

**Title and Code of Course: Professional Languages 4: Language of Media and Visual Culture  
ERP-BAN 4807**

*Instructor's Name:* Dr. Váró Kata Anna

*Instructor's Email Address:* varo.kata.anna@kre.hu

Credit Point Value: <b>3</b>	Number of Lessons per Week: <b>2</b>	Type of Course: <b>Seminar</b> <input checked="" type="checkbox"/> <b>Lecture</b> <input type="checkbox"/>	Method of Evaluation: <b>Oral Examination</b> <input type="checkbox"/> <b>In-Class Presentation</b> <input checked="" type="checkbox"/> <b>Other</b> <input checked="" type="checkbox"/>
---------------------------------	---	--	---

**Course description:**

**This course aims at introducing students to the language of the media, communication, and visual culture and widening their vocabulary in the field. During the course, we are going to discuss topics and highlight technical terms related to printed press, online press, TV, online streaming platforms, commercials, series, cinema, social media, and related issues, such as censorship and the impact of media on people.**

**Students attending this course must understand that NO MORE THAN THREE MISSED CLASSES are allowed, including illnesses, accidents, personal and family problems, etc.**

**The final seminar mark will be based on participation in classroom activities and discussions (25%), a 15-minute PPT presentation on a preconcerted topic (25%), the result of a mid-term test (25%), and an end-term test (25%). The PPT and the notes of the presentation have to be sent to the instructor no later than the day of the presentation.**

**Bibliography:**

Handouts distributed by the instructor of the course

CERAMELLA, Nick, LEE, Elisabeth: *Cambridge English for the Media*, DAY, Jeremy (series editor), Cambridge University Press, Cambridge, MA, 2015.

CHANDLER, Daniel, MUNDAY, Rod, *Oxford Dictionary of Media and Communication*, Oxford University Press, New York, NY, 2016.

DROTNER, Kirsten, DZIEKAN, Vince, PERRY, Ross, SCHROEDER, Kim Christian (eds.), *The Routledge Handbook of Museums, Media and Communication*, Routledge, London, 2019.