

DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Introduction to Media Culture
Name of the subject in English:	Introduction to Media Culture
Credit value of the subject:	4
The code of the subject in the electronic study system:	BN-INTMEC-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:

The aim of the course is to provide a general orientation on the different research theories and concepts of media culture. The course also aims at translating theoretical knowledge into practice, whereby students will learn how to relate and think through social and cultural-artistic phenomena and examples to a given topic.

SUMMARY OF THE CONTENT OF THE SUBJECT

During the course, students will be introduced to the different research theories of media culture and their main concepts. By exploring the trends in the media's development, we will examine how "everyday life" becomes the main reference point for media practices and how media have become integrated into people's everyday life. By the end of the course, students will be able to: 1. think critically about the media and its messages; 2. recognise and use relevant media theories. 3. apply their theoretical knowledge to everyday life. 4. become conscious media users.

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

Attendance and active participation in online lectures.

EVALUATION OF THE SUBJECT:

Written exam. The written exam assesses the students' understanding of the material; their knowledge of the theories and concepts covered in the lectures, and their ability to relate them to the discussed examples. The written exam will be on the Coospace platform. You must log in to Coospace at the time of the written exam.

Grades:

91-100%: excellent
76-90%: good
61-75%: average
51-65%: satisfactory
0-50%: failed

Offered grade can be given: No.

OBLIGATORY READING LIST:

- Roger Silverstone : Why Study the Media?, Sage, London, 1999.,
https://books.google.hu/books?id=UK0sottJl4MC&printsec=frontcover&hl=hu&source=gbs_ge_summary_r&cad=

RECOMMENDED READING LIST:

- Balbi, Gabriele,: *A history of digital media : an intermedia and global perspective.* , 2018
- Hartley, John: *Communication, Culture and Media Studies : the key concepts.* Routledge, 2006