



## COMMUNICATION AND MEDIA STUDIES MASTER'S PROGRAM

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

### General Informations:

**Person responsible for the major:** Dr. Réka Benczes, professor

**Place of the training:** Budapest

**Training schedule:** full-time, correspondence

**Language of the training:** Hungarian, English

**Is it offered as dual training:** no

### Specializations:

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

There is no separate person responsible for the specialisation.

### Training and outcome requirements

1. **Master's degree title:** Communication and Media Studies

2. **The level of qualification attainable in the Master's programme, and the title of the certification:**

- qualification level: master- (magister, abbreviation: MA)
- qualification in Hungarian: okleveles kommunikáció- és médiaszakértő
- qualification in English: Communications and Media Studies Expert

3. **Training area:** social sciences

4. **Degrees accepted for admittance into the Master's programme**

**4.1. Accepted with the complete credit value: communication and media science** undergraduate programme and the college-level communication undergraduate degree as per Act LXXX of 1993.

**4.2. May be primarily considered with the completion of the credits defined in section 9.4:**

Bachelor courses of the liberal arts, economic sciences, law, IT, arts, art communication, and social sciences fields.

**4.3. May also be considered with the completion of the credits defined in section 9.4:** undergraduate and Master's courses and courses as defined as per Act LXXX of 1993 on higher education that are accepted by the higher education institution's credit transfer committee based on a comparison of the studies that serve as the basis of the credits.

5. **Training duration, in semesters:** 4 semesters

6. **The number of credits to be completed for the Master's degree:** 120 credits

- degree orientation: balanced (40-60 percent)
- thesis credit value: 20 credits
- minimum credit value of the comprehensive extra-institution practical training: 2 credits
- minimum credit value of optional courses: 6 credits.

7. **International Standard Classification of Education field of education code:** 321





## 8. Master's degree training objectives and professional competences

The objective of the programme is the training of communication and media experts who react well to the new and constantly changing challenges of the job market who possess self-assured knowledge regarding the communication and media-related determination of social sub-systems. They know and can operate the various institutions of communication and media and are prepared for the analytic evaluation of these institutions and for joining research programmes. They are prepared to continue their training at the PhD level.

### 8.1. Attained professional competences

#### 8.1.1. The communication and media expert has

##### a) knowledge

- Knows the most important social science concepts at a high level.
- Possesses a knowledge that encompasses the ability to place the specialisation in a wider system, recognition and understanding of relationships to similar fields of expertise, and using opportunities provided by the wider system and contexts regarding the system of effects.
- Possesses an in-depth understanding of all important fields of communication and media studies, the fields of social communication, the institutions that work here and their operating mechanisms, processes, knows historical references regarding the field.
- Knows and understands Hungarian, European, and global social phenomena and issues that have defined and still define the development of the basic tendencies of social science thinking.
- Knows the issues and interrelationships of the various fields of communication and media systems, including the interrelationships of media and popular culture, the operational mechanisms of the global media market, and the global rules of cultural exchange.
- Knows the connections between communication and culture, the various levels of manifestation of this relationships, and their consequences regarding the interrelationships of social communication.
- Possesses an appropriate and suitable knowledge to navigate the various mechanisms of social decision-making.
- Knows and understands the channels of social advocacy, the forums of debate, and the legal and ethical methods of influencing decisions.
- Recognises the communication and information characteristics of this field based on his/her own professional knowledge.
- Knows the characteristics of the cultural space defined by the European Union and the resulting consequences.
- Knows the operations, legal background, institutional system, and tools of state legislation.
- Possesses the methodological knowledge used in the specialist field, understands the point of the newest methodological advancements and their developmental tendencies.

##### b) skills

- Possesses the ability of a new way of seeing things, is capable of approaching the sociocultural environment with an interdisciplinary world-view, and is capable of a professional use of the learning methods that characterise the specialist field.



- Is capable of using the skills of his/her specialist field to recognise issues and conflicts, and is capable of cooperating efficiently in the development and suggesting of solutions.
- In solving professional tasks, is capable of performing independent analysis and evaluation, and of synthesising deductions and explanations.
- Is capable of uncovering and processing Hungarian and foreign social science resources and utilising the deductions in practical, professional work.
- Is capable of preparing independent, scientifically formatted summaries, analyses, studies that include analyses, and written summaries of the various sub-fields of his/her specialist field.
- Is capable of using a wide range of established techniques for the critical analysis and processing of information.
- Is capable of formulating a correct opinion or critique and making decisions even in possession of incomplete data, and communicating the resulting deductions in a clear way to a professional or non-professional audience.
- Is capable of controlling work processes inside the organisation at a level that is suitable for his/her preparedness, cooperating efficiently with partners inside and outside the institutions, and after an appropriate professional training, work as a manager.
- Is capable of finding projects that can be taken in and executed by the institution where he/she works, of controlling tendering and implementing work, and a successful cooperation with the partners that coordinate the process.
- Is capable of adapting to the rapidly changing workplace and organisational environment.
- Is capable of developing a concept of adaptation to handle changes, and debating and accepting it with colleagues and other partners.
- Is capable of developing and executing independent professional concepts.
- In possession of the knowledge attained in the programme, is capable of professional reflection regarding his/her own knowledge regarding communication and media science, and the constant improvement of his/her professional knowledge.
- With his/her professional skills, is capable of performing efficient and successful intellectual work.
- Is minimally capable of performing professional work in a foreign language (English is recommended), of using the professional vocabulary, of correctly interpreting foreign-language literature, and in order to do all these, the constant improvement of his/her foreign language communication skills.
- Is capable of participating in the process of lifelong learning.

**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.
  - Awareness of his/her professional identity grows, it becomes more established, and dedication to the vocation grows.
  - Is critical of approaches that attempt to decrease the openness and diversity of social sciences in scientific, practical, legal, or political communication fields.
  - 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 confident in his/her own abilities, is dedicated to professional ideas.
  - 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 committed to professional attempts at solving global and local issues, especially by supporting scientific and practical measures against tendencies that endanger sustainability.
  - Is open and accepting of the currently forming quality assurance steps in social sciences, is dedicated to using and operating these in his/her own organisation.
  - Is open and ready to cooperate in international professional relationships, takes the initiative in creating and operating them.
  - Is open to requests of sharing knowledge, skills, and professional experience.
- 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.
  - Organises own work and the work of subordinates with an independence and responsibility that is appropriate for his/her place in the organisational structure, takes upon and operates partnerships responsibly.
  - Independently and responsibly participates in the creation and management of organisational units in the institution or organisation.
  - Builds a professional career responsibly and supports the realisation of a professional career of subordinates.
  - Presents views at professional and social forums as a sovereign actor, represents the profession, organisation, and professional group responsibly, serves and represents the profession's interests responsibly.
  - Is independent, constructive, and assertive in forms of cooperation inside and outside the institution.
  - In all organisational and institutional work, uses his/her knowledge and influence responsibly for the recognition of quality work.
  - Consciously and responsibly represents the consequent following and protection of the legal, ethical, and professional norms of society, professional field, and workplace.



- Takes responsibility for observing the professional and ethical standards of the profession.
- Takes responsibility for his/her professional publications in any language, is aware of their possible consequences.
- Consciously represents methods used in the profession and accepts the methodological diversity of other scientific fields.
- If necessary, takes responsibility for the professional development of individuals and groups in his/her own area of responsibility.
- Takes on independent and responsible roles in founding and operating Hungarian and independent professional organisations, and the work of advocacy forums.

## **9. About the Master's programme**

### **9.1. Professional properties**

**9.1.1.** The scientific fields and areas that the training is based on are:

- the social science embedment of communication and media sciences [the social science-based analysis of communication and media, interdisciplinary approaches to communication and media; theories of regulating communication and media (e.g. legal, ethical, economic, political, cultural)] 15-20 credits;
- professional studies and problematic areas of communication and media research (theories of direct personal communication, theories of social communication, culture and communication, organisational and institutional communication, communication research-methodology studies, communication technologies, internship studies) 74-79 credits.

**9.1.2.** 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 professional studies and problematic areas of communication is 30-40 credits.

### **9.2. Foreign language requirements**

Earning a Master's graduate degree requires at least one foreign language upper level state recognized (C1) complex type examination or a state recognized intermediate level (B2) complex type foreign language examination in a language other than the language used to obtain the undergraduate degree or an equivalent high school graduation certificate or diploma.

### **9.3. Internship requirements**

The internship is a professional training defined in the programme syllabus.

### **9.4. For persons with degrees defined in sections 4.2 and 4.3, the minimal requirements of admittance to the Master's programme training cycle**

The minimum number of credits for admittance into the Master's programme based on previous studies is 30, from the fields of network communication, economics and management, HR, cultural anthropology, cultural science, communication, marketing, media studies, media culture, media literacy, work psychology, introduction to intercultural studies, art and art communication, linguistic sciences, international communication, special media studies, sociology, social psychology, and PR.

## **10. Comprehensive examination**

There are no comprehensive examinations.



### **11. Conditions of the issuance of the final certificate**

- Performance of the required credits (120 credits) during the maximum training period (8 semesters). At least 2/3 of the required number of credits must be obtained at the parent university.
- Fulfilment of the academic obligations specified in the operative curriculum
- In case of students who were accepted to master's training programmes without the recognition of the total credit value, the performance of the number of credits prescribed in the credit recognition resolution, in addition to the 120 credits.

### **12. Thesis requirements**

The purpose of the thesis is to ensure that the applicant demonstrates in a convincing manner that

- he/she has a comprehensive knowledge of the specific literature of the topic chosen,
- he/she is able to collect and compare relevant theoretical opinions and research results, and he/she is able to present such opinions and results in a clearly edited and integrated form, in accordance with the characteristics of the scientific prose genre,
- he/she has appropriate critical attitude, and he/she arrives to his/her own, properly supported conclusions in connection with the questions raised,
- and - if the thesis contains any individual empirical research as well - he/she is able to plan an examination and collect and analyse data in compliance with the research methodology principles of social sciences, as well as to interpret such data in the context of the specific literature.

The extent of the thesis shall be at least 80 000, but no more than 130 000 characters, without spaces (if calculated with 1600 characters per page, then this is equal to approx. 50 to 80 pages). This extent limit is applicable to the main text of the thesis, therefore the front pages, the table of contents, the list of references and the annexes shall not be calculated in it. The details of the content and formal requirements of the thesis are available on the website of the institute.

### **13. 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.

### **14. 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 (absolutive),
- the thesis has been submitted, and in the BA and MA training programmes two reviewers had accepted it.
- fulfilment of all payment obligations owed to the University.

### **15. 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.

### **16. Result of the Final Exam**

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



- 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.

#### **17. 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 master 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 semester hours		Credits	Evaluation	Fall or Spring Semester	2020/21 Academic year		2021/22 Academic year		Credit	Subject responsible	Institute	Requirement		Equivalent subject		Remarks	
			Lecture	Seminar				1	2	3	4				Code	Name	Code	Name		
								Fall semester	Spring semester	Fall semester	Spring semester									
<b>Core courses</b>								<b>24</b>	<b>27</b>	<b>9</b>	<b>8</b>	<b>68</b>								
<b>Core courses</b>								<b>24</b>	<b>27</b>	<b>9</b>	<b>8</b>	<b>68</b>								
7PE20NXKI2M	Communication and Media Research Methods	C	0	2	3	pg	fall	3					Kovács Gábor István	Institute of Communication and Sociology						
7PE20NXKI4M	Communication Theories	C	2	0	3	ex	fall	3					Aczél Petra Katalin	Institute of Communication and Sociology						
7PE20NXKG2M	Conflict and Cooperation in Communication	C	2	0	3	ex	fall	3					Deli Eszter	Institute of Communication and Sociology						
7PE20NXKB8M	Media Communication	C	0	2	3	pg	fall	3					Rétvári Márton Gergely	Institute of Communication and Sociology						
7PE20NXKL3M	Media Systems and Media Policies	C	2	0	3	ex	fall	3					Aczél Petra Katalin	Institute of Communication and Sociology						
7PO10NXV22M	Social Philosophy	C	0	2	3	pg	fall	3					Hoppál Bulcsú Kál	Institute of International, Political and Regional Studies						
7PE20NXKI3M	The Cultural Context of Communication	C	2	0	3	ex	fall	3					Benczes Réka Ágnes	Institute of Communication and Sociology						
7PE20NAX04M	The Social Psychology of Communication	C	2	0	3	pg	fall	3					Sass Judit Gabriella	Institute of Communication and Sociology						
7PE20NXKI8M	Case Studies in Public Communication	C	0	2	3	pg	spring		3				Pelle Veronika	Institute of Communication and Sociology						
7PE20NXK09M	Cognitive Psychology	C	2	0	3	ex	spring		3				Bodnár Éva	Institute of Communication and Sociology						
7PE20NXKI7M	Creative Visuality I	C	0	2	3	pg	spring		3				Kovács Lajos	Institute of Communication and Sociology						
7PE20NXKL4M	History of European Culture	C	2	0	3	ex	spring		3				Kárpáti Andrea Katalin	Institute of Communication and Sociology						
7PE20NXKD8M	New Media Communication	C	2	0	3	ex	spring		3				Aczél Petra Katalin	Institute of Communication and Sociology						
7PE20NXKI5M	Organisational Communication	C	2	0	3	ex	spring		3				Aczél Petra Katalin	Institute of Communication and Sociology						



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			Lecture	Seminar				1	2	3	4				Code	Name	Code	Name		
			Fall semester	Spring semester				Fall semester	Spring semester	Fall semester	Spring semester									
7PE20NXX17M	Persuasive Communication and Rhetoric	C	2	0	3	ex	spring		3				Aczél Petra Katalin	Institute of Communication and Sociology						
7PE20NXXB9M	Pragmatics	C	2	0	3	ex	spring		3				Benczes Réka Ágnes	Institute of Communication and Sociology						
7PE20NXXI6M	Public Writing	C	0	2	3	pg	spring		3				Aczél Petra Katalin	Institute of Communication and Sociology						
7PE20NXXJ2M	Creative Visuality II	C	0	2	3	pg	fall			3			Kovács Lajos	Institute of Communication and Sociology						
7PE20NXXI9M	Internship	C	0	2	3	pg	fall			3			Deli Eszter	Institute of Communication and Sociology						
7PE20NXXJ1M	Public Relations and Marketing Communication Design	C	0	2	3	pg	fall			3			Rétvári Márton Gergely	Institute of Communication and Sociology						
7PE20NXXJ3M	Media Strategy	C	2	0	3	ex	spring				3		Aczél Petra Katalin	Institute of Communication and Sociology						
7PE20NXXJ4M	Methods in Communication Training and Counselling	C	2	2	5	pg	spring				5		Forgács Attila	Institute of Communication and Sociology						
<b>Specialisations</b>								<b>0</b>	<b>0</b>	<b>20</b>	<b>20</b>	<b>40</b>								
<b>International Communication</b>								<b>0</b>	<b>0</b>	<b>20</b>	<b>20</b>	<b>40</b>								
7PE20NAKJ5M	Cases of the International Scenario	C	0	4	5	pg	fall			5			Havril Ágnes Katalin	Institute of Communication and Sociology						
7VG32NAK18M	Global Trends in Economy	C	2	2	5	ex	fall			5			Vígvári Gábor	Institute of International, Political and Regional Studies						
7PE20NAKJ6M	Thesis Project	C	0	4	10	pg	fall			10			Deli Eszter	Institute of Communication and Sociology						
7NK40NAKJ1M	GOs and NGOs in Global Context	C	2	2	5	ex	spring				5		Vékony Dániel	Institute of International, Political and Regional Studies						
7PE20NAKJ7M	International Negotiations	C	2	2	5	pg	spring				5		Bokor Tamás	Institute of Communication and Sociology						



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			Lecture	Seminar				1	2	3	4				Code	Name	Code	Name	
								Fall semester	Spring semester	Fall semester	Spring semester								
7PE20NAKL5M	Thesis Consultation	C	0	4	10	pg	spring				10		Kovács Gábor István	Institute of Communication and Sociology					
<b>Political Communication</b>								<b>0</b>	<b>0</b>	<b>20</b>	<b>20</b>	<b>40</b>							
7PO10NXK73M	Media and Politics	C	2	2	5	ex	fall			5			Várnagy Réka	Institute of International, Political and Regional Studies					
7PE20NXKJ8M	Political Psychology	C	2	2	5	ex	fall			5			Sass Judit Gabriella	Institute of Communication and Sociology					
7PE20NXKJ9M	Project Seminar	C	0	4	10	pg	fall			10			Deli Eszter	Institute of Communication and Sociology					
7PE20NXKK1M	Inveveninggative Journalism	C	2	2	5	pg	spring				5			Institute of Communication and Sociology					
7PE20NXKK2M	Political Campaigns and Rhetoric	C	2	2	5	ex	spring				5		Aczél Petra Katalin	Institute of Communication and Sociology					
7PE20NXKK3M	Thesis Seminar	C	0	4	10	pg	spring				10		Kovács Gábor István	Institute of Communication and Sociology					
<b>Elective courses</b>								<b>6</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>12</b>							
	Foreign language	E			0	pg	fall, spring						Dobos Ágota	Centre of Foreign Language Education and Research					
	Electives Subjects In a separate table	E					fall, spring												
<b>Criterion subjects:</b>																			
IOK0001NABB	Hungarian Language SHI I.*	CR	0	4	3	pg	fall	3	3				Dobos Ágota	Centre of Foreign Language Education and Research					
IOK0004NABB	Hungarian Language SHI II.*	CR	0	4	3	ex	spring	3	3				Dobos Ágota	Centre of Foreign Language Education and Research					
<b>Total credits</b>								<b>30</b>	<b>30</b>	<b>29</b>	<b>31</b>	<b>120</b>							





### **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.

**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.

### **Recommendations as to what courses to attend:**

- The required schedule is shown in the NEPTUN curriculum. The semester is valid (active) if at least one subject is registered.
- All mandatory courses must be completed, and altogether 120 credits are necessary to receive the MA degree.
- Besides the mandatory courses the student can sign up for elective subjects (including foreign language courses). A total of 30 credits are recommended per semester.
- Students should pay a special fee if they complete more than 132 credits' worth of courses (above 10% beyond 120 credit points).
- Students who study state-financed should pay a special fee for enrolled but unfulfilled credits (courses not completed) after the examination period (upon the end of the semester).

### **Information about Graduation**

Pre-degree Certificate (Absolutorium) Requirements:

- 120 credits
- fulfillment of the curriculum requirements within the maximum time allowed (the number of active and passive semesters may not exceed 8 semesters).

### **Final Examination Requirements:**

- pre-degree certificate
- accepted thesis work

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

### **The mark of the final exam is the mean of:**

- the grades given by the opponents for the thesis work
- the grade for the thesis defence (1x)
- the grade for the oral exams in the required subjects (with a weight of 2)

### **MA Degree Requirements:**

- successful final examination

### **Professional Core Subjects to be Counted in the Degree Qualification:**

Communication Theories

Conflict and Cooperation in Communication

Media Communication

Case Studies in Public Communication

Creative Visuality I

New Media Communication

Organisational Communication

Pragmatics

Public Writing

Creative Visuality II

Public Relations and Marketing Communication Design

Media Strategy

Methods in Communication Training and Counselling

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

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

**Details can be found in the Study and Exam Regulation.**