SUBJECT DATASHEET

Special Communication Knowledge 2.

BMEGT43A392

I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Subject name
Special Communication Knowledge 2.

ID (subject code)	BMEGT43A392

Type of subject
class

Course types and lessons

Type	*Lessons*
Lecture	2
Practice	2
Laboratory	0

Type of assessment
term mark

Number of credits
6

Subject Coordinator

Name	*Position*	*Contact details*
Hamp Gábor	associate professor	hamp.gabor@gtk.bme.hu

Educational organisational unit for the subject
Department of Sociology and Communication

Subject website

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 elective**
Recommended semester: **0**

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: 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
3. Basic knowledge of social science methodologies.

Skills

1. 1. Research skills
2. 2. Analytical skills
3. 3. Reliable use of professional language.

Attitude

1. 1. Presence from social science egocentrism in social science fields
2. 2. Presence from social science egocentrism in other disciplinara fields
3. 3. Critical openness to innovation

Independence and responsibility

1. 1. Adoption and enforcement of professional standards
2. 2. Independence
3. 3. Proficiency in professional communication both in oral and written form.

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

Az értékelés órai munkát, az órára készülést és az önálló feladat értékelését foglalja magában.

Performance assessment methods

Szorgalmi időszakban végzett teljesítményértékelések részletes leírása: Az értékelésnél figyelembe vett három elemhez kapcsolódóan az értékelési szempontokról és azok deskriptoraikról a kurzus oktatója időben tájékoztatja a hallgatókat.

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

- **classroom performance**: 15
- **partial performance assessment – home work**: 25
- **partial performance assessment – independent work:**: 60
- **total**: 100

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

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

részvétel a kontakt tanórákon	56
preparation	54
házi feladat elkészítése	20
prezentálás	50
összesen	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) Reserch fields 3) Cultural and social issues related to the topic 4) Theoretical literature 5) Current reserch in the field 6) Scholarly and general publications related to the field 7) Methodologies 8) Case studies 9) Preparation of analitical and/or project work

Additional lecturers

Approval and validity of subject requirements