



SUBJECT DATASHEET

Cultural Memory

BMEGT43YXXX

I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Subject name

Cultural Memory

ID (subject code)

BMEGT43YXXX

Type of subject

class

Course types and lessons

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

Type of assessment

term mark

Number of credits

2

Subject Coordinator

<i>Name</i>	<i>Position</i>	<i>Contact details</i>
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Dr. Gács Anna	associate professor	gacs.anna@gtk.bme.hu
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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

English - EN

Curricular role of the subject, recommended number of terms

Programme: **Communication and media studies Bachelor's Programme from 2021/22/Term 1**

Subject Role: **Elective**

Recommended semester: **0**

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

Subject Role: **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: 580466/11/2025registration number. Valid from: 2025.06.25.

2. OBJECTIVES AND LEARNING OUTCOMES

Objectives

• Develop understanding of the relationship between cultural memory, individual memory, and history • Develop the ability to critically analyze how cultural memory is constructed, transmitted, and contested • Engage with cultural memory through direct experiences (field trips, sites) • Explore connections between local cultural memory practices and global contexts, including students' own cultural backgrounds • Explore ethical considerations in cultural heritage preservation and the implications of contested memories • Investigate the impact of digital connectivity on emerging cultural memory practices

Academic results

Knowledge

1. Solid knowledge of the important elements and contexts of European, Western cultural development.
2. Solid knowledge of the cultural embeddedness of the communication institutional system.
3. Basic knowledge of social institutions (law, language, religion, etc.)

Skills

1. Skills of making independent analysis, knowledge claims, explanations and drawing valid conclusions.
2. Ability to make independent decisions in academic activities
3. Reliable use of professional language

Attitude

1. Acceptance and representation of the diversity of one's own culture.
2. Avoidance of being biased, prejudicial
3. Acceptance of other cultural traditions

Independence and responsibility

1. Self-awareness of using the methodologies of one's professional field, accepting the different ones of other fields
2. Independence
3. Proficiency in professional communication both in oral and written form

Teaching methodology

Lectures and class analyses

Materials supporting learning

- Rigney, A. (2016). Cultural memory studies: Mediation, narrative, and the aesthetic. In: Anna Lisa Tota and Trever Hagen (Eds). Routledge International Handbook of Memory Studies. Routledge. 65-76.
- Assmann, J. (2008). Communicative and Cultural Memory. In Erll, A., & Nünning, A. (Eds.). Cultural memory studies: an international and interdisciplinary handbook. De Gruyter. 109-118.
- Assmann, A. (2008). Transformations between History and Memory. Social Research, 75(1), 49–72.
<http://www.jstor.org/stable/40972052>
- Father, dir. István Szabó
- László Kürti (2016), Nomadism and Nostalgia in Hungary, M. Palmberger, J. Tošić (eds.), Memories on the Move: Experiencing Mobility, Rethinking the Past. Palgrave. 217-246.
- Péter Balogh (2022) Clashing geopolitical self-images? The strange coexistence of Christian bulwark and Eurasianism (Turanism) in Hungary, Eurasian Geography and Economics, 63:6, 726-752, DOI: 10.1080/15387216.2020.1779772
- H. Glenn Penny (2014). Not Playing Indian: Surrogate Indigeneity and the German Hobbyist Scene. Performing Indigeneity. In Laura R. Graham and H. Glenn Penny (Eds), Global Histories and Contemporary Experiences. University of Nebraska Press. 153-185.
- Excerpts from documentary films about relevant groups and festivals viewed in class.
- Menyhért, A. (2016). The image of the “maimed Hungary” in 20th-century cultural memory and the 21st-century consequences of an unresolved collective trauma: The impact of the Treaty of Trianon. Environmental and Social Place, 8(2), 11–XX.
<https://doi.org/10.5840/ESPLACE20168211>
- Wojciech Browarny (2023). The Scars of Memory: The Biographies of Monument Trees in Central Europe, Porównania 2 (34).
- Turai, Hedvig (2009) 'Past Unmastered: Hot and Cold Memory in Hungary', Third Text, 23: 1, 97 — 106. DOI: 10.1080/09528820902786735
- Tuấn Andrew Nguyễn, When Water Embraces Empty Space (video excerpt about the encounter at the museum).
- Aly, G., & Chase, J. S. (2023). The magnificent boat: The colonial theft of a South Seas cultural treasure. Cambridge, MA: The Belknap Press of Harvard University Press. Short excerpt.
- Preda, C. (2023). “Living Statues” and Nonuments as “Performative Monument Events” in Post-Socialist South-Eastern Europe. Nationalities Papers, 51(3), 544–562. doi:10.1017/nps.2021.84
- Andrew Hoskins (2018). Memory of the Multitude: The End of Collective Memory. In: Digital Memory Studies: Media Pasts in Transition.
- Manifesto (2022) dir. Angie Vinchito [pseudonymous filmmaker (collective?)]. An award-winning found footage film composed entirely of Russian teens' social media posts.
- Blaschitz, Edith, Uhl, Heidemarie, Vogt, Georg, Andraschek, Rosa, Krenn, Martin and Gasser, Wolfgang.
- Bisht, P. (2020). In Between Old and New, Local and Transnational: Social Movements, Hybrid Media and the Challenges of Making Memories Move. In: Merrill, S., Keightley, E., Daphi, P. (eds) Social Movements, Cultural Memory and Digital Media. Palgrave Macmillan Memory Studies. Palgrave Macmillan, Cham. (efforts to share and delocalize the Bhopal disaster)

- Walters, L. C., Michlowitz, R. A., Segarra Martinez, E., McMahan, R. P., & Kider, J. T., Jr. (2023). MemoryScan environments: Creating large-scale memory-evocative digital twins. Proceedings of the DTPI Conference. (immersive digital environments to evoke cultural memories)
- Thylstrup, N. B. (2019). Sovereign soul searching: The politics of Europeana. In *The Politics of Mass Digitization*. MIT Press.

II. SUBJECT REQUIREMENTS

TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

General Rules

Participation is mandatory. No more than 3 missed classes.

Performance assessment methods

Assesment of activity, honework, exam and final project.

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

- Participation and activity: 10
- Homework: 25
- Exam: 30
- Final project: 35
- sum: 100

Percentage of exam elements within the rating

Conditions for obtaining a signature, validity of the signature

Participation

Issuing grades

Excellent	97
Very good	90-96
Good	80-89
Satisfactory	70-79
Pass	60-69
Fail	0-59

Retake and late completion

Retake and make-up test options are defined by the valid regulations of the University's Code on Education and Examination.

Coursework required for the completion of the subject

Classes	28
Homework	14
Preparation for exam and of final project	18
sum	60

Approval and validity of subject requirements

Consulted with the Faculty Student Representative Committee, approved by the Vice Dean for Education, valid from: 02.06.2024.

III. COURSE CURRICULUM

THEMATIC UNITS AND FURTHER DETAILS

Topics covered during the term

The course examines cultural memory as one of the crucial ways in which cultures maintain continuity and manage change. Budapest is an amazing location to anchor our thinking about this topic – it is a place with deep layers of cultural memory going back to antiquity and beyond, a long-suffering crossroads of empires from East and West, its more recent history a revolving door of regime changes with innovative memory agendas, magically appearing and disappearing memory sites. The power of history and illusion in a gorgeous package of world heritage panoramas with a shady underside of memory wars. Who could ask for more?

- 1 INDIVIDUAL AND COLLECTIVE, HISTORY AND MEMORY
- 2 BETWEEN FACT AND IMAGINATION
- 3 MYTHMAKING -- EASTERN AND WESTERN SPATIAL IMAGINARIES
- 4 MYTHMAKING -- EASTERN AND WESTERN SPATIAL IMAGINARIES
- 5 ENDURING CULTURAL MEMORIES – TRANSGENERATIONAL WOUNDS AND FIXTURES
- 6 MEMORIES MOVE – FORCES OF RELOCATION
- 7 MEMORIES MOVE – RECONNECTION, RESTITUTION
- 8 MEMORIES MOVE – STONES AND STORIES
- 9 HYPERCONNECTIVITY AND THE DIGITAL ARCHIVE
- 10 NARRATING THE ONLINE ARCHIVE
- 11 ENHANCEMENTS AND INEQUALITIES IN DIGITAL SPACE
- 12 A CITIZEN SCIENCE OF CULTURAL MEMORY

Additional lecturers

Approval and validity of subject requirements