

## DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Network Communication I.
Name of the subject in English:	Network Communication I.
Credit value of the subject:	3
The code of the subject in the electronic study system:	BN-NEWCO1-03-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:

This class introduces students into the key concepts, research perspectives and methods of network communication, using a multi-disciplinary approach.

### SUMMARY OF THE CONTENT OF THE SUBJECT

The class focuses on interactions between society, technology, and the media, and attempts to assess the optimistic and the pessimistic narratives about the societal impact of the web in general and of the web2 in particular. It also offers a detailed analysis of how the rise of digital media has affected the patterns of political communication.

### STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

Students are required to:

- o actively attend (online) lectures
- o read at least three of the mandatory readings

### EVALUATION OF THE SUBJECT:

Students' performance will be evaluated on the basis of:

- o In class activity and performance (20 %),
- o Oral or written exam (depending on the number of students) at the end of the class based on the mandatory readings and the lectures (80 %).

Offered grade can be given: Yes.

### OBLIGATORY READING LIST:

- Hodkinson, Paul: Media, Culture, and Society, SAGE, 2011 (pp. 19-39, 82-101, 173-193, 265-284,)
- Kovarik, Bill: Revolutions in Communication, Bloomsbury Publishing Inc. (pp. 10-32, 484-570.)
- Chadwick, Andrew: The Hybrid Media System, Oxford University Press, 2017
- Johansson, Elena: Social media in political communication. A substitute for conventional media? In: Karl Magnus Johansson & Gunnar Nygren (eds.): Close and Distant. Political Executive–Media Relations in Four Countries, pp. 149–173, Nordicom, 2019
- Papatthanassopoulos, Stylianos & Ralph Negrine: Political communication, digital inequality and populism. In: Josef Trappel (ed.): Digital Media Inequalities. Policies against Divides, Distrust and Discrimination, pp. 79–94, Nordicom, 2019