

DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	International Political and Organizational Communication
Name of the subject in English:	International Political and Organizational Communication
Credit value of the subject:	7
The code of the subject in the electronic study system:	MN-INPORC-07-KG
Classification of the subject:	Obligatory
Language of instruction (in case of non-Hungarian courses):	English
Institute or department responsible for the subject:	Institute of Media Studies
Course type and number of contact hours:	Lecture + Practical, class per week: 2+2, class per semester: 0+0
Mode of study: (Full-time / Part-time):	Full-time training
The semester in which the subject is open for registration:	2022/2023 1st semester
Prerequisite(s):	-

THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

The twelve-week course aims at providing an overview of the main trends and features of international political and organizational communication including the production, dissemination, consumption and impact of information and messages through media and interpersonal contacts.

SUMMARY OF THE CONTENT OF THE SUBJECT

Regarding international political communication it will be discussed how efficient strategies are being developed and by what means political marketing affects public opinion. The role of the media and the public sphere will also be tackled. Furthermore, the course will deal with the role and impact of internal and external communication in the activities of international and regional institutions and organisations.

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

The students will conduct research (individually or in small groups) and prepare presentations about political communication and organizational communication. Additionally, field trips will be organised to a news outlet and other a relevant institutions.

EVALUATION OF THE SUBJECT:

The students will be evaluated based on their class participation (20%), the quality of their in-class presentations (30%), and a written exam (50%) to be administered in the exam session.

Offered grade can be given: Yes.

OBLIGATORY READING LIST:

- McNair, Brian.: *An introduction to political communication*. Routledge, c2012 (The 6th edition of the book published in 2018 is also available in the library.)

RECOMMENDED READING LIST:

- Hallin, Daniel C.: *Comparing media systems : three models of media and politics*. Cambridge University Press, 2004