

# Self, Screen, Success

## Blog Post Competition about Digital Communication

The Institute of Communication and Sociology, together with the Department of Communication and Media at Corvinus University of Budapest, is glad to announce its first Blog Post Competition entitled “**Self, Screen, Success**” focusing on crucial issues of New Media and Mobile Technology. The overall objective of this unique competition is to invite all Students studying in Hungary to challenge themselves in creative writing, text production strategies and content creation concerning digital communication in an international environment. We do encourage students to share their personal experiences and perspectives on the topic available, without being driven by societal expectations or general opinions. Contestants can choose one of the following topics:

### Competition Topics

- *What does labour market not know about my generation and use of technology?*
- *How does my smartphone affect my daily life? What does my smartphone not know about me?*
- *I am smarter than AI because...*

### Application Requirements

- **Blog post in English with a title and a lead**
- Length **between 6.000 and 10.000 characters**, including spaces (number of characters indicated at the end of the text)
- Sources (if any) indicated in a list of references at the end of the essay
- Anonymous application with a **chosen code name** (please, indicate your code name after the title in the document and in the file name as well: `blogpost_codename.pdf`)
- Submission in **PDF format** on the [application form](#)
- Deadline of application: **30th September 2021, 11:59 pm** (Budapest time zone)

### Prizes

Applicants will have been informed of the results by the end of November 2021. The winners will have their names published in the official page and they will also be informed by email. The Corvinus University of Budapest offers the following prizes to the Students awarded in the Blog Post Competition:

- purchase voucher for electronic items with a total value of 300,000 HUF for the three best authors supported by Com-Forth, delivering innovative industrial IT solutions;
- book package selection;
- publishing top 3 articles on the International Corvinus website ([www.internationalcorvinus.com](http://www.internationalcorvinus.com)) and sharing them on social media;
- opportunity for top 5 authors to publish in a digital booklet collection organized by the Department of Communication and Media Science.

### Organizing Committee

- Organizers: Prof. Dr. Petra Aczél, Dr. Ágnes Veszelszki, Dr. Eszter Deli
- PhD and student assistants: Milson Veloso, Aizhamal Muratalieva, Tünde Taxner
- Contact for information: Milson Veloso ([blogpost@uni-corvinus.hu](mailto:blogpost@uni-corvinus.hu))

### **Rules and Conditions of Participation**

Students from all nationalities officially enrolled at any Hungarian university (BA/BSc, MA/MSc) can participate in the competition by submitting an English Essay on the Question (general or specific topics). The essays will be blind peer-reviewed by the Department of Communication and Media at the Corvinus University of Budapest with the support of a Jury and ranked with grading from 1-100 in each of the following criteria: 1) Coherence to the proposed topics; 2) Innovativity and creativity; 3) Convincing power and strong argumentation; 4) Balanced structure and proportionality; 5) Appropriate wording and style.

In case more than three articles are ranked equally, considering all criteria, the tiebreaker will be made taking into account the highest scores in the order of each criteria, respectively with the grade from criteria 1 being the most relevant for this purpose. If the tie persists, the entire Jury must reevaluate the five best-ranked articles in the first evaluation, using the same criteria. In case the applicant fails to provide any of the required information or if it is verified that the essay presents any irregularity, such as plagiarism, the student might be disqualified from the competition by the Jury without the right to appeal. In case of questioning about any missing rule, the Department of Communication and Media at the Corvinus University of Budapest will be responsible for evaluating the issue and making the decision, informing the Organizing Committee by email, and the participants on the official page.

### **Data Use and Privacy Consent**

By participating in the competition, the applicants consent the right to the use of their informed data to the Department of Communication and Media at the Corvinus University of Budapest. The data of the Blog Post Competition, including all submitted essays, may be used by the Department of Communication and Media at the Corvinus University of Budapest for further scientific research and academic publications. Participation in this Blog Post Competition and in any further scientific research and academic publications that might use its data is voluntary and presents no explicit risk to participants. Any participant can withdraw from the competition and therefore from having their data used in further scientific research and academic publications, before the competition deadline, by sending an email with the request to Milson da Veloso (blogpost@uni-corvinus.hu). All the other data protection regulations from the competition follow the Corvinus University of Budapest General Data Protection Regulation (GDPR). By submitting an essay to this competition, the applicant confirms that they have read and agreed with all the information and terms concerning their participation in the Blog Post Competition about Digital Communication.

Budapest, 8<sup>th</sup> June 2021

Organizing Committee  
Department of Communication and Media  
Institute of Communication and Sociology  
Corvinus University of Budapest