

PROFESSIONAL INTERNSHIP PLACEMENTS AND ACTIVITIES - SUMMARY FOR STUDENTS OF COMMUNICATION AND MEDIA STUDIES

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Professional internship in the field of Communication and Media Studies can be interpreted broadly, practically any activity that develops or applies communication competences may be accepted. A particularly important consideration is that *almost every form of organisational operation is based on communication.*

The following summary organises this approach into a practical and usable system with an educational approach.

1. Basic principle: communication is present everywhere

The basis for accepting an internship is that the student participates in real communication processes.

According to the in-company professional point:

- “any workplace ... can provide tasks suitable for a communication internship”
- “it is difficult to imagine a workplace where there are no communication-related tasks at all.”

This is consistent with the educational objectives of the programme, according to which students should be able to work in different areas of social communication. The decisive factor is not the job title, but the communication-related content of the activities performed.

2. Traditional Media and Communication Internship Placements

Media and content production

- press (online and print, radio, television);
- editorial work;
- content production (articles, videos, podcasts);

- editorial and reporting tasks.

New media and digital communication

- social media management;
- content strategy and campaigns;
- influencer collaborations;
- digital media projects.

The new media and digital communication represent one of the key areas of modern communication.

3. Organisational Communication (In Almost Any Institution)

Internal communication

- intranet contents
- in-company newsletters
- supporting management communication;
- informing employees.

External communication

- website content;
- press materials;
- social media;
- customer communication.

Stakeholder communication

- maintaining relationships with partners;
- customer relationship management;
- events and information sessions.

This dimension is central to the objectives of the programme: students gain an understanding of how institutional communication operates.

4. PR, Marketing, and Brand Communication

- PR activities;
- media relations;
- marketing campaigns;
- branding and employer branding;
- producing advertising and creative materials.

5. Event Management and Protocol

- organising conferences;

- press events;
- institutional events;
- protocol-related tasks.

These involve complex communication activities, including organisation, coordination, and information exchange.

6. HR and Organisational Development Communication

- recruitment communication;
- employer branding;
- communication related to training and development;
- internal change management.

7. Business and Customer Communication

- negotiations;
- customer relationship management;
- sales-related communication;
- service communication.

These might involve:

- reception positions;
- dispatch services;
- customer service;
- sales activities.

Key element: communication interactions and conflict management.

8. “Non-Traditional” Communication Positions

According to the professional approach, these activities may also be fully accepted if they contain significant communication elements.

IT and technical fields

- system administration involving customer support;
- user training;
- communication related to troubleshooting.

Administration and organisation

- office coordination;
- managing information flows;
- documentation.

For example, an intern may observe communication processes within an organisation and prepare a report analysing them.

9. Research and Analysis (Academic / Applied)

- media research;
- communication audits;
- questionnaires and interviews;
- content analysis.

This area is connected to the methodological competences of the programme and is particularly recommended for MA students.

10. Possible Specific Student Tasks

The internship should involve active participation rather than mere “presence”.

Examples include:

- creating social media posts;
- developing a short campaign;
- writing a press release or article;
- analysing a communication process;
- documenting customer communication;
- participating in the implementation of an event;
- preparing a report reflecting on the internship experience.

Summary

Professional internship in Media and Communication Studies:

- can be interpreted broadly;
- is activity-based rather than position-based;
- may be accepted in any job where meaningful communication takes place.

The most important criterion is that the student participates in a real communication process and reflects on and processes this experience in a structured manner.