

CORVINUS UNIVERSITY OF BUDAPEST  
INSTITUTE OF COMMUNICATION AND SOCIOLOGY  
**COMMUNICATION AND MEDIA SCIENCE MA**  
**FINAL EXAM TOPICS AND INFORMATION ON THE FINAL EXAM**

The master 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 (including the answers to the opponents' questions), replies to the questions, opinions and criticisms that arise. 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;
- the professional and brief presentation of the research and its results;
- 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 MA final exam of the Communication and Media Science programme consists of 12 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: COMMUNICATION AND MEDIA RESEARCH METHODS - PRINCIPLES OF THE QUANTITATIVE RESEARCH STRATEGY

### KEY CONCEPTS:

The main steps of quantitative research; measuring concepts: operationalisation, types of reliability and validity; causality and correlation; generalising from samples to populations; replicability; limitations and criticisms of quantitative research

### COMPULSORY READINGS :

BRYMAN, A. (2012). *Social research methods* (4<sup>th</sup> ed.). Oxford, UK: Oxford University Press. pp. 160–182.

### RECOMMENDED READINGS:

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

## 2. TOPIC: THE CULTURAL CONTEXT OF COMMUNICATION

### KEY CONCEPTS:

necessary and sufficient conditions, frame, characteristics of frames, ICM, conceptual metaphor, basis of metaphor, mappings, scope and target, entailments, kinds of metaphor, cultural model, conceptual metonymy, stereotypes

### COMPULSORY READINGS:

KÖVECSES, ZOLTÁN. 2006. *Language, Mind, and Culture: A Practical Introduction*. Oxford: OUP. Chapters 5, 7 & 8.

### RECOMMENDED READINGS:

BENCZES, ISTVÁN AND RÉKA BENCZES. 2018. From financial support package via rescue aid to bailout: Framing the management of the Greek sovereign debt crisis. *Society and Economy* 40 (3): 431–45.

BENCZES, RÉKA & BENCE SÁGVÁRI. 2018. Where do metaphors really come from? Social factors as contextual influence in metaphorical conceptualizations of life. *Cognitive Linguistics* 19 (1): 121–54.

KÖVECSES, ZOLTÁN. 2002/2010. *Metaphor: A Practical Introduction*. Oxford: OUP.

### 3. TOPIC: COGNITIVE PSYCHOLOGY - HISTORICAL AND CONTEMPORARY APPROACHES TO STUDYING HUMAN COGNITION

#### KEY CONCEPTS:

The scope of cognitive psychology; definitions of the mind and cognition; the beginnings: Donders's reaction time experiment; Wundt: structuralism and analytic introspection; Ebbinghaus's memory experiment and the savings curve; the behaviourist era (Watson and Skinner): the principles of classical and operant conditioning; the cognitive revolution of the 1950's (key contributors: Chomsky, Cherry, Broadbent, Newell & Simon, Miller); modern research: the importance of building upon previous findings; structural vs. process models

#### COMPULSORY READINGS:

GOLDSTEIN, E. B. (2015). *Cognitive psychology: Connecting mind, research, and everyday experience* (4<sup>th</sup> ed.). Stamford, CT: Cengage Learning. pp. 3–22.

#### RECOMMENDED READINGS:

EYSENCK, M. W., & KEANE M. T. (2010). *Cognitive psychology: A student's handbook* (6<sup>th</sup> ed.). Hove, UK: Psychology Press. pp. 1–31.

### 4. TOPIC: COMMUNICATION THEORIES – A THEORETICAL APPROACH TO COMMUNICATION

#### KEY CONCEPTS:

Definiton of communication, Paradigms of social sciences, Philosophical assumptions of communication theories, Origins and traditions of communication theories, Evaluation of communication theories

#### COMPULSORY READINGS:

LITTLEJOHN, STEVEN W. – FOSS, KAREN A. – OETZEL, JOHN G. 2016 (11th ed.): *Theories of Human Communication*. Waveland Press: Long Grove , ILL. pp. 4-12 (defintion and philosophical assumptions), 15-17 (evaluation), 26-30 (four paradigms) 40-45 (traditions).

#### RECOMMENDED READINGS:

WEST, RICHARD – TURNER, LYNN H. 2010: *Introducing Communication Theory: Analysis and Application*. (4th ed.). Boston: McGraw and Hill. pp. 3-145., 201-237.

LITTLEJOHN, STEPHEN – FOSS, KAREN (eds.) 2009: *Encyclopedia of Communication Theory*. Sage: Thousand Oaks, CA.

## 5. TOPIC: MEDIA COMMUNICATION

### KEY CONCEPTS:

Media literacy; Five questions for choosing media; Fake news; Propaganda tools; Logical fallacies; Memes; Agenda-setting; Big data; YouTube algorithms; Digital divide

### COMPULSORY READINGS:

CADIMA, FRANCESCO RUI (2013): *New Problems for Journalism in the Digital Age*. In: OKAY, AYDEMIR (ed.) *Understanding Communications in the New Media Era*. Medialog Platform, Istanbul. 173-185. p.

### RECOMMENDED READINGS:

BLACKWELL, COURTNEY K. - LAURICELLA, ALEXIS R. - CONWAY, ANNIE - WARTELLA, ELLEN (2014) Children and the Internet: Developmental Implications of Web Site Preferences Among 8- to 12-Year-Old Children, *Journal of Broadcasting & Electronic Media*, 58:1, 1-20.

CRISPIN THURLOW: *Computer Mediated Communication* First Edition

## 6. TOPIC: ORGANISATIONAL COMMUNICATION

### KEY CONCEPTS:

Nature of organizations, Classical, Human Relations-Resources, Critical and Cultural Approaches, Conflict Management

### COMPULSORY READINGS:

KATHERINE MILLER (2012), *Organisational Communication, Approaches and Processes*, Chapter 1: *The Challenge of Organisational Communication* 1-17 pp., Chapter 9: *Conflict Management Processes* 161-179 pp.

and the lecture notes from the *Organisational Communication* course

### RECOMMENDED READINGS:

JASON S. WRENCH (2012) Casing Organizational Communication, *Analyzing Case Studies*, 1-19 pp.

KATHERINE MILLER (2012), *Organisational Communication, Approaches and Processes*, Chapter 2-6, 17-100 pp.

EISENBERG, E. M., GOODALL JR, H. L., & TRETHERWEY, A. (2013). *Organizational communication: Balancing creativity and constraint*. Macmillan Higher Education.

## 7. TOPIC: CONFLICT AND COOPERATION IN COMMUNICATION

### KEY CONCEPTS:

Communication Paradigms, Conflict theory, Aggression, Self-Regulation, Intra- and Interpersonal Conflicts, Attachment theory, Work-family conflict, Business conflicts, International Conflicts

### COMPULSORY READINGS:

VOHS, KATHLEEN D. – FINKEL, ELI J.; (2006): *Self and Relationships. Connecting intrapersonal and interpersonal processes*. The Guilford Press: New York. (pp. 32-57).

### RECOMMENDED READINGS:

ALLAN, KENNETH D.; (2007): *The Social Lens: An Invitation to Social and Sociological Theory*. SAGE Publications Inc., Thousand Oaks: United States.

GREENHAUS JEFFREY H. – BEUTELL, NICHOLAS J.; (1985): *Sources of Conflict between Work and Family Role*. The Academy of Management Review, Vol. 10, No. 1.

WIEVIORKA, MICHEL; (2010): *Social conflict*. Sociopedia.isa, DOI: 10.1177/205684601054

## 8. TOPIC: CREATIVE VISUALITY

### KEY CONCEPTS:

Photography, Lenses, Motion Picture, Visual Storytelling, Denotative and Connotative Meaning, Editing

### COMPULSORY READINGS:

AMY VILLAREJO (2007) Film studies, The Basics, Chapter 2: *The Language of Film*, 24-54 pp. and the lecture notes from Creative Visuality I-II.

### RECOMMENDED READINGS:

JAMES MONACO (1981) How to Read a Film, The Art, Technology, Language, History, and Theory of Film and Media

<https://expertphotography.com/a-beginners-guide-to-photography/>

<http://vision.cse.psu.edu/courses/CompPhoto/PhotoIntro.pdf>

<https://carleton.ca/healthy-workplace/wp-content/uploads/Intro-to-Photo-presentation-20112.pdf>

## 9. TOPIC: PERSUASIVE COMMUNICATION AND RHETORIC

### KEY CONCEPTS:

Media rhetoric, Visual rhetoric, Spatial rhetoric, Aural rhetoric, Procedural rhetoric, Persuasion, Political rhetoric, Virtual rhetoric

### COMPULSORY READINGS:

KNAPE, JOACHIM; (2012): *Modern Rhetoric in Culture, Arts, and Media: 13 Essays*. Walter de Gruyter GmbH.: Berlin & Boston. (pp 183-215).

### RECOMMENDED READINGS:

HILL, CHARLES A. – HELMERS, MARGUERITE; (2008): *Defining Visual Rhetorics*. Lawrence Erlbaum Associates: Mahwah, New Jersey & London.

MEYER, M.; *The Rhetoric of Roman Painting within the History of Culture: A Global Interpretation*. In: ELSNER, J. – MEYER, M.; (2014): *Art and Rhetoric in Roman Culture*. Cambridge University Press: UK.

## 10. TOPIC: PRAGMATICS

### KEY CONCEPTS:

speech acts, illocutionary act, felicity conditions, indirect speech acts, performative verb, Cooperative Principle, (generalized) conversational implicature, Politeness Principle, face theory, T/V distinction

### COMPULSORY READINGS:

CULPEPER, JONATHAN AND MARINA TERKOURAFI. (2017). Pragmatic approaches (im)politeness. In: J. CULPEPER, M. HAUGH AND D. Z. KÁDÁR (eds.), *The Palgrave Handbook of Linguistic (Im)politeness*. London: Palgrave Macmillan, pp. 11-40.

### RECOMMENDED READINGS:

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

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

LEVINSON, STEVEN C. (1987). *Politeness*. Cambridge: CUP.

## 11. TOPIC: NEW MEDIA COMMUNICATION

### KEY CONCEPTS:

traditional media vs. new media, optimistic and pessimistic narratives, digital divide, filter bubble, virtual communities, online infringements, artificial intelligence, new media literacy

### COMPULSORY READINGS:

LISTER, M., DOVEY, J., GIDDINGS, S., GRANT, I., & KELLY, K. (2003). *New Media. A Critical Introduction*. London: Routledge, pp. 12–42.

### RECOMMENDED READINGS:

JENKINS, H. (2008): *Convergence Culture: Where Old and New Media Collide*. New York, New York University Press.

MANOVICH, L. (2001). *The Language of New Media*. Cambridge, MA: The MIT Press.

MILLER, V. (2011). *Understanding Digital Culture*. London: Sage

ROHLINGER, D. A. (2019). *New Media and Society*. New York, NY: New York University Press.

## 12. TOPIC: PUBLIC RELATIONS AND MARKETING COMMUNICATION DESIGN

### KEY CONCEPTS:

Digital marketing; Social media marketing; Google ads; campaign structures; Keyword research; Copywriting; Campaign management; Campaign measurement; SEO

### COMPULSORY READING:

Google Skillshop: Google Ads

Google Skillshop: Google Ads Measurement

### RECOMMENDED READINGS:

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