



SUBJECT DATASHEET

COMMUNICATIONS THEORIES

BMEGT43A209

I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Subject name

COMMUNICATIONS THEORIES

ID (subject code)

BMEGT43A209

Type of subject

class

Course types and lessons

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

Type of assessment

exam

Number of credits

3

Subject Coordinator

<i>Name</i>	<i>Position</i>	<i>Contact details</i>
Dr. Hamp Gábor	associate professor	hamp.gabor@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

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

Subject Role: **Compulsory**

Recommended semester: **3**

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

One of the most striking features of communication research is that it is the field of research programs with different disciplinary backgrounds, working with different methodologies, using different types of explanations, with conceptual tools at different levels of abstraction, and striving for different levels of generalization. The aim of the subject is to provide a systematic and historical insight into this diversity. The student who successfully completes the course has the knowledge to place the approaches and problem statements to be learned in the subjects included in the professional training in the spectrum of communication research, and knows their antecedents, methodological frameworks, and disciplinary background, and also has a well-founded picture of the historical development of communication research from a scientific and theoretical point of view.

Academic results

Knowledge

1. Reliable and sound knowledge of contemporary tendencies of methodologies of social science.
2. Solid knowledge of the theory and history of communication and media sciences.
3. Solid historical knowledge of the operating mechanisms of the communication institutional system.

Skills

1. Skills of making independent analysis, knowledge claims, explanations and drawing valid conclusions.
2. Skills of using a number of technical tools for critical analysis and research.
3. Skills of cooperative participation in professional projects.

Attitude

1. Acceptance of one's own (Western) cultural traditions
2. Acceptance of other (non-Western) cultural traditions, and openness to get to know them
3. Presence from and standing out against social science egocentrism in social science fields.

Independence and responsibility

1. Representative of quality work
2. Readiness of disseminating of one's own world view and norms in the scientific professional environment
3. Adoption and enforcement of professional standards.

Teaching methodology

Lectures

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

- mid-term assessment: active use of the concepts of the material learned up to that point • interpretive, argumentative, explanatory reconstruction and interpretation of the reviewed material either in the form of a classroom written exam or homework

Performance assessment methods

– class work: active participation in discussions related to the class presentation –mid-semester assessment: passive use of the concepts of the material learned up to that point – interpretive, argumentative, explanatory reconstruction and interpretation of the reviewed material either in the form of a classroom oral exam or of an essay – optional midterm assignment: relevant, adequate, compatible of the chosen disciplinary discourse research project proposal

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

- midterm performance assessment: 30
- participation in class: 10
- total: 40

Percentage of exam elements within the rating

- oral or written exam: 60

Conditions for obtaining a signature, validity of the signature

Attendance is mandatory (no more than 4 missed classes are allowed). achieving minimum 50% on the midterm test.

Issuing grades

Excellent	95
Very good	90–94
Good	75–89
Satisfactory	60–74
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	28
preparation for midterm assessment	30
preparation for exam	32
total	90

Approval and validity of subject requirements

III. COURSE CURRICULUM

THEMATIC UNITS AND FURTHER DETAILS

Topics covered during the term

historical background of communication and media scholarship disciplinary traditions: rhetorics, sociology, semiotics, etology, cultural studies, social psychology, cognitive science, philosophy media effect theories direct and indirect effects macro- and micro, short term and longterm media effects propaganda, manipulation the role of available technology in shaping the available content theories of communication as structural element of different levels of social organisation

- 1 a kommunikációkutatás és -elmélet történetediszciplináris hagyományok: retorika, szociológia, szemiotika, kultúrakutatás, szociálpszichológia, filozófia, kognitív tudománymédiáhatáselméletekközvetített és közvetlen hatásokmakro- és mikrohatásokpropaganda, manipulációa technológia (média) szerepe a kommunikáció lehetséges tartalmának kialakításában társadalmi kommunikációelméleteka kommunikáció szerepe a társadalmi valóság felépítésébenhistorical background of communication and media scholarshipdisciplinary traditions: rhetorics, sociology, semiotics, etology, cultural studies, social psychology, cognitive science, philosophymedia effect theoriesdirect and indirect effectsmacro- and micro, short term and longterm media effectspopaganda, manipulationthe role of available technology in shaping the available contenttheories of communication as structural element of different levels of social organisation

Additional lecturers

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