

DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Cognitive Approach of Communication
Name of the subject in English:	Cognitive Approach of Communication
Credit value of the subject:	4
The code of the subject in the electronic study system:	MN-COGACO-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:

The course aims to give an overview of the cognitive processes in communication. It tackles the question of production and processing of communication act and social cognition processes that take part in different fields of communication. Students of the course will be able to understand the cognitive processes involved in communication and apply the knowledge and skills acquired during the course in their future work as media and communication experts.

SUMMARY OF THE CONTENT OF THE SUBJECT

After discussing some of the basic cognitive processes in social interactions such as attribution and person perception, the course will give an insight into the processes of communication, including message production and message processing, taking into account the most relevant specifics of communication and human thinking such as the basic functioning and the role of perspective taking, the possible biases, the role of affective factors. The course pays special attention to the cognitive mechanisms in media use and places an emphasis on the practical application. Cultural differences are also a topic we will discuss throughout the course.

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

The course build on the active participation of students in class. As this a course in English language with the attendance of students from several countries and cultural backgrounds, students can engage by sharing, discussing their different experiences and insights to help clarify the different concepts and processes covered in the course from different angles. Short case descriptions, films will be shown that are discussed in small groups and then are brought to the class.

Students will also get small home assignments and presentation topics (optional for extra points).

EVALUATION OF THE SUBJECT:

Written exam. Bonus points are given for optional assignments.

Offered grade can be given: No.

OBLIGATORY READING LIST:

- Sanborn, Fred W.: *A cognitive psychology of mass communication.* , 2019
- HARRIS, RICHARD JACKSON, FRED W. SANBORN: A COGNITIVE PSYCHOLOGY OF MASS COMMUNICATION, TAYLOR & FRANCIS, 2014

RECOMMENDED READING LIST:

- Bara, Bruno G.: *Cognitive pragmatics : the mental processes of communication*. MIT Press, 2010
- Fiske, Susan T.: *Social beings : social core motives in social psychology*. John Wiley and Sons, Inc., 2014