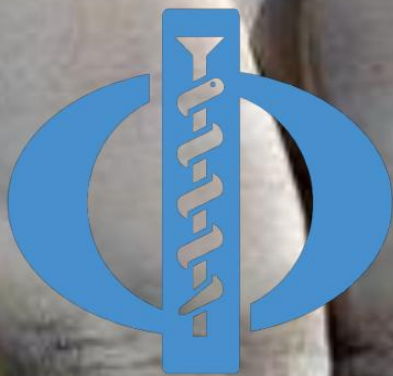




Guide of Communication and Department's promotion



Πανεπιστήμιο Θεσσαλίας
Τμήμα Φυσικοθεραπείας

Academic
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Import

Communication is a two-way way of exchanging thoughts, feelings, perceptions, and behaviors using verbal and non-verbal symbols. According to Naylor (1999), it is an “exchange of information (between two or more people) through coded messages”. Complete communication includes the sending of the message by the sender and the feedback of the receiver. Verbal communication is achieved through the use of spoken language (discussion, observations, etc.) and written language (written messages, reports, reports). Non-verbal communication includes a series of physical and eye movements.

The rapid development of science and technology has brought about new multifaceted forms of communication both in the Mass Media (MME) and on the internet, offering a combination of verbal and non-verbal messages, speed and immediacy in the appearance of information.

Purpose

The purpose of this regulation is to define and regulate the communication - information process of the Department of Physiotherapy of the University of Thessaly, as well as the method of controlling the content published in the various media.

The internal communication of the Physiotherapy department

The Department of Physiotherapy of the University of Thessaly consists of fourteen (14) faculty members, two (2) assistant professors, four (4) assistant professors and three (3) administrative staff. The communication of the members of the department with the internal and external environment is achieved through traditional and modern forms of communication. Both individual and collective communication helps in decision-making, in the extroversion of the department and in its academic development, while at the same time limiting phenomena of confusion, misinterpretation, frustration and dysfunction.

Internal *communication* includes the exchange of messages and information between members of the department. It is addressed to all individuals who have any working or academic relationship (including students of A and B cycles of study and doctoral candidates) with the Department of Physiotherapy of the University of Thessaly. Internal communication can be achieved through oral and written communication. The use of electronic mail is

recommended as it presents the advantages of written communication, reliability, immediacy and the combination of audio and visual content. The suggestions and positions of the members of the department to the councils and collective bodies are submitted in printed or electronic form to the department secretariat.

Naylor , J. (1999). *Management*. Harlow, England: Prentice Hall.

Academic, administrative, financial and student requests submitted by third parties are submitted to the department secretariat in printed or electronic form. In case of inability to implement the request or the procedure by the department secretariat (e.g. lack of competence, ambiguity, lack of relevant supporting documents), the secretariat informs the applicant in writing or by electronic message. The secretariat must respond, process and manage the requests, documents, memoranda and supporting documents submitted and sent by members of the department as well as by third parties, in accordance with the applicable legal provisions of the state and the regulations of the University of Thessaly (e.g. Code of Status of Public, Political and Administrative Employees).

Communication between members of the Research Laboratories is recommended to be carried out by electronic mail. Academic, student, administrative and financial requests to the various administrative and academic services of the university are submitted by the director of the research laboratory or by the deputy and after the President of the department has been informed.

It is recommended to use the university and department logo in any written or electronic correspondence.

The external communication of the Physiotherapy department

The external communication and promotion of the Department of Physiotherapy contributes to extroversion, the dissemination of academic knowledge, collaboration, volunteerism and the promotion of innovative ideas. External communication and promotion can be carried out:

A) From the Mass Media

Television and radio are the most popular means of communication as they provide information, entertainment and fun by projecting visual and auditory stimuli, exerting indirect or direct influence. Faculty members of the Department of Physiotherapy may participate in television or radio broadcasts to inform the public on health issues, to promote the activities

of the Department and to promote academic knowledge and research after verbal or written agreement with the President of the Department. Press releases are sent by the secretariat with the verbal or written consent of the President of the Department.

B) From the printed and electronic press

The printed and electronic press is divided into :

I) General interest

II) Of special interest

General interest print and electronic media include print and electronic magazines or newspapers with diverse topics (e.g. politics, arts, culture). Special interest print and electronic media include print and electronic magazines or newspapers with specific topics e.g. (health, sports, decoration). Faculty members of the Department of Physiotherapy may participate and write articles in print and electronic media of their own free will and without the consent of the President of the Department or the Collegiate Body.

C) From internet websites

The Internet promotes communication through a global web of electronic or portable devices connected to each other, providing a large volume of information directly and in a multifaceted manner. The Department of Physiotherapy provides an official website (<https://physio.uth.gr>), with the aim of informing the academic community of the public and its members, promoting academic activities and social initiatives. The responsibility for the smooth operation and management of the official website of the department lies with the secretariat and the President of the department. A faculty member of the Department of Physiotherapy or another department of the University of Thessaly may be appointed to support the official website following a decision of the General Assembly of the department. Maintenance and upgrading may be assigned to a private technical support company.

D) From social media

The Physiotherapy department provides an official communication channel on the Youtube electronic platform website.

(<https://www.youtube.com/channel/UCOPvwGTUXbFZm9HsaUpRfeA>) . Any member of the department may send material (video) for posting, related to the science of Physiotherapy,

academic or educational content. The posting of the material is carried out by the person responsible for management, as defined by the Department Assembly and after receiving the approval of the Department President. The department may also create other online accounts following a decision of the Assembly.

The content of communication messages

The content of communication messages must:

- Be clear and concise
- Be in line with the privacy policy (GDPR)
- To be impartial
- Don't be offensive.
- Not promote violent, racist or sexist content
- Do not promote political or advertising content
- Not to cause confusion and misinterpretation
- Do not use obscene words or expressions.
- Not to offend people and situations

Annex I

Contact details of members of the Physiotherapy department

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