

# THE COMMPASS

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

January 2024 ● Issue 3



*Dear Students and Colleagues,*

Welcome to the third edition of The COMMpass, our annual newsletter spotlighting the remarkable accomplishments of our doctoral students and highlighting key events within the program. The year 2023 proved to be exceptionally dynamic, marked by a multitude of conferences both locally and internationally. Notably, we launched the first CoCoCo (Corvinus Communication Conferences) on sustainability communication. We proudly welcomed six outstanding scholars into our program, whose individual stories can be explored further in the detailed sections of this newsletter. Celebrating academic excellence, six of our students earned their PhD titles in 2023, a testament to their dedication and hard work. Beyond these milestones, there are numerous other noteworthy achievements that we are delighted to share within these pages. As we reflect on the past year, I extend my heartfelt gratitude for your unwavering dedication, enthusiasm, and efforts in nurturing the vibrant COMMunity that makes our program thrive.

Wishing you a prosperous and happy 2024,

*Réka Benczes*



## Meet our first-year students

Six PhD students enrolled in our Program in 2023, researching exciting new topics. We warmly welcome **Judit, Kundy, Fanni, Petra, Kamilla** and **Katalin** and wish them success in the upcoming years!



**Judit Esküdt** holds a Master's degree in Luxury Management from SDA Bocconi. Her field of interest is at the intersection of art, the luxury industry, and data-driven storytelling. Her doctoral research aims to understand the mechanism of the increasing presence of art(ification) in fashion communication that shape the landscape of the luxury (fashion) industry.



**Kundy Mukhangali** received her BA and MA in Kazakhstan while being an exchange student in Romania as well. Her professors at Suleyman Demirel University inspired her to continue studying Social Sciences, which she believes will contribute to the understanding of the multifaceted society of Kazakhstan. Her current research interests include political communication, Russian propaganda, and national identity.



**Petra Bialkó** obtained her BA in Commerce and Marketing and MA in Communication and Media Science at Corvinus University of Budapest. Prior to starting her Ph.D. studies in the Communication Science Doctoral Program, she spent the past years gathering experience in journalism as an assistant managing editor. Her research focuses on metaphorical expressions used by mothers. In a broader context, she investigates online health communication and the role of metaphors in shaping digital discourse, especially within the sphere of maternal health

**Fanni Kelemen** obtained her BA in Political Science and MA in Communication and Media Science at Corvinus University of Budapest. Before starting her PhD studies in the Communication Science Doctoral Program, she spent the past years gathering experience in the fields of brand communication and marketing. Her research interests also revolve around these areas: she focuses on brand positioning and communication in social media.



**Kamilla Strausz** holds two Bachelor's degrees in Political Science and Communication and Media Science, as well as a Master's degree in Communication and Media Science. Over the past few years, she has gained substantial experience as a communication expert. Currently, alongside her doctoral studies, Kamilla is also an entrepreneur. Her academic and professional journey is uniquely intertwined with startups and the innovation ecosystem. Her research focuses on the internal communication strategies of startups and she aims to assist these burgeoning companies in developing effective communication strategies tailored to their specific needs.



**Katalin Szőke** earned her BA degree in Public Relations at Budapest Business University and two MA degrees in Art History and French Language and Literature at Eötvös Loránd University. She worked in different fields of contemporary art (as co-founder of acb Art Gallery and head of communications at Kassák Museum), gained insight into the life of PR agencies, and supported NGOs with her knowledge of PR. She's been teaching at the Faculty of Art and Creative Industries at Budapest Metropolitan University for three years. She's been interested in the operation of museums for a long time, and thus, her current research focus is the role of communication in the future of museums.



## Major events in 2023

### Launching CoCoCo: Our First Sustainable Communication Conference

In the fall of 2021, the idea for a sustainability communication conference was born through the collaboration of Orsolya Kovács-Magosi and Anilla Till. Originally envisioned as a live international conference spanning one or two days, the university suggested, after much coordination and correspondence, that as novice conference organizers, we should consider an online format. In the autumn of 2022, we approached Réka Benczes with our conference concept. She saw the solution within the organization of the Corvinus Communication Science Doctoral Program.

Thus, CoCoCo – Corvinus Communication Conferences, came into existence—an international online conference primarily for doctoral students, with its debut focusing on sustainability communication.



Subsequent years promise to explore a variety of topics. And so, CoCoCo was not just a concept anymore; it became a reality, weaving together the threads of collaboration and innovation in the realm of academic discourse.

Eventually a total of 48 scholars engaged actively in our digital symposium, setting a (hopefully) inspiring precedent for future Corvinus Communication Conferences. People from different backgrounds coming together to understand sustainability communication made the conference important for sharing meaningful academic ideas. And we are super excited to keep this legacy going!

The **Doctoral School of Sociology and Communication Science** held its annual **Research Forum** on 6 - 7 December 2023. Students of the Communication Science Doctoral Program and the Sociology Doctoral Program presented their research progress as well as their future plans.



Our first-year students at the Research Forum

R-L: Fanni Kelemen, Kundyz Mukhangali, Petra Bialkó, Kamilla Strausz, Katalin Szőke, Judit Esküdt



**My greatest scholarly achievement in 2023...**

*I had the opportunity to work with the best students in my courses, who are creative and innovative.*

**Csilla Kristóf-Csáki**

*I successfully passed the comprehensive exam.*

**Kincső Szabó**

## Research scholarship

We are proud of **Tekla Illés** who spent the 2023 fall semester at Michigan State University as a Fulbright visiting student researcher.

*“During the semester I had the chance to get new perspectives on my research from my host supervisor and from the professors at the Communication Department, delve into statistics, and participate in a political communication research group that met every week. The Fulbright program highlights that although academic advancement is the main mission, the cultural exchange aspect of the program is important as well. Therefore, besides making connections and expanding my knowledge, I also had the chance to experience student life in the United States. As I learned, universities here put great emphasis on sports and the MSU football team is highly ranked among the states. Therefore, I had to attend a game. The atmosphere was so immersive that I quickly got tickets for a basketball and a hockey game as well. Another uniqueness was the number of dining halls and how they have food stations with cuisines from all over the world: Mexican, Japanese, Indian, and so on. Finally, with a bit of planning ahead I got to visit 7 states and many cities, but my favorite of all was Chicago. Overall, it was an amazing experience that I will cherish forever.”*

**Tekla Illés**



Congratulations to our **New National Excellence Scholarship** (ÚNKP) holders:

- **Ádám Kuttner** (5th year): *Instagram a múzeumi ismeretterjesztésben*
- **Alexandra Nagy-Béni** (5th year): *Metonímia másként - Az orosz-ukrán háború vizuális reprezentációja online hírekben*
- **Tünde Taxner** (2nd year): *A szervezeti elkötelezettség vizsgálata munkavállalói történetekben*



Third-year student **Anilla Till** won an Erasmus scholarship at the Sustainability Institute at the University of Iceland.



## Conference participation

In 2023, our students presented at **47** conferences; **60%** of these were international events. Our top conference goers in 2023 were **Erna Uricska** (4th year) and **Milson Veloso** (5th year) who attended **7** conferences.

My greatest scholarly achievement in 2023...

*I wrote two articles and co-authored a book chapter. in a book chapter.*

Utku Bozdog

*I started the pilot study of my dissertation in collaboration with an NGO.*

Tünde Taxner

## Awards

Congratulations to **Tünde Taxner**, who won the prestigious **Pro Scientia Gold Medal** in the Social Sciences Section. The Pro Scientia Gold Medal is one of the highest scientific recognitions for university and PhD students in Hungary. It is awarded by the National Scientific Student's Association Council (OTDT), based on all the scientific achievements of the candidate from the past 5 years.



Tünde Taxner and her PhD supervisor, Judit Sass



### My greatest scholarly achievement in 2023...

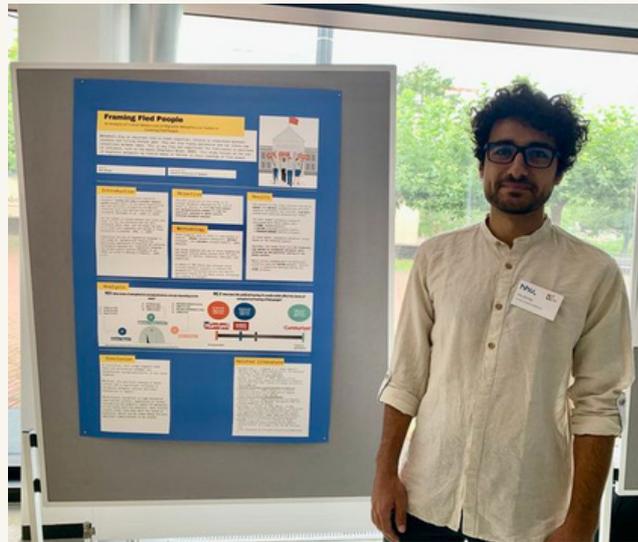
*I had the opportunity to give a presentation at an International conference in my first semester as a PhD student.*

**Kamilla Strausz**

*I published my first paper in the journal KAPOCS and have a paper under review in the journal Jel-Kép.*

**Zsanett Adámi**

We are proud of **Utku Bozdag**, who won 3rd place in Social Sciences at the 36th National Scientific Students' Association Conference.



Utku Bozdag at the 16th International Cognitive Linguistics Conference



## Summer schools

Our students actively seek opportunities to further improve their skills and expand their network outside of the university. This summer, **Milson Veloso** attended the emma Doctoral Summer School organized by the European Media Management Association (emma) at LUT University in Finland.



**Aizhamal Muratalieva** participated in the 13th Annual Summer School on National Minorities in Border Regions at the Institute of Social Sciences, Belgrade, Serbia. She won first place at the science slam competition for her presentation on Central Asian migrants in Russia.

## 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):

- DA SILVA, ADMILSON VELOSO & López, Ana María Cuesta (2023). Debating Feminism on Instagram: A Critical Discourse Analysis of @Laslqualadas in Colombia. *Information & Media*, 96, 136-152.
- Dominek, Dalma Lilla - Barnucz, Nóra - URICSKA, ERNA & Christián, László. (2023). Experiences of digital education from the perspective of students. Digital language learning and flow-based methods in teaching English for law enforcement. *Információs társadalom*, 23(2) 10-24.
- HORVÁTH, EVELIN. (2023). Hamisítható a szépség? A deepfake és a szépségideál kapcsolatának vizsgálata. In Aczél, Petra & Veszelszki, Ágnes (Eds.), *Deepfake : A valótlan valóság* (pp. 211–227). Gondolat Kiadó.
- HUSZTI-SZLAMA, GABRIELLA ZSÓFIA. (2023). "Csődület támadt, a tömeg szidalmazta, majd letépte róluk a ruhát..." *Médiakutató*, 24(4), 17–33. <http://doi.org/10.55395/MK.2023.4.1>
- KUTTNER, ÁDÁM. (2023). AR kiállítási tárlatvezető alkalmazás kvalitatív vizsgálata. *Iskolakultúra*, 33(3), 93-103.
- KUTTNER, ÁDÁM. (2023). Kiállítási kommunikáció a kiterjesztett térben. *Információs társadalom*, 23(3), 85-97.
- KUTTNER, ÁDÁM, & Kárpáti, Andrea. (2023). Contemporary multimedia applications in the cultural communication discourse of the museum. *Journal of Science Communication*, 22(01), N01.
- SZABÓ, KINCSŐ. (2023). A realitás illúziója vagy az illúzió realitása? *Médiakutató*, 24(4), 90–91. <http://doi.org/10.55395/MK.2023.4.6>
- URICSKA, ERNA. (2023). Trust is in the (linguistic) details: policing digilect as a communication practice. *Információs Társadalom*, 23(2), 146-162.

### What I wish for in 2024...

*I'd wish for the strength and stamina to defend my PhD thesis. Also, for more opportunities to continue my academic journey :)*

**Aizhamal Muratalieva**

*I wish I could inspire my students as much as I have been inspired by my colleagues during my 9 years at the University.*

**Evelin Horváth**

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** (5th year) and **Aizhamal Muratalieva** (4th year) gave a talk on "From terror to paradise? Instagram as a tool for changing the narratives about Afghanistan" at the 13th Annual Lotman Conference in Estonia.



Aizhamal Muratalieva and Milson Veloso  
at Tallin University, Estonia



Apart from conducting research, scientific strategy is also essential for academic success. As part of this endeavour, **Kincső Szabó** moderated the Strategic Workshops of the Hungarian Research Network (HUN-REN).

What I wish for in 2024...

*I wish for a successful  
dissertation defense <3  
Alexandra Nagy-Béni*

**Evelin Horváth** (4th year) was invited to two roundtable discussions. She talked about fake news at “Drinks & Links,” organized by the Hungarian Public Relations Association. She discussed AI technology at the Gombaszög Summer Camp (SK) with Tamás Bokor and Levente Székely, instructors at the Department of Communication and Media Science at CUB and Ferenc Sullivan from Mathias Corvinus Collegium (MCC).



R-L: Ferenc Sullivan (MCC), Levente Székely (CUB), Evelin Horváth, Tamás Bokor (CUB)



**Zsanett Adámi** (2nd year) led a roundtable discussion about the crucial role of communication in the adoption process. Participants delved into the complex realm of communication challenges across different adoption types, examining the effectiveness of various parenting styles for adopted children.



R-L: Zsanett Adámi, Petra Aczél, Éva Pálinkás, Bernadett Pluhár, Eszter Vass

## Our graduates

Six of our students have graduated from the program in 2023. Many congratulations to our new graduates and their supervisors!

- BARBARA ILG (SV: BALÁZS SIPOS)
- ÁGNES JELE (SV: JÓZSEF BÖRÖCZ)
- ADRIÁN LIPS (SV: ENIKŐ SEPSI)
- BORBÁLA OROSZI (SV: JÓZSEF KOTICS)
- RICHÁRD PÉTER-SZABÓ (SV: TAMÁS BOKOR)
- ÁGNES VIRÁG (SV: RÉKA BENCZES)



## We are on Facebook

In April 2021 we launched the official Facebook page of the program, which is administered by Fanni Kelemen and Kamilla Strausz. Please visit and like the page – and share your news and achievements with us by sending an email and photo (if possible) to Fanni (fanni.kelemen@uni-corvinus.hu) and Kamilla (kamilla.strausz@uni-corvinus.hu).

Text: Réka Benczes & Lilla Petronella Szabó

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## What I wish for in 2024...

*May 2024 bring forth a magical transformation in the academic journey, where both individual aspirations and collective progress are realized.*

**Csilla Kristóf-Csáki**

*Nice colleagues and teamwork, nice and healthy family.*

**Erna Uricska-Földvári**