

# THE COMMPASS

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

January 2023 ● Issue 2

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*Dear Students and Colleagues,*

This is the second edition of *The COMMpass*, a yearly newsletter designated to showcase our doctoral students' achievements and to report on the program's major events. 2022 was a very busy year for all of us. Our students attended dozens of conferences at home and abroad, including the hugely successful eMotiON/OFF workshop jointly organized by our program and the Centre for Social Sciences. We admitted five bright scholars into the program, about whom you can read in the Newsletter in more detail. We are immensely proud of our graduates as well – eight of our students received the title of PhD in 2022. And there are so many more amazing achievements we're happy to share in this Newsletter.

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*

## Meet our first-year students

**Five** PhD students enrolled in our Program in 2022, researching exciting new topics. We warmly welcome **Tünde, Utku, Viktória, Zsanett,** and **Csilla** and wish them success in the upcoming years!



**Tünde Taxner** received her bachelor's and master's degree in communication and media sciences from Corvinus University of Budapest. Her fields of interest include organizational development, media literacy, pedagogy, and journalism. Her doctoral research is about how the method of storytelling could contribute to the improvement of knowledge sharing and cooperation in small workgroups.

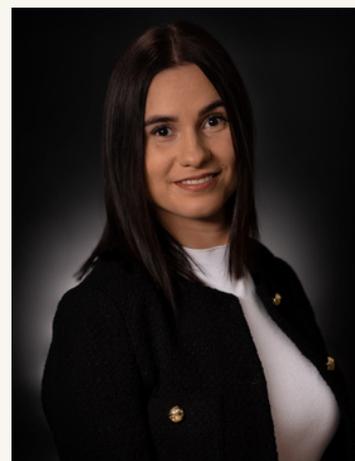


**Utku Bozdog** received his BA degree in journalism from the Faculty of Communication at Ankara University. During his MA at the Corvinus University of Budapest, he specialized in political communication. His research interests include political discourse, populism, and metaphor.



**Viktória Szabó** has a degree in Hungarian language and literature, aesthetics, and art management. She is the Head of Animation MA at Moholy-Nagy University of Art and Design. She started her career in film sales in Germany and turned to media production after moving back to Hungary. Her fields of interest include digital narratives, narrative practices, the intersection of storytelling and technology, science communication, and transmedia storytelling. Her Ph.D. research subject is the role of digital humans in human-computer communication.

**Zsanett Adámi** received a bachelor's and master's degree in Communication and Media Science studies from the Corvinus University of Budapest. She is interested in family communication, parental communication, and adoption communication. Her doctoral research is about the adoptive families' unique communication situations, needs, and types of challenges.



**Csilla Kristóf-Csáki** received a bachelor's degree in Communication and public relations from the Sapientia Hungarian University of Transylvania and a master's degree in Communication and Media Science from Corvinus University of Budapest. Her research topic is the role of artificial intelligence in health communication. Her career goal is to become a reliable lecturer who passes on an innovative and critical perspective.



### *What I wish for in 2023...*

Firstly, I wish to successfully finish my Ph.D. studies. Secondly, I wish for more training and mentoring opportunities for all students.

**Alexandra Béni**

I wish there would be an anti-procrastination magic potion so we complete all our tasks on time.

**Aleksandra Zivanovic**

## Major events in 2022

We hosted the **eMotiON/OFF - Workshop on affective communication and emotion management in social processes** workshop co-organized with the Centre for Social Sciences (CSS) on 23 May 2022. The event set out to explore the role of emotions in various fields of communication, including social media, organizational communication, and political communication. **Nine** of our students presented their papers at the workshop and got valuable feedback from Gabriella Szabó and Balázs Kiss senior research fellows from CSS. Masters students at the Department of Communication and Media Studies at CUB were also invited to present their coursework on posters.

Two awards were presented at the workshop. The winner of the Best Paper Award was second-year Ph.D. student **Lídia Vinczéné Fekete**. The Best Poster Award was given to MA students **Noémi Döbrössy**, **Zsófia Jáni**, and **Ágnes Németh**.



Lídia Vinczéné Fekete, winner of the Best Paper Award



Noémi Döbrössy, Zsófia Jáni, and Ágnes Németh, winners of the Best Poster Award



The **Doctoral School of Sociology and Communication Science** held its annual **Research Forum** on 13-14 December 2022. Students of the Communication Science Doctoral Program and the Sociology Doctoral Program presented their research progress as well as their future plans.



Our international students at the Research Forum  
R-L: Utku Bozdog, Mwangi Zipporah Muthoni, Aleksandra Zivanovic, Beste Naz Özkan, Aizhamal Muratalieva, Admilson Veloso da Silva



### *My greatest scholarly achievement in 2022...*

I won the Fulbright Scholarship with my thesis project (Incivility among Hungarian Politicians) in the next academic year.

**Tekla Illés**

Our publication with my research group in the *Magyar Sporttudományi Szemle* [Hungarian Review of Sport Science], which is one of the top sport related journals in Hungary.

**Fanni Cziráky**

We are proud of **Márton Gergely Rétvári** who was presented the prestigious Lecturer of the Year Award 2022 at CUB.



Márton Gergely Rétvári and Előd Takáts, Rector of CUB

Source: <https://www.uni-corvinus.hu/contents/uploads/2022/10/BRL1060-1536x1025.jpg>

## Research scholarship

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

- Balázs Fekete (3rd year): *Hazai termék fogyasztás, mint környezetbarát cselekedet: A hazai termékek preferenciája mögött meghúzódó motivációk feltáró vizsgálata*
- Marcell Mezriczky (2nd year): *A deepfake online sajtórepresentációja a kezdetektől napjainkig*
- Tünde Taxner (1st year): *The possibilities of measuring entitativity and knowledge sharing in project teams*
- Erna Uricska (3rd year): *#notextingwhiledriving. Factors influencing the persuasiveness of social advertising videos of digital police communication among the members of Generation Z*
- Lídia Vinczéné Fekete (3rd year): *A felsőoktatásban alkalmazott oktatási módszerek eredményességének és hatásainak mérési lehetőségei*
- Ágnes Virág (5th year): *Orbán Viktor miniszterelnök metonimikus és metaforikus reprezentációja a hazai és nemzetközi politikai karikatúrákban*

## Mentoring

Our students actively mentor BA and MA students at CUB. Two highlights of their work include **Admilson Veloso da Silva** (4th year) and his BA mentee, **Ana Maria Cuesta Lopez** who won the "Most Promising Young Researcher Award" at the 4th International Media Studies Symposium - Communication Research in Digital Society. **Evelin Horváth's** (3rd year) student, **Krisztina Béres** was qualified for the National Scientific Students' Associations Conference.



Evelin Horváth and Krisztina Béres

## Conference participation

In 2022, our students presented at **72** conferences; **42%** of these were international events. Our top conference goer in 2022 was **Erna Uricska** (3rd year) who attended **10** conferences.

### *What I wish for in 2023...*

I wish that all doctoral students will be happy to report at the next Research Seminar that all their research plans have been realised.

**Csilla Kristóf-Csáki**

Tips on how to identify the most appropriate international publication journals that take a shorter time for review based on the research topic.

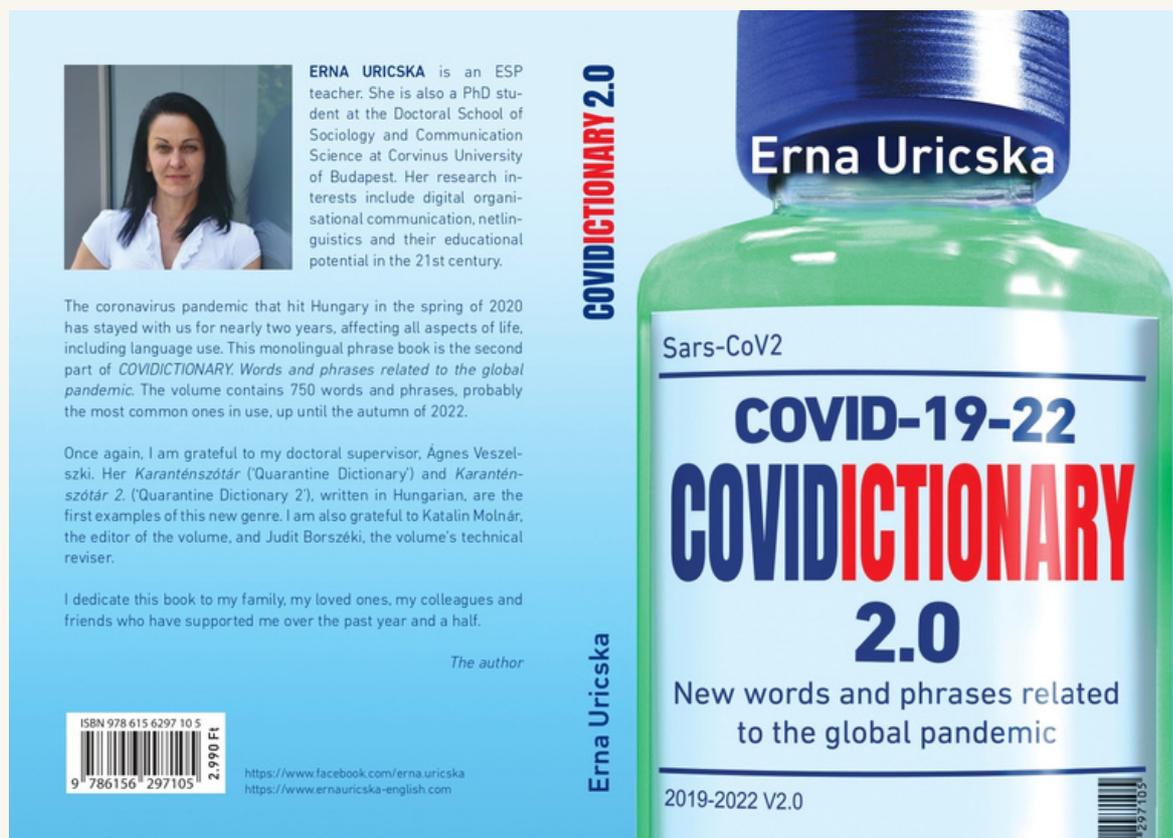
**Mwangi Zipporah Muthoni**

## 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 Béni & Veloso da Silva 2022 below). Select outputs (student's names are capitalized):

- Benczes, Réka, Szabó, Lilla Petronella & VIRÁG, ÁGNES (2022). It's showtime: the conceptual metaphor POLITICS IS A SHOW in the Fidesz Party's political campaign in 2022, *Médiakutató*, 23(3-4), 109–121.
- BÉNI, ALEXANDRA & VELOSO DA SILVA, ADMILSON. (2022). Debating digital discourse: The impact of user-generated content on the visual representation of #Africa. In Mammadov, A. & Lewandowska-Tomaszczyk, B. (Eds.) *Analyzing media discourse: Traditional and new* (179–209). Cambridge Scholars Publishing.
- Demeter, Márton, PELLE, VERONIKA, Mikulás, Gábor & Goyanes, Manuel (2022). Higher Quantity, Higher Quality? Current Publication Trends of the Most Productive Journal Authors on the Field of Communication Studies. *Publishing Research Quarterly*, 38, 445–464. DOI: 10.1007/s12109-022-09893-2
- HÁLÓ, GERGŐ & Demeter, Márton (2022). International VS National Academic Bibliographies. A Comparative Analysis of Publication and Citation Patterns in Scopus, Google Scholar, and the Hungarian Scientific Bibliography, *New Review of Academic Librarianship*. DOI: 10.1080/13614533.2022.2138475
- HORVÁTH, EVELIN (2022). Antropomorf virtuális influencerek részvétele öt ismert társadalmi mozgalomban. *Jel-Kép*, 2022(3), 20–40. DOI: 10.20520/JEL-KEP.2022.3.21.
- KUTTNER, ÁDÁM (2022). AR és VR technológia oktatási felhasználási lehetőségei a kiállítási kommunikációban. *Iskolakultúra*, 32(2), 83–94.
- KUTTNER, ÁDÁM (2022). A kortárs multimédia-alkalmazások lehetséges vizsgálati módszere a kiállítási kommunikációban. *Médiakutató*, 23(1), 89–98.
- Lippai, Zsolt, URICSKA, ERNA & Nagy, Tamás (2022). The protection of very important persons in Hungary – The legislation of personal protection from 1997 to the present day. *Belügyi Szemle*, 70(2), 8–20. DOI: 10.38146/BSZ.SPEC.2022.2.1
- MEZRICZKY, MARCELL (2022). Deepfake útikalauz laikusoknak, avagy bevezetés az audiovizuális médiamanipulációba (Christian Rathgeb - Ruben Tolosana - Ruben Vera-Rodriguez - Christoph Busch (szerk.) *Handbook of Digital Face Manipulation and Detection. From DeepFakes to Morphing Attacks*. Springer, 2022.). *Jel-Kép*, 2022(3), 99–102.
- Sass, Judit & VINCZÉNÉ FEKETE, LÍDIA (2022). Signs of student engagement during online learning. *FILOLÓGIA.HU*, 13(1), 113–125.
- SZABÓ, KINCŐ (2022). Samuel Mateus (Ed.), *Media Rhetoric: How Advertising and Digital Media Influence Us*. *International Journal of Communication*, 16(2022), 4289–4292.
- VIRÁG, ÁGNES (2022). Emotional parliamentary lions. Evaluative metonymy complexes in editorial cartoons. *Intersections. East European Journal of Society and Politics*, 8(3), 126–146. DOI: 10.17356/ieejsp.v8i3.883

Third-year student **Erna Uricska** compiled the second edition of her English-language dictionary on Covid-related terms and expressions: URICKSA, ERNA (2022). *Covidictionary 2.0. New words and phrases related to the global pandemic*. Budapest: Smaragd Kiadó.



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. **Admilson Veloso da Silva** (4th year) and **Alexandra Béni** (4th year) gave a talk on "#Africa: A visual cont(in)ent analysis on Instagram" at the 12th International Conference on Social Media and Society.



Congratulations to **Aleksandra Zivanovic** (Project title: *Green is the New Black: Creating Effective Communication Messages for Sustainable Fashion Businesses in Visegrad 4 Countries*) and **Gergő Háló** (Project title: *Capital and Labour in Global Knowledge Production: Towards an Empirically Grounded Theory of Academic Capital*) who won the "Creative Dissertation Award." The awards were presented at the Ph.D. conferring ceremony at CUB in November 2022.



R-L: Gergő Háló, Aleksandra Zivanovic, Réka Benczes, Lilla P. Szabó

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**Aleksandra Zivanovic** (3rd year) was one of the reviewers for the UN Environment Programme Sustainable Fashion Communication Playbook. The playbook aims to provide a shared vision, principles and guidance on how to align consumer-facing communication across the global fashion industry to sustainability targets.

### *What I wish for in 2023...*

Finding a good methodology for my research, available respondents and inspiration to finish paper drafts.

**Aizhamal Muratalieva**

I wish a magical and smooth academic year for all doctoral candidates like a candy floss.

**Beste Naz Özkan**



Second-year student **Kincső Szabó** was a presenter, organizer, and moderator at the international conference entitled "Facing the Future, Facing the Screen," organized at the Hungarian Academy of Sciences on 17 November 2022.



Congratulations to second-year student **Anilla Till**, who was offered visiting researcher position at the Institute for Sustainability Studies at the University of Iceland.



*My greatest scholarly achievement in 2022...*

I submitted my Ph.D. thesis.

**Ágnes Virág**

## Our graduates

Eight of our students have graduated from the program in 2022. Many congratulations to our new graduates and their supervisors!

- HANGA ANDRÁS (Sv: Márton Demeter)
- DORKA HORVÁTH (Sv: Péter Bajomi Lázár)
- ZITA KOMÁR (Sv: Petra Aczél)
- ESZTER KOVÁCS (Sv: Nándor Bárdi)
- DOROTTYA SOMFAY (Sv: András Karácsony)
- LORETTA TÓTH (Sv: Attila László Nemesi)
- LILLA PETRONELLA SZABÓ (Sv: Réka Benczes)
- ZOLTÁN VECZÁN (Sv: Tamás Bokor).



## 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](mailto:lilla.szabo@uni-corvinus.hu)).

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