

Explanation To Study Unit Lists

Abbreviations

EF	=	MA degree thesis (Hungarian 'egyéni felkészülés')
G	=	seminar (practical class; Hu 'gyakorlat')
K	=	lecture (Hu 'kollokvium')
Sz	=	comprehensive examination (Hu 'szigorlat')
V	=	exam (Hu 'vizsga')
Z	=	final examination (Hu 'szakzáróvizsga')
kon	=	consultation (Hu 'konzultáció')
k	=	obligatory unit (Hu 'kötelező')
kv	=	obligatory elective unit (freely chosen elective(s) necessary for the completion of a specialisation track; Hu 'kötelezően választható')
v	=	lecture (Hu 'kollokvium')

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 2025)

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 final exam, which follows the completion of all the units and the submission of the thesis, consists of the thesis defence (the answer to the critique), which includes a review of the professional knowledge related to the thesis topic.

DEGREE CERTIFICATE

The diploma is awarded on the basis of the arithmetic average of three grades: the grade awarded for the thesis; the grade awarded for the final examination; and the grade awarded for the project work carried out as part of the programme, rounded up to the nearest whole number in accordance with HKR 84§ (6):

- outstanding if the average is 5,00,
- excellent if the average is 4,51-4,99,
- good if the average is 3.51-4.50,
- average: 2,51-3,50,
- fair if the average is 2.00-2.50.

PROGRAM DIRECTOR

Dr. Mihály Szilágyi-Gál assistant professor (IAMTS)

Study Unit List

Code BMI-	Name of Study Unit	Semester when offered	Type of course/grade	Obl (k)/Opt (v)	hours (week/semest	credits	Prerequisites	Ideally taken in...semester	Host Institute
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I. The social studies embeddedness of communication and media studies, interdisciplinary approaches to communication and media, theories of regulating media and communication: 24credits

BMI-MEDD25-105	Communication from a cultural studies perspective	1	K	k	2/28	5			IATMS
BMI-MEDD25-121	Media, system, norms	2	K	k	2/28	5			IATMS
BMI-MEDD25-106	Visuality and communication	1	K	k	2/28	5			IATMS
BMI-MEDD-122	Human and Machine	2	K	k	2/28	4			IATMS
BMI-MEDD25-109	Community and communication	1	K	k	2/28	5			IATMS
ELTE-OI-AI	Start wAitless - Introduction to the use of Artificial Intelligence in Higher Education	1	ip	obl	0/6	0			ELTE DoE
BMI-MEDD-126	Current issues in communication and media research	3	G	k	2/28	4			IATMS

II. Expert knowledge and problem areas in communication and media studies: 30 credits

BMI-MEDD25-104	Data and Media	1	K	k	2/28	5			IATMS
BMI-MEDD25-107	Persuasion, influence, understanding	1	K	k	2/28	5			IATMS
BMI-MEDD25-108	Communication as participation	1	K	k	2/28	5			IATMS
BMI-MEDD-123	Project work 1.**	2	G	k	2/28	5			IATMS
BMI-MEDD25-133	Project work 2.**	3	G	k	4/56	6	BMI-MEDD-123		IATMS

BMI-MEDD-125	Thesis consultation 1.	3	G	k	2/28	2		IATMS
BMA-MEDD-135	Thesis consultation 2.	3	G	k	2/28	2	BMI-MEDD-125	IATMS
BMI-MEDD-151	Research Methodology 1.	2	G	k	2/28	5		IATMS
BMI-MEDD26-152	Comprehensive Exam Requirement	1-2	VK	k	0/0	0		IATMS

III. Theory and practice knowledge aimed to nurture individual student needs and personal interests as a professional specialization offered by the training institution: 36 credits (choose one of the specializations below)

A. COMMUNICATION AND MEDIA EXPERT SPECIALIZATION

BMI-MEDD-320	Special professional knowledge	2-4	G	k	2/28	5		IATMS
BMI-MEDD-304	Creative Economy	3	G	k	2/28	5		IATMS
BMI-MED-511	Communication and media market fieldwork 1.	2-4	G	k	2/28	5		IATMS
BMI-MEDD-512	Communication and media market fieldwork 2.	2-4	G	k	2/28	5		IATMS
BMI-MEDD-507	Organisational communication	2-4	G	k	2/28	5		IATMS
BMI-MEDD-508	Journalism research	2-4	G	k	2/28	5		IATMS

B. DIGITAL BUSINESS COMMUNICATION SPECIALIZATION

BMI-MEDD-314	Audiences and Customers in the Digital Economy: Practice Basics	2-4	G	k	2/28	5		IATMS
BMI-MEDD-316	Information Visualization	2-4	G	k	2/28	5		IATMS
BMI-MEDD-304	Creative Economy	2-4	G	k	2/28	5		IATMS
BMI-MEDD-317	Law of Creative industries	2-4	G	k	2/28	5		IATMS
BMI-MEDD-320	Special professional knowledge	2-4	G	k	2/28	5		IATMS
BMI-MEDD-319	Entrepreneurship	2-4	G	k	2/28	5		IATMS

IV. INTERNSHIP

BMI-MEDD-150	Internship	4	G	k	2/28	6		IATMS
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V. ELECTIVE COURSES: 10 credits

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

VI. PROGRAM CLOSURE: 20 credits

THESIS, FINAL EXAM:

BMI-MEDD23-SZD	Thesis Writing	4	EF	k	0	20		IATMS
	Final Exam	4	Z	k	0	0	(Thesis)	

** In the case of the 1-2 and 1-2-3 courses, the prerequisite for enrolment is the completion of 1 and 1-2 with the same teacher!