

DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	The Basics of Communication Studies
Name of the subject in English:	The Basics of Communication Studies
Credit value of the subject:	4
The code of the subject in the electronic study system:	BN-BACOST-04-EA
Classification of the subject:	Obligatory
Language of instruction (in case of non-Hungarian courses):	English
Institute or department responsible for the subject:	-
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:

By the end of the course, participants will be able to understand better the different communicative situations they are usually in and use communication more effectively in their private and professional life.

SUMMARY OF THE CONTENT OF THE SUBJECT

The Basics of Communication Studies is an introduction to the analysis and successful usage of communication. Participants will get to know some of the most important communication theories. By the end of the course they will be able to understand better the different communicative situations they are usually in, and use communication more consciously effectively in their private and professional life.

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

Students have to identify communicational situations in their everyday lives. They can broaden their knowledge by reading and by watching videos on the topic. Optionally they can write abstracts of a theory that they find important.

EVALUATION OF THE SUBJECT:

Students have to be present at 70% of the classes (minimum 7 classes). The course ends with a written exam.

The evaluation of the exam is:

- 91-100%: excellent
- 76-90%: good
- 61-75%: medium
- 51-65%: sufficient
- 0-50%: insufficient

Offered grade can be given: Yes.

OBLIGATORY READING LIST:

- *Intercultural and international communication for our global community.* Századvég K., 2008
- Griffin, Emory A.: *A first look at communication theory.* McGraw-Hill, 2012
- Berger, Arthur Asa: *Messages. An Introduction to Communication,* 2016