

# **Communication and Media Science Bachelor program**

**training program**

**For students who start in the fall semester of 2024/2025**

### Communication and Media Science Bachelor program

**Valid:** For students starting their studies in the 2024/2025/1 semester

**General Informations:**

**Person responsible for the major:** Dr. Tamás Bokor, Assistant 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

**Training and outcome requirements:**

**1. Title of the Bachelor programme in English:** Communication and Media Science

**Title of the Bachelor programme in Hungarian:** kommunikáció és médiatudomány

**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:** 321/0321

**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.

**1. Attained professional competences**

**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 an 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**

### **1. Professional properties**

**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).

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.

### **2. Internship requirements**

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

Defined in the Study and Examination Regulations.

### **9. Degree thesis/ Dissertation**

The aim of the degree thesis is to demonstrate the student's knowledge and expertise in a chosen topic, scientific data collection, systematization, analysis and processing related to the chosen topic, discussion of the chosen phenomenon or problem, hypothesis creation, problem solving, analysis of alternative hypotheses, argumentation and in refuting the counter-arguments, in a coherent, consistent, language-oriented written explanation of his thoughts, views, positions, statements.

### **10. Type of Degree thesis**

Research thesis.

### **11. Requirements for the issue of a final certificate**

The University will issue a final certificate to the student who has obtained the study and examination regulation prescribed in the curriculum, and the required internship (professional experience), the required credits.

### **12. Conditions for admission to the final examination**

Joint conditions for admission to the final exam:

- obtaining a final certificate,
- submission of the dissertation by the deadline,
- evaluation of the dissertation with a different grade than the deadline,
- registration for the final exam by the deadline,
- the student has no overdue payment debt to the University for the given training,
- accounted for with assets owned by the University (borrowed books, sports equipment, etc.).

A student who has not fulfilled any of the provisions of the points a)-f) cannot be admitted to the final examination.

### **13. Parts of the final exam**

The final exam consists of the defense of the dissertation and the oral complex exam.

#### Complex exam topics:

- Multilingualism in Culture and Society
- Language Variation and Social Identity
- Direct and Indirect Communication
- Politeness Strategies
- Media Argumentation and the News
- Manipulative Techniques of the Media
- The Creator/Consumer Phenomenon in the Information Age
- New Media: Literacy in the Digital Age
- Visual Rhetorics: the Power of Images
- Visual Rhetorics: the Rhetorical Effects of Moving Images
- Speech Production
- Discourse Comprehension
- Traditions and Key Concepts in Communication Research
- Data Analysis in Quantitative Research
- Traditions and Schools of Communication Research
- Nonverbal Communication
- Strategic Communication: Web Design
- Strategic Communication: PR and Marketing

### **14. Determining the result of the final exam**

The weighted arithmetic mean of the following three digits, rounded to two decimal places:

- The grade given to the dissertation by the reviewer (s) - determined with a five-point qualification - in case of several reviewers the average of the marks of the reviews is rounded to two decimal places, and
- the grade obtained for the defense of the dissertation, the answer to the questions related to the dissertation - established with a five-level qualification
- the grade given for the oral complex examination - determined with a five-grade qualification - with double weight.

### **15. Components of diploma qualification, method of calculation**

The result of the diploma is the arithmetic mean of the following two digits, rounded to two decimal places:

- the credit-weighted average of the marks of the compulsory and compulsory elective subjects (if the student has taken more than the compulsory elective subjects, then all the subjects taken) in the amount of credits prescribed in the curriculum, and
- the result (grade) of the final examination.

### **16. Conditions for issuing a diploma**

A prerequisite for the award of a diploma certifying the completion of higher education is a successful final examination.

### **17. Specialization selection rules**

There is no rule, because there is one specialisation.

7BNKOMM17ABP - Communication and Media Science bachelor programme in Budapest, in English, full time training Curriculum for 2024/2025. (1.) fall semester for beginning students																										
Subject Code	Subject Name	Type	Number of hours per week		Credits	Evaluation	Fall or Spring Semester	2024/25 Academic year		2025/26 Academic year		2026/27 Academic year		Credit	course leader	Institute	Requirement		Equivalent subject		Remarks	PSS				
			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													
<b>Core courses</b>								<b>27</b>	<b>27</b>	<b>27</b>	<b>18</b>	<b>27</b>	<b>28</b>	<b>154</b>												
<b>Core courses</b>								<b>27</b>	<b>27</b>	<b>27</b>	<b>18</b>	<b>6</b>	<b>6</b>	<b>111</b>												
7SO30NBK97B	Foundations of Sociology	C	2	2	6	ex	fall	6							Attila Melegh	Institute of Social and Political Sciences							yes			
7PO10NFV63B	Introduction to Political Science	C	2	0	3	ex	fall	3							Katalin Farkas-Bede	Institute of Social and Political Sciences							yes			
7PO10NCKA9B	Philosophy	C	2	0	3	ex	fall	3							Olga Kiss	Institute of Social and Political Sciences							yes			
7GT02NBK99B	Social History	C	2	0	3	ex	fall	3							Federico Pachetti	Institute of Social and Political Sciences							yes			
MARK009NABB	Strategic Communication I.	C	0	2	3	pg	fall	3							Márton Gergely Rétvári	Institute of Marketing and Communication Sciences							yes			
7PE20NGKK2B	The Realm of Communication	C	2	2	6	pg	fall	6							Veronika Pelle	Institute of Marketing and Communication Sciences							yes			
IOK0328NABB	English for Academic Purposes - Communication and Media Studies I.	C	0	4	3	pg	fall	3							Nicholas Anthony Johnson	Centre of Foreign Language Education and Research							yes			
KOZG005NABB	Introduction to Economics	C	2	2	6	ex	spring		6						Petra Németh	Institute of Economics							yes			
MARK010NABB	Culture and Communication	C	2	0	3	ex	spring		3						Lilla Petronella Szabó	Institute of Marketing and Communication Sciences							yes			
7PE20NCKD6B	Foundations of Psychology	C	4	0	6	ex	spring		6						Andrea Juhász Klér	Institute of Strategy and Management							yes			
7NK40NAK88B	Introduction to Law	C	2	0	3	ex	spring		3						Dániel Bán	Institute of Accounting and Law							yes			
7PE20NGKJ8B	Social Science Research Methods I.	C	2	0	3	ex	spring		3						Tamás Bartus	Institute of Social and Political Sciences							yes			
4ST14NAK10B	Statistics	C	0	2	3	ex	spring		3						László Kovács	Institute of Data Analytics and Information Systems							yes			
IOK0329NABB	English for Academic Purposes - Communication and Media Studies II.	C	0	4	3	pg	spring		3						Nicholas Anthony Johnson	Centre of Foreign Language Education and Research							yes			
7PE20NGKK4B	Communication and Cognition	C	2	2	6	ex	fall			6					Réka Ágnes Benczes	Institute of Marketing and Communication Sciences							yes			
2IR32NAK16B	Information management	C	2	0	3	ex	fall				3				Csaba Csáki	Institute of Data Analytics and Information Systems							no			
7PE20NGKK5B	Media Communication	C	2	2	6	ex	fall			6					Tamás Bokor	Institute of Marketing and Communication Sciences							yes			
7PE20NGKK6B	New Media Literacy	C	2	0	3	ex	fall			3					Eszter Berta-Deli	Institute of Marketing and Communication Sciences							yes			
7PE20NCKC4B	Psycholinguistics	C	0	2	3	pg	fall			3					Lilla Petronella Szabó	Institute of Marketing and Communication Sciences							no			
7PE20NGKK7B	Strategic Communication II.	C	0	4	6	pg	fall			6					Márton Gergely Rétvári	Institute of Marketing and Communication Sciences							no			
7PE20NGKK8B	(Media) Semiotics	C	0	2	3	pg	spring				3				Ágnes Katalin Havril	Institute of Marketing and Communication Sciences							yes			
7PE20NCKD5B	Media Economics	C	2	0	3	ex	spring				3				Tamás Bokor	Institute of Marketing and Communication Sciences							yes			
7PE20NGKK9B	Strategic Communication III.	C	0	4	6	pg	spring				6				Márton Gergely Rétvári	Institute of Marketing and Communication Sciences							no			

7BNKOMM17ABP - Communication and Media Science bachelor programme in Budapest, in English, full time training Curriculum for 2024/2025. (1.) fall semester for beginning students																						
Subject Code	Subject Name	Type	Number of hours per week		Credits	Evaluation	Fall or Spring Semester	2024/25 Academic year		2025/26 Academic year		2026/27 Academic year		Credit	course leader	Institute	Requirement		Equivalent subject		Remarks	PSS
			Lecturing	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									
7PE20NGKL1B	Visual and Virtual Communication	C	2	2	6	ex	spring				6				Andrea Katalin Kárpáti	Institute of Marketing and Communication Sciences						yes
7PE20NGKL2B	Press Photography, Documentary and Campaign Film-Making	C	2	2	6	pg	fall					6			Lajos Kovács	Institute of Marketing and Communication Sciences						yes
7PE20NGKL3B	Business Communication	C	0	2	3	pg	spring						3		Tamás Bokor	Institute of Marketing and Communication Sciences						yes
7PE20NGKM1B	Intercultural Communication	C	2	0	3	ex	spring						3		Ágnes Katalin Havril	Institute of Marketing and Communication Sciences						yes
<b>Specialisation</b>								<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>21</b>	<b>22</b>	<b>43</b>								
<b>Organizational Communication specialisation</b>								<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>21</b>	<b>22</b>	<b>43</b>								
7PE20NGKL6B	Crisis Communication	C	0	2	3	pg	fall					3			Eszter Berta-Deli	Institute of Marketing and Communication Sciences						yes
7PE20NGKD9B	Organizational Communication	C	0	2	3	pg	fall					3			Lajos Kovács	Institute of Marketing and Communication Sciences						yes
7PE20NGKE4B	Organizational Theory and Behaviour	C	2	2	6	ex	fall					6			Andrea Juhász Klér	Institute of Strategy and Management						yes
FENTO15NABB	Local Communication Strategies	C	2	0	3	ex	fall					3			Ágnes Jeneyné Varga	Institute of Sustainable Development						yes
FENTO16NABB	Communication of Responsibility and Sustainability	C	0	2	3	pg	fall					3			Katalin Ásványi	Institute of Sustainable Development						yes
KSKM018NABB	Project Seminar	C	2	0	3	ex	fall					3			Veronika Pelle	Institute of Marketing and Communication Sciences						yes
7PE20NGKE7B	Business Negotiation	C	0	2	3	pg	spring						3		Tamás Bokor	Institute of Marketing and Communication Sciences						yes
7PE20NGKE6B	Human Resource Management	C	2	2	6	ex	spring						6		Sándor Takács	Institute of Strategy and Management						yes
7PE20NDVI9B	PR and Marketing Communication	C	0	2	3	pg	spring						3		Alexandra Nagy-Béni	Institute of Marketing and Communication Sciences						yes
7PE20NGKL8B	Thesis Seminar	C	0	4	10	pg	spring						10		Tamás Bokor	Institute of Marketing and Communication Sciences						yes
<b>Electives Subjects</b>								<b>3</b>	<b>6</b>	<b>0</b>	<b>3</b>	<b>4</b>	<b>0</b>	<b>16</b>								
	Foreign Language	E			3	pg	fall, spring								József Erdei	Centre of Foreign Language Education and Research						
IOK001NABB	Hungarian Language SHI I.*	E/C	0	4	3	pg	fall	3	3						Judit Magyar	Centre of Foreign Language Education and Research						
IOK004NABB	Hungarian Language SHI II.*	E/C	0	4	3	ex	spring	3	3						Judit Magyar	Centre of Foreign Language Education and Research						
	Electives Subjects	E					fall, spring	3	6	0	3	4										

7BNKOMM17ABP - Communication and Media Science bachelor programme in Budapest, in English, full time training Curriculum for 2024/2025. (1.) fall semester for beginning students																														
Subject Code	Subject Name	Type	Number of hours per week		Credits	Evaluation	Fall or Spring Semester	2024/25 Academic year		2025/26 Academic year		2026/27 Academic year		Credit	course leader	Institute	Requirement		Equivalent subject		Remarks	PSS								
			Lecturing	Seminar				1	2	3	4	5	6				Code	Name	Code	Name										
								Fall semester	Spring semester	Fall semester	Spring semester	Fall semester	Spring semester																	
<b>Criterion subjects</b>																														
TES_TESTNEV	Physical Education	CR	0	2	0	a	fall	0	0						Csaba Vladár	Centre for Physical Educations and Sports														
<b>Internship</b>																														
7PE20NGKL5B	Internship	C			10	pg	spring				10				Antal Péter Szántay	Institute of Marketing and Communication Sciences							no							
<b>Total credits</b>								<b>30</b>	<b>33</b>	<b>27</b>	<b>31</b>	<b>31</b>	<b>28</b>	<b>180</b>																

**Remarks**

Type: C – core courses, CE – core elective courses; E – elective courses CR - criterion 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 coursework; a – signature

A subject that can be completed in a preferential study schedule (PSS) on the basis of Section 92 of the Study and Examination Regulation (SER)

**Physical education**

Physical education is a criterion subject. The condition for obtaining a diploma is the completion of two semesters of physical education. These two semesters can be completed at any time during the programme. Students who have completed the mandatory two semesters can only take further semesters of the subject for a fee.

**Foreign language**

During their studies, students can study an additional foreign language free of charge for two semesters, within the framework of the elective subjects. Students who have completed these two semesters of language subjects may take additional language courses only upon payment of a specified fee.

**Curriculum**

Students are recommended to follow the sample curriculum when deciding when to enrol in each subject. Students may deviate from this, taking into account:

1. the prerequisites of the subject,
2. semester of announcing subjects
3. completion of an average of 30 credits per semester
4. In addition to the core, students should take elective subjects from a wide variety available on Neptun, and may take foreign languages as well.
5. A minimum of 2/3 of the required amount of credits must be completed at Corvinus University.

<sup>4</sup> An 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.

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

Detailed rules regarding the enrolment into and completion of subjects are included in the Study and Examination Regulations.

Please note that the curriculum may be subject to changes.