

2021



Communication and Media Science

CURRICULUM

Communication and Media Science

2021

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Description of the Study Program

Communication and Media Science	
The higher educational institution responsible for the study program	University of Dunaújváros (Dunaújvárosi Egyetem)
Identification number of the higher educational institution	FI60345
Address	1/A Táncsics Mihály utca, 2400 Dunaújváros, Hungary
Head of the higher educational institution	Dr habil. István András, Ph.D., Rector
People responsible for the study program	
The institute responsible for the study program	Social Sciences Institute
Director of the institute (name, scientific degree)	Dr. László Balázs Ph.D., Associate Professor
Responsible person for the study program (name, scientific degree)	Dr. László Balázs Ph.D., Associate Professor
Specializations and the person responsible for the specialization (name, scientific degree)	
Media Communication Specialisation	Dr. Péter Ludik College Professor
Business Communication Specialization	Dr. habil István András College Teacher
Details of the study program	
Entry requirements	General Certificate of Education/High School Diploma
Level	undergraduate
Qualification	Bachelor of Arts (BA)
Description of the qualification in Hungarian	Kommunikátor
Description of the qualification in English	Expert in Communication

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Duration of study	6 semesters
Credit points to be acquired	180
Educational goals of the study program	The aim of the study program is to train such professionals who are acquainted with the various organizations and institutions operating in the diverse field of communication. They are familiar with the scenes of social communication, the structure of its institutions, the main organizations of communication and the media, as well as their operation. Based on their knowledge, skills and attitudes acquired in the program, they are fully competent to perform communication related tasks in the various organizations operating in the field of communication. They are also ready to pursue their studies on master's level.
Prerequisite(s) of selecting a specialization	A minimum of one specialization is to be started in the semester indicated in the curriculum, which is the one most students apply for. The precondition of starting two specializations is to have a minimum of 10 students applying for each.
Prerequisite(s) of starting a specialization and the way of classification	
Work placement/Internship	A minimum of 80 hours long work placement at an organization operating in one of the various fields of communication.
Prerequisite(s) of issuing the pre-degree certificate (absolutorium)	The pre-degree certificate (absolutorium) certifies the successful completion of the exams and other study requirements as defined in the curriculum, with the exception of those for the thesis and the foreign language examination. It also confirms the attainment of the required number of credit points, with the exception of those earned by the thesis. This certificate confirms, without a qualification or evaluation, that the student has fulfilled all the study and exam requirements defined in the curriculum of the study program.
Thesis	The aim of thesis writing is the application and synthesis of the knowledge attained during the

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	<p>study program. By their thesis students prove that they are able to solve complex professional problems, apply the theoretical and practical knowledge and methods acquired in their studies, and are familiar with the professional literature of the field. The general regulations on thesis writing can be found in <i>TVSZ</i>, the study and exam regulations of the university.</p>
<p>Prerequisite(s) of the final exam</p>	<p>The prerequisites of the final exam are the attainment of the pre-degree certificate (absolutorium) and the submission of the thesis (approved for review).</p>
<p>The final exam</p>	<p>The aim of the final exam is to check and assess the knowledge, skills and abilities required for the obtaining of a certificate on the study program. Students are also expected to prove their competence in applying the acquired theoretical knowledge in professional practice. The final exam consists of defending the student's thesis and an oral exam on the subjects defined in the curriculum (FES1, FES2)</p>
<p>Subjects of the final exam</p>	<p>Final Exam Subjects 1 (FES1) (Complex): TKM-006 Major Scenes and Instruments of Communication TKM-010 Specific fields of Media and Communication TKM-116 Communication and Culture TKM-008 Social Communication TKM-005 Social History of Communication and Media</p> <p>Final Exam Subjects 2 (FES2) (Specialization):</p> <p><u>ZV2/1 – Media Communication:</u> TKM-018 Digital Image Creating TKM-019 Motion picture creation and sound recording TKM-120 Multimedia TKM-123 Television Programme production</p> <p><u>ZV2/2 – Business Communication:</u> TKM-024 Conflict Management and Economic</p>

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	<p>Mediation</p> <p>TKM-028 Business Negotiation and Presentation TKM-153 Public relations I. TKM-025 Organizational Communication</p>
Average of the certificate	<p>The average of the certificate should be calculated in the following way: $(FE + D + SA)/3$. Where (FE) is the mathematical average of the marks of the final exam subjects (FES1, FES2); (D) is the mark awarded for the thesis by the final exam committee; and (SA) is the cumulative average of the study marks weighted with the credits points obtained by the student.</p>
Qualification of the certificate	<p>excellent 4,51 - 5,00 good 3,51 - 4,50 satisfactory 2,51 - 3,50 pass 2,00 - 2,50</p>
Preconditions of issuing the certificate	<p>The preconditions of issuing the certificate are a successful final exam and the passing of the required foreign language exam.</p> <p>The mother tongue of a foreign student is qualified as advanced language exam according to the Hungarian regulations.</p>
Language Training	English
Physical Education	1-4 semester two lessons per week (only on the full time program)

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Study mode	Full time, part-time
Required competencies:	
<p>a. knowledge</p> <ul style="list-style-type: none"> - acquires the knowledge of main definitions and principles connected to social science, understands the interdependences, which form the basis of society and the academic interpretations of social communication; - acquires the knowledge of the correlations related to the operation of society, the academic contexts connected to these; - acquires and understands the operational mechanism of social phenomena and its subsystems examined by the Communication and Media Sciences; - acquires the knowledge to review the various fields of social communication correctly within the correlations of social communication, as for the normative system and operational practice of institutions like economics, politics, science, art, morality, religion, language, law; - acquires the knowledge of the most important factors of social, structural, economic and political processes that determine the field of Communication and Media Sciences; - acquires a self-confident methodological knowledge, understands and reviews the possibilities and perspectives of methodological innovation; <p>b. abilities</p> <ul style="list-style-type: none"> - able to find a way in the deeper interdependences of the field of specialization and the actual social, communicational and media science problems occurred during practice, and the possible methods for solution; - able to process the latest knowledge of the field of specialization effectively; - able to handle self-confidently the printed and digital specialized literature resources, the databases of social science and media research and the appliances serve their operating; - able to make the synthetic collocation of the basic theories and conceptions of social communication, make rational argumentations, in other words able to form and protect opinion during the discussions in different fields of communication; - on the basis of elementary level theoretical preparedness able to work out the work hypothesis concerning the exploration and examination of the real relations on the fields of social communication and able to work out the most suitable empirical method to examine this and the conception of the procedure; - able to analyse profound and in details the facts revealed at the levels and stages of communication got to know during the theoretical and practical work and able to explore the interdependences coming from the results; - able to adjudicate the information of the fields of communication and media research correctly and able to define own suggestions building upon the consequences of these; - able to use the professional vocabulary, the professional basic definitions of the profession and the elements of the professional lexis built upon them confidently during professional usage; - able to make decisions in decision processes in correlation with the field of specialization (interpersonal, group, public, organizational, intercultural and mass communicational) at the level of practical application; 	

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c. attitude

- open to the value-based reception of social changes; susceptible to adapting views which combat prejudices;
- accepts the fact that cultural phenomena are historically determined and changing;
- accepts the religious and social historical and contemporary diversity of the Hungarian and European identity;
- has a desire for understanding cultures outside Europe; is open and accepts these cultures;
- accepts and consistently adheres to the versatile approach of social sciences, and authentically represents it in his/ her immediate surroundings and beyond;
- open and sensitive to the most serious social problems; professional and human solidarity with the deprived and vulnerable has a ubiquitous presence throughout his/ her perspective;
- committed to social equality, democratic values in all spheres of life, respect for the rule of law and the European community of values, and is able to formulate his/ her opinion in an appropriate way;
- open to all forms of professional innovation; inclusive but does not accept theoretical, practical or methodological innovations unthinkingly;
- open to critical self-evaluation, to the various forms of continuous training, to the self-development methods of the intellectual worldview, and puts efforts into self-development;
- able to acquire and constantly develop communication skills, and capable of self-reflexion of his/ her abilities in this field;
- supports confidently and with responsibility, in all forms of cooperation, the consistent compliance with and protection of the legal, ethical and professional norms of the society and in his/ her own professional field and workplace;
- consciously represents the methodology that he/ she applies in his/ her profession, and accepts the diverse methodological phenomena of other academic disciplines;
- accepts and practises the attitudes and behaviours related to health protection;

d. autonomy and responsibility

- plays an independent and pro-active role in promoting acceptance of his/ her adopted view of society in the professional circles specialised in communication and media science;
- in his/ her own professional circle, develops a historically and politically coherent individual attitude which helps the development and raises the awareness of his/ her own self and the surrounding people;
- having become part of a professional working community, he/ she is able to perform or control complex tasks in accordance with professional requirements;
- organises his/her work with independence and responsibility as expected in accordance with his/ her position in the organisational structure;
- formulates views as a sovereign person in professional and social forums; responsibly represents his/ her profession, organisation and trade/ professional group;
- independent, constructive and assertive in the forms of cooperation inside and outside the institution;

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- takes responsibility for the specialised native or foreign language texts prepared by him/ her and is aware of the possible consequences.

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Curricular Web

Communication and Media Science (BA)																									
Course Code	Course Name	credit	requirements	Semester - Number of lessons per week												Prerequisites									
				1			2			3			4				5			6					
				lec	se	lab	lec	se	lab	lec	se	lab	lec	se	lab	lec	se	lab	lec	se	lab	lec	se	lab	
DUEN-TKM-112	Introduction to Social Research	5	CA	1	2	0																			
DUEN-ISP-010	Informatics	5	CA	0	0	3																			
DUEN-TKM-150	Introduction to Law	5	E	3	0	0																			
DUEN-TKM-116	Communication and Culture	5	CA	1	2	0																			
DUEN-TKM-117	Development of Communication Skills	5	CA	0	3	0																			
DUEN-TKM-155	Social communication	5	E	2	1	0																			
DUEN-TKM-250	Important Functions and Interpretations of Communication	5	E				1	2	0																
DUEN-TKM-210	Major Scenes and Instruments of Communication	5	CA				1	2	0																
DUEN-TKM-252	Social History of Media and Communication	5	E				2	1	0																
DUEN-TKM-253	Media law	5	E				2	1	0																
DUEN-TKM-215	Presentation Techniques	5	CA				1	2	0																
DUEN-TKM-220	Business Communication	5	CA				1	2	0																
DUEN-TKM-113	Emotions and Communication	5	CA							1	2	0													
DUEN-TKM-115	Official communication	5	CA							2	1	0													
DUEN-TKM-151	Specific fields of media and communication	5	E							1	2	0													
DUEN-TKM-152	Media and Communication	5	E							1	2	0													
DUEN-TKM-154	Social psychology and sociolinguistics	5	E							1	2	0													
DUEN-TKM-125	Visual Communication	5	CA							1	2	0													
DUEN-TKM-255	Rhetoric	5	E										2	1	0										
DUEN-TKM-216	Project Communication	5	CA										1	2	0										
	Specialization	15																							
	Optional courses	5											1	2	0										
DUEN-TKM-212	Digital text	5	CA													1	2	0							
	Specialisation	15																							
	Optional courses	5														1	2	0							
DUEN-TKM-090	Thesis 1 - Research Methods	5	signature													2	0	0							
	Specialization	10																							
DUEN-TKM-091	Thesis 2 - Thesis Writing	10	signature																			0	2	0	DUEN-TKM-090
DUEN-TKM-093	Internship	10	signature																			0	0	0	
	Number of lectures /seminar/laboratory per week			7	8	3	8	10	0	7	11	0	4	5	0	4	4	0	0	2	0				
	Number of lessons per week				18			18			18			9			8								
	Credit points												180												
	Business Communication												4	5	0	3	7	0	2	4	0				
													9			10									
	Media Communication												3	2	4	4	2	4	2	0	4				
													9			10									

Specialisation

Specialisation																									
BUSINESS COMMUNICATION																									
Course Code	Course Name	credit	requirements	Semester - Number of lessons per week												Prerequisites									
				1			2			3			4				5			6					
				lec	se	lab	lec	se	lab	lec	se	lab	lec	se	lab	lec	se	lab	lec	se	lab	lec	se	lab	
DUEN-TKM-218	Organizational Communication	5	CA									2	1	0											
DUEN-TKM-219	Organizational psychology and development	5	CA									1	2	0											
DUEN-TKM-256	The Communication of Change Management	5	E									1	2	0											
DUEN-TKM-118	Conflict Management and Economic Mediation	5	CA											0	3	0									
DUEN-TKM-153	Public Relations I	5	E											2	2	0									
DUEN-TKM-124	Business negotiation and presentation	5	CA											1	2	0									
DUEN-TKM-213	Sustainable development and corporate social responsibility	5	CA														1	2	0						
DUEN-TKM-217	Public Relations II	5	CA														1	2	0					DUEN-TKM-153	
	Number of lectures /seminar/laboratory per week											4	5	0	3	7	0	2	4	0					
	Number of lessons per week												9			10									
	Credit points												40												
MEDIA COMMUNICATION																									
Course Code	Course Name	credit	requirements	Semester - Number of lessons per week												Prerequisites									
				1			2			3			4				5			6					
				lec	se	lab	lec	se	lab	lec	se	lab	lec	se	lab	lec	se	lab	lec	se	lab	lec	se	lab	
DUEN-TKM-211	Digital image creating	5	CA									1	0	2											
DUEN-TKM-254	Motion picture creation and sound recording	5	E									1	0	2											
DUEN-TKM-111	Creating the animation	5	CA									1	2	0											
DUEN-TKM-124	Business negotiation and presentation	5	CA											1	2	0									
DUEN-TKM-126	Multimedia	5	CA											2	0	2									
DUEN-TKM-123	Television Programme Production	5	CA											1	0	2									
DUEN-TKM-228	Creative media projects	5	CA														1	0	2					DUEN-TKM-254	
DUEN-TKM-121	Short film making	5	CA														1	0	2						
	Number of lectures /seminar/laboratory per week											3	2	4	4	2	4	2	0	4					
	Number of lessons per week												9			10									
	Credit points												40												

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Course descriptions of the Communication and Media Science study program

Subject name		In Hungarian	Bevezetés a társadalomtudományi kutatásokba			Szintje	A		
		In English	Introduction to Social Research			Level	A		
Subject code		DUEN-TKM-112							
Responsible educational unit		Institute for Social Sciences							
Name of Mandatory Preliminary Study									
Number of Lessons							Requirements	Credits (ECTS)	Language of Education
		Lecture	Seminar	Laboratory					
Full-time	150/39	1	2	0	CA	5	English		
Correspondence	150/15	5	10	0					
Teacher responsible for the course		Name	Dr. Mariann Váczi			Position	College Professor		
Educational goals		<p>The goal of the subject is to prepare for being able to acquire basic research methods, to discover social phenomena and correlations.</p> <p>The second goal of the subject is to acquire the usage of various social research methods in practice.</p>							
Typical delivery methods		Lecture	In a classroom with the use of projector or computer in each lecture.						
		Seminar	Preparing research plans and carrying out social researches, and presenting the results in team work or individually.						
		Laboratory							
Requirements (expressed in learning outcomes/competencies to be acquired)		<p>Knowledge</p> <p>Students know the goals of social researches and their functions in the society life.</p> <p>Students are aware of the ethics of research and researchers' ethical attitude.</p> <p>Students know the way of defining the research problem.</p> <p>Students know the difference between the concept of population and sample, and they know different sample techniques.</p> <p>Students know the suitable sources for finding authentic literature.</p> <p>Students know the concept of hypothesis.</p> <p>Students know the different research methods, their opportunities of application, their advantages and disadvantages in research process.</p> <p>Students know how to analyze research data, they know both quantitative and qualitative methods of analysis.</p> <p>Students know the rules of the publication of research results.</p>							
		<p>Ability</p> <p>Students will be able to:</p> <ul style="list-style-type: none"> • define a research problem; • operationalize concepts and define hypothesis; • select the most suitable sample technique, and to select a representative sample; • select and apply the most suitable sample research method; • statistically analyze data; 							

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	<ul style="list-style-type: none"> do qualitative analysis on textual data <p>Attitude</p> <p>They are committed to learn social phenomena.</p> <p>They are open to cooperate with others.</p> <p>They are open to discover social correlations.</p> <p>They have objective and unbiased attitude towards research subjects and research data.</p> <p>Autonomy and responsibility</p> <p>They are responsible for keeping the ethical requirements of social research. They defend subjects participating in the research.</p> <p>They publicate research results in a correct way, taking responsibility for experienced and publicated research results and correlations.</p>
Brief description of the subject content	<p>The concept and the types of social researches. Typical features of social research. Scientific conditions of research: validity, reliability, and objectivity. Study the research problem with the help of scientific literature. Planning and timing of the research. Analysis of documents and sources. Formulating the hypothesis of the research. Generalization of the results. Selecting the sample, different sampling techniques. Empirical research methods. Application of observation, its types and recording techniques. Methods of surveying: questionnaire and interview. Role of experiment, its types, planning and carrying out.</p> <p>Analysis of research results with computer. Basic of SPSS. Different statistical analysis. Analysis of qualitative data.</p>
Activity forms of students	<p>Do research plan and pilot research. Carry out a small research in team work or individually: carry out survey research (questionnaire or interview) in real life situations. Presenting research results.</p>
Compulsory reading and its availability	<p>BABBIE, Earl (2007): The Practice of Social Research. Thomson Higher Education. Belmont, USA.</p>
Recommended reading and its availability	<p>Berg, L. Bruce (2004): Qualitative Research Methods for Social Sciences. Pearson Education. USA</p> <p>Crawley, M. J. (2002): Statistical computing : an introduction to data analysis using S-Plus.</p>
Hand-in Assignments/ measurement reports	<p>Students have to do a research plan and carry out a small research, analyze the data, and present the whole process and the results of the research.</p>
Description of midterm tests	<p>Present research plan – 4-5. week of the semester.</p> <p>Present the research and research results – 12-13. week of the semester.</p> <p>Writing test: theoretical questions about social research – 8. week of the semester.</p> <p>Correcting grade: in exam period.</p>

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Subject name		In Hungarian	Informatika			Level	A
		In English	Informatics			Code	INF-010
Subject code		DUEN-ISF-010					
Responsible educational unit		Institute for Informatics					
Name of Mandatory Preliminary Study							
Number of Lessons					Requirements	Credits (ECTS)	Language of Education
		Lecture	Seminar	Laboratory			
Full-time	150/39	0	0	3	CA	5	English
Correspondence	150/15	0	0	15	(Continuous assessment)		
Teacher responsible for the course		Name		Dr. Mariann Váraljai		Position	College Professor
Educational goals		Using certain Microsoft softwares in advanced level and the use of Prezi program.					
Typical delivery methods		Lecture					
		Seminar					
		Laboratory		In a computer lab with the use of projector and computer			
Brief description of the subject content		<p>Operating systems in general, MS Windows (features, attributes, keyboard shortcuts, built-in applications, using zip files, write-protected files)</p> <p>- MS Word (main attributes, using macros, typography)</p> <p>- MS Excel (most important functions, creating charts)</p> <p>- Prezi (creating presentations using Prezi)</p>					
Activity forms of students							
Compulsory reading and its availability							
Recommended reading and its availability							
Hand-in Assignments/ measurement reports		<p>There will be one compulsory homework (Prezi presentations). Deadline of submission: 13th week. Evaluation: "passed" or "failed".</p> <p>Rewriting a midterm test: it is possible to rewrite a midterm test during week 14. Restrictions: only one midterm test could be rewritten</p>					
Description of midterm tests		<p>There will be 3 compulsory midterm tests:</p> <p>Week 5 - MS Windows midterm test</p> <p>Week 9 - MS Word midterm test</p> <p>Week 13 - MS Excel and Prezi midterm test</p>					

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Subject name	In Hungarian	Jogi alapismeretek				Szintje	A		
	In English	Introduction to Law				Level	A		
Subject code		DUEN-TKM-150							
Responsible educational unit		Institute for Social Sciences Department of Communication and Media							
Name of Mandatory Preliminary Study									
Number of Lessons						Requirements	Credits (ECTS)	Language of Education	
	Lecture		Seminar		Laboratory				
Full-time	150/ 39		3		0	0	E (Examination)	5	English
Correspondence	150/ 15		15		0	0			
Teacher responsible for the course		Name		Dr. habil Orsolya Falus		Position		College Professor	
Educational goals		The goal of the course is to introduce the terminology of law and the rule of law in Hungary, in the European Union and from an international perspective, as well. Students will learn the principals of the Fundamental Law and the basics of public administration in Hungary, in the EU and the countries of the international community. They should be able to understand laws and apply the principle rules regulating business life.							
Typical delivery methods		Lecture		In a classroom with the use of projector or computer in each lecture.					
		Seminar		In a classroom with the use of projector or computer in each seminar.					
		Laboratory							
Requirements (expressed in learning outcomes/competencies to be acquired)		Knowledge Students know:							
		<ul style="list-style-type: none"> • the types, terminology and main principles of law, • how to understand and apply rules, • how public administration works, • how legal entities are established and registered, • the content of basic contracts. 							
		Ability Students will be able to:							
		<ul style="list-style-type: none"> • find, understand and apply law, • see the structure of law, • establish and operate a legal entity, • create basic contracts. 							
		Attitude They should be open-minded, unprejudiced and creative to find the appropriate legal solution for certain cases.							
		Autonomy and responsibility They should use legal jargon properly and be able to find and explain the appropriate law alone. They should recognize legal conflicts and exert a review concerning them with correct application of legal terms. They should understand the system of public administration and be aware of the importance of civic responsibility.							
Brief description of the subject content		The definition of law and the rule of law. The system of legal sources. Fundamental Law of Hungary. The National Assembly and the national referendum. The concept and principles of public administration. Bureaucracy. The concept of legal personality. The types of companies and company registration system. Basic types of economic contracts.							
Activity forms of students		Frontal work: 30 % Individual or group work: 35% Test: 15%							

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	Communication situation exercises: 20%
Compulsory reading and its availability	The Fundamental Law of Hungary (25 April 2011) (http://hunmedialaw.org/dokumentum/151/THE_FUNDAMENTAL_LAW_OF_HUNGARY.pdf) Charles Szypszak: Understanding Law for Public Administration (http://samples.jbpub.com/9780763780111/80111_FMxx_Szypszak.pdf) Materials on MOODLE
Recommended reading and its availability	Sources and Scope of European Law (http://www.europarl.europa.eu/ftu/pdf/enFTU_1.2.1.pdf) Saylor Academy, 2012: Law for Entrepreneurs https://saylordotorg.github.io/text_law-for-entrepreneurs/
Hand-in Assignments/ measurement reports	On 7th week MIDTERM ESSAY, On 13th week presentation.
Description of midterm tests	According to the predetermined items.

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Subject name		In Hungarian	Kommunikáció és kultúra			Szintje	A	
		In English	Communication and Culture			Level	A	
Subject code		DUEN-TKM-116						
Responsible educational unit		Institute for Social Sciences Department of Communication and Media						
Name of Mandatory Preliminary Study								
		Number of Lessons				Requirements	Credits (ECTS)	Language of Education
		Lecture	Seminar	Laboratory				
Full-time	150/39	1	2	0	CA	5	English	
Correspondence	150/15	5	10	0	(Continuous assessment)			
Teacher responsible for the course		Name			Dr. Andrea Györgyi Szalay	Position	College Professor	
Educational goals		<p>The objective of the course is the development of the intercultural and transcultural competences of the students, as well as the development of cultural self-reflexive skills. The course focuses on a competence that is indispensable in our globalized world: inter and cross-cultural competences. During the course, students learn to identify the impact of culture on recognition, judgment and action. They learn about the characteristic features of intercultural encounters and communication challenges. They receive guidance for the efficient handling of those challenges.</p> <p>The course develops the following competences: Intercultural and cross cultural competences; self-reflection (individual and cultural levels); flexibility; tolerance</p>						
Typical delivery methods		Lecture		In a classroom with the use of projector or computer in each lecture.				
		Seminar		In seminar rooms seating 20-30 people, with the use of a projector. Individual, pair and group work; case study analysis. Student presentations, evaluation.				
		Laboratory						
Requirements (expressed in learning outcomes/competencies to be acquired)		Knowledge						
		Students know the main conceptual repertoire and approaches of culture research. They are familiar with Hungarian cultural studies within the light of international culture research. They know the communication strategies that enhance the efficiency of intercultural encounters.						
		Ability						
		Students are able to handle the ambiguities and uncertainties that come from cultural differences. They are able to judge and evaluate cultural phenomena of different cultures according to their own standards and values. They are able to identify the impact of culture on organizational operations, and handle them as necessary.						
		Attitude						
		The student aims at cultural self-reflection when they encounter different cultures. They tolerate the ambiguities and uncertainties that come from cultural differences. They are open to understanding behaviors that are initially foreign to them.						
		Autonomy and responsibility						

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	Students take an active role in fighting against cultural and social prejudice.
Brief description of the subject content	During the course, students learn the main approaches and terminologies of culture research and cultural studies. Against the backdrop of international cultural studies, they learn about characteristics of Hungarian cultural phenomena. Students will be able to understand and assess Hungarian and international cultural phenomena in the light of their cultural context. They learn about the impact of culture on behavior and communication, and they acquire the communicative strategies that help them face intercultural misunderstandings.
Activity forms of students	Note taking and synthesis of lectures. Participation in cooperative activities and role-play; the analysis of case studies; complex simulations (problem solving in the group. The discussion of alternative solutions); experimental tasks (exercises)
Compulsory reading and its availability	Hofstede, G.H. Culture's Consequences: International Differences in Work-Related Values. Thousand Oaks, CA: Sage, 1980 (revised and expanded in 2001). House R.J. et al. (eds.), Culture, Leadership, and Organizations: The GLOBE Study of 62 Societies. Thousand Oaks, CA: Sage, 2004. -- Materials on MOODLE
Recommended reading and its availability	Chhokar, J.S. et al (eds.), "Culture and Leadership across the World: The GLOBE Book of In-Depth Studies of 25 Societies." Mahwah, NJ: Lawrence Erlbaum, 2007. Inglehart, R., Modernization and Post-Modernization: Cultural, Economic, and Political Change in 43 Societies . Princeton, N.J.: Princeton University Press, 1997. Fink, Gerhard and Kölling, Marcus and Neyer, Anne-Katrin (2005) The cultural standard method. EI Working Papers / Europainstitut, 62. Europainstitut, WU Vienna University of Economics and Business, Vienna (available: http://epub.wu.ac.at/450/) Müller Bernd-Dietrich (Bayreuth University; Intercultural German Studies. LINGUISTIC AWARENESS OF CULTURES. (available: https://www.giz.de/akademie/de/downloads/giz2013-de-aiz-linguistic-awareness-cultures.pdf)
Hand-in Assignments/ measurement reports	Based on any topic of the course, students are required to analyze a topic in an essay, and present it through a presentation. Essay: Length: 20,000 characters Format: 1,5 space, TNR, first row indent 9mm. Deadline: Week 10 seminar Presentation: Length: 10-12 slides 20-25 mins. Deadline: Week 11 and 12.
Description of midterm tests	Mid-term exam that contains the material of the lectures

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Week 13 seminar

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Subject name		In Hungarian	Kommunikációs készségfejlesztés			Szintje	A	
		In English	Development of Communication Skills			Level	A	
Subject code		DUEN-TKM-117						
Responsible educational unit		Institute for Social Sciences Department of Communication and Media						
Name of Mandatory Preliminary Study								
		Number of Lessons				Requirements	Credits (ECTS)	Language of Education
		Lecture	Seminar	Laboratory				
Full-time	150/39	0	3	0	CA	5	English	
Correspondence	150/15	0	15	0	(Continuous assessment)			
Teacher responsible for the course		Name		Dr Katalin Kukorelli		Position	College Teacher	
Educational goals		<p>Acquiring the methods and techniques of developing communication skills and self-recognition in practice. The attainment of contact-making, co-operating, initiative, success-oriented competencies of adequate verbal and non-verbal communicational behavior.</p> <p>Further goals of the course is – based on knowledge of social psychology – to introduce students to the hidden and revealed patterns of our behavior, it means the psychology of interactions, to make them able as social beings to understand how communicational communities work, to acquire role-adequate verbal and nonverbal behavior.</p>						
Typical delivery methods		Lecture						
		Seminar		In a classroom for 20-30 people with the use of projector or computer, flipchart and/or blackboard in each seminar. Classroom suitable for group work and other social activity forms.				
		Laboratory						
Requirements (expressed in learning outcomes/competencies to be acquired)		Knowledge						
		The students are familiar with basic terminology of social psychology. They know: <ul style="list-style-type: none"> • the psychological impact-mechanism of human beings' behavior, • the influence of social situation of role-realization, • the mechanism of evolution of self-esteem, self-presentation and self-image. 						
		Ability						
		The students are able: <ul style="list-style-type: none"> • to apply professionally the terminology of their specialisation, • to identify the social behaviour of others and react on it in an adequate way, • to realise the roles of social situations properly, • to understand the steps of communication strategy, • to understand the related literature 						
		Attitude						
		The students are open to vary communication communities, to active interpretation of social situations. They are responsive to: <ul style="list-style-type: none"> • solution of problems which appear in functioning relationships, • usage of development possibilities. 						
		Autonomy and responsibility						
		The students take responsibility for their own development. They cooperate with others, search for possibilities in problem-solving. They feel themselves responsible for the development of their work						

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	environment.
Brief description of the subject content	The course familiarizes students with hidden and revealed patterns of our behaviour, intimate them with psychology of human interactions (social core motives). Then it moves to an overview of the possibilities/ways of development of personal relationships, to dramaturgy of communication (situations, roles, scripts), to communication communities and strategy. The course presents students the differences between convincing and manipulating and its roles in human and verbal 'games.'
Activity forms of students	Individual and group activity forms: <ul style="list-style-type: none"> • introducing, • visualization and verbalization of Self-Evaluation, Self-control, • cooperation supporting simulation games, • role games and case studies.
Compulsory reading and its availability	Susan T. Fiske (2014): Social Beings. Core motives in social psychology. Princetone University, Wiley. Debra Fine (2005): The fine art of small talk. London, Piatkus. Materials on MOODLE
Recommended reading and its availability	Dijk, Teun A. van (2006): Discourse and Manipulation. Discourse & Society, 17/3. 359-383.
Hand-in Assignments/ measurement reports	Week : Handing in role analysis Week 9 and 11: Video recording Week 10 and 12: Analyzing recorded practice of weeks 9 and 11 from the aspect of communication
Description of midterm tests	

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Subject name	In Hungarian	Társadalmi kommunikáció			Szintje	A	
	In English	Social Communication			Level	A	
Subject code		DUEN-TKM-155					
Responsible educational unit		Institute for Social Sciences Department of Communication and Media					
Name of Mandatory Preliminary Study							
		Number of Lessons			Requirements	Credits (ECTS)	Language of Education
		Lecture	Seminar	Laboratory			
Full-time	150/39	2	1	0	E	5	English
Correspondence	150/15	10	5	0			
Teacher responsible for the course		Name		Dr. László Balázs		Position	Associate Professor
Educational goals		The goal of the course is familiarize students with the concept of communication, to make them able to apply it both in their practical and theoretical works. The course provides an overview of the role of communication in social interaction, and its significance in the process of socialization.					
Typical delivery methods		Lecture		In a classroom with the use of projector or computer in each lecture.			
		Seminar		In a classroom with the use of projector or computer in each seminar, applying group work, role play and simulation games			
		Laboratory					
Requirements (expressed in learning outcomes/competencies to be acquired)		Knowledge Students as potential social communicators know: <ul style="list-style-type: none"> • the types, terminology and main principles of social sciences defined by communication • the role of communication in the functioning mechanism of social institutions • understand the systems and subsystems of social phenomenon analyzed by media theories • the social, structural, economic and political processes that define the sphere of communication and media 					
		Ability Students will be able to: <ul style="list-style-type: none"> • recognize the interconnections underlying between social, communication and media theoretical problems and will be able to offer potential solutions • assertively deal with scientific sources, databases and devices in the field of social communication • is capable of synthesising basic theories and concepts of social communication • is capable of opinion formation in regards of discussions performed on different spheres of communication • is capable of developing working hypothesis concerning the dynamics of social communication 					
		Attitude Open to the dynamics of social communicational changes and receptive to the adaptation of non-judgemental social viewpoints. Respects that cultural phenomena are historically and socially defined and changing. Good social communicators are future oriented, trustworthy and analytical.					
		Autonomy and responsibility In professional questions social communicators independently think through					

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	theoretical questions and responsibly elaborates on given scientific resources. Students can tackle problems connected to the dynamics of society.
Brief description of the subject content	The course discusses etological problems supplemented by social psychological, linguistic and visual studies.
Activity forms of students	Weekly online tests: 20% Frontal work: 30 % Individual or group work: 35% Test: 15%
Compulsory reading and its availability	Jenkins, Henry, et al (2016) <i>By Any Media Necessary: The New Youth Activism</i> . NYU Press. Gladwell, Malcolm (2002). <i>The Tipping Point: How Little Things can make a big difference</i> . New York: Little, Brown and Company.
Recommended reading and its availability	Gans, Herbert J. (1999) <i>Popular Culture and High Culture: An Analysis and Evaluation of Taste</i> . New York, Basic Books. Habermas, Jürgen (1991). <i>Structural transformation of the public sphere</i> . MIT Press. Stokes, Jane (2013). <i>How to do media and culture studies</i> . University of East London, Sage Publication Ltd.
Hand-in Assignments/ measurement reports	case study, home paper, presentation
Description of midterm tests	Mid-term test on week 6. Threshold: 51%

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Subject name	In Hungarian	A kommunikáció fontosabb funkciói és interpretációi			Szintje	A		
	In English	Important Functions and Interpretations of Communication			Level	A		
Subject code		DUEN-TKM-250						
Responsible educational unit		Institute for Social Sciences Department of Communication and Media						
Name of Mandatory Preliminary Study								
Number of Lessons						Requirements	Credits (ECTS)	Language of Education
		Lecture	Seminar	Laboratory				
Full-time	150/39	1	2	0	E	5	English	
Correspondence	150/15	5	10	0	(Examination)			
Teacher responsible for the course		Name	Dr. Katalin Kukorelli			Position	College Teacher	
Educational goals		The objective of the course is to familiarize students with the theoretical and practical aspects of communication. Students will learn about the primary and secondary functions of communication, with special relevance to communication in business. A further objective is a review of the corresponding literature, as well as the analysis and presentation of the special functions of communication through group work.						
Typical delivery methods		Lecture	In a classroom with the use of projector or computer in each lecture.					
		Seminar	In a classroom with the use of projector or computer in each seminar.					
		Laboratory						
Requirements (expressed in learning outcomes/competencies to be acquired)		Knowledge Students know the basic conceptual tool kit of the discipline. They understand the relationship between concepts and processes that form the bases of social scientific interpretation in the area of communication. At a basic level, students learn to analyze the characteristic operations of media technologies and processes in different historical contexts. They are familiar with the most important characteristic features of the social, structural, economic and political contexts in which communication is embedded, and how the secondary and primary functions of communication change depending on that context. Students review and have a critical assessment of the various interpretations, theories and schools of communication.						
		Ability Students are familiar with the deeper interrelations between the specific areas of their subject of study, as well as the specific social problems and their potential solutions. They are able to research, and gather information independently in their own subject area. They are aware of the historical development of schools of communication, as well as their perspectives. Students are able to take a position with regards to the different interpretations and theories of communication, and are able to assess the difference with regards to the social role of communication in diverse historical eras, including the social impact of communication and media channels. Within their subject area of the interpretations and functions of communication, students are able to form well-informed arguments, identify problem areas, and propose solutions.						
		Attitude Students possess a critical attitude with regards to the discourses that concern social problems. They are committed to social equality, democratic values, the state of law, and European values. Students are open to the various forms of						

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	<p>independent learning, and professional innovation. Students are tolerant and open-minded. They are critical thinkers, and possess a degree of empathy that enables them to see various perspectives.</p> <p>Autonomy and responsibility On professional and social forums, students voice their ideas in a sovereign and independent way. Students are responsible with regards to cooperation in social issues, their specific disciplinary area, fulfilling the lawful, ethical and professional requirements of their area. Students are proactive in the promotion of their social attitudes and ideas; they have competent argumentative skills in writing as well as speaking.</p>
Brief description of the subject content	The interpretations and functions of communication. The meeting, the negotiation, and their specific features in business. The job interview as an interpersonal relationship. The role of knowing foreign languages in communication. The communication patterns of female management. Leadership and communication: leading and motivating. Public relations and communication. The critical assessment of the theories and schools of communication.
Activity forms of students	Note taking 40% Reading compulsory literature 40% Document interpretation 10% Test taking 10%
Compulsory reading and its availability	<p>Gamble, Teri Kwal, and Michael Gamble. <i>Communication works</i>. McGraw-Hill, 2006. Available at Moodle.</p> <p>Griffin, Emory A., et al. "A First Look at Communication Theory, Em Griffin." <i>Details: Boston: McGraw-Hill Higher Education, 2009</i>. (2010): 230-265. Available at the library.</p> <p>Rosenberg, Marshall, and Deepak Chopra. <i>Nonviolent Communication: A Language of Life: Life-Changing Tools for Healthy Relationships</i>. PuddleDancer Press, 2015. Available at the library.</p> <p>Bovee, Courtland. <i>Business Communication Today</i>. London: Pearson, 2016. Available at the library.</p>
Recommended reading and its availability	<p>Craig, Robert T. "Communication theory as a field." <i>Communication theory</i> 9.2 (1999): 119-161. Available at GoogleScholar.com.</p> <p>Salmon, Charles T., Laleah Fernandez, and Lori A. Post. "Mobilizing public will across borders: Roles and functions of communication processes and technologies." <i>Journal of Borderlands Studies</i> 25.3-4 (2010): 159-170. Available at GoogleScholar.com</p>
Hand-in Assignments/ measurement reports	During the semester, students have to familiarize themselves with the compulsory literature. On the basis of their readings, they are expected to conduct a reader's diary along specific interpretive criteria. They need to submit this diary on the designated online portal. Students are expected to present their conclusions in the form of a class presentation, which will be scheduled for different classes. The length of the essay is 2000 characters, in PDF format.
Description of midterm tests	In class essay with a duration of 35 mins. The essays are scheduled for Week 5, 9 and 12. For correspondence students, in class essays are scheduled for Week 3, 4 and 5.

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Subject name	In Hungarian	A kommunikáció fontosabb szinterei és eszközei			Szintje	A			
	In English	Major Scenes and Instruments of Communication			Level	A			
Subject code		DUEN-TKM-210							
Responsible educational unit		Institute for Social Sciences Department of Communication and Media							
Name of Mandatory Preliminary Study									
Number of Lessons:						Requirements	Credit (ECTS)	Language of Education	
		Lecture:		Seminar					Laboratory
Full-time		1		2		0	CA (Continuous assessment)	5	English
Correspondence		5		10		0			
Teacher responsible for the course		Name		Dr. Katalin Kukorelli		Position		College Teacher	
Educational goals		<p>The aim of the course is to introduce students to those geographical, social and other fields where communication takes place, occurs.</p> <p>Within these fields students get to know the situative content of communication, its dynamics and strategies. Therefore students will be able to navigate among communicational theories in order to synthesize and apply those in practice in the major fields of communication (interpersonal, group, organisational, cultural and mass communication).</p>							
Typical Delivery Methods		Lecture		For every student in the lecture hall, during all lessons with the help of projector or overhead projector.					
		Seminar		For every student in rooms available for 25-45 people; usage of projector or overhead projector.					
		Laboratory							
Requirements (expressed in learning outcomes/competencies to be acquired))		Knowledge		<p>Knows the most important theoretical approaches of social communication, the suggestion structures of social science, the organizational structures built upon it and understands the connections deeper than the public thought.</p> <p>Reviews the scenes of lifeworld and system communications furthermore scenes among systems. Owns the typical decision making mechanism of different scenes of communication at a practical level.</p>					
		Ability		<p>Owns the ability of using the theory of communication at the scenes of social reality, realises the occurrent problems and participates in problem solving.</p> <p>Owns the ability of analysing the facts explored at the stages with the help of his/her preparedness. He/she can synthesize and make conclusions and on the basis of these can make suggestion.</p>					
		Attitude		<p>He/she is open to accommodate the theories of communication analysing social questions upon professional basis. He/she is open to arguments along the values of moral basis of social sciences.</p> <p>He/she accepts and tackles bravely the variegation of thought of social sciences, is committed to democratic values at stages of communication during his/her work.</p>					
		Autonomy and responsibility		<p>He/she develops consciously his/her knowledge, accepts the guiding and controlling coming from the constitutional hierarchy, so he/she can accept critic which he/she utilizes during his/her work sovereignly.</p> <p>He/she tackles an autonomous, initiative role at his/her own smaller professional field, he/she can represent his/her professional views and his/her constitutional</p>					

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	unity at all scenes of communication.
Brief description of the subject content	<p>The course familiarizes students with the fields of communication ‘Lifeworld’, systemic, between ‘Lifeworld’ and system, and between the systems. Within ‘Lifeworld’ it presents the channels of communication and also interpersonal, group and community communication world. The course presents students with the image of us and others, the versions of meta-communication and also strategic and tactical characteristics.</p> <p>The system deals with organizational communication among its fields of communication, paying special attention to the internal communication of organizations.</p> <p>It analyses communication between the system and ‘Lifeworld’ through public. It focuses on the fields of communication between the systems, including intercultural communication.</p>
Activity Forms of Student	<p>Listening comprehension by making notes 40% (individual)</p> <p>Task-based organisation of information 20% (group work)</p> <p>Individual work-out and accomplishment of assignments 20% (individual)</p> <p>Realising and solving a problem at a chosen scene/situation within a project work 30%</p>
Compulsory reading and its availability	<p>Em Griffin (2012): A First Look at Communication Theory. New York: McGraw-Hill</p> <p>Teri Kwal Gamble, Michael Gamble (2010): Communication Works. New York: McGraw-Hill</p>
Recommended reading and its availability	<p>Jason S. Wrench, Narissra Punyanunt-Carter (2012): An Introduction to Organizational Communication (Draft)</p> <p>http://2012books.lardbucket.org/books/an-introduction-to-organizational-communication/ [2017.03.04.]</p>
Hand-in Assignments/ measurement reports	<p>At the seminars everybody gives a 10-minutes long presentation. The topics are chosen by the students from the list offered on the 2nd week, which can be broadened by the suggestions made by the students. The presentations will be given by the students on the 4th to 12th week on the seminars scheduling of the chosen topic list.</p> <p>Furthermore, students have to choose (draw out) ‘topics’ on the 5th week in small groups to their project work, on which they will work during 3 weeks. The groups can be consulted by lecturers upon request. The introduction, disputation and evaluation of project works will be during the 9th to 11th weeks.</p>
Description of midterm tests	

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Subject name	In Hungarian		Kommunikáció és média társadalomtörténete			Szintje	A		
	In English		Social History of Media and Communication			Level	A		
Subject code		DUEN-TKM-252							
Responsible educational unit		Institute for Social Sciences Department of Communication and Media							
Name of Mandatory Preliminary Study									
Number of Lessons							Requirements	Credits (ECTS)	Language of Education
	Lecture		Seminar		Laboratory				
Full-time	150/39	2	1	0	E		5	English	
Correspondence	150/15	10	5	0	(Examination)				
Teacher responsible for the course		Name		Dr. László Balázs			Position	Associate Professor	
Educational goals		<p>The objective is to learn about the social history of media and communication. Students learn about the communication systems of society, and the institutions of communication and media throughout history. Through the social history of communication and media, students will be able to properly assess the issues and controversies of social communication. The objective of the course is that students objectively regard and interpret the social traditional systems of communication through a longitudinal perspective.</p>							
Typical delivery methods		Lecture		In a classroom with the use of projector or computer in each lecture.					
		Seminar		In a classroom with the use of projector or computer in each seminar.					
		Laboratory							
Requirements (expressed in learning outcomes/competencies to be acquired)		Knowledge							
		<p>Students know the basic conceptual tool kit of the discipline. They understand the relationship between concepts and processes that form the bases of social scientific interpretation. Students know and place communicative media in time and space, and understand their social significance. They understand the different schools of the social history of communication, and are able to critically assess them. At a basic level, students learn to analyze the characteristic operations of media technologies and processes in different historical contexts. They are familiar with the most important characteristic features of the social, structural, economic and political historical contexts in which communication is embedded.</p>							
		Ability							
<p>Students are familiar with the deeper interrelations between the specific areas of their subject of study, as well as the specific social problems and their potential solutions. They are able to research, and gather information independently in their own subject area. They are aware of the historical development of schools of communication, as well as their perspectives. Students are able to take a position with regards to the different interpretations of communication epochs, and are able to assess the difference with regards to the social role of communication in diverse historical eras, including the social impact of communication and media channels. Within their subject area, students are able to form well-informed arguments, identify problem areas, and propose solutions.</p>									
Attitude									
<p>Students possess a critical attitude with regards to the discourses that concern social problems. They are committed to social equality, democratic values, the state of law, and European values. Students are open to the various forms of independent learning, and professional innovation. Students are tolerant and</p>									

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	<p>open-minded.</p> <p>Autonomy and responsibility On professional and social forums, students voice their ideas in a sovereign and independent way. Students are responsible with regards to cooperation in social issues, their specific disciplinary area, fulfilling the lawful, ethical and professional requirements of their area. Students are proactive in the promotion of their social attitudes and ideas.</p>
Brief description of the subject content	<p>The invention of alphabetical and writing systems. The development of the media in the light of technological innovation. The emergence, development and conquest of image representation. The spread of the radio, the emergence of European and American media; characteristics and difference. The emergence and popularity of electronic media. The radio as a device of learning. The history of radio and program making. The emergence and spread of television. The press from a professional and ethical perspective. Group and institutional journalism. The television in Europe and the United States. Public service and the media. The emergence and spread of network communication. The communication channels of the Internet. Digital communication: media convergence, virtual reality.</p>
Activity forms of students	<p>Note taking 40%</p> <p>Reading compulsory literature 40%</p> <p>Document interpretation 10%</p> <p>Test taking 10%</p>
Compulsory reading and its availability	<p>Briggs, Asa, and Peter Burke. <i>A social history of the media: from Gutenberg to the Internet</i>. Polity, 2009. Available at GoogleBooks.com. Introduction Chapter Two: Printing and its Contexts</p> <p>Odlyzko, Andrew. "The history of communications and its implications for the Internet." (2000). Available at GoogleScholar.com. Ch 12 Mail Ch13 Telegraph Ch 14 Wired Voice Phone Ch 15 Cell Phones Ch 17 Residential Access to the Internet</p>
Recommended reading and its availability	<p>Dunnewijk, Theo, and Staffan Hultén. "A brief history of mobile communication in Europe." <i>Telematics and Informatics</i> 24.3 (2007): 164-179. Available at GoogleScholar.com.</p>
Hand-in Assignments/ measurement reports	<p>During the semester, students have to familiarize themselves with the compulsory literature. On the basis of their readings, they are expected to conduct a reader's diary along specific interpretive criteria. They need to submit this diary on the designated online portal. Students are expected to present their conclusions in the form of a class presentation, which will be scheduled for different classes. The length of the essay is 2000 characters, in PDF format.</p>

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Subject name	In Hungarian	Médiajog			Szintje	A		
	In English	Media Law			Level	A		
Subject code		DUEN-TKM-253						
Responsible educational unit		Institute for Social Sciences Department of Communication and Media						
Name of Mandatory Preliminary Study								
		Number of Lessons			Requirements	Credits (ECTS)	Language of Education	
		Lecture	Seminar	Laboratory				
Full-time	150/39	2		1	0	E (Examination)	5	English
Correspondence	150/15	10		5	0			
Teacher responsible for the course		Name	Dr. habil Orsolya Falus			Position	College Professor	
Educational goals		The regulations in the Fundamental Law of Hungary, the Hungarian Civil Code, the European Law and the international law concerning personal rights and the freedom of expression are introduced. Students will learn the Copyright Law and the civil and criminal sanctions aim to protect entities against violations of press.						
Typical delivery methods		Lecture	In a classroom with the use of projector or computer in each lecture.					
		Seminar	In a classroom with the use of projector or computer in each seminar.					
		Laboratory						
Requirements (expressed in learning outcomes/competencies to be acquired)		Knowledge Students understand and apply media and communication law of Hungary and the EU.						
		Ability Students will be able to: <ul style="list-style-type: none"> • find, understand and apply law, • see the structure of media and communication law, • use the proper legal terminology. 						
		Attitude They should be open-minded, unprejudiced and creative to find the appropriate legal solution for certain cases.						
		Autonomy and responsibility The student will be able to express accurate, relevant individual opinions, and assume social responsibility with the principles of media and communication law in relation to human rights.						
Brief description of the subject content		Freedom of expression and freedom of the press. The constitutional rights of communication limitations. Copyrights. The "hate speech". Advertising and truth. Communication disorders.						
Activity forms of students		Frontal work: 30 % Individual or group work: 35% Test: 15% Communication situation exercises: 20%						
Compulsory reading and its availability		The Fundamental Law of Hungary (25 April 2011) (http://hunmedialaw.org/dokumentum/151/THE_FUNDAMENTAL_LAW_OF_HUNGARY.pdf) Act CLXXXV of 2010 on Media Services and Mass Media (http://hunmedialaw.org/dokumentum/153/Mttv_110803_EN_final.pdf) Act CIV of 2010 on the Freedom of the Press and the Fundamental Rules of Media Content (http://hunmedialaw.org/dokumentum/152/Smtv_110803_EN_final.pdf) Audiovisual Media Services Directive DIRECTIVE 2010/13/EU (http://hunmedialaw.org/dokumentum/29/AVMS_Directive.pdf)						

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	The Media and the Law. Freedom of Expression Institute, 2007 (http://fxi.org.za/PDFs/Publications/MediaandtheLawHandbook.pdf) Materials on MOODLE
Recommended reading and its availability	András Koltay: THE MEANING OF FREEDOM OF THE PRESS (http://hunmedialaw.org/dokumentum/166/Freedom_of_the_Press_final.pdf)
Hand-in Assignments/ measurement reports	On 7th week MIDTERM ESSAY, On 13th week presentation.
Description of midterm tests	According to the predetermined items.

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Subject name		In Hungarian	Prezentációs technikák			Szintje	A		
		In English	Presentation Techniques			Level	A		
Subject code		DUEN-TKM-215							
Responsible educational unit		Institute for Social Sciences Department of Communication and Media							
Name of Mandatory Preliminary Study									
		Number of Lessons				Requirements	Credits (ECTS)	Language of Education	
		Lecture		Seminar					Laboratory
Full-time	150/39			2		0	CA (Continuous assessment)	5	English
Correspondence	150/15			10		0			
Teacher responsible for the course		Name			Dr. Katalin Kukorelli		Position	College Teacher	
Educational goals		<p>Short-time goal The students learn the basics of computer aided presentation, technical possibilities and their application in practice. Provide a basic understanding of written and unwritten rules of diction. In addition to theoretical knowledge, using with practical features students are possible to get to know the different presentations preparation.</p>							
Typical delivery methods		Lecture		In a classroom with the use of projector or computer in each lecture.					
		Seminar		Creating presentations own-self by computer					
		Laboratory							
Requirements (expressed in learning outcomes/competencies to be acquired)		Knowledge Students as potential presenters know:							
		<ul style="list-style-type: none"> • the types, terminology and main principles of presentation, • the expression of effective presentations, • how to structure the presentation, • how to handle interrupts during presentations, • how to create a presentation. 							
		Ability							
		<ul style="list-style-type: none"> • The students will be able to manage the presentation tools. The students will also have the ability to create, compile and maintain a presentation by own. 							
Brief description of the subject content		Attitude Open, curious, critical and communicative.							
		Autonomy and responsibility Students are capable of independent opinion express. Students are able to solve simple tasks in an earlier practiced situations.							
		Structure of presentation, presentation in different ways. Media items in the presentation application. Technology of making presentations, knowledge of presentation-authoring software.							
Activity forms of students		Theoretical processing of materials management: 20% Theoretical material, separate processing: 20% Solution Task management: 20% Task alone: 40%							
Compulsory reading and its availability		Cliff Atkinson (2011): Beyond Bullet Points: Using Microsoft® PowerPoint® to Create Presentations that Inform, Motivate, and Inspire (Business Skills). Microsoft Press, Third Edition. Materials on MOODLE							
Recommended reading and its availability		Marion Grussendorf (2008): English for Presentations. USA: Oxford University Press							

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	<i>Alexei Kapterev</i> (2011): Presentation Secrets. Wiley. <i>Carmin Gallo</i> (2009): The Presentation Secrets of Steve Jobs. McGraw-Hill.
Hand-in Assignments/ measurement reports	Students have to make two presentation
Description of midterm tests	none

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Subject name		In Hungarian	Üzleti kommunikáció			Szintje	A	
		In English	Business Communication			Level	A	
Subject code		DUEN-TKM-220						
Responsible educational unit		Institute for Social Sciences Department of Communication and Media						
Name of Mandatory Preliminary Study								
Number of Lessons						Requirements	Credits (ECTS)	Language of Education
		Lecture	Seminar	Laboratory				
Full-time	150/39	1	2	0	CA	5	English	
Correspondence	150/15	5	10	0	(Continuous assessment)			
Teacher responsible for the course		Name		Dr. habil István András		Position	College Teacher	
Educational goals		<p>The goal of the course is to develop the essential skills required in the field of business. The aim of the course is to familiarize students with certain communication roles required to fulfill managerial roles in an organization, to make students recognize the differences between horizontal and vertical business communication needs.</p> <p>Certain personal development processes will also be discussed during the course (self knowledge, group work, communication of decisions)</p>						
Typical delivery methods		Lecture		In a classroom with the use of projector or computer in each lecture.				
		Seminar		In a classroom with the use of projector or computer in each seminar with the application of group work, role play and simulation game.				
		Laboratory						
Requirements (expressed in learning outcomes/competencies to be acquired)		Knowledge						
		Students as potential business communicators know: <ul style="list-style-type: none"> • the types, terminology and main principles of business communication • the steps of effective business communication • how to develop own business skills 						
		Ability						
		Students will be able to: <ul style="list-style-type: none"> • analyse relevant literature • choose and apply the business communication method appropriate for the professional situation • define practices that will help the development of own business environment 						
		Attitude						
		Good business communicators are patient, well-educated and have empathy, i.e. they can successfully deal with communication issues with the hierarchy of a company Good, future-oriented bargainers respect their counterpart, are trustworthy. They are open to self development and self criticism.						
		Autonomy and responsibility						
		In professional questions business communicators can play the role of a decision-maker and are able to solve problems alone. They can decide on the steps of usable method and support autonomy of co-workers.						
Brief description of the subject content		The course familiarizes students with the types of business and institutional communication with the key concepts and phrases. The course presents students the barriers of successful self-advocacy.						

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Activity forms of students	Weekly online tests: 20% Frontal work: 30 % Individual or group work: 35% Test: 15%
Compulsory reading and its availability	<ul style="list-style-type: none"> • Harvard Business Essentials. Negotiation (2003). Boston/Massachusetts: Harvard Business School Press.
Recommended reading and its availability	<ul style="list-style-type: none"> • Ramsborg, G (2015) <i>Professional Meeting Management: A Guide to Meetings, Conventions and Events</i>. PCMA 6th edition • Streibel, B (2002) <i>The Manager's Guide to Effective Meeting</i>. Briecase Book Series
Hand-in Assignments/ measurement reports	Home paper, presentations and case study analysis
Description of midterm tests	Defintion of main terms, multiple choice test and essay witing about a given business communication situation.

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Subject name		In Hungarian	Érzelmek és kommunikáció			Szintje	A	
		In English	Emotions and Communication			Level	A	
Subject code		DUEN-TKM-113						
Responsible educational unit		Institute for Social Sciences Department of Communication and Media						
Name of Mandatory Preliminary Study								
		Number of Lessons				Requirements	Credits (ECTS)	Language of Education
		Lecture	Seminar	Laboratory				
Full-time	150/39	1	2	0	CA	5	English	
Correspondence	150/15	5	10	0	(Continuous assessment)			
Teacher responsible for the course		Name		Dr. László Balázs		Position	Associate Professor	
Educational goals		<p>The objective of the course is the development of the emotional intelligence, self-knowledge, and interaction skills of the students. The objective is to explore the theoretical and practical dimensions and approaches of emotional intelligence. We pay special attention to the comprehensive knowledge of the body-mind theory, and the techniques of emotion management, as well as technical practices.</p> <p>The course develops the following main competences: Self-awareness, self-reflection (body awareness, emotional self-awareness) Emotion management Stress tolerance Impulse control Empathy Accommodation skills Communication skills</p>						
Typical delivery methods		Lecture		In a classroom with the use of projector or computer in each lecture.				
		Seminar		In seminar rooms seating 20-30 people, with the use of a projector. Individual, pair and group work; case study analysis. Student presentations, evaluation.				
		Laboratory						
Requirements (expressed in learning outcomes/competencies to be acquired)		Knowledge						
		Students know the different approaches of emotional intelligence, and the research completed in the area Students know the workings of the body-mind theory. They know the neuro-physiological dimensions of emotion control. They know the neuro-biological motivations behind relationships. They know the different techniques of emotion control, especially emotion control in relation to body awareness						
		Ability						
		Students will be able to identify, understand and express their emotions. They will be able to control their emotions. They will be able to approach themselves and others empathetically.						
		Attitude						
		Students are open to the use of emotion management. They observe self-reflectively their own behaviours during interactions. They aim for empathetic approaches in their relationships.						
		Autonomy and responsibility						

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	Students take responsibility for their own personal growth. They take responsibility for their emotions and their control. They take responsibility for their own empathetic role based on mutual respect for the sake of the communicative situation.
Brief description of the subject content	Students will gain insight into the different interpretations of emotional intelligence; they will understand the different approaches and research of the discipline. Students will get acquainted with the workings of the body-mind, the neurophysiology of emotion management, and the neurobiological motivations behind human relationships, with special regards to body awareness and its emotional management.
Activity forms of students	Note taking and synthesis of lectures. Participation in cooperative activities and role-play; the analysis of case studies; complex simulations (problem solving in the group. The discussion of alternative solutions); experimental tasks (exercises)
Compulsory reading and its availability	Lynn, A.B. (2002) The Emotional Intelligence activity book. American management Association. Neale, S., Spencer, L. Wilson (2009), Emotional Intelligence. Great Britain, Kogan Page Limited. Materials on MOODLE
Recommended reading and its availability	Daniel Goleman, Richard Boyatzis, and Annie McKee (2003) Primal Leadership: Learning to Lead with Emotional Intelligence. Boston: Harvard BusinessSchool Press
Hand-in Assignments/ measurement reports	Based on any topic of the course, students are required to analyse a topic in an essay, and present it through a presentation. Essay: Length: 20,000 characters Format: 1,5 space, TNR, first row indent 9mm. Deadline: Week 10 seminar Presentation: Length: 10-12 slides 20-25 mins. Deadline: Week 11 and 12.
Description of midterm tests	Mid-term exam that contains the material of the lectures Week 13 seminar

Subject name	In Hungarian	Hivatali kommunikáció	Szintje	A
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	In English		Official Communication			Level	A
Subject code		DUEN-TKM-115					
Responsible educational unit		Institute for Social Sciences Department of Communication and Media					
Name of Mandatory Preliminary Study							
		Number of Lessons			Requirements	Credits (ECTS)	Language of Education
		Lecture	Seminar	Laboratory			
Full-time	150/39	2	1	0	CA	5	English
Correspondence	150/15	10	5	0	(Continuous assessment)		
Teacher responsible for the course		Name			Dr. habil István András	Position	College Teacher
Educational goals		<p>The objective of the course is that students acquire all the skills and competences that are necessary for interpersonal communication in a personal and business context, with special attention to correspondence. Throughout the semester students learn the formal, structural and linguistic requirements of correspondence, as well as the conceptual repertoire and formulae of academic writing. Students will learn the strategies of academic writing including the structuring of an essay, stylistic questions, and the proper referencing of cited and paraphrased material</p> <p>The course draws on research seminars and communication seminars to help students acquire the basic skills of written communication. The objective of the seminar is to help students use the formulae of academic writing for their senior thesis.</p>					
Typical delivery methods		Lecture		In a classroom with the use of projector or computer in each lecture. Note taking.			
		Seminar		In a classroom with the use of flipchart, a projector or computer in each seminar. Pair and group work.			
		Laboratory					
Requirements (expressed in learning outcomes/competencies to be acquired)		Knowledge					
		<p>Students know the conceptual apparatus and formal requirements of official and formal correspondence. They know the expectations of academic work and writing, its main steps and processes. They have insight into the narrative aspects used in academic writing and formal, business correspondence. They know the ethical, moral, and stylistic requirements of written communication. Students are aware of the different style guides used in academic writing, their respective rules and differences. They know the reasons for proper citation, and they know how to use the formal systems of referencing in a piece of academic writing.</p>					
		Ability					
		<p>Students are able to deploy the appropriate stylistic and formal apparatus of written communication according to the context and genre of writing. Students are able to use the formal and stylistic requirements of formal correspondence. They are able to use the same in academic texts such as their senior thesis. They are able to properly use a system of citations and references on the basis of their established protocol.</p> <p>Students are familiar with the deeper interrelations between the specific areas of their subject of study, as well as the specific social problems and their potential solutions. They are able to research, and gather information independently in their own subject area. Within their subject area of the specific fields of communication, students are able to form well-informed arguments, identify problem areas, and propose solutions.</p>					

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	<p>Attitude Students are familiar with the rules and requirements of written communication. They use the sources at their disposal consistently, and refer to them according to the specifics of their style guide. Students accept and use the formal and stylistic requirements of written communication. Students possess a critical attitude with regards to the discourses that concern social problems. They are committed to social equality, democratic values, the state of law, and European values. Students are open to the various forms of independent learning, and professional innovation. Students are tolerant and open-minded. They are critical thinkers, and possess a degree of empathy that enables them to see various perspectives.</p> <p>Autonomy and responsibility On professional and social forums, students voice their ideas in a sovereign and independent way. Students are responsible with regards to cooperation in social issues, their specific disciplinary area, fulfilling the lawful, ethical and professional requirements of their area. Students are proactive in the promotion of their social attitudes and ideas; they have competent argumentative skills in writing as well as speaking.</p>
Brief description of the subject content	See 13-week schedule.
Activity forms of students	Note taking Reading compulsory literature Document interpretation Test taking Writing exercises
Compulsory reading and its availability	Whitaker, Anne. "Academic Writing Guide." (2009). Available at Googlescholar.com Gamble, Teri Kwal, and Michael Gamble. <i>Communication works</i> . McGraw-Hill, 2006. Available at Moodle. Bovee, Courtland. <i>Business Communication Today</i> . London: Pearson, 2016. Available at the library. Gimenez, Julio C. "Business e-mail communication: some emerging tendencies in register." <i>English for specific purposes</i> 19.3 (2000): 237-251. Available at Googlescholar.com . David Cotton and Simon Kent, <i>Market Leader</i> . Pearson Publishing. Available at Moodle.
Recommended reading and its availability	Spack, Ruth. "Initiating ESL students into the academic discourse community: How far should we go?." <i>Tesol quarterly</i> 22.1 (1988): 29-51. Available at Googlescholar.com
Hand-in Assignments/ measurement reports	Homework given at seminars.
Description of midterm tests	Week 6 and 13

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Subject name	In Hungarian		Kommunikáció és a média sajátos szinterei			Szintje	A		
	In English		Specific fields of media and communication			Level	A		
Subject code		DUEN-TKM-151							
Responsible educational unit		Institute for Social Sciences Department of Communication and Media							
Name of Mandatory Preliminary Study									
Number of Lessons							Requirements	Credits (ECTS)	Language of Education
		Lecture		Seminar		Laboratory			
Full-time	150/39		1	2	0	E	5	English	
Correspondence	150/15		5	10	5	(Examination)			
Teacher responsible for the course		Name		Dr. Katalin Kukorelli			Position	College Teacher	
Educational goals		<p>The objective of the course is to familiarize students with the various forms and presentation technologies of communication, including their genre specific vocabulary and conceptual apparatus, presentational rhetoric, including the impact of the specific spheres of communication on the semantic horizons and possibilities of communication. The class will address the rites of strategies of reception, mass media, and globalization. Students will learn about the role of media in social processes, identity construction, and socialization. Students will examine the structures of the communication technologies and the pragmatics of reception. Students will learn about the various registers that communication uses in different spheres.</p>							
Typical delivery methods		Lecture		In a classroom with the use of projector or computer in each lecture.					
		Seminar		In a classroom with the use of projector or computer in each seminar.					
		Laboratory							
Requirements (expressed in learning outcomes/competencies to be acquired)		Knowledge							
		<p>Students know the basic conceptual tool kit of the discipline. They understand the relationship between concepts and processes that form the bases of social scientific interpretation in the area of communication. At a basic level, students learn to analyze the characteristic operations of media technologies and processes in different historical contexts. They are familiar with the most important characteristic features of the social, structural, economic and political contexts in which communication is embedded, and how fields and registers of communication change depending on that context. Students review and have a critical assessment of the various interpretations, theories and schools of communication with regards to the fields of communication.</p>							
		Ability							
		<p>Students are familiar with the deeper interrelations between the specific areas of their subject of study, as well as the specific social problems and their potential solutions. They are able to research, and gather information independently in their own subject area. They are aware of the historical development of schools of communication, as well as their perspectives. Students are able to take a position with regards to the different interpretations and theories of communication, and are able to assess the difference with regards to the social role of communication in diverse historical eras, including the social impact of communication and media channels. Within their subject area of the specific fields of communication, students are able to form well-informed arguments, identify problem areas, and propose solutions.</p>							
		Attitude							

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	<p>Students possess a critical attitude with regards to the discourses that concern social problems. They are committed to social equality, democratic values, the state of law, and European values. Students are open to the various forms of independent learning, and professional innovation. Students are tolerant and open-minded. They are critical thinkers, and possess a degree of empathy that enables them to see various perspectives.</p> <p>Autonomy and responsibility On professional and social forums, students voice their ideas in a sovereign and independent way. Students are responsible with regards to cooperation in social issues, their specific disciplinary area, fulfilling the lawful, ethical and professional requirements of their area. Students are proactive in the promotion of their social attitudes and ideas; they have competent argumentative skills in writing as well as speaking.</p>
<p>Brief description of the subject content</p>	<p>Media and socialization. The effect of the media on children. The effect of the media on gender role socialization, gender roles, perceptions of masculinity and femininity. The morphologies of given media, and their language of representation. Communication rhetoric and grammar. Fields and contexts of communication, and the rules they impose on communication. Communication technologies and reception strategies. Optical, print, digital and verbal media. Discourse, narratives and networks. Understanding, reception, and their strategies. Mass media and digitalization. The mass media's effect on our globalized world. The rituals of postmodern media consumption.</p>
<p>Activity forms of students</p>	<p>Note taking 40% Reading compulsory literature 40% Document interpretation 10% Test taking 10%</p>
<p>Compulsory reading and its availability</p>	<p>Wood, Julia T. <i>Communication mosaics: An introduction to the field of communication</i>. Cengage Learning, 2013. Available at the library.</p> <p>Pearson, Judy C., and Paul Edward Nelson. <i>Understanding and sharing: An introduction to speech communication</i>. William C. Brown, 1990. Available at the library.</p> <p>Ildikó, Polyák. <i>Cross-cultural communication</i>. Perfekt, 2004. Available at the library.</p> <p>Wimmer, Roger D., and Joseph R. Dominick. "Mass media research: An introduction Wadsworth." <i>Belmont, CA</i> (2000). Available at the library.</p>
<p>Recommended reading and its availability</p>	<p>Wintergerst, Ann C., and Joe McVeigh. "Tips for teaching culture: Practical approaches to intercultural communication." <i>CATESOL Journal</i> 25.2013 (2014): 2013. Available at the library.</p>
<p>Hand-in Assignments/ measurement reports</p>	<p>During the semester, students have to familiarize themselves with the compulsory literature. On the basis of their readings, they are expected to conduct a reader's diary along specific interpretive criteria. They need to submit this diary on the designated online portal. Students are expected to present their conclusions in the form of a class presentation, which will be scheduled for different classes. The length of the essay is 2000 characters, in PDF format.</p>

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Description of midterm tests	In class essay with a duration of 35 mins. The essays are scheduled for Week 5, 9 and 12. For correspondence students, in class essays are scheduled for Week 3, 4 and 5.
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Subject name	In Hungarian	Média és kommunikáció			Szintje	A	
	In English	Media and Communication			Level	A	
Subject code		DUEN-TKM-152					
Responsible educational unit		Institute for Social Sciences Department of Communication and Media					
Name of Mandatory Preliminary Study							
Number of Lessons							
		Lecture	Seminar	Laboratory	Requirements	Credits (ECTS)	Language of Education
Full-time	150/39	1	2	0	E (Examination)	5	English
Correspondence	150/15	5	10	0			
Teacher responsible for the course		Name	Dr. Mariann Vácz		Position	College Professor	
Educational goals		<p>The goal of the course is to introduce students in the theory of genres used by electronic media and practical application areas. Learn about the functions of media in society and develop a critical attitude about media productions. Learn about fact genres and opinion genres, the several representations of happenings and incidence, and able to plan media content in basic level.</p> <p>Additional goals are to:</p> <ul style="list-style-type: none"> - give detailed explanation of the social communication media subsystem. - develop critical attitude against media. - be able to concept and draw up criteria. - develop media ethical attitude. - be able to use electronic media for own and company goals. 					
Typical delivery methods		Lecture	In a classroom with the use of projector, videoplayer or computer in each lecture.				
		Seminar	In a classroom with the use of projector, videoplayer or computer in each seminar. Occasionally videoconference.				
		Laboratory					
Requirements (expressed in learning outcomes/competencies to be acquired)		<p>Knowledge Students know:</p> <ul style="list-style-type: none"> • developing media genres and are able to locate the media functions in social communication, • the mechanism of social phenomena studied by their disciplines, and connecting subsystems, • the features of media genres, and are able to plan on it, • the most important case studies and critical aspects. <p>Students have:</p> <ul style="list-style-type: none"> • confident methodological knowledge, they are able to understand and see through innovation on disciplines, • certain terminological knowledge and special knowledge for discipline. 					
		<p>Ability Students will be able to:</p> <ul style="list-style-type: none"> • develop their area of expertise-finding real relationships, hypothesis for investigating the facts and the conceptions of processing process, • make critical comments about practicability of given media genres, • recognize the associated values and newsworthiness and cases of parallel case studies, • plan news programs individually, • know facts analysis and explore context. 					

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	<p>Attitude Students are:</p> <ul style="list-style-type: none"> • open to accommodate dynamic changes in society and values of it, fight against prejudices, • sensitive to social problems, committed to social equality, democratic values, the rule of law and European values in addition to community, • open for critical self-valuation, for professional training and self-improvement, • proactive, practical and receptive to the forms of innovation. <p>Autonomy and responsibility Student are:</p> <ul style="list-style-type: none"> • displayed in the sovereign views: characterized by independent opinions and responsibility, • assertive and responsive for law, company, ethic and professional standards in every times, • in need of management and control in case of a complex task
Brief description of the subject content	Students are able to create radio and television product in main genres individually and to analyze them during a workshop. The curriculum includes the basic knowledge of radio and television productions: public service and commercial in it. Editorial function and specialities of news redactions.
Activity forms of students	<p>Heard note-text processing: 40%</p> <p>Processing of the literature: 40%</p> <p>Processing documentaries: 10%</p> <p>Test: 10%</p>
Compulsory reading and its availability	<p>Glen Creeber (2015): The Television Genre Book. British Film Institute</p> <p>Teresa Keller (2009): Television News: A Handbook for Reporting, Writing, Shooting, Editing and Producing. Holcomb Hathaway</p> <p>Materials on MOODLE</p>
Recommended reading and its availability	C. A. Tuggle (2013): Broadcast News Handbook: Writing, Reporting, and Producing in the Age of Social Media. McGraw-Hill Education
Hand-in Assignments/ measurement reports	Students have to take a final test.
Description of midterm tests	<p>Test: three on semester. Essays on 60 minutes, 6 questions.</p> <p>The method of calculating grades:</p> <p>0-50% fail</p> <p>51-60% pass</p> <p>61-70% satisfactory</p> <p>71-80% good</p> <p>81% - excellent</p>

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Subject name	In Hungarian		Szociálpszichológiai és szociolingvisztikai ismeretek			Szintje	A
	In English		Social psychology and sociolinguistics			Level	A
Subject code		DUEN-TKM-154					
Responsible educational unit		Institute for Social Sciences Department of Communication and Media					
Name of Mandatory Preliminary Study							
		Number of Lessons			Requirements	Credits (ECTS)	Language of Education
		Lecture	Seminar	Laboratory			
Full-time	150/39	1	2	0	E (Examination)	5	English
Correspondence	150/15	5	10	0			
Teacher responsible for the course		Name		Dr. László Balázs		Position	Associate Professor
Educational goals		The objective of the course is that students gain insight into the psychological processes and decision-making processes that play a role in relationships and social structures (group, institution). Students should acquire the theories and concepts of social psychology; they should know the workings of the relational structures of language. The goal of the course is that students are able to recognize and use the linguistic characteristics and dimensions of a social situation. Students should become familiar with the psychological dimensions of the workings and regulations of social situations. They should be competent in handling the structures that define the processes of certain contexts and social situations. The objective of the course is to develop the following competences: Interpersonal skills—empathy, social responsibility, relationship management—accommodation—problem solving, flexibility, reality check.					
Typical delivery methods		Lecture		The discussion of the lecture; exercises for the practice of theoretical angles.			
		Seminar		In seminar rooms seating 20-30 people, with the use of a projector. Individual, pair and group work; case study analysis. Student presentations, evaluation.			
		Laboratory					
Requirements (expressed in learning outcomes/competencies to be acquired)		Knowledge Students know the basic conceptual repertoire and expertise of social psychology and sociolinguistics. They are aware of the toolkit that facilitates the analysis of social situations. They learn the methodologies of analyzing social situations. They have confident methodological knowledge for the analysis of linguistic and social situations. They know the techniques that help them develop their own competences in the subject.					
		Ability Students are able to analyze the positions of the related literature, and synthesize their relationship. They are able to select and use the right tools and methods for specific situations. They are able to identify the situations that support their development and that of their environment; they are able to coordinate situations, and identify the factors that influence them.					
		Attitude Students are open to the execution of group problem solving. They accept and use the tools and techniques at their disposal. They are open to the acceptance of cultural or national differences. They are open to critical self-assessment and development.					

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	<p>Autonomy and responsibility Students are able to carry out their professional work independently. They take responsibility for the processes and their results under their leadership. They support the linguistic autonomy of those in their environment for the sake of carrying out the given task. Their professional work is cooperative.</p>
Brief description of the subject content	See 13-week schedule
Activity forms of students	Note taking and synthesis of lectures. Participation in cooperative activities and role-play; the analysis of case studies; complex simulations (problem solving in the group. The discussion of alternative solutions); experimental tasks (exercises)
Compulsory reading and its availability	Susan T. Fiske Social Beings. Core Motives in Social Psychology. Wile, 2014. Materials on MOODLE
Recommended reading and its availability	
Hand-in Assignments/ measurement reports	The analysis of the movie titled The Wave. The presentation of the factors that influence the construction of social reality—self-analysis. Network analysis—human relationships and language use.
Description of midterm tests	Exam

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Subject name		In Hungarian	Vizuális kommunikáció				Szintje	A	
		In English	Visual Communication				Level	A	
Subject code		DUEN-TKM-125							
Responsible educational unit		Institute for Social Sciences Department of Communication and Media							
Name of Mandatory Preliminary Study									
		Number of Lessons				Requirements	Credits (ECTS)	Language of Education	
		Lecture	Seminar	Laboratory					
Full-time	150/39	1		2		0	CA (Continuous assessment)	5	English
Correspondence	150/15	5		10		0			
Teacher responsible for the course		Name		Dr. Mariann Váczi		Position	College Professor		
Educational goals		<p>Students should acquire foundation knowledge about the methods and skills of visual communication, visual expression, visual language and the creation of objects. For this, it is necessary to gain some insight into semiotics as well. It is important that students have an aesthetic sense of value and a firm value judgement. They should be able to talk and write about their visual experiences elaborately. Their aesthetic sensitivity, sense of judgement, critical sense, and environment-conscious behaviour in matters of object culture should develop. The purpose of the seminars is to provide the students with experiential perception and knowledge of different visual genres, gain experience in purposeful design. They should practice independent creation of image representations. Their visual expression ability, aesthetic and critical sensitivity and their acceptance of and interest in others' visual expressions should develop.</p>							
Typical delivery methods		Lecture		Lecture in a large auditorium with a writing board and projector.					
		Seminar		Practical lesson in a classroom with the use of a writing board, projector and computer.					
		Laboratory							
Requirements (expressed in learning outcomes/competencies to be acquired)		Knowledge Students are aware of the most important visual elements of social structural, economic and politic processes which determine the fields of communication and the media. They have confident methodological knowledge; they understand the possibilities and perspectives of methodological innovation.							
		Ability They have an understanding of the most important relationships and the theoretical and practical terminologies of the discipline. They are capable of a diverse and interdisciplinary approach of professional problems. They can see and plan according to the professional requirements. They are able to analyse thoroughly and in detail the phenomena revealed on the levels and scenes of communication identified through their theoretical and practical work, and reveal correlations deduced from the results.							
		Attitude Their professional interest deepens and strengthens. They are able to acquire visual communication skills and perspective, and continuously develop them. They are capable of self-reflexion concerning their capabilities.							
		Autonomy and responsibility They perform specific tasks independently, constructively, using resources.							
Brief description of the subject content		<p>Signs and symbols. Modelling and forming Visual arrangement and the ideas of order. Composition. Appearance and visual experience. Visual perception and recognition contents. Sight, image, imaging, transposition. Image area and image field. The shapes and structures of the image area.</p>							

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	<p>The localisation of the optical elements of the image area and its manifestations. The optical roles and the manifestations of the material of the image media. Active visual cognition. The orientations of visual studies. Models. Consciousness and spontaneity in abstraction. Objectivity and personality in perception and in the visual statement. Primary statements, personal statements. Visual cognition. Phenomenon and essentials. Appearances and illusions. Visual routines, clichés and prejudices. Composition. Typography, Publication planning, infographics. The two types of visual communication: Description and expression. The conventional and individual ways of visual communication. Direct statements and personal statements. Conventions of depiction and forms of expression. Advertisement, photo, film. The still image conventions of the visualisation of movement.</p>
Activity forms of students	Taking notes, completing and presenting practical tasks. Analysing and creating visual works.
Compulsory reading and its availability	<p>The history of visual communication http://www.citrinitas.com/history_of_viscom/masters.html Daniel Chandler: Semiotics for Beginners http://visual-memory.co.uk/daniel/Documents/S4B/sem01.html Rob Roy Kelly Courses: Mini-Course in Visual Communication http://www.rit.edu/~w-rkelly/resources/pdf/04_cou/cou_vis.pdf Harry Jemison: Visual communication https://books.google.hu/books?id=8GbIbLz5LIYC&pg=PA68&lpq=PA68&dq=visual+communication+material++for+beginners&source=bl&ots=rFRnQPP7RL&sig=SGOPwuqL_ZxkH9QJk4R1LC3NNzU&hl=hu&sa=X&ved=0ahUKEwju_fras63SAhWId5oKHaf6Dt84ChDoAQhEMAU#v=onepage&q=visual%20communication%20material%20for%20beginners&f=false S Ganguly: Communication Media, Systems and Strategy http://www.unesco.org/education/aladin/paldin/pdf/course02/unit_13.pdf Jorge Fascara: Communication Design: Principles, Methods, and Practice https://teddykw2.files.wordpress.com/2012/07/communication-design-principles-methods-and-practice.pdf Materials on MOODLE</p>
Recommended reading and its availability	<p>Six Theories of Visual Communication - MTSU School of Journalism http://www.mtsujournalism.org/vcom_materials/design/vcom.6_theories.pdf Handbook of visual communication Theory, Methods and Media https://archive.org/stream/HandbookOfVisualCommunicationTheoryMethodsAndMedia/Handbook-of-Visual-Communication-Theory-Methods-And-Media_djvu.txt</p>
Hand-in Assignments/ measurement reports	Students have to take a final test (listening comprehension, problem-solving task and translation).
Description of midterm tests	All students have to take weekly online tests and a vocabulary test after each topic.

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Subject name	In Hungarian	Retorika			Szintje	A		
	In English	Rhetoric			Level	A		
Subject code		DUEN-TKM-255						
Responsible educational unit		Institute for Social Sciences Department of Communication and Media						
Name of Mandatory Preliminary Study								
Number of Lessons:						Requirements	Credit (ECTS)	Language of Education
	Lecture:	Seminar	Laboratory					
Full-time	4	2	2		E	5	English	
Correspondence	20	10	10		(Examination)			
Teacher responsible for the course		Name	Dr. Katalin Kukorelli			Position	College Teacher	
Educational goals		<p>Aims, objectives of developments Introducing rules and customs historically established by general rhetoric. Helping the interpretation of public speech at social stages. Evolving the effective speaking and behaviour of students and improving it in practice.</p>						
Typical Delivery Methods		Lecture	For every student in the lecture hall, during all lessons with the help of projector or overhead projector.					
		Seminar	For every student in a lecture hall with the usage of projector during many lessons.					
		Laboratory						
Requirements (expressed in learning outcomes/competencies to be acquired))		Knowledge Knows the system of social-public communication, the special terminology of theories dealing with this field, and the system of rules formed by general rhetoric. Knows the theoretical and practical components of successful public speech which occurs at social scenes. Knows the background and operational mechanism of effective public speech. Owns the ability of creating and giving effective speech in practice.						
		Ability Owns the ability of finding a way in the approach of rhetoric, namely he/she can interpret rhetoric as a way of thinking and speaking. Owns the ability of interpreting rhetoric as a way of public communication, as a strategic activity. Owns the ability of adequate analysis and evaluation of public communication. Owns the ability of creating and giving simple, well-structured speech based on his/her preparedness.						
		Attitude He/she can accept the way of rhetoric speech bravely and consistently based on the knowledge of narrative and pragmatic way of human recognition. He/she is open to listen to others' opinion, to its consideration and to the disputation at the same time he/she is ready to represent confidently his/her view. He/she is sensitive to social problems, committed to democratic values.						
		Autonomy and responsibility He/she decides responsible in professional questions and realizes if there is any need to cooperate with others in solving the occurrent problems. He/she tackles initiary role for the sake of validation of social perception represented by him/her. He/she expresses his/her views as a sovereign participant and/or represents his/her own group.						

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Brief description of the subject content	<p>Within the frame of this subject we review the role of rhetoric in societies from the ancient rhetoric to these days. Students get to know briefly with the perception of the great rhetors of ancient times at each age. Students get to know about the types and parts of rhetoric speech, the tasks of rhetors, rhetoric situation, rhetoric genre and rhetoric education, which will be followed by the review of new rhetoric.</p> <p>We mention the public communication and the definition of publicity in more details; we talk about the campaign, strategic communication, convincing and manipulation</p> <p>Finally, we examine the features of communication campaign, strategy of campaign and the aspects of campaign planning within the practice of communication planning,</p> <p>Last but not least, we turn to the roles of campaign message and verbal and visual rhetoric in campaigns</p>
Activity Forms of Student	<p>Listening comprehension by making notes 30% (individual)</p> <p>Task-based organisation of information 20% (group work)</p> <p>Individual work-out and accomplishment of assignments 20% (individual)</p> <p>Giving a presentation in a chosen topic 30% (individual-group discussion)</p>
Compulsory reading and its availability	<p>Thomas O. Sloane (2000): Encyclopedia of Rhetoric. Eastbourne, CPI Antony Rowe.</p> <p>Materials on MOODLE</p>
Recommended reading and its availability	
Hand-in Assignments/ measurement reports	<p>The full-time students have to give a 10-minutes presentation from the 5th week from a topic offered for them or suggested by them in the 3rd week.</p>
Description of midterm tests	<p>Full-time students: Week 7: Association of rhetors' names with their definitions, explanation of the conception of an ancient rhetor or analysis of a speech on the basis of lessons learned. Week 12: Analysis of a political communicational event</p>

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Subject name	In Hungarian	Projektkommunikáció			Szintje	A
	In English	Project Communication			Level	A
Subject code		DUEN-TKM-216				
Responsible educational unit		Institute for Social Sciences Department of Communication and Media				
Name of Mandatory Preliminary Study						
Number of Lessons				Requirements	Credits (ECTS)	Language of Education
	Lecture	Seminar	Laboratory			
Full-time	150/39	1	2	0	CA (Continuous assessment)	5
Correspondence	150/15	5	10	0		
Teacher responsible for the course		Name	Dr. Tamás Kókuti		Position	College Professor
Educational goals		The aim of the course is to make students acquainted with the structure and methods of organizational communication via the system-based approach. By accomplishing the course students will become familiar with the basics of project management; will be capable of the successful handling of various projects, as well as the effective communication of project management.				
Typical delivery methods		Lecture	In a classroom with the use of a projector and a computer in each lecture.			
		Seminar	In a classroom with the use of a projector and a computer in each seminar. Project work and individual work.			
		Laboratory				
Requirements (expressed in learning outcomes/competencies to be acquired)		Knowledge Students as future project communicators will know: <ul style="list-style-type: none"> •the types, terminology and main principles of project communication, •the steps of effective communication strategy •how to create alternatives and find the appropriate communication tactic and strategy for various situations 				
		Ability Students will be able to make a project communication plan, collect as much information about the other party as possible, and to learn at each point of an effective communication process.				
		Attitude open, receptive, inquiring, flexible, ambitious, proactive				
		Autonomy and responsibility Students continuously monitor their learning process and develop strategies of their own. They are capable of self-development and can apply the content learnt in the course. They take an active part in the analysis of various project situations and case studies.				
Brief description of the subject content		The system-based approach of organizations, The communication system of organizations, Project and program management, Project organization, The management of communication, Public Relations, The Communication and main processes of HRM, The effects of synergy in project communication, Case studies.				
Activity forms of students		Frontal work: 35 % Individual or group work: 65%				
Compulsory reading and its availability		Eric Verzuch (2011): The fast forward MBA in project management. John Wiley & Sons, Inc. 544 p. ISBN 978 1 118 07377 3 Materials on MOODLE				
Recommended reading and its availability		Zhong Ying (2014): Project communication management in complex environments. Singapore Springer Science Business Media 205 p. ISBN: 978 981 4560 63 4 Interreg IVC Project communication guide, 72 p. http://www.interreg4c.eu/uploads/media/pdf/resources_Project_Communication_Guide.p				

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	df Ralph L. Kliem (2008): Effective Communications for Project Management. Taylor & Francis Group, LLC 214 p. ISBN-13: 978-1-4200-6246-5
Hand-in Assignments/ measurement reports	Students' case study on the topic of project communication.
Description of midterm tests	

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Subject name		In Hungarian	Digitális szöveg			Szintje	A
		In English	Digital text			Level	A
Subject code		DUEN-TKM-212					
Responsible educational unit		Institute for Social Sciences Department of Communication and Media					
Name of Mandatory Preliminary Study							
		Number of Lessons			Requirements	Credits (ECTS)	Language of Education
		Lecture	Seminar	Laboratory			
Full-time	150/39	1	2	0	CA	5	English
Correspondence	150/15	5	10	0			
Teacher responsible for the course		Name		Dr. Katalin Kukorelli		Position	College Teacher
Educational goals		The goal of the course is to teach students basic media literacy skills. by the end of the course they will be able to analyze media product skills, to use scree-based and image-based materials that are essential for the survival in today's digital society.					
Typical delivery methods		Lecture		In a classroom with the use of projector or computer in each lecture.			
		Seminar		In a classroom with the use of projector or computer in each seminar.			
		Laboratory					
Requirements (expressed in learning outcomes/competencies to be acquired)		Knowledge Students will know: <ul style="list-style-type: none"> • the conceptual frame work of today's media education • to produce and critically analyze media literacy resources • to engage themselves in interactive digital media activities 					
		Ability Students will be able to: <ul style="list-style-type: none"> • construct virtual versions of reality • conceptualize audiences, institutions and values of digital agenda • predispose digital text messages 					
		Attitude Good digital text producers are proactive, well-educated, reconstructors of virtual realities. They are open and willing to discuss all points of digital media literacy with fellow experts. Are open to new technical and academic findings and willing to further develop them.					
		Autonomy and responsibility In professional questions digital text creators are able to solve problems alone. They can tackle problems as responsible persons, i.e. can decide on media content, can recreate and invite new audiences. Are responsible for the digital content they create and work independently.					
Brief description of the subject content		The course familiarizes students with concepts of media literacy, with techniques of digital content analysis, with web content creation, with the interpretation of graphic versions of reality.					
Activity forms of students		Weekly online tests: 20% Frontal work: 30 % Individual or group work: 35% Test: 15%					
Compulsory reading and its availability		Worsnop, C. (2015) <i>Media literacy through critical thinking</i> . University of					

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	Washington Publisher Buckingham, D. (2007) <i>Digital Media Literacies. In: Research in Comparative and International Education</i> Vol 2. Nr1.
Recommended reading and its availability	Media Literacy Resource Guide: Intermediate and Senior Divisions by Ministry of Education. Copyright „ 1989 by Queen’s Printer for Ontario.
Hand-in Assignments/ measurement reports	Students have to take a final test (problem-solving task and digital media content creation).
Description of midterm tests	Knowledge of necessary vocabulary, creation of digital media content

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Subject name	In Hungarian	A kommunikációkutatás módszertana			Szintje	A	
	In English	Communications Research Methodology			Level	A	
Subject code		DUEN-TKM-090					
Responsible educational unit		Institute for Social Sciences Department of Communication and Media					
Name of Mandatory Preliminary Study							
Number of Lessons							
		Lecture	Seminar	Laboratory	Requirements	Credits (ECTS)	Language of Education
Full-time	150/26	2	0	0			
Correspondence	150/10	10	0	0	signature	0	English
Teacher responsible for the course		Name			Dr. Katalin Kukorelli	Position	College Teacher
Educational goals		<p>Goals and aims of development</p> <p>The goal of the course is to introduce students into the methodology of communication research. To develop skills in the practice of interviewing (online and paper and pencil), and to analyse interviews and questionnaires (MS Excel and/or SPSS). The skills to plan and conduct focus groups, and the basics of content analysis. Relying on the Introduction to social research course the student should be able to select and apply the most appropriate methods for the research of a particular communication problem, to plan and conduct the research, and evaluate and interpret the data.</p>					
Typical delivery methods		Lecture		In a classroom with the use of projector or computer in each lecture.			
		Seminar		In a classroom with the use of projector or computer in each seminar.			
		Laboratory					
Requirements (expressed in learning outcomes/competencies to be acquired)		<p>Knowledge</p> <p>The student is familiar with the major concepts of social science, understands the relationships underlying interpretations in social science. Familiar with the methods of communication research, and is able to select the most appropriate one, understands their social psychological basics, as well as criticism. Able to analyse media contents, skilled in communication and media analysis. Familiar with the most important historical aspects of the social, structural, economical and political processes underlying his/her faculty.</p> <p>Ability</p> <p>The student understands the deeper relationships of his/her field, the relationships between particular social problems and possible communication models for their solution. Able to orient and learn independently on his/her field. Familiar with the methodology and perspectives of communication research, has competence in interpreting various contents, and recognizes the differences of various research methods. Relying on the knowledge obtained on his/her field able to reach realistic judgments and formulate suggestions.</p> <p>Attitude</p> <p>Takes a critical stand in discussions on social problems, committed to the values of social equality, democracy, law and justice and the common European tradition. Open to self-criticism, towards all kinds of professional innovation.</p> <p>Autonomy and responsibility</p> <p>In professional and social discussions expresses his/her views as an autonomous person: able to form independent opinion. Conscientious and responsible when it comes to defending the ethical and professional norms. Takes an active approach in realising the social attitudes supported by him/her</p>					

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Brief description of the subject content	The course introduces students into key elements of the communication research both qualitative and quantitative. Provides opportunity to gain practice in the methods acquired. Covers the criteria a scientific communication necessary for preparing a thesis. During the course students conduct their own research in teams and report their results in presentations.
Activity forms of students	Weekly online tests: 20% Frontal work: 30 % Individual or group work: 35% Test: 15%
Compulsory reading and its availability	Babbie, E. (2001) <i>The Practice of Social Research</i> . Wadsworth/Thomson Learning. Krippendorff, Klaus (1980): <i>Content Analysis: An Introduction to its Methodology</i> . Sage Publications Kvale, Steinar (1996) <i>Inter Views: An Introduction to Qualitative Research</i> . Sage Publications Stewart, D.W. & Shamdasani, P.N. (1990) <i>Focus Groups: Theory and Practice</i> . London: Sage Landau, Sabine & Everitt, Brian S. (2003) <i>A Handbook of Statistical Analysis Using SPSS</i>
Recommended reading and its availability	Memon, Amina & Bull, Ray (eds.) (2000) <i>Handbook of the Psychology of Interviewing</i> . Wiley Gordon, Wendy & Langmaid, Roy (1988) <i>Qualitative Market Research</i> . Gower Publishing Company Limited Fiske, John ((1990) <i>Introduction to Communication Studies</i> . Routledge Breakwell, Glynis, M. (1990) <i>Interviewing</i> . Routledge
Hand-in Assignments/ measurement reports	Student is obliged to conduct a survey research, a focus group interview (including guideline and interpretation of the results), and a content analysis. Results should be reported in the form of a presentation.
Description of midterm tests	-

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Subject name	In Hungarian	Szakmai gyakorlat			Szintje	A	
	In English	Internship			Level	A	
Subject code		DUEN-TKM-093					
Responsible educational unit		Institute for Social Sciences Department of Communication and Media					
Name of Mandatory Preliminary Study							
		Number of Lessons			Requirements	Credits (ECTS)	Language of Education
		Lecture	Seminar	Laboratory			
Full-time		0	0	0	signature	10	English
Correspondence		0	0	0			
Teacher responsible for the course		Name		Dr. Andrea Györgyi Szalay	Position	College Professor	
Educational goals		They should be autonomous and responsible in completing work tasks. They should apply basic concepts and operational principles of social and mass communication (media) acquired during their studies in practice. They should apply nonverbal and verbal communication methods consciously in their customer service activities and they should be able to select and use the appropriate ICT tools for productive work. They should support the activity of senior executives of this sector effectively during their work in mass media institutions due to their professional exercise. With their reconnection abilities and communication skills they should be initiative and cooperating members of the employing organization. With their work carried out during their practice they should facilitate the preparation of their theses effectively: data collection, data analysis, evaluation of work experience, etc.					
Typical delivery methods		Lecture					
		Seminar		Individually or in small teams at organizations of appropriate profile, in firms and media newsrooms.			
		Laboratory					
Requirements (expressed in learning outcomes/competencies to be acquired)		<p>Knowledge The proper knowledge of methods and tools of practical application enables a secure long-term and high level exercise of the profession.</p> <p>Ability Capable of solving the tasks of the profession: to plan and carry out the necessary methods and tools for selecting, for unique and complex application.</p> <p>Attitude They are open towards the new results of the given field and innovation. They endeavor to learn, understand and apply them. They seek for the continuous training of their own. They are committed to the quality of professional work. They are capable of self-criticism of their own work. They accept and credibly convey the role of the social values of their profession.</p> <p>Autonomy and responsibility They work individually during monitoring. They feel responsible for the work, results and failures of their own and of the team as well. Decisions were made in light of the legal and ethical rules of the field. They make decisions in light of the legal and ethical rules of the field.</p>					
Brief description of the subject content							
Activity forms of students							
Compulsory reading and its availability							
Recommended reading and its availability							
Hand-in Assignments/ measurement reports							

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Description of midterm tests	
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Subject name	In Hungarian	Szakdolgozat 2 - szakdolgozatkészítés			Szintje	A		
	In English	Thesis Writing			Level	A		
Subject code		DUEN-TKM-091						
Responsible educational unit		Institute for Social Sciences Department of Communication and Media						
Name of Mandatory Preliminary Study		DUEN-TKM-090						
Number of Lessons						Requirements	Credits (ECTS)	Language of Education
		Lecture	Seminar	Laboratory				
Full-time	150/26	0	2	0	signature	10	English	
Correspondence	150/10	0	10	0				
Teacher responsible for the course		Name	Dr. Andrea Györgyi Szalay			Position	College Professor	
Educational goals		The seminar aims to provide theoretical and practical support for students to prepare their theses.						
Typical delivery methods		Lecture	Group consultations in proctor-equipped classrooms.					
		Seminar	Knowledge processing. Literature-processing, presentation.					
		Laboratory						
Requirements (expressed in learning outcomes/competencies to be acquired)		Knowledge	They know the specific research methods, main directions and boundaries of their field.					
		Ability	They are able to apply the knowledge appropriate for the given topic and field even in an unusual context.					
		Attitude	They are able to appreciate opportunities, measure the risks and consequences of alternatives and capable of compromise solutions.					
		Autonomy and responsibility	Work and learning are both characterized by self-reliance and self-control.					
Brief description of the subject content		The form and content of the thesis. Literature processing, research methodologies.						
		3rd week: students check and finalize their electronic applications for the thesis on http://komint.duf.hu/szakdolgozat website						
		5th week: presentation of the list of literature used for the thesis to the internal consultant (minimum 10 different sources); uploading the main sketch points of the thesis and the literature to the system						
		8th week: literature placement test (application: http://komint.duf.hu/szakdolgozat)						
Activity forms of students		13th week: uploading the thesis to the system; uploading the PPT of the defense to the system						
		Group consultations. Knowledge processing. Literature-processing, presentations.						
Compulsory reading and its availability		Materials on MOODLE						
Recommended reading and its availability		http://komint.duf.hu/szakdolgozat and Komm_szakdolgoz.doc						
Hand-in Assignments/ measurement reports								

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Description of midterm tests	
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BUSINESS COMMUNICATION SPECIALIZATION

Subject name		In Hungarian	Szervezeti kommunikáció			Szintje	A	
		In English	Organizational Communication			Level	A	
Subject code		DUEN-TKM-218						
Responsible educational unit		Institute for Social Sciences Department of Communication and Media						
Name of Mandatory Preliminary Study								
		Number of Lessons				Requirements	Credits (ECTS)	Language of Education
		Lecture		Seminar				
Full-time	150/39		2	1	0	CA (Continuous assessment)	5	English
Correspondence	150/15		10	5	0			
Teacher responsible for the course		Name			Dr. habil István András		Position	College Teacher
Educational goals		<p>The objective of the course is the detailed introduction of the theoretical approaches and practical dimensions of communication. After the course, students will be able to recognize the characteristic features and processes of organizational communication. They will be able to identify the communication strategies of different companies, as well as the different leadership styles that characterize the organizational culture. Student will be able to deploy their new skills and knowledge in diverse institutional settings, for example in organizational development.</p>						
Typical delivery methods		Lecture		In lecture rooms seating 20-30 people, with the use of a projector. Lecture, note taking.				
		Seminar		In seminar rooms seating 20-30 people, with the use of a projector. Individual, pair and group work; case study analysis. Student presentations, evaluation.				
		Laboratory						
Requirements (expressed in learning outcomes/competencies to be acquired)		Knowledge						
		<p>Students will possess self-confident methodological knowledge. They understand the opportunities and perspectives of methodology and innovation. Learning about organizational processes, internal and external communication, organizational culture, as well as its conceptual repertoire.</p>						
		Ability						
		<p>At the level of practical use, students will be able to make decisions in decision making processes in their own area of expertise (interpersonal, group, public, organizational, intercultural and mass communication). The development of organizational analysis skills. The development of organizational communication skills. Group communication skill development.</p>						
		Attitude						
		Identification with organizational culture; the harmonization of individualist						

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	and group norms; cooperation.
	Autonomy and responsibility
Brief description of the subject content	The major themes of the course: Communication strategies. The internal and external communication strategies of the organization. The concepts, channels, and tools of internal communication. The relationship between leadership styles and organizational communication. Leadership styles and organizational communication. Internal crisis communication. The disturbances of organizational communication. The practical development of organizational communication (possibilities and challenges). The challenges of internal communication development.
Activity forms of students	Note taking, case study analysis, individual, pair and group work
Compulsory reading and its availability	Jason S. Wrench, Narissra Punyanunt-Carter and Mark Ward (2012) Organization Communication: Theory, Research and Practice. Flat World Education, Inc. (Later: OCT) Materials on MOODLE
Recommended reading and its availability	REDDING, W. Charles (1985): Stumbling Toward Identity: The Emergence of Organizational Communication as a Field of Study. In: Organizational Communication: Traditional Themes and New Directions. (ed. by McPhee, Robert D. and Tompkins, Philip K.). Thousand Oaks: Sage p. 15-54. MAY, Steve – MUMBY, Dennis K. (2005): Engaging Organizational Communication Theory and Research. Thousand Oaks: Sage. 320 p. ISBN 978 0 761 92849 2
Hand-in Assignments/ measurement reports	Continuous assessment. One hand-in assignment (Organizational communication case study analysis).
Description of midterm tests	Two assignments during the semester. Weeks 6 and 12.

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Subject name		In Hungarian	Szervezetpszichológia és szervezetfejlesztés			Szintje	A	
		In English	Organizational psychology and development			Level	A	
Subject code		DUEN-TKM-219						
Responsible educational unit		Institute for Social Sciences Department of Communication and Media						
Name of Mandatory Preliminary Study								
		Number of Lessons				Requirements	Credits (ECTS)	Language of Education
		Lecture	Seminar	Laboratory				
Full-time	150/39	1	2	0	CA	5	English	
Correspondence	150/15	5	10	0	(Continuous assessment)			
Teacher responsible for the course		Name		Dr. László Balázs		Position	Associate Professor	
Educational goals		<p>The objective of the course is that students acquire the conceptual and procedural toolkit of organizational psychology and organizational development. Further objectives are that students are able to identify organizational processes, and perceive organizational change. Students should be aware of the underlying mechanisms of organizational operations.</p> <p>On the basis of social psychological approaches, the objective of the course is that students gain deeper theoretical and practical knowledge in the area of organizational psychology, thus supporting the processes of organizational development. The course develops the following individual competences: Thinking at structural level; critical thinking; cooperative competences</p>						
Typical delivery methods		Lecture		In a classroom with the use of projector or computer in each lecture.				
		Seminar		In seminar rooms seating 20-30 people, with the use of a projector. Individual, pair and group work; case study analysis. Student presentations, evaluation.				
		Laboratory						
Requirements (expressed in learning outcomes/competencies to be acquired)		Knowledge Students understand the conceptual repertoire of organizational psychology and development. They know the underlying psychological mechanisms and impacts of organizational operations. They have acquired the theories of change at organizational levels. They know the phases of organizational changes, and their most important methods.						
		Ability Students are able to properly use the concepts of the field for the synthesis of processes and the development of conclusions. They are able to identify hidden mechanisms, and the use of their impact. Students are able to approach problems through thinking at the level of the organizational structure.						
		Attitude Students are open and receptive to changes to the events of organizational culture. They are sensitive to the problems and challenges proper to organizational procedures. They are open to learning and using methods for organizational development.						
		Autonomy and responsibility Students take responsibility for their own decisions. They take responsibility for the development of their workplace environment.						
Brief description of the subject content		See 13-week schedule						
Activity forms of students		Note taking and synthesis of lectures. Participation in cooperative activities and role-play; the analysis of case studies;						

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	complex simulations (problem solving in the group. The discussion of alternative solutions); experimental tasks (exercises)
Compulsory reading and its availability	Materials on MOODLE
Recommended reading and its availability	
Hand-in Assignments/ measurement reports	<p>Based on any topic of the course, students are required to analyze a topic in an essay, and present it through a presentation.</p> <p>Essay: Length: 20,000 characters Format: 1,5 space, TNR, first row indent 9mm. Deadline: Week 10 seminar</p> <p>Presentation: Length: 10-12 slides 20-25 mins. Deadline: Week 11 and 12.</p>
Description of midterm tests	Mid-term exam that contains the material of the lectures Week 13 seminar

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Subject name	In Hungarian	Változásmenedzsmet kommunikációja			Szintje	A	
	In English	The Communication of Change Management			Level	A	
Subject code		DUEN-TKM-256					
Responsible educational unit		Institute for Social Sciences Department of Communication and Media					
Name of Mandatory Preliminary Study							
Number of Lessons							
		Lecture	Seminar	Laboratory	Requirements	Credits (ECTS)	Language of Education
Full-time	150/39	1	2	0			
Correspondence	150/15	5	10	0	(Examination)		
Teacher responsible for the course		Name	Dr. Tamás Kőkuti			Position	College Professor
Educational goals		In the course students will get to know the core context of change management communication, the different approaches of organizational development and its aims. They will be able to identify different organizational cultures and recognize the necessity of changes and their directions. Students will become capable of developing and operating organizational communication systems, as well as understanding and handling the concept of change and its process. They will know about and use various change management techniques, as well as communicate organizational changes effectively. Moreover, they will be acquainted with the basics of change management, and will know how to form organizational communication in accordance with the development goals of organizations, e.g. the promotion of culture change. Practices: the development of organizational communication systems.					
Typical delivery methods		Lecture	In a classroom with the use of a projector and a computer in each lecture.				
		Seminar	In a classroom with the use of a projector and a computer in each seminar. Project work and individual work.				
		Laboratory					
Requirements (expressed in learning outcomes/competencies to be acquired)		Knowledge Students as future communicators of change management will know: <ul style="list-style-type: none"> •the types, terminology and main principles of change management, •the steps of effective organizational developments, •how to create alternatives and find the communication tactic and strategy for various situations 					
		Ability Openness to other organizational cultures. Intercultural awareness. Successful cooperation with people. Students will be able to make the communication plan of a change management project, collect as much information about the other party as possible, and to learn at each point of an effective communication process.					
		Attitude open, receptive, inquiring, flexible, ambitious, proactive					
		Autonomy and responsibility Students continuously monitor their learning process and develop strategies of their own. They are capable of self-development and can apply the content learnt in the course. They take an active part in the analysis of various projects of change management situations and case studies.					
Brief description of the subject content		The course familiarizes students with the types of change management, with communication as a process which has several key concepts and phases. Moreover, it presents them the barriers of successful negotiation and develops the skills necessary for the effective communication of change management.					
Activity forms of students		Frontal work: 35 %					

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	Individual or group work: 65%
Compulsory reading and its availability	Lewis, Laurie K. (2011): Organizational change: creating change through strategic communication Malden: Wiley-Blackwell, 299 p. ISBN 978-1-4501-9189-0 Materials on MOODLE
Recommended reading and its availability	HIATT, Jeff – CREASEY, Tim (2012): Change Management: the people side of change. 2nd ed. Loveland: Prosci Learning center, 155 p. ISBN 978 1 930 88561 5 http://www.change-management.com/cmp/xQnRz/PilotPro2014/elearning/ChangeManagement-PDF-download-2nd-edition.pdf
Hand-in Assignments/ measurement reports	Students' case study on the topic of the communication of change management.
Description of midterm tests	

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Subject name		In Hungarian	Konfliktuskezelés és gazdasági mediáció			Szintje	A	
		In English	Conflict Management and Economic Mediation			Level	A	
Subject code		DUEN-TKM-118						
Responsible educational unit		Institute for Social Sciences Department of Communication and Media						
Name of Mandatory Preliminary Study								
		Number of Lessons				Requirements	Credits (ECTS)	Language of Education
		Lecture	Seminar	Laboratory				
Full-time	150/39	0	3	0	CA (Continuous assessment)	5	English	
Correspondence	150/15	0	15	0				
Teacher responsible for the course		Name		Dr. László Balázs		Position	Associate Professor	
Educational goals		<p>The objective of the course is to prepare students for the constructive management of conflict both from a theoretical as well as a practical perspective. The objective is for student to gain in-depth insight into the theoretical and practical knowledge of violence-free communication, the methodology of cooperative negotiation and conflict management, as well as the practice of mediation.</p> <p>The course will develop the following competences: Conflict management competences Self-knowledge Empathy Assertiveness Problem solving</p>						
Typical delivery methods		Lecture		In a classroom with the use of projector or computer in each lecture.				
		Seminar		In seminar rooms seating 20-30 people, with the use of a projector. Individual, pair and group work; case study analysis. Student presentations, evaluation.				
		Laboratory						
Requirements (expressed in learning outcomes/competencies to be acquired)		Knowledge						
		Students understand the problem areas of conflicts and conflict management. They know the characteristic features and possible solutions of intrapersonal conflicts. They know the dynamics of group and organizational conflicts, as well as its phases of escalation. They know the main directions, models and methodologies of conflict management						
		Ability						
		Students have the skills to analyze and assess a conflict situation from multiple perspectives. They are able to identify their and their interlocutor's interests and motivations. They are able to deploy the methods of conflict management in practice.						
		Attitude						
		Students are open to the critical reflection of their own conflict behaviors. They are open to the constructive solution of conflicts. They strive to understand the motivations and interests of the person with whom they are conflicted.						
		Autonomy and responsibility						

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	Students take responsibility for their behaviors in conflict situations. They find it important to further develop their conflict management skills. They try to find constructive solutions for their conflicts.
Brief description of the subject content	During the course, students learn about the problem areas of conflicts and conflict management. They gain insight into types of conflict, intrapersonal conflict, group and organizational conflicts. Students learn about the main models, methods and approaches of conflict management. Students gain insight into the theory and practice of violence-free conflict, as well as the possibilities of the use of negotiation conflict management and economic mediation.
Activity forms of students	Note taking and synthesis of lectures. Participation in cooperative activities and role-play; the analysis of case studies; complex simulations (problem solving in the group. The discussion of alternative solutions); experimental tasks (exercises)
Compulsory reading and its availability	Fisher, R, Ury, W. (1983) Getting to Yes: Negotiating Agreement Without Giving in Rosenberg, M.B., Gandhi A. (2003) Nonviolent Communication: A Language of Life. Puddledancer Press Materials on MOODLE
Recommended reading and its availability	Killmann Test – (available: https://www.psychometrics.com/assessments/thomas-killmann-conflict-mode)
Hand-in Assignments/ measurement reports	Based on any topic of the course, students are required to analyse a topic in an essay, and present it through a presentation. Essay: Length: 20,000 characters Format: 1,5 space, TNR, first row indent 9mm. Deadline: Week 10 seminar Presentation: Length: 10-12 slides 20-25 mins. Deadline: Week 11 and 12.
Description of midterm tests	Mid-term exam that contains the material of the lectures Week 13 seminar

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Subject name		In Hungarian	Public relations I.			Szintje	A	
		In English	Public relations I.			Level	A	
Subject code		DUEN-TKM-153						
Responsible educational unit		Institute for Social Sciences Department of Communication and Media						
Name of Mandatory Preliminary Study								
		Number of Lessons			Requirements	Credits (ECTS)	Language of Education	
		Lecture	Seminar	Laboratory				
Full-time	150/52	2	20	0	E	5	English	
Correspondence	150/20	10	10	0	(Examination)			
Teacher responsible for the course		Name			Dr.Tamás Kőkuti		Position	College Professor
Educational goals		The goal of the course is to highlight the importance of communication between the company and the public. The course emphasizes that modern PR is more than internal and external target group oriented communication, and practitioners are also needed to be familiar with certain culture-specific behaviors, situations and knowledge, and the effective management of communication. Students will learn the tools and practical application of reputation management.						
Typical delivery methods		Lecture		Flipchart, blackboard and other multimedia equipment in auditorium				
		Seminar		Flipchart, blackboard and other multimedia equipment in smaller seminar rooms suitable for group work.				
		Laboratory						
Requirements (expressed in learning outcomes/competencies to be acquired)		Knowledge By the end of the semester, students as potential PR practitioners know the main social, structural, economical and political factors influencing modern communication and media relations.						
		Ability Students will be able to: <ul style="list-style-type: none"> • Use and apply the basic terms and vocabulary of the profession with confidence • Synthesize and organize their knowledge and apply it in the appropriate situations 						
		Attitude Students should be: <ul style="list-style-type: none"> • Open to classroom case studies, and to the active interpretation of discussed situations. • Sensitive and critical towards theoretical and practical innovation • Susceptible to development opportunities for exploitation. 						
		Autonomy and responsibility Responsible for his/her own development. Cooperate with the instructor and fellow students, seeks to solve the discussed problems. Feel responsible for the development of his/her working environment						
Brief description of the subject content		The course is designed to emphasize the synergy and interaction between business process management and public relations, and to provide knowledge on the basic concepts of public relations management . The course supports students to gain practical and theoretical knowledge on business and organizational processes and activities.						
Activity forms of students		Case study analysis, Presentations, Individual work, Frontal class work, Essay writing						
Compulsory reading and its availability		Tech, R. – Yeomans, L.: Exploring public relations, 3 rd edition, London,						

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	Pearson, 2014 Materials on MOODLE
Recommended reading and its availability	Various authors: A Practical Guide to Modern PR tools and workflow, available at: https://prstack.co/pdf/prstack2_tackling_pr_workflow_ebook.pdf Miller, K.: Organizational communication: Approaches and processes, Boston, Cengage Learning, 2015
Hand-in Assignments/ measurement reports	Processing and analysis of PR case studies
Description of midterm tests	No midterm tests

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Subject name	In Hungarian		Üzleti tárgyalás és prezentáció			Szintje	A
	In English		Business negotiation and presentation			Level	A
Subject code		DUEN-TKM-124					
Responsible educational unit		Institute for Social Sciences Department of Communication and Media					
Name of Mandatory Preliminary Study							
		Number of Lessons			Requirements	Credits (ECTS)	Language of Education
		Lecture	Seminar	Laboratory			
Full-time	150/39	1	2	0	CA (Continuous assessment)	5	English
Correspondence	150/15	5	10	0			
Teacher responsible for the course		Name		Dr. Tamás Kőkuti		Position	College Teacher
Educational goals		<p>The goal of the course is to develop the essential skills required of employees at the workplace and to expand students' negotiating, negotiator and presentation skills.</p> <p>Within these fields students will get to know the main differences and similarities between different types of presentations, therefore, students will be able to navigate among types and situations of business negotiation in order to synthesize and apply them in practice.</p> <p>Certain presentation and negotiation outputs will be clarified during the course. by the end of the semester students will be familiar with the necessary social, psychological and cultural competencies required for successful business presentation.</p>					
Typical delivery methods		Lecture		In a classroom with the use of projector or computer in each lecture.			
		Seminar		In a classroom with the use of projector or computer in each seminar with the application of group work, role play and simulation activities.			
		Laboratory					
Requirements (expressed in learning outcomes/competencies to be acquired)		Knowledge					
		Students as potential business negotiators and communicators know: <ul style="list-style-type: none"> • the types, terminology and main principles of negotiation and business presentation • the steps of making effective business presentation • how to structure business presentation • how to recognize problem solving techniques in company environment 					
		Ability					
		Students will be able to: <ul style="list-style-type: none"> • make a business negotiation plan and collect as much information as possible about the other side, • make decisions necessary for successfully performing a business presentation and carrying out a negotiation process • to recognize, define and effectively communicate the terminology of the discipline 					
		Attitude					
		Good business presenters are patient, well-educated and have empathy. Good, future-oriented bargainers respect their counterpart, are trustworthy and not aggressive. They are open and willing to discuss all points of the negotiation process, and to structure well a business presentation as well as express their opinion. They are open to the novelty of the professional sphere.					
		Autonomy and responsibility					

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	Is capable of own opinion formation on professional and social forums. Responsibly represents his/her professional group and company unit.
Brief description of the subject content	The course familiarizes students with the types of negotiation, with the structure of business communication. The course presents students the barriers of successful bargaining and deals with the effects of a good business presentation.
Activity forms of students	Weekly online tests: 20% Frontal work: 30 % Individual or group work: 35% Test: 15%
Compulsory reading and its availability	<ul style="list-style-type: none"> • Harvard Business Essentials. Negotiation (2003). Boston/Massachusetts: Harvard Business School Press. • Shell, G.R. (2006) <i>Bargaining for Advantage: Negotiation Strategies for Reasonable People</i>. Penguin Books, 2nd Edition • Materials on MOODLE
Recommended reading and its availability	<ul style="list-style-type: none"> • Roy J. Lewicki, Bruce Barry, and David M. Saunders (2007): Essentials of Negotiation. Boston: McGraw-Hill. • Fisher, R and Daniel Shapiro (2005) <i>Beyond Reason: Using Emotions as you Negotiate</i>. Viking Publisher • Thomas, J. (2005) <i>Negotiate to Win: The 21 Rules for Successful Negotiating</i>. Collins Publisher
Hand-in Assignments/ measurement reports	In class activity, home paper, presentation
Description of midterm tests	Necessary vocabulary material, steps of a presentation, wider understanding of the course topic.

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Subject name	In Hungarian		Fenntartható fejlődés és társadalmi felelősségvállalás			Szintje	A	
	In English		Sustainable development and corporate social responsibility			Level	A	
Subject code		DUEN-TKM-213						
Responsible educational unit		Institute for Social Sciences Department of Communication and Media						
Name of Mandatory Preliminary Study								
		Number of Lessons				Requirements	Credits (ECTS)	Language of Education
		Lecture		Seminar				
Full-time	150/39		1	2	0	CA (Continuous assessment)	5	English
Correspondence	150/15		5	10	0			
Teacher responsible for the course		Name		Dr. habil István András		Position		College Teacher
Educational goals		<p>The objective of the course is that the students become familiar with the historical development and current concepts and debates about sustainable development, corporate social responsibility, and their communication. Students will have insight into the macro- and micro-level processes of CSR at an individual as well as corporate level. Students will know the conceptual difference between PR and CSR, and the communicative specificities of CSR. The objective of the course is to impart comprehensive knowledge about the processes of the social environment of businesses and economic activities, and the specifics of CSR communication. The foci of the course consist in individual and group responsibility, and their systemic approach. The course aims to improve competences in the subject area.</p>						
Typical delivery methods		Lecture		In a classroom with the use of projector or computer in each lecture. Lectures and note taking.				
		Seminar		In a classroom with the use of projector or computer in each seminar. Pair and group work.				
		Laboratory						
Requirements (expressed in learning outcomes/competencies to be acquired)		Knowledge Students learn about the conceptual and methodological tool kit of sustainable development studies. They are aware of the definitions, operations and main fields of CSR. They see the differences and interrelations of PR and CSR. They are aware of the communication processes that are proper to sustainable development and corporate social responsibility.						
		Ability Students are able to identify and argue for processes that serve sustainable development and CSR from a communication point of view. They are able to organize communication processes that assist processes and developments in the subject area. They are able to define the main differences, and identify potential interfaces between CSR and PR. Students are able to articulate scientifically informed arguments, and participate in CSR and sustainable development related debates and dialogues.						
		Attitude Students take responsibility for their actions and their consequences for the group, the community and the organization. They accept and identify with group responsibility. Students possess a critical attitude with regards to the discourses that concern sustainable development and CSR. They are committed						

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	<p>to social equality, democratic values, the state of law, and European values. Students are open to the various forms of independent learning, and professional innovation. Students are tolerant and open-minded. They are critical thinkers, and possess a degree of empathy that enables them to see various perspectives in debates and dialogues about CSR.</p> <p>Autonomy and responsibility On professional and social forums, students voice their ideas in a sovereign and independent way. Students are responsible with regards to cooperation in social issues, their specific disciplinary area, fulfilling the lawful, ethical and professional requirements of their area. Students are proactive in the promotion of their social attitudes and ideas; they have competent argumentative skills in writing as well as speaking.</p>
Brief description of the subject content	See 13-week detailed schedule.
Activity forms of students	Note taking 40% Reading compulsory literature 40% Document interpretation 10% Test taking 10%
Compulsory reading and its availability	<p>Hopwood, Bill, Mary Mellor, and Geoff O'Brien. "Sustainable development: mapping different approaches." <i>Sustainable development</i> 13.1 (2005): 38-52. Available at Googlescholar.com</p> <p>Carroll, Archie B. "The pyramid of corporate social responsibility: Toward the moral management of organizational stakeholders." <i>Business horizons</i> 34.4 (1991): 39-48. Available at Googlescholar.com.</p> <p>Garriga, Elisabet, and Domènec Melé. "Corporate social responsibility theories: Mapping the territory." <i>Journal of business ethics</i> 53.1 (2004): 51-71. Available at Googlescholar.com.</p>
Recommended reading and its availability	<p>Jenkins, Rhys. "Globalization, corporate social responsibility and poverty." <i>International affairs</i> 81.3 (2005): 525-540. Available at Googlescholar.com.</p> <p>Matten, Dirk, and Jeremy Moon. "'Implicit' and 'explicit' CSR: A conceptual framework for a comparative understanding of corporate social responsibility." <i>Academy of management Review</i> 33.2 (2008): 404-424. Available at Googlescholar.com.</p>
Hand-in Assignments/ measurement reports	<p>A written analysis of a theme chosen by the student from the issues discussed in class. The preparation of an essay and class presentation.</p> <p>Essay: 20,000 characters, 1,5 spacing, 12 pt, TNR. Deadline: Week 10</p> <p>Presentation: 10-12 slide, 20-25 minutes. Weeks 11-12</p>
Description of midterm tests	An essay discussing any of the themes from class discussions. Week 12.

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Subject name		In Hungarian	Public relations II.			Szintje	A		
		In English	Public relations II.			Level	A		
Subject code		DUEN-TKM-217							
Responsible educational unit		Institute for Social Sciences Department of Communication and Media							
Name of Mandatory Preliminary Study		PUBLIC RELATIONS I. DUEN-TKM-153							
Number of Lessons							Requirements	Credits (ECTS)	Language of Education
		Lecture	Seminar	Laboratory					
Full-time	150/39	1	2	0	CA	5	English		
Correspondence	150/15	5	10	0	(Continuous assessment)				
Teacher responsible for the course		Name		Dr Tamás Kókuti		Position	College Professor		
Educational goals		During the course, students learn about the basic mechanisms of advertising and the techniques of influencing and manipulating customers. Students become familiar with advertising management, types of advertisements, advertising ethics and the importance of well designed and built corporate identity. The course gives an overview of the characteristics of the communication for economic purposes, the economical role of advertising and on how to implement successful advertising strategies, activities and campaigns.							
Typical delivery methods		Lecture		Flipchart, blackboard and other multimedia equipment in auditorium					
		Seminar		Flipchart, blackboard and other multimedia equipment in smaller seminar rooms suitable for group work.					
		Laboratory							
Requirements (expressed in learning outcomes/competencies to be acquired)		Knowledge By the end of the semester, students as potential PR practitioners know the main social, structural, economical and political factors influencing modern communication and media relations.							
		Ability Students will be able to: <ul style="list-style-type: none"> • Use and apply the basic terms and vocabulary of the profession with confidence • Synthesize and organize their knowledge and apply it in the appropriate situations 							
		Attitude Students should be: <ul style="list-style-type: none"> • Open to classroom case studies, and to the active interpretation of discussed situations. • Sensitive and critical towards theoretical and practical innovation • Susceptible to development opportunities for exploitation. 							
		Autonomy and responsibility Responsible for his/her own development. Cooperate with the instructor and fellow students, seeks to solve the discussed problems. Feel responsible for the development of his/her working environment							
Brief description of the subject content		Advertising theories, forms of advertising. Advertising tools and models. The role of advertising in mass culture. The role of advertising to various social groups. Symbols and signs in advertising. Development and execution of advertising strategies. Creative, interactive design.							
Activity forms of students		Case study analysis, Presentations, Individual work, Frontal class work, Essay							

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	writing
Compulsory reading and its availability	Kotler, P. – Keller, K.L.: Marketing management, 14 th edition, London, Pearson, 2012 Tech, R. – Yeomans, L.: Exploring public relations, 3 rd edition, London, Pearson, 2014 Materials on MOODLE
Recommended reading and its availability	Kotler, P.- Wong, V.- Saunders, J. – Armstrong, G.: Principles of marketing, 4th European Edition, Pearson, 2005 Palmer, A: Introduction to marketing: theory and practice, Oxford University Press, 2004
Hand-in Assignments/ measurement reports	Continuous assessment / Hand-in assignment: Designing corporate identity or advertisements
Description of midterm tests	Week 6, Week 12

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MEDIA COMMUNICATION SPECIALIZATION

Subject name		In Hungarian	Digitális képkötés			Szintje	A	
		In English	Digital image creating			Level	A	
Subject code		DUEN-TKM-211						
Responsible educational unit		Institute for Social Sciences Department of Communication and Media						
Name of Mandatory Preliminary Study								
		Number of Lessons				Requirements	Credits (ECTS)	Language of Education
		Lecture	Seminar	Laboratory				
Full-time	150/39	1	0	2	CA (Continuous assessment)	5	English	
Correspondence	150/15	5	0	10				
Teacher responsible for the course		Name		Dr. Mariann Váraljai		Position	College professor	
Educational goals		Short-time goal The student will be able to use this input devices and edit a photo. The student must be able to model in a three-dimensional graphic applications themselves.						
Typical delivery methods		Lecture		In a classroom with the use of projector or computer in each lecture.				
		Seminar						
		Laboratory		In a classroom with the use of projector or computer in each lecture.				
Requirements (expressed in learning outcomes/competencies to be acquired)		Knowledge <ul style="list-style-type: none">The students learn: graphic concept, characteristics, graphics on web pages to fit the design and implementation of process and tools.						
		Ability <ul style="list-style-type: none">The student will be able to define, plan and critically evaluate a graphic. Use the picture, what does the disclosure of information component.						
		Attitude Open, curious, critical, creative and full of ideas.						
		Autonomy and responsibility Creating an independent opinion is able to balance between visuals and functionality.						
Brief description of the subject content		Students will learn concepts related to the image field, foundations and elements of the interaction of light and color composition during the course. The students will learn all of these skills using Adobe Photoshop application in practice.						
Activity forms of students		Hear text processing 30% Job-led system 20% Independent processing tasks 25% Lecture 25%						
Compulsory reading and its availability		[1] Michael Freeman: The Photographer's Eye: Composition and Design for Better Digital Photos, Focal Press, 2007 [2] Adobe Creative Team: Adobe Photoshop CS6 Classroom in a Book : Adobe Press, 2012 Materials on MOODLE						
Recommended reading and its availability		None						
Hand-in Assignments/ measurement reports		Students with 6 hours of work will be evaluated in the fifth week of study. The students have to prepare the final study to be administered a week job. The						

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	task of any subject, but we must strive to learn the widest possible application.
Description of midterm tests	During the semester, two written examination are: 7 and 12 weeks of theoretical classroom test the theoretical knowledge from.

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Subject name	In Hungarian	Mozgóképkészítés és hangfelvétel			Szintje	A	
	In English	Motion picture creation and sound recording			Level	A	
Subject code		DUEN-TKM-254					
Responsible educational unit		Institute for Social Sciences Department of Communication and Media					
Name of Mandatory Preliminary Study							
		Number of Lessons			Requirements	Credits (ECTS)	Language of Education
		Lecture	Seminar	Laboratory			
Full-time	150/39	1	0	2	E (Examination)	5	English
Correspondence	150/15	5	0	10			
Teacher responsible for the course		Name		Dr. Péter Ludik		Position	College Professor
Educational goals		<p>The course aims to familiarize the students with a sound, physical characteristics of the analog and digital audio technology, the basics of using a modern audio devices,</p> <p>Describes the theoretical basis of the motion imaging. On a practical level it lays the foundation for the science of scriptwriting, and knowledge management in the camera. Using the Adobe Premiere professional video editing application.</p>					
Typical delivery methods		Lecture		In a classroom with the use of projector or computer in each lecture.			
		Seminar					
		Laboratory		Independent problem solving in the computer lab			
Requirements (expressed in learning outcomes/competencies to be acquired)		Knowledge					
		<ul style="list-style-type: none"> The student knows and understands the definition of the terms of the motion picture and digital sound, sound editing and video editing building blocks and their relation to each other. 					
		Abilit					
		<ul style="list-style-type: none"> The student will be able to determine the source material (text, audio, still image, graphics) to produce and edit the audio and video material. The ability of systems thinking. 					
		Attitude					
		Open, curious, critical, creative and full of ideas.					
		Autonomy and responsibility					
Brief description of the subject content		The physical and physiological characteristics and properties of sound. The analogue and digital systems, Voice Recording Systems.					
		The camera types, characteristics and use. Generic skills of film. Lighting. Scenario-making. The video editing theory and practice					
Activity forms of students		Heard processing task 40% self-processing tasks 30% Test solution 30%					
Compulsory reading and its availability		[1] Materials on MOODLE					
Recommended reading and its availability							
Hand-in Assignments/ measurement reports		Creating a 3-5 minute short film and. 10-12-page documentation (of which the storyboard has to be before the filming) Preparation the edited audio stream with their own audio (speech) and music					
Description of midterm tests		The Sound (6.week)					
		The film editing(12 week)					

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Subject name		In Hungarian	Animáció készítés			Szintje	A	
		In English	Creating the animation			Level	A	
Subject code		DUEN-TKM-111						
Responsible educational unit		Institute for Social Sciences Department of Communication and Media						
Name of Mandatory Preliminary Study								
		Number of Lessons				Requirements	Credits (ECTS)	Language of Education
		Lecture	Seminar	Laboratory				
Full-time	150/39	1	2	0		CA (Continuous assessment)	5	English
Correspondence	150/15	5	10	0				
Teacher responsible for the course		Name		Dr. Mariann Váraljai		Position	College Professor	
Educational goals		The course aims to train specialists who know the computer graphics and basics of animation-creating. The students acquire the possibilities of animation applications primarily web based interfaces.						
Typical delivery methods		Lecture		In a classroom with the use of projector or computer in each lecture.				
		Seminar		Independent problem solving in the computer lab				
		Laboratory						
Requirements (expressed in learning outcomes/competencies to be acquired)		Knowledge						
		<ul style="list-style-type: none"> The students learn about: the definition and characteristics of animation, the design, the implementation and tools of creating web-based animations. 						
		Ability						
		<ul style="list-style-type: none"> The student will be able to define, plan and critically evaluate an animation. Use the animation, as the most visible element of communication of information. 						
		Attitude						
		Open, curious, critical, creative and full of ideas.						
		Autonomy and responsibility						
		Independent opinion is able to plan the animation, strikes a balance between vision and the functionality.						
Brief description of the subject content		Creating Flash based and HTML5 based animations						
Activity forms of students		Creating animations whit together: 40% Individual work: 60%						
Compulsory reading and its availability		[1] ADOBE® FLASH® PROFESSIONAL Help and tutorials PDF in: http://help.adobe.com/archive/en/flash/cs6/flash_reference.pdf [2]Materials on MOODLE HTML5 Tutorial in: http://www.w3schools.com/html/html5_canvas.asp						
Recommended reading and its availability								
Hand-in Assignments/ measurement reports		Flash animation (6. week), HTML5 animation (12 week)						
Description of midterm tests								

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Subject name	In Hungarian	Üzleti tárgyalás és prezentáció				Szintje	A			
	In English	Business negotiation and presentation				Level	A			
Subject code		DUEN-TKM-124								
Responsible educational unit		Institute for Social Sciences Department of Communication and Media								
Name of Mandatory Preliminary Study										
Number of Lessons							Requirement	Credits (ECTS)	Language of Education	
		Lecture	Seminar		Laboratorys					
Full-time	150/39	1			2	0		CA (Continuous assessment)	5	English
Correspondence	150/15	5			10	0				
Teacher responsible for the course		Name				Dr. Tamás Kőkuti		Position	College Professor	
Educational goals		<p>The goal of the course is to develop the essential skills required of employees at the workplace and to expand students' negotiating, negotiator and presentation skills. Within these fields students will get to know the main differences and similarities between different types of presentations, therefore, students will be able to navigate among types and situations of business negotiation in order to synthesize and apply them in practice.</p> <p>Certain presentation and negotiation outputs will be clarified during the course. by the end of the semester students will be familiar with the necessary social, psychological and cultural competencies required for successful business presentation.</p>								
Typical delivery methods		Lecture				In a classroom with the use of projector or computer in each lecture.				
		Seminar				In a classroom with the use of projector or computer in each seminar with the application of group work, role play and simulation activities.				
		Laboratory								
Requirements (expressed in learning outcomes/competencies to be acquired)		Knowledge								
		<p>Students as potential business negotiators and communicators know:</p> <ul style="list-style-type: none"> • the types, terminology and main principles of negotiation and business presentation • the steps of making effective business presentation • how to structure business presentation • how to recognize problem solving techniques in company environment 								
		Ability								
		<p>Students will be able to:</p> <ul style="list-style-type: none"> • make a business negotiation plan and collect as much information as possible about the other side, • make decisions necessary for successfully performing a business presentation and carrying out a negotiation process • to recognize, define and effectively communicate the terminology of the discipline 								
		Attitude								
		<p>Good business presenters are patient, well-educated and have empathy. Good, future-oriented bargainers respect their counterpart, are trustworthy and not aggressive.</p> <p>They are open and willing to discuss all points of the negotiation process, and to</p>								

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	<p>structure well a business presentation as well as express their opinion. They are open to the novelty of the professional sphere.</p> <p>Autonomy and responsibility Is capable of own opinion formation on professional and social forums. Responsibly represents his/her professional group and company unit.</p>
Brief description of the subject content	The course familiarizes students with the types of negotiation, with the structure of business communication. The course presents students the barriers of successful bargaining and deals with the effects of a good business presentation.
Activity forms of students	<p>Weekly online tests: 20%</p> <p>Frontal work: 30 %</p> <p>Individual or group work: 35%</p> <p>Test: 15%</p>
Compulsory reading and its availability	<ul style="list-style-type: none"> • Harvard Business Essentials. Negotiation (2003). Boston/Massachusetts: Harvard Business School Press. • Shell, G.R. (2006) <i>Bargaining for Advantage: Negotiation Strategies for Reasonable People</i>. Penguin Books, 2nd Edition • Materials on MOODLE
Recommended reading and its availability	<ul style="list-style-type: none"> • Roy J. Lewicki, Bruce Barry, and David M. Saunders (2007): <i>Essentials of Negotiation</i>. Boston: McGraw-Hill. • Fisher, R and Daniel Shapiro (2005) <i>Beyond Reason: Using Emotions as you Negotiate</i>. Viking Publisher • Thomas, J. (2005) <i>Negotiate to Win: The 21 Rules for Successful Negotiating</i>. Collins Publisher
Hand-in Assignments/ measurement reports	In class activity, home paper, presentation
Description of midterm tests	Necessary vocabulary material, steps of a presentation, wider understanding of the course topic.

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Subject name		In Hungarian		Multimedia		Szintje	A
		In English		Multimedia		Level	A
Subject code		TKM-126					
Responsible educational unit		Institute for Social Sciences Department of Communication and Media					
Name of Mandatory Preliminary Study							
		Number of Lessons			Requirements	Credits (ECTS)	Language of Education
		Lecture	Seminar	Laboratory			
Full-time	150/52	2	0	2	CA (Continuous assessment)	5	English
Correspondence	150/20	10	0	10			
Teacher responsible for the course		Name		Dr. Péter Ludik		Position	College Professor
Educational goals		The definition of multimedia, learning about typical properties of multimedia. Understanding the basic properties and application possibilities of mediums. Self-design and construction of multimedia-elements.					
Typical delivery methods		Lecture		In a classroom with the use of projector or computer in each lecture.			
		Seminar					
		Laboratory		Independent problem solving in the computer lab			
Requirements (expressed in learning outcomes/competencies to be acquired)		Knowledge Students as potential negotiators know: <ul style="list-style-type: none"> • definition multimedia characteristic properties; • multimedia building blocks and their relation to each other: text, images, graphics, illustration, audio, movie, animation, virtual reality elements; • production of multimedia tools. 					
		Ability Students will be able to: <ul style="list-style-type: none"> - determine the source material of software tools (text, audio, video, graphics) - produce and edit the necessary parameters and services. - digitizing images, creating and editing vector and raster image. - audio and video material digitized and edited. - create animation. 					
		Attitude Open, curious, critical, creative and full of ideas.					
		Autonomy and responsibility Independent opinion is able You can design an appropriate proportion of the multimedia elements.					
Brief description of the subject content		The definition multimedia, characteristic properties. Building blocks of the multimedia and their relationship to one another: text, images, graphics, illustration, audio, animation, film, virtual reality elements. The tools of preparation of multimedia.					
Activity forms of students		Weekly online tests: 20% Individual work: 60% Test: 20%					
Compulsory reading and its availability		[1]Tay Vaughan: Multimedia: Making It Work; McGrawHill 2011 [2]Materials on MOODLE					
Recommended reading and its		Multimedia Systems ; Authors: Steinmetz, Ralf, Nahrstedt, Klara 2004 eBook					

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availability	
Hand-in Assignments/ measurement reports	Students have to take a final test and prepare the tasks in the Moodle
Description of midterm tests	All students have to take weekly online tests and a vocabulary test after each topic.

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Subject name		Hungarian		Televíziós műsorok készítése		Level		A			
		English		Television Programme Production		Code		DUEN-TKM-123 DUEL-TKM-123			
Responsible educational unit				Institute of Social Sciences, Department of Communication and Media Science							
Name of prerequisite subject											
Class hours per week						Requirements		ECTS		Language of instruction	
		Lecture		Seminar		Laboratory					
Full time course		150/39		1		0		2		F 5 English	
Part time course		150/15		per semester 5		per semester 0		per semester 10			
Teacher responsible for subject				Tamás Szpisák				position			
Educational goal (competencies to be acquired)				Short description of the subject goal							
				<p>The goal of the course is to deepen students in the process of television program making. The students have enough prerequisite knowledge about the theory and the practice of motion picture and audio recording to build upon these they are able to acquire the methods of television making process. They gain practice in the procedure of different kinds of television genres and in the compilation of broadcasting.</p> <p>After completing the practice the students must be able to manage the tasks individually at outdoor scene shootings, in a TV studio and broadcasting positions as well.</p> <p>Students have the basic knowledge from prerequisite subjects. The aim of the course is to develop the students' audiovisual theoretical and practical knowledge.</p>							
Typical transfer ways				Lecture		In a photo studio with computer and projector					
				Seminar		Usage of outdoor scenes					
				Laboratory		Practices in photo studio, outdoor case studies. Picture designing in computer based laboratory.					
Requirements (expressed in educational results)				Knowledge							
				The student knows the TV studio and its equipment, knows how to operate them safely, records audio and motion pictures. The student is able to plan a broadcast, a recording and is able to carry it out with fellow students. The student has the skills to understand and follow the director's instructions.							
				Ability							
				The student is able to define the details and services of software programs needed to prepare and design resources (text, audio, motion and still picture, graphics). He/she digitalizes and drafts audio and video materials. The student is able to interpret and prepare program mirror, steps of broadcast.							
				Attitude							
Open-minded, inquiring, critical thinking, creative, ingenious. Self-critical towards one's duties. Aims at continuous self education.											
				Autonomy and Responsibility							
				The student is able to form own opinion and do individual professional work. He/she plans the procedure of different kinds of multimedia elements. He/she is able to carry out his/her own concepts at an insistent, professional level. The student is able to do post-production works in the TV studio. He/she feels responsibility for his/her own professional team.							
Brief description of the subject content				The construction, equipment of a TV studio, roles and duties in the TV studios and safety regulations. Audio and motion picture recording. Multi-camera							

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	<p>setup. Broadcasting, directing. Types of TV programs, genres. Production process. Synopsis, program mirror, steps of broadcasting. News editing. News program.</p> <p>The television reporter. A single member crew. Stand up. The interview and report.</p>
Forms of student activity	Taking notes after listening 40% Classification of information 30% Individual work 10% Test paper 20%
Compulsory reading and its availability	<p>A televíziós műsorkészítés alapismeretei (Jegyzet) - Szerkesztette: Babiczky László, Szegedi Tudományegyetem Budapest Média Intézet, 2002.</p> <p>Horvát János: Televíziós ismeretek, Média Hungária Kiadó, 2000.</p> <p>Havasi János – Az egyszemélyes stáb, Bevezetés a videóújságírásba, Dialóg Campus Kiadó, Bp.-Pécs 2009.</p>
Recommended reading and its availability	<p>Horváth János: A televíziós újságírás alapjai. Sajtókönyvtár sorozat, 1994.</p> <p>Kézikönyv Film & TV alkotóknak. Összeállította: Vagyóczky Tibor, Bp. 2009.</p> <p>Jákó Péter: Digitális hangtechnika, 2005. Kossuth Kiadó</p> <p>Tom Ang: Digitális videózás kezdőknek és haladóknak, 2007. Park könyvkiadó</p> <p>Chris Middleton: Kreatív digitális zene és hang, Scolar Kiadó, 2006.</p> <p>Andreas Holzinger: A multimédia alapjai, Kiskapu Kiadó, 2004.</p>
Description of project works / measurement reports	<p>The students - in small groups (TV maker crews) - must prepare 3 hand-ins (each must be 4-5 minutes length) until the 12th week of the semester and they must give it to the teacher on USB stick porter. Each production is evaluated for max. 20 points, so the 3 productions are evaluated for max. 60 points. The videos/productions are compulsory elements of completing the semester and getting the grade at the end of the semester. If a student does not take part in at least 3 production processes, he/she cannot complete them in the exam period. This way he/she cannot fulfill the course requirements.</p>
Description of midterm tests	<p>During the semester the students are writing one test paper on the week 13 that is evaluated for 40 points. The self-productions (videos) and the test paper are all together evaluated for 100 points. The student who has not written the test paper is able to complete it or re-set it for better grade in the exam period only in case of having handed-in the 3 videos during the semester. In case any of the hand-ins are missing the student is not able to complete it in the exam period in this case the student fails the course.</p>

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Subject name		Hungarian		Kreatív média projektek				Level	A	
		English		Creative media projects					DUEN-TKM-228 DUEL-TKM-228	
Responsible educational unit				Institute of Social Sciences, Department of Communication and Media Science						
Name of prerequisite subject				Motion picture creation and sound recording, Television Programme Production						
Class hours per week								Requirements	ECTS	Language of instruction
		Lecture		Seminar		Laboratory				
Full time course	150/39		1		0		2	F	5	Hungarian
Part time course	150/15	per semester	5	per semester	0	per semester	10			
Teacher responsible for subject				Name		Szpisák Tamás			Position	technical assistant
Educational goal (competencies to be acquired)				Objectives, development goals						
				<p>The aim of the subject is for the students, approaching the end of their studies, to broaden their knowledge through complex problem solving, using their acquired theoretical knowledge and practical experience. Similarly to a working environment, during the course they will develop projects that may be carried out in small groups.</p> <p>In the course they can choose from two comprehensive projects, for which they can acquire the necessary knowledge in the lectures. During the laboratory practice we trace the practical measures to implement these projects.</p> <p>The students continuously do the subtasks in teams every week with deadlines and responsible persons, similarly to the world of work.</p> <p>Based on their preliminary studies the students have the necessary knowledge in several areas on which the subject is built: the theoretical and practical aspects of creating motion pictures and sound recordings, the process of television programme production, several types of visual expression, as well as media law and presentation techniques, among others.</p> <p>The goal of the course is to develop the students' theoretical and practical audiovisual knowledge, as well as their organisational and systematization skills, to improve their abilities to work in teams, to practise responsible work in time schedules with strict deadlines. Furthermore it also involves the topics and processes of PR, marketing, sales and distribution.</p>						
Typical transfer ways				Előadás		TV studio, classroom with board and projector, PC or Macintosh environment, sound and video editing software, graphics programs, MS OFFICE, internet access				
				Gyakorlat						
				Labor		TV studio, classroom with board and projector, PC or Macintosh environment, sound and video editing software, graphics programs, MS OFFICE, internet access				
Requirements (expressed in educational results)				Knowledge						
				The student can make complex audiovisual plans and implement them. The student is familiar with and can operate the TV studio equipment, as well as create motion pictures and sound recordings. They can plan a broadcast and a programme recording, and with fellow-students, put the plans into action.						

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	<p>Ability The student shall be able to specify the parameters and services of the software equipment necessary for creating and editing the source materials (text, sound, motion and still picture, graphics). They digitize and edit sound and video material. The student shall be able to interpret and create programme mirrors and scripts, and publish photos, posters, graphics or motion pictures in blogs and on other platforms.</p> <p>Attitude Open-minded, curious, critical thinking, creative, ingenious. Self-critical towards their own work. Aims at continuous self education.</p> <p>Autonomy and Responsibility The student is able to form his/her own opinion and do individual professional work. He/she plans the procedure of different kinds of multimedia elements. He/she is able to carry out his/her own concepts at an insistent, professional level. The student is able to do post-production works in the TV studio. He/she feels responsibility for his/her own professional team.</p>
Brief description of the subject content	<p>Division of labour in the studio and in the editor's room throughout the elaboration of a complex project. Campaign management. Giving a title/heading. Designing and making audiovisual image elements. Creating texts. Attention-grabbing posts. Blogging. Using social media and their potentials. Creating a podcast. Applications, organising, promoting and conducting exhibitions and displays. Recording sound, pictures, multi-camera images. Planning and producing different types of TV programmes. Editing programmes. Making programme mirrors and scripts/ synopsis. Editing news. News programme. Post-production work. Project presentation.</p>
Forms of student activity	<p>Taking notes after listening 20% Organising information through tasks 20% , Teamwork 40%, Individual work 20%</p>
Compulsory reading and its availability	<p>Franciska Donászi - Hogyan írjunk sikeres blogot? - 5+1 tipp kezdő bloggereknek (2019) ISBN: 6610000174720 Nagy Tímea - Írd meg magad! Szövegíró tankönyv vállalkozóknak (2020) ISBN: 978-615-00-9972-9 Pusztai Virág: A televíziós műsorgyártás és műsorszerkesztés gyakorlati alapjai, Szegedi Egyetemi Kiadó, Juhász Gyula Felsőoktatási Kiadó Szeged (2017) ISBN: 978-615-5455-70-4</p>
Recommended reading and its availability	<p>A televíziós műsorkészítés alapismeretei (Jegyzet) - Szerkesztette: Babiczky László, Szegedi Tudományegyetem Budapest Média Intézet (2002) Horvát János: Televíziós ismeretek, Média Hungária Kiadó (2000) Havasi János – Az egyszemélyes stáb, Bevezetés a videóújságírásba, Dialóg Campus Kiadó, Bp.-Pécs (2009)</p>
Description of project works / measurement reports	<p>The students are obliged to prepare, demonstrate and submit to the lecturer the complex project chosen (one) by the last lesson of the study period (correspondent students: the last meeting of the semester). It is required to describe the whole process of making and implementing the project, divided into sub-tasks and participants, and present the experiences gained and the results obtained.</p> <p>The students get 10 points for each sub-task that involves effort and is successful. A maximum of 100 points can be earned altogether.</p> <p>The condition of passing the course is submitting all the mid-term tasks. Those who do not participate in the work of the team preparing the tasks during the study period do not complete the course. They cannot make up for the tasks in the exam period.</p> <p>The teams of 6 to 8 students can choose from projects A) and B) below: <u>Mid-tem tasks/projects to submit:</u></p> <p>A) TEAMWORK:</p>

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	<p>Planning and preparing a „campaign” for a socially important or useful topic</p> <p>Suggested topics: Healthcare, Protecting wildlife, Animal welfare, Family violence, Promoting physical activity</p> <p>Aim: Activate as many people as possible (students in particular), attract attention, raise awareness, arouse interest, have resonance.</p> <p>Agenda:</p> <ol style="list-style-type: none">1. Form creative teams of 6-8 out of course participants.2. Choose a topic and decide about the genre of your work: photo-, poster- or short film competition, exhibition or presentation.3. Choose a title and a slogan. Set your objectives.4. Consider the itinerary below, then set up a to-do list of tasks, define roles, the people responsible for each task and the deadlines. Form sub-groups if necessary.5. Make a draft plan of the visual image of your campaign (color scheme, font, logo, visual design, etc.) using a mood board.6. Create a few audio and/or visual signal and intro.7. Make the visual image of your campaign using some graphic app.8. Create a blog site and/or social media pages for your campaign.9. Upload some content (e.g. awareness raising calls, posts, call for proposals, etc)10. Create short podcasts (online audio or video content, possibility of downloading and/or subscribing), or short advertisement spots to promote your campaign. Share them on various social media platforms.11. Organize an exhibition, or presentation for the works received and promote it (social media event, press release, photos, video, etc.) The best works should be evaluated by a jury.12. Give a group presentation summarizing your teamwork, experiences and results.
	<p>B) TEAMWORK</p> <p>The creative planning and production of a TV programme of any genre.</p> <p>Suggested genres: Talkshow, quiz show, game show, news feature, magazine. Edited video inserts are a must for every TV programme!</p> <p>Agenda:</p> <ol style="list-style-type: none">1. Form creative teams of 6-8 out of course participants.2. Discuss and decide about the genre of the TV programme. Choose a title, subtitle and create a slogan.3. Consider the itinerary below, then set up a to-do list of tasks, define roles, the people responsible for each task and the deadlines. Form sub-groups if necessary.4. Set up the full schedule of the programme in detail (programme blocks and their timing).5. Make a draft plan of the visual image of your programme (color scheme, font, logo, visual design, etc.) using a mood board.6. Create the visual image of your programme using some video post-production app (title, names, wish, credits and, if relevant, platforms for counting, questions, title of task type, etc.7. Make a teaser spot with the presenters and/or actors/players (introduction, overview of the programme, best moments, gameplay, etc.). Use the programme’s visual image elements.8. Promote your programme on social media (e.g. create its blog, event, page, etc.). You may want to recruit participants, collect questions and create polls, etc.9. Create inserts that you will use with a wish in the programme.

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	<p>10. Organize, set up technically and record your programme with several cameras.</p> <p>11. Do the necessary post-production work. Use the programme's visual image elements, music, sound effects and inserts.</p> <p>12. Give a group presentation summarizing your teamwork, experiences and results.</p>
<p>Description of assignments, measurement reports and midterm tests</p>	<p>The subtasks on the agenda to be submitted (assignments) contain 10 measurement points with a maximum of 100 points. Due to the practical nature of the course, there is no need for an end of course paper. However, owing to their complexity, the submitted assignments cannot be handed in again for a better grade in the exam period.</p>

Course Requirements

<p>The requirements of participation in the course, the option of replacement in case of absence, the method and frequency of attendance control</p>	<p>The maximum number of missed lessons without an official certificate is 2 for both lectures and laboratory lessons. (1 lesson=45 minutes, 2 lessons=1 90-minute lecture/laboratory session).</p>
<p>The way of certifying absence</p>	<p>A medical or any other type of official <u>certificate</u> must be presented.</p>
<p>The conditions and way of obtaining a grade on a Continuous Assessment course, the possibilities of repeating a measurement point in the exam period for a better grade</p>	<p>Course completion by a maximum of 100 points obtainable by the assignments to be submitted based on the agenda above. A minimum of 51% (51points) is necessary for a pass grade (2). The submitted assignments cannot be handed in again for a better grade in the exam period.</p>
<p>In case of exam mark courses, marks to be obtained in either Term Time, or Exam Time; how and in what extent they count into the completion of the course, and in the calculation of the final mark</p>	
<p>Those partial tasks, which can be completed with the study work related to the complete semester, and which cannot be done in the exam period, the type of exam (written or verbal)</p>	<p>The assignments cannot be made up for in the exam period.</p>
<p>List of other written materials and literature that can be used to acquire the course material</p>	<p>Lecture notes available online (moodle.uniduna.hu). A thorough knowledge of the compulsory literature promotes the successful completion of the course.</p>
<p>Other general information</p>	

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Subject name	In English		Short Film Making				Level	A	
	In Hungarian		Rövidfilm készítés				Code	DUEN-TKM-121 DUEL-TKM-121	
Responsible Educational Unit			Institute for Social Sciences, Department of Communication and Media Science						
Name of Mandatory Preliminary Study			Editing Motion Picture and Sound Record						
Number of Lessons per a Week							Requirements	Credit (ECTS)	Language of Education
		Lecture	Seminar		Laboratory				
Ful-time	150/39		1		0	2	F	5	Hungarian
Correspondence	150/15	Semester	5	Semeter	0	Semester	10		
Teacher responsible for the course			Dr. Péter Ludik				Position	associate professor	
Educational goals			<p>Aims</p> <p>The aim of the course is to study and deepen students' knowledge in Short Film Making. Based on their previous studies the students could gain basic knowledge in the field of the theory and practice of cinematography and sound recording and based upon these they are able to acquire the professional tricks of film making. They can gain practice in making and realizing different kinds of film genres.</p> <p>After fulfilling the practice the student must be able to do tasks individually and independently both at inside (for instance among artificial scenery in a studio) and outside shooting spots.</p> <p>The aim of the course is to develop students' theoretical and practical audiovisual knowledge.</p>						
Typical delivery methods			Lecture						
			Seminar		TV studio, classroom supplied with blackboard and projector, PC environment, sound and video editing, graphical softwares				
			Laboratory		Lecture carried out with blackboard aided with computer and projector.				
Requirements (expressed in learning outcomes/competencies to be acquired)			<p>Knowledge</p> <p>The student is able to maintain confidently the tools of shooting and record sound and motion pictures. The student is able to plan a short film production from story telling and visual aspects as well and is able to produce it with his/her peers. The student has the knowledge of understanding the director's instructions. He/she can carry out post-production tasks individually in the editing room.</p>						

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	<p>Ability</p> <p>The student must be able to determine the parameters and services of softwares needed for producing and editing the sources (texts, sound, motions and still pictures, graphics) He/she digitalizes and edits sound and video. The student is able to understand and make synopsis, screenplay, dispository book and stroyboard.</p> <p>Attitude</p> <p>The student is open-minded, interested, critical, creative, full of with ideas.</p> <p>He/She endeavors to train himself/herself continuously.</p> <p>Autonomy and responsibilty</p> <p>The student is able to create own opinion and make individual professional work. He/she plans the phases and processes of different kinds of multimedia elements. He/she is able to realize his/her concepts in an appropriate professional level and fastidious way. He/she feels responsibility for the work of his/hers and for the tasks of the group lead by him/her.</p>
Brief description of the subject content	<p>Film genres. Professional expressions. Job descriptions, the possibilities and duties of movie professionals. Synopsis, screenplay, dispository book, storyboard. The motion picture as a scene. The jobs of a cameraman. Lightings. Shooting among scenery. Recording sound (talk, music, noise) and picture Shooting with more cameras. The director, directing, role play. Dramaturgy. The film space and time. Relations of pictures – editing.</p>
Activity forms of students	<p>Understanding speech and taking notes from it: 40%, Organizing infromations lead with tasks: 30%, Processing tasks individually: 10%, Completing test: 20%, Group work</p>
Compulsory reading and its availability	<p>Szabó Gábor: Filmes könyv. Hogyan kommunikál a film?, Ab Ovo, Bp. 2002. Kézikönyv Film & TV alkotóknak. Összeállította: Vagyóczky Tibor, Bp. 2009.</p> <p>Kovács András Bálint: Mozgóképelemzés, Palatinus, 2009.</p>
Recommended reading and its availability	<p>A televíziós műsorkészítés alapismeretei (Jegyzet) - Szerkesztette: Babiczky László, Szegedi Tudományegyetem Budapest Média Intézet, 2002.</p> <p>Jákó Péter: Digitális hangtechnika, 2005. Kossuth Kiadó Tom Ang: Digitális videózás kezdőknek és haladóknak, 2007. Park könyvkiadó Chris Middleton: Kreatív digitális zene és hang, Sclar Kiadó, 2006. Andreas Holzinger: A multimédia alapjai, Kiskapu Kiadó, 2004.</p>
Hand-in Assignments/ measurement reports	<p>It is compulsory for the students in teams (couple of students in one team) – creating a shooting crew – to make 2 short films (min. 4-5 minutes each) and store it to a data storage with the 2 documentations about them and give it to the teacher until week 12. If it is possible, they need to create one of the short films mostly with inside scenes while the other should include outside scenes. For each short film students can get 30 points, all together they can get 60 points for them. To get the end term grade it is compulsory to hand in the videos. If a student did not participate in making at least 2 short films during the study period, he/she cannot complete it in the exam period, so the course cannot be</p>

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	completed for him/her.
Description of midterm tests	During the semester the student has to write one written test for 40 points from the learnt knowledge he/she acquired. The written test is on week 13. The total 100 points can be gained from the short films, documents and the midterm test.