

## DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Media Market and Media Law
Name of the subject in English:	Media Market and Media Law
Credit value of the subject:	4
The code of the subject in the electronic study system:	BN-MEMALA-04-EA
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, class per week: 2, class per semester: 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:

Media Market and Media Law provides basic introduction in the theories and approaches necessary for the study and understanding of media/mass communication processes in national, European and global contexts.

The main aim of the course is to introduce students into the main principles and areas of the European media regulation and media policy and also to help them to identify the challenges they face in the current media environment.

### SUMMARY OF THE CONTENT OF THE SUBJECT

The course provides basic introduction in the operation of European media law. In the framework of this the course

- reviews the main characteristics of the media market which are determining the regulation of audio-visual media activities.
- gives a historical background to understand European and Atlantic media policy.
- gives an overview about the theories behind media regulation.
- provides a typology on media systems.
- reviews the European media regulatory systems.
- studies the different areas EU's media regulation.

### STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

Students shall study the presentations which are uploaded after the lectures to Coospace (you also have to study the links in the lectures which helps understand the presentations)

It is advised

- to take part in the lectures which help the students understand the content of the lectures and during the courses they can put up their questions in connection with the certain topic.
- to read the obligatory and recommended literature.

### EVALUATION OF THE SUBJECT:

Final grade: written examination via Coospace based on a five grade scale

Voluntarily undertaken extra work (presentation) during the term counted into the final grade (one grade better than achieved in the written exam except failed written exams)

Offered grade can be given: No.

**OBLIGATORY READING LIST:**

- McQuail, Denis: *Mcquail's mass communication theory*. Sage Publications, c2010 (Normative Theory (historical background, public interest, models)  
Media Economics and Governance (media as different business, m. structure, m. regulation, m. systems))

**RECOMMENDED READING LIST:**

- Feintuck, Mike,: *Media regulation, public interest, and the law*. Edinburgh University Press, 2006
- Koltay András: *Freedom of speech : the unreachable mirage*. Complex, 2013
- Joseph Turow: *Media Today: Mass Communication in a Converging World*, Routledge, 2019,  
<https://www.routledge.com/Media-Today-Mass-Communication-in-a-Converging-World/Turow/p/book/9781138593848>