

Dear Guests, Colleagues,

I am very pleased that you have accepted our invitation and have gathered in such a great number at the Department of Communication and Media Science of the University of Pécs. First of all, I would like to introduce myself, I am Zsolt Szijártó, the Head of the Department.

I would like to introduce very briefly the institution where we are very happy to host this event. This department was the first one in Hungary to introduce a Communications and Media Studies bachelor's programme in Pécs the early 1990s. From the outset, we have striven to provide our students with in-depth professional knowledge based on social sciences. We conduct joint research with our students in a number of areas: underground and popular culture, new media, tourism, comics, video games are just a few key words from the department's repertoire. The program lays great emphasis on practical training in media production and the development of students' soft skills (empathic and assertive communication, teamwork, flexibility, creativity) and digital self-management capabilities. We are experimenting with new methods of teaching and research, which is the only way to understand the rapidly changing world of media. For me, this event is an important milestone on this road.

I wish you all a good time, please spend this day in a useful and creative way, and have a productive time. And if that is the case – of which I am sure – we will expect you back to Pécs, to Department of Communication and Media Science.

Finally, I would like to thank Annamária and Gábor for organising this summit.

Thank you for your attention.