



SUBJECT DATASHEET

Media History

BMEGT43A354

I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Subject name

Media History

ID (subject code)

BMEGT43A354

Type of subject

class

Course types and lessons

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

Type of assessment

exam

Number of credits

6

Subject Coordinator

<i>Name</i>	<i>Position</i>	<i>Contact details</i>
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Educational organisational unit for the subject

Department of Sociology and Communication

Subject website

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

Language of the subject

magyar - HU

Curricular role of the subject, recommended number of terms

Programme: **BA in Communication and Media Studies**

Subject Role: **Compulsory**

Recommended semester: **2**

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: 581015/11/2025 registration number. Valid from: 2025.11.26.

2. OBJECTIVES AND LEARNING OUTCOMES

Objectives

Understanding media history and traditions. Understanding how universal media phenomena (such as propaganda, stereotyping, audience measurement, state and political relations) appear in particular socio-historical and technological contexts.

Academic results

Knowledge

1. Solid knowledge of conceptualization for studying communication and media phenomena.

Skills

1. Ability to participate in argumentative and rational debate

Attitude

1. Openness to social change.

Independence and responsibility

1. Ability to autonomous and interactive work.

Teaching methodology

face to face education and online interactive modules

Materials supporting learning

- A tantárgy elvégzéséhez szükséges oktatási anyagok, szakirodalom a kurzus moodle-oldaláról érhető el a hallgatóknak (edu.gtk.bme.hu)

II. SUBJECT REQUIREMENTS

TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

General Rules

Attendance is mandatory. Requirements for instructor's signature: no more than 4 missed classes.

Performance assessment methods

Tests about lecture material, assessment of class participation.

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

- in-class activity: 30

Percentage of exam elements within the rating

- exam: 70

Conditions for obtaining a signature, validity of the signature

Aláírás feltétele az órák rendszeres látogatása (részvétel az előadások 70%-án), órai írásbeli feladatmegoldás.

Issuing grades

Excellent	95
Very good	85–94
Good	70–84
Satisfactory	60–69
Pass	50–59
Fail	0–49

Retake and late completion

Retakes and make-ups are regulated by the University's Code on Education and Examination.

Coursework required for the completion of the subject

classes	56
preparation for the classes	24
preparation for the tests	10
reading	40
preparation for exam	50
sum	180

Approval and validity of subject requirements

Consulted with the Faculty Student Representative Committee, approved by the Vice Dean for Education, valid from: 10.11.2025.

III. COURSE CURRICULUM

THEMATIC UNITS AND FURTHER DETAILS

Topics covered during the term

1. Bevezetés a médiatörténetbe. A propaganda fogalma. 2. A PR születése és az írott sajtó kora 3. Edward Bernays munkássága 4. A tömegrádió kora 5. Orson Welles és a Világok Harca 6. A náciizmus és a náci propaganda 7. Az Ewige Jude ideológiája 8. A vietnámi háború propagandája 9. Tömegtelevízió és ellenállás az USA-ban 10. A reklámpar a dohányreklámok esetén keresztül. 11. A szatellit televíziózás kora és az iraki háború propagandája 12. A második iraki háború : a totális propaganda. 13. Hallin-Mancini: Médiarendszerek 14. Újságírás, objektivitás, értékelkötelezettség

Additional lecturers

Approval and validity of subject requirements