SUBJECT DATASHEET

Technology, media, culture

BMEGT43BX4T000-00

I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Subject name
Technology, media, culture

ID (subject code)   BMEGT43BX4T000-00

Type of subject
class

Course types and lessons

Type	Lessons
Lecture	2
Practice	0
Laboratory	0

Type of assessment
term mark

Number of credits
3

Subject Coordinator

Name	Position	Contact details
Dr. Tófalvy Tamás	associate professor	tofalvy.tamas@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

This course examines the relationship between technology, media, and culture within a historical context. Through case studies, the course examines the models that can be used to explain this relationship and how it has evolved over time. On the other hand, it examines how media and culture influence the reception, use, and perception of technological innovations, touching on areas such as ethics, law, business, social attitudes, and artistic representations. The course encourages critical thinking, reflexivity, and an interdisciplinary approach by linking students to current trends and cross-cutting theoretical approaches.

Academic results

Knowledge

1. Reliable and sound knowledge of conceptual systems and methodologies of social science.
2. Reliable and sound knowledge of the connections between the disciplinary fields of social science.
3. Solid knowledge of the cultural embeddedness of the communication institutional system.

Skills

1. Skills of making independent analysis, knowledge claims, explanations and drawing valid conclusions.
2. Skills of adaptation of new labour market challenges.
3. Skills of using a number of technical tools for critical analysis and research.

Attitude

1. Being unbiased and being free from prejudice.
2. Professional self confident, committed to work and problem solving on professional basis
3. Presence from and standing out against social science egocentrism in social science fields

Independence and responsibility

1. Responsible for the development of the group he manages
2. Representative of quality work
3. Self-awareness of using the methodologies of one's professional field, accepting the different ones of other fields.

Teaching methodology

lectures

Materials supporting learning

- A tantárgy elvégzéshez szükséges oktatási anyagok, szakirodalom a kurzus moodle-oldaláról érhető el a hallgatóknak (edu.gtk.bme.hu) – Books, notes, downloadable materials (edu.gtk.bme.hu)

II. SUBJECT REQUIREMENTS

TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

General Rules

A félév során egy zárthelyi dolgozatot írnak a hallgatók. A ZH tesztkérdésekből (többszörös választás) áll. A ZH ismétlésére vagy pótlására (és újbóli pótlására) a 14. és a pótlási héten (15. hét) van lehetőség.

Performance assessment methods

zárthelyi dolgozat

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

- **zárthelyi dolgozat**: 100

Percentage of exam elements within the rating

Conditions for obtaining a signature, validity of the signature

A zárthelyi dolgozatok megírása

Issuing grades

Excellent	90
Very good	80–89
Good	65–79
Satisfactory	50–64
Pass	40–49
Fail	< 40

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

class attendance	28
preparation for tests	62
total	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

This course examines the relationship between technology, media, and culture within a historical context. Through case studies, the course examines the models that can be used to explain this relationship and how it has evolved over time. On the other hand, it examines how media and culture influence the reception, use, and perception of technological innovations, touching on areas such as ethics, law, business, social attitudes, and artistic representations. The course encourages critical thinking, reflexivity, and an interdisciplinary approach by linking students to current trends and cross-cutting theoretical approaches.

1 1. Introduction, course overview 2. Cultural frames of technology 3. Mediatization of technology 4. Technology and history 5. New and old technologies 6. Dead technologies 7. Ethics and technology 8. Technology Hype 9. Technology and language 10. Business, Power, and Innovation 11. Platforms 12. Culture and technology 13. Summary 14. Test

Additional lecturers

Approval and validity of subject requirements