

DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Anthropology of Communication
Name of the subject in English:	Anthropology of Communication
Credit value of the subject:	4
The code of the subject in the electronic study system:	MN-ATHRCO-04-EA
Classification of the subject:	Obligatory
Language of instruction (in case of non-Hungarian courses):	English
Institute or department responsible for the subject:	Institute of Media Studies
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 discover the origins of cultural diversity and the reasons for its increase in the modern world which - as opposed to the assumption that the global village will bring about a homogeneous world - now witnesses the proliferation of different ethnic and cultural identities.

During the course special attention is paid to the role of communication in the above process through investigating certain key concepts such as memory, space, contact, change, migration, conflict, boundaries and symbols as well as to various ideas related to ethnicity by embracing studies on tribal, national and global cultures. The course applies a twofold focus to investigate cultural homogeneity versus diversity via case studies of cultural contact and the resulting changes as well as by engaging in the interdisciplinary field of memory studies.

By completing the course, students will be able to understand the above key concepts. They will be able to transfer this knowledge to conduct their own specific research to explore past and present cultural phenomena, understand and explain their roots, and to critically assess how they contribute to cultural identity and diversity. Students will also be able to hypothesize about future trends related to cultural contact, globalization and potential solutions to ongoing cultural conflicts.

SUMMARY OF THE CONTENT OF THE SUBJECT

Types of cultural encounters and consequences; memory, history and cultural memory; oral cultures; written cultures; tribal, national and global cultures; space and memory; ethnicity, ethnic and national identities; ethnic conflicts and their management.

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

The interactive course requires students to actively participate in class work individually, in pairs and groups, for example answer questions, debate, argue, disagree, reflect, etc. Students are required to do and understand readings and visual popular material, to compare and critically analyse cultural trends, events, traditions, phenomena and approaches of various schools of thought and evaluate events and developments based on that understanding.

EVALUATION OF THE SUBJECT:

Students shall write up a research paper, preferably a case study on a topic related to the main concepts discussed in class in accordance with the requirements specified on Coospace. The paper is evaluated based on the rubric available on Coospace.

Deadline for submission: two weeks before the end of the semester but not later than one week before the date of the oral exam. The oral exam is based on the presentation, group discussion and evaluation of the research paper and the course material.

The end-of-term grade can be rounded up by giving a short presentation in class based on one of the articles specified on Coospace.

Offered grade can be given: No.

OBLIGATORY READING LIST:

- Assmann, Jan: *Cultural memory and early civilization : writing, remembrance, and political imagination*. Cambridge University Press, 2011
- Harari, Yuval Noah: *21 lessons for the 21st century*. Jonathan Cape, 2018
- Weatherford, Jack Mclver: *Savages and civilization : who will survive?*. Crown, 1994
- Barth, Frederick : *Ethnic Groups and Boundaries*,
https://www.brown.edu/Departments/Joukowsky_Institute/courses/ethnicidentity12/files/19389643.pdf

RECOMMENDED READING LIST:

- Eller, Jack David: *From culture to ethnicity to conflict : an anthropological perspective on international ethnic confl.* University of Michigan Press, c1999
- Hobsbawm, E. J.: *Nations and nationalism since 1780 : programme, myth, reality.* , 2012,199
- Weatherford, J. Mclver.: *Native roots : how the Indians enriched America*. Crown, 1991
- SANDU, Antonio: *Towards a Phenomenology of the Digitalization of Consciousness. The Virtualization of the Social Space.*, *Postmodern Openings /Deschideri Postmoderne*, 2019,
<http://web.b.ebscohost.com/ehost/detail/detail?vid=5&sid=cf6eb2cf-c00f-4090-9f65-2f7164aefa38%40sessionmgr101&bdata=JkF1dGhUeXBIPWNvb2tpZSxpcCx1cmwsY3VzdHVpZCZjdXN0aWQ9bnMwMDE2MDkmbGFuZz1odSZzaXRIPWVob3N0LWxpdmU%3d#AN=137083608&db=a9h>