

# Information on Specialisations

for the students of Communication and Media MA degree

## General information on the registration for the specialization

*Deadline:* between the 8<sup>th</sup> and 14<sup>th</sup> of April, 2020

*Registration:* via Neptun learning management system

*Limit:* min. 20 students

*Subjects, independent from the specialization:*

Thesis Project, Thesis Consultation

*Thesis + project:* the topic is not bound to the specialization

# Specialisation: International Communication

## 1. Subjects of the specialisation

- Cases of the International Scenario (Gabriella Németh)
- Global Trends in Economy (Gábor Vígvári)
- GOs and NGOs in Global Context (Dániel Vékony)
- International Negotiations (Tamás Bokor)

## 2. Main advantages of the specialisation

- thorough knowledge and practice to analyse and evaluate international social and economic processes
- practicing of the academic English language
- intercultural skills
- overview of the trendlines of EU- and non-EU development

## 3. According interests and jobs, characteristic areas of employment

- communication tasks of international environment like communication and marketing agencies
- fields and institutions of international relations (e.g. ministries)
- fields and institutions of public diplomacy
- embassies

## 4. Further information:

Current senior student available for giving “insider” details about the specialisation:

*Name:* Ms Flóra Keszei

*Contact:* Messenger: Flora Keszei / phone: +36 20 568 1501

*Time:* Messenger: every day between 12 a.m. and 2 p.m.  
Phone: 6<sup>th</sup> and 7<sup>th</sup> of April between 2 p.m. and 4 p.m.

# Specialisation: Political Communication

## 1. Subjects of the specialisation

- Media and Politics (Réka Várnagy)
- Political Psychology (Judit Sass)
- Investigative Journalism (?)
- Political Campaigns and Rhetoric (Petra Aczél)

## 2. Main advantages of the specialisation

- thorough knowledge and practice to analyse and evaluate the processes of political communication in an international context
- practicing of the academic English language
- rhetorical skills
- overview of the trendlines of EU- and non-EU politics

## 3. According interests and jobs, characteristic areas of employment

- tasks of public relations in GOs, NGOs and in the race market
- political communication tasks like campaign planning and speech writing, text editing, copywriting
- fields and institutions of politics, policy and polity
- fields and institutions of public diplomacy

## 4. Further information

Given that this specialisation has not been launched during the last two years, there is no available student to give further details about the specialisation.

In case of having any questions, please contact with Dr. Tamás Bokor via [tamas.bokor@uni-corvinus.hu](mailto:tamas.bokor@uni-corvinus.hu).