



<b>A kurzus címe</b> <b>A kurzus címe angolul</b> World Language – Cultural Management	<b>MSz-701</b>	<b>Kreditértéke 2 kredit</b>
<b>Az oktató neve, elérhetősége</b> <b>Dr. Striker Sándor</b> Fogadóóra: Csütörtök 11.00-13.00 striker.sandor@ppk.elte.hu	<b>Szak és szint</b> BA <b>Képzési forma nappali</b>	<b>A kurzus típusa</b> seminar
<b>Előfeltételek; a felvétel sajátos körülményei nincsenek</b>	<b>Az értékelés módja</b> gyakorlati jegy	<b>Kontaktóraszám</b> Heti 2 óra
<b>Az oktatás nyelve</b> angol	<b>Mely szak mintatanterve szerint kötelező?</b> Szabad sáv	<b>Ajánlott félév</b> 3-4. félév .

**A tanegységért felelős szervezeti egység neve: Andragógia és Művelődéstudományi Tanszék**

**Tanév, félév** 2010/2011. őszi

**Az előadások helye és időpontja:** Kazinczy u.23-27. 203. szerda 8:30.-10:00

**A kurzus célja**

The **aim of the course** is to enhance the professional oral and written English language communication skills of the students.

hogy a végzetek kellő mélységű elméleti ismeretekkel rendelkezzenek a képzés második ciklusában történő folytatásához.

### **tanulás eredmények, kompetenciák terén**

*az andragógus hallgatók*

**ismerjék meg:**

- az andragógia területéhez kapcsolódó ismeretrendszert;
- a vonatkozó ismeretszerzési módokat és az ismeretforrásokat, szakterületükön a problémák több szempontú megközelítésének, a megoldások értékelésének elveit és módszereit;
- a szervezetek, intézmények működése, illetve működésük értékelésének, elemzésének elemi módszereit

**legyenek alkalmasak:**

– a gazdasági-társadalmi folyamatok és a kultúra jelenségvilága közötti összefüggések differenciált és rendszerszemléletű értelmezésére;

– megfelelő technikák birtokában információk összegyűjtésére és kritikus elemzésére;

**rendelkezzenek** egyéni munkájukban reális önismerettel, önértékeléssel, sikerorientáltsággal; a minőség iránti elkötelezettséggel.

### **A kurzus tartamai, témakörei**

#### **1. Language skills assessment, achievement logbook, Europass. Planning the term**

Professional introduction - in English, vocabulary test. Launching the Achievement Logbooks. Europass in the respective fields of culture and community culture. Goals and motivations. Communication practices – settling places, time, people and programs. Planning and customizing the term.

## **2. Phases of the theoretical bases, basics of the cultural phraseology**

The English phraseology concerning activities, institutions, organizational forms and administration of the sphere and sector of arts and culture. Useful expressions within various fields of arts. The language of administration and hierarchy. Basic expressions of advertising, marketing and project management.

### **3. The cultural arena of Hungary – institutions, organizations, public administration**

Performing arts – drama, opera, musical, ballet and contemporary dance and their venues. Public collections – libraries, archives, musea and spaces for community culture. Central and local governmental budgetary institutions, non-profit and not-for profit organizations. Profit oriented cultural enterprises. Central and local governmental cultural administration in Hungary.

### **4. Cultural policies in Hungary and Europe – traditions and contemporary features**

A typology of the history of arts sponsorship in Europe and Hungary. Traditions of court, totalitarian and bourgeois arts sponsorship, the Meceanas and the sponsor. From the salon to the arts market. The emergence of national cultural institutions, direct and indirect cultural policies.

### **5. International organizations and institutions**

Hungarian cultural institutes abroad, cultural representation and diplomacy. Worldwide organizations of professional and amateur artists, the international organizations of librarians, museologists and archivists. Organizations of community culture and adult education. Organizations of festivals and festival venues. International co-operation and networking.

### **6. Organization management N°1 - budgetary institutions**

The structure and hierarchy of the budgetary institutions. Leadership, professional and supporting staff. Types and conditions of employment. Annual budget planning, the layout of financial plan. The annual report. PR work, image and advertising.

#### **Organization management No2 – non-profit organizations**

Non-profit and not-for profit organizations: associations, foundations and public purpose companies. Special obligations of and opportunities for the non-profit sector. Setting up and running non-profit organizations, their hierarchy and trustees. The major actors of the arts and culture non-profit scene in Hungary.

### **7. Organization management N°3 – project management and marketing**

The project approach. Teamwork, SWOT analysis. Cultural services as products. Stages of project-management, the necessity of documentation. Sense for market, values and profile forming. Needs and demand, consumer oriented marketing in arts and culture.

### **8. The scope of community cultural activities**

Community leisure time education, self managed education and adult education. Amateur art, traditional, folk art and handicraft activities. Recreation, lifestyle and environment-oriented fields. Clubs, circles, age-group defined educational and leisure activities. Popular sciences, seminars. Performing art events and festivals.

### **9. Competition techniques**

Calling for applications in Europe and in Hungary. Filling forms. The phraseology of application forms. Searching for partners. Introducing a project, questions of identity. Preferences and priorities in the EU.

**10. Communications techniques of cultural organizations**

Formal correspondence. Addressing, greetings. Mailing lists and circulars. PR and press relations, press release. Deciding upon key expressions. Brochures and program leaflets.

**11. Basic expressions and issues of finances**

Resources inside and outside Hungary – central and local budget, funds, foundations and other sources. Fund raising, financial planning and interim and final report, report. Activity and project financing, major items and entries of budgetary planning. Income, expenditure and overheads. Support and subsidies, sponsorship in practice. Basics of taxation, the 1 percent.

**12. Presentation, electronic identity, image building**

Target group, the message, keywords and key expressions. Raising attention, effective time management. “Understatement” as method. Website phraseology, interactivity, access, visibility. FAQ – the proactive attitude. Logo, slogan, image.

**13. Individual presentation N°1**

Introduction and project presentation (10 minutes). Application of the techniques and vocabulary acquired at the course. N°1

**15. Individual presentation N°2. Evaluation, evaluation methods**

Introduction and project presentation (10 minutes). Application of the techniques and vocabulary acquired at the course. N°2

Evaluation, evaluation methods, achievement logbook, Europass finalization.

Resources

- Hungary Arts Directory (Visiting Arts, 1999, Tim Doling, András Török, Sándor Striker and Mária Arapovics, eds.)

Grading

For achieving a grade students are to participate at the seminar and present a project or project plan in English.