

GUIDE FOR STUDENTS

Dear Students,

This file lists courses available for incoming exchange students in the field of Communication for the Spring semester Academic Year of 2022/2023. It includes the subject list for BA and MA level students for the Communication program + Optional subjects.

Incoming students cannot choose courses across all academic areas or levels (exception is optional subjects that can be added to your program).

The maximum number of the ECTS taken by the guest students is 35.

Regarding your Learning Agreement, based on the modules list, you can fill out your Before Mobility LA using the template or [Online Learning Agreement](#) Platform. Still, please be aware that the course registration at METU is competitive, and it can happen that you will have to change it using the During the Mobility section of your LA in case any of the courses fill up or be cancelled.

Please pay attention to the Notes section of the list; it contains information about the level of the subject (BA or MA) and the number of limited places, if any. There is a high probability that subjects with a limited number won't be available for everybody during the registration.

For communication, please use **incoming.erasmus@metropolitan.hu**.





BACHELOR'S MODULES

Code	Course Name	Lecture	Seminar	Credits	Semester	Bachelor / Master	Remarks	Notes
BN-ECONOC-05-EA	Economic Communication	2	0	5	Spring	Bachelor	“This course offers insight into the most important issues of economic communication providing students with the basic concepts and practices of the subject. This interactive subject is an integral part of the International Communication specialization aiming to improve skills that are critical for a well-prepared business communicator. By completing the course, students will be able to use the vocabulary and techniques necessary for a correct and fluent business communication. They will have a clear understanding of issues arising from the syllabus content. They will be able to apply this knowledge and critical understanding of problems in everyday business situations. Students will be able to analyse issues and distinguish between facts and opinion. They will be able to explain trends, the likely cause of the issues in question, and examine the implications of a suggested idea. Students will be able to discuss and debate issues, argue points in order to reach decisions, discriminating between alternative solutions and weighing up the reliability of data.	Max 25 Students
BN-BAM-EST-03-GY	Basic Media Studies	0	2	3	Spring	Bachelor	This course is designed to give an introduction to media ethics, the role that the media currently plays in our social lives, and the impact of media on the mentality, attitude, behaviour of media conglomerates.	3-3 students/ seminar
BN-CONCE1-04-EA	Contrastive Cultures I.	2	0	4	Spring	Bachelor	The course is the first semester of a two-semester survey of the English-speaking community with the first semester focusing on two major themes: English as a globalized phenomenon and introduction to American studies including the origins and early spread of English, globalization and the rise of English as lingua franca, language contact, issues and attitudes; cultural narratives and myths, basic facts about the USA, the American Dream and American football as a way to understand American culture and society.	Max 10 Students
BN-GLO-KAN-03-EA	Global Cultural Anthropology	2	0	3	Spring	Bachelor	Cultural Anthropology studies human nature, as well as the countless imagined realities humans have created: religion, state, money, morality etc. By now, globalization has become a fact and not an option that can no longer be stopped or reversed. It has unified mankind into one civilization but has also created tremendous tension in most human communities and is endangering the future of our planet. In a truly multidisciplinary fashion, using the latest knowledge gained from Biology, Psychology, Genetics, Sociology, Cognitive Neuroscience, Economics and Game Theory, the course will try to synthesize our current scientific understanding of humanity and human societies. Every one of us feels that mankind is approaching a crossroad and either we must find solutions for the globalized world order or we will perish. Students will be expected to contribute finding answers and solutions.	Max 10 Students

Code	Course Name	Lecture	Seminar	Credits	Semester	Bachelor / Master	Remarks	Notes
BN-HIMIRE-03-EA	History of Modern International Relations	2	0	3	Spring	Bachelor	The goal of this course is to provide an overview of the major transformations in international history since around 1500 that shaped our present. The approach adopted here blends the need to cover the major historical developments over a relatively long time period with a focus on a selected number of issues central to contemporary global politics.	Max 5 students
BN-IN-TORG-03-EA	International Organizations	2	0	3	Spring	Bachelor	<p>“The course aims to provide students with a general overview as well as substantial knowledge of the ways the world is governed by international organizations and other forms of global governance. The course introduces the major theoretical approaches to international governance as well as the history of the field. The largest part of the course is taken up by the discussion of issue specific domains and the relevant institutional organizations and regimes. The course places special emphasis on the move from international government to international governance, and on the relations and tensions between these two forms of governing the world. By the end of the course students should be familiar with, and have a critical understanding of, the global regimes regulating our life. Students who complete this course successfully will be able to:</p> <ul style="list-style-type: none"> • understand the role and impact of global governance on our life • understand the difference between international organization and global governance approaches • recognize a number of crucial political problems posed by global governance • better appreciate how power functions in international politics” 	Max 5 students
BN-MEMA-LA-04-EA	Media Market and Media Law	2	0	4	Spring	Bachelor	<p>“The course provides basic introduction in the operation of European media law. In the framework of this the course</p> <ul style="list-style-type: none"> - reviews the main characteristics of the media market which are determining the regulation of audio-visual media activities. - gives a historical background to understand European and Atlantic media policy. - gives an overview about the theories behind media regulation. - provides a typology on media systems. - reviews the European media regulatory systems. - studies the different areas EU's media regulation.” 	

Code	Course Name	Lecture	Seminar	Credits	Semester	Bachelor / Master	Remarks	Notes
BN-NEWSED-03-GY	News Editing	0	2	3	Spring	Bachelor	“The aim of this course is to equip students with the necessary writing skills to successfully write their thesis or dissertation in English. Throughout this course, students will develop their academic language and writing style as they are walked through the process of writing a research paper in their chosen discipline. The topics and order in which they are taught are subject to change based on studentsA needs.”	3-3 students/ seminar
BN-PU-BAFF-05-GY	Public Affairs	0	2	5	Spring	Bachelor	This course offers a basic English terminology in public affairs. The lessons from general prin ciples of the modern public institutions go over the development process of the emerging of interest group society. The course provides understanding of differences in British and American use of basic political science terms of the lobbying, the government relations of businesses and corporate social responsibility. During the classes the students are developing their skills in cooperation with colleagues from different countries and cultures, they improve their presentation methods and performance sas well as the individual analytical capacities.	Max 3 students
BN-PUB-DIP-06-KG	Public Diplomacy	2	2	6	Spring	Bachelor	<p>“Public diplomacy is a government-sponsored effort aimed at communicating directly with foreign publics. Due to rapidly changing environment, public diplomacy is facing major challenges in the 21st century. Its effectiveness is under scrutiny and its concepts are debated - whilst the necessity to build reliable international relationships and understand cultures and attitudes is increasing. The so called new public diplomacy, in order to enhance the effectiveness of traditional public diplomacy efforts, focuses on soft power approaches, like cultural diplomacy. Cultural diplomacy is regarded as a convincing state instrument to improve communication, nation branding and influence.</p> <p>New information technologies and often unpredictable political dynamics force every government to constantly look beyond current public diplomacy methods. This course aims to help participants form an understanding of what public diplomacy is, understand relevant concepts, analyse issues and organisations in the field. The course takes the position that cultural diplomacy - distinguished from propaganda and advertising notions - is of central importance to successful public engagement.</p> <p>By the end of the course student will be able to:</p> <ul style="list-style-type: none"> • understand the concept of public diplomacy and related terminologies including: culture, identity, influence, soft power, nation branding, propaganda, trust, mutuality and E-diplomacy; • identify and analyse current challenges and practices with special attention to cultural diplomacy and related tools; • recognise the context: networks, globalization, non-state actors, technology and social media; • compare public diplomacy strategies defined by different perspectives; • discuss goals and impacts through selected case studies with the aim to calculate future directions.” 	Max 3 students

Code	Course Name	Lecture	Seminar	Credits	Semester	Bachelor / Master	Remarks	Notes
BN-RADS-TU-03-GY	Radio Studies	0	2	3	Spring	Bachelor	Practical knowledge about radio studies	Max 3 students
BN-SOSTP2-03-GY	Social Studies II. Project	0	2	3	Spring	Bachelor	The aim of the course is to focus students attention to some of the important areas of interaction and conflict between citizens and the various institutions they have to deal with throughout their lives. The course also aims to increase students! cultural and historical awareness and self-understanding.	Max 3 students
BN-POD-CAS-04-GY	Podcast	0	2	4	Spring	Bachelor	Based on their special interest the students decide on the topic of their podcast, and they plan the first episode in detail. They make research in the given field, find their interviewees, elaborate the questions and make the interviews. In the second half of the semester editing is done, and with the narration added the first episode of their podcast is ready.	Max. 5 Students



MASTERS'S MODULES

Code	Course Name	Lecture	Seminar	Credits	Semester	Bachelor / Master	Remarks	Notes
MN-ARTCOM-04-GY	Artistic Communication	0	2	4	Spring	Master	The lecture/seminars will have basically two parts by each occasion, a theoretical and a practical part. In the first, theoretical part we discuss the text of the week. All texts of the week have a bibliography. Students can move forward and read further texts. It is not obligatory to read the full text. If someone has not enough background in art theory or philosophy, students are free for the search on the internet other texts in the relevant topic. In the second part we try to develop together the idea of artistic communication on the basis of the lectures, on the basis of experiences of the students, and on the basis of chosen artworks. The artworks will be chosen on the basis of the art experience of the students, possibly from their own country of origin. With the new, learned methods and concepts it is possible to discuss music, theater, painting, movie, mobile phone aesthetics, internet beauty, etc. The special topics of discussion will be determined together during the semester, depending on the interest of the participants. The evaluation of the course will be on the basis of the seminar work of the students.	Open for MA level students only
MN-MDRETH-04-EA	Media Regulation Theories	2	0	4	Spring	Master	During this course the students get a perspective of various theories which has formed media regulation from the beginnings, until our latest technological challenges. The course builds greatly upon students' contribution, as discussion leaders in classes. They are equipped with a wide variety of sources, which are compulsory readings for all participants. Discussion leaders may rely primarily on the given source, but are encouraged to seek further resources. Students may probe their ideas and ask their questions during the lively discussions in class. Unfortunately, instead of providing them the ultimate truth, this course might well leave students with more questions and answers. May this inspire them to find the right work places where they can continue their individual search for truth!	Open for MA level students only
MN-NEWMTH-04-EA	New Media Theory	2	0	4	Spring	Master	The aim of this course is to introduce the relatively new area of new media theory. How digitalization and convergence changed the media itself and the other effects on society, participatory culture, politics and everyday life. The late modern media environment. Essay, debate and written exam included.	Open for MA level students only

Code	Course Name	Lecture	Seminar	Credits	Semester	Bachelor / Master	Remarks	Notes
MN-THSOME-04-EA	Theories and Social Functions of Media	2	0	4	Spring	Master	The course is designed to familiarize students with theories of media effects, with the roles and social functions of the media. We trace the changes that took place in the operation of the media in the last centuries. The course confronts today's media practice with theories of the social functions of the media. We discuss the changing functions of the media with the help of a series of moderated debates.	Open for MA level students only
MN-VISCUL-04-GY	Visual Culture	0	2	4	Spring	Master	"The main goal of the course is to provide an introduction to the semiotic aspect of visual communication, including the grammar of visual design, the construction of visual composition. The course will also discuss the concept of visual literacy, the interpretation of still and motion images, and the techniques of visual manipulation. A special attention will be paid to visual persuasion through images in advertising."	Open for MA level students only

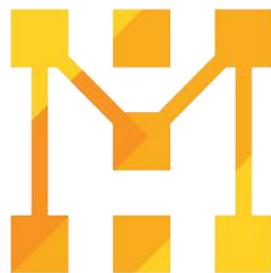


OPTIONAL MODULES

Code	Course Name	Lecture	Seminar	Credits	Semester	Bachelor / Master	Remarks	Notes
BN-ACADW-03-GY MN-ACAD-WR-03-GY	Academic Writing	0	2	3	Spring	Bachelor and Master	The aim of this course is to equip students with the necessary writing skills to successfully write a dissertation or thesis in English. Throughout the course students will develop organizational skills, academic language, and writing style as they are walked through the process of writing a research paper in their chosen discipline. An emphasis will be placed on technical skills, along with argumentation skills. The topics of the course and the order in which they are taught are subject to change based on student needs.	Max 5 Students
BN-AD-VENG-04-GY	Advanced English	0	4	4	Spring	Bachelor and Master	The aim of the course is to bring together students coming from very different backgrounds as well as make the foundation for further studies from a language point of view. It also provides a wide range of cultural experiences to be compared and contrasted. The students will be able to understand actual and up-to-date social issues and trends, they will be able to debate, compare and contrast, argue for and against at an advanced level of English. They will also be able to define, memorize and recognize basic concepts, interpret data, apply information and experiences to analyse and evaluate present and future consequences to learn to plan and evaluate, e.g. projects or available data and they will also be able to design and give a presentation and write essays.	Max 7 Students
BN-BE-TWEW-03-GY	Between East and West	0	2	3	Spring	Bachelor and Master	“This course is designed to appeal to students who would like to understand and integrate into local culture by becoming familiar with the concept, ideas and realities of Central Europe as a distinct region between Eastern and Western Europe through milestones in its social and political history. By completing the course, students will be able to apply a multidisciplinary approach; to define, identify and verify the existence of regions based on clearly set criteria; to use a comparative approach to appraise sets of historical conflicts based on the concepts of physical and symbolic geography; explain the role and influence of powerful countries in Central Europe; compare and explain similarities and differences between regions. By reading academics representing various schools of thought and relying on above theoretical concepts, students will be able to collect and arrange relevant data to understand the roots of past and present ethnic and national conflicts and hypothesize about potential solutions as to their resolution and management. The course is part of the Crossroads in Hungary programme. By successfully completing it together with two other courses (Intercultural Communication through Central European Film and Hungarian as a Second Language), students receive a certificate declaring them a Young Expert on Central Europe.”	Max 15 Students

Code	Course Name	Lecture	Seminar	Credits	Semester	Bachelor / Master	Remarks	Notes
BN-BEC-TEA-07-GY	Business and Economic Terminology	0	4	7	Spring	Bachelor and Master	“This interactive course is tailored to give insight into the most important issues of business and economic terminology, and it provides the students with the basic concepts of the subject. The subject forms an integral part of the training programme for International management. The key skills students will develop are critical for a well-prepared manager and business communicator. Students will be able to use the vocabulary and techniques necessary for a correct and fluent business communication. Students will acquire a critical understanding of the issues arising from the syllabus content and they will be able to distinguish between facts and opinion, explain trends and the likely cause of the issues in question, and the implications of a suggested idea. Students will be able to discuss and debate issues, argue points in order to reach decisions, discriminating between alternative solutions and weighing up the reliability of data.”	Max 5 Students
BN-BUS-NEN-05-GY	Business English	0	4	5	Spring	Bachelor	“The aim of the course is to bring together students coming from very different backgrounds as well as make the foundation for further studies from a language point of view. It also provides a wide range of cultural experiences to be compared and contrasted. The students will understand the basics of the operation and principles behind the economy. They will be able to debate, compare and contrast, argue for and against on a higher level of business language skills. They will also be able to define, memorize and recognize basic concepts, interpret data, apply information and experiences to analyse and evaluate present and future consequences to learn to plan and evaluate e.g. projects or available data and they will also be able to design and give a presentation and write essays. ”	Max 5 Students
BN-HUS-LA1-04-GY	Hungarian as a Second Language I.	0	4	4	Spring	Bachelor and Master	“A beginner Hungarian language course for foreigners staying in Hungary for a short period. It introduces basic communication skills, sounds, pronunciation and basic language structures. The course also presents the most important aspects of Hungarian culture and civilization. Introduction, basic activities, numbers, countries, positioning, flat, time. The course is part of the Crossroads in Hungary programme. By successfully completing it together with two other courses (Between East and West and Hungarian as a Second Language), students receive a certificate declaring them a Young Expert on Central Europe”	Max 5 Students
BN-HUS-LA1-04-GY	Hungarian as a Second Language II.	0	4	4	Spring	Bachelor and Master	The main aim of the course is to familiarize students with the principles of the Hungarian language on a higher level, making further progress through the second stage of course I. At the end of the course the students will be able to understand and use phrases and the highest frequency vocabulary related to areas of most immediate personal relevance (e.g. basic personal and family information, shopping, local area, employment), make short conversations about the weather, seasons, items of the agenda, clothes, using the three directions by describing places and expressing purposes by using future sentences.	Max 5 Students

Code	Course Name	Lecture	Seminar	Credits	Semester	Bachelor / Master	Remarks	Notes
BN-IN-CEUF-04-GY	Intercultural Communication through Central European Film 1957-2010	0	4	4	Spring	Bachelor	<p>“The aim of this course is awareness raising, identifying sensitive issues, observing and interpreting body language, comparing your culture with others through discussing Central European films, 1957-2018. We will survey major directors and their key films mostly from Hungary but also from Germany, Romania, the former Czechoslovakia and Yugoslavia.</p> <p>The course is part of the Crossroads in Hungary programme. By successfully completing it together with two other courses (Between East and West and Hungarian as a Second Language), students receive a certificate declaring them a Young Expert on Central Europe”</p>	Max 20 Students
BN-INTNET-03-GY	International Negotiation Techniques	0	2	3	Spring	Bachelor	Teaching objectives of course-unit: This course focuses on professional business negotiations, describing how culture impacts negotiations and numerous techniques business people use around the world. It also provides country- specific information about the use and effectiveness of the different techniques.	Max 5 Students
BN-IN-PROE-04-EA	International Protocol and Etiquette	2	0	4	Spring	Bachelor	The course provides the students with theoretical and practical information referring to business etiquette end protocol in international environment.	
BN-JABU-CU-03-GY	Japanese Business and Culture	0	2	3	Spring	Bachelor	<p>As Japan has become a key part of the intricate global business environment, the foreign businessperson working in Japan or with Japanese companies outside of Japan may encounter a wide variety of communication gaps arising from differences in cultural values and assumptions, business customs, and language. This course is designed to provide practical insight and strategies for navigating the seemingly opaque waters of business communication in Japan by discovering Japanese language, society, religions, economy, communication, business organizations, negotiating techniques.</p>	Max 15 Students
BN-HI-FIMU-03-GY	The History of Film Music	0	2	3	Spring	Bachelor and Master	The first two-thirds of the course focuses on Hollywood film scoring ranging from the silent era, the early sound film, the classic studio era up to the 1958 AFM strike. The director’s individual style of using film music is shown through the examples of two giants of filmmaking (Hitchcock and Kubrick). Important Hollywood composers of the recent past and present are discussed next. The last few lessons take a look at some films outside Hollywood, including the James Bond films that show the incorporation of pop music into film scores as well as some interesting European tendencies. The last lesson features examples of rejected scores where students must think with the mind of a filmmaker in making the right musical selections. Each lesson is illustrated with a rich selection of film excerpts with isolated scores, unavailable anywhere else	Max 10 Students



BUDAPEST
METROPOLITAN
UNIVERSITY

INSPIRED BY **CREATIVITY**

CONTACT DETAILS

✉ incoming.erasmus@metropolitan.hu

📘 [BudapestMetropolitanUni](#)

📷 [BudapestMetUniversity](#)

WWW.METUBUDAPEST.HU