



# **TANTÁRGYI ADATLAP SUBJECT DATASHEET**

**Mediaplatforms and media scenes**

**BMEGT43A220**

# I. COURSE DESCRIPTION

## 1. SUBJECT DATA

### Course name

Mediaplatforms and media scenes

### Course code

BMEGT43A220

### Course type class

### Kurzustípusok és óraszámok

<u>Type</u>	<u>Lessons</u>	<u>Type of assessment</u>	<u>Number of credits</u>
Lecture	4	exam	
Practice	0		
Laboratory	0		5

### Course leader

*Name*                      *Position*                      *Email adress*

Dr. Gács Anna associate professor gacs.anna@gtk.bme.hu

### Organizational unit for the subject

Department of Sociology and Communication

### Subject website

<https://edu.gtk.bme.hu>

### Language of teaching

magyar - HU

### Curriculum role of the subject, recommended semester

Programme: **Kommunikáció és médiatudomány alapszak - Tartalomfejlesztés és médiapiac specializáció 2018-tól**

Subject Role: **Szakirányon kötelező**

Recommended semester: **4**

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Programme: **Kommunikáció és médiatudomány alapszak - Vizuális kommunikáció specializáció 2018-tól**

Subject Role: **Szakirányon választható**

Recommended semester: **0**

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### Pre-requisites

*strong* Nincs

*weak* Nincs

*paralell* Nincs

*exclusive* Nincs

### 1.13 A tantárgyleírás érvényessége / 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.

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## 2. OBJECTIVES AND LEARNING OUTCOMES

### Objectives

During the semester, after an introductory theory class, students will learn about the theoretical and practical foundations of the journalism profession, mainly through practical examples and tasks, using real Hungarian media scenes. At the beginning of the semester, we will deal with news and narrative writing: news and news value form the basis of virtually any media genre, be it political, economic, or cultural journalism. Narrative storytelling is of particular importance because in Western journalism, regardless of quality and quantity, journalists mostly use the same narrative structures and elements are used. Understanding the importance of narratives in the age of fake news and ideological wars is especially timely, since, if we look deep into the writings, we actually do not (merely) find warring ideologies and worldviews, but above all narratives that strain against each other. In the middle of the semester, the election campaign provides a unique opportunity for students to follow and write about the most important events of the 2018 election campaign, based on the previously acquired knowledge, imitating the work of a real newsroom, with particular attention to the topics that appear most prominently. in the campaign (immigration, corruption, social policy, authoritarian aspirations). We then return to the analysis of the most important press genres and media arenas, often with the help of a guest lecturer who represents the given area at a high level.

### Learning outcomes

#### Knowledge

1. Solid knowledge of the most important social science conceptualizations needed to study the communication phenomena
2. Solid knowledge of the conceptualization for studying social processes
3. Solid knowledge of conceptualization for studying communication and media phenomena.

#### Ability

1. Openness to acquire new sectors of knowledge and ability to effectively acquire them
2. Ability to accomplish scientific literature research
3. Ability to participate in argumentative and rational debate.

#### Attitude

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

#### Autonomy and responsibility

1. Responsible, professionally based social presence
2. Adoption and enforcement of professional standards
3. Independence

### Methodology of teaching

Lectures, group work, individual research

### Materials supporting learning

- Tankönyvek, jegyzetek, letölthető anyagok – Books, notes, downloadable materials
- Nádori Péter: Propaganda-e a magyar médiamodellel?, Kreatív
- Ószabó Attila – Vajda Éva: „A valóság nyomában. Az oknyomozó újságírás eszközei és módszerei”. Médiakutató, 2001, nyár. 93--109.
- Polyák Gábor – Uszkiewicz Erik, szerk. (2014): Foglyul ejtett média – Médiapolitikai írások. Mérték Médiaelemző Műhely, Budapest

# II. SUBJECT REQUIREMENTS

## TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

### General Rules

Attendance is mandatory, max. 3 missed classes

### Performance evaluation methods

A szorgalmi időszakban az aktív órai munka és a beadandók értékelése, a vizsgaidőszakban a vizsga vagy vizsgadolgozat ér

### Proportion of performance evaluations performed during the diligence period in the rating

- performance in class: 15
- midterm assignments: 35
- n: 0
- total: 50

### Proportion of examination elements in the rating

- end-of-term paper: 50

### The condition for obtaining the signature, validity of the signature

Attendance and in-class activity

### Grading

Excellent	95
Very good	90–94
Good	75–89
Satisfactory	60–74
Pass	50–59
Fail	< 50

### Correction and retake

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

### Study work required to complete the course

classes	56
preparation	54
preparation of paper	40
total	150

### Approval and validity of subject requirements

# III. COURSE CURRICULUM

## THEMATIC UNITS AND FURTHER DETAILS

### Topics discussed during the semester

History of the institutions of journalism, introduction to genres, institutions and the autonomy of journalists, genre practice, news writing, reporting, interview, opinion, writing, review writing

### Lecturers participating in teaching

### Approval and validity of subject requirements