

DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	International Media
Name of the subject in English:	International Media
Credit value of the subject:	4
The code of the subject in the electronic study system:	BN-INTMDE-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:

After a brief introduction to the global media landscape and its interconnected constituents, the students will analyze different media offerings from different parts of the world. The topics listed below may change depending on the linguistic and cultural competences of the group.

Having completed the course, you will:

- acquire an overall picture of the global media landscape, with its main tendencies
- learn about important media of your region and of other parts of the world
- see the tendencies of the future media world.

SUMMARY OF THE CONTENT OF THE SUBJECT

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STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

regular class attendance, active participation in class debates, regular preparation for upcoming classes, individual and small group research, written assignments.

EVALUATION OF THE SUBJECT:

based on written assignments.

Offered grade can be given: No.

OBLIGATORY READING LIST:

- Joseph Turow: Media Today: Mass Communication in a Converging World, Routledge, 2020
- Havens, Timothy: Understanding Media Industries, Oxford UP, 2012