

THE COMMpass

The official newsletter of the Communication Science Doctoral Program
Corvinus University of Budapest

January 2022 ● Issue 1



Dear Students and Colleagues,

It is a great pleasure to launch the very first edition of **The COMMpass**, a yearly newsletter to showcase our students' progress along their PhD journey and to report on the program's major events.

2021 was a very special year: it marked the end of our first academic year under the auspices of the newly established Doctoral School of Sociology and Communication Science. We underwent a rigorous accreditation process and also participated in the first-ever joint Research Forum organized with the Sociology program. 7 was our lucky number: we admitted seven new first-year students into the program and seven of our students graduated with flying colours. And there are so many more achievements we're proud of.

I'd like to take this opportunity to thank you for all your dedication, enthusiasm and effort in maintaining this wonderful COMMunity!

Wishing you a prosperous and happy New Year,

Réka Benczes



Warm welcome
to our new students!



L-R: Mwangi Zipporah, Tekla Illés, Fanni Cziráky, Kincső Szabó, Marcell Mezriczky, Anilla Till and Gábor Ozoli



Conference participation

In 2021, our students presented at **69** conferences; **40%** of these were international events. **10%** of the conference participations were supported through EFOP 3.6.3. Our top conference goers in 2021 were Lilla Petronella Szabó (5th year) and Erna Uricska (2nd year) – both of whom participated at **14** conferences each.

My greatest scholarly achievement in 2021...

“The positive feedbacks
from students after
teaching”

Flóra Keszei

“Getting accepted to the
winter school of the
University of Amsterdam”

Anilla Till

Our second-year student **Aia Muratalieva** won **Best Presentation Award** in the International Migration section at the Interdisciplinary Doctoral Conference 2021, hosted by the University of Pécs, 12-13 November. The title of her topic was “Victims or Aggressors? Xenophobic Discourse and Strategies of Otherization in Russian Media Towards Migrants”.



Tekla Illés (1st year) won **Best Poster Award** at the Interdisciplinary Doctoral Conference 2021, hosted by the University of Pécs, 12-13 November. The title of her topic was “Internet trolls and supportive grannies: The analysis of female politicians’ Facebook comment section”.



What I wish for in 2022...

“Be curious, get inspired and inspire others in 2022!”
Lina Horváth

I wish a year with full of success and health for all of us :)
Beste Naz Özkan

One of the specialties of the program is that students are actively encouraged to participate in joint research with their peers – the outcome of which are conference participations and quality publications. **Alexandra Béni** (3rd year), **Judit Sebestény** (3rd year) and **Lilla Petronella Szabó** (5th year) gave a talk on “The discursive construction of a leader: A corpus-based study of the 2021 Hungarian opposition primary” at the International Graduate Conference of Political Science and International Relations 2021.



L-R: Alexandra Béni, Judit Sebestény, Lilla Petronella Szabó



Second-year students **Orsolya Kovács-Magosi** and **Aleksandra Zivanovic** presented their joint research on "Games for the Planet: Analysis of Environmental Games for Reinforcing Pro-environmental Behaviour" at the International Sustainability Student Conference, held on 29 April 2021, organized by the Budapest Business School and the University of Applied Sciences.

My greatest scholarly achievement in 2021...

“Developing my teaching skills
(delivering two full-semester courses)
and being able to design/start my
thesis pilot research”

Admilson Veloso da Silva

Lina Horváth (2nd year) and **Marcell Mezriczky** (1st year) both won second place at the prestigious National Scientific Student Competition (OTDK).



35. ORSZÁGOS
TUDOMÁNYOS DIÁKKÖRI
KONFERENCIA 2021

Média és kommunikációtudomány 4.



1. helyezett: Kovács Ágnes ELTE
Női magazin a nemek közötti egyenlőtlenség csökkentésének szolgálatában: WMN magazin vizsgálata
Dr. Gács Anna, egyetemi docens

2. helyezett: Horváth Evelin BCE
Porból lettünk, pixellé leszünk
Dr. Veszelszki Ágnes, egyetemi docens

3. helyezett: Nagy Zsófia BME
Nóra és a nézők – professzionális és laikus színkritikák az online térben
Dr. Bárány Tibor, adjunktus

Különdíjak:
Tisza Eleonóra DE - A kázmódern olvasó: hogyan változik meg az irodalmi szövegek befogadása az újmediális környezetben - Dr. Kálai Sándor, egyetemi docens

A tagozati ülések eredményei megtekinthetők lesznek az tarstudotk2021.metropolitan.hu oldalon!













35. ORSZÁGOS
TUDOMÁNYOS DIÁKKÖRI
KONFERENCIA 2021

Média és kommunikációtudomány 5.



1. helyezett: Horváth Kata ELTE
Nyomtasd te is! - a könyvmentes internet
Dr. Hammer Ferenc, egyetemi docens

2. helyezett: Mezriczky Marcell BCE
Ál/arc - A deepfake és a digitális videómanipuláció
Dr. Veszelszki Ágnes, egyetemi docens

3. helyezett: Kiss Krisztina KTK
Digitális kompetenciák: az információsztűrés kérdései és az álhírekhez való viszonyulás a kárpáljai magyarok körében
Dr. Márkus Anita, egyetemi docens

Különdíjak:
Fodor Fanni ELTE - A koreai pop térhódítása a digitális zenei világban - Mi tette naggyá a BTS-t?
Dr. Hammer Ferenc, egyetemi docens
Varga Tibor Szabolcs SZTE - (Online) verseny a túllésért - Forma-1 a szimulátorversenyezés és a digitális média korában - Dunai Tamás, tanársegéd

A tagozati ülések eredményei megtekinthetők lesznek az tarstudotk2021.metropolitan.hu oldalon!











My greatest scholarly achievement in 2021...

“Presenting at the
Debrecen Fashion Festival”
Aleksandra Zivanović

“Becoming the member of
the Internet Roundtable for
Child Protection”
Veronika Pelle

Veronika Pelle (individual track) won the **Best Mentor Award** for her mentoring excellence in the National Student Competition (TDK). In 2021 she was the supervisor of 5 TDK and 2 OTDK papers, out of which one received OTDK 1st prize, two TDK 1st prizes and one TDK 2nd prize. She was also the awardee of the **University Certificate of Honour** for her “dedicated talent management and innovative, project-oriented teaching” (<https://www.uni-corvinus.hu/hir/presentation-of-the-2021-corvinus-university-awards/?lang=en>).



Veronika Pelle with the Rector of CUB, Előd Takáts



Research scholarship

We are proud of our **New National Excellence Scholarship** (ÚNKP) holders:

- Alexandra Béni (3rd year)
- Evelin Horváth (2nd year)
- Ágnes Virág (4th year)

What I wish for in 2022...

“To experience significant improvement in the field of (a) quantitative analysis and (b) time management ;)”

Lídia Vinczéné Fekete

“More community gatherings within the doctoral school, [it’s] so inspirational and good fun to spend time together”

Fanni Cziráky

Teaching

Many of our students teach courses at the Institute of Communication and Sociology and also participate in thesis supervision/evaluation. Our first-year student **Kincső Szabó** was awarded **“The Most Creative Course”** prize by students for her BA course “Professzionális portfólió” (“Professional Portfolio”), which she co-taught with Gergő Czmarkó and Gergely Vizi.



What I wish for in 2022...

“more energy and opportunities for collective work/collaboration with groupmates and professors”
Aia Muratalieva

“I wish the publication requirements became magically fulfilled...”
Judit Sebestény

Select publications

We are proud of our students' publication outputs, which range from book of abstracts through book reviews to full-blown journal articles and book chapters. The publications reflect both the dynamic research environment, as well as the collaborative potential of the program, manifested for instance in joint publications by students (such as the article by Szabó & Béni 2021 below). Select outputs (student's names are capitalized):

- HORVÁTH, EVELIN (2021). Porból lettünk, pixellé leszünk. A CGI-modellek társadalmi és reklámpari hatásának vizsgálata az élőmodelles portré- és divatfotózással összehasonlítva. In: Juhász Péter, Mitev Ariel, Wimmer Ágnes (eds.): *Közgáz diáktudós. Felelősség és közösség* (pp. 105–120). Budapest: Budapesti Corvinus Egyetem. DOI: 10.14267/978-963-503-875-6
- HORVÁTH, EVELIN & MEZRICZKY MARCELL (2021). Új valóság születik. A CGI és a deepfake lehetőségei és veszélyei a médiatudatosság tükrében. *Magyaróra. A magyar nyelv és irodalom barátainak, tanárainak lapja* 3 (1): 35-40.
- ILLÉS, TEKLA (2021). Review of Germain M.-L. (2019): Integrating Service-Learning and Consulting in Distance Education. Bingley: Emerald Group Publishing. *Hungarian Educational Research Journal*. <https://doi.org/10.1556/063.2021.00080>
- Kiss, Balázs, SZABÓ, LILLA PETRONELLA & Farkas, Xénia (2021). Ki lehet áldozat? Viktimizáció a 2017-es magyar metoo-vitában. *Politikatudományi Szemle* 30 (1): 104-126. DOI: 10.30718/POLTUD.HU.2021.1.104
- Sass, Judit & VINCZÉNÉ FEKETE, LÍDIA (2021): Ami a szívemen, az az arcomon? Arcmozgásokat elemző érzelemfelismerő szoftverek alkalmazási lehetőségei az oktatásfejlesztésben. In (Lázár, I. (ed.): *A szimbolikus kommunikáció és pszichofiziológiai következményeinek komplex empirikus elemzése* (pp. 145-168). Budapest: L'Harmattan.
- SZABÓ, LILLA PETRONELLA (2021). We the people? A perszonalizáció nyelvészeti vizsgálata az USA politikai kommunikációjában. *Jel-Kép* 2021 (2): 93-102. DOI: 10.20520/JEL-KEP.2021.2.93
- SZABÓ, LILLA PETRONELLA & BÉNI, ALEXANDRA (2021). Vírusháború: A Covid19 járvány metaforikus ábrázolása a magyar hírportálokon. *Médiakutató* 22 (3–4): 59-68. https://www.mediakutato.hu/cikk/2021_03_osz_tel/07_virushaboru.pdf
- URICSKA, ERNA (2021). Online reputációmenedzsment a police_hu Instagram-profilján. *Belügyi Szemle* 2021 (9): 1529-1547. DOI: 10.38146/BSZ.2021.9.2

Beste Naz Özkan (2nd year) published her research on “Analysing Effects of ISO 9001:2015 Quality Management System on Organizational Communication Structure” in the Open Journal of Social Sciences (<https://www.scirp.org/journal/paperinformation.aspx?paperid=112535>) – which already has **54** downloads and **253** views! (Data accessed: 15 January 2022)



Second-year student **Erna Uricska** compiled a unique, English-language dictionary on Covid-related terms and expressions: URICKSKA, ERNA (2021). *Covidictionary. Words and phrases related to the global pandemic*. Budapest: Rejtjel Kiadó.

Erna Uricska is an ESP teacher at the Department of Foreign Languages for Specific Purposes, Faculty of Law Enforcement, University of Public Service in Budapest. She is also a PhD student in the Doctoral School of Sociology and Communication Science, Corvinus University of Budapest. Her research interest focuses on digital communication and its special features.

The coronavirus pandemic that appeared in Hungary in the Spring of 2020 has almost completely changed our lives. And since it has affected all areas of our lives, why would it have left the use of language untouched?

This monolingual collection of expressions contains the most common words and phrases in use between March and September 2020, including several newly-coined words, so-called neologisms. Using one of these, I named the genre 'covidocs' not only because this name might fit better than the word 'dictionary', but also due to the fact that the majority of the corpus is made up of the terminology that is used by those working in the frontline fighting against the coronavirus, for example in law enforcement and health care.

I am grateful to my doctoral supervisor, Ágnes Veszelszki. Her Hungarian 'Karanténszótár' (Quarantine Dictionary) is the first example of this new genre. I am also grateful to Katalin Molnár, who would never discourage me from realizing my ideas. I would also like to thank my colleagues at the University of Public Service. This compilation would not have been possible without their support.

This work is my personal salute to all Frontliners.

The author

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Book acquisitions

Thanks to the **EFOP 3.6.3** funding, several recently published Communication Science handbooks have been acquired through the university's library:

- *The SAGE Handbook of Social Media*
- *A Dictionary of Media and Communication*
- *Dictionary of Media and Communication Studies*
- *The SAGE Handbook of Social Media Research Methods*

Our graduates

Seven of our students have graduated from the program in 2021. Many congratulations to our new graduates and their supervisors!

- Janka Barkóczi (Sv: András Murai)
- Jácint Farkas (Sv: András Karácsony)
- Dalma Kékesdi-Boldog (Sv: Péter Bajomi Lázár, Balázs Sipos)
- Ágnes Nagy (Sv: András Karácsony)
- Erzsébet Györgyi Nagy (Sv: Márton Demeter, István Sándor)
- Zsolt Balázs Major (Sv: Mátyás Domschitz)
- Tamás Tóth (Sv: Ágnes Veszelszki, Márton Demeter)



The CommSci community



We are on Facebook

In April 2021 we launched the official Facebook page of the program, which is administered by Lilla Petronella Szabó. Please visit and like the page – and share your news and achievements with us by sending an email and photo (if possible) to Lilla (lilla.szabo@uni-corvinus.hu).



Text: Réka Benczes

Design and layout: Lilla Petronella Szabó

Content support: László Kálmán