



SUBJECT DATASHEET

SOCIAL AND CULTURAL FOUNDATIONS OF COMMUNICATION

BMEGT41A113

I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Subject name

SOCIAL AND CULTURAL FOUNDATIONS OF COMMUNICATION

ID (subject code)

BMEGT41A113

Type of subject

contact lessons

Course types and lessons

<i>Type</i>	<i>Lessons</i>
Lecture	2
Practice	2
Laboratory	0

Type of

assessment

seminar grade

Number of

credits

5

Subject Coordinator

<i>Name</i>	<i>Position</i>	<i>Contact details</i>
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Dr. Bíró Gábor István	assistant professor	biro.gabor@gtk.bme.hu
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Educational organisational unit for the subject

Department of Philosophy and History of Science

Subject website

<https://edu.gtk.bme.hu>

Language of the subject

magyar - HU

Curricular role of the subject, recommended number of terms

Programme: **Communication and media studies Bachelor's Programme compulsory subjects from 2018**

Subject Role: **Compulsory**

Recommended semester: **3**

Direct prerequisites

Strong None

Weak None

Parallel None

Exclusion None

Validity of the Subject Description

Approved by the Faculty Board of Faculty of Economic and Social Sciences, Decree No: 580393/12/2023 registration number. Valid from: 31.05.2023.

2. OBJECTIVES AND LEARNING OUTCOMES

Objectives

The main objective of the course is to help students in understanding various social relations, and in participating in communities in an efficient and successful way. The course analyses aspects of personality, social relations and social environment, in order for the students to understand efficient mechanisms of communication actions. The course uses both practical activities and theoretical lectures to guide students through those theories of social psychology that are influenced by communication skills. Students are introduced to the main characters of theoretical social psychology, with partial help from communication activities. All theories are presented with focus on the way they influence communication. In addition, students are offered tools to behave consciously and efficiently in groups and organizations.

Academic results

Knowledge

1. The student knows every important element of the conceptual toolkit of the social sciences, and understands the connections that contribute to the professional interpretation of society and social communication.
2. The student knows the fundamental ways in which societies work, and the academic contexts of the subject.
3. Students know and understand the functioning mechanisms of social phenomena and subsystems studied by communication and media studies.
4. The student knows the most important aspects of those social, structural, economic, and political processes that determine communication and the media.
5. The student has competent methodological knowledge, understands the inherent possibilities and perspectives of methodological innovation.

Skills

1. Students can orient themselves among the deeper aspects of their field, among the practical problems of society, communication and the media, and among the possible solution methods.
2. Students are able to process new findings in their fields efficiently. They competently utilize printed and digital sources of literature, databases in social sciences and media studies, and the tools to operate them.
3. Students are able to compare and synthesize the most fundamental theories and conceptions of communication in society, to advance rational arguments, and to form and defend their opinions in the course of debates at multiple layers of communication.
4. Relying on their basic theoretical knowledge, students are able to elaborate their work hypotheses that, drawing on the examination of facts, uncover the genuine relations of processes unfolding in areas of social communication. They are able to identify the most suitable empirical method of study, and to conceptualise the processing of information.
5. Students are able to perform thorough and detailed analyses of the facts established during the theoretical and practical aspects of their studies of various layers and scenes of communication, and to identify the connections between the results.
6. In the field of communication and media studies, students are able to form reasonable judgements based on available information, understand the consequences of their positions, and suggest genuine solutions on these grounds.
7. Students are able to competently apply academic terminology in their field, and engage in technical discourse.
8. At the level of practical applicability, students are able to arrive at decisions in deliberative processes relevant to their field (interpersonal, group, public, organizational, cross-cultural, and mass communication).

Attitude

1. Students are open to embrace social changes in a dynamic and value-oriented way, and sensitive to perspectives antagonising bias and prejudice.
2. Students accept that cultural phenomena are historically and socially determined and mobile.
3. Students accept the religious and social, historical and present diversity of Hungarian and European identity, and are ready to represent these values.
4. Students are eager to know non-European cultures, and are open to and accepting of them.
5. Students accept and consistently endorse the intellectual diversity of social sciences, and plausibly represents their conceptual foundations in a range of environments.
6. Students are sensitive and open to the most fundamental social problems. Their attitude is characterised by a professional and personal solidarity toward the fallen and the defenseless.
7. Students are open to all forms of professional innovation, and are receptive, but not uncritically, to practical and methodological innovations.
8. Students are open to critical self-evaluation, to various forms of professional improvement, and to self-advancement methods of intellectuals' world views. They strive to progress in these areas.
9. Students are able to acquire communication skills, to improve them, and to reflect on them. 1
10. Students are able to consciously and responsibly act in the interest of legal, ethical, and professional norms of their field, of their employer, and of society at large, in all ways of cooperation. 1
11. Students consciously represent the methods they use in their work, and accept divergences in the methodological norms of other fields.

Independence and responsibility

1. In professional forums of communication and media studies, students take genuine and initiative roles along their accepted conceptions of society.

2. When immersed in a professional work environment, students are able to perform and supervise complex tasks that comply with local norms and expectations.
3. Students organize their work, and of colleagues supervised by them, according to the sovereignty and responsibility corresponding to their position in the institutional structure.
4. In professional and social forums, students present their opinions as sovereign peers, and represent their profession, organization, and work group responsively.
5. Students become autonomous, constructive and assertive both in intra- and extra-institutional forms of cooperation.

Teaching methodology

Lectures, analysis activities, individual and group activities (e.g. situational activities, project work), audiovisual presentation tools and techniques.

Materials supporting learning

- Elektronikus jegyzet a Tanszék elektronikus felületein. pl. Moodle.
- Atkinson, et al. (eds.) Pszichológia. Osiris, 1994. 18-19. fejezetek
- Aronson, E. A társas lény. Közgazdasági és Jogi Kiadó, 1984.
- Aronson, E. – Tavis, C. Történetek hibák, de nem én tehetek róluk: Az önigazolás lélektana, Ab Ovo Kiadói Kft., 2009.
- Breckler, S. J. – Olson, J. M. – Wiggins, E. C. Social Psychology Alive. Belmont: Thomson Higher Education, 2006.
- Baumeister, R. F. – Finkel, E. J. Advanced Social Psychology: The State of the Science. Oxford: Oxford University Press, 2010.
- Csepeli, Gy. Szociálpszichológia, Osiris Kiadó, 2001.
- Szociálpszichológia mindenkiben, Kossuth kiadó, 2014.
- Lengyel, Zs. Szociálpszichológia - szöveggyűjtemény, Osiris Kiadó, 2002.
- Smith, E. R. – Mackie, D. (2005): Szociálpszichológia. Budapest: Osiris Kiadó.
- Szokolszky, Á. Kutatómunka a pszichológiában, Osiris Kiadó, 2004.

II. SUBJECT REQUIREMENTS

TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

General Rules

A 2.2. pontban megfogalmazott tanulási eredmények értékelése három évközi írásbeli részteljesítmény értékelés (1-2-3. ZH) és órai feladatok alapján történik.

Performance assessment methods

Részteljesítmény értékelés (1-2-3. ZH): a tantárgy és tudás, képesség típusú kompetenciaelemeinek komplex, írásos értékelési módja zárthelyi dolgozat formájában. A dolgozat alapvetően a megszerzett ismeretek alkalmazására fókuszál, így a helyzetfelismerés és önálló kritikai elemzést helyezi a középpontba, az értékelés alapjául szolgáló tananyagrészt és a rendelkezésre álló munkaidőt a tantárgy előadója határozza meg. Órai feladatok.

Percentage of performance assessments, conducted during the study period, within the rating

- 1. részteljesítmény értékelés (1. ZH): 23
- 2. részteljesítmény értékelés (2. ZH): 23
- 3. részteljesítmény értékelés (3. ZH): 24
- Órai gyakorlatok: 30
- összesen: 100

Percentage of exam elements within the rating

Conditions for obtaining a signature, validity of the signature

Issuing grades

Excellent	90
Very good	86–90
Good	74–85
Satisfactory	62–73
Pass	50–61
Fail	49

Retake and late completion

Az alkalmak két részre bonthatóak: I. előadás II. gyakorlat. A fennmaradó 30% pontjai az órai gyakorlatokon szerezhetők meg. Ezek a feladatok kombinációi: csoportos probléma megoldás, improvizációs kommunikációs feladatok, előzetesen elkészített prezentációk bemutatása, vezetési készség gyakorlatok. Pótlási lehetőségek: a pótlási héten az óra időpontjában a zh-k pótolhatók.

Coursework required for the completion of the subject

részvétel a kontakt tanórákon	56
félévközi készülés a gyakorlatokra	24
felkészülés a teljesítményértékelésekre	22
házi feladat elkészítése	12
kijelölt írásos tananyag önálló elsajátítása	36
vizsgafelkészülés	0
összesen	150

Approval and validity of subject requirements

Consulted with the Faculty Student Representative Committee, approved by the Vice Dean for Education, valid from: 08.05.2023.

III. COURSE CURRICULUM

THEMATIC UNITS AND FURTHER DETAILS

Topics covered during the term

Additional lecturers

Dr. Ziegler Zsolt egyetemi adjunktus zsolt.ziegler@gtk.bme.hu

Szemere Alexandra egyetemi tanársegéd szemere.alexandra@gtk.bme.hu

Approval and validity of subject requirements