



TANTÁRGYI ADATLAP SUBJECT DATASHEET

COMMUNICATION STUDIES AND COGNITION

BMEGT43A351

I. COURSE DESCRIPTION

1. SUBJECT DATA

Course name

COMMUNICATION STUDIES AND COGNITION

Course code

BMEGT43A351

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		6

Course leader

<u>Name</u>	<u>Position</u>	<u>Email adress</u>
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 2021/22/1 félévtől**

Subject Role: **Kötelező**

Recommended semester: **1**

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.

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

This course introduces students to a wide range of fields and methodologies of Communication and Media Studies as well as the competencies represented at the department.

Learning outcomes

Knowledge

1. Basic knowledge of the legal, political etc. norms regulating communication and media phenomena.

Ability

1. Openness to acquire new sectors of knowledge and ability to effectively acquire them.
2. Reliable use of professional language.

Attitude

1. Awareness of the historical and social embeddedness of cultural processes and institutions

Autonomy and responsibility

1. Adoption and enforcement of professional standards.

Methodology of teaching

The course is a combination of case studies presented in the form of lectures and small group processing of the questions raised there. 8–10 lecturers of the department take part in its holding.

Materials supporting learning

- Stokes, J. (2011) A kommunikáció- és kultúrákutató gyakorlat, Budapest: Gondolat.
- Briggs, A. és Burke, P. (2012) A média társadalomtörténete: Gutenbergtől az internetig. Budapest: Napvilág.

II. SUBJECT REQUIREMENTS

TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

General Rules

Attendance is mandatory. Case studies will be followed by group and individual class assignments. Requirements for instructor's signature:

no more than 4 missed classes and the submission of 50% of in-term assignments. Beyond this, students pick one topic to write an essay in the exam period supported by the presenter.

Performance evaluation methods

During term time: points for attendance, points for being ready for class, points for after-class feedback; During examination period: points for examination papers.

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

- classroom activity: 20
- team works and other assignments: 30
- total: 50

Proportion of examination elements in the rating

- exam paper: 50

The condition for obtaining the signature, validity of the signature

Attendance (max. 3 missed classes) plus submitting min. 50% of class assignments

Grading

Excellent	96
Very good	85–95
Good	70–84
Satisfactory	60–69
Pass	50–59
Fail	< 50

Correction and retake

Retakes and make-ups are regulated by the University's Code on Education and Examination.

Study work required to complete the course

classes	56
preparation for classes	24
homeworks	20
reading	20
consultation	4
research	56
total	180

Approval and validity of subject requirements

III. COURSE CURRICULUM

THEMATIC UNITS AND FURTHER DETAILS

Topics discussed during the semester

Lecturers participating in teaching

Approval and validity of subject requirements