



SUBJECT DATASHEET

CASE STUDIES IN COMMUNICATION

BMEGT43A206

I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Subject name

CASE STUDIES IN COMMUNICATION

ID (subject code)

BMEGT43A206

Type of subject

class

Course types and lessons

<i>Type</i>	<i>Lessons</i>
Lecture	4
Practice	0
Laboratory	0

Type of assessment

term mark

Number of credits

5

Subject Coordinator

<i>Name</i>	<i>Position</i>	<i>Contact details</i>
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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

magyar - HU

Curricular role of the subject, recommended number of terms

Programme: **Communication and media studies Bachelor's Programme compulsory subjects from 2018**

Subject Role: **Compulsory**

Recommended semester: **2**

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: 580251/13/2023 registration number. Valid from: 29.03.2023.

2. OBJECTIVES AND LEARNING OUTCOMES

Objectives

The aim of the course is a problem-based approach to communication and media phenomena. This happens partly through the joint processing of some of these problems and the formulation of own answers, partly through getting to know the topic descriptions and choosing a project topic as preparation for the Project Assignment (BMEGT43A210) subject.

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 institutions (law, language, religion, etc.).

Skills

1. Ability to recognize social and communication problems, and to choose appropriate solutions
2. Research skills
3. Analytical skills.

Attitude

1. Social sensitivity, solidarity
2. Adoption of democratic and rule of law standards
3. Professional and moral stand.

Independence and responsibility

1. Display one's own worldview in a professional setting
2. Striving to create a historically and politically coherent worldview
3. Adoption and enforcement of professional standards.

Teaching methodology

Lectures, and practical exercises, home work.

Materials supporting learning

- A tantárgy elvégzéséhez szükséges oktatási anyagok, szakirodalom a kurzus moodle-oldaláról érhető el a hallgatóknak (edu.gtk.bme.hu)

II. SUBJECT REQUIREMENTS

TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

General Rules

A 2.2. pontban megfogalmazott tanulási eredmények értékelése: o a kurzus látogatás a TVSZ előírt mértékben (70%) o aktív órai jelenlét o otthoni munkák elvégzése o elfogadott és leadott portfólió o csoportmunkában elkészített munka beadása. Az aláírás megszerzésének feltétele o egyéni munkák legalább 50% mértékben o csoportos munkában való részvétel.

Performance assessment methods

Detailed description of the performance evaluations carried out during the term: 1. independent home work 2. facultative exercises
Description

of summarizing performance evaluation: portfolio on a project

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

- individual home exercises: 20
- team work: 20
- participation in class, facultative exercises: 10
- portfolio: 50
- total: 100

Percentage of exam elements within the rating

Conditions for obtaining a signature, validity of the signature

Issuing grades

Excellent	94
Very good	85–93
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 valid regulations of the University's Code on Education and Examination.

Coursework required for the completion of the subject

classes	56
prep. for assessment	60
homeworks	10
prep. for exam	24
total	150

Approval and validity of subject requirements

III. COURSE CURRICULUM

THEMATIC UNITS AND FURTHER DETAILS

Topics covered during the term

A tantárgy célja a kommunikációs és média jelenségek problémajellegű megközelítése. Ez részben néhány ilyen probléma közös feldolgozásán, és saját válaszok megfogalmazásán keresztül történik, részben a Projektfeladat (BMEGT43A210) tantárgy előkészítéseként témakiírásokkal való megismerkedésen, és projektfeladattéma-választáson keresztül történik.

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Additional lecturers

Dr. Bárány Tibor

Approval and validity of subject requirements