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Magnifying glass: youth, media, cultural consumption

Generation Z and cultural communication, with a focus on the festival market and the popular music industry, was the topic of Dr. Ádám Guld, Associate Professor of Communication and Media Studies at the Department of Communication and Media Studies of the Faculty of Humanities and Social Sciences of the UP, during the last course of this year's Musical University, held in Szenes, during the first two days of December.

The elective course at the UP is a real curiosity, offering students an insight into the world of pop music through lectures by invited experts. The current course aims to provide a dynamic overview of contemporary media culture, focusing on how contemporary popular music culture is represented in the spaces studied. The course was divided into two days and consisted of twelve hours of training, including interactive exercises and practical experience in areas such as campaign design.