

Title	Studies in Social Sciences and Communication II / <i>Creative Communication and Academic Writing</i>
Codes	M-DM-203-2
Host	Future School
Location	<u>Classroom</u> / Studio or workshop / External venue / Online

Basic info						
Course type	Credit	Contact hours	Student working hours	Unit type	Semester	Unit
seminar	5	24	51	ADM core	2026 spring	M-DM-203

Recommendation
Mandatory for ADM students, the seminar is intended for students who wish to refine their writing and analytical skills. It targets those interested in experimental approaches to language, collective authorship, and the intersection of academic and creative writing.

Short description
The seminar acquaints students with the core concepts and conventions of academic and creative writing. To widen our horizons, we will examine and analyse excerpts from criticism, copywriting and creative writing. Our main goal is to map the terrain of subversive, adventurous and off-grid textuality, overcoming gruesome challenges such as writer's block. While the seminar presents several theoretical perspectives, the lessons are grounded in the down-to-earth joy of writing and close reading, complemented by practical, group-level exercises.

Teachers			
Name	Contact information	Short BIO	Office hours
Patrick Tayler	patricktayler@gmail.com	Patrick Tayler (1989) is a painter and art writer whose doctoral research at the University of Pécs explored ultracontemporary figuration. He teaches at the Hungarian University of Fine Arts and is a guest lecturer at MOME, contributes to <i>Új Művészet</i> .	by email appointment

Course scheduling			
Course format		Weekly class appointments	
Presentations Group-level immersion Workshop-style methods		Wednesday, 15:10–16:30 Individual consultations can be arranged during the course.	
Details of each session's type and schedule, showing the teacher's role			
Week	Date	Weekly educational content	Studio/workshop
1	February 18	<i>Style (From Purple to Beige Prose, From Maximalist to Minimalist Prose)</i>	Presentation (teacher = presenter, discussion moderator)
2	February 25	<i>International Art English (Veterinarian's Horse)</i>	Presentation (teacher = presenter, discussion moderator)
3	March 4	<i>Collective Writing (An Exercise in Micromanagement)</i>	Workshop (teacher = facilitator)
4	March 11	<i>Large Language Models and AI (Theory and Practice)</i>	Presentation (teacher = presenter, discussion moderator)
5	March 18	<i>Uncreative Writing (Digital Overload)</i>	Presentation (teacher = presenter, discussion moderator)
6	March 25	<i>Swarm Reading (An Exercise in Paragogy)</i>	Workshop (teacher = facilitator)
7	April 1	<i>Academic Writing (Rules and Ways to Break Them)</i>	Presentation (teacher = presenter, discussion moderator)
8	April 8	<i>Criticism in the Age of Holographic Media</i>	Presentation (teacher = presenter, discussion moderator)
9	April 15	<i>Guerilla Editing (An Exercise in Rewriting)</i>	Workshop (teacher = facilitator)
10	April 22	<i>The Interview Format: Troubleshooting</i>	Presentation (teacher = presenter, discussion moderator)
11	April 29	<i>Summary and Evaluation of Assignments</i>	Evaluation (teacher = evaluator, discussion moderator)
12	May 6	<i>Summary and Evaluation of Assignments</i>	Evaluation (teacher = evaluator, discussion moderator)

Course completion requirements, prerequisites, and evaluation				
Students' duties				
Requirements, assignments	Form of evaluation	Evaluation criteria	Deadline	% in evaluation

Requirement 1: Rethinking the Essay: Connecting the Various Zones of Textuality in a Subversive Way (8000 characters)	Grading based on final paper according to „Evaluation criteria”	conceptual rigor, subversive textuality, coherence, purposeful use of „toolkit elements”, critical awareness, clear writing within the 8,000-character limit.	March 18, 2026	50
Requirement 2: Class work and In-Class Assignments	Based on class activity and attendance	-	-	50
General requirements				
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Course materials and literature
Mandatory literature
Francis-Noël Thomas & Mark Turner, <i>Clear and Simple as the Truth: Writing Classic Prose</i> (Princeton and Oxford: Princeton University Press, 2011). Kenneth Goldsmith, <i>Uncreative Writing: Managing Language in the Digital Age</i> (New York: Columbia University Press, 2011).
Course notes and presentations
Will be made available during the course.
Recommended literature
Gilda Williams, <i>How to Write About Contemporary Art</i> (London: Thames & Hudson, 2014). Helen Sword, <i>Air & Light & Time & Space: How Successful Academics Write</i> (Cambridge, Mass. – London, England: Harvard University Press, 2017). Steven Pinker, <i>The Sense of Style</i> (New York: Penguin Books, 2015). Bernd Herzogenrath, ed., <i>New Perspectives on Academic Writing: The Thing That Wouldn't Die</i> (Bloomsbury, 2023). Lana Greene, <i>Talk on the Wild Side: Why Language Won't Do As It's Told</i> (London: The Economist, 2018). Tom Wolfe, <i>The Kingdom of Speech</i> (London: Vintage, 2016).

Learning outcomes	
Knowledge	Gaining new theoretical and practical perspectives on different forms of writing. Collectively investigating an expanded notion of creative writing and academic writing. Utilising the toolkit of distinct areas of writing (literature, pop culture, copywriting, etc.) to enhance the textual aspect of projects.
Skills	The seminar focuses on skills and abilities related to art writing, creative writing, academic writing, criticism and collaborative textual interactions. The investigation of critical editing skills also forms a predominant part of the seminar.

Attitude	A self-reflective approach to crafting sentences and paragraphs. An open attitude to creating new meanings through text. Close reading as a way to enhance the precise expression of ideas.
Autonomy and Responsibility	Understanding writing as a collective platform for participation and engagement. Developing skills in writing to let your voice contribute to local and international discourses. Establishing common notions together.

Exemption
Exemption may be granted from completing certain tasks or attending specific sessions.

Curricular connections		
Unit	Parallel courses	Course proportion in unit
M-DM-203	M-DM-203-1	50%
Course prerequisites	Is it available as an elective?	Course prerequisites
-	Yes/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?

Other information, comments