

Name: Eirini Papadaki
Academic position: Assistant professor
Scientific field: Communication, mediation and cultural industries
Courses: Tourism, cultural and creative industries, Visual messages and tourism, Promotion and communication strategies
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Curriculum Vitae

Eirini Papadaki studied Journalism and Mass Media Communication at Aristotle University of Thessaloniki. She conducted postgraduate studies in Communication and Visual Culture at the University of Kent at Canterbury, Great Britain. Her PhD thesis (2002) examines the mediation of art through the mass media.

From 2002 to 2007 she worked for the Chamber of Fine Arts of Greece, where she scientifically supervised projects such as the digitization of Greek visual artists' artworks, the creation of a database for Greek visual artists and its communication through a new portal. She has organized and/or supervised several research projects, among which many audience research studies. She has extensively studied the designing of strategic communication in the framework of several cultural industries and their synergies, as well as their semiotic dimensions. Her more recent research activity focuses on the digital transformation of cultural communication. She is a researcher for the TUNE project (Traditional Music Undergraduate Network in Europe), which is funded by Erasmus +, where she is responsible for designing the communication of the project activities through social media.

She has taught several courses at many universities, including the University of Kent at Canterbury, Great Britain (School of Film and και Visual Studies), the University of Ioannina (Department of Fine Arts and Art Sciences), the University of the Aegean (Department of Preschool Education Sciences and Educational Design), the University of the Peloponnese (Department of History, Archaeology and Cultural Resources Management), as well as the former Technological Educational Institute of Epirus (Department of Traditional Music and Department of Business Administration). She has also taught postgraduate courses at the "Cultural Policy and Development" Master Degree of the Open University of Cyprus. Since 2017 she teaches "Cultural Communication" at the "Management of Cultural Units" Master Degree of the Open University of Greece.

Her publications examine subjects of visual communication, mediation of culture and various forms of art through mass and new media, cultural industries and their synergies, as well as a variety of feedback types in different communication frameworks (from direct communication between artwork and viewer/listener in a museum/performance

environment to mediated communication in the multidimensional framework of technoculture).

Publications (selection)

A. Scientific Journals (peer-reviewed)

1. Eirini Papadaki, (2004), "Mass-produced Images of Archaeological Sites: The Case study of Knossos on Postcards" *Visual Resources: An International Journal of Documentation*, Taylor & Francis (Vol XX No4, December 2004, pp.365-382)
2. Ifigeneia Mylona, Eirini Papadaki (2007), "Communication Research through the Internet: Strengths & Boundaries", *The Cyprus Journal of Sciences*, Americanos College (Vol. 5/Summer 2007, pp. 127-138)
3. Eirini Papadaki (2007), "The museum as a cultural administrator: The case study of Contemporary Art Museums", annual Special Quire "Culture: Institutions and Management", publications of the Department of Traditional Music, pp. 11-25
4. Eirini Papadaki (2014), "Art and its connection to scientific discovery processes: The case study of Michalis Papadakis' "The Girl with the Mirror", *Via Panoramica: an Anglo-American Studies Journal*, Series III, special issue 2014, pp. 125-146, ISSN: 1646-4728.
5. Anna Lygera, Eirini Papadaki, (2019), "Cultural identity and place branding: The case study of Samos", *Deltio Samiakon Spoudon*, pp. 77-93
6. Eirini Papadaki (2020), "Mediating mediations of the past: Monuments on postcards, photographs and social media posts", *Punctum, International Journal of Semiotics*.
7. Eirini Papadaki (2022), "The synergy of animation and tourism industry: Myths and ideologies in Mickey Mouse's traveling adventures", *Punctum, International Journal of Semiotics*
8. Maria Koloka, Eirini Papadaki (forthcoming 2023), "Performing arts organizations' communication through posters in Greece: a semiotic approach", *International Journal of Semiotics and Visual Rhetoric*. Vol 6 (1).
9. Eirini Papadaki (forthcoming 2023), "Mediating as introducing: the case study of tango music on screen", *International Journal of Music and Performing Arts*, American Research Institute for Policy Development
10. Eirini Papadaki (2023), "Remediating fantasy narratives for participatory fandom: Tolkien's stories and their translations in films, video games, music, tourism tours and other culture industries' products", *Digital Age in Semiotics & Communication*. Vol V. pp. 62-85.
11. Maria Antoniadis, Eirini Papadaki (2023). "The 'Mega Castle' through the eyes of Nikos Kazantzakis: A educational program for the Historic Museum of Crete" (in Greek)", *Journal of Culture in Tourism, Art and Education*.
12. Achilleas-Mihail Kanellis, Eirini Papadaki (2023). "The future of film and museum industries and the consumers' preferences". *Journal of Culture in Tourism, Art and Education*. Vol. 3(1). pp. 82-92.
13. Eirini Papadaki (forthcoming 2023), "Promoting greening tourism through synergies with Cultural and Creative Industries: The case study of Greece", *Sustainability*, special issue "Sustainability Perspectives: Theories and Practice for Greening Tourism", MDPI
14. Ioannis Litos, Eirini Papadaki (forthcoming 2023), "If you play some good music, people immediately understand it: Audience response to busking", *International*

Journal of Community Music, special issue “Buskers: Community, Culture, Commodity”, Intellect

15. Eleftheria Thani, Eirini Papadaki (forthcoming 2023), “To live-stream, or not to live-stream, that is the question: The dilemma of musicians in Greece during the pandemic of Covid-19”, under review
16. Eirini Papadaki, Ifigeneia Mylona (forthcoming), “Cultural narrations in tourist contexts: Examples from Greek social media”.
17. Eirini Papadaki (forthcoming), “Self-branding in digital environments: The case study of Greek musicians’ profile images on Facebook”.

B. Conference proceedings (peer-reviewed)

1. Eirini Papadaki (2004), “The national and the international in art: The Balkan cultural identity in the international visual arts setting”, 7th Hellenic Geographical Conference, Hellenic Geographical Society, October 2004, Mytilene, Volume B, pp.103-109
2. Eirini Papadaki, Ifigeneia Mylona, (2005), “The Internet: An international database or a new communication medium?” Telecommunications and Multimedia Conference, TEMU 2005, June 2005, Heraklion, (CD)
3. Ifigeneia Mylona, Eirini Papadaki (2005), “Communication Research through the Internet: Strengths & Weaknesses”, 1st European Communication Conference, Amsterdam, November 2005 (CD)
4. Eirini Papadaki, Ifigeneia Mylona (2005), “The Meta-National Space of the Network: Visiting Virtual Societies”, IADIS/www Internet Conference, Lisbon, October 2005 (CD)
5. Eirini Papadaki, Ifigeneia Mylona (2006), “Education and New Technologies: The case study of Folklore Museums in Greece”, 1st International Education Conference, Volos, September-October 2006
6. Eirini Papadaki (2009), “Education and museums: Evaluation of educational programs of Greek museums”, 3rd International Conference of the Greek Association of Primary Music Education Teachers (GAPMET), Athens
7. Eirini Papadaki (2012), “Watching Tango: Tango and its Mediation through the European Cinema”, Proceedings of the 1st International Conference Audio Technologies for Music and Media, pp. 87-101.
8. Eirini Papadaki (2013), “Global Views on Personal Moments: Photographs and Individual Narratives in Social Media”, 1st Global Conference “Connectivity in the 21st Century”, 2-6 Νοεμβρίου 2012 (www.inter-disciplinary.net)
9. Eirini Papadaki (2016), “Signs of space in artistic, scientific and children’s drawings: differences and similarities”, in Kristian Bankov (ed.) *New semiotics. Between tradition & innovation: Proceedings of the 12th World Congress of Semiotics*, IASS Publications & NBU Publishing House, retrieved from http://www.iasais.org/proceedings2014/view_lesson.php?id=16 (ISSN 2414-6862).
10. Eirini Papadaki (2020), “Creative mediations of the cultural past: Archaeology as communicator of cultural heritage”, Proceedings of the conference “The creative contagion. Media, industries, storytelling, communities”, October 17-19, 2018 Panteion University, Athens (Greece), pp. 69-77, <https://crea2s.hypotheses.org/298>

11. Eirini Papadaki (2021), "Gaming literacy: A useful tool for education and science", proceedings TIMECED 12, Media literacy throughout life: New pedagogical challenges to the accompaniment of the citizen", Timeced 2021, ISBN: 978-2-492969-00-3

Books

1. Scientifically responsible for a digital publication (DVD) on Visual Arts (2008), Chamber of Fine Arts of Greece, Greek Ministry of Culture (Greek, English and French).
2. Eirini Papadaki, Ifigeneia Mylona (forthcoming). *Digital communication in culture: The case of Greece*. Athens: Kritiki (in Greek).
3. Eirini Papadaki (forthcoming, trans.), *The Tourist Gaze* (John Urry & Jonas Larsen, Sage), Athens: Pedio (in Greek).
4. Aspasia Theodosiou, Eirini Papadaki (ed.) (2018) *Cultural industries and technoculture: practices and challenges*, Athens: Nissos (in Greek).

Chapters in books

1. Eirini Papadaki (2007), "The mirror, the window and the exile poet: Images of the self and the other in European media", in Sofia Kaitatzi – Whitlock, Alexandros Baltzis (ed.), Thessaloniki: University Press, pp. 321-343
2. Eirini Papadaki (2007), "Narrating personal moments through social images: Postcards as souvenirs of memorable instances and places", in *Narrative, memory & knowledge: Representations, aesthetics & contexts*, University of Huddersfield Press, σελ. 55-62
3. Ifigeneia Mylona, Eirini Papadaki (2007), "New way of collecting information & producing news? Examining the production of media content in the Internet era", in Nikos Leandros (ed.) *The impact of Internet on the mass media in Europe*, Abramis editions, σελ. 391-402
4. Eirini Papadaki (2008), "The charisma of the local and the impressive of the virtual: museums near archaeological sites and museums on the Internet", in Alexandra Bounia, Niki Nikonanou and Maria Oikonomou (ed.) *Technology in the services of cultural heritage*, Athens: Kaleidoscopio, pp. 102-114
5. Eirini Papadaki, Ifigeneia Mylona (2008), "Balkan art in the Greek media", in *The image of the Balkans: Historical approaches and communication perspectives*, pp. 334-340
6. Eirini Papadaki (2014), "Portaying the self for the gaze of others: The case study of photographs in Facebook", in Edie Lanphar and Phil Fitzsimmons (ed.) *Connectivity across borders, boundaries & bodies*, ISBN: 978-1-84888-266-9, pp.19-27
7. Eirini Papadaki (2016), "The semiotics of children drawings: A comparative study of art, science and children drawing", in Eleftheria Deltsoy and Maria Papadopoulou (ed.), eBook *Changing Worlds and Signs of the Times: Selected Writings from the 10th International Conference on Semiotics*, Volos: The Hellenic Semiotics Society, ISBN: 978-618-8184-0-6, pp.708-718.
8. Eirini Papadaki (2017), "Seducing the tourist gaze: Postcards as influential destination icons", in Evripides Zantides (ed.), *Semiotics and visual communication II: Culture of seduction*, Newcastle: Cambridge Scholars Publishing, pp. 145-165.
9. Eirini Papadaki (2019), "The semiotics of cultural organisations' on-line branding: The examples of the Metropolitan Opera of New York and the National Opera of Greece", in Evripides Zantides (ed.) *Semiotics and visual communication III: Branded. The*

semiotics of branding in culture and context, Newcastle: Cambridge Scholars Publishing, pp. 426-449

10. Efi Kyprianidou, Eirini Papadaki (2018), "Cultural organizations' digital marketing: Web 2.0 applications in art museums and performing arts organizations" in Aspasia Theodosiou and Eirini Papadaki (ed.) *Cultural industries and technoculture: Practices and challenges*, Athens: Nissos, pp. 171-198.
11. Aspasia Theodosiou, Eirini Papadaki (2018), "Introduction" in Aspasia Theodosiou and Eirini Papadaki (ed.) *Cultural industries and technoculture: Practices and challenges*, Athens: Nissos, pp. 13-58.
12. Eirini Papadaki (2020), "When music meets sports: Community making, marketing and cultural industries" in Charilaos Zaragkas (ed.) *Sports: Artistic, pedagogical and sociological dimension*, Athens: Pedio, pp. 411-424.