



## CS1. Studies on national media research capability as a contextual domain of the sources of ROs

The aim of the **first case study** is to describe and analyse the **countries' monitoring capability**: the ability and possibilities of various agents to observe the developments of the media and the changes in society emanating from the media transformations, as well as related risks and opportunities for deliberative communication, and applying the obtained knowledge in making media political decisions.

### Excerpt:



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# HUNGARY

## Risks and Opportunities Related to Media and Journalism Studies (2000–2020). Case Study on the National Research and Monitoring Capabilities

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### Executive Summary

The Hungarian media market is relatively small, but the media policies of the 2010s have drawn attention to media regulation and market issues, so there are a large number of resources available for studying the conditions for deliberative communication in Hungary. After mapping the relevant literature from the period between 2000 and 2020, the Hungarian bibliographical database contains 650 records. Data and research are rather fragmented, there are limited, but not unprecedented longitudinal monitorings. For the study of the four domains defined in the theoretical background of the Mediadelcom project, we have information for almost every variable – some of it from quantitative, some from qualitative approaches.

A decent quantity and high quality of data are available from the academic and NGO sectors, but we can also rely on useful materials from state and industry actors. There is also a strong international research focus on Hungary, with European Union bodies, international NGOs, and academic research projects regularly dealing with the Hungarian media situation. However, this does not mean that Hungary's media monitoring potential could be considered as ideal. This case study has also identified serious risks, but some of them can be counterbalanced or mitigated by some actors through good practices and by creating opportunities for monitoring the media in Hungary.

### 1. Introduction

The aim of the case study is to map Hungary's media monitoring potential for the study of deliberative communication through the variables defined in the Mediadelcom project and to identify the risks and opportunities related to media and journalism research in the country. After a brief introduction to the Hungarian context, we first review the main actors involved in the production of relevant data, information and knowledge. This is followed by the four domains of ROs, where we discuss the different sources available to assess the specific variables of the domains.

The evaluation relies heavily on the compiled bibliographical database with its 650 records, which also allows to draw on some quantitative data about the relevant research in Hungary during the last two decades. When creating the bibliographic database, our team followed the principle of "everything we can find". This was reasonable, considering, that we had to use several different search options and methods in order to get a more comprehensive picture of the relevant literature. We first started the search by using the keywords related to the variables given in the theoretical chapters, in both English and Hungarian. The official scientific database

in Hungary is the Hungarian Scientific Works Repository<sup>39</sup>, where Hungarian scientists record their own studies. Unfortunately, its database proved to be unsuitable for keyword-based content search, as the search engine can only look in the titles of the publications. Therefore, further queries were carried out using EBSCO Discovery Science database provided by the University of Pécs, which gives free or institutional access to almost 200 national and international literature databases. We also conducted targeted searches on platforms of Hungarian and international journals and publishers, such as Médiakutató, Jel-Kép, SAGE or Springer. In the later stages, an important part of the research was to discover other related material based on the reference list of relevant literature already found.

The researchers of the Hungarian team have expertise in the fields of media law, media market (journalism) and media usage, and because we have sufficient quantity and quality of data to assess the domains' variables, we conducted expert interviews in the field of media related competences<sup>40</sup>, where we are less competent, and to assess the state of media studies in Hungary with the help of an experienced academic, who has an insight into the domestic situation of the discipline from its beginnings<sup>41</sup>.

## 1.1. About Hungary

After the fall of communism, democratic institutions in Hungary, including the media, began to develop. Several foreign investors entered to the media market, the first media law was passed in 1996 and the former state media was transformed into public service media. For almost all the areas studied in the Mediadecom project, general structural differences can be defined in the period before and after 2010, which is the beginning of the Fidesz-KDNP government's two-thirds constitutional majority. Major changes have taken place since 2010 in the (media)legislation, in the education system, in the media market, and even in the field of journalism. The same is true for media research: although the government has taken strong steps to put domestic media research communities and academic departments in a difficult position, the changes that have taken place have given a boost to professional debate, research, and the emergence of critical voices. National and international human rights and media policy organisations have focused on Hungary and ever since have been addressing the problems of the rule of law in Hungary. As the Hungarian partner of Mediadecom, Mertek Media Monitor was also established during the conflictual period surrounding the 2010 press and media laws, which also generated strong international responses.

## 1.2. State of the media – Divides in the public and academia

Already during the first Orbán government (1998-2002), Fidesz thematized the oppression of conservative ideas, particularly with regard to what they call the "left-liberal predominance" of the press. Over the past decade, the government has sought to balance this unproved inequality: there were huge changes in the media market in terms of ownership and political orientation of media products. On the same basis, pro-government research institutes have been established to analyse, for example, the domestic media system from the perspective favoured by the Fidesz.

The communication emphasising oppression and victimhood and the warrior attitude which builds on the constant confrontation and enemy-seeking, contribute to the increasing polarisation of the society. The split into two camps is a phenomenon also in journalism and academia/research in today's Hungary. Journalists who are working at media outlets close to the gov-

<sup>39</sup> For more information in Hungarian see: <https://www.mtmt.hu/>

<sup>40</sup> Expert interviews with Krisztina Nagy, founder of the Idea Foundation and president of the Televele Media Education Association (2021-10-29; 2022-10-25)

<sup>41</sup> Expert interview with Zsolt Szijártó, professor at the University of Pécs (2022-10-26)

ernment are seen as propagandists, mouthpieces or microphone stands by the government critical media, while the other way around they are seen as left-liberal, Soros-mercenaries who are serving Western interests (second case study, section 3.5). The same fracture can be observed in the media-consuming public, with pro-government voters distrusting media critical of the government and opposition people distrusting pro-government media. The country's intellectuals, experts, and researchers are also divided.

The transformation of the academic and higher education system started in 2012, with the introduction of the chancellorship at the universities. The Chancellor (appointed by the prime minister) is responsible for the management of the institution and its financial administration.<sup>42</sup> In 2019, the government deprived the Hungarian Academy of Sciences (MTA) of its network of research institutes and reorganised it into a new institution, the Eötvös Lóránd Research Network (ELKH). In 2021, most universities in the country were taken over by foundations run by boards of trustees made up of government party delegates. Thousandbillions HUF of public wealth was extracted. The so-called "public interest foundations" can only be created and abolished by a supermajority in parliament, according to an amendment of the constitution. Many say, academic independence and freedom of ideas are under threat, others argue that this new funding model will give universities greater financial autonomy (Szent-Iványi & Tétényi, 2022).

The government also launched a legal war against domestic NGOs in 2017. Although the problematic law has since been repealed in 2021 following a decision by the European Court of Justice, NGOs critical to the government and primarily concerned with human rights issues have seen their reputations damaged in the smear campaign against them. They are still subject to differentiated rules, their management is under the supervision of the State Audit Office and they are often facing administrative procedures from public authorities.<sup>43</sup> Several research centres close to the government have also been strengthened or newly established over the past decade to provide a counter-pole to critical voices, their experts regularly appear in the pro-government media and participate in the centralised government communication, conveying the Christian conservative perspective, the national identity and values, and a narrative against or in contrast to the "Western ideologies".

### 1.3. Sources and capacity of media research

In Hungary, media research is rather fragmented, relevant actors for the Mediadelcom project can be found in the public sector, academia, and also among NGOs, and media market companies.

#### 1.3.1. Academic field

An important precursor to the institutionalisation of the discipline of communication and media studies was the Mass Communication Research Centre, which operated between 1969 and 1991. Over the decades, the internationally acknowledged research centre has carried out public opinion research, audience research, empirical studies in social psychology, and various publishing activities (Révész, 2020). They worked with a wide range of methodologies, such as large sample panel surveys, in-depth interviews, content analysis and social psychological experiments (Terestyéni, 2010). In the expert interview with Zsolt Szijártó, he said that the Mass Communication Research Centre did very good and currant research in the 1980s. And although there was no direct correspondence between the closure of the institution after the regime

<sup>42</sup> On the impact of the Chancellor system see: Veres, P. & Golovics, J. (2015). Kancellári rendszer a magyar felsőoktatásban. Célok, funkciók és szerepek [Chancellorship in Hungarian higher education. Objectives, functions and roles]. *Polgári Szemle*, 11(1-3), 209-221.

<sup>43</sup> Source: <https://www.amnesty.org/en/latest/press-release/2021/05/hungary-lexngo-finally-repealed-but-a-new-threat-is-on-the-horizon/>

change and the creation of communication departments, and the emerging discipline did not directly reach back to the heritage of the research centre, its decade-long operation showed a pattern for the institutionalisation of the new discipline.

Departments of communication and media studies were launched in Hungary in the 1990s, the first one at the University of Pécs in 1991. The 1993 Higher Education Act also created a universal institutional framework, so the larger universities could establish their departments. The first doctoral programmes were launched in 1997. Since its beginnings, the field has been interdisciplinary, with each department approaching the relevant issues of communication and media research from the original disciplines of the founders. As Weyer et. al (2015a) say: *“for historical reasons, communication departments in higher education have been created as so-called spin-offs from aesthetics, film theory, sociology or other disciplines”* (p. 12). The intertwining of communication and media also characterises both the discourse and the institutional infrastructure - it would be difficult to separate these two disciplines, and so the domestic departments and the education they provide address these two areas together. Some professional units approach the subject primarily from the perspective of communication studies, others from a media studies perspective, but ultimately reflect on the same phenomena.

As a consequence of the introduction of the Bologna education system in 2005, the five-year course was replaced by a three-cycle course, in the form of a three-year BA, a two-year MA, and a three-year (later four-year) PhD program.

Communication departments have been negatively affected by several events in the post-2010 period. According to Szijártó (expert interview, October 26, 2022) , the closure of the five regional studios of public service media in 2011 and the relocation of media companies to the capital in the early 2010s resulted in the disappearance of local public arenas in the countryside, which served as practical basis and output opportunity in the labour market for communication and media studies graduate students. A critical juncture in the life of media studies occurred in 2013 when an advanced level of maturity exam was made as a requirement for enrolment, and also the number of state-funded places was significantly reduced (see Supplement 1 in the Appendix) – some departments did not receive a single funded quota for a period of time. The course remained popular even in its self-financed form, but the media studies landscape has been completely rearranged: far fewer students enrolled in media departments in rural universities than in those in the capital, so today some departments have a few tens of students in some classes, while others have hundreds of them. In 2015 it was also considered at the level of education policy that several bachelor's degrees, including the BA in Communication and Media Studies, would be discontinued. This caused a huge reaction from both the professional and the research and teaching communities. A professional debate has been launched on the prestige of communication and media studies, the value of the knowledge acquired in these disciplines, and the role of this knowledge in today's society. Stakeholders have organised conferences, formulated position papers and recommendations, and published articles on the subject. The departments were saved from being closed down.

Communication and media studies does not appear as a separate discipline in the structure of the Hungarian Academy of Sciences. In 2018, the Scientific Committee on Communication and Media Studies was established to provide a platform for coordination between communication and media studies and its related disciplines, such as sociology, political science, anthropology, and psychology (Szabó, 2021). This also opened up the possibility of a professorial appointment in this discipline at the university. There are currently four doctoral programs in media studies in the country, located at the Eötvös Lóránd University<sup>44</sup>, the Corvinus University of Budapest<sup>45</sup>,

<sup>44</sup> Film, Media and Cultural Theory Doctoral Programme: <http://mmi.elte.hu/phd/felvetelizoknek/film-media-es-kulturaelmelet-phd/>

the University of Pécs<sup>46</sup> and the University of Debrecen<sup>47</sup>. According to Szijártó (expert interview, October 26, 2022), the academic recognition of the discipline is also strengthened by the increasing number of students from the field of communication and media studies who apply to the National Scientific Students' Associations Conference every year.

The Institute for Political Science of the Centre for Social Sciences<sup>48</sup>, which was formerly a part of the Hungarian Academy of Sciences, now operates under the Eötvös Loránd Research Network, contributes significantly to the study of news media and public information through research focusing on political communication and the relationship between media and politics.

In general, media research projects (especially those related to journalism research) are rare, both in national grants and in large EU research grants as well, but of course, there are some exceptions. Some examples of nationally-funded research projects whose results are useful for the Mediadelcom project: *“ICT in knowledge and learning”*<sup>49</sup> at the Eszterházy Károly Catholic University, the *“Generations’ use of media”*<sup>50</sup> project at the University of Pécs, *“Layers of the political public sphere in Hungary (2001-2020)”*<sup>51</sup> at the Eötvös Lóránd University, the *“Regulatory issues for Internet traffic management services”*<sup>52</sup> project at the University of Pécs and the Research Centre for Social Sciences, the *“Hungarian Comparative Agendas Project”*<sup>53</sup> at the Research Centre for Social Sciences. Among the international research projects: *“Journalistic Role Performance Around the Globe”*<sup>54</sup> hosted by the Pontifical Catholic University of Valparaíso, *“Worlds of Journalism Study”*<sup>55</sup> based at the Ludwig-Maximilians-University München, the *“Digital News Project”*<sup>56</sup> by the Reuters Institute and University of Oxford, *“EU Kids Online”*<sup>57</sup> at the London School of Economics. Research projects with European Union funds: *“Media and Democracy in Central and Eastern Europe”*<sup>58</sup> managed by the University of Oxford, the London School of Economics and Reuters Institute, the *“Newsreel I and II”*<sup>59</sup> projects hosted by the University of Pécs, *“Anticorruption Policies Revisited: Global Trends and European Responses to the Challenge of Corruption”*<sup>60</sup> led by the University of Gothenburg. Horizon2020 projects, *“POPREBEL – Populist rebellion against modernity in 21st-century Eastern Europe”*<sup>61</sup> and *“DEMOS*

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<sup>45</sup> Communication Studies Doctoral Programme: <https://www.uni-corvinus.hu/fooldal/egyetemunkrol/corvinus-doktori-iskolak/szociologia-es-kommunikaciotudomany-doktori-iskola/kommunikaciotudomany-doktori-iskola/>

<sup>46</sup> Communication, Media and Culture Doctoral Programme: <https://commonline.hu/kepzesek/kommunikacio-media-es-kultura-doktori-program/>

<sup>47</sup> Medial Cultural Studies Sub-programme: <https://deidi.unideb.hu/hu/alprogramok>

<sup>48</sup> For more information see: <https://politikatudomany.tk.hu/en>

<sup>49</sup> For more information in Hungarian see: <http://p2014-18.palyazat.ektf.hu/>

<sup>50</sup> For more information in Hungarian see: <https://ktk.pte.hu/hu/generaciokutatas>

<sup>51</sup> For more information in Hungarian see: <https://rc2s2.elte.hu/project/a-politikai-nyilvanossag-retegei-magyarorszagon-2001-2020/>

<sup>52</sup> For more information in Hungarian see: <https://jog.tk.hu/az-internetes-forgalomiranyito-szolgaltatasok>

<sup>53</sup> For more information see: <https://politikatudomany.tk.hu/en/policy-agendas-hungary>

<sup>54</sup> For more information see: <https://www.journalisticperformance.org/>

<sup>55</sup> For more information see: <https://worldsofjournalism.org/>

<sup>56</sup> For more information see: <https://reutersinstitute.politics.ox.ac.uk/digital-news-project>

<sup>57</sup> For more information see: <https://www.lse.ac.uk/media-and-communications/research/research-projects/eu-kids-online>

<sup>58</sup> For more information see: <https://www.rcmediafreedom.eu/Publications/Reports/Media-and-Democracy-in-Central-Eastern-Europe-MDCEE>

<sup>59</sup> For more information see: <https://newsreel.pte.hu/>

<sup>60</sup> For more information see: <https://anticorrrp.eu/>

<sup>61</sup> For more information see: <https://populism-europe.com/poprebel/>

– *Democratic Efficacy and the Varieties of Populism in Europe*<sup>62</sup> also produced some useful evaluations about media issues.

In Hungary, there is no institutionalised journalism research nor self-reflexive research on media and journalism education. In the last years, a few studies have been published which have mapped the field of media and journalism education. In their 2015 study, Weyer et al. identified 37 institutions providing media and journalism education, including university departments (21) and trainings run by professional organisations and market players (16). But their research found that in many cases the institutions are no longer providing education or are only teaching outgoing classes. Apart from the traditional, well-established departments, the future of training is uncertain in many places. Communication courses in higher education usually do not distinguish between disciplines within the media industry, they offer a mix of knowledge in business communication, communication research, journalism, media management, advertising, and applied communication. There is no specific training for journalism apart from a few special courses in the general media studies education, and it is almost impossible to study journalism at the MA level today. The faculties are predominantly made up of teachers with degrees in other disciplines (mainly social sciences) or media practitioners without degrees, due to a lack of sufficient numbers of teachers with degrees in the field (Weyer et al., 2015b). All these circumstances contributed to the launch of the Erasmus+ project *Newsreel* in 2018, led by the University of Pécs, which, in cooperation with Hungarian, German, Portuguese and Romanian partners, examined journalism education and different journalism competences in these countries with the aim of developing teaching materials that can be used in journalism education. In the research phase of the project, in a report published by Bettels-Schwabbauer et al. (2018), the Hungarian researchers of the project also examined the journalism education provided in Hungary. They found that the main problems are *“the lack of teaching staff who have practical journalism experience as well as academic experience, the lack of adequate handbooks and other relevant literature in Hungarian, and the lack of an effective internship system that enables students to gain practical experience in parallel to their studies”* (p. 12). According to the report, the journalism trainings provided by the professional sector are much more practice-oriented (Bettels-Schwabbauer et al., 2018). For 2019, a further decrease in the number of journalism courses offered has been identified by Mester and Torbó (2019): from the 16 communication and media studies programmes started by higher education institutions only 10 offered some kind of specialization in journalism.

Pelle (2019) lists the following universities, which have media programmes: Budapest Business School, Budapest Metropolitan University, Budapest University of Technology and Economics, Corvinus University of Budapest, Eötvös Loránd University, Eszterházy Károly University, Károli Gáspár University of the Reformed Church in Hungary, Kodolányi János University, Milton Friedman University, Pázmány Péter Catholic University, Szent István University, University of Debrecen, University of Dunaújváros, University of Pannonia, University of Pécs and University of Szeged. (See Supplement 2. for additional information). Some universities have special institutes and research groups with a focus on media and communication, such as the Institute of the Information Society at the University of Public Service<sup>63</sup>, the Centre for Empirical Social Research at the Corvinus University<sup>64</sup>, the Center for Media, Data and Society<sup>65</sup> on the Central European University<sup>66</sup> or the Metropolitan Media Research Group<sup>67</sup>.

<sup>62</sup> For more information see: <https://demos-h2020.eu/en>

<sup>63</sup> For more information in English see: <https://iis.uni-nke.hu/about-the-institute>

<sup>64</sup> For more information in English see: <https://www.uni-corvinus.hu/main-page/research/research-centres/centre-for-empirical-social-research/?lang=en>

<sup>65</sup> For more information in English see: <https://cmds.ceu.edu/>

<sup>66</sup> In 2017, a legislative amendment (Act XXV of 2017. amending Act CCIV of 2011 on National Higher Education) made the operation of the CEU in Hungary illicit. After unsuccessful negotiations with the

### 1.3.2. Public authorities

The Hungarian media authority, the Media Council of the National Media and Infocommunications Authority (NMHH) operates the Institute for Media Studies<sup>68</sup>, which provides support for the Media Council by analysing among others the media regulation, the history of journalism, and the phenomena of new media. The authority is constantly under fire from the professional as well as the academic field, mainly because of its dependence on the government parties and the resulting problematic procedures (as explained in the second case study, section 2.1). The Institute for Media Studies publishes useful and professionally validated scientific research mostly in the fields of comparative media regulation and media consumption. The institute also provides book publishing services with books on media studies, media law, and media literacy – both from Hungarian and international authors.

The Hungarian Central Statistical Office provides the official statistical service in Hungary. Various themes are covered for the data needed for the Mediadelcom project, such as data about infocommunication technologies, R&D and education data, and culture (media usage). Hungary last held an official census in 2011, the next one takes place in autumn 2022.

### 1.3.3. Measurement companies, professional organisations

Audience measurement for television, print, and online media is carried out by private companies, while audience measurement for radio is provided by the National Media and Infocommunications Authority. Nielsen measures television viewing figures<sup>69</sup>, Gemius-DKT Hungary monitors the use of online platforms<sup>70</sup>, MATESZ covers newspaper circulation<sup>71</sup> and Kantar Hoffmann-M-Meter measures radio listening on behalf of the NMHH<sup>72</sup>. These companies are introduced in more detail in the introductory part of chapter 4 about the media usage. In the case of online and print media and radio some basic data are available for the public. Concerning print media, stakeholders do not use the MATESZ's circulation audit, but rather the *National Readership Survey* conducted by Kantar Hoffmann and M-Meter consortium.<sup>73</sup> This source provides almost no public data. In the case of television just some sporadic data are available publicly. The measurement companies typically sell the data to market players, and if social science research institutes buy it, they are not allowed to publish them. Other national or international media market measurement companies also provide services and analyses to stakeholders, but these are also paid options. Examples include Kantar Media, Ipsos, White Media, GFK Hungary, PwC Hungary, and ScoresGroup.

Organisations that bring media market players together, such as self-regulatory organisations and various associations, also carry out surveys and research that provide useful information about the media market. Not comprehensively: the Hungarian Advertising Association, Advertising Self-Regulatory Board, Association of Hungarian Content Providers, Association of Hungarian Electronic Broadcasters, Hungarian Publishers' Association. These organisations are described in more detail in the second case study (at professional and market accountability in section 2.4.2).

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Hungarian government, the university moved its headquarters to Vienna in September 2019. An infringement proceeding was launched against Hungary, and although the European Court of Justice ruled that the law was contrary to fundamental rights and should be repealed, CEU will not move back to Hungary.

<sup>67</sup> For more information in English see: <https://www.metubudapest.hu/metropolitan-media-research-group>

<sup>68</sup> For more information in English see: <https://english.nmhh.hu/mtmi/>

<sup>69</sup> For more information in English see: <https://www.nielsen.com/hu/hu/solutions/measurement/television/>

<sup>70</sup> For more information in Hungarian see: <https://dkt.hu/>

<sup>71</sup> For more information in Hungarian see: <https://matesz.hu/>

<sup>72</sup> For more information in Hungarian see: <https://nmhh.hu/kutatasok>

<sup>73</sup> For more information in Hungarian see: <https://www.kantar-hoffmann.hu/tgi>

We should mention the press products as well, that regularly publish their own research and data on the domestic media, most notably the data analysis team of the investigative news portal Átlátszó, called Atlo<sup>74</sup>, who have produced some excellent data visualizations on the Hungarian media<sup>75</sup> in recent years.

#### 1.3.4. NGOs

A number of national non-profit organisations, primarily concerned with human rights, are also working on media issues relevant to the Mediadecom project. The largest non-governmental media research NGO, Mertek Media Monitor<sup>76</sup>, which is also the Hungarian partner of Mediadecom project, provides media law and media market analysis, engages with the industry through journalism research and content analyses of the different media outlets, and also regularly conducts media consumption surveys. The Foundation for Transparent Journalism<sup>77</sup> is the Hungarian affiliate of the French Observatoire du journalisme, whose objectives include increasing transparency in journalism, countering biased reporting, and raising media awareness among readers. The pro-government media frequently features experts from the Médianéző Centre<sup>78</sup> on media-related topics, but their analyses are rarely published. The Megafon Centre<sup>79</sup> aims to counterbalance the so-called dominance of liberal opinion by amplifying right-wing, conservative voices in the public sphere. The Hungarian Civil Liberties Union<sup>80</sup> (HCLU, TASZ in Hungarian) also deals with media rights issues both from the perspective of professionals and consumers. Political Capital<sup>81</sup>, Transparency International Hungary<sup>82</sup>, Amnesty International Hungary<sup>83</sup> and Hungarian Helsinki Committee<sup>84</sup> also cover media issues in the contexts of press freedom, funding, political communication and human rights. In Hungary, NGOs play an important role in the field of media literacy, such as the Idea Foundation<sup>85</sup>, the Televele Association<sup>86</sup> or MediaSmart Hungary<sup>87</sup> (see in second case study, section 5.4).

### 1.4. Funding system of media research and monitoring

The funding of media research in the academic sphere is problematic, the available domestic resources are very scarce. Almost the only possibility for funding large, basic research projects is through the National Research, Development and Innovation Office. Since 2015 it has also been managing the OTKA (*National Scientific Research Funding Programmes*) proposals, which previously operated as an independent institution. The new law about the centralised distribution of funding has reduced the guarantees of institutional independence, which also increased the risk that the institution, which manages both centralised national and EU funding money, may not be independent in its funding decisions as well (Körtvélyesi, 2015). Individual researchers can also apply for other smaller grants, such as the *National Excellence Programme*, or

<sup>74</sup> For more information in English see: <https://atlo.team/atlo-team-english/>

<sup>75</sup> “The past ten years of the Hungarian media” project (bilingual): <https://atlo.team/media2020/>

<sup>76</sup> For more information in English see: <https://mertek.eu/en/>

<sup>77</sup> For more information in Hungarian see: <https://ojim.hu/>

<sup>78</sup> Do not have their own website. More information about the Nézőpont Group, of which it is a member: <https://nezopont.hu/en/>

<sup>79</sup> For more information in Hungarian see: <https://megafon.hu/>

<sup>80</sup> For more information in English see: <https://hclu.hu/en>

<sup>81</sup> For more information in English see: <https://www.politicalcapital.hu/>

<sup>82</sup> For more information in English see: <https://transparency.hu/en/>

<sup>83</sup> For more information in Hungarian see: <https://www.amnesty.hu/>

<sup>84</sup> For more information in English see: <https://helsinki.hu/en/>

<sup>85</sup> For more information in Hungarian see: <https://ideaalapitvany.hu/>

<sup>86</sup> For more information in English see: <https://televele.hu/english/>

<sup>87</sup> For more information in Hungarian see: <https://www.mediatudor.hu/>

apply at the National Cultural Fund (NKA) in connection with conference organisation or publishing. There is no easy-to-use, searchable database of previously funded projects, the data could be extracted manually from the reports to see how many media research projects have been funded in the period under review. Statistics are available for the whole R&D sector,<sup>88</sup> including total numbers of the whole higher education system, but it is not possible to know what resources are used in the individual scientific fields of universities. According to Szijártó (expert interview, October 26, 2022), it is difficult to apply successfully from the field of communication and media studies. Due to its lack of academic recognition, the discipline does not have its own scientific committee, so applications have to be submitted under other scientific fields, with their criteria that are difficult to meet.

### 1.5. The national research database and most important journals

The Hungarian Scientific Works Repository<sup>89</sup> (MTMT in Hungarian) operated by the Hungarian Academy of Sciences is the official research database, where every Hungarian scientist, who works in the higher education is legally obliged to record his/her studies. MTMT measures the scientific impact of individual researchers and institutions. In its public database, academic publications are also searchable. The limitations of this feature have already been discussed in the introduction. The Repository of the Hungarian Academy of Sciences<sup>90</sup> has also to be mentioned, where more than 137 thousand items of scientific articles, books and chapters are available, 79% of them open access.<sup>91</sup>

There are three main communication and media studies journals in Hungary: Médiakutató<sup>92</sup>, Jel-Kép<sup>93</sup>, and KOME<sup>94</sup>. And two more in the field of media law: Infokommunikáció és Jog [Information and Law]<sup>95</sup>, and In Medias Res<sup>96</sup>.

## 2. Publications, data sources and main monitoring actors of legal and ethical regulation domain

To examine the two conceptual variables in the legal domain, freedom of expression and freedom of information, we can map the legislative texts that provide the structural regulatory guarantees, and on the other hand, the Hungarian legal community is actively engaged also in the interpretation of these legal sources, as well as in the analysis of the practice of national and EU judicial bodies. The published studies in the Hungarian media law scholarly discourse are generally written with a holistic approach: the authors analyse and interpret the relevant legal sources, which are explained through the case law of different court levels. These case studies allow us to assess whether the implementation of these legal sources facilitates or hinders the conditions for deliberative communication in Hungary. The Hungarian bibliographical database contains 230 references in the legal domain.

The Act II of 1986 on the Press<sup>97</sup> was in force until 2011 when it was repealed by the second Orbán government and replaced by the Act CIV of 2010 on Freedom of the Press and the Fun-

<sup>88</sup> In Hungarian see: <https://www.ksh.hu/docs/hun/xftp/idoszaki/tudkut/2019/index.html>

<sup>89</sup> Access: <https://www.mtmt.hu/>

<sup>90</sup> Access: <http://real.mtak.hu/>

<sup>91</sup> Data retrieved on 2022-11-03.

<sup>92</sup> Access: <https://www.mediakutato.hu/>

<sup>93</sup> Access: <http://communicatio.hu/jelkep/>

<sup>94</sup> Access: <https://komejournal.com/>

<sup>95</sup> Access: <https://infojog.hu/>

<sup>96</sup> Access: <https://media-tudomany.hu/>

damental Rules of Media Content<sup>98</sup> (Press Act). At the same time, the Act I of 1996 on Radio and Television Broadcasting<sup>99</sup> was also replaced by the Act CLXXXV of 2010 on Media Services and Mass Media<sup>100</sup> (Media Act). In the following year, the Act LXIII of 1992 on the Protection of Personal Data and the Publicity of Data of Public Interest<sup>101</sup> and the Act XC of 2005 on Freedom of Information by Electronic Means<sup>102</sup> were replaced by the Act CXII of 2011 on the Right to Informational Self-Determination and Freedom of Information<sup>103</sup> (Information Act). These are the three sources of law that regulate the majority of media law issues in the Hungarian legal system. Of course, in addition to these acts, media law is also linked to several other legal sources. Many of them were also amended in the 2010s: in 2011 a new constitution, the Fundamental Law of Hungary<sup>104</sup>, was adopted, in 2012 a new Criminal Code<sup>105</sup> entered into force, and in 2013 also a new Civil Code<sup>106</sup>.

The role of the media authority in the context of available data has already been discussed in the introduction: there are a decent number of theoretical and analytical studies and books from the media authority itself and its Institute for Media Studies. In the context of legal and accountability issues, interpretations for specific legal areas, good practices from abroad or comparative legal studies have been published (Csink & Mayer, 2012; Grad-Gyenge, 2015; Koltay, 2013a; Koltay & Školkay eds., 2016; Tóth, 2017).

Some Hungarian law faculties have media law departments and/or media law research groups, such as the departments of Infocommunication Law at the Károli Gáspár University and the University of Pécs, or the Pázmány Péter Catholic University (Department of Private Law – Media Law Research Group).

There are a relatively large number of legal journals in Hungary, among which in the field of media law the most relevant ones are: Infocommunication and Law<sup>107</sup>, Fundamentum<sup>108</sup>, iustum aequum salutare<sup>109</sup>, Hungarian Journal of Legal Studies<sup>110</sup>, Hungarian Law<sup>111</sup>, Law Gazette<sup>112</sup> and In Medias Res<sup>113</sup>.

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<sup>97</sup> Act II of 1986 on the Press (in Hungarian):

<http://www.jogiportal.hu/index.php?id=c8je2up1nslwg6hht&state=20090112&menu=view>

<sup>98</sup> Act CIV of 2010 on the Freedom of the Press and the Fundamental Rules of Media Content:

[https://nmhh.hu/dokumentum/162262/smtv\\_110803\\_en\\_final.pdf](https://nmhh.hu/dokumentum/162262/smtv_110803_en_final.pdf)

<sup>99</sup> Act I of 1996 on Radio and Television Broadcasting (in Hungarian):

<https://mkogy.jogtar.hu/jogszabaly?docid=99600001.TV>

<sup>100</sup> Act CLXXXV of 2010 on Media Services and Mass Media:

[https://nmhh.hu/dokumentum/106487/act\\_clxxx\\_on\\_media\\_services\\_and\\_mass\\_media.pdf](https://nmhh.hu/dokumentum/106487/act_clxxx_on_media_services_and_mass_media.pdf)

<sup>101</sup> Act LXIII of 1992 on the Protection of Personal Data and the Publicity of Data of Public Interest (in Hungarian): <https://mkogy.jogtar.hu/jogszabaly?docid=99200063.TV>

<sup>102</sup> Act XC of 2005 on Freedom of Information by Electronic Means (in Hungarian):

<https://mkogy.jogtar.hu/jogszabaly?docid=a0500090.TV>

<sup>103</sup> Act CXII of 2011 on the Right of Informational Self-Determination and on Freedom of Information:

[https://www.naih.hu/files/Privacy\\_Act-CXII-of-2011\\_EN\\_201310.pdf](https://www.naih.hu/files/Privacy_Act-CXII-of-2011_EN_201310.pdf)

<sup>104</sup> The Fundamental Law of Hungary:

<https://www.parlament.hu/documents/125505/138409/Fundamental+law/73811993-c377-428d-9808-ee03d6fb8178>

<sup>105</sup> Act C of 2012 on the Criminal Code: [https://thb.kormany.hu/download/a/46/11000/Btk\\_EN.pdf](https://thb.kormany.hu/download/a/46/11000/Btk_EN.pdf)

<sup>106</sup> Act V of 2013 on the Civil Code: [https://uj.njt.hu/translation/I2013T0005P\\_20210701\\_FIN.PDF](https://uj.njt.hu/translation/I2013T0005P_20210701_FIN.PDF)

<sup>107</sup> Infocommunication and Law <https://infojog.hu/>

<sup>108</sup> Fundamentum <http://fundamentum.hu/>

<sup>109</sup> iustum aequum salutare <http://ias.jak.ppke.hu/hir/ias/ias.htm>

<sup>110</sup> Hungarian Journal of Legal Studies <https://akjournals.com/view/journals/2052/2052-overview.xml>

<sup>111</sup> Hungarian Law [https://hvgorac.hu/magyar\\_jog](https://hvgorac.hu/magyar_jog)

<sup>112</sup> Law Gazette [https://hvgorac.hu/jogtudomanyi\\_Kozlony](https://hvgorac.hu/jogtudomanyi_Kozlony)

<sup>113</sup> In Medias Res <https://media-tudomany.hu/>

The academic legal literature features some overviews of media law, which provide useful information for many of the domain's variables. The very first comprehensive book was Gálik and Polyák's *Médiaszabályozás* [Media Law], followed by Polyák's doctoral thesis (2008), Koltay's comparative work (2009) and his edited volume, *Hungarian Media Law* (2012). Together with the books *Hungarian Media Law* by Polyák and Nagy (2015) and *Media Law in Hungary* by Bayer, Urbán and Polyák (2019) from the 2010s, these overviews cover the whole research period between 2000 and 2020. Several volumes published by Wolters Kluwer in the care of the Media Authority and the Media Research Group of the Hungarian Academy of Sciences also take a comprehensive approach to contemporary media law issues of the given period (Koltay, 2019b; Koltay & Török eds., 2014, 2015, 2016, 2017).

NGOs are also involved in the discussion and analysis of human rights and domestic media law issues. Mertek Media Monitor has produced several analyses on the media laws of 2010, the legal environment of the public service media, and competition issues in the media market (Mertek Media Monitor, 2012, 2015a, 2016a, 2017, 2018a, 2019, 2021a, 2021c). The Hungarian Civil Liberties Union<sup>114</sup> is concerned with the interpretation of the law in matters relating to the protection and advocacy of journalists and media consumers (Hungarian Civil Liberties Union, 2020a, 2020b, 2020c).

## 2.1. Freedom of Expression

In Hungary, *freedom of expression* is recognised in Article IX of the Fundamental Law, and its restrictions are also found here, as well as in the relevant sections of the Criminal<sup>115</sup> and Civil Codes<sup>116</sup>, and in several Constitutional Court decisions<sup>117</sup> related to this fundamental right.

Concerning restrictions on freedom of expression, such as *defamation*, a number of studies are available examining these laws in the context of the press. The new Criminal and Civil Codes, which entered into force in 2012 and 2013, have given impetus to the study of the criminal and civil law aspects of personality rights and media. In a 2014 edited volume devoted to this topic, two studies also deal with the issue of defamation: Görög (2014) analyses the protection of the right to honour and reputation in the light of the case law of the ECtHR and the ECHR, Hungarian and other European national courts, while Békés' article (2014) sheds light on the controversial issues of defamation and libel in criminal law through the case law of the Hungarian courts and the ECtHR. Koltay (2014a, 2014b) deals with the protection of the reputation and honour of public figures by discussing Hungarian and European case law. Tóth (2017) has dedicated an entire book to exploring the topic, which was published by the Media Council's Institute for Media Studies in 2017. The author provides a comprehensive overview of the philosophical background of the concept of defamation, its legislative history in Hungary and other European legal systems, and discusses the case law of the ECtHR.

Another area where freedom of expression is restricted is *hate speech*, which is regulated by the Criminal Code<sup>118</sup>, the Press Act<sup>119</sup>, Constitutional Court decisions<sup>120</sup> and media authority

<sup>114</sup> <https://tasz.hu/temaink/audience/ujsagirok?q=>

<sup>115</sup> Act V of 2013 on the Civil Code, Sections 2:44, 2:45, 2:54.

<sup>116</sup> Act C of 2012 on the Criminal Code, Sections 331, 332, 333, 334, 335, 336, 337, 338.

<sup>117</sup> Such as: Constitutional Court Resolution No. 30/1992. (V. 26.) AB, Constitutional Court Resolution No. 36/1994. (VI. 24.) AB, Constitutional Court Resolution No. 12/1999. (V. 21.) AB, Constitutional Court Resolution No. 18/2004. (V. 25.) AB, Constitutional Court Resolution No. 95/2008. (VII. 3.) AB, Constitutional Court Resolution No. 96/2008. (VII. 3.) AB

<sup>118</sup> Act C of 2012 on the Criminal Code, Sections 332, 333, 334, 335.

<sup>119</sup> Act CIV of 2010 on the Freedom of the Press and the Fundamental Rules of Media Content, Section 17.

<sup>120</sup> Such as: Constitutional Court Resolution No. 1006/B/2001. AB, Constitutional Court Resolution No. 165/2011. (XII. 20.) AB

decisions<sup>121</sup>. The Constitutional Court's assessment of the 2010 media laws and the new Criminal Code have given a new boost to the review of this topic. Koltay (2013b) analysed the decisions of the media authority on hate speech and its judicial reviews in the period between 2001 and 2013. In the same year he also edited a volume (2013c), which explores the Hungarian case law on hate speech, the decisions of the media authority and ECtHR rulings. Gárdos-Orosz (2013), and Gárdos-Orosz and Pap (2014) discuss the implications of the new constitutional and civil law regulation on hate speech.

Hungary also restricts freedom of expression concerning the dissemination of fake news or scaremongering (*disinformation*).<sup>122</sup> The supplement about scaremongering<sup>123</sup> to the Coronavirus Protection Act created a lot of uncertainty among the press workers. The related concerns are explored in the studies by Bencze and Ficsor (2020), Koltay (2020a, 2020b, 2020c) and Polyák (2020).

The issue of *personality rights* in the Hungarian legal system is divided in two with regard to the conceptual variables of the Mediadelcom project's legal regulation domain: one part of this area of law is related to the fundamental right of freedom of expression, which is regulated by the Press Act in addition to the Fundamental Law and the Civil Code, and the other part is related to freedom of information, which is regulated by the Act on Informational Self-Determination and Freedom of Information. Thus, in relation to the media, the first one includes, for example, the rights of public figures to privacy or questions about public affairs and privacy. Fleck (2005) discusses the conflict between freedom of expression and the protection of personal rights as well as the related civil law jurisprudence. Sarkady (2006) deals with the judicial practice in connection with the personality rights for public figures. Mezei's paper (2013) examines the relationship between press retraction procedures and the protection of personality rights. Szeghalmi (2014) discusses the civil law regulation of the right to the protection of one's image and its implications for the press. Koltay (2019a, 2020d) also analyses the question of balancing freedom of expression and protection of personality and the related legal practices.

The second topic, which includes the rights to the protection of personal data belongs partly to the conceptual variable of freedom of information. Jóri's dissertation (2009) reviews the main institutions of Hungarian data protection law and their enforcement in practice, and outlines the EU's emerging efforts towards a harmonised regulation of personal data protection. The analysis of this legal field was boosted by the adoption of the Information Act in 2011. Péterfalvi (2012), the president of the National Authority for Data Protection and Freedom of Information deals with the practical implementation of the new Information Act in his edited volume. The adoption of the new law has also been explained by several other authors (Jóri, 2014; Ligeti, 2014; Szabó, 2014). The introduction of the GDPR in 2016 and its implementation in the Hungarian law in 2018 gave new impetus for the study of the topic. Sepsí's volume (2019) summarises the most basic practical information on the national implementation of the GDPR, primarily as a guide for data controllers and data processors. Zavodnyik (2020) examines the interpretations about the GDPR by the National Authority for Data Protection and Freedom of Information in 2019. *SLAPP cases*, which are typically found in connection with GDPR in Hungary, were analysed by Bodrogi (2021) and the Hungarian Civil Liberties Union (2020a).

The Act LXXVI of 1999 on *Copyright* provides the guarantees and the necessary exceptions for the press to exercise the right of freedom of expression<sup>124</sup>. Sarkady (2012, 2016) looks specifically at copyright issues from the perspective of media law. In her 2012 study, she reviews the

<sup>121</sup> Such as: ORTT Decision 1470/2001 (26.X.), ORTT Decision 1185/2002 (18.VII.), ORTT Decision 117/2002 (10.I.), ORTT Decision 1516/2003 (4.IX.), ORTT Decision 1754/2004 (24.XI.), ORTT Decision 326/2005 (17.II.)

<sup>122</sup> Act C of 2012 on the Criminal Code, Sections 4, 337.

<sup>123</sup> Act XII of 2020 on the Containment of Coronavirus

<sup>124</sup> Act LXXVI of 1999 on Copyright, Sections 1(5), 34(1), 36(1),(2).

main legal sources regulating the conflict between the two rights, between the private and the public interest. In their book, co-authored with Grad-Gyenge, published by the media authority, they cover the copyright aspects of the entire media value chain (Sarkady & Grad-Gyenge, 2012). The studies after 2016 address issues related to the development of the EU Copyright Directive<sup>125</sup>, which was published in 2019 and implemented at the member state level in 2021. Pogácsás discuss copyright law issues in the context of the transformation of the public sphere (2016), reviewing the challenges that copyright regulation faces as the role of the public has changed, breaking up the previously existing status quo between authors and the public (2017b). In her 2017 study, she examines the aims and instruments of the common EU regulation (Pogácsás, 2017a). Polyák's edited volume (2020), which deals with the regulation of internet intermediaries, devotes several chapters to the impact of the EU's new copyright and related rights regulation on the press.

## 2.2. Freedom of information

**Freedom of information** in Hungary is recognised in Article VI of the Fundamental Law, and the details are set out in Act CXII of 2011 on the Right to Informational Self-Determination and Freedom of Information. The possible restrictions to freedom of information are also defined in this legal source.<sup>126</sup> The studies of Ligeti (2014), and Szabó (2014) provide an overview about the changes in the freedom of information regulations and the practices of public authorities and public bodies that have developed along these changes.

Act CLV of 2009 on the Protection of **Classified Information** details the scope of public interests that can be protected by classification.<sup>127</sup> The Civil Code<sup>128</sup> regulates the issue of trade secrets. Révész and Buzás (2018) discuss the issue of freedom of information in the context of transparency of public funds, reviewing the legislation ensuring and restricting access to information. In his monograph, Majtényi (2006), who was Hungary's first data protection commissioner, reviews the regulatory history of data protection and the **access to public data** through national and international case law. In the context of the fight against the coronavirus, the government has introduced restrictions also on freedom of information<sup>129</sup>, extending the deadline for fulfilling public interest requests from 15 to 45+45 days.<sup>130</sup>

The **protection of journalistic sources** is ensured by the Press Act<sup>131</sup> and only allows the disclosure of sources in criminal proceedings. Koltay and Polyák's paper (2012) evaluates the Constitutional Court's decision that declared a provision of the Media Act on the protection of journalistic sources constitutionally invalid.<sup>132</sup> On the occasion of the same decision, Kóczyán's (2013) study reviews the Hungarian legislation on the protection of information sources, and through the analysis of the Bodoky-case, it sheds light on the problems of the previous legislation and discusses the guarantees offered by the new amendment (T/7022/37) to the law.

Hungary has not yet implemented the EU's Whistleblowing Directive, but regulation in this area has already been in force since 2013. The **protection of whistleblowers** is guaranteed through

<sup>125</sup> Directive (EU) 2019/790 of the European Parliament and of the Council of 17 April 2019 on copyright and related rights in the Digital Single Market and amending Directives 96/9/EC and 2001/29/EC

<sup>126</sup> Act CXII of 2011 on the Right to Informational Self-Determination and Freedom of Information, Section 27.

<sup>127</sup> Act CLV of 2009 on the Protection of Classified Information (in Hungarian): <https://net.jogtar.hu/jogszabaly?docid=a0900155.tv>

<sup>128</sup> Act V of 2013 on the Civil Code, Section 2:47 (1)

<sup>129</sup> Government Decree 521/2020 (XI. 25.) - on the derogation from certain provisions on requests for data during an emergency

<sup>130</sup> See the opinion of the Hungarian Civil Liberties Union on this topic (in Hungarian): <https://tasz.hu/cikkek/a-jarvany-nem-lehet-urugy-az-idohuzasra-az-alkotmanybirosag-szerint-sem>

<sup>131</sup> Act CIV of 2010 on the Freedom of the Press and the Fundamental Rules of Media Content, Section 6.

<sup>132</sup> Constitutional Court Resolution No. 165/2011. (XII. 20.) AB

the Act CLXV of 2013 on Complaints and Public Interest Disclosures<sup>133</sup> - Hajdú and Lukács (2018a, 2018b) give an overview about the Hungarian legislation.

**Transparency of media ownership** – as well as other businesses in Hungary – is regulated by the Act V of 2006 on Public Company Information, Company Registration and Winding-up Proceedings. Media Pluralism Monitor reports regularly examine the issue of ownership transparency in media businesses (Bátorfy et al., 2022).

### 2.3. Accountability system

In Hungary, the issue of ethical regulation is not one of the hottest topics, neither for the professionals concerned nor for researchers. As a consequence, limited data and analysis are available on the conceptual variables of professional, market, public and international accountability, the bibliographical database contains only 37 references under this subdomain. However, interview and survey-based researches on Hungarian journalists (Mertek Media Monitor, 2015a, 2016a, 2017, 2018a, 2019, 2021a, 2021e; Róka et al., 2017; Vásárhelyi ed., 1999, 2007) also pay attention to the ethical issues of the profession, this topic is explained in the journalism domain's journalistic competencies part (section 3.4.3). The issue of self-regulation is addressed from time to time in professional and academic circles, no progress has been made, nor has a real professional debate been awakened. The sources available over the past 20 years include studies by the media authority, various professional and non-governmental organisations, and academic actors.

Sükösd and Csermely's edited volume (2001), which deals with ethical issues in journalism and focuses on the need to develop professional standards, is from the early 2000s. Krokovay's book (2003) takes a philosophical approach to the moral issues of the press and the role of the media in society. In 2008, the OSCE's Commissioner for Freedom of the Press, Miklós Haraszti, published a guide in Hungarian on the application of the key elements of media self-regulation (Haraszti, 2008). The Institute of Media Studies of the Media Council of the National Media and Infocommunications Authority prepared an analysis in 2012 about the state-, self-, and co-regulatory system of media regulation, its legal, institutional, and professional issues (Csink & Mayer, 2012). In 2014, after a series of debates based on 10 months of social dialogue, the NGOs Mertek Media Monitor and the Center for Independent Journalism put together an alternative concept for media regulation – also as a kind of critique of the new authority's practices – which includes the decentralisation of media authority tasks and the development of a rethought self-regulatory system (Center for Independent Journalism & Mertek Media Monitor, 2014). Tófalvy (2013) reviews the failed decades of self-regulation in Hungary in his study. He explores the reasons for the lack of well-functioning self-regulation in Hungary<sup>134</sup> and deals with the most important actors and regulatory instruments. The Erasmus+ project *New Skills for the Next Generation of Journalists*, involving 4 countries, Hungary, Germany, Portugal, and Romania, also addressed the issue of ethical regulation. Interviews with heads of communication and media departments, academics, and journalists from different media outlets were conducted to explore the state of journalism ethics in the country and its role in journalism education (Bettels-Schwabbauer et al, 2018). In the European Audiovisual Observatory's comparative review about the national self- and co-regulatory systems, in the Hungarian chapter Polyák (2019) presents the conditions provided by the domestic legal environment and their realisation in practice.

<sup>133</sup> Act CLXV of 2013 on Complaints and Public Interest Disclosures:

[https://www.ajbh.hu/documents/14315/130159/Act CLXV of 2013 .pdf/faa3e557-8e16-473f-1fa9-539e7cdb0f22](https://www.ajbh.hu/documents/14315/130159/Act%20CLXV%20of%202013.pdf/faa3e557-8e16-473f-1fa9-539e7cdb0f22)

<sup>134</sup> According to Tófalvy (2013), these reasons are the lack of professional consensus and organisational framework, the over-politicised media system, the over-politicised and outdated legal environment, the fragmentation of the journalistic community, the general lack of resources, the lack of transparency and readers' lack of interest in quality assurance.

Two country chapters written by Urbán (2018, 2021) in the European and Global Handbooks of Accountability give an overview about Hungarian accountability instruments and their effectiveness.

### 2.3.1. Professional accountability

To assess the variables of professional accountability we have information on **journalists' organisations** in Hungary, four of which are also co-regulators assisting the state regulator media authority (Polyák & Uszkiewicz eds., 2014; Tófalvy, 2013; Urbán, 2018, 2021). Unfortunately, there is no information available on how many and in which **types of cases** they act, neither on their websites nor in the reports of the media authority. In Hungary, there are many different **codes of ethics** in circulation, but there is no common one adopted by all the professional organisations. While a general picture can be obtained from studies reviewing accountability instruments (Polyák, 2019; Tófalvy, 2013; Urbán, 2018, 2021), no scholarly analyses have been carried out on the subject.

### 2.3.2. Market accountability

In Hungary, there is no tradition of **newspaper ombudspersons**. Tófalvy (2013) writes about the two occasions, when domestic newspapers employed an ombudsman: László Majtényi, former data protection commissioner and president of the media authority, was the newspaper ombudsman of Magyar Hírlap for the first and then Népszabadság in the mid-2000s.<sup>135</sup> There are few press organs that have an independent, **organisational code of ethics** (Tófalvy, 2013); in most cases, the individual editorial offices apply the code of ethics of a journalists' organisation. **Professional self-reflection**, i.e. journalism about the media itself, is represented by four media outlets in the country, which provide news and analysis on the media. The Hungarian media system as a whole, however, is constantly in the centre of public discourse, so a relatively large number of articles, analyses, and data on the media also appear in the general press. Tools related to **editorial transparency** are not a feature of the domestic media, we do not have information about it.

### 2.3.3. Public accountability

The **media critical discourse** on ethical regulation can be traced back to the analyses and studies detailed in the introduction of this sub-chapter, and although Tamás Tófalvy, media researcher, and Gábor Polyák, one of the authors of this study, media lawyer and researcher of the Mertek Media Monitor, have also repeatedly addressed the topic, and also the Center for Independent Journalism has paid special attention to the establishment of self-regulatory practices in Hungary, these initiatives have not yet found a suitable breeding ground. Just as self-regulatory practices have not become well established in the traditional press, the ethical aspects of the activities of **non-professional content providers** are more not.

### 2.3.4. Political accountability

About the role of the **state authority**, we have more systematised knowledge. The National Media and Infocommunications Authority (NMHH), was created in 2010, merging its two predecessors, the National Radio and Television Authority (ORTT) and the National Infocommunications Authority (NHH). In the field of media regulation, the NMHH is represented by the Media Council, which has independent powers and is the successor to the ORTT. Information on the cases

<sup>135</sup> Emasa. (2006). *László Majtényi: the Hungarian press is incapable of self-reflection*. <http://www.emasa.hu/cikk.php?id=1587>

handled by the media authority can be obtained from their annual reports.<sup>136</sup> Operation of the authority is constantly in the focus of studies and country reports (Dezséri, 2011; Directorate General Human Rights and Rule of Law, 2012; Kitta, 2011; Koltay, 2013a; Lampé, 2011; Majtényi, 2011; Mertek Media Monitor, 2015a, 2016a, 2018a, 2021c; Nagy, 2010, 2011, 2016a, 2016b; National Media and Infocommunication Authority, 2011; Polyák & Nagy, 2015; Polyák & Rozgonyi, 2015; Polyák & Urbán, 2016; Vincze, 2012a, 2012b; WAN IFRA, 2013).

In Hungary, the **ombudsman** is the Commissioner for Fundamental Rights.<sup>137</sup> After 2010, the independence of this institution was questioned (Majtényi, 2014), and in 2021 the ENNHRI, the European Network of National Human Rights Institutions, proposed to downgrade the Hungarian Ombudsman from A to B grade<sup>138</sup> (European Network of National Human Rights Institutions, 2021). The authority also has a Media and Infocommunications Commissioner, to whom consumers can turn in case of complaints and who makes recommendations<sup>139</sup>. The institution of a **government commission** is unknown in the country, but there is a commission in the parliament – also with a majority of the governing parties – which meets to discuss cultural and media issues.

### 2.3.5. International accountability

Since 2010, there has been a lively international discourse on Hungary. Since 2018 the country is also under Article 7 procedure, so there is almost no international (political or non-governmental) organisation dealing with human rights and the rule of law that has not paid attention to the Hungarian situation. Among the **international journalistic organisations** active in Hungary, the International Press Institute has been particularly promotive – with conferences, trainings and training materials on accountability issues addresses to the domestic professionals. However, generally, the main concerns of these international organisations are more fundamental, such as the state of press freedom or media pluralism. In 2019, the International Press Institute (IPI), Article 19, the Committee to Protect Journalists (CPJ), the European Centre for Press and Media Freedom (ECPMF), the European Federation of Journalists (EFJ), Free Press Unlimited (FPU) and Reporters Without Borders (RSF) organised a joint mission to map the media situation in Hungary and formulate recommendations to the EU and the Hungarian government (IPI et al., 2019). Other **non-journalistic international organisations** dealing with media-related issues are also active in Hungary, such as Transparency International<sup>140</sup>, which focuses on freedom of information, whistleblower protection, promoting social dialogue, and supporting investigative journalism. Advocacy organisations, such as Amnesty International and the Helsinki Committee also have their own Hungarian sections.<sup>141</sup> Among the **international political actors**, the activities of the EU institutions, the UN, the OSCE, and the OECD are relevant to the situation of the Hungarian media, but also the embassies of some countries have good relations with Hungarian NGOs. There is little information on **international market players**. Galambos (2008) examined German publishers, who dominated the Hungarian press after the regime change, and their impact on the quality and standards of Hungarian journalistic work – but he found that their presence had a little direct impact.

<sup>136</sup> National Statistical Data Collection Programme - Activities of postal, communications, media, and broadcasting authorities (2018, 2019, 2020) <https://nmhh.hu/kozerdeku-adatok/tevekenyseg-mukodes/mukodesi-statisztika>

Parliamentary reports (2010-2020) <https://nmhh.hu/kozerdeku-adatok/tevekenyseg-mukodes/orszagguylesi-beszamolok>

<sup>137</sup> <https://www.ajbh.hu/>

<sup>138</sup> Source: <https://helsinki.hu/en/peers-from-other-countries-recommend-that-the-ombudsperson-is-downgraded-as-a-national-human-rights-institution>

<sup>139</sup> For more information in Hungarian see: <https://nmhh.hu/media-es-hirkozlesi-biztos>

<sup>140</sup> Access: <https://transparency.hu/>

<sup>141</sup> Access: <https://www.amnesty.hu/> and <https://helsinki.hu/en/>

### 3. Publications, data sources and main monitoring actors of journalism domain

In Hungary, there is no institutionalised research on journalism, and yet this domain represents the largest body of literature in the Hungarian bibliographic database, 389 references, out of which 150 belong to the journalistic competences sub-domain. The domain covers also the issues of the media market, a deeply discussed topic in Hungary - this is the main reason for the extensive number of sources.

Public institutions, such as the media authority or the Central Statistical Office, provide a limited amount and quality of data for the analysis of journalism variables. Professional organisations, such as market measurement companies and journalists' organisations also provide just limited publicly available data. These are described under the single variables. In Hungary, the polarisation of the media has led to a particular focus on the performance of the press – academia, media outlets, professional organisations and NGOs regularly thematise and examine how the different news sources cover certain topics. Parallel to the situation outlined in the introduction, that there is a lack of tertiary education specifically focused on journalism, interest in journalism research is also relatively low among scholars in communication and media research.

An outstanding source of quantitative research is the work of Mária Vásárhelyi and her team, who conducted two big survey studies among Hungarian journalists at the end of the 1990s and the 2000s (Vásárhelyi ed., 1999, 2007). Another large quantitative study on Hungarian journalists was conducted in 2017 as part of the *Worlds of Journalism Study* (Róka, Frost & Hanitzsch, 2017). There are also recent results from the “*Newsreel - New Skills for Next Generation of Journalists*” and “*Newsreel2 - New Teaching Fields for the Next Generation of Journalists*” research projects. In the first research phase, researchers from the four countries focused on the state of journalism education, journalistic competencies, data journalism, and collaborative journalism, new business models, and ethical challenges for the profession, while in the second phase, on social media communication, the role of journalism in democracy and the fight against disinformation. The results of their research were used to develop e-learning materials for journalism education (Bettels-Schwabbauer, 2018; The Newsreel Project Consortium, 2021).

In the case of NGOs focusing on journalism research, data on the situation of Hungarian journalism are mainly provided by the results of international statistical measurements or by the various sub-sectors of indices, such as *Freedom of the Press Report* of Freedom House, *World Press Freedom Index* by Reporters Without Borders or the *Media Pluralism Monitor* by ECOMP. For the period after 2010, we can draw on the researches conducted by Mertek Media Monitor to understand a wide range of topics in connection with the media market, news media, and the journalistic profession. The *Press Freedom Index* from 2013 to 2017 measured attitudes towards the media of the public, journalists, and media managers and also sought to map the working conditions of journalists (Mertek Media Monitor, 2014, 2015b; Timár, 2016, 2017). Since 2013, Mertek Media Monitor has also published annually or biannually its *Soft Censorship* reports, which examine the market impact of public advertising, public service media, the independence of the media authority and the situation of journalists, using a variety of research methods (WAN IFRA, 2013; Mertek Media Monitor, 2015a, 2016a, 2017, 2018a, 2019, 2021a, 2021b, 2021c, 2021d, 2021e). The 2021 research was a comparative study with three other Central and Eastern European countries, the Czech Republic, Romania, and Slovakia.

### 3.1. Market conditions

There are few statistics available on journalism in Hungary. The website of the media authority lists *registered media service providers*<sup>142</sup>, but it is no longer possible to find out which ones are active in serious journalism. We also do not have data on the *number of journalists* in the society, Róka's analysis gives an estimate of around 8,000 (Róka, Frost & Hanitzsch, 2017). However, the estimation itself is also difficult, given that an increasing number of journalists today work anonymously at press organisations, publishing their articles without the author's name. In some media outlets, the majority of articles are published without the author being identified.

In terms of *advertising revenues*, there are also several analyses available for each media market segment, some of which are public data<sup>143</sup> but most of which can be purchased as services from research companies. Until 2013, *Media Market Overview* reports were published, providing data on the performance of each media market segment (Incze, 2006, 2007, 2008, 2009; Mrs. White Media Consulting Kft., 2012a, 2012b, 2013). The disadvantage of these aggregated data is that they do not detail the data of media companies that are also active in journalism. In the case of the largest players, Urbán focuses in her analyses on the evolution of advertising expenditure by the state for each media company. She also analyses the data about the total revenues of the largest journalistic media companies from the publicly available database, showing the dependence of media outlets on public advertising revenues (Bátorfy & Urbán, 2019, 2020; Bátorfy, Urbán & Győri, 2017; Mertek Media Monitor, 2015a, 2016a, 2017, 2018a, 2019, 2021a, 2021b; Urbán, 2013, 2015a).

Hungarian (independent) journalism has only one very limited possibility of *state support*: only audiovisual and radio service providers can benefit from the *Hungarian Media Patronage Programme*, which aims to support the production of public service radio and television programmes, and the operating and development costs of these services.<sup>144</sup> Based on the previously mentioned analyses of Urbán (Bátorfy & Urbán, 2019, 2020; Bátorfy, Urbán & Győri, 2017; Mertek Media Monitor, 2015a, 2016a, 2017, 2018a, 2019, 2021a, 2021b; Urbán, 2013, 2015a), in Hungary, state advertising expenditure can currently be considered as a form of state aid, which seriously infringes EU competition law. In this regard Mertek Media Monitor, Klubrádió and former MEP, Benedek Jávör lodged a complaint for the European Commission in 2019.<sup>145</sup> In their study, Szeidl and Szucs (2021) investigated the exchange of favours between politics and the media, how market changes (e.g. change of ownership) affect the public advertising allocated to media outlets, and whether this causes also a change in their content.

Concentration in the Hungarian media market has been the subject of numerous studies in the last twenty years, most notably in the works of Mihály Gálik and Ágnes Urbán. (Gálik, 2004a, 2004b, 2007, 2008, 2011; Gálik & Vog, 2011, 2012; Urbán, 2015a, 2015b, 2016, 2021) Traditional *concentration indicator* analyses for the Hungarian media market are almost non-existent, but in her 2015 study, Urbán calculated C4 and Herfindahl-Hirschman Index (HHI) values for the state advertisement spendings (Urbán, 2015a). Data on *the audience reach* of public service channels and their position in the television market has been available in the annual reports of the CEOs of Duna Media Services since 2012.<sup>146</sup> After the regime change, *foreign professional investors* became market leaders in several media segments, including newspaper publishing, radio, and television. After 2010, most of them sold their domestic interests and withdrew from

<sup>142</sup> Link to the database: <https://english.nmhh.hu/stakeholders/registers-databases>

<sup>143</sup> Television commercials: <https://www.memeinfo.hu/reklamtorta>; digital advertisement spending data (2008-2020): [https://iab.hu/wp-content/uploads/2021/04/IAB\\_HU\\_Adex\\_2020.pdf](https://iab.hu/wp-content/uploads/2021/04/IAB_HU_Adex_2020.pdf); WHITEREPORT Key Performance Indicators – public macro data on the media market: [http://whitereport.hu/kpi\\_offer.aspx](http://whitereport.hu/kpi_offer.aspx)

<sup>144</sup> Source: <https://tamogatas.mtva.hu/rolunk/>

<sup>145</sup> Source: <https://mertek.eu/en/2019/01/29/state-advertising-spending-in-hungary-an-unlawful-form-of-state-aid/>

<sup>146</sup> Access: [https://dunamsz.hu/kozerdeku/?lang=hu\\_hu](https://dunamsz.hu/kozerdeku/?lang=hu_hu)

the Hungarian market, and this is when domestic media owners, mainly from pro-government investor circles, started to gain strength. The ownership shifts of the 2010s, the steady increase of market concentration, and in this regard the impact of the creation of Central European Press and Media Foundation (CEPMF) in 2018, are well documented in the Soft Censorship reports of Mertek Media Monitor (Mertek Media Monitor, 2015a, 2016a, 2017, 2018a, 2019, 2021a, 2021b).

### 3.2. Public service media

Parallel to the 2010 media laws and the transformation of the media authority, the Hungarian *public service media system* has also been restructured. 2015 saw another major reorganisation of the PSM. There is a lively academic work on the structural changes, the legal environment, and the functioning of public service media since the beginning of the 2010s (Gálik, 2012; Hammer, 2012; Majtényi, 2015; Polyák & Urbán, 2015; Vincze, 2012a). But even before, many researchers were dealing with the topic - given that in Hungary, never since the fall of communism has public media managed to become independent from the actual government (Csepeli et al., 2007; Gálik, 2002; Jakubowicz, 2004; Koltay, 2007; Szente, 2002). The *Soft Censorship* reports take a close look at the Hungarian *media policy* in the 2010s, including the functioning of PSM and other media market issues such as subsidies and taxes on service providers (Mertek Media Monitor, 2015a, 2016a, 2017, 2018a, 2019, 2021a, 2021b, 2021d). Szicherle and Wessener (2017) also review the direction of domestic media policy and the performance of the public service media. To capture the extent to which Hungarian public service media do not meet the normative expectations set out in the Public Service Code<sup>147</sup>, Mertek Media Monitor has been monitoring the PSM news since 2016 in its *Szűrőpróba*<sup>148</sup> analysis series.

### 3.3. Production conditions

We do not have data on the *digital resources* of newsrooms, the proportion of *multimedia reporters*, the proportion of *investigative journalists*, the number of *foreign correspondents*, the degree of *monitoring of social media*, or the extent of *collaborative journalism*. It could be said, that absolutely no quantitative data is available on the production conditions of journalists, but it is worth taking qualitative knowledge into account for an understanding of the topic. From the interview-based studies about journalists conducted regularly by Mertek Media Monitor (2015a, 2016a, 2017, 2018a, 2019, 2021a, 2021e), we can gain an insight into the wider factors that affect their daily work: an increasing number of working hours, a decrease in the amount of time available for a story, shrinking availability of information, and decreasing resources for local or international issues - all of which are attributed directly or indirectly to the politicisation of the media. Of great importance for the topic is the *MODEM* (Hungarian Online and Digital Media History) project, which is building an archive of oral history interviews with actors from various fields of the domestic media. So far, more than 40 interviews have been completed, mainly in the fields of content production, online media and journalism.<sup>149</sup>

### 3.4. Working conditions

Information on *job satisfaction*, *employment types*, *feelings of security*, and *threats to journalists* can all be found in the Vásárhelyi (ed. 1999, 2007) and the *Worlds of Journalism Study* (Róka, Frost & Hanitzsch, 2017) surveys. However, questions on the *degree of movement* between oth-

<sup>147</sup> The Public Service Code in Hungarian:

[https://nmhh.hu/dokumentum/169246/kozszolgalmi\\_kodex\\_2016\\_januar\\_1\\_tol.pdf](https://nmhh.hu/dokumentum/169246/kozszolgalmi_kodex_2016_januar_1_tol.pdf)

<sup>148</sup> Mertek Media Monitor. *Szűrőpróba* [Spot-check]. 2016- (to present)

<https://mertek.eu/page/9/?s=sz%C3%BAr%C3%B3pr%C3%B3ba>

<sup>149</sup> Source: <https://www.mediatoritenet.hu/interjuk/>

er areas of the communications sector, *earnings opportunities*, *intra-organisational training*, and *career prospects* were still included in the Vásárhelyi surveys (1999, 2007), but the *Worlds of Journalism Study* (Róka, Frost & Hanitzsch, 2017) did not address them. Therefore, we only have information on these questions from the first half of the research period.

### 3.4.1. Intra-organizational diversity

The journalist surveys conducted by Vásárhelyi (ed. 1999, 2007) and Róka, Frost and Hanitzsch (2017) show the proportion of journalists by **gender** and **age**, but we do not have more information for example on their **class** or **cultural background** neither at the national level nor at the level of the newsrooms.

### 3.4.2. Journalistic competencies, education, and training

As already explained in section 1.3.1, there is no actual journalism education at tertiary level in Hungary, but journalism can be studied at private academies and programs, and indirectly at the communication and media departments of some universities. The situation of **journalism education** has been subject of several studies (Association of Hungarian Content Providers, 2014; Bajomi-Lázár, 2009, 2015d; Demeter & Horányi, 2015; Derényi, 2015; Gálik, 2015; Mester & Torbó, 2019; Polyák & Torbó, 2019; Szabó, 2021; Szijártó, 2015; Weyer et al., 2015a, 2015b). The Vásárhelyi survey (2007) takes stock of journalists' **qualifications** and language skills. Some outstanding qualitative studies also highlight other important areas: Gödri (2021) deals with the situation of the career-starting journalists. Galambos (2008) examined the role played by German owners and publishers in the democratisation of the Hungarian media market after the regime change and the professional knowledge and skills they managed to transfer to the Hungarian journalism society. Barta's studies (2015, 2018) deals with journalists' social media practices and their digital **competencies**. Lampé in her study entitled "*Return Service*" (2008) explores the problematic practice of pre-publication checking and transcription of articles in Hungary, evaluating the role of journalists and interviewees in this phenomenon.

### 3.4.3. Professional culture and role perception

Excellent data are available from the research of Szabó and her colleagues, who examined the **role performance** of Hungarian journalists by analysing the content of articles in the four largest Hungarian daily newspapers (Szabó, Kormos & Zagyai, 2016). Some other studies use also content analysis to investigate how different newsrooms represent certain themes or social groups (Bene & Szabó, 2019; Bernáth & Messing, 2012, 2015; Bognár & Janky, 2015; Demeter, 2018; Hajdu et al., 2018). Bajomi-Lázár (2016, 2017) assessed the state of Hungarian political journalism, exploring the historical and social reasons behind the emergence of two schools of journalism, one seeking neutrality and the other politically committed. The parallelism between media and politics and its impact on journalism is regularly handled by Bajomi-Lázár (2010, 2015a, 2015b, 2015c, 2019, 2020, 2021). Barta deals in her researches with the changing roles of journalists as an impact of new media: how the emergence of citizen journalism influenced the role of professional journalists in mainstream media (2007), what impact algorithms have on online journalism (2015) or what potentials lay in participatory journalism (2020).

The research conducted by Vásárhelyi (2007) provides information on the **self-image and ideological orientation** of journalists. The *Press Freedom Index* reports (Mertek Media Monitor, 2014, 2015b; Timár, 2016, 2017) and later the *Soft Censorship* reports (Mertek Media Monitor, 2015a, 2016a, 2017, 2018a, 2019, 2021a, 2021e) deal with journalists' perceptions of the media's role performance, their perception of media diversity (inclusiveness), presence of self-censorship and commitment for their profession. The journalist interviews within some of the reports examine also the situation and attitudes of journalists in the light of current events in

the media market. The special issue of the 2021 report looks in more detail at the role of journalists and the reputation of the profession (Mertek Media Monitor, 2021e).

Bajomi-Lázár (2003), in his article *“In the traces of the objectivity doctrine”*, discusses **journalistic norms** and the roles of journalists that can be mapped out along the value of objectivity. In his 2019 study, he reviews the needs and norms that guide journalists in the pro-government media. Tófalvy (2015, 2016, 2017) deals with the **values and ideologies** of the journalistic society, primarily from a theoretical point of view, and his writings also tell us who the law or the profession considers a journalist. One of the main elements of the *Newsreel* project is to examine the **ethical challenges** journalists face (Bettels-Schwabbauer, 2018; The Newsreel Project Consortium, 2021). Vásárhelyi's (2007) edited volume provides information on the ethical standards of journalists by which they carry out their work and their situation on **autonomy**. The *Worlds of Journalism Study* explored the basic journalistic values and ethical standards, journalists' trust in certain public institutions, and also examined the issue of autonomy (Róka, Frost & Hanitzsch, 2017). The *Press Freedom Index* reports give insight into the political, economic, and legal pressures journalists face and the values they consider important for their professional freedom (Mertek Media Monitor, 2014, 2015b; Timár, 2016, 2017).

## 4. Publications, data sources and main monitoring actors of media usage patterns

Despite the limited and sporadic public availability of official audience measurement data, Hungary is well covered for the assessment of the media consumption variables. The bibliographical database has 104 references connected to the media usage domain. For each variable, we can find sufficient data of good quality, in many cases even on a longitudinal basis (primarily from the second decade of the research period).

Audience measurement for television, print, and online media is carried out by private companies, while for the radio listenership data the National Media and Infocommunications Authority is responsible. In the case of television audience measurement, market players are financing the measurement services of Nielsen<sup>150</sup>, so the data is not publicly available – it is up to the television companies to decide which results they want to publish. Internet audience measurement is carried out by Gemius Hungary on behalf of the Digital Audience Measurement Council<sup>151</sup>, which is also ordered by market stakeholders, with funding coming from publishing companies, agencies, and sales houses (Bucsky, 2021 July 12, 2021 July 14, 2021 July 19). Some of their basic data is publicly available. The Hungarian Audit Bureau of Circulations (MATESZ)<sup>152</sup> audits print publications, and according to their introduction, 85% of all publications on the market are on their list. It is also funded by publishers, agencies, and advertisers. Data on circulation figures are publicly available on a quarterly basis. Kantar Hoffmann-M-Meter measures radio listening on behalf of the NMHH.<sup>153</sup> Detailed data are published by the media authority in quarterly reports.

Eurostat's “Digital economy and society<sup>154</sup>” theme also provides useful data, mainly on access possibilities of users. The Hungarian Central Statistical Office's raw data about media usage can be found in the themes “Culture”<sup>155</sup> and “Information, communication”<sup>156</sup>.

<sup>150</sup> Nielsen Audience Measurement: <https://www.nielsen.com/hu/hu/solutions/measurement/television/>

<sup>151</sup> For more information in Hungarian see: <https://dkt.hu/>

<sup>152</sup> For more information in Hungarian see: <https://matesz.hu/>

<sup>153</sup> Data is available at <https://nmhh.hu/kutatasok>

<sup>154</sup> Data is available at <https://ec.europa.eu/eurostat/web/digital-economy-and-society/overview>

<sup>155</sup> Data is available at <https://www.ksh.hu/culture>

In addition to raw data, there are a number of national and international surveys that provide a comprehensive picture of the media usage habits of the population. Some of these relate to media consumption in general, while others focus specifically on news media and information habits. The data on the latter are much more useful for the study of deliberative communication.

Since 2012, MerteK Media Monitor has been conducting almost every two years a representative survey about the sources of political information, providing a picture of the most relevant news sources among the Hungarian voting-age audience (MerteK Media Monitor, 2013, 2016b, 2018b, Hann et al., 2020). These analyses provide data for several variables of the media usage domain, such as access to media, the relevance, and quality of news media, or the trust in media. On the media consumption habits of young people, useful information can be obtained from the relevant chapters of the *Youth Research* studies published every four years since the early 2000s (Bauer & Szabó, 2005, 2009; Kitta, 2012; Laki, Szabó & Bauer, 2000; Társadalomkutató Kft, 2020; Tóth, 2016). *Reuters Digital News Reports* (Bognár, 2022) or the country reports of *Media Pluralism Monitor* (Bátorfy et al., 2022) give valuable data for many of the variables in the media usage domain.

In addition to longitudinal surveys, some periodic projects can also provide evaluations on specific issues, such as the Media Council's representative survey on the population's media usage (National Media and Infocommunications Authority, 2011b), the Hungarian country report of *Mapping Digital Media* by the Open Society Foundations (2012), the *Standard Eurobarometer 92 Survey* on the media use in the European Union (European Commission Directorate-General for Communication, 2020) or the mixed methodology research conducted by the London School of Economics (2020).

#### 4.1. Access to media and diversity of media provision

Information on **internet penetration**, the number of internet subscriptions, and mobile internet usage is available from the Hungarian Central Statistical Office<sup>157</sup> or from the statistical database of the National Media and Infocommunications Authority<sup>158</sup>. We do not have precise data on which **groups has no access** to news media, social media, or mobile internet. However, a source for the proportion of the adult population that does not use specific types of media or social media for information can be obtained from the MerteK-Medián news consumption surveys (MerteK Media Monitor, 2013, 2016b, 2018b, Hann et al., 2020).

For the assessment of the **diversity of the media market**, see Bátorfy and Szabó's analysis from 2020 (Bátorfy & Szabó, 2020) and MerteK Media Monitor's *Soft Censorship* reports (MerteK Media Monitor, 2015a, 2016a, 2017, 2018a, 2019, 2021a, 2021b). The Hungarian team members of Mediadelcom investigated also the relationship between media supply and news consumption based on representative survey data (Polyák, Szávai & Urbán, 2019; Polyák, Urbán & Szávai, 2022). On the **reach of individual media outlets**, we can rely on the MerteK-Medián news consumption surveys (MerteK Media Monitor, 2013, 2016b, 2018b, Hann et al., 2020), as well as on measurements by Nielsen (television), Kantar Hoffmann-M-Meter (radio), MATE SZ (print media), and DKT-Gemius (online media). Television data's publicity is limited, but viewing statistics for the top evening news programmes can be found in the media authority's annual parliamentary reports<sup>159</sup>.

<sup>156</sup> Data is available at <https://www.ksh.hu/information-communication>

<sup>157</sup> Data is available at <https://www.ksh.hu/>

<sup>158</sup> Data is available at <http://ehmmsa.nmhh.hu/informatika-internet>

<sup>159</sup> The reports are available in Hungarian: <https://nmhh.hu/kozerdeku-adatok/tevekenyseg-mukodes/orszaggyulesi-beszamolok>

Public service media services must be made accessible free of charge for subscribers by content providers. PSM is **obliged to provide** independent programmes for the recognised nationalities living in Hungary and also performs news agency tasks through the operation of the Hungarian News Agency (MTI).<sup>160</sup> According to the Media Act, commercial audiovisual service providers with significant influence are obliged to broadcast prime-time news.<sup>161</sup> The law also contains provisions for services for people with disabilities.<sup>162</sup>

## 4.2. Relevance of news media

The results of the Mertek-Medián news consumption surveys (Mertek Media Monitor, 2013, 2016b, 2018b, Hann et al., 2020) provide useful input for the evaluation of this topic. The survey is focusing on the **frequency of news consumption** of the individual news sources. The last survey in 2020 included 54 specified media outlets, tv and radio channels, print and online newspapers. The research also pays special attention to the individual's political interests: how much interest they have in politics, how much time they spend informing themselves about public affairs, and what media they use for this. Thus, we have basic demographic data on the **news avoiders**, but in-depth analyses are lacking. Based on this survey data, the authors of the present paper published two studies, which draw a picture of different consumption patterns for public information, also identifying pro- and anti-government opinion bubbles in Hungarian society (Polyák, Szávai & Urbán, 2019; Polyák, Urbán & Szávai, 2022).

**Subscription**-based online media are still rare in Hungary, although hybrid practices (free articles + paid contents) are increasingly emerging. Most independent news portals try to sustain themselves through donations and crowdfunding. The Mertek-Medián survey also asked whether consumers support any media with donations. We do not have much information on the audiences of **alternative news sources**, but there have been some recent analyses of the role of “grey-zone” news sources (Political Capital, 2022) and social media “news providers” and influencers<sup>163</sup> in the public discourse.

## 4.3. Trust in media

Data on the level of trust in the media and also in individual news sources are also available from the Mertek-Medián surveys, as well as questions on consumer expectations and attitudes towards the media (Mertek Media Monitor, 2013, 2016b, 2018b, Hann et al., 2020). Measurements about the trust in media are also published in the *Reuters Digital News Reports* and *EBU Net Trust Index*<sup>164</sup>.

# 5. Publications, data sources and main monitoring actors of media related competencies domain

For the operational variables on media-related competencies, limited data are available in Hungary. The bibliographical database contains 90 literatures for this domain. In the theoretical approach to media literacy, there are a good number of expert books, textbooks, and practical guides in the Hungarian academic and practice-oriented literature. In 2015, the media authority published some books on the subject, including volumes by Hungarian authors or translations from international authors (Aczél, Andok & Bokor, 2015; Antalóczy & Pörzsi eds., 2015; Hartai,

<sup>160</sup> Act CLXXXV of 2010 on Media Services and on the Mass Media, section 98 and 101.

<sup>161</sup> Act CLXXXV of 2010 on Media Services and on the Mass Media, section 38.

<sup>162</sup> Act CLXXXV of 2010 on Media Services and on the Mass Media, section 39.

<sup>163</sup> See the analysis of Atlo: <https://atlo.team/ner-metaverzum/>

<sup>164</sup> Data is available at [https://www.ebu.ch/publications/research/login\\_only/report/trust-in-media](https://www.ebu.ch/publications/research/login_only/report/trust-in-media)

2015; Kósa & Berta eds., 2015). However, empirical data are periodical and sporadic. The research tradition is mainly based on small sample research among children of different age groups (some research also on elderly people), and on teachers' media literacy and teaching practices. Large sample surveys or research on the competencies of the adult population are not common in Hungary. Although results of a number of international longitudinal or project-based researches are available, which comply for subsequent comparative analysis on a quantitative basis. For example the *Programme for the International Assessment of Adult Competencies* – PIAAC (2017/2018), *Programme for International Student Assessment* – PISA (2003-2018), *United Nation E-Participation Index* (2003-2020), Open Society Institute Sofia's *Media Literacy Index* (2017-2021), European Audiovisual Observatory – *Mapping of media literacy practices and actions in EU-28* (2016), European Association for Viewers Interests' *EMEDUS Project* (2012), ANR TRANSLIT and COST "*Transforming Audiences / Transforming Societies*" (2013) and the *European Values Study* (since 1990).

## 5.1. Normative sources

Several studies have assessed the **structural factors** of media literacy in the last decades (Hartai, 2014; Neag & Koltay, 2019; Pelle & Neag, 2016; Schleicher & Rétfalvi, 2014, 2015). A comprehensive document is the evaluation published by the Commissioner for Fundamental Rights (2016), which handles the actors and programmes of the Hungarian public and civil sector dealing with media literacy, and based on their feedback identifies good practices and gaps, also makes recommendations on areas for improvement. The *Digital Success Programme* was launched by the state in 2016, as part of Hungary's *Digital Education Strategy*.<sup>165</sup> It sets out the infrastructural, substantive, and methodological goals for the entire education system. The document also provides a status report on all levels of the education system. Another key area of the programme is effective child protection, which Hungary's *Digital Strategy for Child Protection* aims to achieve.<sup>166</sup> One of the three pillars outlined in the document is the development of media literacy. The Bűvös völgy [Magic Valley] Media Literacy Training Centre is run by the media authority and currently offers thematic programmes for school groups in three locations in the country, as well as publishing textbooks, guides, and teaching materials to support teachers in their media education efforts.

**Media literacy policies** have been thoroughly mapped by Neag (2017) in her dissertation and in the Hungarian country report of the ANR TRANSLIT and COST project, "*Transforming Audiences/Transforming Societies*" (Schleicher & Rétfalvi, 2014, 2015). Nagy (2018) has dealt with the European and Hungarian policies and regulation on media literacy.

The situation of media literacy in the **education system** has been regularly discussed by academics (Borbás et al., 2015, 2016a, 2016b; Buda, 2017; Hartai, 2014; Neag, 2015, 2017; Szíjártó, 2008). Research has also been conducted on the performance of media literacy education in schools (Herczog, 2012, 2016; Herczog & Racsko, 2012; Rajnai, 2021a, 2021b; Szóke-Milinte, 2016).

NGOs also play an active role in media literacy policies and practices in Hungary, such as the Televele Media Education Association<sup>167</sup>, the Multimedia in Education Section of the John von

<sup>165</sup> Digital Success Programme. (2016). *Digital Education Strategy of Hungary*. <https://digitalisjoletprogram.hu/files/0a/6b/0a6bfcd72ccb12c909b329149ae2537.pdf>

<sup>166</sup> Digital Success Programme. (2016). *Digital Child Protection Strategy of Hungary*. <https://digitalisjoletprogram.hu/files/c2/61/c2610c5560ef56425860d4d7bdd68b3d.pdf>

<sup>167</sup> Website: <https://televele.hu/english/>

Neumann Computer Society<sup>168</sup>, the Médiatudor - Hungarian partner of the MediaSmart Programme<sup>169</sup> or the Idea Foundation<sup>170</sup>.

## 5.2. Assessment of media-related competencies among citizens

Besides the results of the international surveys mentioned in the introduction of this chapter, there is sporadic research for the assessment of the individual variables. *Cognitive abilities* in the Hungarian population, such as the ability for rational argumentation can be understood through the analysis of Gerencsér and Szűts (2020), in which they examine the transformation of the debate on social networking sites, and the shift towards an emotion-based argumentation. In her study, Tomori (2021) conducted a document analysis of the current core curriculum, mapping how different cognitive communication skills appear theoretically in the Hungarian education system. Faragó (2019) examined the cognitive and emotional impacts of ICT use. On the topic of *communication competencies*, Bak and Kóvári's (2021) survey can be mentioned on the different social media use habits of different generations. In the assessment of *user skills*, we also find large sample studies, such as Borbély's analysis about the digital competencies of teachers. Based on a representative sample, the questionnaire took into account different areas of competencies, such as information, communication, security, content, and problem-solving (Eszenyiné Borbély, 2018, 2019). Lannert and Hartai's (2021) mixed method research examined the attitudes and practices of media literacy teachers. Buda (2017) conducted a survey on teachers' competencies and the use of ICT tools in their teaching practice. The *digital competencies* of students and teachers at different levels of the education system have been mapped by the ELTE Information Society Education and Research Group, and their results have been published in a study volume (Ollé et al., 2014). Herzog (2012) investigated the competencies of secondary school students and teachers in her doctoral thesis. Political Capital conducted a study on competencies and development opportunities related to fake news among teachers and young people aged 16-24 (Bálint et al., 2019). About *ethical capabilities* information is limited. In their research, Dányi and Altorjai (2003) sought to find out to what extent Hungarians see the Internet as an opportunity for democratic participation. Information on the level of interest in public life and the time spent gaining public affairs news can be found in the Mertek-Medián news consumption surveys (Mertek Media Monitor, 2013, 2016b, 2018b, Hann et al., 2020).

## 6. Analysis of Research and Monitoring Capabilities and Quality

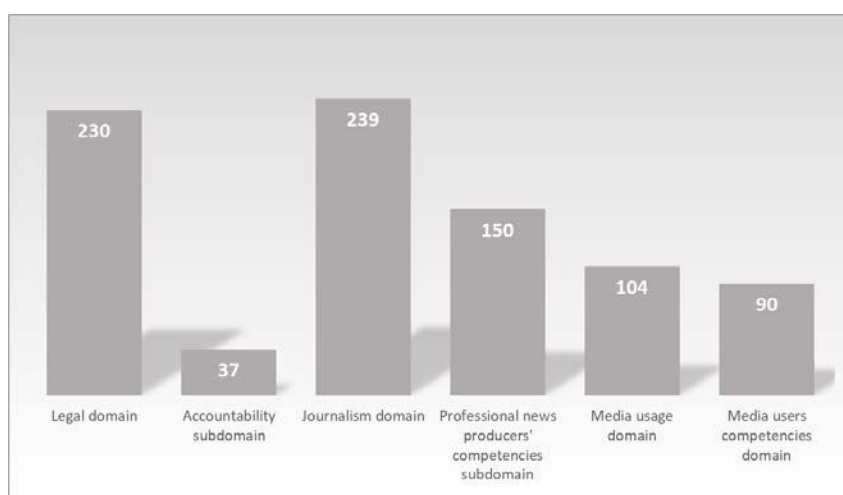
### 6.1. Comparative analytical overview of sources and access to these sources

For the analysis of the Hungarian bibliographic database containing 650 records, every identified literature has been categorised according to its primary domain, although many of the studies are relevant to more than one. In order to find out how well the different domains are covered, we also made another breakdown, in which references that address more than one domain have been assigned to all relevant ones.

<sup>168</sup> Website: <https://njszt.hu/hu>

<sup>169</sup> Website: <https://www.mediatudor.hu/>

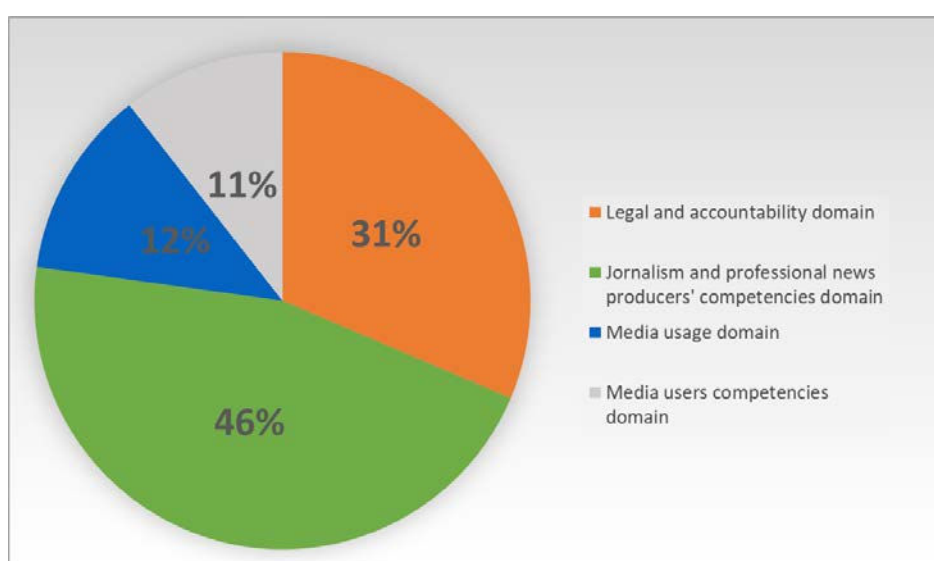
<sup>170</sup> Website: <https://ideaalapitvany.hu/>



**Figure 1. Distribution of the identified studies by domain (number, N=650/850). Source: Authors.**

Note: The total number of items in the figure exceed the total number of studies in the database, as papers covering multiple domains have been added to all relevant ones.

The largest part (46%) of the relevant literature belongs to the journalism domain, which covers both media market issues and journalistic competences and contexts. This is followed by the legal and accountability domain (31%), and by a much smaller proportion in the media usage (12%) and media competences (11%) domains.



**Figure 2. Distribution of the identified studies by domain (% , N=650/850). Source: Authors.**

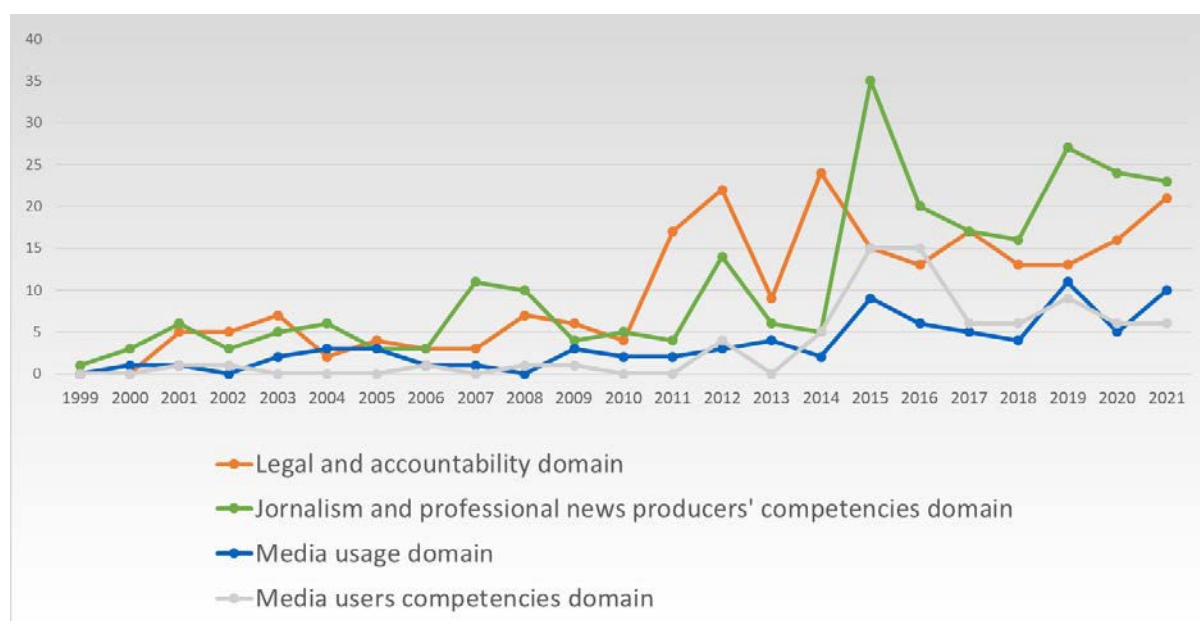
Although the journalism domain is the most extensive one, this can be explained by the fact that the theoretical part contains a relatively high number of variables spanning across a wide range of topics. This domain includes practically all aspects of the media market, public service media and journalistic culture, which have been hot topics in Hungary, especially in the last decade. Despite this, Hungary lacks very specific data for the assessment of some of the journalism domain's variables, such as the number of multimedia reporters or foreign correspondents, percentages of digital and investigative resources or intraorganisational demographics. Official journalistic statistics do not exist, and although survey-based researches can yield some quantitative data, qualitative evaluations based on interviews with journalists dominate this field.

The legal domain is where we have the most comprehensive knowledge for the study of risks and opportunities for deliberative communication in the Hungarian media system. For almost

all relevant variables, there are legal references, legal interpretations, and case law assessments. The least covered variable is the issue of whistleblowing protection. The scarcity of literature on the accountability subdomain does not mean that there is a clear research gap about the issue in Hungary. It is not researched because also the profession pays almost no attention to it. Apart from a few attempts to thematize this issue, there is not much to be found in this field. The references are dominated by theoretical texts, knowledge about specific accountability tools is lacking because they are not really present in the practice as well. The well-documented aspects concern the related problems of the state regulator and the normative approaches of accountability.

Even though the media usage domain represents a relatively small share of the total, it includes more than 100 relevant literatures. These publications provide a comprehensive understanding of the Hungarian context for all important variables in the domain. Also, rich quantitative data are available, mainly from the surveys carried out by Mertek-Medián and the international studies that explicitly assess the public information of the adult population in Hungary.

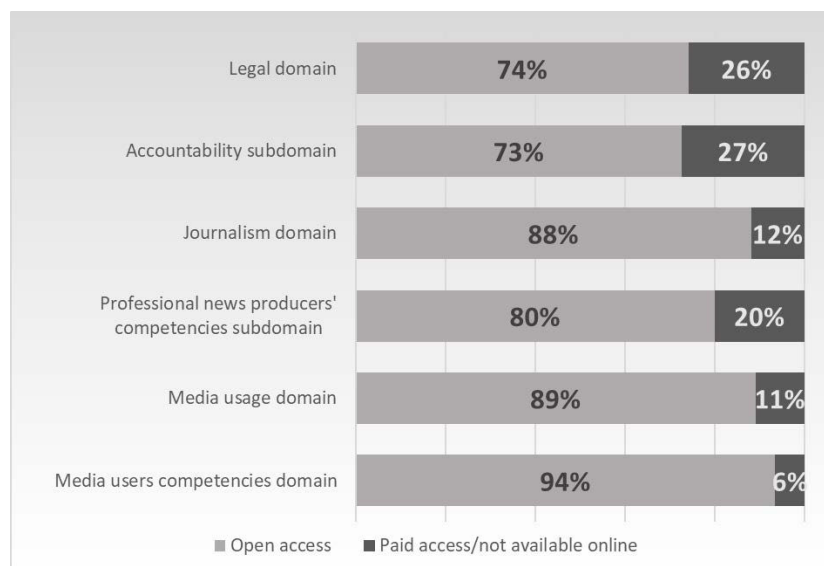
The variables in the media users' competencies domain cover very specific questions. We must mostly rely on findings from international surveys, given research on media literacy in Hungary has not addressed the issues identified as the domain variables. Media literacy research is biased toward studying children's and teachers' competencies, thus there is a wide range of small-sample, qualitative research in the field.



**Figure 3. Number of studies published by domains in the research period (number/year, N=650). Source: Authors.**

Compared to the last ten years, there is less information available for the period before 2010. This is partly because less digitalisation made it more difficult to find all the relevant data, and partly because many of the issues in focus of the Mediadelcom project have attracted the attention of researchers as a consequence of the media policy changes after 2010. In the legal domain, longitudinality is ensured by the overview volumes of Hungarian media law that cover the entire twenty years, as well as the lively professional discourse based on following and referencing the works of others. Because ethics and accountability are not the primary concerns in the Hungarian media landscape, there are not much recent data. Issues of the media authority and state engagement in the core regulatory system have been thoroughly documented after 2010. We've already highlighted that there are no regular longitudinal surveys and statistical measurements for the journalism domain's variables, but we do have some snapshot data from the

big journalists' surveys conducted by Vásárhelyi (1999, 2007) and in the *Worlds of Journalism Study* (Róka et al., 2017). The questions of these surveys are mainly related to the variables of journalistic competencies. Qualitative evaluations based on journalists' interviews typically became more frequent in the 2010s. As for media usage and media users' competencies domains, very few sources are available from the first decade of the 2000s.



**Figure 4. Share of open access sources by domains (%). N=650. Source: Authors.**

The high proportion of open access literature in the bibliographical database can be explained by multiple factors. First, when the Hungarian literature was collected for the database, online searching probably favoured the use of digital sources. Second, as shown in Figure 5, the overall sample contains a relatively high proportion of research reports, which are always released publicly. And finally, the great number of open access publications is supported by the Hungarian journals, most of which provide free access to their full content online. From these aspects also the Repository of the Hungarian Academy of Sciences is also of great importance, with almost 20,000 social science publications available.

## 6.2. Monitoring capabilities and the quality of data and knowledge

Across all domains, academic publications make up the majority of the corpus, with journal articles dominating, and to a smaller proportion, full books and book chapters representing themselves. The largest number of research reports and the comparably bigger number of non-academic articles are found in the journalism domain. The latter category mainly consists of the media related analyses of the *Átlátszó* news portal and its data journalism team, *Atlo*.

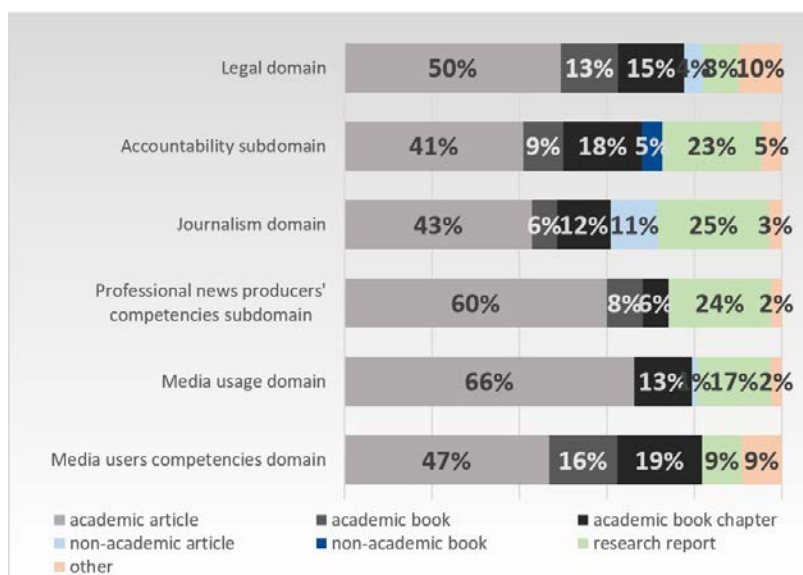


Figure 5. Type of publications by domains (%). Source: Authors.

As cumulative data for the domains show, the Hungarian media research focus appears to be on domestic issues, with 78% of publications dealing with the national context. In 13% of the sources other countries appear as well with more or less depths of analysis – in many cases in a comparative manner. Only 9% of the studies does not have a territorial focus, these are mainly the identified normative or theoretical publications. Broadly matching numbers are seen regarding whether the literature is published by a national or international publisher. 75% of the sources were published nationally. Regarding the language of the texts, there are considerable differences between the domains. We see a high proportion (above 40%) of English language publications in the journalism and media usage domains. This might be explained by the fact that these are the domains where most comparative studies have been carried out, as well as by the international attention paid to the situation in the Hungarian media market.

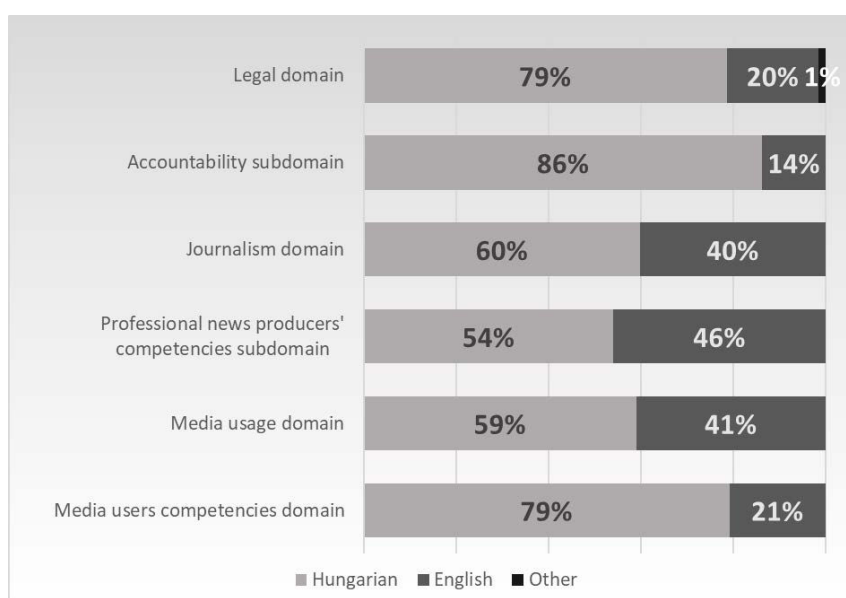


Figure 6. Language of the publications by domains (%). Source: Authors.

Hungary's media research scenario is particularly difficult in terms of the reliability of sources. Our scientific life is becoming even more polarized, much the same as our society as a whole or

our public discourse. The divide is along the pro-government – government-critical fault line, the democratic understanding of the media does not mean the same for everyone anymore. Journalism or the news media itself is also a very polarised area of Hungarian society. Government critics refer to media supporting the government and working with a single, central narrative as propaganda and party press, and from the pro-government side, there is no such thing as independent media, only left-liberal, opposition media. Researchers, experts, journalists, and even consumers are divided. Both sides consider the other discredited, a significant part of the public sphere also refuses to listen to opinions that disagree with their own beliefs. Some research institutes, which operate mainly with state support, funded through pro-government foundations, and almost exclusively by state or government contracts, also produce analyses relevant to the Mediadelcom project. As part of our research, we have also tried to map their analyses, but only found a small number of them – despite the fact that experts from these institutions are highly active in the public sphere and regularly express their views on media-related issues. Among the individual researchers, we should highlight the role of András Koltay, media law expert, who has a very large number of publications on topics relevant to the Mediadelcom project. According to his introduction<sup>171</sup> more than 400 publications are associated with his name. He was involved in the preparation of the much-debated 2010 media laws, and was member of the Media Council until his appointment as President of the media authority in December 2021. In an interview earlier this year he explained that he does not believe in the ideal of journalistic independence: *“Even in the West, there are brave authors who write that media independence is a self-made myth. After all, it always works in the interests of the owner and other interest groups, and journalists are necessarily biased.”*<sup>172</sup>

## 7. Conclusion

Despite the fact that media studies in Hungary has not yet earned recognition as an independent discipline in the academic system, and that government education policy – together with other humanities and social sciences – is making it increasingly difficult for communication and media studies departments to operate, we have a sufficient quantity and quality of data and research to evaluate the study by the criteria defined in the theoretical background of the Mediadelcom project. Not only the analyses produced by the academic sector, but also the work of the civil sector, professional organisations and investigative and data journalists are helpful in this respect.

Research in media law (chapter 2) is the most coherent field of study, with excellent experts and a high degree of specialisation in the various subfields. The domains of journalism (chapter 3) and media literacy (chapter 5) are the most fragmented ones, with limited specific quantitative data but with a wide range of studies based on qualitative, small sample study tradition. Quantitative data are available for the analysis of the media usage (chapter 4) variables, even from a longitudinal perspective in the 2010s. Accountability (section 2.3) is by far the most neglected topic, not only in the context of research but also in its practical realization.

The main risks for media research in Hungary are related to the transformation of the university and academy system and their funding practices (sections 1.2, 1.3.1, 1.4). The phenomenon of self-censorship is penetrating the previously autonomous university-academic sphere, people are losing or gaining positions on political grounds. Divisions are increasingly affecting more and more areas of the public sphere; different perspectives can no longer find common ground. The ethical issues of journalism, the working conditions of journalists and their role performance (sections 3.3, 3.4) are daily topics in the public discourse, but academic reflection on

<sup>171</sup> Source: <https://english.nmhh.hu/article/1767/Dr-Andras-Koltay>

<sup>172</sup> Source: <https://24.hu/belfold/2022/02/21/koltay-andras-nmhh-elnok-mediatanacs-interju/>

these issues is insufficient, research is not systematic, existing information is sporadic and fragmented. There is no proper journalism education in Hungary (section 1.3.1). Although there is valuable, longitudinal data and information on media usage (chapter 4), these are primarily non-academic sources - we have just little scientific knowledge on the subject. The fact that market measurement companies (section 1.3.3) only make very little, if any, data publicly available, creates the risks that 1) market players will only publish data that is favourable to them – this is how for example both of the two big competing national commercial TV stations can claim themselves as market leaders. And 2) the predominance of market interests makes it impossible to scientifically analyse these data which could help to deepen our understanding of media consumption habits and patterns.

Among the opportunities should be mentioned the fact that the state of the Hungarian media is in the spotlight both on the national and international scene. And while domestic sources support only limited research on the media, some funding for the study of the Hungarian public sphere is coming from the international private and civil sector, and also from political actors. These research findings generally attract considerable attention and raise public awareness about these issues. The biggest problem, however, is that beyond keeping the issue on the agenda, stakeholders failing to take action to the policy level.

The findings of various large comparative country analyses, as will be the output of the Mediadelcom project as well, provide a good opportunity to assess systemic risks behind the media. In Hungary, a critical discourse has recently emerged around some internationally acknowledged comparative methodology reports. Some argue that these are all distorted and assess Hungary's media system from the point of view of liberal democracies, although this is not the only legitimate understanding of democracy.<sup>173</sup> The authors of this paper, while attempting to present these perspectives, assess the situation of the Hungarian media according to the values of deliberative communication underpinning the theoretical background of the Mediadelcom project.

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<sup>173</sup> See the critiques by the Foundation for Transparency in Journalism:

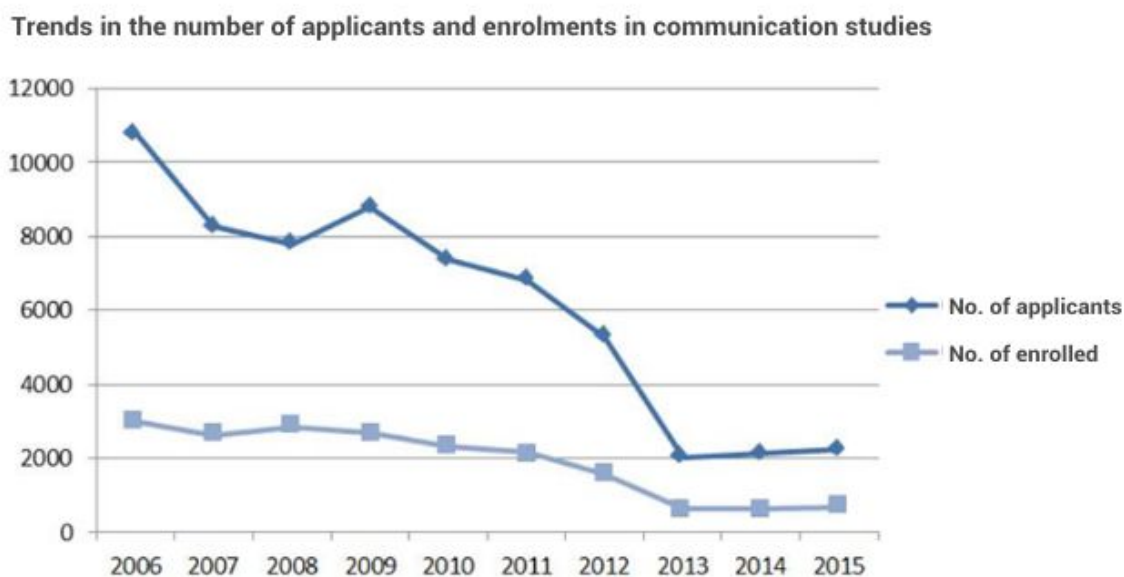
Reuters Digital News Report: <https://ojim.hu/digital-news-report-a-reuters-intezet-kozzetette-globalis-mediajelenteset/>

RSF World Press Freedom Index: <https://ojim.hu/az-rsf-sajtoszabadsag-index-es-ami-mogotte-van/>

Media Pluralism Monitor: <https://ojim.hu/modszertani-hibak-a-magyarorszagot-negativ-fenyben-feltunteto-eu-s-mediajelentesben/>

## Appendix

### Supplement 1.



Source: Derényi, A. (2015). Bizonyítékokra alapozott kormányzás és a kommunikáció képzés. *JEL-KÉP: KOMMUNIKÁCIÓ KÖZVÉLEMÉNY MÉDIA*. Special Issue (KSZ1). pp. 21-34

### Supplement 2. List of Hungarian universities' media institutes and departments

#### **Budapest Business School**

Department of Communication

<https://uni-bge.hu/en/kkk/department-of-communication>

#### **Budapest Metropolitan University**

Institute of Communication

<https://www.metubudapest.hu/institutes-and-lecturers>

#### **Budapest University of Technology and Economics**

Department of Sociology and Media Studies

<https://szoc.bme.hu/hu/>

#### **Corvinus University of Budapest**

Department of Communication and Media

<https://www.uni-corvinus.hu/main-page/about-the-university/departments/department-of-communication-and-media-science/?lang=en>

Department of Infocommunication

<https://www.uni-corvinus.hu/main-page/about-the-university/departments/department-of-infocommunication/?lang=en>

#### **Eötvös Loránd University**

Department of Media and Communication

<http://media.elte.hu/eng/>

***Eszterházy Károly Catholic University***

Department of Film and Media Studies

<https://uni-eszterhazy.hu/film-es-mediatudomanyi-tanszek/>

***Károli Gáspár University of the Reformed Church***

Department of Communication and Media Studies

<https://btk.kre.hu/index.php/2015-10-20-11-09-16/2015-10-20-11-15-36/tarsadalom-es-kommunikaciotudomanyi-intezet/kommunikacio-es-mediatudomanyi-tanszek.html>

***Kodolányi János University***

Department of Communication and Media Studies

<https://www.kodolanyi.hu/en/about-kju/organization>

***Milton Friedman University***

Department of Communication and Cultural Studies

<https://uni-milton.hu/en/department-of-communication-and-cultural-studies/>

***Pázmány Péter Catholic University***

Institute of Communication and Media Studies

<https://btk.ppke.hu/en/academics/institutes-and-departments/institute-of-communication-and-media-studies>

***University of Debrecen***

Department of Communication and Media Studies

<https://kommunikacio.unideb.hu/>

***University of Dunaújváros***

Department of Organizational Development and Communication Science

<https://www.uniduna.hu/en/education/institute-of-social-sciences>

***University of Pannonia***

Institute of Social Sciences

<https://english-ti.mftk.uni-pannon.hu/>

***University of Pécs***

Department of Communication and Media Studies

<https://commonline.hu/>

***University of Public Service***

Department of Social Communication

<https://antk.uni-nke.hu/tanszekek/tarsadalmi-kommunikacio-tanszek/bemutatkozas>

***University of Szeged***

Department of Communication and Media Studies

<http://www.media.u-szeged.hu/>

## List of abbreviations

AB	Constitutional Court	Alkotmánybíróság
Btk.	Act C of 2012 on the Criminal Code	2012. évi C. törvény a Büntető Törvénykönyvről
CEPMF	Central European Press and Media Foundation	Közép-európai Sajtó és Média Alapítvány
CEU	Central European University	Közép-európai Egyetem
CPJ	Committee to Protect Journalists	
DKT	Digital Audience Measurement Council	Digitális Közönségmérési Tanács
EAVI	European Association for Viewers Interests	
ECPMF	European Centre for Press and Media Freedom	
EFJ	European Federation of Journalists	
ELKH	Eötvös Lóránd Research Network	Eötvös Lóránd Kutatási Hálózat
ENNHRI	European Network of National Human Rights Institutions	Nemzeti Emberi Jogi Intézmények Európai Hálózata
EC	European Commission	Európai Bizottság
EU	European Union	Európai Unió
FKGP	Independent Smallholders Party	Független Kisgazda Párt
FPU	Free Press Unlimited	
Privacy Act (Infotv.)	Act CXII of 2011 on the Right to Informational Self-Determination and Freedom of Information	2011. évi CXII. törvény az információs önrendelkezési jogról és az információszabadságról
IPI	International Press Institute	Nemzetközi Sajtóintézet
KDNP	Christian Democratic Party	Kereszténydemokrata Néppárt
KESMA	Central European Press and Media Foundation	Közép-Európai Sajtó és Média Alapítvány
KSH	Hungarian Central Statistical Office	Központi Statisztikai Hivatal
MATESZ	Hungarian Audit Bureau of Circulations	Magyar Terjesztés-ellenőrző Szervezet
MDF	Hungarian Democratic Forum	Magyar Demokrata Fórum
MSZP	Hungarian Socialist Party	Magyar Szocialista Párt
MTA	Hungarian Academy of Sciences	Magyar Tudományos Akadémia
MTI	Hungarian News Agency	Magyar Távirati Iroda
Media Act (Mttv.)	Act CLXXXV of 2010 on Media Services and Mass Media	2010. évi CLXXXV. törvény a médiaszolgáltatásokról és a tömegkommunikációról
MÚOSZ	Association of Hungarian Journalists	Magyar Újságírók Országos Szövetsége
MTVA	Media Services Support and Asset Management Fund	Médiaszolgáltatás-támogató és Vagyonkezelő Alap
NAIH	Hungarian National Authority for Data Protection and Freedom of Information	Nemzeti Adatvédelmi és Információszabadság Hatóság
NHH	National Infocommunications Authority	Nemzeti Hírközlési Hatóság
NKA	National Cultural Fund	Nemzeti Kulturális Alap
NMHH	National Media and Infocommunications Authority	Nemzeti Média- és Hírközlési Hatóság

NVI	National Election Office	Nemzeti Választási Iroda
OECD	Organisation for Economic Co-operation and Development	Gazdasági Együttműködési és Fejlesztési Szervezet
ORTT	National Radio and Television Authority	Országos Rádió és Televízió Testület
OSCE	Organization for Security and Co-operation in Europe	Európai Biztonsági és Együttműködési Szervezet
OTKA	National Scientific Research Funding Programmes	Országos Tudományos Kutatási Alapprogramok
PIAAC	Programme for the International Assessment of Adult Competencies	Felnőttek Képesség- és Kompetenciamérése Program
PISA	Programme for International Student Assessment	Nemzetközi Tanulói Teljesítménymérés Programja
PSM	Public Service Media	Közszolgálati média
Ptk.	Act V of 2013 on the Civil Code	2013. évi V. törvény a Polgári Törvénykönyvről
RSF	Reporters Without Borders	
Press Act (Smtv.)	Act CIV of 2010 on the Freedom of the Press and the Fundamental Rules of Media Content	2010. évi CIV. törvény a sajtószabadságról és a médiatartalmak alapvető szabályairól
SZDSZ	Alliance of Free Democrats	Szabad Demokraták Szövetsége
TASZ	Hungarian Civil Liberties Union	Társaság a Szabadságjogokért
UN	United Nations	Egyesült Nemzetek Szervezete

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