

## Document

### **for the establishment of Minor Media/Culture Research Centre at the Faculty of Humanities, Eötvös Loránd University**

We would like to establish the Minor Media/Culture Research Centre in order to strengthen the role of the media studies within Eötvös Loránd University (ELTE) in promoting democratic processes at local and global level. The Minor Media/Culture Research Centre is being formed at the Department of Media and Communication at ELTE. Its aim is to draw on the lessons of the Roma Visual Lab, which has been running since 2011, to interpret regimes of vision in contemporary media, which are shaped by the discourse of power as seemingly natural orders, using unconventional pedagogical methods and recent media research trends. Minor Media seeks to explore critical traditions and tendencies in the past and present through media archaeological and media anthropological research and community events. At the same time, it attempts to show the results of movements and subversive activities that are emerging as minority images in resistance to hegemonic power. The notion of *minor image* is based on the theory of minor literature developed by the authors Deleuze and Guattari. The minor image is not only an image of minorities, but a critical appropriation of the images taken for granted, embedded in a hierarchy of power.

#### I. Chapter: General provisions

- 1./ The Minor Media/Culture Research Centre at ELTE Faculty of Humanities is an organisation set up to promote education, research, culture and international relations.
- 2./ The Minor Media/Culture Research Centre is an organisational unit at ELTE Faculty of Humanities.
- 3./ The Minor Media/Culture Research Centre operates according to legal and operational rules of ELTE.

#### II. Chapter: The aims of the Minor Media/Culture Research Centre

- 1./ It builds and maintains links with national and international research centres and workshops that analyse or produce visual products for similar purposes. The Research Centre intends to maintain and expand the network that its future members have built up over the years, through their teaching practice and research (Erasmus teaching, conference presentations, etc.).
- 2./ It strengthens and develops teaching activities at BA, MA and PhD levels. The Centre's origins go back a long way: it includes everything that has taken place in media education at ELTE as media image interpretation (the research of individual professors in this field, the Roma Visual Lab, the emancipatory and democratising alumni activities). The series of lectures about the history of the Department of Media and Communication that will take place in the second semester of the academic year 2016-2017 at the Department of Media and Communication is part of the Research Centre's activities, and the Research Centre aims to systematise and formulate the above-mentioned activities as a tradition. A further aim of the

Research Centre is the creation of a three-year specialization offering interested students both practical (filmmaking) and theoretical (research) skills in democratic media culture.

3. / The Research Centre will continue the publication activities that have been ongoing in the department for many years, assisting its members in the preparation of their manuscripts and providing a critical and supportive platform for their discussion.

### III. Chapter: Location of the Minor Media/Culture Research Centre

1./ Location of the Minor Media/Culture Research Centre: ELTE Faculty of Humanities, Department of Media and Communication (Institute for Art Theory and Media Studies), Budapest 1088, Múzeum krt. 6-8.

2./ Minor Media/Culture Research Centre is open to all faculty and students of the University who are interested in and concerned with the democratic potential of the media, and who feel the urge to engage in critical analysis of the elements of the media space that influence our lives.

### IV. Chapter: Organisation and management of the Minor Media/Culture Research Centre

1./ The professional management and administration of the Minor Media/Culture Research Centre is carried out by a person appointed by the Rector on the basis of a fixed-term mandate.

### V. Chapter: Financing the operation of the Minor Media/Culture Research Centre

The Minor Media/Culture Research Centre intends to continue its active application work, as its predecessor, the Roma Visual Lab, has done continuously since 2011. The Research Centre applies for funding from government budgets and accepts financial and material donations (private or public). External grants to the Research Centre are managed by the relevant economic department of the University, but these funds can only be used for the operation of the Centre.

### VI. Chapter: Visual appearance of the Minor Media/Culture Research Centre

The Minor Media/Culture Research Centre may display its own logo alongside the official University emblems in its correspondence, events, etc.