

CORVINUS UNIVERSITY OF BUDAPEST
INSTITUTE OF COMMUNICATION AND SOCIOLOGY
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 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 :

HOLMES, JANET. 2013. *An Introduction to Sociolinguistics*. 4th edition. London & New York: Routledge. Chapters 3 & 4.

RECOMMENDED READINGS:

ROMAINE, SUZANNE. 2000. *Language in Society*. Oxford: Oxford University Press.

WARDAUGH, RONALD AND JANET M. FULLER. 2014. *An Introduction to Sociolinguistics*. 7th edition. New York: John Wiley and Sons.

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:

HOLMES, JANET. 2013. *An Introduction to Sociolinguistics*. 4th edition. London & New York: Routledge. Chapters 6 & 7.

RECOMMENDED READINGS:

ROMAINE, SUZANNE. 2000. *Language in Society*. Oxford: Oxford University Press.

WARDAUGH, RONALD AND JANET M. FULLER. 2014. *An Introduction to Sociolinguistics*. 7th edition. New York: John Wiley and Sons.

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:

BOWE, HEATHER, KYLIE MARTIN & HOWARD MANNS. 2014. *Communication Across Cultures*. Cambridge: Cambridge University Press, Chapter 2 (pp. 25-37; up to section on “Ethnography, Voicing and Indirectness”).

RECOMMENDED READINGS:

BROWN, PAMELA AND STEVEN C. LEVINSON. 1983. *Pragmatics*. Cambridge: CUP.

KÁDÁR, DÁNIEL Z. AND MICHAEL HAUGH. 2013. *Understanding Politeness*. Cambridge: CUP.

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:

BOWE, HEATHER, KYLIE MARTIN & HOWARD MANNS. 2014. *Communication Across Cultures*. Cambridge: Cambridge University Press, Chapter 3 (pp. 48-64; up to section on “Methodologies: Natural Semantic Metalanguage”).

RECOMMENDED READINGS:

BROWN, PAMELA AND STEVEN C. LEVINSON. 1983. *Pragmatics*. Cambridge: CUP.

KÁDÁR, DÁNIEL Z. AND MICHAEL HAUGH. 2013. *Understanding Politeness*. Cambridge: CUP.

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:

LUHMANN, NIKLAS; (2000): *The Reality of the Mass Media*. Polity Press: Cambridge. (Chapter 5: News and In-Depth Reporting) (pp. 25-42).

RECOMMENDED READINGS:

MCQUAIL, DENIS; (2010): *McQuail's Mass Communication Theory*. University of Amsterdam: SAGE Publications Ltd.

LANHAM, R. A.; (1991): *A Handlist of Rhetorical Terms*. University of California Press: Berkeley and Los Angeles.

WALTON, DOUGLAS; (1995): *A Pragmatic Theory of Fallacy*. University of Alabama Press: Tuscaloosa. (Chapter 4-8)

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:

ROSENGREN, KARL E.; (2005): *MEDIA EFFECTS AND BEYOND. CULTURE, SOCIALIZATION AND LIFESTYLES*. Routledge: London & New York. (pp. 118-130).

RECOMMENDED READINGS:

MCQUAIL, DENIS; [2010]: *McQuail's Mass Communication Theory*. University of Amsterdam: SAGE Publications Ltd.

PETTY, RICHARD E. – CACIOPPO, JOHN P.; [1986]: *Communication and Persuasion – Central and Peripheral Routes to Attitude Change*. Springer-Verlag New York Inc.: New York.

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:

CASTELLS, M., & CARDOSO, G. (Eds.); (2006): *The network society: From knowledge to policy*. Washington, DC: Johns Hopkins Center for Transatlantic Relations. (pp. 3-23).

RECOMMENDED READINGS:

KUBEY, WILLIAM ROBERT; (1997): *Media Literacy in the Information Age: Current Perspectives*. Transaction Publishers: USA & London.

POTTER, W. JAMES; (2016): *Media Literacy*. Eighth Edition. SAGE Publications

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:

JENKINS, HENRY; (2006): *Convergence Culture. Where Old and New Media Collide*. New York University Press: New York & London. (Introduction Chapter)

MACEDO, DONALDO PEREIRA – STEINBERG, SHIRLEY R.; (2007): *Media Literacy: A Reader*. Peter Lang: USA. (pp. 54-79).

RECOMMENDED READINGS:

KUBEY, WILLIAM ROBERT; (1997): *Media Literacy in the Information Age: Current Perspectives*. Transaction Publishers: USA & London.

POTTER, W. JAMES; (2016): *Media Literacy*. Eighth Edition. SAGE Publications

9. TOPIC: VISUAL RHETORICS: THE POWER OF IMAGES

KEY CONCEPTS:

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

COMPULSORY READINGS:

BLAIR, ANTHONY J.; *The Rhetoric of Visual Arguments*. In: HILL, CHARLES A. – HELMERS, MARGUERITE; (2008): *Defining Visual Rhetorics*. Lawrence Erlbaum Associates: Mahwah, New Jersey & London. (pp. 41-63).

RECOMMENDED READINGS:

BLAIR, ANTHONY J.; (1996): *The Possibility and Actuality of Visual Arguments*, *Argumentation and Advocacy*.

FLEMING, DAVID; (2005): *Can pictures be arguments?* *Communication & Mass Media Complete*. *Argumentation & Advocacy*. Summer96, Volume 33, Issue 1.

MITCHELL, W. J. T.; (1994): *Picture theory: Essays on Verbal and Visual Representation*. University of Chicago Press: Chicago.

10. TOPIC: VISUAL RHETORICS: THE RHETORICAL EFFECTS OF MOVING IMAGES

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:

BLAKESLEY, DAVID; *Defining Film Rhetoric: The Case of Hitchcock's Vertigo*. In HILL, CHARLES A. & HELMERS, MARGUERITE (eds.) (2004): *Defining Visual Rhetorics*. Mahwah, New Jersey & London: Lawrence Erlbaum Associates. pp. 111–133.

RECOMMENDED READINGS:

FOSS, SONJA K.; *Framing the Study of Visual Rhetoric: Toward a Transformation of Rhetorical Theory Images*. In: HILL, CHARLES A. – HELMERS, MARGUERITE; (2008): *Defining Visual Rhetorics*. Lawrence Erlbaum Associates: Mahwah, New Jersey & London.

FLEMING, DAVID; (2005): *Can pictures be arguments?* *Communication & Mass Media Complete*. *Argumentation & Advocacy*. Summer96, Volume 33, Issue 1.

MITCHELL, W. J. T.; (1994): *Picture theory: Essays on Verbal and Visual Representation*. University of Chicago Press: Chicago.

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:

TRAXLER, M. J. (2012). *Introduction to Psycholinguistics: Understanding language science*. Chichester, UK: Wiley-Blackwell. pp. 37–47.

RECOMMENDED READINGS:

HARLEY, T. A. (2014). *The psychology of language: From data to theory* (4th ed.). Hove, UK: Psychology Press. pp. 395–448.

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:

TRAXLER, M. J. (2012). *Introduction to Psycholinguistics: Understanding language science*. Chichester, UK: Wiley-Blackwell. pp. 187–199.

RECOMMENDED READINGS:

HARLEY, T. A. (2014). *The psychology of language: From data to theory* (4th ed.). Hove, UK: Psychology Press. pp. 360–392.

13. TOPIC: TRADITIONS AND KEY CONCEPTS IN COMMUNICATION RESEARCH

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:

ALLEN, M., TITSWORTH, S., & HUNT, S. K. (2009). *Quantitative research in communication*. Thousand Oaks, CA: SAGE Publications. pp. 1–16.

RECOMMENDED READING:

BRYMAN, A. (2012). *Social research methods* (4th ed.). Oxford, UK: Oxford University Press. pp. 160–182, 380–414.

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 (α), the observed significance (p) of a test, Type I and Type II errors, the power of a test

COMPULSORY READINGS:

ALLEN, M., TITSWORTH, S., & HUNT, S. K. (2009). *Quantitative research in communication*. Thousand Oaks, CA: SAGE Publications. pp. 17–29.

RECOMMENDED READINGS:

BRYMAN, A. (2012). *Social research methods* (4th ed.). Oxford, UK: Oxford University Press. pp. 329–352.

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:

GRIFFIN, E. (2012). *A First Look at Communication Theory*. New York, NY: McGraw-Hill, pp. 37–49, 366–377. (Chapter 4: Mapping the Territory: Seven Traditions in the Field of Communication Theory, Chapter 29: Cultivation Theory)

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

RECOMMENDED READINGS:

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

GRIFFIN, E. (2012). *A First Look at Communication Theory*. New York, NY: McGraw-Hill, pp. 54–66, 289–298, 332–343. (Chapter 5: Symbolic Interactionism, Chapter 22: The Rhetoric, Chapter 26: Semiotics)

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

16. TOPIC: NONVERBAL COMMUNICATION

KEY CONCEPTS:

verbal and nonverbal communication, kinesics, proxemics, iconics, vocalics, haptics, olfactics, chronemics

COMPULSORY READINGS:

WOOD, J. T. (2014). *Communication Mosaics. Introduction to the Field of Communication*. [7th ed.]. Boston: Wadsworth, Cengage Learning, pp. 89–111.

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

RECOMMENDED READINGS:

GRIFFIN, E. (2012). *A First Look at Communication Theory*. New York, NY: McGraw-Hill, pp. 97–109. (Chapter 7: Interpersonal Deception Theory) Retrieved from: <https://www.afirstlook.com/docs/interpersdecep.pdf>

HALL, J. A. & KNAPP, M. L. (Eds.) (2013). *Nonverbal Communication*. Berlin: De Gruyter Mouton.

O'HAIR, D., WIEMANN, M., MULLIN, D. I. & TEVEN, J. (2015). *Real Communication. An Introduction*. [3rd ed.]. Boston: Bedford, St. Martin's, pp. 93–113.

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:

NIEDERST, JENNIFER (2012) *Learning Web Design*. O'Reilly Media ISBN13: 9781449319274 pp 21-45

RECOMMENDED READINGS:

KINGSNORTH, SIMON (2016) *Digital Marketing Strategy: An Integrated Approach to Online Marketing*. Kogan Page. ISBN-13: 978-0749474706

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:

KINGSNORTH, SIMON (2016) *Digital Marketing Strategy: An Integrated Approach to Online Marketing*. Kogan Page. ISBN-13: 978-0749474706 pp. 6-31

RECOMMENDED READINGS:

KINGSNORTH, SIMON (2016) *Digital Marketing Strategy: An Integrated Approach to Online Marketing*. Kogan Page. ISBN-13: 978-0749474706