The bachelor final exam terminating the student’s studies takes place in the final exam period each year. The final exam consists of two parts: (1) thesis defence and (2) oral final exam.

1. The requirements and recommended schedule of thesis defence

During thesis defence the candidate presents their thesis in max. 10 minutes in front of the final examination committee, and subsequently responds to all reviewer questions in 5 minutes, replies to the questions, opinions and criticisms formulated by the opponent. It is compulsory to accompany this presentation with a slideshow which may include 10 slides at most, prepared in one of the following formats: Power Point, Pdf, Prezi or Emaze.

The recommended content items are as follows:

- the professional presentation of the essence of thesis, the straightforward display of the examined matter/problem;
- presenting how the thesis contributes to previous research conducted in the field of communication science and media theory, addressing the current issues of the field;
- presenting the main results, messages, values and limitations of the thesis;
- professional self-reflection on the work carried out.

It is important that the oral summary should concentrate on the added value and novelty of the thesis: it should focus on the research/analysis conducted by the student as well as the methods used and the final results, rather than the background knowledge (i.e. the bibliographical or historical background or the description of a given organization/company.)

2. The process of the final exam

The BA final exam of the Communication and Media Science programme consists of 18 topics (see on the following pages). The student draws one topic at the final exam. The duration of the oral performance shall be minimum 5, maximum 10 minutes. The list of topics consists of the titles, key concepts, compulsory and recommended readings. During the examination the student picks a topic number at random, which can be identified from the list that includes the titles of the topics. At the final exam, the numbered list of topics does not contain any key concepts or literature.

Candidates must demonstrate thorough knowledge and understanding of the key concepts and the content of the readings. In addition to the readings indicated below, topics are also directly related to the materials covered in several core course in the curriculum, and therefore revising lecture notes and class readings may also contribute significantly to the preparation for the final exam.
## 1. Topic: Multilingualism in Culture and Society

### Key Concepts:
- Language shift, language death, language loss, language maintenance, bilingual education, linguistic landscapes, linguistic revival, vernacular and standard languages, lingua franca, pidgin, creole, decreolisation

### Compulsory Readings:

### Recommended Readings:

## 2. Topic: Language Variation and Social Identity

### Key Concepts:
- Accent, regional dialect, social dialect, dialect chain, vernacular, post-vocalic [r], [h]-dropping, gender-exclusive features, gender-preferential features, multiple negation, accounts for women’s linguistic behaviour, age-graded features of speech

### Compulsory Readings:

### Recommended Readings:
### 3. Topic: Direct and Indirect Communication

**Key Concepts:**
speech acts, locution, illocution, perlocution, Cooperative Principle, maxims of conversation, flouting of a maxim, conversational implicature, criticisms of Speech Act Theory

**Compulsory Readings:**

**Recommended Readings:**

### 4. Topic: Politeness Strategies

**Key Concepts:**
cultural schemas, maxim-based models, face (positive and negative), politeness (positive and negative), criticisms to face theory, social distance, first- and second-order politeness

**Compulsory Readings:**

**Recommended Readings:**
5. **Topic: Media Argumentation and the News**

**Key Concepts:**
Media news, News genres, Factors increasing news value, The power of negative news, Media rhetorics, Rhetorical fallacies

**Compulsory Readings:**

**Recommended Readings:**

6. **Topic: Manipulative Techniques of the Media**

**Key Concepts:**
Media history, Media effects theories (Magic Bullet Theory, Two Step Flow Theory, Selective Exposure Theory etc.) Media manipulation, Manipulative techniques, Heuristics in the Media

**Compulsory Readings:**

**Recommended Readings:**
MCQUAIL, DENIS; [2010]: *McQuail's Mass Communication Theory.* University of Amsterdam: SAGE Publications Ltd.
### 7. Topic: The Creator/Consumer Phenomenon in the Information Age

**Key Concepts:**
Information society, Information, Network, Differences of printed, traditional and new media, Web 1.0, Web 2.0, Web 3.0, Big data, Social media

**Compulsory Readings:**

**Recommended Readings:**

### 8. Topic: New Media: Literacy in the Digital Age

**Key Concepts:**
New media literacy, Media Convergence, Digital divide: user and access divide, Crises online, Crisis communication online

**Compulsory Readings:**

**Recommended Readings:**

### Key Concepts:
Typology of visual structures: juxtaposition, fusion, replacement; Presence, Vividness, Visual rhetoric, Propositions, Linguistic translation

### Compulsory Readings:

### Recommended Readings:


### Key Concepts:
Rhetorical tropes: metaphor, metonymy, synecdoche, irony, Film rhetorics: film language, film identification, film ideology, film interpretation; Political image making in visual rhetorics

### Compulsory Readings:

### Recommended Readings:


11. Topic: Speech Production

Key Concepts:
Willem Levelt’s WEAVER++ model of speech production; mental processes: conceptual preparation, lexical selection, morphological encoding, phonological encoding, phonetic encoding, articulation, self-monitoring; intermediate representations (e.g. lexical concepts, lemmas etc.); speech errors; the tip-of-the tongue phenomenon; evidence from picture-naming experiments

Compulsory Readings:

Recommended Readings:

12. Topic: Discourse Comprehension

Key Concepts:
Walther Kintsch’s construction–integration theory: levels of representation, surface model, text-base, situation model; propositions: definition and evidence; macropropositions; evidence for the situation/mental model; a discourse processing cycle: the construction phase (knowledge activation), the integration phase (argument overlaps); evidence that the text-base and the situation model are distinct

Compulsory Reading:

Recommended Readings:

Key Concepts:
Rhetorical, qualitative and quantitative approaches to communication research; common methods of data collection in qualitative and quantitative paradigms; replicability; measurements: operationalisation and validity; samples and populations; types of variable and scales of measurement (nominal, ordinal, interval and ratio); independent and dependent variables in experiments; the key steps in quantitative research

Compulsory Readings:

Recommended Reading:

14. Topic: Data Analysis in Quantitative Research

Key Concepts:
Describing data: frequencies, percentages, measures of central tendency and dispersion; the normal distribution; skewness; kurtosis; the logic of hypothesis testing: the null and alternative hypotheses, the level of significance (\( \alpha \)), the observed significance (\( p \)) of a test, Type I and Type II errors, the power of a test

Compulsory Readings:

Recommended Readings:
### 15. Topic: Traditions and Schools of Communication Research

**Key Concepts:**
concept of communication; traditions, schools and first models of communication; the transactionalist, interactionalist, cultivational and ritual views of communication

**Compulsory Readings:**


The content of the related lectures of *The Realm of Communication* course

**Recommended Readings:**


### 16. Topic: Nonverbal Communication

**Key Concepts:**
verbal and nonverbal communication, kinesics, proxemics, iconics, vocalics, haptics, olfactics, chronemics

**Compulsory Readings:**


The content of the related lectures of *The Realm of Communication* course

**Recommended Readings:**


### 17. Topic: Strategic Communication – Web Design

**Key Concepts:**
- Domain; IP; Hosting; HTML; CSS; PHP; Wordpress; Web design; grids, responsive design, visual hierarchy;
- User experience; SEO

**Compulsory Readings:**

**Recommended Readings:**

### 18. Topic: Strategic Communication – PR&Marketing

**Key Concepts:**
- Marketing; PR; Digital marketing; Google Ads; SEO; Funnels; Copywriting; Press release; Creative brief;
- Influencer marketing; Marketing Mix (4P)

**Compulsory Readings:**

**Recommended Readings:**