

# **Communication and Media Studies Master's program**

## **Training program description**

**For students who start in the fall semester of 2022/2023.**

## Communication and Media Studies Master's program

Valid: For students starting their studies in the 2022/2023/1 semester

Updated: 16/10/2023

General Informations:

**Person responsible for the major:** Dr Antal Péter Szántay, associate professor

**Place of the training:** Budapest

**Training schedule:** full-time

**Language of the training:** Hungarian, English

**Is it offered as dual training:** no

Specializations:

1. **Name of specialisation:** International Communication  
There is no separate person responsible for the specialisation.

Training and outcome requirements:

1. **Master's degree title:** Communication and Media Studies (kommunikáció- és médiatudomány)
2. **The level of qualification attainable in the Master's programme, and the title of the certification:**
  - qualification level: master- (magister, abbreviation: MA)
  - qualification in Hungarian: okleveles kommunikáció- és médiaszakértő
  - qualification in English: Communications and Media Studies Expert
3. **Training area: social sciences**
4. **Degrees accepted for admittance into the Master's programme**
  - 4.1. Accepted with the complete credit value: communication and media science undergraduate programme and the college-level communication undergraduate degree as per Act LXXX of 1993.
  - 4.2. May be primarily considered with the completion of the credits defined in section 9.3:  
Bachelor courses of the liberal arts, economic sciences, law, IT, arts, art communication, and social sciences fields.
  - 4.3. May also be considered with the completion of the credits defined in section 9.3: undergraduate and Master's courses and courses as defined as per Act LXXX of 1993 on higher education that are accepted by the higher education institution's credit transfer committee based on a comparison of the studies that serve as the basis of the credits.
5. **Training duration, in semesters:** 4 semesters
6. **The number of credits to be completed for the Master's degree:** 120 credits
  - degree orientation: balanced (40-60 percent)
  - thesis credit value: 20 credits
  - minimum credit value of the comprehensive extra-institution practical training: 2 credits
  - minimum credit value of optional courses: 6 credits.
7. **International Standard Classification of Education field of education code:** 321
8. **Master's degree training objectives and professional competences**

The objective of the programme is the training of communication and media experts who react well to the new and constantly changing challenges of the job market who possess self-assured knowledge regarding the communication and media-related determination of social sub-systems. They know and can operate the various institutions of communication and media and are prepared for the analytic evaluation of these

institutions and for joining research programmes. They are prepared to continue their training at the PhD level.

### **8.1. Attained professional competences**

#### **8.1.1. The communication and media expert has**

##### **a) knowledge**

- Knows the most important social science concepts at a high level.
- Possesses a knowledge that encompasses the ability to place the specialisation in a wider system, recognition and understanding of relationships to similar fields of expertise, and using opportunities provided by the wider system and contexts regarding the system of effects.
- Possesses an in-depth understanding of all important fields of communication and media studies, the fields of social communication, the institutions that work here and their operating mechanisms, processes, knows historical references regarding the field.
- Knows and understands Hungarian, European, and global social phenomena and issues that have defined and still define the development of the basic tendencies of social science thinking.
- Knows the issues and interrelationships of the various fields of communication and media systems, including the interrelationships of media and popular culture, the operational mechanisms of the global media market, and the global rules of cultural exchange.
- Knows the connections between communication and culture, the various levels of manifestation of this relationships, and their consequences regarding the interrelationships of social communication.
- Possesses an appropriate and suitable knowledge to navigate the various mechanisms of social decision-making.
- Knows and understands the channels of social advocacy, the forums of debate, and the legal and ethical methods of influencing decisions.
- Recognises the communication and information characteristics of this field based on his/her own professional knowledge.
- Knows the characteristics of the cultural space defined by the European Union and the resulting consequences.
- Knows the operations, legal background, institutional system, and tools of state legislation.
- Possesses the methodological knowledge used in the specialist field, understands the point of the newest methodological advancements and their developmental tendencies.

##### **b) skills**

- Possesses the ability of a new way of seeing things, is capable of approaching the sociocultural environment with an interdisciplinary world-view, and is capable of a professional use of the learning methods that characterise the specialist field.
- Is capable of using the skills of his/her specialist field to recognise issues and conflicts, and is capable of cooperating efficiently in the development and suggestion of solutions.
- In solving professional tasks, is capable of performing independent analysis and evaluation, and of synthesising deductions and explanations.
- Is capable of uncovering and processing Hungarian and foreign social science resources and utilising the deductions in practical, professional work.

- Is capable of preparing independent, scientifically formatted summaries, analyses, studies that include analyses, and written summaries of the various sub-fields of his/her specialist field.
  - Is capable of using a wide range of established techniques for the critical analysis and processing of information.
  - Is capable of formulating a correct opinion or critique and making decisions even in possession of incomplete data, and communicating the resulting deductions in a clear way to a professional or non-professional audience.
  - Is capable of controlling work processes inside the organisation at a level that is suitable for his/her preparedness, cooperating efficiently with partners inside and outside the institutions, and after an appropriate professional training, work as a manager.
  - Is capable of finding projects that can be taken in and executed by the institution where he/she works, of controlling tendering and implementing work, and a successful cooperation with the partners that coordinate the process.
  - Is capable of adapting to the rapidly changing workplace and organisational environment.
  - Is capable of developing a concept of adaptation to handle changes, and debating and accepting it with colleagues and other partners.
  - Is capable of developing and executing independent professional concepts.
  - In possession of the knowledge attained in the programme, is capable of professional reflection regarding his/her own knowledge regarding communication and media science, and the constant improvement of his/her professional knowledge.
  - With his/her professional skills, is capable of performing efficient and successful intellectual work.
  - Is minimally capable of performing professional work in a foreign language (English is recommended), of using the professional vocabulary, of correctly interpreting foreign-language literature, and in order to do all these, the constant improvement of his/her foreign language communication skills.
  - Is capable of participating in the process of lifelong learning.
- c) attitudes**
- Is open to a dynamic and value-based reception of social changes, is open to adapt viewpoints that fight prejudices.
  - Accepts that cultural phenomena are historically and socially determined and changeable.
  - Accepts the religious and social, historical and present-day diversity of the Hungarian and the European identities, and assumes responsibility for the representation of these values.
  - Desires to learn about non-European cultures, is open to and tolerant of these cultures.
  - Accepts and consistently undertakes the diversity of thinking in social science, represents its basic world-view genuinely in his/her immediate and wider communities.
  - Awareness of his/her professional identity grows, it becomes more established, and dedication to the vocation grows.
  - Is critical of approaches that attempt to decrease the openness and diversity of social sciences in scientific, practical, legal, or political communication fields.

- Is sensitive and open to the most severe social problems, with a world-view that is rooted in professional and personal solidarity with those less fortunate and more vulnerable.
- Is dedicated to social equality, democratic values in every aspect of life, the rule of law, and the European community of values, and is capable of articulating opinions in the appropriate form.
- Is open to all forms of professional innovation, is accepting but appropriately critical of theoretical, practical, and methodological innovation.
- Is confident in his/her own abilities, is dedicated to professional ideas.
- Is open to critical self-evaluation, the various forms of professional training, the self-improvement methods of an intellectual world-view, and strives to improve him/herself in these fields.
- Is committed to professional attempts at solving global and local issues, especially by supporting scientific and practical measures against tendencies that endanger sustainability.
- Is open and accepting of the currently forming quality assurance steps in social sciences, is dedicated to using and operating these in his/her own organisation.
- Is open and ready to cooperate in international professional relationships, takes the initiative in creating and operating them.
- Is open to requests of sharing knowledge, skills, and professional experience.

**d) autonomy and responsibilities**

- Takes on an independent, innovative role in the professional environments of communication and media sciences in affirming his/her view on society.
- In his/her own professional environment, develops a historically and politically coherent individual viewpoint that helps in the development and awareness of him/herself and the environment.
- Organises own work and the work of subordinates with an independence and responsibility that is appropriate for his/her place in the organisational structure, takes upon and operates partnerships responsibly.
- Independently and responsibly participates in the creation and management of organisational units in the institution or organisation.
- Builds a professional career responsibly and supports the realisation of a professional career of subordinates.
- Presents views at professional and social forums as a sovereign actor, represents the profession, organisation, and professional group responsibly, serves and represents the profession's interests responsibly.
- Is independent, constructive, and assertive in forms of cooperation inside and outside the institution.
- In all organisational and institutional work, uses his/her knowledge and influence responsibly for the recognition of quality work.
- Consciously and responsibly represents the consequent following and protection of the legal, ethical, and professional norms of society, professional field, and workplace.
- Takes responsibility for observing the professional and ethical standards of the profession.
- Takes responsibility for his/her professional publications in any language, is aware of their possible consequences.
- Consciously represents methods used in the profession and accepts the methodological diversity of other scientific fields.

- If necessary, takes responsibility for the professional development of individuals and groups in his/her own area of responsibility.
- Takes on independent and responsible roles in founding and operating Hungarian and independent professional organisations, and the work of advocacy forums.

## **9. About the Master's programme**

### **9.1. Professional properties**

#### **9.1.1. The scientific fields and areas that the training is based on are:**

- the social science embedment of communication and media sciences [the social science-based analysis of communication and media, interdisciplinary approaches to communication and media; theories of regulating communication and media (e.g. legal, ethical, economic, political, cultural)] 15-20 credits;
- professional studies and problematic areas of communication and media research (theories of direct personal communication, theories of social communication, culture and communication, organisational and institutional communication, communication research-methodology studies, communication technologies, internship studies) 74-79 credits.

#### **9.1.2. Specialisation recommended by the educational institution constitutes theoretical and practical knowledge that is capable of working on the given field, improves personal abilities, and results in specialised competences relevant to individual interests. The credit value of optional courses within professional studies and problematic areas of communication is 30-40 credits.**

### **9.2. Internship requirements**

The internship is a professional training defined in the programme syllabus.

### **9.3. For persons with degrees defined in sections 4.2 and 4.3, the minimal requirements of admittance to the Master's programme training cycle**

The minimum number of credits for admittance into the Master's programme based on previous studies is 30, from the fields of network communication, economics and management, HR, cultural anthropology, cultural science, communication, marketing, media studies, media culture, media literacy, work psychology, introduction to intercultural studies, art and art communication, linguistic sciences, international communication, special media studies, sociology, social psychology, and PR.

## **10. Degree thesis/ Dissertation**

The aim of the dissertation is to certify the student's knowledge and expertise in a chosen topic, scientific data collection, systematization, analysis and processing related to the chosen topic, discussion of the chosen phenomenon or problem, hypothesis creation, problem solving, analysis of alternative hypotheses, analysis and in refuting the counter-arguments, in a coherent, consistent, language-oriented written explanation of his thoughts, views, positions, statements.

### **11. Type of Degree thesis**

Research thesis.

### **12. Requirements for the issue of a final certificate**

The University will issue a final certificate to the student who has obtained

- the study and examination regulation prescribed in the curriculum, and
- the required internship (professional experience),
- the required credits.

### **13. Conditions for admission to the final examination**

Joint conditions for admission to the final exam:

- a) obtaining a final certificate,
- b) submission of the dissertation by the deadline,
- c) evaluation of the dissertation with a different grade than the deadline,

- d) registration for the final exam by the deadline,
- e) the student has no overdue payment debt to the University for the given training,
- f) accounted for with assets owned by the University (borrowed books, sports equipment, etc.).

A student who has not fulfilled any of the provisions of the points a)-f) cannot be admitted to the final examination.

**14. Parts of the final exam**

The final exam consists of the defense of the dissertation and the oral complex exam.

**15. Determining the result of the final exam**

The arithmetic mean of the following three digits, rounded to two decimal places:

- a) The grade given to the dissertation by the reviewer (s) - determined with a five-point qualification - in case of several reviewers the average of the marks of the reviews is rounded to two decimal places, and
- b) the grade obtained for the defense of the dissertation, the answer to the questions related to the dissertation - established with a five-level qualification
- c) the grade obtained in the complex examination - determined with a five-level qualification.

**16. Components of diploma qualification, method of calculation**

The result of the diploma is the arithmetic mean of the following two marks, rounded to two decimal places:

- a. the credit-weighted average of the grades of the compulsory and compulsory elective subjects (if the student has taken more than the compulsory subjects prescribed by the curriculum, then all the subjects taken) in the number of credits prescribed by the curriculum, and
- b. the result (grade) of the final examination.

**17. Conditions for issuing a diploma**

A prerequisite for the award of a diploma certifying the completion of higher education studies is the successful completion of the final examination.

**18. Specialization selection rules**

- a) No ranking, students mark the order of the two specializations on Neptun according to individual preference (in case the first marked specialization would not start due to the possible small number of students.)
- b) Only one specialization can be selected.

**7MNKOMM17ABP - Communication and Media Studies master's programme in Budapest, in English, full time training Curriculum for 2022/2023. (1.) fall semester for beginning students**

Subject Code	Subject Name	Type	Number of hours per week		Credits	Evaluation	Fall or Spring Semester	2022/23 Academic year		2023/24 Academic year		Credit	Subject responsible	Institute	Requirement		Equivalent subject		PSO	
			Lecture	Seminar				1	2	3	4				Code	Name	Code	Name		
								Fall semester	Spring semester	Fall semester	Spring semester									
<b>Core courses</b>								<b>24</b>	<b>27</b>	<b>9</b>	<b>8</b>	<b>68</b>								
<b>Core courses</b>								<b>24</b>	<b>27</b>	<b>9</b>	<b>8</b>	<b>68</b>								
7PE20NXXK12M	Communication and Media Research Methods	C	0	2	3	pg	fall	3					Gábor István Kovács	Institute of Marketing and Communication Sciences					yes	
7PE20NXXK14M	Communication Theories	C	2	0	3	ex	fall	3					Petra Katalin Aczél	Institute of Marketing and Communication Sciences					yes	
7PE20NXXKG2M	Conflict and Cooperation in Communication	C	2	0	3	ex	fall	3					Eszter Deli	Institute of Marketing and Communication Sciences					yes	
7PE20NXXKB8M	Media Communication	C	0	2	3	pg	fall	3					Márton Gergely Rétvári	Institute of Marketing and Communication Sciences					yes	
7PE20NXXK13M	Media Systems and Media Policies	C	2	0	3	ex	fall	3					Petra Katalin Aczél	Institute of Marketing and Communication Sciences					yes	
7PO10NXV22M	Social Philosophy	C	0	2	3	pg	fall	3					Bulesú Kál Hoppál	Institute of Social and Political Sciences					no	
7PE20NXXK13M	The Cultural Context of Communication	C	2	0	3	ex	fall	3					Réka Ágnes Benczes	Institute of Marketing and Communication Sciences					yes	
KSPV022NAMB	The Social Psychology of Communication	C	0	2	3	pg	fall	3					Judit Gabriella Sass	Institute of Management						
7PE20NXXK18M	Case Studies in Public Communication	C	0	2	3	pg	spring			3			Veronika Pelle	Institute of Marketing and Communication Sciences					yes	
7PE20NXXK09M	Cognitive Psychology	C	2	0	3	ex	spring			3			Éva Bodnár	Centre for Educational Quality Development and Methodology					yes	
7PE20NXXK17M	Creative Visuality I	C	0	2	3	pg	spring			3			Lajos Kovács	Institute of Marketing and Communication Sciences					yes	
7PE20NXXK14M	History of European Culture	C	2	0	3	ex	spring			3			Andrea Katalin Kárpáti	Institute of Marketing and Communication Sciences					yes	
7PE20NXXKD8M	New Media Communication	C	2	0	3	ex	spring			3			Petra Katalin Aczél	Institute of Marketing and Communication Sciences					yes	
7PE20NXXK15M	Organisational Communication	C	2	0	3	ex	spring			3			Petra Katalin Aczél	Institute of Marketing and Communication Sciences					yes	



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			Lecture	Seminar				1	2	3	4				Code	Name	Code	Name			
								Fall semester	Spring semester	Fall semester	Spring semester										
7PE20NXXK17M	Persuasive Communication and Rhetoric	C	2	0	3	ex	spring		3				Petra Katalin Aczél	Institute of Marketing and Communication Sciences					yes		
7PE20NXXKB9M	Pragmatics	C	2	0	3	ex	spring		3				Réka Ágnes Benczes	Institute of Marketing and Communication Sciences					yes		
7PE20NXXKI6M	Public Writing	C	0	2	3	pg	spring		3				Petra Katalin Aczél	Institute of Marketing and Communication Sciences					yes		
7PE20NXXKJ2M	Creative Visuality II	C	0	2	3	pg	fall			3			Lajos Kovács	Institute of Marketing and Communication Sciences					yes		
7PE20NXXKI9M	Internship	C	0	2	3	pg	fall			3			Antal Péter Szántay	Institute of Marketing and Communication Sciences					no		
7PE20NXXKJ1M	Public Relations and Marketing Communication Design	C	0	2	3	pg	fall			3			Márton Gergely Rétvári	Institute of Marketing and Communication Sciences					yes		
7PE20NXXKJ3M	Media Strategy	C	2	0	3	ex	spring				3		Tamás Bokor	Institute of Marketing and Communication Sciences					yes		
7PE20NXXKJ4M	Methods in Communication Training and Counselling	C	2	2	5	pg	spring				5			Institute of Strategy and Management					yes		
<b>Specialisations</b>								<b>0</b>	<b>0</b>	<b>20</b>	<b>20</b>	<b>40</b>									
<b>International Communication</b>								<b>0</b>	<b>0</b>	<b>20</b>	<b>20</b>	<b>40</b>									
7PE20NAKJ5M	Cases of the International Scenario	C	0	4	5	pg	fall			5			Ágnes Katalin Havril	Institute of Marketing and Communication Sciences							
7VG32NAK18M	Global Trends in Economy	C	2	2	5	ex	fall			5			Gábor Vigvári	Institute of Global Studies							
7PE20NAKJ6M	Thesis Project	C	0	4	10	pg	fall			10			Eszter Berta-Deli	Institute of Marketing and Communication Sciences							
7NK40NAKJ1M	GOs and NGOs in Global Context	C	2	2	5	ex	spring				5		Dániel Vékony	Institute of Global Studies							
7PE20NAKJ7M	International Negotiations	C	2	2	5	pg	spring				5		Ágnes Katalin Havril	Institute of Marketing and Communication Sciences							
7PE20NAKL5M	Thesis Consultation	C	0	4	10	pg	spring				10		Antal Péter Szántay	Institute of Marketing and Communication Sciences							
<b>Political Communication</b>								<b>0</b>	<b>0</b>	<b>20</b>	<b>20</b>	<b>40</b>									

**7MNKOMM17ABP - Communication and Media Studies master's programme in Budapest, in English, full time training Curriculum for 2022/2023. (1.) fall semester for beginning students**

Subject Code	Subject Name	Type	Number of hours per week		Credits	Evaluation	Fall or Spring Semester	2022/23 Academic year		2023/24 Academic year		Credit	Subject responsible	Institute	Requirement		Equivalent subject		PSO	
			Lecture	Seminar				1	2	3	4				Code	Name	Code	Name		
								Fall semester	Spring semester	Fall semester	Spring semester									
7PO10NXXK73M	Media and Politics	C	2	2	5	ex	fall			5			Attila Gyulai	Institute of Social and Political Sciences						
7PE20NXXKJ8M	Political Psychology	C	2	2	5	ex	fall			5				Institute of Strategy and Management						
7PE20NXXKJ9M	Project Seminar	C	0	4	10	pg	fall			10			Eszter Berta-Deli	Institute of Marketing and Communication Sciences						
7PE20NXXK1M	Investigative Journalism	C	2	2	5	pg	spring				5		Eszter Berta-Deli	Institute of Marketing and Communication Sciences						
7PE20NXXK2M	Political Campaigns and Rhetoric	C	2	2	5	ex	spring				5		Lilla Petronella Szabó	Institute of Marketing and Communication Sciences						
7PE20NXXK3M	Thesis Seminar	C	0	4	10	pg	spring				10		Antal Péter Szántay	Institute of Marketing and Communication Sciences						
<b>Elective courses</b>								<b>6</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>12</b>								
	Foreign language	E			0	pg	fall, spring						József Erdei	Centre of Foreign Language Education and Research						
IOK0001NABB	Hungarian Language SHI I.*	KR	0	4	3	pg	fall	3	3				Judit Magyar	Centre of Foreign Language Education and Research					no	
IOK0004NABB	Hungarian Language SHI II.*	KR	0	4	3	ex	spring	3	3				Judit Magyar	Centre of Foreign Language Education and Research					no	
TS00001NMMB	Sports/Physical Education	E	0	2	2	gy	fall	2					Csaba Vladár	Centre for Physical Educations and Sports						
	Electives Subjects	E					fall, spring													
<b>Total credits</b>								<b>30</b>	<b>30</b>	<b>29</b>	<b>31</b>	<b>120</b>								

### **Remarks**

Type: C-compulsory courses, CE-core elective courses, E-elective (optional) courses  
Methods of assessment: ex-exam (exam at the end of the semester, but other forms of assessment are possible during the semester), pg- grade based on the practical assignments given during the course of the semester, a=signature, ce- Comprehensive examination.  
A subject that can be completed in a preferential study order (PSO) on the basis of Section 92 of the Study and Examination Regulation (SER).

### **Physical education**

Students wishing to take part in sport can take one semester without paying a fee and the following semesters the students can only take physical education with the payment of a specified fee.

### **Foreign language**

During their studies, students can learn a language in the form of paid subjects within the framework of elective subjects.

### **Curriculum**

It is recommended to include the subjects in the schedule according to the sample curriculum. The student may deviate from this, taking into account:

1. the pre-study order,
2. semester of announcing subjects
3. Completion of an average of 30 credits per semester
4. In addition to the compulsory subjects, students may take elective subjects from the offer of elective subjects (see Neptun) as well as foreign languages.
5. A minimum of 2/3 of the required amount of credit must be completed at Corvinus University.

\* Hungarian Language is a compulsory subject for the students participating in the Stipendium Hungaricum scholarship program in the first two semesters.

The detailed rules related to the admission of the subjects and the completion of the subjects are included in the Study and Examination Regulations!

Please note that curriculum changes are possible!