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# Travel Journalism, Communication and Social Media

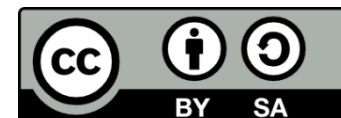
**Module 1:** Travel Journalism, Communication and Social Media;  
An Introduction to the Course

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Dr Clio **Kenterelidou**, Senior Teaching Fellow and Instructor

**School of Journalism and Mass Communications**

Faculty of Economics and Political Sciences



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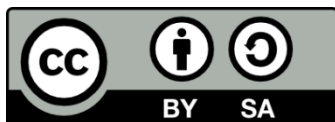
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# Travel Journalism, Communication and Social Media; An Introduction to the Course

Dr Fani Galatsopoulou & Dr Clio Kenterelidou



# Course Profile (1)

- Teaching Staff and contact details



Figure 1

**Dr Fani Galatsopoulou** ([fgal@jour.auth.gr](mailto:fgal@jour.auth.gr))  
Senior Teaching Fellow and Instructor  
**School of Journalism and Mass Communications**  
Faculty of Economics and Political Sciences  
**Aristotle University of Thessaloniki - GREECE**



Figure 2

**Dr Clio Kenterelidou** ([ckent@jour.auth.gr](mailto:ckent@jour.auth.gr))  
Senior Teaching Fellow and Instructor  
**School of Journalism and Mass Communications**  
Faculty of Economics and Political Sciences  
**Aristotle University of Thessaloniki - GREECE**



# Course Profile (2)

- **Course Description**

- Elective course, offered ONLY in ENGLISH
- **Experiential course** (integration of Theory and Practice)
- Erasmus Plus course and Graduate Course;  
Semester: Winter and Spring
- Mode: in person



# Course Profile (3)

- **Course Description**

→ This course is an introduction to the basic principles of Travel Journalism and Communication, offering knowledge and techniques, inspiration and training for those who would like to become travel journalists or travel communicators.

→ It lays the foundation for understanding and exploring Travel as a constituent of the journalistic and communication process and its dynamics for public information, knowledge and engagement as well as a civic awareness and social development issue and tool.



# Course Profile (4)

- **Course Description**

→ It includes the production of travel journalism and communication content for the media, especially social media.

→ It goes beyond the standard travel and journalistic writing class, as it offers a range of theoretical and practical content, and it combines a robust curriculum with experiential exercises, applied workshops, field visits, project-based teamwork, and **experiences**, by embedding real-world projects with classroom reflection.





# Course Profile (5)

- **Course Description**

→ Scientific Fields: Travel, Public Communication, Specialist and Mobile Journalism, non-conventional Tourism, Media studies and Social Sciences.

→ Main Elements:

- ✓ Experiential Training and Collaborative Learning

- ✓ Use of Information and Communication Technologies (ICTs) in course teaching, laboratory teaching and in communication with students.

- ✓ Use of Media Communication Technologies and Social Software (Social Media).



# Course Profile (6)

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- **Course Description**

Participants are expected to:

- be familiar with technology, demonstrate skills of team working, be actively involved, engage, and enter a collaborative and networked environment.
- be responsible in relation to class participation and attendance.
- become familiar with the Honor Code and the Academic Integrity system as well as the Creative Commons system.



# Course Profile (7)

- **Course Aims**

- to draw on current developments, bring added value and a multidisciplinary approach in Travel, Journalism and Communication and build plurilingual and intercultural competence.
- to develop skills that promote and enhance public communication and journalism in a multifaceted networked environment (social media) and through Travel.
- to enable the production of multimedia travel pieces, their publishing, and information- and experience-sharing.
- for the participants to be engaged and to learn the art of travel journalism and communication by immersing themselves in GREECE.



# Course Profile (8)

- **Learning Objectives**

On completion of this course, participants will be able to:

- assimilate a conceptual framework for journalism and public communication in the age of free-flow, networked and mobile environments and with regards to Travel.
- have an increased understanding and skills of travel communication and journalism, and gauge their influence on today's era together with the role of the journalist and communicator, and the media in the modern era and in travel.
- be aware of, distinguish and tackle with the types of travel journalism, and be knowledgeable about travel communication modes in a networked and multicultural environment of free-flow (digital) and mobility.
- be able to report, write, create, produce and present multimedia travel pieces and visual and audio articulations with journalistic and communicative content.



# Course Profile (9)

- **Learning Objectives**

- recognize, understand, analyse, evaluate and apply practices that correspond to journalism, incorporate social software and media communication tools, and facilitate effective communication strategies in the field of Travel.
- identify their role and their participation in setting and forming the culture of Travel and its communicative and journalistic profile.
- adopt behaviours, stances and attitudes that enhance the ‘open’, public communication and journalism in multifaceted networks and in the free-flow (digital) and mobile age.
- encourage the development of a learning ecosystem culture that leads to travel literacy, public awareness and social development.



# Course Profile (10)

- Learning Activities (lectures, pracs, field trips)



Figure 3



# Course Profile (11)

Learning is not receiving information



Figure 4



Figure 5

The classroom is *not* the classroom



Figure 6



Figure 7





# Experiential course (1)



Figure 8





# Experiential course (2)



Figure 9

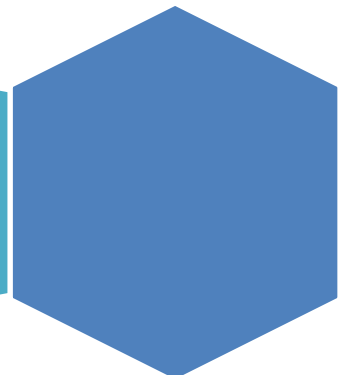


# Experiential course (3)

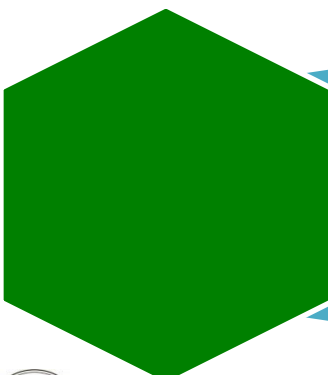
Its DNA ...



learning by doing /  
from experience  
(own and of others)



explore knowing  
as a practical and continuous  
activity (hands-on-training /  
fieldwork experience,  
hands-on-experiences)



*experiential* means  
you participate in simulations rather  
than sit in the classroom watching a slide  
show and listening to a lecture and, ...  
the product/derivative is of social, cultural,  
creative and physical **interaction**.



# Experiential course (4)

*why?*

- You will learn more from an experience than a lecture.
- and the learning will stick / 'I remember when I did ...'
- *but, ...*

*how?*

- you learn to do it if you **attempt** to do it,
- *and ...*

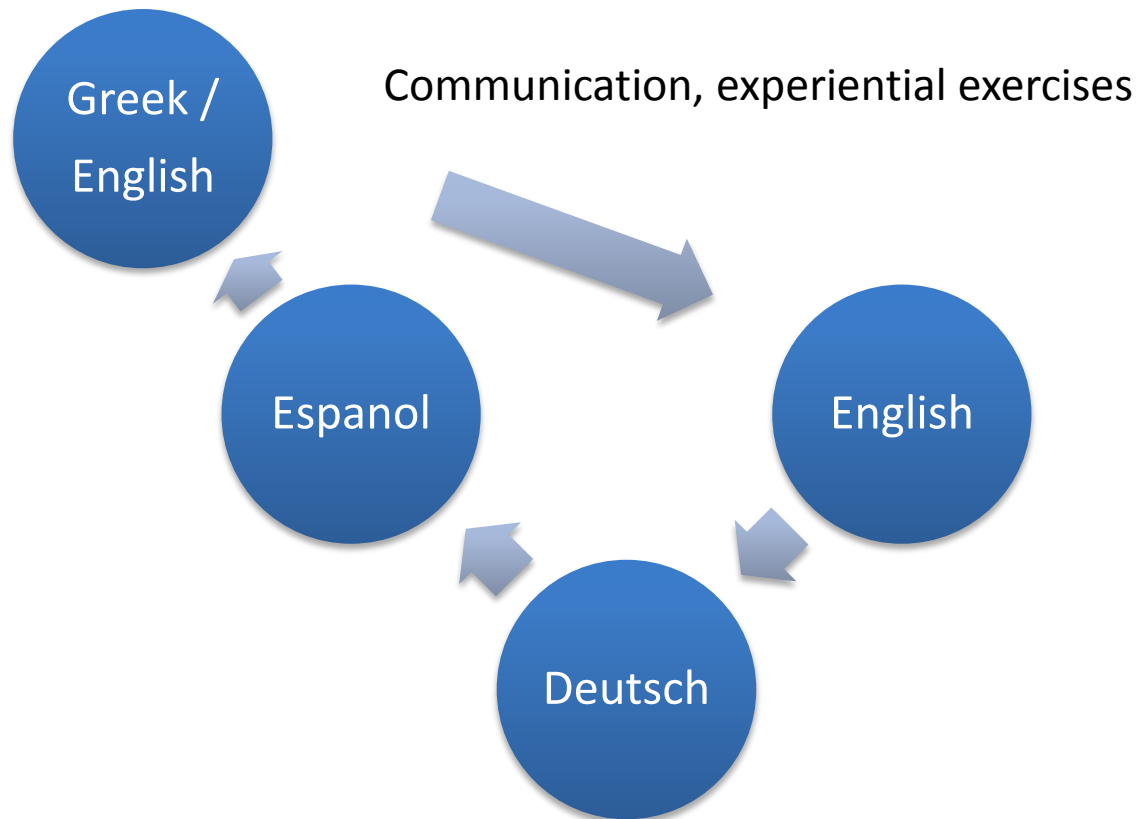
*need*

- *experience(s)* may be a great teacher, *but*, if you want to learn from ...
- ... your experiences, you *also need* to think about them (**reflect**) rather than merely experiencing them.
- ... the experiences of others, you *also need* to communicate and share them rather than merely refer to them.



# Course Profile (12)

- **Course Languages**



# Course Profile (13)

- **Course Requirements**

- ✓ E-mail AUTH account (...@jour.auth.gr)
- ✓ Facebook account
- ✓ Google account



Figure 10



Figure 11

twitter



Figure 12



Figure 13



Figure 14







# Online Version of the Course (1)

## Online Version : virtual participation and engagement

### Course Tools

- Smartphone
- Camera (optional)
- Video Camera (optional)



Figure 19



Figure 20



Figure 21



Figure 18

- Facebook
- Open Course Platform 'e-class' AUTh



Figure 22



# Online Version of the Course (2)

Join our  Group

Figure 23

Travel Journalism and Travel Communication\_AUTh Greece

<https://www.facebook.com/groups/313202185536437/>



Figure 24





# Course Profile (14)

## Course Modules

- Introduction to the Course ‘**Travel Journalism, Communication & Social Media**’
- **History** of Travel Writing and Travel Journalism.
- Travel Journalism and Communication: **mapping the terrain** :
  - a. Travel Publications**
  - b. Types of Travel Articles**
  - c. Headlines and Narrative** Techniques of Travel Articles.
  - d. Travel Photos and Visual Communication**
- The audiovisual element: some examples and techniques from Video journalism



# Course Profile (15)

## Course Modules

- **Public Communication of Travel.**
- Travel and **Heritage**; fostering **multi-cultural awareness**.
- Exploring **cultures , gastronomy and culinary traditions** through travel; building **intercultural competence**.
- **Effective Communication Strategies** in Travel:
  - a. **experiences and full senses** in Travel
  - b. experiential **storytelling**
- **Social Media and interactive storytelling**
- a. **The Travel Journalist and Communicator; breaking into the profession**



# Course Profile (16)

- Course Assessment Items and Evaluation



Figure 25

*Creative thinker*



Figure 26

**50%** experiential exercises, projects, participation (formative and participatory assessment)

**50%** final project



# Course Profile (17)

- Course Syllabus

*exploring  
the linkages*



Figure 27



# Course Profile (18)

- Course Syllabus

TRAVEL  
in the Digital Age



Figure 28



# Course Profile (19)

- **Course Syllabus**



Figure 29

Lets be travelers



Figure 30

and become ...

## TRAVEL Communicators and Journalists



# Course Profile (20)

- **Course Syllabus**

## On the relevance of Travel:

- ✓ ... to society and culture → history, heritage, etc.
- ✓ ... to economy → tourism
- ✓ ... to environment
- ✓ ... to politics, diplomacy and policies
- ✓ ... to education → literacy
- ✓ ... to media → journalism and communications
- ✓ ... to technology
- ✓ ... to business, industry and innovation
- ✓ ... to arts, and creativity
- ✓ ... to volunteerism



# Course Profile (21)

- **Course Syllabus**

**Travel** is a basic human desire. Yet, it is perceived ...

- as a constituent of the journalistic and communication process.
- as means of building and fostering travel literacy and sustainability.
- as means of promoting culture, and enhancing public awareness and social development.

and, interconnects the involved, the interested, the uninterested public and the non-public.





# Creative Task

---

## We ... the travelers

- What is the definition of Travel? What is Travel?
  
- What does Travel mean to you? What comes into your mind [a word (adjective, noun, etc.) or a drawing] when you see or hear the word 'Travel'?



# Creative Task

---

Lets see what 'TRAVELLING' means to some of our students...



# Creative Task

---

- What about you?

If you like to share your thoughts about 'TRAVELLING' answer to our GOOGLE FORM:

<https://docs.google.com/forms/d/1LccetO9q3gcX2fYy9qTDID3mqnB2VTDY0lpxfAJ1qF8/edit#>

and upload some photos, or drawings, or videos in which you could show us what 'travelling' means to you...



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# End of Module 1

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