

DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Communication I.
Name of the subject in English:	Communication I.
Credit value of the subject:	3
The code of the subject in the electronic study system:	BN-COMMU1-03-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 purpose of the course is to offer first-year students a general insight into the main theoretical and practical aspects of communication science, their development and current situation, as well as the main directions of research in this field of science. In order to better understand the communication processes that surround us, the course discusses the key terms of the discipline, their connections, defining theories and models, and their critical evaluation.

The ideas, skills and competences covered during the course are essential for the foundation of the students' professional future. In addition to building a solid theoretical grounding for further studies in various areas, students will be able to apply the learned concepts, ideas, and models for critically explaining and analysing communicative situations and different media phenomena. In addition, the introductory course aims to enrich the students with "aha moments" and establish their commitment to the study of human communication processes.

SUMMARY OF THE CONTENT OF THE SUBJECT

This introductory course is designed to provide future communication professionals with an overview of the most relevant and interesting concepts, models, and applications of the fast-evolving field of Communication Studies. The course primarily focuses on issues of Interpersonal Communication (as well as introduces several ideas of Media Communication) and discusses topics such as: culture and communication, nonverbal communication, communication competence and communication and influence. In addition to building a strong theoretical foundation for further academic studies in various areas of Communication, this course also aims to create passion for using communication for personal growth and social progress.

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

The lectures are designed in an interactive manner; hence students are encouraged to actively participate in the lectures and form individual opinions. The students are required to individually prepare for the written tests and the final exam, but the preparation will be facilitated by the course instructor.

EVALUATION OF THE SUBJECT:

The course will be assessed based on the results of two written tests in the study period of the Semester (maximum 30+30 points) and a final written exam (maximum 40 points) in the exam period. The written tests are planned to be on Week 6 (Class 6) and Week 11 (Class 9). The exams will be based on the lecture notes, slides and discussions, the compulsory readings and any other material uploaded on the Coospace page of the course.

Those students who arrive in Hungary later due to travel difficulties and thus might miss one of the written tests need to contact the instructor separately in order to negotiate an alternative way of taking the test.

During the lessons, it will be possible to earn extra points. There are two ways to do this: active participation in class discussions and successful participation in certain in-class tasks and quizzes.

Final Grade Scale:

0-60 points - 1, 61-70 points - 2, 71-80 points - 3, 81-90 points - 4, 91-100 points – 5

Offered grade can be given: No.

OBLIGATORY READING LIST:

- Adler, Ronald B.: *Interplay : the process of interpersonal communication.* , 2018
- Griffin, Emory A.: *A first look at communication theory.* McGraw-Hill, 2012

RECOMMENDED READING LIST:

- Fiske, John: *Introduction to communication studies.* Routledge, 2011