



COMMUNICATION AND MEDIA SCIENCE BACHELOR' PROGRAM

Valid: For students starting their studies in the 2020/2021/1 semester

General Informations:

Person responsible for the major: Dr. Ágnes Veszelszki, Head Of Department, associate professor

Place of the training: Budapest

Training schedule: full-time

Language of the training: Hungarian, English

Is it offered as dual training: no

Specialization:

1. **Name of specialisation:** Organizational Communication specialisation

There is no separate person responsible for the specialisation.

Training and outcome requirements

1. **Bachelor's degree title:** Communication and Media Science
2. **The level of qualification attainable in the Bachelor's programme, and the title of the certification**
 - qualification level: bachelor (baccalaureus, abbreviation: BA)
 - qualification in Hungarian: kommunikátor
 - qualification in English: Expert in Communication
3. **Training area:** social sciences
4. **Training duration, in semesters:** 6 semesters
5. **The number of credits to be completed for the Bachelor's degree:** 180 credits
 - degree orientation: balanced (40-60 percent)
 - thesis credit value: 10 credits
 - minimum credit value of the comprehensive extra-institution practical training:10 credits
 - minimum credit value of optional courses: 9 credits
6. **International Standard Classification of Education field of education code:** 321
7. **Bachelor's degree training objectives and professional competences**

The objective of the degree is to train communication experts knowledgeable about the institutions and institutional systems in the various fields of communication. They are knowledgeable regarding the areas of societal communication, the structures of institutions in these areas, the primary institutions of communication and media, and the inner workings of communication and media. With the attained knowledge, abilities, and attitudes, they are completely capable of performing communication-related work in the institutions in the scenes of communication. They are prepared to continue their training at the Master's level.





7.1. Attained professional competences

7.1.1. The communicator has

a) knowledge

- Knows the main elements of the social sciences toolkit and understands the connections that serve as the basis of the scientific exploration of society and social communication.
- Knows the main relationships regarding the functioning of society and the relevant scientific contexts.
- Knows and understands the mechanisms of social phenomena explored by communication and media sciences and their subsystems.
- Has an overview of the social spheres of the field: the normative systems and operational practices of institutions, the economy, politics, sciences, arts, morality, religion, language, and law.
- Knows the most important factors of the social, structural, economic, and political processes that define the fields of communication and media,
- Has a confident knowledge of methodology, understands and sees the possibilities and perspectives of methodological innovation.

b) skills

- Is capable of navigating the deeper interconnections of the field and the practical social, communication, and media science-related problems and their possible solutions.
- Is capable of efficiently processing new knowledge in the field. Handles printed and digital resources, social science and media research databases, and the devices that operate them with confidence.
- Is capable of a synthesizing comparison of the basic theories and concepts of social communication, of expressing rational arguments, i.e. of forming and opinion and arguing for it in debates in various fields of communication.
- Based on a basic theoretical knowledge, is capable of developing a working hypothesis that uncovers the real interrelationships of processes in the fields of social communication that explores facts, the most suitable empirical method to study it, and the concept of processing the results.
- Is capable of an in-depth analysis of facts gathered in the levels and fields of communication encountered during theoretical and practical work, and uncovering the interrelationships from the results.
- Is capable of making realistic judgements based on processed information in the fields of communication and media research, and of formulating independent suggestions based on consequences drawn from these.
- Uses the profession's vocabulary, basic scientific concepts, and the elements of the specialised vocabulary confidently.
- Is capable of making decisions in professional (interpersonal, group, public, organisational, intercultural, and mass communication) decision-making processes on his/her field of expertise on the level of practical applicability.

c) attitudes

- Is open to a dynamic and value-based reception of social changes, is open to adapt viewpoints that fight prejudices.
- Accepts that cultural phenomena are historically and socially determined and changeable.
- Accepts the religious and social, historical and present-day diversity of the Hungarian and the European identities, and assumes responsibility for the representation of these values.



- Desires to learn about non-European cultures, is open to and tolerant of these cultures.
- Accepts and consistently undertakes the diversity of thinking in social science, represents its basic world-view genuinely in his/her immediate and wider communities.
- Is sensitive and open to the most severe social problems, with a world-view that is rooted in professional and personal solidarity with those less fortunate and more vulnerable.
- Is dedicated to social equality, democratic values in every aspect of life, the rule of law, and the European community of values, and is capable of articulating opinions in the appropriate form.
- Is open to all forms of professional innovation, is accepting but appropriately critical of theoretical, practical, and methodological innovation.
- Is open to critical self-evaluation, the various forms of professional training, the self-improvement methods of an intellectual world-view, and strives to improve him/herself in these fields.
- Is capable of learning and continuously improving communication skills and of self-reflection regarding abilities in this field.
- Consciously and responsibly represents the consequent following and protection of the legal, ethical, and professional norms of society, professional field, and workplace.
- Consciously represents methods used in the profession and accepts the methodological diversity of other scientific fields.
- Accepts and realises a health-conscious attitude and lifestyle.

d) autonomy and responsibilities

- Takes on an independent, innovative role in the professional environments of communication and media sciences in affirming his/her view on society.
- In his/her own professional environment, develops a historically and politically coherent individual viewpoint that helps in the development and awareness of him/herself and the environment.
- In a professional work environment, is capable of performing and managing complex tasks based on the professional standards.
- Organises own work and the work of subordinates with an independence and responsibility that is appropriate for his/her place in the organisational structure.
- Presents views at professional and social forums as a sovereign actor, represents the profession, organisation, and professional group responsibly.
- Is independent, constructive, and assertive in forms of cooperation inside and outside the institution.
- Takes responsibility for his/her professional publications in any language, is aware of their possible consequences.

8. Bachelor's degree characteristics

8.1. Professional properties

8.1.1. The scientific fields and areas that the training is based on are: Indicated competences may be attained by learning knowledge and skills regarding professional socialisation, and by learning the theoretical and practical knowledge built into the training programme.

- communication and social science foundation courses 40-55 credits
[Man and Society, Social Communication, Introduction to Social Sciences, Introduction to Social Psychology; Introductory Practices Module,



Communication Competences (Written and Media Communication Practices, Communication Research Methods)];

- communication theory and practice studies, 101-116 credits (Fields of Communication,

Theories and Models of Communication, The Operation of Communication Institutions and the Communication Operations of Institutions, The Media Aspects of Communication, Culture and Communication, Visual Communication, Professional Practice Studies).

- 8.1.2.** Specialisation recommended by the educational institution constitutes theoretical and practical knowledge that is capable of working on the given field, improves personal abilities, and results in specialised competences relevant to individual interests. The credit value of optional courses within studies of the practice and theory of communication is 40-44 credits.

8.2. Foreign language requirements

Earning an undergraduate degree requires an intermediate "B2" complex type state-recognized language examination in a modern foreign language or an equivalent high school graduation certificate or diploma.

8.3. Internship requirements

Internship is at least 80 hours, spent in institutions in the various fields of communication.

8.4. Requirement of the Final Exam

The requirements of the final examination per each specialization / major must be published by the institutes responsible for the given specialization / major on their own web page.

8.5. Requirement of participating at the Final Exam

The student may only be authorized to take the final examination, if

- he/she had already obtained the final certificate (absolatory),
- the thesis has been submitted, and in the BA and MA training programmes two reviewers had accepted it.

8.6. Content of the Final Exam

The final examination consists of the defence of the thesis, and the oral examination in the subjects of the final examination.

8.7. Result of the Final Exam

8.7.1. The grade received on the final examination is the mathematical average of the grades given on the thesis/diploma work by the two reviewers and the grade earned on the oral defence of the thesis, and the grade earned on the oral examination covering the subjects of the final examination (the latter is calculated twofold).

8.7.2. If the result of any part of the final exam is "fail", the result of the final exam is also "fail".

8.7.3. During the final examination period following receipt of the final certificate (absolatory), in the frame of the student status and after the termination of the student status, within two years, in any examination period may be taken in line with the training / programme and outcome requirements. After the expiry of the second year following the issuance of the final certificate, the final examination may only be taken with the dean's consent; however, after the expiry of the fifth year following the termination of the student status a final examination may not be taken.



8.8. The classification of the diploma

The classification of the diploma is based on the weighted average of the below items:

- the credit weighted average of the grades received in the professional core module,
- the grades received on final examinations with doubled value,

The determination of the diploma classification of students participating in BA and MA training is assessed based on the following limits

- excellent, if the average is between 4.81 and 5.00
- class if the average is between 4.51 and 4.80
- good, if the average is between 3.51 and 4.50
- average, if the average is between 2.51 and 3.50
- pass, if the average is between 2.50 and 2.00



Communication and Media Science bachelor programme in Budapest, in English, full timetraining Curriculum for 2020/2021. (1.) fall semester for beginning students

Subject Code	Subject Name	Type	Number of hours per week hours		Credits	Evaluation	Fall or Spring Semester	2020/21 Academic year		2021/22 Academic year		2022/23 Academic year		Credit	Subject responsible	Institute	Requirement		Equivalent subject		Remarks	
			Lecture	Seminar				1	2	3	4	5	6				Code	Name	Code	Name		
								Fall semester	Spring semester	Fall semester	Spring semester	Fall semester	Spring semester									
Core courses								27	27	27	18	27	28	154								
Core courses								27	27	27	18	6	6	111								
7SO30NBK97B	Foundations of Sociology	C	2	2	6	ex	fall	6						Melegh Attila	Institute of Communication and Sociology							
7PO10NFV63B	Introduction to Political Science	C	2	0	3	ex	fall	3						Farkas-Bede Katalin	Institute of International, Political and Regional Studies							
7PO10NCKA9B	Philosophy	C	2	0	3	ex	fall	3						Kiss Olga	Institute of International, Political and Regional Studies							
7GT02NBK99B	Social History	C	2	0	3	ex	fall	3						Szántay Antal Péter	Institute of Communication and Sociology							
7PE20NGKK1B	Strategic Communication I.	C	0	4	6	pg	fall	6						Aczél Petra Katalin	Institute of Communication and Sociology							
7PE20NGKK2B	The Realm of Communication ¹	C	2	2	6	pg	fall	6						Pelle Veronika	Institute of Communication and Sociology							
4OG33NAV26B	Comparative Political Economy	C	2	2	6	ex	spring		6					Székely-Doby András	Institute of Economic and Public Policy							
7PE20NGKK3B	Culture and Communication ²	C	0	4	6	pg	spring		6					Benczes Réka Ágnes	Institute of Communication and Sociology							
7PE20NCKD6B	Foundations of Psychology	C	4	0	6	ex	spring		6					Kovács Gábor István	Institute of Communication and Sociology							
7NK40NAK88B	Introduction to Law	C	2	0	3	ex	spring		3					Kirs Eszter	Institute of International, Political and Regional Studies							
7PE20NGKJ8B	Social Science Research Methods I.	C	2	0	3	ex	spring		3					Kovács Gábor István	Institute of Communication and Sociology							
4ST14NAK10B	Statistics	C	0	2	3	ex	spring		3					Bartus Tamás	Institute of Communication and Sociology							
7PE20NGKK4B	Communication and Cognition	C	2	2	6	ex	fall			6				Benczes Réka Ágnes	Institute of Communication and Sociology							



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			Lecture	Seminar				1	2	3	4	5	6				Code	Name	Code	Name	
								Fall semester	Spring semester	Fall semester	Spring semester	Fall semester	Spring semester								
2IR32NAK16B	Information management	C	2	0	3	ex	fall			3				Csáki Csaba	Institute of Information Technology						
7PE20NGKK5B	Media Communication	C	2	2	6	ex	fall			6				Bokor Tamás	Institute of Communication and Sociology						
7PE20NGKK6B	New Media Literacy	C	2	0	3	ex	fall			3				Deli Eszter	Institute of Communication and Sociology						
7PE20NCKC4B	Psycholinguistics	C	0	2	3	pg	fall			3				Kovács Gábor István	Institute of Communication and Sociology						
7PE20NGKK7B	Strategic Communication II. 2	C	0	4	6	pg	fall			6				Rétvári Márton Gergely	Institute of Communication and Sociology						
7PE20NGKK8B	(Media) Semiotics	C	0	2	3	pg	spring				3			Deli Eszter	Institute of Communication and Sociology						
7PE20NCKD5B	Media Economics	C	2	0	3	ex	spring				3			Urbán Ágnes	Institute of Information Technology						
7PE20NGKK9B	Strategic Communication III.	C	0	4	6	pg	spring				6			Rétvári Márton Gergely	Institute of Communication and Sociology						
7PE20NGKL1B	Visual and Virtual Communication	C	2	2	6	ex	spring				6			Deli Eszter	Institute of Communication and Sociology						
7PE20NGKL2B	Press Photography, Documentary and Campaign Film-Making	C	2	2	6	pg	fall					6		Kovács Lajos	Institute of Communication and Sociology						
7PE20NGKL3B	Business Communication	C	0	2	3	pg	spring						3	Veszelszki Ágnes	Institute of Communication and Sociology						
7PE20NGKM1B	Intercultural Communication	C	2	0	3	ex	spring						3	Aczél Petra Katalin	Institute of Communication and Sociology						
Specialisation								0	0	0	0	21	22	43							
Organizational Communication specialisation								0	0	0	0	21	22	43							
7PE20NGKL6B	Crisis Communication	C	0	2	3	pg	fall					3		Deli Eszter	Institute of Communication and Sociology						



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			Lecture	Seminar				1	2	3	4	5	6				Code	Name	Code	Name		
								Fall semester	Spring semester	Fall semester	Spring semester	Fall semester	Spring semester									
7PE20NGKD9B	Organizational communication	C	0	2	3	pg	fall					3		Aczél Petra Katalin	Institute of Communication and Sociology							
7PE20NGKE4B	Organizational theory and behaviour	C	2	2	6	ex	fall					6		Sass Judit Gabriella	Institute of Communication and Sociology							
7PE20NGKL7B	Professional Portfolio ²	C	0	4	6	pg	fall					6		Aczél Petra Katalin	Institute of Communication and Sociology							
7PE20NGKE2B	Project management	C	2	0	3	ex	fall					3		Pelle Veronika	Institute of Communication and Sociology							
7PE20NGKE7B	Business negotiation	C	0	2	3	pg	spring						3	Aczél Petra Katalin	Institute of Communication and Sociology							
7PE20NGKE6B	Human resource management	C	2	2	6	ex	spring						6	Aczél Petra Katalin	Institute of Communication and Sociology							
7PE20NDVI9B	PR and Marketing Communication	C	0	2	3	pg	spring						3	Rétvári Márton Gergely	Institute of Communication and Sociology							
7PE20NGKL8B	Thesis seminar ³	C	0	4	10	pg	spring						10	Kovács Gábor István	Institute of Communication and Sociology							
Electives Subjects								3	6	0	3	4	0	16								
	Foreign language	E			3		fall, spring							Dobos Ágota	Centre of Foreign Language Education and Research							
	Electives Subjects In a separate table	E					fall, spring	3	6	0	3	4										
Criterion subjects								0	0	0	0	0	0	0								
TES_TESTNEVC	Sports/Physical Education**	CR	0	2	0	a	fall	0						Vladár Csaba	Centre for Physical Educations and Sports							
TES_TESTNEVD	Sports/Physical Education**	CR	0	2	0	a	spring		0					Vladár Csaba	Centre for Physical Educations and Sports							
IOK0001NABB	Hungarian Language SHI I.*	CR	0	4	3		fall	3	3													
IOK0004NABB	Hungarian Language SHI II.*	CR	0	4	3		spring	3	3													
Internship								0	0	0	10	0	0	10								



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			Lecture	Seminar				1	2	3	4	5	6				Code	Name	Code	Name		
			Fall semester	Spring semester				Fall semester	Spring semester	Fall semester	Spring semester	Fall semester	Spring semester									
7PE20NGKL5B	Internship ⁴	C			10	pg	spring				10											
Total credits								30	33	27	31	31	28	180								



Remarks:

Type: C-compulsory courses, CE-core elective courses, E-elective (optional) courses
Methods of assessment: ex-exam (exam at the end of the semester, but other forms of assessment are possible during the semester), pg- grade based on the practical assignments given during the course of the semester, a=signature, ce- Comprehensive examination

Criterion subjects:

* : Hungarian Language is a compulsory subject for the students participating in the Stipendium Hungaricum scholarship program in the first two semesters.

** : Sports/Physical Education is a compulsory subject in the first two semesters.

The international semester can be completed in either the sixth and seventh semesters.

The specialisation can be completed in either the sixth and seventh semesters.

Courses are recommended to be taken according to the prescribed time schedule of the study programme ("sample"). You can plan your own individual programme in respect of the following conditions:

1. the prerequisite system of their study-programme must be taken into consideration when registering for courses.
2. the availability of courses in the semester (most courses are offered either in the fall or in the spring semesters only)
3. completing an average of 30 credits per semester, as a general rule.

¹The seminars will be held only during the intensive week.

²Some requirements to be completed during the intensive week.

³The course is only available during the intensive.

⁴An at least 80 hour professional practice spent at an institute which carries out its activities in any area of communication. The course is partially available during the intensive week.

Suggestion for the Registration:

- The required schedule is shown in the NEPTUN curriculum. The semester is valid (active) if at least one subject is registered.
- All Mandatory subjects must be completed, and altogether 180 credits are necessary to receive the BA degree.
- Besides the Mandatory subjects the student can sign for the elective subjects (including foreign language). Total 30 credits are recommended per semester.
- Physical Education has no credit. Two semesters must be accomplished within the first four semesters. The type of evaluation is: a=signature.
- Students should pay a special fee if they fulfilled more than 180 credits plus 10%.
- Students on state finance should pay a special fee for enrolled but not fulfilled credits as well after exam period.

Information about Finishing:

Pre-degree Certificate (Absolutorium) Requirements:

- 180 credits
- fulfilment of the curriculum requirements within the maximum allowable training period (the number of active and passive semesters may not exceed 12 semesters).

Final Examination Requirements:

- pre-degree certificate
- accepted thesis work

The final examination comprises the defence of the thesis work, and the oral exams of the required subjects.

The mark of the final exam is the mathematical average of:

- the grade given by the opponent to the thesis work (1x)
- the grade of the thesis defence (1x)
- the grade of the oral exams of the required topics (2x - this latter is double weighted)

BA Degree Requirements:

- successful final examination

The qualification of the BA degree is the weighted average of the:

- credit of weighted average of the grades of the professional core subjects (1x)
- grade of the final examination (2x)



Professional Core Subjects to be Counted in the Degree Qualification:

Strategic Communication I.
The Realm of Communication
Culture and Communication
Social Science Research Methods I.
Communication and Cognition
Information management
Media Communication
New Media Literacy
Psycholinguistics
Strategic Communication II.
(Media) Semiotics
Media Economics
Strategic Communication III.
Visual and Virtual Communication
Press Photography, Documentary and Campaign Film-Making
Business Communication
Intercultural Communication

Details can be found in the Study and Exam Regulation.

Please consider that some changes in the curriculum can happen.