

Title	Social sciences and communication I. - Cultural boxes, the power of words, and creative wordlessness
Codes	M-DM-103-2 / ER-ADM-MA-262701-05
Host	MA School
Location	Classroom

Basic info						
Course type	Credit	Contact hours	Student working hours	Unit type	Semester	Unit
lecture + seminar	5	24	51	ADM	2026 fall	M-DM-103

Recommendation
Mandatory for ADM1 students.

Short description
A description of the course's objectives, activities, and structure in one paragraph. The aim of this course is to introduce the students to different forms of communication and academic and creative writing skills. In this course the students will learn through a hands-on approach how can creative disciplines reach public (and corporate) perceptions. The aim is to create foundations in understanding the creative disciplines' roles in the society and how they can contribute to social development and mediate between science/ technology and public.

Teachers			
Name	Contact information	Short BIO	Office hours

Dr. Karina Vissonova	vissonova@icloud.com vissonova.karina@teach.mome.hu +36309103312	Karina Vissonova is a researcher and educator focused on sustainability, design philosophy, and the evolution of design education. Founder of the non-profit Institute of Advanced Design Studies, she directs research into futures sustainable societies and education. Karina is a member of the World Futures Studies Federation.	Upon email request

Course scheduling			
Course format			Weekly class appointments
Regular classes			We 15:10-16:30
Details of each session’s type and schedule, showing the teacher’s role			
Week	Date	Weekly educational content	Studio/workshop
1	Sep 9/26	Introduction to the course, what and how will learn, methods, students' introductions.	classroom
2	Sep 16/26	1) What is culture and how it reflects in our forms of communication (from business, media, marketing, and creative languages). 2) Anthropological symbolic figurines as early creative communication	classroom
3	Sep 23/26	Creative writing and academic writing. How to read and write academic papers. Assignment to write a research grant proposal (<500 words, anonymised)	classroom
4	Sep 30/26	In class writing session of the research grant proposal.	classroom
5	Oct 7/26	How to review academic papers Assignment to anonymously review a research grant proposal of another student.	classroom
6	-	course week	-

7	Oct 21/26	Present the research grant proposals edited after the anonymous review.	classroom
8	Oct 28/26	Design fiction writing. Assignment to imagine/ select a futuristic object and describe a fictional world around the object. (<300 words)	classroom
9	Nov 4/26	Present the design fiction worlds	classroom
10	Nov 11/26	Art and conceptual language: what makes a good art description? Assignment to write an exhibition script for two contemporary art objects	classroom
11	Nov 18/26	Present the exhibition scripts - discussions	classroom
12	Nov 25/26	Visual communication (objects/ graphs/ abstract/ visual essays as a scholarly communication)	classroom
13	Dec 2/26	Review session and closing discussions.	classroom
14	-		
15	-		

Course completion requirements, prerequisites, and evaluation				
Students 'duties				
Requirements, assignments	Form of evaluation	Evaluation criteria	Deadline	% in evaluation
Class assignments over semester	assessment by teacher	given in class	continuous	50%
Written project (selection from one of the course themes)	submission to be marked by teacher	project quality 60%, presentation quality 40%	December, date to be specified in class	50%
General requirements				
active attendance				

Course materials and literature	
Mandatory literature	
·	Introduction to Intercultural communication: Fraser, C. (2023). Intercultural communication. In Academic writing for success: Canadian edition (2.0, Chapter 12: Communicating with others). Loyalist College Press. https://pressbooks.montgomerycollege.edu/academicwritingsuccess/chapter/intercultural-communication/
·	Bleecker, J. (2009). Design fiction: A short essay on design, science, fact and fiction. Near Future Laboratory. https://nearfuturelaboratory.com/2009/03/17/design-fiction-a-short-essay-on-design-science-fact-and-fiction/
·	Introduction to art catalogues (shared in class)
Course notes and presentations	
Recommended literature	

Learning outcomes	
Knowledge	Train to disseminate creative projects.
Skills	Communicate in scholarly and creative languages.
Attitude	Be fluid between creative and non-creative fields and synthesise projects where creative inputs are necessary.
Autonomy and Responsibility	Obtain basic tools in how to communicate creative ideas in public/ corporate environments.

Exemption
No exemption may be granted from participation in, or completion of, the course.

Curricular connections		
Unit	Parallel courses	Course proportion in unit

M-DM-103	M-DM-103-1	50-50%
Course prerequisites	Is it available as an elective?	If elective, specific prerequisites
-	No	-

Guidelines and rules for the use of artificial intelligence in the course
General regulations: According to the Moholy-Nagy University of Art and Design's Artificial Intelligence and Plagiarism Policy.

Equipment and materials needed from TechPark	Does TechPark provide this?
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Other information, comments
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