



SUBJECT DATASHEET

SOCIAL TABOOS NAD COMMUNICATION

BMEGT43V201

I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Subject name

SOCIAL TABOOS NAD COMMUNICATION

ID (subject code)

BMEGT43V201

Type of subject

class

Course types and lessons

<i>Type</i>	<i>Lessons</i>	<u>Type of assessment</u>
Lecture	2	term mark
Practice	0	<u>Number of credits</u>
Laboratory	0	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: **Business administration and management Bachelor's Programme from 2021/22/Term 1**

Subject Role: **Elective (C)**

Recommended semester: **5**

Programme: **Communication and media studies Bachelor's Programme compulsory subjects from 2018**

Subject Role: **Elective**

Recommended semester: **0**

Programme: **Engineering Management Bachelor's Programme from 2015/16/Term 1**

Subject Role: **Elective (C)**

Recommended semester: **6**

Programme: **Engineering Management Bachelor's Programme from 2017/18/Term 1**

Subject Role: **Elective**

Recommended semester: **3**

Programme: **International Management Bachelor's Programme from 2018/19/Term 1**

Subject Role: **Elective (C)**

Recommended semester: **5**

Programme: **International Management Bachelor's Programme from 2020/21/Term 1**

Subject Role: **Elective (C)**

Recommended semester: **3**

Programme: **Finance and Accounting Bachelor's Programme from 2019/20/Term 1**

Subject Role: **Elective**

Recommended semester: **4**

Programme: **Business Administration and Management Bachelor's Programme from 2018/19/Term 1**

Subject Role: **Elective (C)**

Recommended semester: **5**

Programme: **International Management Bachelor's Programme from 2022/23/Term 1**

Subject Role: **Elective (C)**

Recommended semester: **5**

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 introduce the students through various taboos - or phenomena considered to be taboo - to communication themes and scenes that are actively present in everyday discourse (minority, politics, subcultures, power, sexuality, grief, etc.), but with these related social norms and communication strategies are quite divergent and often create tension, for example we cannot talk about them, we cannot look at them, we cannot hear them. If we initiate public discourses/thinking about these topics - even within the framework of an institutional course - then the students can experience the usefulness of an understanding analysis of communication, as well as its positive consequences in relation to phenomena for which individual taboo discourse methods are developed, so that they cannot or very difficultly start a dialogue. In the classes, we examine different types of social/communication acts (such as habits, misunderstandings, fear of sanctions, assumptions, rumours, human games) as communications, and we observe that the layers of meaning that emerge during the analysis – body, illness, relational taboos, deviance, etc. - how they can influence our understanding of our everyday world.

Academic results

Knowledge

1. Solid knowledge of the conceptualization for studying social processes
2. Basic knowledge of social science methodologies
3. Basic knowledge of social institutions (law, language, religion, etc.).

Skills

1. Ability to recognize social and communication problems, and to choose appropriate solutions
2. Ability to make judgements in practical tasks, ability to make independent decisions
3. Reliable use of professional language.

Attitude

1. Openness to social change
2. Social sensitivity, solidarity
3. Adoption of democratic and rule of law standards.

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

lecturing and in-class discussions, independent work

Materials supporting learning

- A tantárgy elvégzéséhez szükséges oktatási anyagok, szakirodalom a kurzus moodle-oldaláról érhető el a hallgatóknak (edu.gtk.bme.hu) – Books, notes, downloadable materials (edu.gtk.bme.hu)
- Tananyag: a kurzus tananyaga elsősorban az előadás anyaga, valamint a moodle-ra hétről-hétre felkerülő ppt és javasolt szakirodalom.

II. SUBJECT REQUIREMENTS

TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

General Rules

A 2.2. pontban megfogalmazott tanulási eredmények értékelése: a) mindkét zh megírása, továbbá b) a félévközi és a félév végi zh-k pontszámainak egyenkénti legalább elégséges szintű abszolválása (a szerorzhető pontok 50%.) Ennek hiányában az „Elégtelen” bejegyzés kerül a Neptunba. A zárthelyik egyforma, 50–50%-os súllyal kerülnek beszámításra a félévközi jegy megállapításakor.

Performance assessment methods

Az előadás anyagának számonkérése ZH formájában.

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

- 1st performance assessment: 50
- 2nd performance assessment: 50
- total: 100

Percentage of exam elements within the rating

Conditions for obtaining a signature, validity of the signature

Issuing grades

Excellent	91
Very good	86–90
Good	73–85
Satisfactory	65–72
Pass	50–64
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

class attendance	28
prep. for assessment	25
reading	37
total	90

Approval and validity of subject requirements

III. COURSE CURRICULUM

THEMATIC UNITS AND FURTHER DETAILS

Topics covered during the term

A tabu és titok fogalmának diszciplináris feltérképezése, kommunikációs hatékonysága; A tabu jelenléte a társadalomban; Tabutipológiák/Milyen tabukat ismerünk?; Társadalmi problémák kommunikációs aspektusai; Megdöntött és visszavágyott tabuk; Trigger warning, safe space; Tabu és interkulturalitás; Tabusértés – Tabudöntés; Tabu a képzőművészet; A test tabuja I. – Szexualitás, „genderstratégiák”; A test tabuja II. - Születés, halál, erőszak; Kisebbségek, politika, vallás

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Additional lecturers

Approval and validity of subject requirements