



FROM POSTERS TO WEB 3.0: A Cultural History of Hungarian Advertising

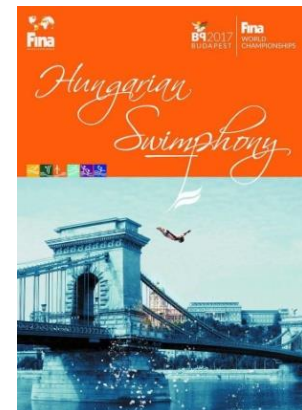
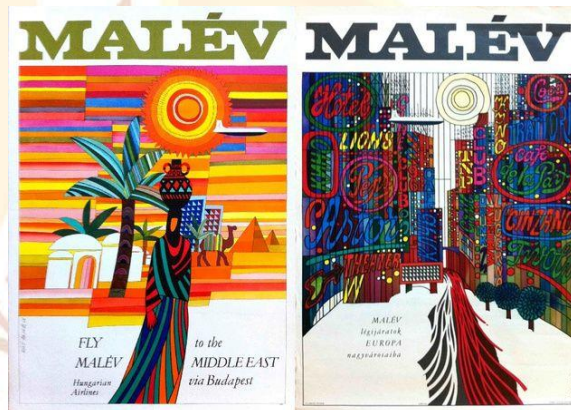
04–11 August 2019
20 classes, 2 credits

Course Description:

Among the Central European countries, Hungary has a well developed advertising industry with sophisticated media research information systems and expenditure monitoring systems too. As a series of ten presentations, the course is designed to describe the historical development of the Hungarian advertising industry from a marketing and semiotic point of view.

Major Topics:

- (1) Posters and Advertising Photography between World War I and World War II;
- (2) Advertising in Soviet-type Economies and Economic Systems;
- (3) The Special Discourse of Hungarian Television Commercials in the 1970s and 1980s: the Golden Age; (4) Advertising and Public Relations in Transition from Communism: the Rise of Western-style Advertising in Hungary (1989–1994);
- (5) The Web 2.0 Era – the Digital Advertising Market: Search Engine Advertising and Social Media Advertising;
- (6) The Web 3.0 Era: Native Distribution Ad Formats and Content-based Advertising;
- (7) The Connection between Hungarian Ads and the Country Image;
- (8) Corporate and Brand Identity Design: Case Studies.



Program Director:

DR. SZABOLCS OLÁH, *Associate Professor,*
Department of Communication and Media Studies

Structure of the Course:

- 2 blocks of classes (2 × 90 min) a day
- examination offered at the end of the course (ECTS credits)



Cultural Activities:

- opening ceremony
- guided tour in Debrecen
- weekend excursion
- Hungarian gastronomy and foodways
- folk dances and folk songs
- quiz
- farewell party

Leisure Activities:

- disco, karaoke night
- sports

EXTRA Program:

- Hungarian cuisine
- traditional handicrafts
- sightseeing tour by night
- bike tour
- extra excursion



Dates & Reminders:

- registration: 04 August (Sunday), 16:00–18:00
- course starts: 05 August (Monday)
- daily schedule: 9:00–10:30; 11:00–12:30
- tuition ends: 09 August (Friday)
- weekend excursion: 10 August (Saturday)
- check-out time: 11 July (Sunday), before 10:00

Accommodation and Meals:

- on-campus accommodation: Kossuth Lajos Dormitories (single or double rooms)
- upon request, we can book a room in a hotel (please contact the Summer School staff)
- full board (breakfast, lunch and dinner)

Application Deadline: 30 June 2019

To apply, please send us a completed application form with a photo and a proof of the advance payment of 70 EUR, which will be counted towards the tuition fee.

Please note that launching the course will require the registration of at least 10 participants.

Course Fees*:	1 week
Course fee (incl. tuition, cultural activities, leisure activities)	450 EUR
Advance payment on the course fee (non-refundable)	70 EUR
On-campus accommodation:	
single room (7 nights)	185 EUR
double room (7 nights)	130 EUR
Full board	120 EUR
EXTRA programs	10 EUR/program

* All bank charges must be paid by the remitter. (Our bank charges are 10 EUR if you pay in Euro).

Please read carefully the Useful Information section at our website before filling in your application form.