



SUBJECT DATASHEET

SOCIAL AND VISUAL COMMUNICATION

BMEGT43M401

I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Subject name

SOCIAL AND VISUAL COMMUNICATION

ID (subject code)

BMEGT43M401

Type of subject

class

Course types and lessons

<i>Type</i>	<i>Lessons</i>
Lecture	2
Practice	0
Laboratory	0

Type of assessment

term mark

Number of credits

3

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: **Elective subjects**

Subject Role: **Elective**

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

The course provides an introduction to areas of communication and media science, including social and visual communication, which the Students can adapt during their professional career. They become familiar with the basic concepts of communication, the traditions of communication research, the different levels of social communication (e.g. interpersonal, group, institutional, mass), and the various forms of visual communication. The goals include the development of communication competences, the expansion of knowledge related to verbal and non-verbal communication, media, and social media. During the development of lecture technique and presentation preparation skills, science communication plays an important role.

Academic results

Knowledge

1. Knowledge of scientific concepts describing the functioning of communication and media phenomena
2. Basic knowledge of social science methodologies
3. Knowledge of communication and media institutional systems

Skills

1. Lecture and presentation techniques
2. Analytical skills
3. Ability to participate in argumentative and rational debate

Attitude

1. Openness to self-reflection, self-development
2. Strive to plan and carry out tasks to a high professional standard, independently or in a team.
3. Openness to knowledge and understanding of communication phenomena at the social level

Independence and responsibility

1. It shares its knowledge and experience with people in its field through formal, non-formal and informal forms of information transfer.
2. He/she is capable of solving professional tasks independently, making decisions carefully, in consultation with representatives of other disciplines, and taking responsibility for them.
3. Evaluates the work of his/her subordinates, promotes their professional development by sharing his/her critical comments, and educates his/her colleagues and subordinates to practice their profession responsibly and ethically.

Teaching methodology

Lectures

Materials supporting learning

- A tantárgy elvégzéséhez szükséges oktatási anyagok, szakirodalom a kurzus moodle-oldaláról érhető el a hallgatóknak (edu.gtk.bme.hu)

II. SUBJECT REQUIREMENTS

TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

General Rules

A kurzus teljesítésének feltételei: 1 prezentáció és 2 zárthelyi dolgozat sikeres teljesítése.

Performance assessment methods

Prezentáció: 10 perc hosszúságú prezentáció megtartása Power Point diásor segítségével Dátum: november 30. Téma: a kommunikáció-média területén belül szabadon választott Két zárthelyi dolgozat: mindkét zárthelyi dolgozatot meg kell írni, egyenként minimum 50%-os eredménnyel. Feladattípusok: rövid, kifejtős kérdések az órákon tárgyalt témakörökhöz kapcsolódóan. Felkészülés: órai diásorok Esszé: kommunikáció/média témájú, terjedelme 8000-10.000. leütés (szóközökkel). Jelentkezés, témaegyeztetés: 1. zh előtt. Leadás: 2. zh időpontja.

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

- midterm test 1.: 40
- midterm test 2.: 40
- presentation: 20
- összesen: 100

Percentage of exam elements within the rating

Conditions for obtaining a signature, validity of the signature

Issuing grades

Excellent	96
Very good	95-85
Good	84-75
Satisfactory	74-60
Pass	59-50
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	28
preparation for midterm classroom test	62
total	90

Approval and validity of subject requirements

III. COURSE CURRICULUM

THEMATIC UNITS AND FURTHER DETAILS

Topics covered during the term

A kommunikáció alapfogalmai; a kommunikációkutatás hagyományai; társadalmi kommunikáció; vizuális kommunikáció; személyközi kommunikáció; verbális kommunikáció; non-verbális kommunikáció; kommunikációs kompetenciák; befolyásolás, meggyőzés; tömegkommunikáció; médiaismeret; tudománykommunikáció; populáris kultúra, prezentációkészítés.

Additional lecturers

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Approval and validity of subject requirements