



**SUBJECT DATASHEET**

**COMMUNICATION AND CREATIVITY**

**BMEGT43A352**

# I. SUBJECT DESCRIPTION

## 1. SUBJECT DATA

### Subject name

COMMUNICATION AND CREATIVITY

### ID (subject code)

BMEGT43A352

### 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>
Dr. Hamp Gábor	associate professor	gabor.hamp@gtk.bme.hu

### 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**

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### 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

The aim of the course is to lay the foundation for university studies, to develop basic orientation, resource management and production skills for textual and visual materials. A fundamental problem is that it is very difficult to reconcile expectations, which are sometimes misunderstood, with one's own motivations. The course offers an opportunity for students to be reflectively able to solve problems by handling task interpretations and heuristics. Among the skills-based subjects in the first semester, this focuses on creation skills.

### Academic results

#### Knowledge

1. 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 recognize social and communication problems, and to choose appropriate solutions.
3. Ability to make independent decisions in academic activities

#### Attitude

1. Critical openness to innovation

#### Independence and responsibility

1. Display one's own worldview in a professional setting.
2. Independence
3. Constructiveness and assertiveness in the context of institutional operation

### Teaching methodology

Students gain knowledge of the requirements of orientation and source critique through joint analysis of textual and media sources. Analytical and creative tasks related to what is read help them deepen their knowledge and strengthen their skills. The semester is built around a few topics related to today's problems in the humanities, culture, and media studies, to which students have personal experiences so they are able to develop independent, relevant reasoning after learning about different professional positions. The skills that can be acquired through training can be divided into several broad groups: analysis skills, learning and acquisition skills, and creation skills. Acquisition of these cannot be tied to a single subject; skills development takes place in several subjects, guided through the sample curriculum at different levels of introduction, practice and deepening. One of the tasks of foundation subjects is to clarify, introduce, and provide opportunities to practice key skills. The structure of the course implementing the subject: before classes: independent processing of readings or completion of tasks; class: active learning based on reading or assignments. In addition to the continuous preparation and active class participation, a more complex mid-term assignment and the completion of an exam assignment during the examination period (not in group work).

### Materials supporting learning

- Koestler, A (1988). A teremtés. Budapest: Európa.
- Pólya György (2000). A gondolkodás iskolája - Hogyan oldjunk meg feladatokat? Akkord.
- Kahnemann, Daniel (2014). Gyors és lassú gondolkodás. Budapest: HVG.
- Harnad, S. (n.d.). Creativity: Method or magic?. Cogprints.
- McGuire, William J. (1997) Creative Hypothesis Generation in Psychology: Some Useful Heuristics. Annual Review Psychology, 48:1-30.

## II. SUBJECT REQUIREMENTS

### TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

#### General Rules

Assessment covers class activity, class preparation, mid-term assignment, and exam. Requirement for signature is continuous work during the term completion and the mid-term paper (or assignment) above 50%.

#### Performance assessment methods

Detailed description of the performance evaluations carried out during the term: The performance levels and descriptors of each aspect used to assess for each element to be assessed are to be explained to the students

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

- in-class activity: 15
- mid-term assignments: 25
- total: 40

#### Percentage of exam elements within the rating

- exam: 60

#### Conditions for obtaining a signature, validity of the signature

Assessment covers class activity, class preparation, mid-term assignment, and exam. Requirement for signature is continuous work during the term completion and the mid-term paper (or assignment) above 50%.

#### Issuing grades

Excellent	95
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

classroom activity	56
preparation for the classes	56
preparation for midterm assignment	10
reading	10
preparation for the exam	48
total	180

#### Approval and validity of subject requirements

# III. COURSE CURRICULUM

## THEMATIC UNITS AND FURTHER DETAILS

### Topics covered during the term

During the course, we will process literature and sources in the framework of two major thematic blocks (lingual determination of cognition;  
the problem of sending messages spatially or temporally remote receivers) In addition, the classes cover the acquisition of written communication and group work methods for classes and class-related work. Keywords: paraphrase, non ambiguous knowledge claims; contexts, media, audience, medial, genre and other constraints

### Additional lecturers

Fiáth Henrietta egyetemi tanársegéd [fiath.henrietta@gtk.bme.hu](mailto:fiath.henrietta@gtk.bme.hu)

### Approval and validity of subject requirements