



SUBJECT DATASHEET

COMMUNICATION STUDIES AND COGNITION

BMEGT43A351

I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Subject name

COMMUNICATION STUDIES AND COGNITION

ID (subject code)

BMEGT43A351

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

6

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 from 2021/22/Term 1**

Subject Role: **Compulsory**

Recommended semester: **1**

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

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.

Academic results

Knowledge

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

Skills

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

Independence and responsibility

1. Adoption and enforcement of professional standards.

Teaching methodology

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 kultúrakutatás gyakorlata, Budapest: Gondolat.
- Briggs, A. és Burke, P. (2012) A média társadalomtörténete: Gutenberg-től 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 assessment 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.

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

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

Percentage of exam elements within the rating

- exam paper: 50

Conditions for obtaining a signature, validity of the signature

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

Issuing grades

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

Retake and late completion

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

Coursework required for the completion of the subject

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 covered during the term

Additional lecturers

Approval and validity of subject requirements