

THE COMMpass

The yearly newsletter of the Communication Science Doctoral Program
Corvinus University of Budapest

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Dear Students and Colleagues,

Welcome to the fourth edition of **The COMMpass**, our annual newsletter spotlighting the remarkable accomplishments of our doctoral students and highlighting key events within the program. The year 2024 proved to be exceptionally dynamic, marked by a multitude of conferences both locally and internationally. Notably, we organized the second CoCoCo (Corvinus Communication Conferences) on artificially constructed visualisations. We proudly welcomed three outstanding scholars into our program, whose individual stories can be explored further in the detailed sections of this newsletter. Celebrating academic excellence, three of our students earned their PhD titles in 2024, a testament to their dedication and hard work. Beyond these milestones, there are numerous other noteworthy achievements that we are delighted to share within these pages. As we reflect on the past year, I extend my heartfelt gratitude for your unwavering dedication, enthusiasm, and efforts in nurturing the vibrant COMMunity that makes our program thrive.

Wishing you a prosperous and happy 2025,

Réka Benczes

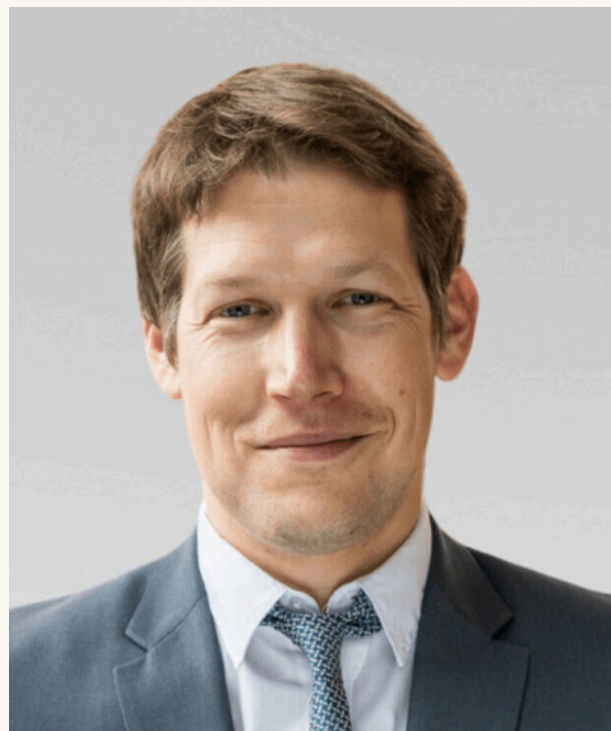


Meet our first-year students

Three PhD students enrolled in our Program in 2024, researching exciting new topics. We warmly welcome **Dóra, Péter,** and **Krisztián** and wish them success in the upcoming years!



Dóra Eszter Varga holds two bachelor's degrees in Performing Arts and Communication and Media Science, complemented by an MA in Communication and Media Science from Corvinus University of Budapest. Prior to her PhD studies, she worked as a creative copywriter and social account manager, providing her with a unique perspective on the dynamics of advertising agencies. Her research interests focus on politicians' gender-based visual self-representation and the strategic use of metaphors in political marketing communication. In the broader sense, her current works explore how visual and linguistic persuasive tools can manipulate public perception in political context.



Péter Janszó holds a BA in Commerce and Marketing, and an MA in Supply Chain Management from the Corvinus University. With a background in marketing research and public relations, he worked at various PR and media agencies, and is currently the Senior Communications Manager of SEED Executive School, a Budapest-based executive education institution, which is a strategic partner of Corvinus University. His research focuses on the application of journalistic and editorial approaches in the context of corporate communications, with a special emphasis on on the possibilities of media-oriented and newsroom-type operation.

Krisztián Hegedüs earned his BA and MA degrees in Communication and Media Science at Corvinus University of Budapest. Before starting his PhD, he gained extensive experience in video production and photography. He has also taught photography and filmmaking at Corvinus University, sharing his expertise with students in these creative fields. His current research focuses on designing innovative AI testing methodologies by embedding ethical dilemmas and fictional narratives into test scenarios, aiming to uncover biases and improve decision-making processes in AI systems. By addressing these challenges, he seeks to contribute to creating safer and more transparent AI applications in a rapidly evolving technological landscape.



My greatest scholarly achievement in 2024...

Being invited as an expert to a roundtable talk about the accessibility and availability of art and art institutions: "Is Art Available for Everybody?" with recognised experts.
Katalin Szőke

Partially overcoming the uncertainty, which I believe is part of the PhD journey. This has allowed me to clarify the focus of my dissertation and delve deeper into my research. Collaborating with experts in specific methodologies has also enriched my approach.
Tekla Illés

I attended my first Hungarian and international conference as a PhD student. This experience gave me strength and confidence that I can conduct research and share it with others, even though with major and minor milestones along the way.
Kundyz Mukhangali

The Age of the AI-mage: Conference on Visual Communication for Young Researchers

The second **Corvinus Communication Conference** (CoCoCo) took place on 31 May 2024. The theme of this year's international conference was artificial intelligence-based imaging, with more than 20 engaging and forward-looking presentations in four sessions. The main organizers of the conference were **Prof. Dr. Andrea Kárpáti** and **Anilla Till** (4th year).



The first session shed light on the role of artificial intelligence in image creation, which has a significant impact on innovations in the film industry, influencing the possibilities and process of storytelling and the ability of the audience to identify with AI-generated visual content.

The topic of the second session was the AI-based manipulation of video content, called deepfake technology, which has completely transformed the audience's trust in online content and influenced the issues of authenticity and the conceptual definition of reality.

The third session dealt with social media, highlighting the importance of viral content and the presence of popular AI-generated visual content on different platforms.

Finally, the last session focused on the interconnection between art and visual communication, highlighting fashion communication, copyright issues in relation to AI, and museum communication, among others.

We look forward to many prosperous years ahead for CoCoCo, which has become a Corvinus tradition with significant scientific and social questions, opening space for the latest academic research areas and providing an opportunity for great international scholars to meet each other and exchange their ideas.

The **Doctoral School of Sociology and Communication Science** held its annual **Research Forum** on 12 December 2024. Students of the Communication Science Doctoral Program and the Sociology Doctoral Program presented their research progress as well as their future plans.



Our second-year students at the Research Forum
L-R: Petra Bialkó-Marol, Fanni Kelemen, Kamilla Strausz, Kundyz Mukhangali, Judit Esküdt



What I wish for in 2025...

If the doctoral program had a fairy godmother, I would wish for our small communication group to successfully complete these two years and conclude with a successful comprehensive exam.

Petra Bialkó-Marol

Not losing the positive attitude during the PhD journey.

Beste Naz Özkan

Wisdom on how to make the best use of my time while writing my thesis.

Lídia Vinczéné Fekete

For myself, I wish a successful doctoral defence. My collective wish is to start the next year with fresh energies, as a cohesive community of people genuinely committed to quality higher education.

Evelin Horváth

Research scholarship

We are proud of **Anilla Till** (4th year), whose research took her to Iceland and Greenland in 2024.

"The year 2024 has been a significant one for me, both academically and personally. As I've been refining my dissertation with a focus on the Northern Circumpolar regions, I've had the chance to pursue two valuable research opportunities in locations central to my PhD.

From January to June, I was hosted by the Sustainability Institute at the University of Iceland in Reykjavík. Then, from September to October, I spent a month at the University of Greenland in Nuuk. During my time in both places, I had the opportunity to meet a diverse group of sustainability professionals and practitioners, and also conducting interviews with key stakeholders. I also had the chance to audit courses that deepened my understanding of the geopolitical, cultural, and environmental contexts of these regions.

Looking ahead, I'm super excited to continue this research from January to June in Alaska, where I'll be working as a Fulbright scholar at the University of Alaska Anchorage. I also hope that more and more fellow PhD students will find inspiration in these international research opportunities and that they will explore the collaborative potential they offer for us here at Corvinus!"

Anilla Till



Conference participation

In 2024, our students presented at **30** conferences; **57%** of these were international events. Our top conference goers in 2024 was **Tünde Taxner** (3rd year), who attended **4** conferences.



Juditt Sass and Lída Vinczéné Fekete (3rd year) at the at the biennial International Conference on Motivation & Emotion (ICM), organised by the European Association for Research on Learning and Instruction (EARLI), hosted by the University of Bern



L-R: Fanni Kelemen (2nd year), Lilla Petronella Szabó (2022), Alexandra Nagy-Béni (2024), Réka Benczes, Dóra Eszter Varga (1st year), and Áron K. Szabó (Marketing Program) at the International Conference on Marketing Linguistics organized by Eötvös Loránd University

Scholarships

We are proud of our students who received prestigious scholarships in 2024, recognizing their hard work and academic achievements. These opportunities will provide valuable international experience, helping them build connections and gain new perspectives that will support their future careers. Congratulations to all recipients on this well-earned success!

- **Kincsó Szabó** (4th year) was awarded a one-week **Erasmus+** teaching scholarship to the University of Milan, Italy.
- **Tünde Taxner** (3rd year) has received the **Pannónia Scholarship** to spend a semester as a guest doctoral researcher at Friedrich-Schiller-Universität Jena, Germany.



Tünde Taxner at the 10th European Communication Conference



Congratulations to our **University Research Scholarship Programme** holders:

- **Zsanett Adámi-Rózsa** (3rd year): “Adopted, not abandoned – The importance of parental communication knowledge in understanding and constructing the adoption story narrative in open adoption families”
- **Péter Janzsó** (1st year): “The application of journalistic and editorial approach in organizational communication – the opportunities of the Corporate Newsroom model”



We are proud of **Zsanett Adámi-Rózsa** (3rd year), who is contributing to an 18-month **International Visegrad Fund** project alongside Ukrainian, Czech, Polish, and Slovak partners. The project focuses on developing digital solutions for alternative dispute resolution (ADR) and mediation, with **Tamás Bokor** leading Corvinus University of Budapest’s efforts in the initiative.



Zsanett Adámi-Rózsa and Tamás Bokor at the 2024 Spring Wind Conference, organized by the Association of Hungarian PhD and DLA Candidates

What I wish for in 2025...

Working alongside our remarkable professors and talented peers is an incredible way to expand our interdisciplinary knowledge, explore fresh methods and approaches, and truly have fun. :) I hope these wonderful opportunities are available to all of my doctoral schoolmates.

Dóra Eszter Varga

Select publications

We are proud of our students' publication outputs, which range from book of abstracts through book reviews to full-blown journal articles and book chapters. The publications reflect both the dynamic research environment, as well as the collaborative potential of the program, manifested for instance in joint publications by students.

Select outputs (student's names are capitalized):

- ADÁMI-RÓZSA, ZSANETT. 2024. "Beszéljünk Róla! – Az Örökbefogadó Szülők és a Pedagógusok Kommunikációs Képzésének Jelentősége Magyarországon." *Új Pedagógiai Szemle* 7 (7–8): 14–36. <http://upszonline.hu/index.php?article=740708007>.
- BOZDAĚ, UTKU, Tamás Tóth, and Márton Demeter. 2024. "When Articulating Populist Dichotomies Is Paramount." *Journalism & Mass Communication Quarterly* 2024: 1–33. <https://doi.org/10.1177/10776990241284579>.
- HORVÁTH, EVELIN. 2024. "MI-csoda Szépség!: Nézői Attitűdök a Mesterséges Intelligencia Által Manipulált Arcokkal Kapcsolatban [What A(I) Beauty! Viewer Attitudes Towards Faces Manipulated by Artificial Intelligence]." *Információs Társadalom: Társadalomtudományi Folyóirat* [Information Society] 24 (1): 95–117. <https://dx.doi.org/10.22503/inftars.XXIV.2024.1.5>.
- Kiss, G., Orsolya Lazányi, TÜNDE TAXNER, Tamás Veress, and Ákos Neulinger. 2024. "The Transformation of Sustainable Lifestyle Practices in Ecoclubs." *Cleaner and Responsible Consumption* 13: 100189. <https://doi.org/10.1016/j.clrc.2024.100189>.
- ÖZKAN, BESTE NAZ. 2024. "Organizational Communication: Opportunity or Challenge?" *Management Learning* 0 (0). <https://doi.org/10.1177/13505076241289503>.
- SZABÓ, KINCSŐ. 2024. "The Job That Calls My Name: Theoretical Explanations for Gendered Wording in Job Advertising and the Importance of Recruitment Communication: A Literature Review." *Filológia.Hu* 15 (1–4): 40–51. <https://doi.org/10.59648/filologia.2024.1-4.3>.
- TILL, ANILLA. 2024. "Környezettudatos Viselkedésváltozás az Izlandi Magyar Diaszpóra Tapasztalatainak Tükrében." *Kisebbségi Szemle* 9 (4): 47–79. https://bgazrt.hu/wp-content/uploads/NPKI_folyoiratok/kisebbségi_szemle/2024_4/BOOK_KSZ_2024-4_WEB_05.pdf
- Tóth, Tamás, Márton Demeter, GERGŐ HÁLÓ, UTKU BOZDAĚ, and Balázs Bartóki-Gönczy. 2025. "Time Matters: What Factors Affect Submission-to-Acceptance Time in the Journal of Communication?" *Communication Reports* 38 (1): 13–24. <https://doi.org/10.1080/08934215.2024.2424544>.

One of the specialties of the program is that students are actively encouraged to participate in joint research with their peers – the outcome of which are conference participations and quality publications. **Admilson Veloso da Silva** (2025) and **Utku Bozdağ** (3rd year) gave a talk on “Populism and Social Media User Engagement” at the Populism, Anti-Populism, Polarisation Conference organized by the CEU Democracy Institute on 20 September 2024. **Lídia Vinczéné Fekete** (3rd year) and **Tünde Taxner** (3rd year) presented their research on “Érdemes-e rövidre fogni? A tanári előadásba ágyazott történetek jelentősége” [Is it worth keeping it short? The importance of stories embedded in teacher presentations] at the annual conference of the Magyar Egyetemi Lifelong Learning Egyesület (MELLEARN) on 15 May 2024.



Demonstrating her commitment to academic excellence and the research community, **Kincső Szabó** served as the Master of Ceremony at the Scientific Award Gala organised by the Hungarian Research Network on December 5, 2024.

Celebrating 30 Years of Doctoral Education at Corvinus

In March 2024, **Corvinus Doctoral Schools** celebrated its 30th anniversary, marking three decades of dedication to research and academic excellence. As part of the event, Corvinus University of Budapest hosted its first-ever **3-Minute Thesis Competition**, where doctoral students showcased their research in a concise and engaging format. We are pleased to share that three of our students and alumni received awards for their outstanding presentations:

- Best Presenter (Academic Panel): Alexandra Nagy-Béni
- 3rd Prize (Academic Panel): Zipporah Mwangi
- Audience Award: Márton Rétvári

The anniversary celebration highlighted the university's commitment to fostering impactful research and effective science communication. Congratulations to all the awardees and participants!



L-R: Réka Benczes, Zipporah Mwangi, Márton Rétvári, Aizhamal Muratalieva, Alexandra Nagy-Béni



Our graduates

Three of our students have graduated from the program in 2024. Many congratulations to our new graduates and their supervisors!

- ÁDÁM KUTTNER (SV: KÁRPÁTI ANDREA)
- ALEXANDRA NAGY-BÉNI (SV: BENCZES RÉKA)
- ZSÓFIA GABRIELLA HUSZTI-SZLAMA (SV: ACSÁDY JUDIT)



L-R: Zsófia Gabriella Huszti-Szlama, Alexandra Nagy-Béni, Ádám Kuttner, Réka Benczes

We are on Facebook

In April 2021 we launched the official Facebook page of the program, which is administered by Fanni Kelemen. Please visit and like the page – and share your news and achievements with us by sending an email and photo (if possible) to Fanni (fanni.kelemen@uni-corvinus.hu).