SUBJECT DATASHEET

Storytelling and Creative Communication

BMEGT43BX4K001-00

I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Subject name
Storytelling and Creative Communication

ID (subject code)	BMEGT43BX4K001-00

Type of subject
class

Course types and lessons

Type	*Lessons*
Lecture	0
Practice	2
Laboratory	0

Type of assessment
term mark

Number of credits
3

Subject Coordinator

Name	*Position*	*Contact details*
Gács Anna	associate professor	gacs.anna@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

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: 580501/3/2025 registration number. Valid from: 2025.07.10.

2. OBJECTIVES AND LEARNING OUTCOMES

Objectives

In this course, students gain insight into the study of narratives in various media and the importance of storytelling in communication. They acquire theoretical knowledge about storytelling and develop skills that enable them to create stories more consciously.

Academic results

Knowledge

1. Reliable and sound knowledge of conceptual systems and methodologies of social science.
2. Solid knowledge of the important elements and contexts of European, Western cultural development, and related regulation in the EU.
3. Solid knowledge of conceptualization for studying communication and media phenomena

Skills

1. Skills of making independent analysis, knowledge claims, explanations and drawing valid conclusions.
2. Skill of self-reflection concerning of her own academic knowledge. Skills for self-improvement.
3. Openness to acquire new sectors of knowledge and ability to effectively acquire them

Attitude

1. Critical self-reflections and eagerness to learn.
2. Presence from social science egocentrism in social science fields
3. Critical openness to innovation

Independence and responsibility

1. Readiness of disseminating of one's own world view and norms in the scientific professional environment
2. Independence
3. Constructiveness and assertiveness in the context of institutional operation

Teaching methodology

The classes consist of lectures, analyses, and exercises. At the end of each class, students take a short test on the material covered in class. Based on class work and tests, students can earn a recommended grade. Those who do not accept this grade can prepare a presentation during the make-up week.

Materials supporting learning

- - Dan P. McAdams: A történet jelentése az irodalomban és az életben. In: Thomka Beáta szerk.: Narratívák V: Narratív pszichológia. Kijárat Kiadó, Budapest, 2001: 157-176.
- - Manovich, Lev (2000): Az adatbázis logikája.Magyar Műhely, 2000 (115): 48-69.
- - Henry Jenkins: A játéktervezés mint narratív építészet. In.: Thomka Beáta szerk.: Narratívák 7. Kijárat Kiadó, Budapest, 2008: 175-192.
- - Hayden White: A történeti szöveg mint irodalmi alkotás. F. Heil Tamás. In.: HW: A történelem terhe. Osiris, Bp. 1997. 68-102.
- - Seymour Chatman: Amire a regény képes, de a film nem (és fordítva) – letölthető: http://szabadbolcseszet.elte.hu/mediatar/vir/szoveggyujtemeny/chatman/index.html
- - Pierosara, S. Narrative autonomy and artificial storytelling. AI & Soc 39, 1785–1794 (2024). https://doi.org/10.1007/s00146-022-01595-9

II. SUBJECT REQUIREMENTS

TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

General Rules

Participation is mandatory. In the event of absence exceeding thirty percent of the total number of hours of practical classes, credit for the course cannot be obtained.

Performance assessment methods

Tests, class activity, presentations

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

- **tests**: 50
- **in-class practices**: 25
- **en-of-term presentation**: 25
- **sum**: 100

Percentage of exam elements within the rating

Conditions for obtaining a signature, validity of the signature

Participation

Issuing grades

Excellent	-95
Very good	85-94
Good	75-84
Satisfactory	60-74
Pass	50-59
Fail	0-49

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

classwork	28
preparation	32
preparation for presentations	30
sum	90

Approval and validity of subject requirements

Consulted with the Faculty Student Representative Committee, approved by the Vice Dean for Education, valid from: 07.07.2024.

III. COURSE CURRICULUM

THEMATIC UNITS AND FURTHER DETAILS

Topics covered during the term

Modern narrative theory —the study of structures and mechanisms of stories —is based on the realization that narratives, whether myths,
fairy tales, films or everyday accounts, are built on the same deep structures. From the Russian ethnographers of the early 20th century to contemporary cognitive psychologists, scholars have proposed various theories about what stories have in common and the origins of these shared pattern. In this course, we will first explore some of these ideas. Additionally, these patterns have been applied as formulas for scriptwriting, branding, or AI-driven storytelling. We will examine some of these “recipes” and discuss their advantages and limitations from a creator’s perspective. Although stories have a common underlying structure, storytelling varies significantly across different media and art forms. We all recognize that a film adaptation of a literary text does not simply “tell the same story”. In the second half of the semester, we will focus on these differences and address questions such as: Can a single image convey a narrative?
Can film “describe” a landscape? What happens to the story if the viewer has the power to shape it, as in video games? In classes, we will analyze a diverse selection of Hungarian and international examples —including short texts, films, advertisements, and artworks
—as well as students' own works to test theoretical concepts.

1 1. Introduction to the study of narratives
2 2. The significance of stories in culture and communication 1.
3 3. The significance of stories in culture and communication 2.
4 4. The basic structures of stories 1.
5 5. The basic structures of stories 2.
6 6. Storytelling in different media 1.
7 7. Storytelling in different media 2.
8 8. Space and storytelling 1.
9 9. Space and storytelling 2.
10 10. Artificial intelligence and storytelling
11 11. Self-representation and storytelling
12 12. Manipulation and storytelling

Additional lecturers

Approval and validity of subject requirements