοηθήσει στη δημιουργία ενός καλύτερου κλίματος, το οποίο θα συμβάλει εποικοδομητικά στο δημόσιο διάλογο για την κατάργηση των διαφημίσεων από το ΡΙΚ, ώστε ολόκληρη η τηλεοπτική διαφημιστική πίτα να διαμοιράζεται στα ιδιωτικά κανάλια.
3. Μπορούν επίσης να μειωθούν, με τροποποίηση της σχετικής νομοθεσίας, τα ποσά που πληρώνουν οι τηλεοπτικοί και ραδιοφωνικοί σταθμοί για εξασφάλιση άδειας λειτουργίας στην Αρχή Ραδιοτηλεόρασης Κύπρου, καθώς και τα διοικητικά πρόστιμα που επιβάλλει η ΑΡΚ.
4. Να επιδιωχθούν συνέργειες και συνεργασίες ανάμεσα στα ιδιωτικά κανάλια, ώστε να μειωθεί το κόστος κάλυψης γεγονότων και παραγωγής προγραμμάτων.
5. Να επιδιωχθεί η εξασφάλιση προγραμμάτων από την Ευρωπαϊκή Ένωση, τόσο για την εκπαίδευση δημοσιογράφων και παραγωγών προγραμμάτων στις νέες τεχνολογίες, όσο και στη χρηματοδότηση ραδιοτηλεοπτικών παραγωγών.
6. Στο πρόγραμμα εργοδότησης ανέργων επιστημόνων, που εξήγγειλε η κυβέρνηση, να περιληφθούν και δημοσιογράφοι.

B. Έντυπα ΜΜΕ

Με βάση το γεγονός ότι οι εφημερίδες προσφέρουν δωρεάν κοινωνικό, φιланθρωπικό και πολιτιστικό έργο και δημοσιεύουν δωρεάν όλες τις ανακοινώσεις, γνωστοποιήσεις και άλλες δημοσιεύσεις της κυβέρνησης, της βουλής, των κομμάτων και των διάφορων οργανώσεων, γίνονται, ως αντιστάθμισμα και ανταμοιβή, οι πιο κάτω εισηγήσεις:

1. Αγορά από την κυβέρνηση πάνω σε καθημερινή βάση σειρών των Κυπριακών εφημερίδων για κάλυψη των αναγκών των υπουργείων, των τμημάτων,

της εθνικής φρουράς, των δημόσιων και ημιδημόσιων οργανισμών και εκπαιδευτηρίων.

2. Κατοχύρωση του δημοσιογραφικού επαγγέλματος, με τροποποίηση της περί τύπου νομοθεσίας.
3. Δημιουργία ταμείου εκπαίδευσης και στήριξης δημοσιογράφων των Κυπριακών ΜΜΕ, επίσης με τροποποίηση της νομοθεσίας για τον τύπο, κάτω από την αρμοδιότητα και ευθύνη του Γραφείου Τύπου και Πληροφοριών. Το ταμείο θα λειτουργεί με ειδικούς κανονισμούς και στο συμβούλιο διαχείρισής του θα μετέχουν ο Διευθυντής/τρια του ΓΤΠ ως πρόεδρος, εκπρόσωποι της Ένωσης Συντακτών Κύπρου, του Συνδέσμου Εκδοτών Εφημερίδων και Περιοδικών Κύπρου, του Ινστιτούτου Μέσων Μαζικής Επικοινωνίας και του Γενικού Ελεγκτή/τριας. Οι πόροι του ταμείου θα εξασφαλίζονται με:

- Ετήσια εισφορά της κυβέρνησης κάτω από τον ετήσιο προϋπολογισμό του ΓΤΠ, ύψους 200,000 ευρώ.
- Έκδοση ειδικού γραμματοσήμου αξίας 1 σεντ, υποχρεωτικού για κάθε μορφή αλληλογραφίας
- Ποσοστό 1% επί των διαφημίσεων που θα δημοσιεύονται στις εφημερίδες και τα περιοδικά και θα προβάλλονται από τηλεοπτικούς και ραδιοφωνικούς σταθμούς και της διαφημιστικές πινακίδες (Bill Boards).
- Εθελοντικές εισφορές από επιχειρήσεις, τράπεζες, οργανισμούς, ή άτομα.

Δικαιούχοι θα είναι επαγγελματίες δημοσιογράφοι στην ιδιωτική έντυπη, ή ηλεκτρονική δημοσιογραφία, μέλη της Ένωσης Συντακτών Κύπρου.

Οι συμμετέχοντες στην ημερίδα εξουσιοδότησαν το IMME, όπως αποστέλλει τις πιο πάνω εισηγήσεις στους αρμόδιους κυβερνητικούς φορείς και τη Βουλή των Αντιπροσώπων, καθώς και όπως προβεί στις αναγκαίες ενέργειες και επαφές για προώθησή τους.

Η εκδήλωση τέθηκε υπό την αιγίδα του Κυβερνητικού Εκπροσώπου κ. Χρήστου

Στυλιανίδη, ο οποίος, λόγω φόρτου εργασίας απέστειλε το χαιρετισμό του που διάβασε η Διευθύντρια του ΓΤΠ Δρ. Ελεονώρα Γαβριλίδου.

Η ημερίδα, που σημείωσε μεγάλη επιτυχία, αποτελείτο από τέσσερα μέρη. Στο πρώτο μέρος δόθηκαν χαιρετισμοί από τους Ανδρέα Κλ. Σοφοκλέους, διευθυντή του IMME, Αντώνη Μακρίδη, πρόεδρο της Ένωσης Συντακτών Κύπρου και Κύπρο Κουρτελλάρη, αντιπρόεδρο του Συνδέσμου Εκδοτών Εφημερίδων και Περιοδικών Κύπρου.

Στο δεύτερο μέρος, μίλησαν οι Πόλυς Μιχαηλίδης, επίτροπος Ρύθμισης Ηλεκτρονικών Επικοινωνιών και Ταχυδρομείων, Νεόφυτος Επαμεινώνδας, διευθυντής της Αρχής Ραδιοτηλεόρασης Κύπρου και Ανδρέας Κάκκουρας, ανώτερος λειτουργός Ηλεκτρονικών Επικοινωνιών στο Τμήμα Ηλεκτρονικών Επικοινωνιών του Υπουργείου Συγκοινωνιών και Έργων.

Στο τρίτο μέρος μίλησαν, ως εκπρόσωποι των Κυπριακών ΜΜΕ, οι Γιώργος Παυλίδης, διευθυντής του ράδιο Άστρα, Μιχάλης Παυλίδης, διευθυντής ειδήσεων και επικαίρων της τηλεόρασης Μέγκα, Γιώργος Τσαλακός, διευθυντής της εφημερίδας Αλήθεια και Κύπρος Κουρτελλάρης, οικονομικός διευθυντής της εφημερίδας Χαραυγή.

Δαμιανός Λαμπιδονίτης
Λειτουργός | Ερευνητής IMME

Μνημόνιο συνεργασίας του Ινστιτούτου Μέσων Μαζικής Επικοινωνίας με το Ινστιτούτο Περιφερειακού Τύπου Ελλάδας

Μέσα στα πλαίσια του Ε' Παγκόσμιου Συνεδρίου Τυπογραφίας και Οπτικής Επικοινωνίας, που πραγματοποιήθηκε από τις 4-8 Ιουνίου 2013 στο Πανεπιστήμιο Λευκωσίας, υπογράφηκε μνημόνιο συνεργασίας και συναντίληψης ανάμεσα στο Ινστιτούτο Μέσων Μαζικής Επικοινωνίας (IMME) του Πανεπιστημίου Λευκωσίας και το Ινστιτούτο Περιφερειακού Τύπου (ΙΕΤ) Ελλάδος. Το μνημόνιο, το οποίο θα έχει άμεση εφαρμογή, προβλέπει τα ακόλουθα:

1. Όπως οι δύο οργανισμοί εγκαθιδρύσουν στενή εκπαιδευτική, επιστημονική και ερευνητική συνεργασία, η οποία είναι δυνατό να πάρει τις πιο κάτω μορφές:
 - (α) ανταλλαγή ερευνητικού προσωπικού
 - (β) ανταλλαγή γνώσεων και εμπειριών
 - (γ) ανταλλαγή εκδόσεων
2. Όπως οργανώνουν από κοινού διάφορες εκδηλώσεις και δραστηριότητες, οι οποίες είναι δυνατό να καλύπτουν τα ακόλουθα:
 - (α) οργάνωση διαλέξεων, σεμιναρίων, συνεδρίων και συμποσίων
 - (β) συμμετοχή σε κοινά ερευνητικά προγράμματα
 - (γ) την από κοινού έκδοση βιβλίων, ή παραγωγές ταινιών σε θέματα που ενδιαφέρουν τις δύο πλευρές

Το μνημόνιο υπέγραψαν εκ μέρους του IMME ο Διευθυντής του Καθηγητής Ανδρέας Κλ. Σοφοκλέους και εκ μέρους του ΙΕΤ ο Πρόεδρος του διοικητικού του συμβουλίου κ. Γιάννης Γαρεδάκης.



Δαμιανός Λαμπιδονίτης
Λειτουργός | Ερευνητής IMME



The new face of Mediazone! How can we help you today?

How you say it is just as important as what you say. Using the right tools to communicate is an essential part of expressing yourself.

Here at Mediazone we support the students in the Communications Department practical courses that use our facilities & resources. We offer a range of ways a student can explore, learn and use the technology available to them throughout their completion of their degree. We are run by students for students, guided by industry professionals, creating

& promoting a rich environment of idea exchange & creativity. We can't stop moving forward, because the tools you need tomorrow are already available today.

The University Of Nicosia gives you the opportunity to study practical training balanced with comprehensive academic studies, all in facilities that stay in touch with what is being used in the industry in Cyprus, in Europe & around the world. We want you to get the most out of your experience. We believe in constantly evolving and have the technical prowess, the real world environments, and the expert staff to make your learning experience one of a kind. We want to support & empower you to complete your studies successfully and pursue a career in Communications!

During the past academic year Mediazone has assisted in producing a series of events / visual material for the Communications Department as well as the University of Nicosia Communications Office and the entire University community.

Communications students benefited from the first practical course directly linked to the industry: Music Tv / COMM. 341 under Special Topics in Communications. The students created **24/7**, a music show produced in collaboration with Music TV channel; the show was supported directly by Mediazone. All animated graphics (Show intro, Bugs, Lower thirds, bumpers & bridges) were created in After Effects, Illustrator and Photoshop CS6. We were also happy to be involved in the Communications Department. "What the Experts say" speaker series over the spring. Video promotions, invitations were all Mediazone original creations. Two of our Communications Department instructors Nicholas Nicoli and Marcos Komodromos also used our Mediazone services for the design and layout of *Principles of Public Relations*, an essential book for marketing individuals, created in InDe-

sign CS6. Mediazone also assisted in providing a Departmental promo video for the Conference which saw the gathering of Communications Departments from all over Greece and Cyprus. Our very own student assistants participated in giving presentations. To maximize our student experience for support in the Communications program practical courses we have also optimized our Student support website for mobile phones this year. Back in our Fall Semester Mediazone spearheaded an initiative to highlight University of Nicosia Communications Department Alumni who are currently employed in a variety of positions in the media here in Cyprus. Students had a chance to get inspired, listen to their experiences, ask questions and do some “PR” as they could potentially assist them in their own future careers.

There is nothing like the thrill of a “live show” and Mediazone was involved in all stages of video production, as well as pre planning rehearsals, lighting, camera and even set design, from start to finish in the TEDx Nicosia event and the Famelab preliminaries event and of course Graduation in 2013. All of these large scale events took tremendous planning and team work!

Mediazone volunteered its services for some great causes. Namely the 1 Billion Rising event at the Mall of Nicosia, just one of the dozens of cities that danced and moved as a way of denouncing violence against women, organized by the Mediterranean Institute for Gender Studies. The Feel

Good Festival, a festival organized by the University of Nicosia to raise goods and money for students in need - was the place to be! Mediazone setup a “speaker’s corner” and created a video full of hope, and inspiration. Mediazone has also been busy creating a Corporate Identity for the UNIC Alumni Association – Logo Design, Business Cards, Folios, Leaflets, Envelopes. The Alumni committee is working on providing them with benefits, and generally bringing our Alumni closer to our University community.



Mediazone was also involved in the “Cooking Cyprus Style”, a cooking contest for ages 10 to 18, with traditional cooking, vendors, delicacies, traditional music and dancing organized by Intercollege Culinary arts. We covered an entire weekend of video including live coverage of all the kids cooking in the kitchen, streaming it straight to Cinestudio.

Of course all of this and much more can be found on our Student Website **mz.unic.ac.cy** - just jump over to our Blog to stay up to date with everything audio / visual relating to the University

of Nicosia. Videos of our events, photo galleries, student work as well as lots of other activities showcased, are all in one location. Mediazone strives to provide the best possible service to students and stands out as the quintessential audio visual hub of the University, and across Cyprus.

John Ioannou, Acting Head, Mediazone