



SUBJECT DATASHEET

Mediaplatforms and media scenes

BMEGT43A220

I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Subject name

Mediaplatforms and media scenes

ID (subject code)

BMEGT43A220

Type of subject

class

Course types and lessons

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

Type of assessment

exam

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 Content development and the media market specialisation from 2018**

Subject Role: **Compulsory for the specialisation**

Recommended semester: **4**

Programme: **Communication and media studies Bachelor's Programme Visual communication specialisation from 2018**

Subject Role: **Elective for the specialisation**

Recommended semester: **0**

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

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.

Academic results

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.

Skills

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.

Independence and responsibility

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

Teaching methodology

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 assessment methods

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

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

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

Percentage of exam elements within the rating

- end-of-term paper: 50

Conditions for obtaining a signature, validity of the signature

Attendance and in-class activity

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	56
preparation	54
preparation of paper	40
total	150

Approval and validity of subject requirements

III. COURSE CURRICULUM

THEMATIC UNITS AND FURTHER DETAILS

Topics covered during the term

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

Additional lecturers

Approval and validity of subject requirements