

DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Press Analysis
Name of the subject in English:	Press Analysis
Credit value of the subject:	3
The code of the subject in the electronic study system:	BN-PREANA-03-GY
Classification of the subject:	Optional
Language of instruction (in case of non-Hungarian courses):	English, Hungarian
Institute or department responsible for the subject:	Institute of Media Studies
Course type and number of contact hours:	Practical, 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 course focuses on current affairs and the way they are presented in English-language articles. By completing the course, students will be able to understand and use the most common vocabulary of the press; they will become familiar with various news style guides; they will be able to identify the distinctive features of news articles, to identify and apply the specific grammatical structures characteristic of the language of the press including headlines, abbreviations, new words in English, etc. Students will be able to establish what determines newsworthiness and to analyse articles, photos and cartoons to discover bias, the factors influencing news determinants and to interpret messages from the media. Students will also be able to transfer the above knowledge and skills to discuss and write about current events.

SUMMARY OF THE CONTENT OF THE SUBJECT

New words in English, abbreviations, news vocabulary, politicians and famous persons in the media, collecting and evaluating information, constructing headlines, analyzing coverage, photos and cartoons.

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

Students need to actively participate in class work and continuously reflect on their own learning through various oral, written, online and offline individual, pair and group activities including the following: following the news in various media outlets, news presentation, grammar and vocabulary building activities, headline construction, gap-fill and matching activities, looking up words and information, analyze articles, photos and cartoons and engaging in discussions, quizzes and questionnaires.

EVALUATION OF THE SUBJECT:

To complete the course, students need to perform the following tasks:

- 1) Follow current events and participate in class work.
- 2) Do the weekly tasks on Coospace.
- 3) Do the online vocabulary tests.
- 4) Do two weeks in the Coursera course: English for Journalism.
- 4) Present the news based on a reading log.
- 5) Write a newspaper article in English.

Grading:

Minimum requirement: if students fail to participate in class, present the news, complete the required Coursera material and/or write the article, they will fail the course. Also, if they commit plagiarism, that results in a fail grade.

The end-of-term grade is based on class participation and the mean average of the grades students receive for the following tasks:

- 1) Vocabulary tests
- 2) Weekly tasks – one final grade is given based on the amount and quality of the tasks you submit.
- 3) Newspaper article

Grading scheme:

Weekly tasks and vocabulary test:

- 60% - Pass
- 70% - Satisfactory
- 80% - Good
- 90% - Excellent

Newspaper article: evaluated based on the rubric entitled Newspaper article_rubric for grading accessible in the Requirements folder on Coospace. In case of plagiarism it is a fail grade.

OBLIGATORY READING LIST:

- Ceramella, Nick: *Cambridge English for the media*. Cambridge University Press, 2008
- von Seth, Rutger: All Quiet on the Eastern Front? Media Images of the West and Russian Foreign Political Identity1., *Europe-Asia Studies*. Apr2018, Vol. 70 Issue 3, p421-440, 2018, <http://web.a.ebscohost.com/ehost/pdfviewer/pdfviewer?vid=33&sid=ea2b3d87-3a25-4881-ae58-bf1ee8b76ead%40sdc-v-sessmgr03>

RECOMMENDED READING LIST:

- Gairns, Ruth: *Oxford word skills : Advanced*. Oxford University Press, 2008
- Gillers, Stephen,,: *Journalism under fire : protecting the future of investigative reporting.* , 2018
- Stradling, Robert: *Teaching 20th-century European History*, Council of Europe Publishing, 2008,

<https://rm.coe.int/CoERMPublicCommonSearchServices/DisplayDCTMContent?documentId=090000168049423>