

Study Programme: Elementary Teacher
Course Unit Title: Communication and Media
Course Unit Code: U-2-2-3-3
Name of Lecturer(s): Éva Vukov Raffai, Izabella Takács
Type and Level of Studies: Undergraduate Studies (BA)
Course Status (compulsory/elective): elective
Semester (winter/summer): Summer
Language of instruction: Hungarian
Mode of course unit delivery (face-to-face/distance learning): Face-to-face learning
Number of ECTS Allocated: 2
Prerequisites: -
Course Aims: The aim of the course is to introduce students into the world of the media, media genres and the history of the media. Further, it is important to learn about cultural models, ethical observations, responsibility for the written (spoken) words, the culture of reality, media and mediums, its effect on the public and hate speech. It is also the aim of the course that students learn how media messages and content are created, how to interpret these messages, and whether and how these messages should or should not be transferred. Students should also learn about the culture of speech as well as language culture and about language tolerance.
Learning Outcomes: Students will be able to recognize different forms of communication, media genres and to learn about the history of the media.
Syllabus: <i>Theory</i> Learning about the history of the media and media genres. <i>Practice</i> Writing news, reports, interviews, critical essays; visiting media houses.
Required Reading: <i>Compulsory:</i> Bajomi – Lázár, Péter (2005): Magyar médiatörténet. Budapest: Akadémiai Kiadó. Bernáth, László (Ed.) (1995): Műfajismeret. Budapest: A Magyar Újságírók Országos Szövetsége: Bálint György Újságíró-iskola. <i>Optional:</i> Andorka Rudolf (2006): Bevezetés a szociológiába. Budapest: Osiris Kiadó. Бугарски, Ранко (2002): Лица језика. Београд: Библиотека XX. век. Buzinkay, Géza – Kókay, György (2005): A magyar sajtó története. Budapest: Rácia Kiadó.

Lengyel Sándorné – T. Molnár, Gizella (2003): Kommunikáció és protokoll a gyakorlatban. Szeged: Szegedi Tudományegyetem JGYTF. Szakképzési Füzetek 4.

Márton, Árpád (2009): A felettes Mi. Szeged: Gerthardus Kiadó.

Weekly Contact Hours:
2(30)

Lectures: 1 (15)

Practical work: 1 (15)

Teaching Methods:

Lecture, practice, presentation, discussion, presentation, pair and individual work, consultation.

Knowledge Assessment (maximum of 100 points):

Pre-exam obligations	points	Final exam	points
Active class participation	15	written exam	45
Practical work	40	oral exam	
Preliminary exam(s)			
Seminar(s)			

The methods of knowledge assessment may differ; the table presents only some of the options: written exam, oral exam, project presentation, seminars, etc.