



**SUBJECT DATASHEET**

**SPECIAL COMMUNICATION KNOWLEDGE 1**

**BMEGT43A394**

# I. SUBJECT DESCRIPTION

## 1. SUBJECT DATA

**Subject name**

SPECIAL COMMUNICATION KNOWLEDGE 1

**ID (subject code)**

BMEGT43A394

**Type of subject**

class

**Course types and lessons**

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

**Type of assessment**

term mark

**Number of credits**

6

**Subject Coordinator**

<i>Name</i>	<i>Position</i>	<i>Contact details</i>
Dr. Hamp Gábor Árpád	associate professor	hamp.gabor@gtk.bme.hu

**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: **Communication and media studies Bachelor's Programme from 2021/22/Term 1**  
Subject Role: **Compulsory elective**  
Recommended semester: **5**

---

**Direct prerequisites**

<b><i>Strong</i></b>	Speciális kommunikációs ismeretek 2.
<b><i>Weak</i></b>	None
<b><i>Parallel</i></b>	None
<b><i>Exclusion</i></b>	None

**Validity of the Subject Description**

Approved by the Faculty Board of Faculty of Economic and Social Sciences, Decree No: 580515/8/2024 registration number. Valid from: 26.06.2024.

## 2. OBJECTIVES AND LEARNING OUTCOMES

### Objectives

The aim of the subject is to give students the opportunity to make reflections that are valid in both academic and social terms, in connection with a phenomenon that is not specified in advance, but is important from a scientific, technological and social point of view. The focus of the course implementing the subject should always have an innovative element: the topic, the approach, the processing.

### Academic results

#### Knowledge

1. Solid knowledge of the conceptualization for studying social processes
2. Solid knowledge of conceptualization for studying communication and media phenomena

#### Skills

1. Research skills
2. Analytical skills

#### Attitude

1. Presence from social science egocentrism in social science fields
2. Openness to social change

#### Independence and responsibility

1. Adoption and enforcement of professional standards
2. Independence

### Teaching methodology

The objective of the subject is to present and explore a new phenomenon, approach, tool. Accordingly, partly through lectures and partly through independent or team works, students learn about the history, socio-cultural background of the phenomenon or device, and perform some active learning, creative tasks that require independent work.

### Materials supporting learning

- A kurzus fókuszában álló témához kapcsolódó és a tantárgy céljaihoz illeszkedő szakirodalomról és további tanulástámogató anyagokról a kurzus oktatója gondoskodik, és teszi azokat elérhetővé a hallgató számára.
- Literature and additional learning support materials related to the topic that is the focus of the course and relevant to the objectives of the subject are provided by the course instructor and made available to the student.

## II. SUBJECT REQUIREMENTS

### TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

#### General Rules

General assessment includes that of the class participation, the preparation for the classes, and of the independent assignments.

#### Performance assessment methods

In connection with the three elements taken into account in the assessment, the course instructor informs the students in time about the assessment aspects and their descriptors

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

- performance in class: 15
- partial performance assessment – home work: 25
- partial performance assessment – independent work: 60

#### Percentage of exam elements within the rating

#### Conditions for obtaining a signature, validity of the signature

Class attendance is mandatory according to Code of Education and Examination regulations. Completion of at least half of the assigned homework assignments accepted with at least a 50% grade.

#### Issuing grades

Excellent	96
Very good	85–94%
Good	70–84%
Satisfactory	60–69%
Pass	50–59%
Fail	< 50%

#### Retake and late completion

Retake and make-up test options are defined by the Code of Education and Examination regulations.

#### Coursework required for the completion of the subject

attendance	56
preparation	54
completion of homeworks	20
preparation for presentation	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: 03.06.2024.

# III. COURSE CURRICULUM

## THEMATIC UNITS AND FURTHER DETAILS

### Topics covered during the term

- 1) Disciplinary contexts
- 2) Research fields
- 3) Cultural and social issues related to the topic
- 4) Theoretical literature
- 5) Current research in the field
- 6) Scholarly and general publications related to the field
- 7) Methodologies
- 8) Case studies
- 9) Preparation of analytical and/or project work

### Additional lecturers

### Approval and validity of subject requirements