

CORVINUS UNIVERSITY OF BUDAPEST
INSTITUTE OF BEHAVIOURAL SCIENCES AND COMMUNICATION THEORY
COMMUNICATION AND MEDIA SCIENCE BA
FINAL EXAM TOPICS AND INFORMATION ON THE FINAL EXAM

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 15 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: TRADITIONS AND SCHOOLS OF COMMUNICATION

KEY CONCEPTS:

Concept of communication; traditions of communication; transactional, interactional, cultivational, ritual and participational views of communication; the process of meaning-making, signifier, signified, semiotics, types of signs.

COMPULSORY READINGS :

GRIFFIN, E. A. (2011). *A First Look at Communication Theory* (8th revised ed.). Blacklick, Ohio: McGraw-Hill, 2–49, 289–298, 332–343, 366–377.

RECOMMENDED READINGS:

FOSS, A. K. & Littlejohn, W. S. (2012). *Theories of Human Communication* (9th ed.). Belmont, CA: Thomson Wadsworth.

ROSENGREN, K. E. (2000). *Communication: An Introduction*. London–Thousand Oaks–New Delhi: Sage.

2. TOPIC: INTERPERSONAL COMMUNICATION

KEY CONCEPTS:

Transactional analysis (stimulus-hunger, stroke, ego-states, transaction, game); symbolic interactionism (self-image; generalized other; looking-glass self; self-fulfilling prophecy); expectancy violations theory; social penetration theory; uncertainty reduction theory; staircase model; communication accommodation theory; attachment theory; interpersonal deception theory; interactional view.

COMPULSORY READINGS:

BERNE, E. (1969). *Games People Play: The Psychology of Human Relationships*. London: Penguin Books, 8–27 (Part I).

GRIFFIN, E. A. (2011). *A First Look at Communication Theory* (8th revised ed.). Blacklick, Ohio: McGraw-Hill, Chapters 5, 7, 9, 10, 14, 31.

RECOMMENDED READINGS:

McLEAN, S. (2004). *The Basics of Interpersonal Communication*. Boston: Pearson Custom Publishing.

WEST, R. & TURNER, L. H. (2010). *Understanding Interpersonal Communication. Making Choices in Changing Times* (2nd ed.). Boston: Wadsworth Publishing.

3. TOPIC: COMMUNICATION DYNAMICS

KEY CONCEPTS:

Global trends of media consumptions; late modern media context; the citizen culture; public sphere; mass society; mass culture; awareness of cultural choices; social and cultural identities; civilization; media dynamics; characteristics of mass media devices.

COMPULSORY READINGS:

GLADWELL, Malcolm (2002). *The Tipping Point: How Little Things can make a big difference*. New York: Little, Brown and Company (Chapters 1,2 and 7)

RECOMMENDED READINGS:

STOKES, Jane (2013). *How to do media and culture studies*. University of East London, Sage Publication Ltd.(p.1-48)

GANS, Herbert J. (1999) *Popular Culture and High Culture: An Analysis and Evaluation of Taste*. New York, Basic Books. (Chapter 1)

HABERMAS, Jürgen (1991). *Structural transformation of the public sphere*. MIT Press. (p.27-57)

4. TOPIC: SEMIOTICS OF SOCIAL ADVERTISING

KEY CONCEPTS:

Semiotics; signified; signifier; icons; indices; symbols; images; colors; written text; social issue; common understanding; shocking; emotions.

COMPULSORY READINGS:

VELLNAGEL, C. C. (2013). *Semiotics and Shock Advertisements*. Grin Verlag GmbH

RECOMMENDED READINGS:

HARRISON, C. (2003). *Visual social semiotics. Understanding how images still images make meaning*. Technical communication, vol. 50, nr. 1.

5. TOPIC: CONTROLLED SOCIETY

KEY CONCEPTS:

Social norms; social control; formal agencies of social control; informal agencies of social control; governmental control; media control; religion as social control; education as social control.

COMPULSORY READINGS:

HOROWITZ, A. W. (1990). *The Logic of Social Control*. Plenum Press: New York (Introduction pp. 1-17)

RECOMMENDED READINGS:

BICCHIERI, C., MULDOON, R., „Social Norms”, *The Stanford Encyclopedia of Philosophy* (Spring 2014 Edition). EDWARD, N. Z. (ed.) Available from:

<http://plato.stanford.edu/archives/spr2014/entries/social-norms/>

FOUCAULT, M. (1977 [1971]). *Revolutionary Action: 'Until Now'*. In: Bouchard D.F. (ed.) *Language, Counter-Memory, Practice: Selected Essays and Interviews*. Oxford, Blackwell, Available form:

http://monoskop.org/IMAGES/F/F1/FOUCAULT_MICHEL_1971_1977_REVOLUTIONARY_ACTION_UNTIL_NOW.PDF

MACKINNON, R. (2012). *Consent of the Networked: The World-Wide Struggle for Internet Freedom*. New York: Basic Books.

6. TOPIC: ANALYSING INTERCULTURAL COMMUNICATION IN CONTEXT

KEY CONCEPTS:

Levels of culture; stereotypes; prejudices; perceptions; cultural differences in nonverbal communication; cultural shock and adaptation.

COMPULSORY READINGS:

MARTIN J., NAKAMAYA T. (2010). *Intercultural Communication in Context*, McGraw Hill

<http://www.rasaneh.org/Images/News/AttachFile/15-8-1390/FILE634561743619907963.pdf>

RECOMMENDED READINGS:

HALL, E. T. (1990). *The Hidden Dimensions*, Doubleday

7. TOPIC: MEDIATIZATION

KEY CONCEPTS:

Mediated communication; hypodermic needle theory; two step flow theory; cultivation theory; gatekeepers; technological determinism; deindividuation; memes; echo chambers; media aggression theories.

COMPULSORY READINGS:

HOLMES, D. (2005). *Communication Theory; Media, Technology and Society*; Page 50-72; 138-140

RECOMMENDED READINGS:

KONIJN, E. A. (2008). *Mediated Interpersonal Communication*

8. MEDIA ECONOMICS

KEY CONCEPTS:

The scope of media economics; media products and consumption; market structures; economies of scale; economies of scope, technological change and digital convergence; online content distribution; social networks.

COMPULSORY READINGS:

DOYLE, G. (2013). *Understanding media economics (2nd ed.)*. Los Angeles: Sage. – Chapters 1, 2 and 4.

RECOMMENDED READINGS:

ANDERSON, C. (2006). *The Long Tail: Why the Future of Business is Selling Less of More*. New York: Hyperion.

PICARD, R. (2005). *Unique Characteristics and Business Dynamics of Media Products*. *Journal of Media Business Studies*, 2(2), 61-69.

<http://www.robertpicard.net/PDFFiles/uniquecharacteristics.pdf>

9. TOPIC: THE POWER OF THE VISUAL

KEY CONCEPTS:

Images and rhetorical presence; how visuals persuade; genres of visual arguments; vivid information; political image making; gender; film rhetoric.

COMPULSORY READINGS:

HILL, C. A., HELMERS, M. (2004). *Defining Visual Rhetoric*, Lawrence Erlbaum Associates, Publishers, Mahwah, New Jersey London

RECOMMENDED READINGS:

LESTER, P.M. (2006). *Visual Communication: Images with Messages*, Cengage Learning

SMITH, K. L. (2005). *Handbook of visual communication: theory, methods, and media*, Routledge

10. TOPIC: NETWORK COMMUNICATION

KEY CONCEPTS:

Network society; network theory; strong ties and weak ties (Mark Granovetter); six degrees of separation (Stanley Milgram); the Erdős number; Pareto's Law; diffusion of innovations model (Rogers & Shoemaker); social and cultural epidemics, memes and viruses; the internet as a network; Facebook and other social media-based networks; knowledge economy; e-learning.

COMPULSORY READINGS:

NICHOLAS A. Ch. & Fowler, J. H. (2009). *Connected: The Surprising Power of our Social Networks and How they Shape our Lives*. New York, NY: Little, Brown & Company, Chapter 1.

BARABÁSI A.L. (2002). *Linked: The New Science of Networks*. Cambridge, MA: Perseus Publishing, Chapters 3, 4, 5, 6.

RECOMMENDED READINGS:

ALBERY, I. P. (2008). *Attitudes, persuasion and attitude change*. In G. Davey (Ed.), *Complete psychology* (pp. 315–332). London: Hodder Education.

MYERS, D. G., & DEWALL, C. N. (2015). Attitudes and actions. In D. G. Myers & C. N. Dewall, *Psychology* (11th ed., pp. 520–524). New York, NY: Worth Publishers

NOLEN-HOEKSEMA, S., FREDERICKSON, B. L., LOFTUS, G. R. & WAGENAAR, W. A. (2009). Attitudes. In S. Nolen-Hoeksema, B. L. Fredericson, G. R. Loftus & W. A. Wagenaar, *Atkinson & Hilgard's Introduction to Psychology* (15th ed., pp. 662–667). Hampshire, UK: Cengage Learning

11. TOPIC: THE DIMENSIONS OF THE INFORMATION SOCIETY

KEY CONCEPTS:

The concept of information; the historical background of information society; media convergence; digital divide; information management in the XXI. century; societies in transition.

COMPULSORY READINGS:

CASTELLS, M. *The Information Age: Economy, Society and Culture I-III. The Rise of the Network Society* (1996)., *The Power of Identity* (1997)., and *End of Millennium* (1998).

RECOMMENDED READINGS:

LUHMANN, N. (2000). *The Reality of the Mass Media*, Cambridge, UK: Polity Press

12. TOPIC: SEMIOTICS

KEY CONCEPTS:

Sign; symbol; icon; index; diadic (Saussure) and triadic (Peirce) model; culture; degrees of arbitrariness in languages; code; myth; trope; denotation and connotation.

COMPULSORY READING:

CHANDLER, D. (2001). *Semiotics: The Basics* <http://visual-memory.co.uk/daniel/Documents/S4B/> (an older version of the book), Chapters 1; 2; 7; 9; 10.

RECOMMENDED READINGS:

BIGNELL, J. (2002). *Media Semiotics: An Introduction*

13. TOPIC: PSYCHOLINGUISTICS

KEY CONCEPTS:

The scope of psycholinguistics; the perception of phonemes; speech segmentation; reading; understanding words and sentences; syntactic parsing; the garden path model; types of aphasia; understanding stories: inferences and situation models; conversations; common ground theory; syntactic coordination; language and thought: the Sapir–Whorf hypothesis.

COMPULSORY READINGS:

GOLDSTEIN, E. B. (2015). Language. In E. B. Goldstein, *Cognitive psychology: Connecting mind, research, and everyday experience* (4th ed., pp. 297–332). Stamford, CT: Cengage Learning

RECOMMENDED READING:

TRAXLER, M. J. (2012). *Introduction to Psycholinguistics: Understanding Language Science* (chapters 3, 4, 5, 8, 10, 13). Chichester, UK: John Wiley & Sons Ltd.

14. TOPIC: SOCIAL INFLUENCE

KEY CONCEPTS:

Conformity and majority influence (Asch's lines experiments); minority group influence (conversion); social facilitation and social inhibition; the Ringelmann effect; group polarisation; obedience to authority (Milgram's experiments); leadership styles (Lippit & White).

COMPULSORY READINGS:

ALBERY, I. P. (2008). Social influence and group processes. In G. Davey (Ed.), *Complete psychology* (pp. 362–378). London: Hodder Education

RECOMMENDED READINGS:

MYERS, D. G., & Dewall, C. N. (2015). Social influence. In D. G. Myers & C. N. Dewall, *Psychology* (11th ed., pp. 524–537). New York, NY: Worth Publishers

NOLEN-HOEKSEMA, S., FREDERICKSON, B. L., LOFTUS, G. R. & WAGENAAR, W. A. (2009). Social influence. In S. Nolen-Hoeksema, B. L. Fredericson, G. R. Loftus & W. A. Wagenaar, *Atkinson & Hilgard's Introduction to Psychology* (15th ed., pp. 608–647). Hampshire, UK: Cengage Learning

15. TOPIC: PERSUASION AND ATTITUDE CHANGE

KEY CONCEPTS:

Defining attitude; unidimensional and multidimensional theories of attitude; attitude development: the mere exposure effect and associative learning; measuring attitudes: Likert scale, semantic differential scale; implicit association test; Heider's balance theory of attitude change; cognitive dissonance (Festinger); the elaboration likelihood model of persuasion (Petty and Cacioppo).

COMPUSLORY READINGS:

ALBERY, I. P. (2008). Attitudes, persuasion and attitude change. In G. Davey (Ed.), *Complete psychology* (pp. 315–332). London: Hodder Education

RECOMMENDED READINGS:

MYERS, D. G., & Dewall, C. N. (2015). Attitudes and actions. In D. G. Myers & C. N. Dewall, *Psychology* (11th ed., pp. 520–524). New York, NY: Worth Publishers

NOLEN-HOEKSEMA, S., FREDERICKSON, B. L., LOFTUS, G. R. & WAGENAAR, W. A. (2009). Attitudes. In S. Nolen-Hoeksema, B. L. Fredericson, G. R. Loftus & W. A. Wagenaar, *Atkinson & Hilgard's Introduction to Psychology* (15th ed., pp. 662–667). Hampshire, UK: Cengage Learning