

## Explanation To Study Unit Lists

### Abbreviations

D	=	MA degree thesis (Hungarian 'szakdolgozat')
G	=	seminar (practical class; Hu 'gyakorlat')
K	=	lecture (Hu 'kollokvium')
Sz	=	comprehensive examination (Hu 'szigorlat')
V	=	exam (Hu 'vizsga')
Z	=	final examination (Hu 'záróvizsga')
kon	=	consultation (Hu 'konzultáció')

k	=	obligatory unit (Hu 'kötelező')
=	obligatory elective unit (freely chosen elective(s) necessary for the completion of a specialisation track; Hu 'kötelezően választható')	
v	=	elective unit (opposite of obligatory; Hu 'választható')

IATMS = Institute for Art Theory and Media Studies

### Explanation of prerequisites

- A prerequisite code not enclosed in brackets: **'strong'** prerequisite; must be completed successfully at least one semester before the course in question for which it is a prerequisite
- A prerequisite code enclosed in brackets: **'weak'** prerequisite; can be taken in the same semester with the course in question for which it is a prerequisite, but must be completed successfully for the course for which it is a prerequisite to be valid.
- A prerequisite code with a '=' sign: We recommend that the specified course be taken simultaneously.
- \*: Course that can be taken only after the background courses have been completed.

## Communication and Media Studies

Master of Arts (MA) (from 2020)

### HOST INSTITUTE

Institute for Art Theory and Media Studies

Website: <http://media.elte.hu/>

For further information, please write to: info.media\_at\_btk.elte.hu

### GENERAL INFORMATION ABOUT THE MA PROGRAM IN COMMUNICATION AND MEDIA STUDIES

Part of the Institute for Art Theory and Media Studies, the Department of Media and Communication has been hosting various undergraduate, graduate and postgraduate programs since the 1990s. By combining theoretical and practical knowledge, the MA program prepares students for academic career as researchers and/or for jobs in various branches of the cultural industry sector. The program includes four specializations: 1. Communication and Media Research Specialization 2. Communication and Media Expert Specialization 3. Cultural Journalism Specialization 4. Digital Business Communication Specialization.

## **MA PROGRAM TITLE**

Communication and Media Studies

## **EDUCATION LEVEL AND QUALIFICATION RECEIVED BY THOSE WHO HAVE SUCCESSFULLY COMPLETED THE MA PROGRAM**

- Education level: master degree (magister, master; abbreviation: MA)
- Qualification: Certified Expert in Media and Communication Studies

## **DURATION OF THE PROGRAM**

4 semesters

## **CREDITS REQUIRED FOR GRADUATION**

120 credits

## **FOREIGN LANGUAGE REQUIREMENTS**

Non-native speakers of English must demonstrate a sufficient level of English-language skills. The Test of English as a Foreign Language (TOEFL) exam (the minimum recommended score is 550 on the paper-based exam (PBT) or 80 on the Internet-based exam (iBT) and the IELTS exams (with a recommended score of 6, and above) are preferred.

## **REQUIREMENTS FOR APPLICANTS**

Applicants must hold a university bachelor's (BA) degree (or an equivalent college degree) in the fields listed below. Previously earned credits for entry into the program are acknowledged in full only in case of a BA degree in Communication and Media Science or an equivalent college degree.

In the case of a BA degree from any other field of study (humanities, economics, law, informatics, arts, art communication, social sciences) the applicant must have **at least 30 credits** to enter the program from the fields of network communication, economics and management, cultural anthropology, culture science, communication, marketing, theory and culture of media, occupational psychology, intercultural studies, arts and art communication, linguistics, international communication, special media studies, sociology, social psychology and PR.

## **Documents to be submitted by the applicant:**

- Cover letter indicating why the applicant wishes to start the program, and what her special field of interest is.
- Curriculum Vitae including applicant's previous achievements (scholarships, publications, conference presentations, cultural projects, business experience, voluntary work, etc.)
- English-language transcript with the list of completed courses in previous degree programs.
- A preliminary research proposal for a proposed thesis project with a study and research plan (detailed outline of your field of interest), a preliminary bibliography (indicating what the applicant has read already).
- Interview (in person or via skype) about student's knowledge, skills and attitude regarding media and communication studies and the proposed research project.

## **MA THESIS AND FINAL EXAMINATION REQUIREMENTS**

The thesis is an independent scientific or professional work of the candidate, the topic of which is determined by the thesis adviser and the candidate from the field of study taught at the Department. It displays the knowledge of the candidate acquired in the MA Program, the literacy of the candidate in the international literature of the given scientific and/or professional question, and the analytic skills of the candidate in the interpretation of cultural products in the fields of humanities or cultural industries. All cases where a student's work is suspected of plagiarism will be brought to the Board of Review of the Faculty of Humanities.

### **Formal requirements:**

Length: minimum 70.000 characters, maximum 140.000 characters without spaces (12.000- 24.000 words) at a spacing of 1.5 and font size 12. One copy must be submitted bound, another stapled. MA theses should also be submitted electronically (attach/tape a disc in a paper case with a copy of the electronic version of the thesis to the inside of the back cover of the bound copy). The title page of the thesis must include the name of the author; the title of the MA thesis in Hungarian as well as in the language of the degree program; the name of the university, the faculty as well as the name of the program; the name of the thesis adviser; and the year of submission of the thesis.

### **Assessment:**

Assessment is of a five-grade scale. During the evaluation, the referee must take into account whether the author has adhered to the prescribed requirements concerning content and form. The factors relevant for grading are:

- standard literature references with a Bibliography
- a text in English divided into chapters with a table of contents and conclusion (theme choice, research question, method, discussion, result)
- 10-line abstract
- attached is the supervisor's note about the student attendance at supervision classes
- statement about the originality of the submitted work

### **Content requirements:**

- relevant topic in media and communications
- the topic discussion is based on relevant international literature in English
- the discussion is based on original research
- proper academic language (in English)

## **PREREQUISITES FOR THE FINAL EXAMINATION**

The prerequisites for the final examination are:

- completion of the study unit list and exams specified in the curriculum for the programme (with the exception of the thesis, and the final examination)
- fulfilment of all training and completion requirements
- a certificate stating that the student has returned all property borrowed from the university.

## **REQUIREMENTS FOR THE MA FINAL EXAMINATION**

The final examinations are conducted orally.

## **EVALUATION AND GRADING OF FINAL EXAMINATION**

Assessment is on a five-grade scale.

The examiners evaluate the answers of the examinee in scientific/professional areas related to the MA thesis' evaluation, and also assess the professional background of the examinee along with his/her ability to carry out scientific/professional discourse based on the submitted work's bibliography.

## **DEGREE CERTIFICATE**

The degree certificate states the mathematical average (rounded to the closest whole number) of the grade of the thesis and the grades received at the final examination. The grade of the final examination is calculated on the basis of the defence of the thesis and the grade obtained for the topic(s) of the final examination (as set by IAMTS).

## **PROGRAM DIRECTOR**

Dr. András Müllner associate professor (IAMTS)



MEDD-311	Thesis Consultation 1.	2-4	G	k	2/28	3		2	IATMS
MEDD-312	Thesis Consultation 2.	3	G	k	2/28	3		3	IATMS
MEDD15-313	Thesis Consultation 3.	4	G	k	2/28	3	=MEDD-SZD	4	IATMS
MEDD-405	Research Methodology 1.	1	G	k	2/28	5		1	IATMS
MEDD-406	Research Methodology 2.	2-4	G	k	2/28	5		2	IATMS
MEDD-407	Internship 1.	1-4	G	k	4/56	5		4	IATMS
MEDD-408	Internship 2.	1-4	G	k	4/56	5		4	IATMS

#### B. COMMUNICATION AND MEDIA EXPERT SPECIALIZATION

MEDD-303	Communication Industry Practice	1-4	G	k	2/28	5		1	IATMS
MEDD-304	Creative Economy	3	G	k	2/28	5		3	IATMS
MEDD-311	Thesis Consultation 1.	2-4	G	k	2/28	3		2	IATMS
MEDD-312	Thesis Consultation 2.	3	G	k	2/28	3		3	IATMS
MEDD15-313	Thesis Consultation 3.	4	G	k	2/28	3	=MEDD-SZD	4	IATMS
MEDD-501	Editorial Practices 1.	1-3	G	k	2/28	5		1	IATMS
MEDD-502	Editorial Practices 2.	2-4	G	k	2/28	5		2	IATMS
MEDD-505	Internship 1.	1-4	G	k	4/60	5		4	IATMS

MEDD-506	Internship 2.	1-4	G	k	4/60	5		4	IATMS
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### C. CULTURAL JOURNALISM SPECIALIZATION

MEDD-311	Thesis Consultation 1.	2-4	G	k	2/28	3		2	IATMS
MEDD-312	Thesis Consultation 2.	3	G	k	2/28	3		3	IATMS
MEDD15-313	Thesis Consultation 3.	4	G	k	2/28	3	=MED D-SZD	4	IATMS
MEDD-306	Civilian and Professional Roles in Cultural Journalism	3-4	G	k	2/28	3		4	IATMS
MEDD-307	Multimedia Cultural Journalism	3-4	G	k	2/28	4		4	IATMS
MEDD-308	Genres of Criticism	1-2	G	k	2/28	4		2	IATMS
MEDD-309	The Politics of Representation and Access – Case Studies	1-2	G	k	2/28	4		2	IATMS
MEDD-304	Creative economy	3	G	k	2/28	5		3	IATMS
MEDD-407	Internship 1.	1-4	G	k	4/56	5		4	IATMS
MEDD-408	Internship 2.	1-4	G	k	4/56	5		4	IATMS

### D. DIGITAL BUSINESS COMMUNICATION SPECIALIZATION

MEDD-311	Thesis Consultation 1.	2-4	G	k	2/28	3		2	IATMS
MEDD-312	Thesis Consultation 2.	3	G	k	2/28	3		3	IATMS
MEDD15-313	Thesis Consultation 3.	4	G	k	2/28	3	=MED D-SZD	4	IATMS
MEDD-314	Audiences and Customers in the Digital Economy: Practice Basics	3-4	G	k	2/28	5		4	IATMS
MEDD-315	The Politics of Information	3-4	G	k	2/28	5		4	IATMS
MEDD-316	Information Visualization	1-2	G	k	2/28	5		2	IATMS
MEDD-304	Creative Economy	3	G	k	2/28	5		3	IATMS
MEDD-407	Internship 1.	1-4	G	k	4/56	5		4	IATMS
MEDD-408	Internship 2.	1-4	G	k	4/56	5		4	IATMS

**IV. ELECTIVE COURSES: 6 credits**

Any course on offer in the University's course catalogue (prerequisites permitting).

**V. PROGRAM CLOSURE: 20 credits**

Thesis, Final Exam:

MEDD-SZD	Thesis Writing	4	EF	k	0	20	=MEDD15-313	4	IATMS
	Final Exam	4	Z	k	0	0	(Thesis)		