



TANTÁRGYI ADATLAP SUBJECT DATASHEET

SPECIAL COMMUNICATION KNOWLEDGE

BMEGT43A256

I. COURSE DESCRIPTION

1. SUBJECT DATA

Course name

SPECIAL COMMUNICATION KNOWLEDGE

Course code

BMEGT43A256

Course type class

Kurzustípusok és óraszámok

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

Course leader

Name Position Email adress

Dr. Hamp Gábor associate professor hamp.gabor@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 - kötelező tárgyak 2018-tól**

Subject Role: **Kötelezően választott**

Recommended semester: **0**

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

The aim of the subject is to give students the opportunity to make reflections that are valid in both academic and social terms, in connection with a phenomenon that is not specified in advance, but is important from a scientific, technological and social point of view. The focus of the course implementing the subject should always have an innovative element: the topic, the approach, the processing.

Learning outcomes

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 science methodologies.

Ability

1. Research skills
2. Analytical skills
3. Reliable use of professional language.

Attitude

1. Presence from social science egocentrism in social science fields
2. Presence from social science egocentrism in other disciplinary fields
3. Critical openness to innovation

Autonomy and responsibility

1. Adoption and enforcement of professional standards
2. Independence
3. Proficiency in professional communication both in oral and written form.

Methodology of teaching

The objective of the subject is to present and explore a new phenomenon, approach, tool. Accordingly, partly through lectures and partly through independent or team works, students learn about the history, socio-cultural background of the phenomenon or device, and perform some active learning, creative tasks that require independent work.

Materials supporting learning

- A kurzus fókuszában álló témához kapcsolódó és a tantárgy céljaihoz illeszkedő szakirodalomról és további tanulástámogató anyagokról a kurzus oktatója gondoskodik, és teszi azokat elérhetővé a hallgató számára.
- Literature and additional learning support materials related to the topic that is the focus of the course and relevant to the objectives of the subject are provided by the course instructor and made available to the student.

II. SUBJECT REQUIREMENTS

TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

General Rules

General assessment includes that of the class participation, the preparation for the classes, and of the independent assignments.

Performance evaluation methods

In connection with the three elements taken into account in the assessment, the course instructor informs the students in time about the assessment aspects and their descriptors

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

- performance in class: 15
- partial performance assessment – home work: 25
- partial performance assessment – independent work: 60
- total: 100

Proportion of examination elements in the rating

- :

The condition for obtaining the signature, validity of the signature

Class attendance is mandatory according to Code of Education and Examination regulations. Completion of at least half of the assigned homework assignments accepted with at least a 50% grade.

Grading

Excellent	95
Very good	85–94
Good	70–84
Satisfactory	60–69
Pass	50–59
Fail	< 50

Correction and retake

Retake and make-up test options are defined by the Code of Education and Examination regulations.

Study work required to complete the course

classroom attendance	56
preparation	44
completion of homeworks	10
preparation for presentation	40
sum	150

Approval and validity of subject requirements

III. COURSE CURRICULUM

THEMATIC UNITS AND FURTHER DETAILS

Topics discussed during the semester

1) Disciplinary contexts; 2) Reserch fields; 3) Cultural and social issues related to the topic; 4) Theoretical literature; 5) Current reserch in the filed; 6) Scholarly and general publications related to the field; 7) Methodologies; 8) Case studies; 9) Preparation of analitical and/or project work

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Lecturers participating in teaching

Approval and validity of subject requirements