

## **Dr Emmanuel Heretakis**

### **1. Education**

Graduated from Varvakios normal school.

Graduate, Faculty of Mathematics, University of Athens.

Ph.D-*cum laude*-Department of Political Science & Public Administration, Faculty of Law, Economic & Political Sciences, University of Athens.

### **2. Academic situation**

Associate Professor, Faculty of Communication, University of Athens( since 2011).

### **3. Academic sector**

Psychology of Communication, Communicative Practices & Planning.

### **4. Personal e-mail address & telephone number**

[eheretak@media.uoa.gr](mailto:eheretak@media.uoa.gr), 030 210 36 89 264

### **5. Personal web page**

<http://www2.media.uoa.gr/lectures/ad/>

### **6. Teaching experience**

**-At the University of Athens**

#### **- Graduate level**

Since the academic year 1986-1987 , and until the academic year 1994-1995, teaching the subjects

-“Communicational types and audiences in Communication”

-“Institutions and organizational types of the mass media in the global scene”, at the Faculty of Political Science & Public Administration , University of Athens.

Since the academic year 1994-1995 to the present, teaching the subjects

-“Advertising Communication I”

-“Advertising Communication II”, and

-“Management & Marketing of the Mass Media”, at the Faculty of Communication, University of Athens. The subject “Advertising Communication I” has been renamed “Introduction to Advertising Communication” since the academic year 2002-2003, as well as the subject - “Advertising Communication II” has been renamed “Special topics of advertising”. In addition, the subject “Introduction to Advertising Communication” and -“Management & Marketing of the Mass Media” are also delivered in English, for the benefit of non-Greek Erasmus students.

In association with professor Dr Stelios Papathanasopoulos, teaching the subject “Internationalization of Communication”, since the academic year 2002-2003.

### **-Post-graduate level**

Teaching of the subjects

-“Analysis of audiences in advertising communication”, from the academic year 1997-1998 until 2001-2002.

-“Specific items in advertising communication”, from the academic year 1998-1999 until 2001-2002.

From the academic year 2002-2003 until 2006-2007, the subjects

-“Political advertising” and

-“Electoral campaigns : from television to the digital age”

From the academic year 2009-2010 and onwards, the subject

-“Commercial communications”.

As supervisor or member of tripartite examining committees, has participated in the final examination of 72 postgraduate papers , i.e. of 34 postgraduate papers as supervisor and 38 postgraduate papers as a member of tripartite examining committees. His participation as supervisor or member of tripartite examining committees continues. Furthermore, he currently supervises five doctoral theses. He has also participated as member of the committee which has examined a postgraduate doctoral thesis in the Athens University of Economics and also one at the Aristotelean University of Thessaloniki, and has been a member of the committee related to the academic progress of three persons teaching at the Aristotelean University of Thessaloniki and one at the Athens University of Economics.

### **-At the Postgraduate National School for Public Administration**

Teaching, from the academic year 2001-2002 until 2008-2009, the subject “International Communicational System”, as well as being a supervisor or member of tripartite examining committees for a significant number of final papers of the National School students.

### **-Teaching in seminars**

Teaching subjects directly related to the theory and practice of strategic planning in advertising and the theory and practice of the mass media:

-at the Greek Productivity Center

-the Athens News Agency

-the Center for Advertising and Marketing (CAM)

-the School of Advertising of Hellenic Management Association

-the Faculty of Economics of the Department of Legal and Financial Sciences of the Aristotelean University of Thessaloniki

-the Faculty of Journalism & the Mass Media of the Aristotelean University of Thessaloniki, among others, and

-at the two-day seminar of the Greek Productivity Center ( May 1989) having as general subject the programming of the advertising media ( media planning ).

-at the two-day seminar of Intercollege (Nicosia, Cyprus, 11-12 September 1992) , having as general subject “Programming of advertising media”

-at the seminar of Hellenic Management Association-Second cycle of studies, Advertising Media Course, Wednesday October the 12<sup>th</sup>, 1992

-at the two-day educational seminar of ESOMAR ( Athens, 1-2 December 1992 ) , with the general subject “Measurement of the efficiency of advertising”.

### **7. Managerial responsibilities**

***-Managerial responsibility at the Faculty of Communication, University of Athens.***

-Member of the Board of the University Research Institute of Applied Communication (U.R.I.A.C).

-Responsible for the Scientific Organization of the Practical Exercise of the students of the Faculty of Communication, University of Athens, for the academic year 2005-2006 and thereafter.

***-Managerial responsibility in other organizations***

Member of the Board of the Institute of Communication ( to which U.R.I.A.C is a founding member ) as an elected representative of U.R.I.A.C .

### **8. Research interests**

The greatest number of research papers has been published in journals or has been presented in international, European and Greek conferences and seminars.

**-1980-1984 :** Research on the methods and the procedures of optimal use of the mass media within the frame of a large number of papers related to communication for a wide range of clients. This optimization consists in the creation and the usage of new concepts and methodologies in the analytic and strategic programming of the advertising media and the continuous upgrading of communicational strategies, so as to have a continuously more efficient communication, with regard to the initially set objectives.

**1984-1985 :** Participation in the group of Media Directors that had been founded for the formation of the TV-viewing survey of A.C.Nielsen, via an extended analytical questionnaire ( Nielsen Television Index-N.T.V.I) .The specific survey lasted from September 1986 until March 1989.

**1984-1985 :** Conduct of a survey related to the degree and the extent of reference in the print media of articles concerning young people. The survey results (“Young people in the Press”) were presented at the Zappeion on February the 25<sup>th</sup>, 1986.

**1986-1990** : Conduct of a survey during my cooperation with advertising agencies Gnomi/Publicis-FCB ( until April 1986 ) and DDB/Needham ( from March 1989 until January 1991 ) having as subject the formation of a commonly accepted typology of TV programmes based on their content.

**1987** : Cooperation with the research company ICAP S.A with the objective of the analytical depiction of all methodologies utilized for the quantitative recording methods of TV-viewing for all European countries.

Conduct of a survey related to the degree of audience appreciation of TV programmes viewed all over Greece. The degree of audience appreciation of TV programmes constitutes a qualitative-quantitative view of them. The results of this survey were announced in an International Conference for TV-viewing survey research, taking place at New York, between 15<sup>th</sup> and 19<sup>th</sup> October 1989.

**1998-1990** : Participation- on behalf of the Ministry of Press & the Mass Media- to a survey related to the degree of viewing foreign TV channels in Greece, during the installation of wireless broadcasting of a number of satellite TV channels in a number of Greek cities. The major results of this survey were published in the proceedings of IDATE ( November 15-17, 1989, pages 521-526).

**1989** : Conduct of a survey related to the exposure of readers in print media (MPX- magazine page exposure) in cooperation with the research company A.C.Nielsen. The definition as well as the treatment of this magnitude has been analyzed in two articles , published in the magazine "Advertising Week" ( in its issues of June the 20<sup>th</sup>, and September the 4<sup>th</sup>, 1989).

**1990** : Record of the number of advertisements in radio and television since 1971, on behalf of the Hellenic Advertisers Association-H.A.A. A good part of this record , concerning the years 1971-1995, has been published in the respective chapters of my book "*Television and advertising: the Greek case*".

Study of the qualitative dimensions of quantitative decisions in the programming of TV advertising in Greece. The results of this survey were presented in the ESOMAR Congress which took place in Copenhagen, on April the 4<sup>th</sup>-6<sup>th</sup>, 1990.

**1992** : Cooperation with the Media Directors of a number of advertising agencies being the founding members of the GMG ( Greek Media Group) media shop, for the elaboration of a quantitative research concerning TV zapping.

Study of the quantitative magnitudes of the reaction(s) of the TV audiences related to the content of TV programmes in Greece. The results of this study were announced at the Worldwide Conference for TV-viewing ( organized by ARF/ESOMAR) which took place during between June 1-3<sup>rd</sup>, 1992, in Toronto.

**1993** : Research and study related to the subject of concentration in the Greek mass media scene. Concise results of this study were published in the magazine "Manager" ( in its issues of February 1993 and February 1994). In its second phase, this survey expanded to the other European countries, and in cooperation with the European Institute of the Media- E.I.M , and its results were published in the July-August 1994 issue of the magazine "Manager", and in one of the E.I.M editions.

**1994** : Cooperation with the research agencies Research International Hellas-R.I.H and MRB Hellas for the conduct of the Media Multiplier survey in Greece, on behalf of the Athens Daily Newspaper Publishers Association ( A.D.N.P.A). The findings of this survey were announced during a seminar organized by A.D.N.P.A on March the 8<sup>th</sup>, 1995, and were published in the magazine “Manager” , in its issues of May and June 1995.

**1996** : Continuation of the survey related to media concentration, pluralism and transparency in European countries. The results of this survey have been documented in the ( unpublished) document “*Measures of media concentration, pluralism and transparency revisited-a first draft-October 1995*”, which was forwarded to the responsible secretariats of the European Committee, and also to the Hellenic Audiovisual Media Institute.

Conduct of a survey related to matters of data collection, categorization and processing of statistical data for the media, and their incorporation in data banks. This survey was conducted on behalf of the Hellenic Audiovisual Media Institute.

**1997** : Conduct of a survey related to the TV-viewing of programmes for children. The findings of this survey were announced at the conference “*Children and the Mass Media*”-Athens, October the 31<sup>st</sup>-November the 1<sup>st</sup>.

Research for the “environment” and the evolution of the mass media in Greece during the dictatorships of 4<sup>th</sup> August 1936 and 21<sup>st</sup> of April 1967. Part of the findings were announced at the conference under the title “*Dictatorship-30 years after*”, organized in Athens from the Hellenic Society of Political Science and the Sakis Karagiorgas Foundation, at the Panteion University , 10-12 December 1997.

**1998** : Construction of specialized multi-checks for the auditing of the reliability and the validity of the quantitative TV-viewing measures , in close cooperation with the other two members of the independent committee of auditors. These multi-checks are applied in a systematic fashion , since they were constructed.

Investigation and recording of the problems of TV audience research that surfaced in other European countries ( such as France, Italy, Spain and Portugal ), via an on the spot investigation, and presentation of the findings to the Committee for the Audit of TV Audience Research.

**1999**: Research related to the consumption of mass media content by their various audiences. The continuously updated findings of this research are incorporated in a working paper , under the title “*Remarks on the consumption of mass media content*”, to which all interested students of the Faculty of Communication have access.

Research on the procedures that have to be kept for the orderly function of a Bureau for the Certification for circulation figures of the print media in Greece, in cooperation with A.D.N.P.A and the Greek Union of Advertising Agencies.

**2001** : Participation in a Paneuropean survey related to mass media concentration in Europe, under the direction on professor Sanchez-Tabernero, University of Navarra, Spain. The volume containing the findings of the survey was sponsored and published by the Council of Europe.

**2003** Participation in a survey conducted by associate professor G.Pleios and a group of students, on behalf of the University of Athens, with the title “*The role of radio in the quickening of social, cultural and financial changes in Greece, during 1930-1950*”. A copy of

the findings of this survey was forwarded to the Research Committee of the University of Athens.

Coordinator, on behalf of the Faculty of Communication, University of Athens, of a survey with the title “*A survey of people working in the mass media and their views on racism and xenophobia*” that was carried out in cooperation with the Faculty of Economic Sciences, Aristotelean University of Thessaloniki, and was funded by the EEC Initiative “Dream”. Its findings have been published in a separate volume by the Aristotelean University of Thessaloniki.

Conduct of a survey with title “*Quantitative and qualitative dimensions of the Greek media and advertising : 1960-2000, in parallel to the evolution of Greek society*”.

**2004** : Participation, as scientific consultant , in the formation and the realization of a survey with the aid of questionnaires, having as subject “*Radio and the students of the Faculties of Mass Media, Communication and Journalism*”, focused on the students of the Faculty of Communication, University of Athens.

Scientific consultant for the construction of a data base of quantitative data, having as subject “*Data base for the Greek media*” in Greek and in English, on behalf of the Laboratory for Social Research in the Mass Media. The data base is almost completed.

**2005** : Scientific consultant for the survey with the title “*Aspects of the televisual representation of the Greek society and its political parties during the pre-election period of 2004*”, with the participation of a group of three post-graduate students of the Faculty of Communication . The survey has been funded by the Research Committee of the University of Athens.

Research and writing of the chapter “*Quantitative data for radio advertising in Greece, 1988-2004*”, within the frame of a wider research project of the Hellenic Audiovisual Media Institute.

**2006** : Lecture with subject “Research and the mass media”, Monday April the 3<sup>rd</sup> 2006, at the Drakopoulos amphitheatre, organized by the University Research Institute of Applied Communication (URIAC) of the Faculty of Communication.

Lecture at the 3<sup>rd</sup> International Political Marketing Conference, Monday 6<sup>th</sup>-Wednesday the 8<sup>th</sup> April 2006, Nicosia Cyprus, organized by Cyprus College, with subject “Pop-politics: intermingling of politics, mass society and everyday life”.

**2007** : Coordinator at the First Congress of the Research Network for the Musical Industry, realized at the Sakis Karagiorgas amphitheatre, Panteion University, Athens, on Friday November the 2<sup>nd</sup>, 2007. The congress was organized by the Faculty of Mass Media and Civilization of the Panteion University, in cooperation with the Faculty of Journalism and Mass Media of the Aristotelean University of Thessaloniki.

Scientific consultant for the conduct of a survey recording the state of the Greek daily regional newspapers (excluding Athens and Thessaloniki). The survey was completed with the participation of two PhD candidates of the Faculty of Communication along with a post-graduate student, and contains details for a total of 158 newspapers.

**2008:** Speaker at the two day Conference “Civilization and the Mass Media” , organized by the the Ministry for the Interior, with the subject “The reality of the Greek mass media in a world of rapid changes”, on Thursday March the 13<sup>th</sup>, 2008.

Member of a committee organized by the Institute for Communication and Journalism (AVSA) of the Free University, Berlin, for the study of scientific programmes in radio and television in a number of EU countries.

Speaker in Working Group IV: “The laws of the market and the rules of information” at the Open Forum 2008 (Wednesday March the 19<sup>th</sup>, 2008), being an initiative of the Association of Greek Industrialists, under the title “Mass Media of Information: Deontology, Profit and Power”.

Coordinator at the lecture “Remembrances from electoral campaigns”, presented by a group of students of the Faculty of Communication, University of Athens, during Friday May the 16<sup>th</sup>, 2008, during the two day Conference of Students of the University Faculties of Communication, Journalism and the Mass Media, Thursday 15<sup>th</sup>-Friday 16<sup>th</sup> May 2008. The conference was organized by the General Secretariat of Information.

Chair at the second session, Saturday November the 15<sup>th</sup>, 2008, of the Conference “Contemporary Mass Media: Old and New Realities”, organized by the Nicosia University, Nicosia Cyprus, and speaker during this session, with subject “Political Memory in Greece”.

Coordinator at the Conference “70 years of Greek Radio- Advertising and Radio”, realized on Friday December the 19<sup>th</sup>, 200, at the Zappeion Megaron.

**2009:** Article titled “Advertising Expenditure in Greece” , published in the magazine “de Scripto-A Journal of Media in South East Europe”, No 01//02/2009, pp. 27-30.

Coordinator at the presentation having as subject “The consumption of the mass media in younger ages (15-34 y.o.)” presented by a group of students at the Drakopoulos amphitheatre, organized by the Faculty of Communication , University of Athens, and the University Research Institute of Applied Communication (URIAC) of the Faculty of Communication.

**2010 :** Lecture at the International Conference “Political speech and political Communication-Theoretical approaches and political reality”, May the 28<sup>th</sup>, 2010, at the Sakis Karagiorgas amphitheatre, Panteion University, Athens, with the title “The courses of political communication and the mass media”.

Participation in the IX World Media Economics and Management Conference, Wednesday June the 2<sup>nd</sup>-Saturday June the 6<sup>th</sup>, 2010, at Bogota, Colombia, and speaker, during Thursday June the 3<sup>rd</sup>, 2010, with the subject “The media, advertising and consumption as major vehicles of change-the case of Greece 1960-2000”.

Participation in the International Conference “Europe and the media-New developments in Social Theory and Research”, at the Drakopoulos amphitheatre, on Friday October the 29<sup>th</sup> – Saturday October the 30<sup>th</sup>, 2010, organized by the Faculty of Communication, University of Athens, and the University Research Institute of Applied Communication (URIAC) of the Faculty of Communication, and speaker during Friday October the 29<sup>th</sup>, 2010, with the title “Auditing TV measurement-the case of Greece”.

**2012 :** Participation in the X World Media Economics and Management Conference, Wednesday February the 23<sup>rd</sup>-Saturday February the 26<sup>th</sup>, 2012, in Thessaloniki, and speaker, during Friday February the 25<sup>th</sup>, 2012, with the title “Towards the end of euphoria: Latest developments in the Greek (old and new) media scene, from 2000 to 2010”.

Participation as speaker in the Conference “The crisis of the Greek mass media-Financial and social dimensions”, during Thursday March the 21<sup>st</sup>, 2012, at the Sakis Karagiorgas amphitheatre, Panteion University, Athens. The Conference was organized by Faculty of Communication, Mass Media and Civilization of the Panteion University.

Participation as coordinator at the presentation with subject “Concentration in the Greek and Cypriot mass media in the year 2010”, during Tuesday May the 29<sup>th</sup>, 2012, at the Drakopoulos amphitheatre, organized by the University Research Institute of Applied Communication (URIAC) of the Faculty of Communication, University of Athens.

Participation as speaker in the Conference “From “the power of the medium” to the “end” of television”, with the title “TV viewing, profitability, greed and the imaginary-The Greek case(1950-2012) in three phases”, Wednesday May the 30<sup>th</sup>, 2012, at the Sakis Karagiorgas amphitheatre, Panteion University, Athens. The Conference was organized by Faculty of Communication, Mass Media and Civilization of the Panteion University.

Participation in the Conference “Advertising in Communication +Media Research Symposium”, organized by the European Communication research and Education Association (ECREA) Advertising Research TWG, during Wednesday the 13<sup>th</sup>-Friday the 15<sup>th</sup> June 2012, at the Tuebingen University-Germany, and speaker, on Friday June the 15<sup>th</sup>, 2012, with the title “The Greek post-deregulation mass media : a possible foretaste for other countries”.

**2013 :** Lectures on the subjects

-The evolution of advertising expenditure in Greece I.

-The evolution of advertising expenditure in Greece II.

-The structure of advertising companies, during Monday January the 28<sup>th</sup>, 2013, and

-The aesthetics of advertising I

-The aesthetics of advertising II.

-Problems of regulation I.

-Problems of regulation II.

-The new media blocs, during Tuesday January the 29<sup>th</sup>, 2013, at the Institute of Provincial Press, Apokoronas, Chanea, Crete.

Participation in the 63<sup>rd</sup> Annual International Conference of the Political Studies Association, at the City Hall, Cardiff, Wales, Monday the 25<sup>th</sup>-Wednesday the 27<sup>th</sup> March 2013, and speaker, on Tuesday March the 26<sup>th</sup>, 2012, with the title “Greece 2012 :The mass media, fair play and other obsessions”.

## **9. Published books**

**( in Greek)**

1. Title of Ph.D dissertation : “Greek daily political Press and political communication : circulation trends and electoral results (Attempts towards an interpretative correlation for the period 1952-1984)”. The dissertation is available-in Greek- at *thesis.ekt.gr/2433*.
2. “*Notes on the interrelationship of the audience with the mass media and power*” University Studio Press, Thessaloniki 1994.
3. “*Mass media trends in Greece*”, Hellenic Audiovisual Media Institute, Athens 1997.
4. “*Television and advertising (1960-1995) -the Greek case*” A.N.Sakkoulas Publishers, Athens 1997.
5. “*Concise bibliography on the mass media*”, Hellenic Audiovisual Media Institute, Athens 1999.
6. “*Mass media : essays texts on the WWW: everyday life, praxis, frames, content and distribution*” G. Dardanos Publishers, Athens 2000.
7. “*Private and public broadcasting media-Public opinion and global participation*” 2001/3, A.N.Sakkoulas Publishers, Athens 2001.
8. “*Political advertising : an application to the general elections of the year 2000*” University Studio Press, Thessaloniki 2003.
9. “*Describing new audiences in the digital field-problems and challenges*” 2004/4 A.N.Sakkoulas Publishers, Athens 2004.
10. “*TV viewing*” Patakis Publishers, Athens 2007.
11. “*Three essays on political advertising ( i.e. 1. Advertising expenditures of the Greek political parties 1985-2005, 2. 2003 general elections in Cyprus, 3. The municipal elections for Athens, 2002)*”, University Studio Press, Thessaloniki 2008.
12. “*Mass media : myths, advertising, numbers and content*” 2009/6 A.N.Sakkoulas Publishers, Athens 2009.
13. “*Mass media, advertising and consumption : the Greek case, 1960-2000*”, University Studio Press, Thessaloniki 2010.