

Course descriptions

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COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KŽ/A-moZU-001/15	Course title: Advertising and Promoting
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 1.	
Educational level: II.	
Prerequisites:	
Course requirements: Creation of selected promotional means control at the end of the semester (advertisement, slogan, cellar, etc.) - total max. 20 points), presentation on the chosen topic continuously according to the schedule in the introductory hours max. 10 points, knowledge test at the end of the course max 80 points. Rating scale: A (100 - 92), B (91 - 84), C (83 - 76), D (75 - 68), E (67 - 60), Fx (59 - 0) Violation of academic ethics results in the cancellation of points earned in the relevant item evaluation. Scale of assessment (preliminary/final): 30/80	
Learning outcomes: Students have acquired basic knowledge in the field of advertising and marketing communication in the context of journalism, respectively. mass media issues (theory, history, ethics ...). In the seminars, where the promotional means they created themselves are evaluated, they have mastered the basics of creating these means in general. Thanks to the subject, they are oriented not only in the mentioned area, but also in their journalistic practice. Due to the integrity of the advertising and journalism department, they are also able to work in advertising agencies, especially as advertising copywriters.	
Class syllabus: 742 / 5 000 Výsledky prekladov Basic characteristics of advertising and its place in the system of marketing communication. History and present of promotional activities in the world and in Slovakia. Types, principles and functions of advertising and marketing communication - marketing communication mix. Advertising and related activities (journalism, art ...). Ethics (ethical dimension) of business, marketing, promotion, advertising. Advertising and the specific process of mass communication. Characteristics of the components of the advertising process, resp. advertising campaign. Creativity in creating advertising statements.	

<p>Creativity in creating advertising headlines, slogans, titles. Creativity of personalities: Barnum, Disney, Tuscany and others. The power of advertising appeals, advertising tricks - humor, sex, fear, etc. Audiovisual means of advertising.</p>					
<p>Recommended literature: JURÁŠKOVÁ, Olga, HORŇÁK, Pavel et al.: Velký slovník marketingových komunikací. Praha : Grada, 2012. ISBN 978-80-247-4354-7 (9/9) 3) HORŇÁK, Pavel. Kreativita v reklamě. Zlín: VeRBuM, 2014. ISBN 978-80-87500-49-1 HORŇÁK, Pavel. Reklama – teoreticko – historické aspekty reklamy a marketingovej komunikácie. Zlín: VeRBuM, 2018, ISBN: 978-80-87500-94-1 HORŇÁK, Pavel, ŠEFČÁK, Luboš. Etika reklamy. Etika žurnalistiky. Bratislava: SOSPRA, 2000. ISBN 80-967916-1-3</p>					
<p>Languages necessary to complete the course: Slovak language</p>					
<p>Notes:</p>					
<p>Past grade distribution Total number of evaluated students: 331</p>					
A	B	C	D	E	FX
28,4	25,68	27,79	14,2	3,93	0,0
<p>Lecturers:</p>					
<p>Last change: 03.06.2022</p>					
<p>Approved by:</p>					

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KŽ/A-moZU-005/15	Course title: Basics in Economics
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 1.	
Educational level: II.	
Prerequisites:	
Course requirements: a) Drafting a journalistic text on a selected economic/business related topic (criteria will be announced during the semester) – 50 pts; b) Final test – 50 pts. Allowed absence: max. two excused absences (based on provided documents/proof of absence). Overall evaluation: A (100-92 %), B (91-85 %), C (84-76 %), D (75-68 %), E (67-> 60 %), Fx (≤ 60 %) Violation of academic ethics results in the cancellation of points earned in the relevant item evaluation. Scale of assessment (preliminary/final): 40/60	
Learning outcomes: After completing the course, students: <ul style="list-style-type: none"> • are familiar with basic economic terms and relationships (macro and microeconomic), so that they are not afraid of these topics and understand how they affect other areas of public life; • know how to work with sources of economic information; • understand (and have practical experience with) how to navigate databases and registers of publicly available information on economic topics; • understand how to work critically with companies' press releases when creating journalistic texts. 	
Class syllabus: Macro vs. Microeconomics: Supply and Demand in a market economy; GDP market makers; Economic growth vs. Recession; Unemployment; Inflation. Sources of macroeconomic information for journalists (Statistical office, Eurostat, EU portals, ministries, IFP, bank analysts ...). Monetary policy, its Tools and Objectives: The main players and their role (NBS, ECB, Fed); Quantitative easing. Fiscal policy, its instruments and objectives: State Budget and its importance. Companies and Corporations: Financial performance of companies and its impact on economic development; How to read financial statements (profit and loss account, balance sheet, notes to financial statements and information that can be found and useful for journalists in Annual Reports);	

Work with corporate press releases (how to read them critically and which information to pay attention to).

Open sources and their use in economic investigations (ORSR, Register of Financial Statements, Register of Public Sector Partners, Central Register of Contracts ...)

Financial markets: IPOs, stock indices, financial markets and financial crises; Impact of the financial markets' performance on the overall economy; Pension savings.

Recommended literature:

HACEK, Ján. Otvorené zdroje a dáta pre novinárov na Slovensku. Bratislava: Univerzita Komenského v Bratislave, 2020. ISBN 978-80-223-4845-4.

HACEK, Ján. Práca novinára s otvorenými zdrojmi a dátami [online]. Bratislava: Stimul, 2020. ISBN: 978-80-8127-268-4 Dostupné na: https://www.researchgate.net/publication/340129006_Praca_novinara_s_otvorenymi_zdrojmi_a_datami

HOLMAN, Robert. Ekonomie. Praha: Beckovy ekonomické učebnice. 2016. ISBN: 978-80-7400-615-9.

LISÝ, Ján, et al. Základy ekonómie a ekonomiky. Bratislava: Ekonóm, 2015. ISBN 978-80-225-4053-7.

HONTYOVÁ, Kajetana , LISÝ, Ján a MAJDÚCHOVÁ, Helena. Základy ekonómie a ekonomiky. Bratislava: Ekonóm, 2011. ISBN 978-80-225-3170-2.

Languages necessary to complete the course:

Slovak language (English language can help students with extra readings)

Notes:

Past grade distribution

Total number of evaluated students: 371

A	B	C	D	E	FX
55,8	34,77	6,74	0,81	0,54	1,35

Lecturers: doc. Mgr. Ján Hacek, PhD., Mgr. Olívia Strapeková, PhD.

Last change: 03.06.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KŽ/A-moZU-019/15	Course title: Creative Studio 1
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 1.	
Educational level: II.	
Prerequisites:	
Course requirements: Active participation with continual evaluation; practical journalism exercises, continual work on assignments covering various journalistic genres and their presentation, with individual assignments designed to build technical and creative skills needed to produce written, audio and video content; active participation in group debates following presentation of assignments, co-operation on a group project. The teacher will accept a maximum of two absences. Grading: A (100-92 %), B (91-85 %), C (84-76 %), D (75-68 %), E (67-> 60 %), Fx (≤ 60 %). Exact dates and topics for practical assignments to be announced in early dates of semester. Violation of academic ethics results in the cancellation of points earned in the relevant item evaluation. Scale of assessment (preliminary/final): Preliminary 100%.	
Learning outcomes: Students will build their ability to work on their own and produce journalistic content in form of various types of genres – starting from the simplest up to the most complicated forms. As a result of their participation in debates, they will have learnt basics in editing and giving feedback. The practical experience will prepare them for working as journalists in any type of media organisation.	
Class syllabus: The basics of working in news room; Preparation, production, editing and publishing of journalistic and non-journalistic items on webjournal.sk, online publication produced by the Department of Journalism. Work in a production team of the magazine, editing concrete sections. Work with photos and their sourcing. Publishing photographs in the online magazine's gallery. Participation in media projects of the Department of Journalism. Preparation and production of radio news and analysis items. The choice of theme and work on the script. Production of TV items, such as surveys, interviews to be broadcast on TV in co-operation with the best experts in media practise.	

Recommended literature:

The course is practical and focuses on building skills and capabilities as well as critical thinking of students. Classes are not oriented toward theoretical literature readings. It is up to individual students to back themselves up with relevant background literature based on their media preference (radio, TV, print, online).

Languages necessary to complete the course:

Slovak

Notes:

The course is provided in three forms based on the choice of preferred media: print/online, radio and TV.

Past grade distribution

Total number of evaluated students: 367

A	B	C	D	E	FX
72,48	19,35	6,81	0,54	0,27	0,54

Lecturers: Mgr. Peter Kubinyi, PhD., Mgr. Ľubomír Bajaník, PhD., Mgr. M. A. Lucia Virostková, PhD.

Last change: 18.05.2023

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KŽ/A-moZU-028/15	Course title: Creative Studio 2
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 2.	
Educational level: II.	
Prerequisites:	
Course requirements: Active participation with continual evaluation; practical journalism exercises, continual work on assignments covering various journalistic genres and their presentation, with individual assignments designed to build technical and creative skills needed to produce written, audio and video content; active participation in group debates following presentation of assignments, co-operation on a group project. The teacher will accept a maximum of two absences Violation of academic ethics results in the cancellation of points earned in the relevant item evaluation. Scale of assessment (preliminary/final): Preliminary 100 %	
Learning outcomes: Students will build their ability to work on their own and produce journalistic content in form of various types of genres – starting from the simplest up to the most complicated forms. As a result of their participation in debates, they will have learnt basics in editing and giving feedback. The practical experience will prepare them for working as journalists in any type of media organisation.	
Class syllabus: The basics of working in news room; Preparation, production, editing and publishing of journalistic and non-journalistic items on webjournal.sk, online publication produced by the Department of Journalism. Work in a production team of the magazine, editing concrete sections. Work with photos and their sourcing. Publishing photographs in the online magazine's gallery. Participation in media projects of the Department of Journalism. Preparation and production of radio news and analysis items. The choice of theme and work on the script. Production of TV items, such as surveys, interviews to be broadcast on TV in co-operation with the best experts in media practise.	
Recommended literature:	

The course is practical and focuses on building skills and capabilities as well as critical thinking of students. Classes are not oriented toward theoretical literature readings. It is up to individual students to back themselves up with relevant background literature based on their media preference (radio, TV, print, online).

Languages necessary to complete the course:

Slovak

Notes:

The course is provided in three forms based on the choice of preferred media: print/online, radio and TV.

Past grade distribution

Total number of evaluated students: 348

A	B	C	D	E	FX
71,26	21,26	5,17	1,15	0,0	1,15

Lecturers: Mgr. Peter Kubinyi, PhD., Mgr. Ľubomír Bajaník, PhD., Mgr. M. A. Lucia Virostková, PhD.

Last change: 18.05.2023

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KŽ/A-moZU-002/15	Course title: Culture in Media
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 2.	
Educational level: II.	
Prerequisites:	
Course requirements: The active participation on lectures and seminars, also in the discussions, working on the exercises during the semester. Students also need to prepare and present short oral presentation (about 10 minutes, they can get 10 points) on the topic "culture in current Slovak media" based on their own observation or research; deliver 2 authentic journalistic texts in the context of culture journalism (review - 30 points & other genre - 30 points) in the 10th week of the semester; successful completion of the test (30 points) in the last week of the semester. Grading scale: 100 - 92 A, 91 - 84 B, 83 - 76 C, 75 - 68 D, 67 - 60 E, 59 - 0 Fx. The exact day for evaluation and topics of the texts will be announced at the beginning of the semester. The teacher will accept a maximum of two absences. Violation of academic ethics will be punished, and the student will lose all the received points in the relevant assessment. Scale of assessment (preliminary/final): 100% preliminary	
Learning outcomes: After successfully completing the course, students have basic academic knowledge about the category of culture, also the active ability to reflect and evaluate cultural reality and present critical opinions and attitudes in the relation to various phenomenons and tendencies in the culture or art, that are presented in current mass media. Students successfully completing the course are familiar with the basics of culture journalism and they are aware of its importance in mass media communication and in culture. Furthermore, students have an overview in basic anthropological and culturological theses with the methods of culture researches in the context of mass media communication.	
Class syllabus: Culture (definition, meaning, function in society) Researching the culture (culturology, anthropology) Interpretation of culture (culture as a text) Mass culture Popular culture Culture in Slovak media	

<p>Culture journalism and its genres Review as a basic informative tool in the culture Culture (specializes) media in Slovak media system Media culture Culture & internet Language culture</p>					
<p>Recommended literature: DOLNÍK, Juraj. Jazyk – človek – kultúra. Bratislava: Kalligram, 2010. ISBN 978-80-8101-377-5. EAGLETON, Terry. Idea kultury. Brno: Host, 2001. ISBN 0-7294-026-0. GEERTZ, Clifford. Interpretace kultur. Praha: Sociologické nakladatelství (SLON), 2000. ISBN 80-85850-89-3. JAKSICSOVÁ, Vlasta. Kultúra v dejinách, dejiny v kultúre. Bratislava: VEDA, 2012. ISBN 978-80-224-1238-4. MURPHY, Robert Francis. Úvod do kulturní a sociální antropologie. Praha: SLON, 1998. ISBN 80-85850-53-2. Further literature will be presented at the beginning of the semester and during the lessons.</p>					
<p>Languages necessary to complete the course: slovak</p>					
<p>Notes:</p>					
<p>Past grade distribution Total number of evaluated students: 335</p>					
A	B	C	D	E	FX
35,52	29,55	16,12	6,87	8,06	3,88
<p>Lecturers: doc. Mgr. Mária Stanková, PhD.</p>					
<p>Last change: 17.05.2023</p>					
<p>Approved by:</p>					

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KŽ/A-moZU-145/17	Course title: Data Journalism
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester:	
Educational level: II.	
Prerequisites:	
Course requirements: Conditions for course passing: Partial tasks: 1) Creating content for online media (with using open sources – semestral project) Evaluation * Formal aspects and using apps for filtering and data visualization (max. 10 points) * Using long-term data from open sources for data driven journalism (max. 20 points) * Topical issues and difficulties of created content for online media. Using experts' statements in text (max. 20 points) Max.: 50 points, minimum: 60% (30 points) 2) Two tests (focused on data driven journalism area and economic journalism) 4. and 8. week of the semester (2x 25 points), (max. 50) 3) Final colloquium related to set books and given lectures (max. 50 points) The teacher will accept a maximum of two absences. • Optional – publishing of final text in Slovak media (10 extra points) • Grading scale: A (100-92 %), B (91-85 %), C (84-76 %), D (75-68 %), E (67-> 60 %), Fx (≤ 60 %) Violation of academic ethics results in the cancellation of points earned in the relevant item evaluation. Scale of assessment (preliminary/final): 100% preliminary	
Learning outcomes: Students are familiar with the basics of data journalism, software work, and data processing practices. They have an overview about the existence and using of open sources. After completing the course, they are ready to find, filter, and interpret open data. They are familiar with the basic laws and concepts associated with the cadaster, property declarations of public officials, data from the government's website, public procurement, etc. After the completion of the course, they will be able to process long-term data and incorporate it into journalistic outputs, including their visualization on news portals.	
Class syllabus:	

Semestr of semestr project – Data driven Journalism – Open sources – operators in search engines – cadastral law – public procurement law – apps for searching and data filtering – financial disclosure report – NRSR website – Jan Kuciak’s articles – Final colloquium

Recommended literature:

- * HACEK, Ján. Otvorené zdroje a dáta pre novinárov na Slovensku. Bratislava: Univerzita Komenského v Bratislave, 2020. ISBN 978-80-223-4845-4.
- * HACEK, Ján. Práca novinára s otvorenými zdrojmi a dátami [online]. Bratislava: Stimul, 2020. ISBN: 978-80-8127-268-4 Dostupné na: https://www.researchgate.net/publication/340129006_Praca_novinara_s_otvorenymi_zdrojmi_a_datami
- * Príručka dátovej žurnalistiky, Nadácia otvorenej spoločnosti, 2016 https://issuu.com/mirkagrof/docs/fom_ekniha_opendata2015_pdf_fin2__1
- * GRAY, Jonathan, CHAMBERS, Lucy a BOUNEGRU, Liliana. The Data Journalism Handbook. Sebastopol: O'Reilly Media, 2012. ISBN 9781449330064.
- * HOUSTON, Brant. Data for journalists: A practical guide for computer-assisted reporting. New Yourk: Routledge, 2019. ISBN 9780815370406.
- * Novelizovaný katastrálny zákon s aktualizovanou dôvodovou správou v úplnom znení, Vydavateľstvo EPOS, 2016, s. 32 ISBN: 978-80-562-0151-0 (povinná časť: s. 6 – 12 a 22 – 25).
- * Novelizovaný zákon o verejnom obstarávaní s aktualizovanou dôvodovou správou v úplnom znení. Vydavateľstvo EPOS, 2017, 144 s. ISBN 9788056201930 (povinná časť: s. 13 – 38).
- * Weby: DataDrivenJournalism.net, Datablog.cz, web <https://www.theguardian.com/international>, <https://ijec.org/databook/>.

Languages necessary to complete the course:

Slovak, Czech, English

Notes:

Past grade distribution

Total number of evaluated students: 26

A	B	C	D	E	FX
53,85	11,54	3,85	11,54	7,69	11,54

Lecturers: doc. Mgr. Ján Hacek, PhD.

Last change: 03.06.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KŽ/A-moZU-020/15	Course title: Economic Journalism
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 1.	
Educational level: II.	
Prerequisites:	
Course requirements: Conditions for course passing: Active participation in lessons (10 points) Writing a journalistic speech (30 points) In all components of the evaluation, the student must achieve at least a 60% success rate – a condition for participation in the oral final examination. Max. 2 absences are allowed. Publication of journalistic speech from the subject in the media (extra 10 points) 2) Final evaluation: Oral examination Exam dates will be published via the AIS no later than the last week of the teaching section. Overall subject rating: A (100-92%), B (91-85%), C (84-76%), D (75-68%), E (67-> 60%), Fx (≤ 60%) Violation of academic ethics results in the cancellation of points earned in the relevant item evaluation. Scale of assessment (preliminary/final): Scale of assessment (preliminary/final): 40/60	
Learning outcomes: After completing the course, students have knowledge of the primary sources of information and data necessary for the creation of economically/financially oriented outputs with a focus on investigative journalism. They are familiar with the tools and theory through which they will be able to create fact-based media outputs related to economically and financially oriented information. After completing the course, students also have knowledge of the issues of money laundering, tax havens and so-called offshore companies, reflecting topics such as the so-called Panama Papers and Pandora Papers.	
Class syllabus: Economic journalism and ethics. Policy and economics – investigative techniques and strategies in covering economic topics. Work with basic sources – how to read financial statements and analyses. Open sources for journalists with economic information.	

Registers enabling downloading of data and creation of analyses from so-called "long-term data". Principles of money laundering, tax havens, offshore companies, 'VAT refunds'. Economic crime in the real estate sector. Information on public officials and property background checking. Practice – analysis of Ján Kuciak's articles. Practice – practical tasks – using applications for processing and visualization of economic data. Practice – data finding and finishing of journalistic articles.

Recommended literature:

- * HACEK, Ján. Otvorené zdroje a dáta pre novinárov na Slovensku. Bratislava: Univerzita Komenského v Bratislave, 2020. ISBN 978-80-223-4845-4.
 - * HACEK, Ján. Práca novinára s otvorenými zdrojmi a dátami [online]. Bratislava: Stimul, 2020. ISBN: 978-80-8127-268-4. Available at: https://www.researchgate.net/publication/340129006_Praca_novinara_s_otvorenymi_zdrojmi_a_datami
 - * HACEK, Ján, MALOCH, Ján. Otvorené zdroje v poslednom texte Jána Kuciaka. Otázky žurnalistiky, 2018, č.3 –4
 - * ROUSH, Chris. Show me the Money: Writing Business and Economics Stories for Mass Communication. [online] New York: Routledge, 2011. ISBN 0-203-84824-1. Available at: https://www.academia.edu/13080700/_Chris_Roush_Show_Me_the_Money_Writing_Business
 - * THOMPSON, Terry: Writing about Business: The New Columbia Knight-Bagehot Guide to Economics and Business Journalism. New York: Columbia University Press, 2001. Available at: <https://b-ok.global/book/683352/d0ef68?id=683352&secret=d0ef68>
- Additional literature will be offer during the semester.

Languages necessary to complete the course:

Slovak

Notes:

Past grade distribution

Total number of evaluated students: 183

A	B	C	D	E	FX
43,72	38,8	9,29	3,28	1,09	3,83

Lecturers: doc. Mgr. Ján Hacek, PhD.

Last change: 03.06.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KŽ/A-moZU-012/15	Course title: Ethics in Journalism
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning	
Number of credits: 4	
Recommended semester: 2.	
Educational level: II.	
Prerequisites:	
Course requirements: The teacher will accept a maximum of two absences with documentation. Fullfill tasks during the semester. Seminar thesis/presentation about 10 - 15 pages Written test in the end of the semester Violation of academic ethics will be punished, and the student will lose all the received points in the relevant assessment. Grading scale: A (100 – 92), B (91 – 84), C (83 – 76), D (75 – 68), E (67 – 60), Fx (59 – 0) The deadline and topics of the texts will be announced at the beginning of the semester. Violation of academic ethics results in the cancellation of points earned in the relevant item evaluation. Scale of assessment (preliminary/final): 30 % preliminary 70 % final	
Learning outcomes: After completing the course, students are able to practice their profession as a journalist ethically, in the context of domestic and foreign codes of ethics and in accordance with Slovak and international legislation or documents. They are familiar with the journalistic codes of ethics valid in Slovakia and also the bodies of ethical self-regulation in our country. They master terminology, know various ethical theories, with an emphasis on professional media and journalistic ethics. They are able to solve ethical dilemmas in journalism, issues of journalist integrity, but also features of the current crisis of journalism, forms of media manipulation, problems of plagiarism, etc. They are guided by the fact that the activities of journalists in online media or in blogs / vlogs should be in line with the adopted code of ethics for members of the journalistic profession and members of the mass media.	
Class syllabus: Ethics and morality. The structure of morality. Moral regulation. Return to the sources - the ancient Greek ethos / ethos as a principle of human cultural identity. Teachings of Socrates, Plato, Cicero. Aristotle - the father of moral philosophy. Main ethical theories and their representatives. Professional ethics as applied ethics. Media ethics and journalistic ethics. Historical excursion - the first attempts to formulate ethical rules of journalistic work in the world. The oldest journalistic codes of ethics. Media and journalistic professional ethics. Levels of media ethics. Media regulation.	

The first code of ethics of the Slovak Syndicate of Journalists (SSN) from 1990. Code of ethics of journalists (SSN) from 2010. Current codes of ethics of the Slovak media.
 The relationship between ethics and law. Media legislation of the Slovak Republic. The connection of various laws with the ethics of a journalist.
 Ethical professional self-regulation in Slovakia.
 The professionalism of a journalist as an ethos in relation to oneself, to colleagues, to the employer, to the subject of his work and to the recipient.
 Ethical "offenses" of journalists. Plagiarism, piracy and copying. Protection of copyright and intellectual property.
 Protection of personality and good reputation of legal entities. Criminal and other protection.

Recommended literature:

DEKLARÁCIA MFN: zásady správania sa novinárov. Etický kódex MFN. 1996. In: Cez práva novinárov za práva verejnosti. 70 rokov Medzinárodnej federácie novinárov. Bratislava: SSN a MFN, 1996, s. 29 – 30.
 DRGONEC, Ján. Základy masmediálneho práva. Bratislava: Bratislavská vysoká škola práva, 2008. 503 s. ISBN 978-80-89363-04-9.
 HLAVČÁKOVÁ, Svetlana. Etika sa novinára týka. In: Kríza komunikácie v médiách. Bratislava: Stimul, 2011. s. 12 – 36.
 HLAVČÁKOVÁ, Svetlana. Etika žurnalistov a hovorcov po roku 1989. In: Otázky žurnalistiky, 2019, roč. 62, č. 3 – 4, s. 76 – 90. ISSN 0322-7049.
 HORŇÁK, Pavel – ŠEFČÁK, Luboš. Etika reklamy. Etika žurnalistiky. Bratislava: SOSPRA, 2000. 218 s. ISBN 80-967916-1-3.
 KEREČMAN, Peter. Novinári a sloboda tlače v rozhodnutiach Európskeho súdu pre ľudské práva. Bratislava: Informačná kancelária Eady Európy, 2003.
 Parlamentné zhromaždenie Rady Európy. Rezolúcia 1003 – o etike novinárstva. Dokumenty. In: Otázky žurnalistiky, 37, 1994, č. 1, s. 69 – 77. ISSN 0322-7049.
 REMIŠOVÁ, Anna. Etika médií. Bratislava: Kaligram, 2010. 310 s. ISBN 978-80-9101-376-8.
 BERNSTEIN, Carl – WOODWARD, Bob. 2002. Všichni prezidentovi muži. Praha: BB art, 2002. 332 s.
 Dokumenty online:
 Rezolúcia č. 1003 o etike žurnalistiky. 1993.
 Tlačovo-digitálna rada Slovenskej Republiky.
 Asociácia na ochranu novinárskej etiky v SR.
 Rada pre vysielanie a retransmisiiu.
 Relevantná legislatíva SR.

Languages necessary to complete the course:

Slovak language

Notes:

Past grade distribution

Total number of evaluated students: 337

A	B	C	D	E	FX
11,87	14,84	32,64	23,15	12,46	5,04

Lecturers: doc. PhDr. Anna Sámelová, PhD., Mgr. Adam Solga, PhD.

Last change: 03.06.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KŽ/A-moZU-049/15	Course title: Ethnic and Expatriate Journalism
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 4.	
Educational level: II.	
Prerequisites:	
Course requirements: Prerequisites for passing the course: Seminar work and one written test during the semester, while in all parts of the evaluation the student must achieve at least 60 percent success. Classification scale: A (100-92%), B (91-85%), C (84-76%), D (75-68%), E (67-> 60%), Fx (≤ 60%) . Max. 2 absences. The exact date and topics of the mid-term evaluation will be announced at the beginning of the semester. Violation of academic ethics results in the cancellation of points earned in the relevant item evaluation. Scale of assessment (preliminary/final): 100/0	
Learning outcomes: After completing the course, the student has knowledge of national politics, the structure of mass media of national minorities in Slovakia and compatriots in the world and is able to confront their journalistic production with content and formative principles of journalism.	
Class syllabus: Waves of Slovak migration, their federal life and their newspapers, magazines, radio and television broadcasting. The national question in the Czechoslovak Republic in the years 1918 - 1938, 1938 - 1945, 1945 - 1948 and 1948 - 1989. The formation of the subsystem of national journalism in these periods. The national issue and journalism in Czechoslovakia after 1989 and in Slovakia after 1993. The emergence of political movements, parties and cultural organizations of national minorities. Council of Europe and other pan-European structures and addressing the issue of nationality. Changes in the structure of national periodicals, radio and television broadcasting. Formal, thematic, genre, language, stylistic and graphic analysis of individual periodicals, radio and television broadcasting.	
Recommended literature: FOLLRICHOVÁ, Mária. Vznik Československej republiky a národnostná žurnalistika na Slovensku. In: Otázky žurnalistiky. 1989, roč. 25, č. 1, s. 10 – 17.	

FOLLRICHOVÁ, Mária.1982. Tlač národnostných menšín. In Malá encyklopédia žurnalistiky. Bratislava: Obzor, 1982.
Vedecké štúdie o národnostnej a krajanskej žurnalistike z časopisu Otázky žurnalistiky a zborníkov Žurnalistika, médiá, spoločnosť.

Languages necessary to complete the course:
SK

Notes:

Past grade distribution

Total number of evaluated students: 64

A	B	C	D	E	FX
90,63	4,69	0,0	0,0	0,0	4,69

Lecturers: doc. PhDr. Mária Follrichová, CSc.

Last change: 03.06.2022

Approved by:

STATE EXAM DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KŽ/A-moZU-991/15	Course title: General Theory of Journalism
Number of credits: 6	
Educational level: II.	
Course requirements: The student can take the state exam a) after obtaining at least such number of credits that after obtaining credits for successful completion of state exams, they achieve the necessary number of credits for the proper completion of studies, b) after successful completion of compulsory subjects, compulsory elective subjects, and elective subjects in the composition determined by the study program, c) after fulfilling the student's obligations arising from § 71, par. 3 letter b of the Higher Education Act, d) if no disciplinary action is taken against them. Successful completion of the state exam is one of the conditions for successful completion of the study program. The subject of the state exam is evaluated by the committee for state exams using the grading scale A-FX. The evaluation of the state examination or its part is decided by the examination committee by consensus. If the examination committee does not reach a consensus, the evaluation of the state examination or its part is decided by voting. On the basis of the wording of the study regulations of the faculty (Internal Rules and Regulations 5/2020, Art. 15), the framework dates of state examinations are set by the dean in accordance with the faculty's academic schedule. Departments are obliged to publish the dates of their state exams on the website no later than 5 weeks before they take place. The student registers for the state exam through the academic information system (AIS) at least three weeks before it takes place. The student is entitled to one regular and two resit attempts of the state exam. The regular attempt is the one for which the student applied for the first time within the deadline set for state exams. If the student was evaluated with the FX mark on the regular attempt of the state exam, the student may take resits of the state exam a) on the following dates assigned for state examinations in the relevant academic year or b) on the dates assigned for state examinations in one of the following academic years in accordance with § 65, par. 2 of the Higher Education Act. If the student is unable to come on the day of the state exam for which they have registered on serious grounds, they are obliged to apologize in writing to the chairman of the examination committee in advance or no later than three working days after the date of the state examination or its part, if there were serious obstacles that prevented them to do so in advance. If the student does not attend the state examination or its part without an excuse within the specified period, or if the chairman of the examination committee does not accept their excuse, they are assessed with the FX grade from that attempt of the state exam. Scale of assessment (preliminary/final): 0/100	
Learning outcomes:	

After passing the final state exam, students are optimally theoretically and practically prepared to fully practice the journalistic profession and work in the mass media of various type (print, radio, television, electronic) or related professions (PR, spokesmen, etc.). They will be able to demonstrate sufficient orientation in interdisciplinary issues communication, mass media, language and text (discourse).

Class syllabus:

1. The student arrives on the registered date of the state exam according to the schedule set by the department.
 2. The student receives a question from the subject of the state exam, which is submitted in writing and anonymously in the form of a random selection from printed questions or a generator.
 3. The examination committee will give the student reasonable time to prepare an oral answer to the question.
 4. The student presents the prepared answer to the question in front of the examination committee and answers the additional questions.
 5. After the student finishes their answer, the examination committee decides on the results of the state exam in a closed session of the examination committee.
- The course of the state exam and the announcement of its results are public.

State exam syllabus:

The interdisciplinary nature of the science of mass communication and journalism.
Basic concepts of the study of mass communication.
The typology of interpersonal communication (McQuail's pyramid) and its implications for specificity
effects of mass communication messages.
Theory and science of communication.
Mass media and their rise.
Media theory and society theory.
New media - new theories.
Theoretical schools: Birmingham School, Frankfurt School, Toronto School. The emergence of the relevant school, its ideological direction and its main representatives.
The media in the understanding of Marshall McLuhan.
Globalization of culture.
New media - new theories.
Interdisciplinarity of media research.
Effects of mass communication.
Public sphere.
Media and the public.
Media audience.
Semiotic basics of communication.
Pragmatic aspects of texting.
Interpretive competence in relation to the text.
Intertextuality.
Typology of texts.

Recommended literature:

Summary of literature given for compulsory and optional subjects of the study program.

Languages necessary to complete the course:

Slovak

Last change: 18.03.2022
Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KŽ/A-boZU-146/18	Course title: Global Development Journalism
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 1., 3.	
Educational level: I., II.	
Prerequisites:	
Course requirements: 30 % for activity in the class; 20 % for assignment based on critical analysis of selected media output (assignment no. 1); 20 % for the pitch of future media output (assignment no. 2); 20 % for final media output created during the exam period (assignment no. 3); 10 % of the grade is based on the ability to keep deadlines. Assignments no. 2 and 3. are delivered in close cooperation with professional editors in wide feedback process. To get an A it is necessary to deliver all three assignments – with feedback included – and be active during the seminars. Lowered grade will be the result of either missing or late delivery of assignment(s), or of poor activity during the classes. Credits will not be granted to a student who did not deliver obligatory assignments, who was not active during the classes, or did not attend classes respectively. Evaluation includes Final Colloquium. Grading: A (100-92 %), B (91-85 %), C (84-76 %), D (75-68 %), E (67-> 60 %), Fx (≤ 60 %) <p>Violation of academic ethics results in the cancellation of points earned in the relevant item evaluation.</p> <p>Scale of assessment (preliminary/final): 100% continually</p>	
Learning outcomes: Alumni of the course will be more aware of the concept of global development journalism and its importance for today's journalism practice. They will also gain the idea about practical and ethical challenges journalists face while covering culturally, socially, geographically, or otherwise remote contexts. After the course they will understand why this approach to media representation of the world is important and how does it relate to social development from a global perspective, they will be able to work with information from various perspectives, they know various sources of development data and basic approaches of it processing and interpretation. Students will be oriented in topics related to development and practicalities of global development journalism connected with preparation and publishing of media output – from identifying the stories, through relevant legislation and ethical dimension, to culturally sensitive realisation of interviews or reporting on vulnerable groups.	
Class syllabus: What is it Global development journalism (GDJ)	

GDJ in context of development theories (from Press Foundation of Asia to Guardian Development and News Deeply)
 Methodological basics of GDJ – from McLuhan to Bergles
 Reflecting the changing world
 Introduction to development and development cooperation
 Issues influences (under)development of the most vulnerable communities
 Migration as an example of development topic
 Migration as development issue in media
 Media and development in practice
 GDJ in practice

Recommended literature:

BERGLEZ, Peter. What is Global Journalism? Theoretical and empirical conceptualisations.

In: Journalism Studies, 2008. 43(4), 51-58 [2021-19.09]. Available at: <https://doi.org/10.1080/14616700802337727>

FREIDINGEROVÁ, Tereza, IVANIČ, Peter a Pavlína CHALUPKOVÁ. Ľudia medzi riadkami [online]. Bratislava: Človek v ohrození / Svet medzi riadkami, 2020. ISBN 978-80-89817-29-0 [2021-19-09]. Available at: https://globalnevezdelavanie.sk/wp-content/uploads/2019/08/Ludia_medzi_riadkami_WEB.pdf

CHALKLEY, Alan. Development journalism – a new dimension in the information proces [online]. In: Media Asia, 1980. 7(4), 215-217 [2021-19.09]. Available at: DOI: 10.1080/01296612.1980.11726018

IVANIČ, Peter. Obrazy menšín v našich hlavách - ako nepísať o “iných” bez “iných” [online]. Bratislava: Človek v ohrození / Svet medzi riadkami, 2018 [2021-19.09]. ISBN 978-80-89817-15-3. Available at: https://globalnevezdelavanie.sk/wp-content/uploads/2019/09/obrazy_mensin-prirucka-mensinova-zurnalistika.pdf

WARD, Stephen. Ethics and the media an introduction. Cambridge: Cambridge University Press, 2011. ISBN 978-0521718165

XIAOGE, Xu. Development Journalism. In: The Handbook of Journalism Studies [online]. London: Taylor & Francis. 2009. s. 357-370 [2021-19-09]. Chapter is available at: https://www.academia.edu/1007359/Development_Journalism

Other resources will be provided by the teacher

Languages necessary to complete the course:

Slovak, English

Notes:

Reserved subject, enrolment is possible only after approval of person responsible

Past grade distribution

Total number of evaluated students: 72

A	B	C	D	E	FX
70,83	9,72	4,17	0,0	1,39	13,89

Lecturers: Mgr. Peter Ivanič

Last change: 03.06.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KŽ/A-moZU-007/15	Course title: Information Policy
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning	
Number of credits: 4	
Recommended semester: 2.	
Educational level: II.	
Prerequisites:	
Course requirements: a) during the semester: a paper on a selected issue and a presentation of the paper. b) in the examination period: exam. Grading scale: 0-59%-FX, 60-67%-E, 68-75%-D, 76-83%-C, 84-91%-B, 92-100%-A The teacher will accept a maximum of two absences with documentation. Violation of academic ethics results in the cancellation of points earned in the relevant item evaluation. Scale of assessment (preliminary/final): 40/60	
Learning outcomes: After successfully completing the course, student has an overview of the information policy and is able to define public interest in the field of information policy. Is acquainted with the political dimension of legislation and is able to identify problems and issues of current legislation.	
Class syllabus: 1. Information policy in Slovak republic after 1989. 2. Institutions regulating the mass media and its instruments. 3. System of mass media legislation in the Slovak republic and actual topics. 4. International subjects of information policy (UN, CE, OSCE). 5. Freedom of expression and right to seek and disseminate information in an digital era. 6. Regulation and self-regulation of the journalism. 7. Regulation and self-regulation of the advertising industry. 8. Mission and functions of public broadcasters, models and funding. 9. Dual system of broadcasting, its preconditions and importance. 10. Mass media market and advertising market in the Slovak republic 11. Support of original and European audiovisual production 12. Actual topics of Slovak and European information policies.	
Recommended literature:	

VOJČÍK, Peter, MIŠČÍKOVÁ, Renáta, BOTÍK, Milan. Mediálne právo. Trnava: UCM, 2004. ISBN 80-89034-65-9.

DRGONEC, Ján. Základy masmediálneho práva. Bratislava: Eurokódex, 2008. ISBN 978-80-893-6304-9.

SEČÍK, Ivan. Európsky model verejnoprávného vysielania. In: Otázky žurnalistiky, roč. 49, 2006, č. 3–4, s. 164–176. ISSN 0322-7049.

KERECMAN, Peter. Sloboda prejavu novinára a ochrana pred jej zneužitím. Bratislava: Slovenský syndikát novinárov, 2009.

SEČÍK, Ivan. Význam verejnoprávných médií v politickom a kultúrnom systéme spoločnosti. In: Studia Politica Slovaca, 2008, roč. 1, č. 1, s. 21-53. ISSN 1337-8163.

SÁMELOVÁ, Anna. Dejiny verejnoprávnosti. Zrod Rozhlasu a televízie Slovenska. Bratislava: UK, 2019. ISBN 978-80-223-4816-4.

Európsky dohovor o ľudských právach

Charta základných práv Európskej únie

Ústavný zákon č. 460/1992 Zb. Ústava SR

Zákon č. 211/2000 Z. z. o slobode informácií

Zákon č. 147/2001 Z. z. o reklame

Zákon č. 385/2008 Z. z. o TASR

Zákon č. 516/2008 Z. z. o Audiovizuálnom fonde

Zákon č. 532/2010 Z. z. o RTVS

Zákon č. 181/2014 Z. z. o volebnej kampani

Zákon č. 264/2022 Z. z. o mediálnych službách

Zákon č. 265/2022 Z. z. o publikáciách

Languages necessary to complete the course:

Slovak language, English language

Notes:

Past grade distribution

Total number of evaluated students: 322

A	B	C	D	E	FX
26,09	15,22	17,39	19,88	20,81	0,62

Lecturers: Mgr. Adam Solga, PhD., prof. Mgr. Andrey Rikhter, PhD.

Last change: 16.10.2023

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KŽ/A-moZU-053/15	Course title: International Relations
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 1.	
Educational level: II.	
Prerequisites:	
Course requirements: a) during the semester: an essay based on an influential work of a recognised contemporary author (consultation with the teacher is necessary). An effort according to minimum of 60 per cent is required. b) in the examination period: exam. An effort according to minimum of 60 per cent is required. Grading scale: 0-59%-FX, 60-67%-E, 68-75%-D, 76-83%-C, 84-91%-B, 92-100%-A Violation of academic ethics results in the cancellation of points earned in the relevant item evaluation. Scale of assessment (preliminary/final): 40/60	
Learning outcomes: Students are well oriented in the basic principles and theory of international relations, foreign politics and diplomacy and have standard overview on current issues and topics.	
Class syllabus: 1. International relations as science. Basic concepts and topics. 2. Theories of international relations 3. Actors of international relations, international system. 4. Foreign policies - with peculiar consideration on Slovak foreign polity. 5. Diplomacy - with peculiar consideration on diplomacy of the Slovak Republic. 6. Brief history of international relations 7. International relations in the period of the Great War (World War I) 8. International relations in the period between World Wars. Foreign policy and diplomacy of so-called first Czechoslovak Republic. 9. International relations in the period of the World War II and the consequences of World War II 10. Cold War. Bi-polar system. Decline of colonial system. Developing countries. 11. International organizations - UN, OSCE, EU, NATO. 12. World powers and the role of world powers in international relations.	
Recommended literature:	

BYSTRICKÝ, Lubomír. Základy diplomacie. II. vydanie. Prešov: Vydavateľstvo Michala Vaška, 2000. ISBN 80-71655-544-9.

KREJČÍ, Oskar. Mezinárodní politika. II. vydanie Praha: Ekopress, 2001. ISBN 80-86119-45-9.

LIDÁK, Ján. Medzinárodné vzťahy. Medzinárodná politika. Bratislava: Sofa, 2000. ISBN 80-85752-70-0.

TAMENE, Getnet. Moderné medzinárodné vzťahy a svetová politika. Bratislava: Iura Edition, 2010. ISBN 978-80-8078-325-9.

Website of the European Union [online]. [cit. 20-10-2021]. Available at: http://europa.eu/index_sk.htm.

Website of the Slovak ministry of foreign and European Affairs of the Slovak Republic [online]. ©2009-2018. [cit. 20-10-2021]. Available at: <https://www.mzv.sk/>.

Website of the Government of the Slovak Republic [online]. © 2021. [cit. 20-10-2021]. Available at: <https://www.vlada.gov.sk/>.

Vienna convention on diplomatic relations

Vienna convention on consular relations

Languages necessary to complete the course:

Slovak

Notes:

Past grade distribution

Total number of evaluated students: 368

A	B	C	D	E	FX
36,41	25,82	20,65	10,05	4,62	2,45

Lecturers: Mgr. Adam Solga, PhD.

Last change: 03.06.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KŽ/A-moZU-006/15	Course title: Introduction into the Studies of State and Law
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 1.	
Educational level: II.	
Prerequisites:	
Course requirements: Prerequisites for passing the course: Seminar work, (PowerPoint) presentation continuously, journalistic speech on the topic of seminar work, exam. In all parts of the evaluation, the student must achieve at least 60 percent success. Classification scale: A (100-92%), B (91-85%), C (84-76%), D (75-68%), E (67-> 60%), Fx ($\leq 60\%$) . The exact date and topics of the mid-term evaluation will be announced at the beginning of the semester. Max. 2 absences. Violation of academic ethics results in the cancellation of points earned in the relevant item evaluation. Scale of assessment (preliminary/final): continuously 40%, in the probationary period 60%	
Learning outcomes: After completing the course, students have an overview of basic legal standards and legislative documents valid in the Slovak Republic. They are acquainted with the functioning of the rule of law and legislative, executive, judicial and supervisory powers in the Slovak Republic and are familiar with the issue.	
Class syllabus: General theory of law. The idea of the rule of law and its basic characteristics. Basic concepts of state theory and state law. The concept of state. Political system. Form of state. Form of government. Direct and indirect democracy. Suffrage. Power sharing system. System of government. Territorial and organizational structure of the state. State and legal history of Slovakia Constitution of the Slovak Republic. Fundamental rights and freedoms. System of state bodies of the Slovak Republic. System of the highest state bodies. International law. International custom, international treaty. The right law. Financial law. Business Law. Civil law. Labor law. Criminal law.	
Recommended literature: FOLLRICOVÁ, Mária: Základy štátu a práva. Interná učebná pomôcka. 2020. Zákon č. 71/1967 Zb. o správnom konaní Obchodný zákonník – č. 513/1991 Zb. Občiansky zákonník – č. 40/1964 Zb. Zákonník práce - č. 311/2001 Z. z.	

Trestný zákon – č. 300/2005 Z. z.
Ústava Slovenskej republiky, iné zákony SR

Languages necessary to complete the course:

SK

Notes:

Past grade distribution

Total number of evaluated students: 374

A	B	C	D	E	FX
34,76	28,34	21,66	8,02	4,55	2,67

Lecturers: doc. PhDr. Mária Follrichová, CSc.

Last change: 03.06.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KŽ/A-moZU-063/15	Course title: Investigative Journalism
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 2.	
Educational level: II.	
Prerequisites:	
Course requirements: Prerequisites and co-requisites: Prerequisites for passing the course: Seminar work and one written test during the semester. In all parts of the evaluation, the student must achieve at least 60 percent success. Classification scale: A (100-92%), B (91-85%), C (84-76%), D (75-68%), E (67-> 60%), Fx (\leq 60%) . Max. 2 absences. The exact date and topics of the mid-term evaluation will be announced at the beginning of the semester. Violation of academic ethics results in the cancellation of points earned in the relevant item evaluation. Scale of assessment (preliminary/final): 40% on an ongoing basis, 60% in the probationary period	
Learning outcomes: Students have the theoretical knowledge and practical skills needed for text editing and editorial work. After completing the course, they master the basic knowledge of investigative journalism as a significant contribution of journalists to the development of democracy. After successfully completing the course, students are able to point out investigative journalism as a mechanism for monitoring the activities of democratic institutions in specific case studies.	
Class syllabus: Investigative journalism - clarification of the concept. Investigative journalism as a tool in the fight for democracy and against corruption. History of investigative journalism in the world, in the 90s of the 20th century in Central and Eastern Europe. Current state of investigative journalism in Slovakia. Legislative framework of investigative journalism in Slovakia. Freedom of expression and the right to privacy. Investigative journalism and ethics. Investigative journalism and economic crime.	
Recommended literature: Recommended reading: FOLLRICHOVÁ, Mária. Investigatívna žurnalistika – žurnalistický žáner i metóda žurnalistickej tvorby? Available on the Internet: KOLEKTÍV AUTOROV: Investigatívna žurnalistika. Rady právnikov, postrehy, úvahy, komentáre. Bratislava: Odbor boja	

proti korupcii Úradu vlády SR, 2004. Strana: 16 POD LUPOU (štvrtročník o korupcii). Dostupné na internete: Zákon č. 211/2000 Z. z. o slobodnom prístupe k informáciám. Nadácia Zastavme korupciu. Available on the Internet:

Languages necessary to complete the course:

SK

Notes:

Past grade distribution

Total number of evaluated students: 342

A	B	C	D	E	FX
77,78	18,13	1,75	0,88	0,0	1,46

Lecturers: doc. PhDr. Mária Folrichová, CSc.

Last change: 03.06.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KŽ/A-moZU-151/19	Course title: Journalism and De-journalism in the Online Era
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning	
Number of credits: 4	
Recommended semester: 1.	
Educational level: II.	
Prerequisites:	
Course requirements: Active participation in classes with continuous assessment: continuous short tests, midterm test, assessed homeworks, short essay, colloquial discussion. Compulsory 100 % attendance at classes, deteriorated grade in the final evaluation according to the percentage of absences from classes. Grading scale: A (100-92 %), B (91-85 %), C (84-76 %), D (75-68 %), E (67-> 60 %), Fx (≤ 60 %). Violation of academic ethics results in the cancellation of points earned in the relevant item evaluation. Scale of assessment (preliminary/final): 100 % preliminary	
Learning outcomes: Students will get acquainted with changes in journalism at a time of general public access to the publication of media content on the Internet and social networks (journalistic multi-skilling, re-skilling and de-skilling). They will understand the media reality in the mediatized society and how the implications of the seeing / being seen supervision can change the daily routine of journalists. After completing the course, students are able to orient themselves in the context of journalism and de-journalism, they can think critically about the form of current media communication.	
Class syllabus: <ul style="list-style-type: none"> - manifestations of the journalistic multi-skilling, re-skilling and de-skilling after the advent of Web 1.0, Web 2.0 and Web 3.0; - publishing media content within the framework of the freedom of the press (media) and within the framework of the freedom of speech; - interdependence and interconnection of mass media professionals and lay people; - the influence of global transnational players (media oligarchs), politicians, lobbyists and other (international) interest groups on the mass media; - the penetration of "alternative truths", fake news and hoaxes into media content; - the influence of individuals and organized groups on the running and nature of the media; - the role of trolls and elves in the post-truth society; - mass media manipulation - its possibilities and limitations. 	

Recommended literature:

HJARVARD, Stig. The Mediatization of Culture and Society. Routledge, 2013. ISBN 0415692377. /

SÁMELOVÁ, Anna. Masmédiá a prístupové body : stretý abstraktných systémov a laikov v online epoche. In Veda, racionalita a hodnoty [elektronický zdroj]. Bratislava: Stimul, 2016, s. 151-164. ISBN 978-80-8127-154-0. /

SÁMELOVÁ, Anna. Medialitizácia a zábavné umlčanie: dva aspekty sociálnej konformity. In Normativita ako vôľa k poriadku. Bratislava: Univerzita Komenského, 2016, s. 120-148. ISBN 978-80-223-4216-2. /

SÁMELOVÁ, Anna. Odovzdať a vstrebať : neutrálna pravda masových médií. In Kol. aut.: Médiá – moc – manipulácia. [elektronický zdroj]. Bratislava: Paneurópska vysoká škola, 2016, s. 316-330. Dostupné na: https://www.paneurouni.com/wp-content/uploads/2017/03/e_chudinova_a_kol_media_moc_manipulacia.pdf.

SÁMELOVÁ, Anna. Panoptizmus, synoptizmus a dežurnalistika. In Sámelová, A. – Javorčeková, R. (eds.). Povaha súčasnej filozofie a jej metódy 2016. [online]. Bratislava: Filozofický ústav SAV, 2016, s. 108-118. Dostupné na: <http://www.klemens.sav.sk/fiusav/?q=sk/content/povaha-sucasnej-filozofie-jej-metody-2016>. /

ŠNÍDL, Vladimír. Pravda a lož na Facebooku. Bratislava: N Press, 2017. ISBN 978-80-972-3944-2.

Languages necessary to complete the course:

Slovak, Czech, English

Notes:**Past grade distribution**

Total number of evaluated students: 160

A	B	C	D	E	FX
75,63	15,63	6,25	0,0	0,0	2,5

Lecturers: doc. PhDr. Anna Sámelová, PhD.

Last change: 03.06.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KŽ/A-moZU-025/15	Course title: Journalism in Foreign Politics
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 3.	
Educational level: II.	
Prerequisites:	
Course requirements: Presentation and academic paper on two separate topics relevant for the course, the list of topics and deadlines to be announced in early dates of semester. Maximum of 2 abstentions allowed. Grading: A (100 – 92), B (91 – 84), C (83 – 76), D (75 – 68), E (67 – 60), Fx (59 – 0). Violation of academic ethics results in the cancellation of points earned in the relevant item evaluation. Scale of assessment (preliminary/final): 100 % preliminary	
Learning outcomes: Participants of the course will receive an outline of foreign news reporting aspects in Slovakia and in international media, based on both theoretical and practical study. They will understand the nature of international news reporting and its specifics.	
Class syllabus: Terminology issues: defining the professional field. The impact of political/professional type of media on the type of their presentation of foreign affairs topics. Organisational aspects and co-operation with other news departments/sections of the press room. Sources of information, specific nature of foreign media. Thematic analysis: type of events and their coverage by foreign affairs journalism. Home affairs, international affairs and organisations, war/conflict/terrorism, pandemics, environmental issues. Thematic analysis: choice of regions to cover and its reasoning. Genres used in foreign affairs journalism: news reporting and current-affairs analysis, most frequent genres. Visualisation of texts: graphic presentation, photography and its use and impact, graphs, infographics. Foreign correspondent: various types of reporting from abroad (internal and external basis, reporters permanently based in selected countries, ad-hoc reporting from abroad). Personal and professional qualities of foreign correspondents: war and conflict reporting, extraordinary events (political coups, nature disasters, etc.)	

Covering top political events in international politics (summits, conferences, elections, referendums, etc.)
Specifics of radio, TV and print media in their coverage of foreign affairs.
New media and foreign affairs reporting.

Recommended literature:

DIELEMANS, Jennie. Vitajte v raji. Absynt, 2016. ISBN 978-80-89845-58-3.
OSVALDOVÁ, Barbora et al. Zpravodajství v médiích. Praha: Nakladatelství Karolinum, 2001. ISBN 978-80-246-1899-9.
KUNCZIK, Michael. Základy masové komunikace. Praha: Vydavatelství Karolinum, 1995. ISBN 80-7184-134-X.
KÓPPLOVÁ, Barbora, JIRÁK, Jan. Média a společnost. Praha: Portál, 2003. ISBN 978-80-7367-287-4.
MIKUŠOVÁ, Simona, HALÁSZOVÁ, Frédérique. Teória gatekeepingu. Bratislava: Univerzita Komenského, 2019. ISBN 978-80-223-4710-5.
SEIERSTAD, Asne. Jeden z nás. Príbeh o Nórsku. Absynt, 2018. 978-80-89845-30-9
SURMIAK-DOMANSKA, Katarzyna. Ku-klux-klan Tady bydlí láska. Absynt, 2017. ISBN 978-80-89876-49-5.
TRAMPOTA, Tomáš. Zpravodajství. Praha: Portál, 2006. ISBN 80-7367-096-8.

Languages necessary to complete the course:

Slovak

Notes:

Past grade distribution

Total number of evaluated students: 149

A	B	C	D	E	FX
51,01	27,52	12,75	2,68	2,01	4,03

Lecturers: Mgr. M. A. Lucia Virostková, PhD.

Last change: 03.06.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KŽ/A-moZU-024/15	Course title: Journalism in Home Politics
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 3.	
Educational level: II.	
Prerequisites:	
Course requirements: Prerequisites for passing the course: Seminar work (submission to the end of the teaching part of the semester) and one journalistic speech, or participation in a press conference and excursions. In all parts of the evaluation, the student must achieve at least 60% success. Classification scale: A (100-92%), B (91-85%), C (84-76%), D (75-68%), E (67-> 60%), Fx (≤ 60%) . Max. 2 absences. The exact date and topics of the mid-term evaluation will be announced at the beginning of the semester. Violation of academic ethics results in the cancellation of points earned in the relevant item evaluation. Scale of assessment (preliminary/final): 40/60	
Learning outcomes: Students have the knowledge and skills necessary for journalistic work in the field of domestic political journalism and identification with the position of domestic political journalist in this system and in the branches of journalistic work. After successfully completing the course, students have knowledge of the domestic policy of the Slovak Republic, the work of the domestic political department of periodicals, radio and television and the work of domestic political journalists. They are able to determine the role of the domestic political journalist in this system and in the branches of journalism and understand its significance. At the same time, completing the course contributes to the acquisition of professional habits.	
Class syllabus: Internal politics and the place of the domestic political journalist in the system of journalistic work. Legislative power, its structure. National Council of the Slovak Republic, committees of the National Council of the Slovak Republic, parliamentary clubs (political parties and movements), rules of procedure. Executive, judicial and supervisory powers. Executive power, its structure. President of the SR, Government of the SR, ministries. Press unions, speakers. The work of the domestic political department in the editorial office. Content, thematic, genre and graphic analysis	

of the internal political component of the journalistic unit. Possibly press discussions, discussions with personalities of domestic political journalism, excursions.

Recommended literature:

ŠÚTOVEC, Milan. Politické Slovensko (Aktéri, dokumenty, inštitúcie, politické strany, udalosti). Bratislava, Slovart, 2019. ISBN 978-80-556-3894-2. Strana: 67 SOPÓCI, Ján. Politika a spoločnosť : Úvod do sociológie politiky. Bratislava: SOFA, 1998. 203 s. 80-85752-64-6. SOPÓCI, Ján. Spoločenský život spoločnosti. Bratislava: Stimul, 2012. ISBN 978-80-8127-063-5. Materiály o NR SR, vláde SR, politických stranách a hnutiach, Ústave pamäti národa Ústava Slovenskej republiky.

Languages necessary to complete the course:

SK

Notes:

Past grade distribution

Total number of evaluated students: 232

A	B	C	D	E	FX
78,88	15,95	2,59	1,72	0,0	0,86

Lecturers: doc. PhDr. Mária Follrichová, CSc.

Last change: 03.06.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KŽ/A-boZU-151a/20	Course title: Magazine Journalism 1
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 1., 3.	
Educational level: I., II.	
Prerequisites:	
Antirequisites: FiF.KŽ/A-boZU-151b/18 FiF.KŽ/A-boZU-151a/18	
Course requirements: Active participation in meetings, development of the concept of the entire faculty magazine Pod čiarou, participation development of a marketing strategy for its promotion and submission of 3 finished materials (within the specified range depending on the selected genre and topic, min. length of one text is 5,000 characters), which after going through the editorial and editorial process can be included in the magazine. In the initial part of the semester (for the 3rd meeting), the student will submit a reflection on the importance of the entire faculty magazine, in which he should indicate his conception of the magazine. By the first meeting in November, the student will submit 3 journalistic speeches, on which he will receive feedback from his classmates. Based on the feedback, the student can edit his texts and then choose one to submit for evaluation by the teacher (before the first meeting in November). Students are evaluated on the basis of the content and formal level of the submitted reasoning (10 points), on the basis of providing active feedback to classmates - they document it in a short document that they hand over to the teacher (20 points), on the basis of the content and formal level of the three submitted journalistic speeches (They can get 30 points from a classmate who evaluates their texts as part of providing feedback and 40 points for evaluating a selected text from the teacher). The evaluation depends on the quality of the submitted materials - on their level of content and formality (linguistic, stylistic and typographical) form. Violation of academic ethics will be punished, and the student will lose all the received points in the relevant assessment. Grading scale: A (100 – 92), B (91 – 84), C (83 – 76), D (75 – 68), E (67 – 60), Fx (59 – 0) Allowed maximum 2 absences. Scale of assessment (preliminary/final): Scale of assessment: preliminary 100 %	
Learning outcomes: After the participation in this course, students have information about working in an editorial office and they are familiar with the journalist's scope of employment. They are acquainted not only with	

writing process, but also with managing of colleagues, work of editors and proof readers. Students after this course fully understand how an editorial office works and they also see how magazines are made. Students are able to deliver texts (materials) suited for the magazine, both from content and formal aspect.

Class syllabus:

Journalism 101

The character of mass media communication

Types of journals - school magazine

Creative process - writing

Creative process - journal conception

Genres

Visual identity of the journal

Editorial process and proofreading

Working with Microsoft Word

Language aspect of journalistic text

Recommended literature:

BURNS, Lynette Sheridan. Žurnalistika. Praktická příručka pro novináře. Praha: Portál, 2004. ISBN 80-7178-871-6.

MUSIL, Josef. Sociální a mediální komunikace. Praha: Univerzita Jana Amose Komenského Praha, 2010. ISBN 978-80-7452-002-0.

OSVALDOVÁ, Barbara, HALADA, Jan. et al. Praktická encyklopedie žurnalistiky a marketingové komunikace. Praha: Libri, 2007. ISBN 978-80-7277-266-7.

RUSNÁK, Juraj et al. Texty elektronických médií. Stručný výkladový slovník.

Prešov :Vydavateľstvo Prešovskej univerzity, 2010. ISBN 978-80-555-0256-4.

Further literature will be presented at the beginning of the semester.

Languages necessary to complete the course:

Slovak

Notes:

Past grade distribution

Total number of evaluated students: 51

A	B	C	D	E	FX
72,55	13,73	3,92	1,96	0,0	7,84

Lecturers: doc. Mgr. Mária Stanková, PhD.

Last change: 01.02.2023

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KŽ/A-boZU-151b/20	Course title: Magazine Journalism 2
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 2., 4.	
Educational level: I., II.	
Prerequisites:	
Antirequisites: FiF.KŽ/A-boZU-151a/18 FiF.KŽ/A-boZU-151b/18	
Course requirements: Active participation in meetings, development of the concept of the entire faculty magazine Under the Line, participation development of a marketing strategy for its promotion and submission of 3 finished materials (within the specified range depending on the selected genre and topic, min. length of one text is 5,000 characters), which after going through the editorial and editorial process can be included in the magazine. In the initial part of the semester (for the 3rd meeting), the student will submit a reflection on the importance of the entire faculty magazine, in which he should indicate his conception of the magazine. By the first meeting in April, the student will submit 3 journalistic speeches, on which he will receive feedback from his classmates. Based on the feedback, the student can edit his texts and then choose one to submit for evaluation by the teacher (before the first meeting in May). Students are evaluated on the basis of the content and formal level of the submitted reasoning (10 points), on the basis of providing active feedback to classmates - they document it in a short document that they hand over to the teacher (20 points), on the basis of the content and formal level of the three submitted journalistic speeches (They can get 30 points from a classmate who evaluates their texts as part of providing feedback and 40 points for evaluating a selected text from the teacher). The evaluation depends on the quality of the submitted materials - on their level of content and formality (linguistic, stylistic and typographical) form. Violation of academic ethics will be punished, and the student will lose all the received points in the relevant assessment. Grading scale: A (100 – 92), B (91 – 84), C (83 – 76), D (75 – 68), E (67 – 60), Fx (59 – 0) Allowed maximum 2 absences. Scale of assessment (preliminary/final): preliminary 100 %	
Learning outcomes:	

After the participation in this course, students have information about working in an editorial office and they are familiar with the journalist's scope of employment. They are acquainted not only with writing process, but also with managing of colleagues, work of editors and proof readers. Students after this course fully understand how an editorial office works and they also see how magazines are made. Students are able to deliver texts (materials) suited for the magazine, both from content and formal aspect.

Class syllabus:

Journalism - the basics
The character of mass media communication
Types of journals - school magazine
Creative process - writing
Creative process - journal conception
Genres
Visual identity of the journal
Editorial process and proofreading
Working with Microsoft Word
Language aspect of journalistic text

Recommended literature:

BURNS, Lynette Sheridan. Žurnalistika. Praktická příručka pro novináře. Praha: Portál, 2004. ISBN 80-7178-871-6.
MUSIL, Josef. Sociální a mediální komunikace. Praha: Univerzita Jana Amose Komenského Praha, 2010. ISBN 978-80-7452-002-0.
OSVALDOVÁ, Barbara, HALADA, Jan. et al. Praktická encyklopedie žurnalistiky a marketingové komunikace. Praha: Libri, 2007. ISBN 978-80-7277-266-7.
RUSNÁK, Juraj et al. Texty elektronických médií. Stručný výkladový slovník. Prešov : Vydavateľstvo Prešovskej univerzity, 2010. ISBN 978-80-555-0256-4.
Further literature will be presented at the beginning of the semester.

Languages necessary to complete the course:

Slovak

Notes:

Past grade distribution

Total number of evaluated students: 52

A	B	C	D	E	FX
78,85	7,69	0,0	0,0	0,0	13,46

Lecturers: doc. Mgr. Mária Stanková, PhD.

Last change: 09.02.2023

Approved by:

STATE EXAM DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KŽ/A-moZU-990/15	Course title: Master's Degree Thesis Defence
Number of credits: 15	
Educational level: II.	
<p>Course requirements:</p> <p>The student must submit the master's thesis within the deadline specified in the schedule of the current academic year for the relevant date of the state exam. The master's thesis is submitted in electronic form via AIS. The work must meet the parameters determined by the internal quality system of Comenius University. The provisions of Article 14 of Internal Regulation no. 5/2020 (Study Regulations of the Faculty of Arts of Comenius University) apply to the evaluation of the master's thesis.</p> <p>The supervisor of the final thesis and its opponent will prepare evaluations of the master's thesis and propose a grade in the A-FX grading scale, which the student receives a minimum of three working days before the defence.</p> <p>Grading scale: 0-59% -FX, 60-67% -E, 68-75% -D, 76-83% -C, 84-91% -B, 92-100% -A</p> <p>Master's thesis evaluation criteria:</p> <ol style="list-style-type: none"> 1. The contribution of the master's thesis, the fulfilment of the objectives of the thesis in its assignment, and the requirements for the content of the master's thesis given by the internal quality system of Comenius University. It is assessed whether the student has worked on the chosen topic at the level of scientific study, with a representative selection of scientific literature, with appropriately chosen scientific procedures and hypotheses that can be verified. Demonstration of the ability to work creatively in the study program is evaluated and the degree of demonstration of knowledge and understanding of the diploma thesis is reflected. 2. Originality of the work (master's thesis must not be plagiarized, must not infringe the copyrights of other authors); the documentation for the defence of the master's thesis also includes protocols of originality from the CRZP and Theses systems, to the results of which the thesis supervisor and the opponent express their opinions in their evaluations. 3. Correctness and accuracy of citation of used information sources, research results of other authors and group authors, correctness of the description of methods and working procedures of other authors or group authors. 4. Compliance of the structure of the master's thesis with the prescribed composition defined by the internal quality system of Comenius University. 5. Respecting the recommended length of the master's thesis (the recommended length of the master's thesis is usually 50 – 70 standard pages = 90,000 to 126,000 characters, including spaces), the adequacy of the length of the thesis is assessed by the thesis supervisor. 6. Linguistic and stylistic level of work and formal adjustments. <p>The student orally presents the content, achieved goals, and conclusions of the master's thesis, and answers the questions and comments of the thesis supervisor, opponent, or members of the examination committee. The committee will comprehensively evaluate the quality of the master's thesis, assess the method and form of defence, and the student's ability to adequately respond to comments and questions from the evaluations of the thesis supervisor and the opponent. The</p>	

student receives their final grade based on the average of the assessment of the thesis supervisor and opponent from their evaluations, and the assessment of the examination committee
Scale of assessment (preliminary/final): 0/100

Learning outcomes:

The student has mastered the basic requirements of writing a scientific text in compliance with the rules of academic ethics. The student knows the methods used in the field of study, is able to work on the chosen topic of the master's thesis at the level of scientific study, with a representative selection of scientific literature, with appropriately chosen scientific procedures and hypotheses that can be verified. After a successful defence of the master's thesis, the student is able to design, implement, critically reflect, and justify his research intention. The student understands the context of the problem, can clearly define research conclusions, state his positions, and make recommendations. He can respond argumentatively and flexibly to questions about the research topic, its methodology, and its conclusions.

Class syllabus:

1. The student presents the master's thesis in front of the committee for state exams, the opponent of the bachelor's thesis, and those present.
2. The student responds to the evaluations – comments and questions.
3. The student responds to the questions of the committee for state exams or the questions in a broader debate.

State exam syllabus:

Recommended literature:

LICHNEROVÁ, Lucia. Písanie a obhajoba záverečných prác [online]. Bratislava: Univerzita Komenského, 2016 [cit. 2016-10-09]. Dostupné na: http://stella.uniba.sk/texty/LL_pisanie_obhajoba_zaverecne_prace.pdf
Vnútorň predpis č. 5/2020 [online]. Univerzita Komenského v Bratislave, 2015 [cit. 2021-09-09]. Dostupné na: https://uniba.sk/fileadmin/ruk/as/2020/20200527/04a_Studijny_poriadok_FiF_UK.pdf
Záverečné práce [online]. Univerzita Komenského v Bratislave, Filozofická fakulta, 2020 [cit. 2021-08-09]. Dostupné na: <https://fphil.uniba.sk/studium/student/bakalarske-a-magisterskestudium/zaverecne-prace/>

Languages necessary to complete the course:

Slovak

Last change: 18.03.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KŽ/moZU-159/22	Course title: Media Law, Ethics & Policy
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 1., 3.	
Educational level: II.	
Prerequisites:	
Course requirements: Students are expected to attend ALL class sessions of a course. In the case of an unavoidable absence, the student must contact the instructor immediately and provide written documentation explaining the absence Violation of academic ethics will be punished, and the student will lose all the received points in the relevant assessment. Grading scale: A (100 – 92), B (91 – 84), C (83 – 76), D (75 – 68), E (67 – 60), Fx (59 – 0) Exams: 50 points (midterm 20 points + final 30 points) Activities: 50 points (hand-in paper (presentation) – 25 points and 25 points in-class presentations) Violation of academic ethics results in the cancellation of points earned in the relevant item evaluation. The deadline and topics of the texts will be announced at the beginning of the semester. Scale of assessment (preliminary/final): 100 % preliminary	
Learning outcomes: Upon exiting the course, the students are: <ul style="list-style-type: none"> • able to identify and understand the major modern approaches to regional, national, and international regulation of the media, as well as media ethics, the ways that they are interconnected, the key relevant norms and court decisions (case law). • competent to apply in their professional work practical methods to navigate relevant jurisdictions and appropriate branches of law pertaining to the media. • Able to demonstrate knowledge of key players and stakeholders in media regulatory changes, self-regulation mechanisms and relevant government and intergovernmental policy structures. • Identify principles, cultural and political similarities and differences in media legislation, media professional norms and media governance. • profoundly media literate on freedom of expression values, professional standards and balancing norms of media regulation and able to independently analyze, critically evaluate and actively communicate relevant knowledge through the media of their choice in a well-organized and properly expressed manner. 	

- Able to Critically and independently analyze theories about current and future regulative trends for the media, especially online media.

Class syllabus:

Introduction to the course.
 How free is your speech?
 Law and the media
 Access to information.
 Legal controls upon the content of speech
 Broadcast regulation
 Internet Governance and Content Regulation
 MIDTERM EXAM
 Copyright
 Libel/Defamation
 Invasion of Privacy
 Media Ethics and self-regulation
 Media policy research & advocacy: safety of journalists
 Wrapping up; Q&A
 FINAL EXAM

Recommended literature:

BERTRAND, Claude-Jean. Media Accountability Systems. Belgrade: Organization for Security and Co-operation in Europe, 2007.
 BOARDMAN, Ruth. Naomi Campbell Privacy Case. [online]. 2004.
 Available at: [https://uk.practicallaw.thomsonreuters.com/0-102-7918?service=ipandit&__lrTS=20180304025052771&transitionType=Default&contextData=\(sc.Default\)&firstPage=](https://uk.practicallaw.thomsonreuters.com/0-102-7918?service=ipandit&__lrTS=20180304025052771&transitionType=Default&contextData=(sc.Default)&firstPage=)
 JAKUBOWICZ, Karol. A new notion of media? Strasbourg: Council of Europe, 2009.
 OSCE: Safety of Journalists. [online]. Available at: <https://www.osce.org/fom/safety-of-journalists>
 Safety of Journalists Platform: Platform to promote the protection of journalism and safety of journalists of the Council of Europe. [online]. Available at: <https://fom.coe.int/en/accueil>
 The Council of Europe. Action against Cybercrime. [online]. Available at: <https://www.coe.int/en/web/cybercrime/home>
 The Council of Europe. Tromsø Convention. [online]. Available at: <https://www.coe.int/en/web/access-to-official-documents>
 The European Commission. The Digital Services Act package. [online]. Available at: <https://digital-strategy.ec.europa.eu/en/policies/digital-services-act-package>
 The New York Times. “We’re Going to Publish”: An Oral History of the Pentagon Papers. [online]. Available at: <https://www.nytimes.com/interactive/2021/06/09/us/pentagon-papers-oral-history.html>
 TRAGER, Robert, DENTE ROSS, Susan and Amy REYNOLDS. The Law of Journalism and Mass Communication. Washington, D.C.: CQ Press, 2019.
 Trager, Ross & Reynolds. The First Amendment (Robert Trager, Susan Dente Ross & Amy Reynolds: The Law of Journalism and Mass Communication, CQ Press, 7th ed., 2019.)
 UNESCO. Safety of Journalists. [online]. Available at: <https://en.unesco.org/themes/safety-journalists>

Languages necessary to complete the course:

English

Notes:

Past grade distribution					
Total number of evaluated students: 19					
A	B	C	D	E	FX
21,05	15,79	42,11	10,53	5,26	5,26
Lecturers: prof. Mgr. Andrey Rikhter, PhD.					
Last change: 03.06.2022					
Approved by:					

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KŽ/A-moZU-018/15	Course title: Media Legislation
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning	
Number of credits: 4	
Recommended semester: 3.	
Educational level: II.	
Prerequisites:	
Course requirements: Exam during the examination period. Grading scale: 0-59%-FX, 60-67%-E, 68-75%-D, 76-83%-C, 84-91%-B, 92-100%-A The teacher will accept a maximum of two absences with documentation. Violation of academic ethics results in the cancellation of points earned in the relevant item evaluation. Scale of assessment (preliminary/final): 0/100	
Learning outcomes: Student continues on studies of topics of mass media legislation. After successfully completing the course has an overview of the advanced issues and topics, is well prepared for practical use of institutes and tools given by the legislation and is aware of potential risks.	
Class syllabus: 1. Constitutional and international sources of media legislation 2. Basic standards of Freedom of Speech and Mass Media 3. Individual responsibility of journalists. 4. Freedom of expression, freedom of speech, Right to information, right to express. 5. Regulation framework of broadcasting of audiovisual media services 6. Legislative framework of news agencies in Slovakia 7. Characteristics of RTVS, TASR, AVF SR. 8. Legal aspects of advertisement, commercials and media commercial communication in mass media. 9. Matter and contents of Author's Law. Author's contractual law and its protection 10. Rights related to Author's Law. Collective management of rights with reference to Author's Law	
Recommended literature: KEREČMAN, Peter. Novinári a sloboda tlače v rozhodnutiach Európskeho súdu pre ľudské práva. Bratislava: Informačná kancelária Rady Európy, 2003. ISBN 80-89141-01-3.	

VOJČÍK, Peter, MIŠČÍKOVÁ, Renáta, BOTÍK, Milan. Mediálne právo. Trnava: UCM, 2004. ISBN 80-89034-65-9.

DRGONEC, Ján. Sloboda prejavu a sloboda po prejave. Šamorín: Heuréka, 2013. ISBN 978-80-89122-89-9.

KUKLIŠ, Ľuboš. Regulácia elektronických médií. Bratislava: Wolters Kluwer, 2015. ISBN 978-80-8168-155-4.

SOLGA, Adam. Máme sa obávať o budúcnosť slobody tlače? (Aktuálne o práve na opravu a práve na odpoveď v zmysle tlačového zákona). In: Otázky žurnalistiky. 2019, roč. 62, č. 3-4, s. 103-114. ISSN 0322-7049

SÁMELOVÁ, Anna. Dejiny verejnoprávnosti. Zrod Rozhlasu a televízie Slovenska. Bratislava: UK, 2019. ISBN 978-80-223-4816-4.

SOLGA, Adam. Komunita, ktorá by nemala mlčať. In: Fenomén 2020: Komunita v mediálnom priestore. Bratislava: UK, 2020. s. 41-51. ISBN 978-80-223-4974-1

Európsky dohovor o ľudských právach

Charta základných práv Európskej únie

Ústavný zákon č. 460/1992 Zb. Ústava SR

Zákon č. 211/2000 Z. z. o slobode informácií

Zákon č. 147/2001 Z. z. o reklame

Zákon č. 385/2008 Z. z. o TASR

Zákon č. 516/2008 Z. z. o Audiovizuálnom fonde

Zákon č. 532/2010 Z. z. o RTVS

Zákon č. 181/2014 Z. z. o volebnej kampani

Zákon č. 185/2015 Z. z. Autorský zákon

Zákon č. 264/2022 Z. z. o mediálnych službách

Zákon č. 265/2022 Z. z. o publikáciách

Languages necessary to complete the course:

Slovak

Notes:

Past grade distribution

Total number of evaluated students: 360

A	B	C	D	E	FX
32,22	18,06	18,33	19,44	10,83	1,11

Lecturers: Mgr. Adam Solga, PhD.

Last change: 16.10.2023

Approved by:

STATE EXAM DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KŽ/A-moZU-992/15	Course title: Media Legislation and Ethics in Journalism
Number of credits: 6	
Educational level: II.	
Course requirements: The student can take the state exam a) after obtaining at least such number of credits that after obtaining credits for successful completion of state exams, they achieve the necessary number of credits for the proper completion of studies, b) after successful completion of compulsory subjects, compulsory elective subjects, and elective subjects in the composition determined by the study program, c) after fulfilling the student's obligations arising from § 71, par. 3 letter b of the Higher Education Act, d) if no disciplinary action is taken against them. Successful completion of the state exam is one of the conditions for successful completion of the study program. The subject of the state exam is evaluated by the committee for state exams using the grading scale A-FX. The evaluation of the state examination or its part is decided by the examination committee by consensus. If the examination committee does not reach a consensus, the evaluation of the state examination or its part is decided by voting. On the basis of the wording of the study regulations of the faculty (Internal Rules and Regulations 5/2020, Art. 15), the framework dates of state examinations are set by the dean in accordance with the faculty's academic schedule. Departments are obliged to publish the dates of their state exams on the website no later than 5 weeks before they take place. The student registers for the state exam through the academic information system (AIS) at least three weeks before it takes place. The student is entitled to one regular and two resit attempts of the state exam. The regular attempt is the one for which the student applied for the first time within the deadline set for state exams. If the student was evaluated with the FX mark on the regular attempt of the state exam, the student may take resits of the state exam a) on the following dates assigned for state examinations in the relevant academic year or b) on the dates assigned for state examinations in one of the following academic years in accordance with § 65, par. 2 of the Higher Education Act. If the student is unable to come on the day of the state exam for which they have registered on serious grounds, they are obliged to apologize in writing to the chairman of the examination committee in advance or no later than three working days after the date of the state examination or its part, if there were serious obstacles that prevented them to do so in advance. If the student does not attend the state examination or its part without an excuse within the specified period, or if the chairman of the examination committee does not accept their excuse, they are assessed with the FX grade from that attempt of the state exam. Scale of assessment (preliminary/final): 0/100	
Learning outcomes:	

After passing the final state exam, students are optimally theoretically and practically prepared to fully practice the journalistic profession and work in the mass media of various type (print, radio, television, electronic) or related professions (PR, spokesmen etc.). They will be able to demonstrate sufficient orientation in interdisciplinary issues communication, mass media, language and text (discourse).

Class syllabus:

1. The student arrives on the registered date of the state exam according to the schedule set by the department.
 2. The student receives a question from the subject of the state exam, which is submitted in writing and anonymously in the form of a random selection from printed questions or a generator.
 3. The examination committee will give the student reasonable time to prepare an oral answer to the question.
 4. The student presents the prepared answer to the question in front of the examination committee and answers the additional questions.
 5. After the student finishes their answer, the examination committee decides on the results of the state exam in a closed session of the examination committee.
- The course of the state exam and the announcement of its results are public.

State exam syllabus:

Ethics and morality.
Return to the sources - the ancient Greek ethos / ethos as a principle of human cultural identity.
Ethics.
Historical excursion - formulation of ethical standards of journalistic ethics in the world.
Media ethics.
Journalistic ethics.
The relationship between ethics and law. Media legislation of the Slovak Republic.
Institutes of ethical professional self - regulation in Slovakia.
The journalist's ethical "offenses".
Ethical characteristics of a journalist.
Constitutional and international legal bases of media legislation.
Freedom of the press and information.
Regulatory framework for the broadcasting of program services.
Mission and functions of public media.
Agency news.
Audiovisual Fund.
Transparency and plurality of the media market.
Information policy.
Transnational information policy actors.
Information policy tools and subjects.

Recommended literature:

Summary of literature given for compulsory and optional subjects of the study program.

Languages necessary to complete the course:

Slovak

Last change: 18.03.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KŽ/A-moZU-153/19	Course title: Media Literacy for Journalists
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning	
Number of credits: 4	
Recommended semester: 2., 4.	
Educational level: II.	
Prerequisites:	
Course requirements: Conditions for course passing: Elaboration of a lecture plan for secondary schools (10b). Lectures at home secondary schools (40b). Final colloquium (50b). It is necessary to obtain at least 60% of each part. Students will demonstrate their knowledge of the topics lectured continuously during the semester and at the final colloquium. For course passing students must organize two lectures focused on media education at secondary schools in Slovakia. Max. 2 absences. Grading: A (100-92%), B (91-85%), C (84-76%), D (75-68%), E (67-> 60%), Fx (≤ 60%) Violation of academic ethics results in the cancellation of points earned in the relevant item evaluation. Scale of assessment (preliminary/final): 100 % preliminary	
Learning outcomes: After completing the course students have a basic knowledge on the Slovak media system (including disinformation scene). They are able to perceive the differences between information sources and at the same time understand the need of media education. Through the project assembly and topics discussed they are skilled to lead the media education lecture at secondary schools in their home regions in Slovakia.	
Class syllabus: 1) Assignment, current media education conditions in Slovakia 2) Media education - pedagogy 3) Parental mediation 4) Media system in Slovakia, dual broadcasting system 5) Process of media content creation 6) Conspiracy websites 7) Advertising in the media 8) Verification of facts 9) Manipulation 10) Project creation 11) Lecture at school I. 12) Lecture at school II. 13) Final colloquium and grading	
Recommended literature: * GREGOR, Miloš, VEJVODOVÁ, Petra. ZVOL SI INFO: Nejlepší kniha o fake news, dezinformacích a manipulacích!!! Brno: CPress, 2018. ISBN 978-80-264-1805-4. Inštitút ľudských práv – Human Rights Institute. Informovanosťou proti extrémizmu na internete: Dôveruj, ale preveruj. Bratislava: 2015. ISBN 978-80-971946-0-4. * HACEK, Ján. Dezinformačné weby v čase koronakrízy	

– atmosféra nedôvery v médiá. In: Otázky žurnalistiky [online]. MASS MEDIA SCIENCE, 2020, roč. 63, s. 19-28 [cit. 2021-10-24]. Dostupné na: https://www.researchgate.net/publication/350325305_Deinformacne_weby_v_case_koronakrizy_-_atmosfera_nedovery_v_media * HACEK, Ján. Mediálna výchova – vzdelávanie od kolisky po hrob. In: Otázky žurnalistiky [online]. MASS MEDIA SCIENCE, 2013, roč. 56, s. 128-138 [cit. 2021-10-24]. Dostupné na: https://www.researchgate.net/publication/337227384_Medialna_vychova_-_vzdelavanie_od_kolisky_po_hrob_Media_Education_-_from_Cradle_to_Grave * URBAN, Lukáš, DUBSKÝ, Josef a MURDZA, Karol. Masová komunikace a veřejné mínění. Praha: Grada, 2011. ISBN 9788024735634. * HACEK, Ján. Nové media – aktuálne výzvy dneška. Bratislava: Univerzita Komenského v Bratislave, 2020. 978-80-223-5001-3. weby: commonsensemedia.org, medialnavychova.sk, zodpovedne.sk

Languages necessary to complete the course:

Slovak

Notes:

Past grade distribution

Total number of evaluated students: 41

A	B	C	D	E	FX
90,24	4,88	0,0	0,0	0,0	4,88

Lecturers: Mgr. Marcela Belianská, doc. Mgr. Ján Hacek, PhD.

Last change: 03.06.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KŽ/A-moZU-009/16	Course title: Media Management
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 1.	
Educational level: II.	
Prerequisites:	
Course requirements: Active participation in classes with continuous assessment: continuous short tests, midterm test, assessed homeworks, colloquial discussion. Final written test. Compulsory 100% attendance at classes, deteriorated grade in the final evaluation according to the percentage of absences from classes. A (100-92 %), B (91-85 %), C (84-76 %), D (75-68 %), E (67-> 60 %), Fx (≤ 60 %). The student must achieve more than 60% in each part (written and oral) of evaluation. Violation of academic ethics results in the cancellation of points earned in the relevant item evaluation. Scale of assessment (preliminary/final): preliminary 50% / final 50%.	
Learning outcomes: After completing the course, students understand the leadership and management of work in media, they are able to look at media management from various aspects of this phenomenon. It is a practical course for acquainting students with the basic principles of media organization of the publisher and broadcaster in terms of internal management structure as one of the many components of the media institution, in terms of published content of journalistic, marketing and advertising nature, as well as application of the principles of ethical media management.	
Class syllabus: (1.) History of modern media management (print media, broadcast media, online media). (2.) Media production - social consensus and conflict. (3.) Manager's personality profile, communication and interpersonal skills, human resources management in a media organization. (4.) Distribution management, management methods, technologies and management tools. (5.) Media content as a commodity. (6.) Planning of journalistic content and the role of non-journalistic content in the media. (7.) Fundamentals of organization and managerial decision-making in times of media convergence. (8.) The ethics of media organization manager.	
Recommended literature: JIRÁK, Jan, KOPPLOVÁ, Barbora. Média a společnost. Praha: Portál, 2003. ISBN 80-7178-697-7. /	

DONELLY, A. James, GIBSON L. James a IVANCEVICH, John M. Management. Praha: Grada Publishing, 2011. ISBN 80-7169-422-3. /
 KACHAŇÁKOVÁ, Anna. Organizačná kultúra. Bratislava: Iura Edition, 2010. ISBN 978-80-8078-304-4. /
 KACHAŇÁKOVÁ, Anna. Podniková kultúra. Bratislava: Ekonóm, 2008. ISBN 978-80-225-2424-7. /
 KELLER, Jan. Sociologie byrokracie a organizace. Praha: Slon, 2007. ISBN 978-80-86429-74-8. /
 SEDLÁK, Mikuláš. Základy manažmentu. Bratislava: Iura Edition, 2012. ISBN 978-80-8078-455-3.

Languages necessary to complete the course:

Slovak, Czech, English

Notes:

Past grade distribution

Total number of evaluated students: 322

A	B	C	D	E	FX
22,36	33,54	31,06	10,25	2,17	0,62

Lecturers: Mgr. Peter Kubinyi, PhD., doc. PhDr. Anna Sámelová, PhD.

Last change: 03.06.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KŽ/A-moZU-071/15	Course title: Media Research Trends
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 3.	
Educational level: II.	
Prerequisites:	
Course requirements: 1) Completing partial tasks during the semester – designing your own TV program and placing it on the TV market. It is necessary to achieve at least 60% of the total number of points (20 points). 2) Test in the exam period – it is necessary to achieve at least 60% of the total number of points (30b). Max 2 absences are allowed. Grading scale: A (100-92%), B (91-85%), C (84-76%), D (75-68%), E (67-> 60%), Fx (\leq 60%) Violation of academic ethics results in the cancellation of points earned in the relevant item evaluation. Scale of assessment (preliminary/final): Scale of assessment (preliminary/final): 20/80	
Learning outcomes: Students have an overview of methods of qualitative and quantitative research. They know how to work with methodology in media audience analysis, advertising efficiency and the launching of a new media product. At the same time, they are able to correctly choose the methodology and conduct their own research in the thesis. They are familiar with using of open sources to obtain data and know the possibilities offered by scientific databases.	
Class syllabus: Research proposal and scientific databases. Quantitative and quantitative research methods. Media use statistics. Testing of audio content/music on the radio. Measurement of the effectiveness of advertising content. The short/long-term effect of the media content. Placing your own TV show in a TV environment (based on key indicators and competition on the market). Explanation of the selected session – discussion.	
Recommended literature:	

<p>TRAMPOTA, Tomáš, VOJTĚCHOVSKÁ, Martina. Metódy výskumu médií. Portál: Praha, 2010. ISBN 9788073676834.</p> <p>PUNCH, F. Keith. Základy kvantitatívneho šetření. Portál: Praha, 2008. ISBN 8073673819.</p> <p>DISMAN, Miroslav. Jak se vyrábí sociologická znalost. Karolinum: Praha, 1993. ISBN 9788024619668.</p> <p>SCHULZ, Winfried, et al. Analýza obsahu mediálních sdělení. Praha: Karolínium, 2005. ISBN 8024608278.</p> <p>MIOVSKÝ, Michal Kvalitativní přístup a metody v psychologickém výzkumu. Praha: Grada, 2006. ISBN 8024713624.</p> <p>FERJENČÍK, Ján. Úvod do metodologie psychologického výzkumu: Jak zkoumat lidskou duši. Praha: Portál, 2000. ISBN 9788071783671.</p> <p>websites: IABmonitor. Available at: monitor.iabslovakia.sk median.sk, abcsr.sk, pmt.sk. Additional literature will be offer during the semester.</p>						
<p>Languages necessary to complete the course: Slovak</p>						
<p>Notes:</p>						
<p>Past grade distribution Total number of evaluated students: 359</p>						
A	B	C	D	E	FX	
24,23	21,73	24,51	18,11	10,03	1,39	
<p>Lecturers: doc. Mgr. Ján Hacek, PhD.</p>						
<p>Last change: 03.06.2022</p>						
<p>Approved by:</p>						

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KŽ/A-moZU-070/15	Course title: Media Semiotics
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 2.	
Educational level: II.	
Prerequisites:	
Course requirements: Active participation in the discussions on chosen topics during the seminars, preparation of paper (semiotic analysis; 50 points) and final test (50 points) in the last week of the semester. In the test, students must have at least 60 %. The paper is evaluated from the content, formal (language) and methodologic aspect - semiotic analysis needs to be delivered in the 10th week of the semester Grading scale: A (100 – 92), B (91 – 84), C (83 – 76), D (75 – 68), E (67 – 60), Fx (59 – 0) The deadline and topics of the texts will be announced at the beginning of the semester. The teacher will accept a maximum of two absences. Violation of academic ethics will be punished and the student will lose all the received points in the relevant assessment. Scale of assessment (preliminary/final): 100 % preliminary	
Learning outcomes: After completing the course, students have basic and follow-up knowledge from universal and linguistics semiotics and they are able to apply this knowledge on mass media reality. Students can see the mass media communication from semiotic aspect, they understand that mass media communication is based on signs and moreover they understand how signs can affect the quality and effectivity of their journalistic texts, because they are able to see the journalistic texts in the context of used signs.	
Class syllabus: Methodological starting point of semiotics Historical excursion into semiotics Theory of signs. Ways of signification and types of signs Context Intertextuality Semiotic analysis Semiotic analysis as a tool to research of mass media discourse Barthes's mythology and media Genre as semiotic and intertextual construct Headlines, pictures, memes as semiotic constructs	

Recommended literature:

ČERNÝ, Jiří, HOLEŠ, Jan. Sémiotika. Praha: Portál, 2004. ISBN 80-7178-832-5.
ECO, Umberto. Teorie sémiotiky. Praha: Argo, 2009. ISBN 978-80-257-0157-7.
GVOŽDIAK, Vít. Základy sémiotiky 1. Olomouc: Univerzita Palackého, 2014. ISBN 978-80-244-4294-5. Dostupné na: <https://oltk.upol.cz> › kol › publikace › publ_qfwfq
GVOŽDIAK, Vít. Základy sémiotiky 2. Olomouc: Univerzita Palackého, 2014. ISBN Dostupné na: 978-80-244-4317-1 <https://oltk.upol.cz> › kol › publikace › publ_qfwfq
SEDLÁKOVÁ, Renata. Výzkum médií. Praha: GRADA, 2014. ISBN 978-80-247-3568-9.
STANKOVÁ, Mária. Semiotika médií. Učebné texty. Bratislava : STIMUL, 2020. ISBN 978-80-8127-286-8.

Languages necessary to complete the course:

Slovak

Notes:**Past grade distribution**

Total number of evaluated students: 371

A	B	C	D	E	FX
28,84	27,49	17,52	13,48	7,01	5,66

Lecturers: doc. Mgr. Mária Stanková, PhD.

Last change: 01.02.2023

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KŽ/A-moZU-074/15	Course title: Media Systems in the EU Countries
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 2.	
Educational level: II.	
Prerequisites:	
Course requirements: Academic paper on specific aspects of media system of a selected EU country and a presentation of findings during the semester. Max of 2 abstentions allowed. Grading: A (100 – 92), B (91 – 84), C (83 – 76), D (75 – 68), E (67 – 60), Fx (59 – 0) Violation of academic ethics results in the cancellation of points earned in the relevant item evaluation. Scale of assessment (preliminary/final): 100 % preliminary	
Learning outcomes: Participants will have received key information on the media systems of EU member states, e.g., print, audio-visual and new media outlets, press agencies, media owners and state media policy. Students will be able to outline main current issues debated in the countries which relate to media, freedom of press and expression, comparison of media systems as studied by scientific research.	
Class syllabus: Media systems of Great Britain, Ireland. Media systems of France, Spain and Portugal. Media systems of the Netherlands, Belgium, Luxembourg. Media systems of Sweden, Denmark, Finland. Media systems of Poland, Estonia, Latvia, Lithuania. Media systems of Germany and the Czech Republic. Media systems of Slovakia and Hungary. Media systems of Austria and Italy. Media systems of Greece, Malta and Cyprus. Media systems of Slovenia and Croatia. Media systems of Bulgaria and Romania.	
Recommended literature: The Media Pluralism Monitor 2021: https://cmpf.eui.eu/mpm2021-results/	

DUROSELLE, Jean-Baptiste. Dejiny Európy a Európanov. Bratislava: Fortuna Print, 2002. ISBN 80-88980-54-2.

HALLIN, Daniel. C., Mancini, Paolo. Systemy médií v postmoderním svete. Tři modely médií a politiky. Praha: Portál, 2008. ISBN 978-80-7367-377-2.

KONČELÍK, Jakub, VEČEŘA, Pavel a ORSÁG, Petr. Dějiny českých médií 20. století. Praha: Portál, 2010. ISBN 978-80-7367-698-8.

OTÁZKY ŽURNALISTIKY – časopis pre teóriu, výskum a prax masmediálnej komunikácie, 2000 – 2019. (vybrané štúdie k predmetu)

SERAFÍNOVÁ, Danuša, VATRÁL, Jozef . Transformácie periodickej tlače na Slovensku po roku 1989. In: Studia Academica Slovaca, 2009, roč. 38. Bratislava: Univerzita Komenského, 2009. s.

307 – 317. ISBN 978-80-223-2667-4.

Languages necessary to complete the course:

Slovak, English

Notes:

Past grade distribution

Total number of evaluated students: 134

A	B	C	D	E	FX
59,7	26,87	11,19	1,49	0,0	0,75

Lecturers: Mgr. M. A. Lucia Virostková, PhD.

Last change: 03.06.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KŽ/A-moZU-157/21	Course title: Methods of Reportage
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 1., 3.	
Educational level: II.	
Prerequisites:	
Course requirements: Active participation on lectures, participation in discussions, work with recommended literature, writing a final report with minimal 5 pages that will be published on Webjournal.sk. Deadlines and exact criteria will be defined at the beginning of the semester. Classification scale: A: 92-100 B: 84-91 C: 76-83 D: 75-68 E: 60-67 FX: 59-0. Violation of academic ethics results in the cancellation of points earned in the relevant item evaluation. Scale of assessment (preliminary/final): 100 % preliminary	
Learning outcomes: After successfully completing the course, students are capable of considering whether it is possible to write a report on certain topic. They also master the rules of right approach in gathering information required for writing a report, as well as further processing and segmentation into the introduction, body and conclusion. In addition, they know how to correctly add visual elements to the report – i.e., what should the photographic or infographic material be like.	
Class syllabus: Lectures: Search for and review of topics Preparation for the report Journalist in the field – first contact with recipients, observation, asking questions Additional information and facts Methods of report creation, segmentation into introduction, body and conclusion Subtitling Differences between the inland report and report from abroad.	
Recommended literature: FOLLRICHOVÁ, Mária. Novinárska publicistika emocionálneho typu. Bratislava : Vydavateľstvo Univerzity Komenského v Bratislave, 2012. ISBN 978-80-223-3230-9. RONČÁKOVÁ, Terézia. Žurnalistické žánre: Učebnica pre poslucháčov vysokoškolského štúdia. Ružomberok: Verbum, 2011. ISBN 978-80-8084-729-6.	

TUŠER, Andrej – FOLLRICHOVÁ, Mária. Teória a prax novinárskych žánrov I. Bratislava: Vydavateľstvo Univerzity Komenského, 2001. ISBN 80-223-1222-3.
Doplnková literatúra bude prezentovaná na začiatku a počas semestra.

Languages necessary to complete the course:

Slovak

Notes:

Past grade distribution

Total number of evaluated students: 51

A	B	C	D	E	FX
50,98	21,57	5,88	5,88	13,73	1,96

Lecturers: Mgr. Peter Kubinyi, PhD.

Last change: 03.06.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KŽ/A-moZU-064/15	Course title: Personages in Political Journalism 1
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 1.	
Educational level: II.	
Prerequisites:	
Course requirements: At the beginning of the semester, the student chooses one of the personalities of world journalism, who will present it in the form of a class presentation and in the form of a seminar paper, which he submits a week before the end of the semester. The student will learn the requirements to be included in the presentation and seminar work at the introductory seminars. The quality of the seminar work is decisive in determining the mark. The supporting function is performed by class performance and active participation in classes, where two justified absences per semester are tolerated. Grading scale: A (100-92 %), B (91-85 %), C (84-76 %), D (75-68 %), E (67-> 60 %), Fx (≤ 60 %) Violation of academic ethics results in the cancellation of points earned in the relevant item evaluation. Scale of assessment (preliminary/final): (preliminary/final): 100/0	
Learning outcomes: Learning outcomes: Following the subject History of World Journalism 1, 2 completed at Bc. (B.A) degree, the student Mgr. (M.A.) degree of study will acquaint in detail with the journalistic activities of selected world writers who, against the background of the changing socio-political context, have entered the history of world journalism as editors, owners, resp. publishers of periodicals or as authors of excellent timeless journalistic speeches.	
Class syllabus: Class syllabus: 1. Introduction to the subject, assignment of presentations 2. Selected personalities of French journalism: Emil Zola, Albert Londres, Albert Camus, Jean-Paul Sartre, Simone de Beauvoir. 3. Selected personalities of German journalism: Gotthold Ephraim Lessing, Theodor Fontane, Thomas Mann, Carl von Ossietzky, Berthold Brecht, Günter Grass. 4. Selected personalities of English journalism: Jonathan Swift, Charles Dickens, George Bernard Shaw, Oscar Wilde, Aldous Huxley, Virginia Wolf.	

5. Selected personalities of American journalism: Mark Twain, Jozef Pulitzer, John Reed, Upton B. Sinclair, Graham Greene, Francis Scott Fitzgerald, Ernst Hemingway, Norman Mailer, Truman Capote.
6. Selected personalities of Austrian journalism Hugo Portisch, Swiss Friedrich Dürrenmatt, Erich Maria Remarque; Columbia, Mexico: Gabriel Garcia Marquez; Austria-Hungary, USA: Sándor Márai; Czech Republic: Franz Kafka, Egon Erwin Kisch, Karel Čapek; USSR / Russia: Anton Pavlovich Chekhov, Mikhail Afanasyevich Bulgakov, Alexander Isaevich Solzhenitsyn.
7. Presentations of selected journalistic personalities and examples of their work by listeners; the final 15 minutes are reserved for asking questions to the presenters.
8. Presentations of selected journalistic personalities and examples of their work by listeners; the final 15 minutes are reserved for asking questions to the presenters.
9. Presentations of selected journalistic personalities and examples of their work by listeners; the final 15 minutes are reserved for asking questions to the presenters.
10. Presentations of selected journalistic personalities and examples of their work by listeners; the final 15 minutes are reserved for asking questions to the presenters.
11. Presentations of selected journalistic personalities and examples of their work by listeners; the final 15 minutes are reserved for asking questions to the presenters.
12. Evaluation of the subject and presentations

Recommended literature:

Biographical dictionaries, encyclopedias, dictionaries of writers
 KANBAY, Feryal: Lexikón osobností 20. storočia. Bratislava: Aktuell, 2002. ISBN 80-88915-08-2. (note - available at the University Library in Bratislava)
 NERADOVÁ, Alice, Lily, HEJNA, Tomáš. Velké osobnosti britské literatury. Praha: Olympia, 2015. 978-80-7376-400-5.
 OSVALDOVÁ, Barbora a ČEŇKOVÁ, Jana. Česká publicistika mezi dvěma světovými válkami. Praha: Academia/ edice PRVNÍ REPUBLIKA, 2017. ISBN 978-80-200-2754_2.
 OTÁZKY ŽURNALISTIKY – časopis pre teóriu, výskum a prax masmediálnej komunikácie, 2000 – 2019. ISSN 0322-7049. (selected studies for the subject)
 WHITE LAW, Ian, WHITAKER, Julie. Dejiny plné ľudí. Bratislava: Perfekt, 2017. ISBN 978-80-8046-818-7. (note - available at the University Library in Bratislava)

Languages necessary to complete the course:

Slovak

Notes:

Past grade distribution

Total number of evaluated students: 165

A	B	C	D	E	FX
50,91	27,27	15,15	4,85	0,61	1,21

Lecturers: prof. PhDr. Danuša Serafínová, CSc.

Last change: 03.06.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KŽ/A-moZU-065/15	Course title: Personages in Political Journalism 2
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 2.	
Educational level: II.	
Prerequisites:	
Course requirements: At the beginning of the semester, the student chooses one of the personalities of Slovak journalism, who will present it in the form of a class presentation and in the form of a seminar paper, which he submits a week before the end of the semester. The student will learn the requirements to be included in the presentation and seminar work at the introductory seminars. The quality of the seminar work is decisive in determining the mark. The supporting function is performed by class performance and active participation in classes, where two justified absences per semester are tolerated. Grading scale: A (100-92 %), B (91-85 %), C (84-76 %), D (75-68 %), E (67-> 60 %), Fx (≤ 60 %) Violation of academic ethics results in the cancellation of points earned in the relevant item evaluation. Scale of assessment (preliminary/final): Scale of assessment (preliminary/final): 100/0	
Learning outcomes: Learning outcomes: Following the subject History of Slovak Journalism 1, 2 completed at Bc. (B.A.) degree, the student Mgr. (M. A.) degree of study will acquaint in detail with the journalistic activities of selected writers and politicians who, against the background of the changing socio-political context, entered the history of Slovak journalism as editors, owners, resp. publishers of periodicals and as authors of excellent, timeless journalistic speeches.	
Class syllabus: Class syllabus: <ol style="list-style-type: none"> 1. Introduction to the subject, assignment of topics for presentations and seminar papers 2. Assignment of face-to-face presentations for lessons according to selected personalities, acquaintance with requirements for presentations and seminar papers 3. Selected personalities of Slovak journalism of the 19th century (Ľudovít Štúr, Jozef Miloslav Hurban, Andrej Radlinský, Ján Palárik, Daniel Gabriel Lichard, Ján Malý-Dusarov). 4. Selected personalities of Slovak journalism at the end of the 19th and the first decades of the 20th century (Viliam Paulíny-Tóth, Svetozár Hurban Vajanský, Terézia Vansová, Elena Maróthy Šoltésová, Andrej Hlinka, Milan Hodža, Jur Koza Matejov, František Votruba). 	

5. Selected personalities of Slovak journalism of the first half of the 20th century (Gejza Vámoš, Emil Boleslav Lukáč, Ivan Horváth, Milo Urban, Jožo Nižnánský, Ján Čaplovič, Vladimír Clementis, Theo H. Florin).
6. Selected personalities of Slovak journalism of the second half of the 20th century (Ladislav Hanus, Rudolf Fábry, Ladislav Mňačko, Juraj Špitzer, Vladimír Mináč, Jaroslava Blažková, Agneša Kalinová, Dominik Tatarka).
7. Presentations of selected journalistic personalities and examples of their work by listeners; the final 15 minutes are reserved for asking questions to the presenters.
8. Presentations of selected journalistic personalities and examples of their work by listeners; the final 15 minutes are reserved for asking questions to the presenters.
9. Presentations of selected journalistic personalities and examples of their work by listeners; the final 15 minutes are reserved for asking questions to the presenters.
10. Presentations of selected journalistic personalities and examples of their work by listeners; the final 15 minutes are reserved for asking questions to the presenters.
11. Presentations of selected journalistic personalities and examples of their work by listeners; the final 15 minutes are reserved for asking questions to the presenters.
12. Evaluation of the subject and presentations.

Recommended literature:

Biographical dictionaries, journalistic speeches and literary works of selected personalities.
 BOKNÍKOVÁ, Andrea et al. Portréty slovenských spisovateľov 1. Bratislava: Univerzita Komenského, 2004. ISBN 80-223-2013-7.

BOKNÍKOVÁ, Andrea et al. Portréty slovenských spisovateľov 3. Bratislava: Univerzita Komenského, 2004. ISBN 80-223-1779-9.

KALNÝ, Slavo: Páni novinári. Bratislava: Slovenský syndikát novinárov, 2004. ISBN 80-968164-7-0.

KALNÝ, Slavo: Páni novinári II. Bratislava: Slovenský syndikát novinárov, 2006. ISBN 80-968164-9-7.

LETZ, Róbert: Osobnosť verzus moc. In Ladislav Hanus. Symbol slovenskej kultúrnosti. Zborník k storočnici Ladislava Hanusa. Bratislava: Literárne informačné centrum; Prešov Vydavateľstvo Michala Vaška, 2007. ISBN 978-80-89222-35-3.

LONDÁKOVÁ, Elena et al. ROK 1968. Novinári na Slovensku. Bratislava: Historický ústav SAV v spolupráci so Slovenským syndikátom novinárov, 2008. ISBN 978-80_969782-9-8.

SEDLÁK, Imrich a kol.: Dejiny slovenskej literatúry I., II. Martin: Matica slovenská, Bratislava: Slovenské literárne centrum, 2009. (I) 978-80-936-5; (II) 978-80-7090-945-4.

Languages necessary to complete the course:

Slovak

Notes:

Past grade distribution

Total number of evaluated students: 154

A	B	C	D	E	FX
54,55	26,62	12,99	3,25	1,3	1,3

Lecturers: prof. PhDr. Danuša Serafinová, CSc.

Last change: 03.06.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KŽ/A-moZU-147/18	Course title: Power, Lobbying, And Ethics in Mass Media
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning	
Number of credits: 4	
Recommended semester: 2., 4.	
Educational level: II.	
Prerequisites: FiF.KŽ/A-moZU-151/19 - Journalism and De-journalism in the Online Era	
Course requirements: Active participation in classes with continuous assessment; continuous short tests, assessed homeworks, midterm test; colloquial discussion. Final written test. Compulsory 100 % attendance at classes, deteriorated grade in the final evaluation according to the percentage of absences from classes. Grading scale: A (100-92 %), B (91-85 %), C (84-76 %), D (75-68 %), E (67-> 60 %), Fx (≤ 60 %). Violation of academic ethics results in the cancellation of points earned in the relevant item evaluation. Scale of assessment (preliminary/final): 100 % preliminary	
Learning outcomes: An intense course for those interested in understanding the changing role of journalism on the basis of power, lobbying, and ethics inside as well as outside the mass media. Providing basic orientation in the reality of the mass media, the course offers in depth analyses of what makes a "compelling narrative" in traditional media, new media, on blogs and social media; exposes students to thoughts on journalism and "dejournalism" as a whole as well as on the possibilities and limits of mass media manipulation of texts, sounds, images; teaches students to distinguish between mission and practice of traditional media, new media, and social media; clarifies the implications of the panoptic-synoptic normalization of "bodies and souls" of mass media houses, mass media professionals, and their audience. Development of personal skills to argue, including correct quotations, is also covered.	
Class syllabus: - the media Panopticon, Synopticon, Polyopticon, Omnipticon; - manifestations of power, moral values of individuals, and interest groups in the field of mass media in their interdependence and interconnection; - impact of global multinational players (media oligarchs) as well as politicians, lobbyists, and other (inter)national interest groups in the sphere of mass media; - penetration of power into the mass media, ethics regulation; - impact of an individual on the running and nature of mass media; - panoptic-synoptic normalization in mass media and through mass media; - mass media manipulation – its possibilities and limits.	

Recommended literature:

BAUMAN, Zygmunt, LYON, David. Tekutý dohled. Olomouc: Broken Books, 2013. ISBN 978-80-905309-1-1. /

FOUCAULT, Michel. Dozerat' a trestat'. Zrod väzenia. Bratislava: Kalligram, 2004. ISBN 80-7149-663-4. /

SÁMELOVÁ, Anna. Dejiny verejnoprávnoti. Zrod Rozhlasu a televízie Slovenska. Bratislava: Vydavateľstvo UK, 2020. ISBN 978-80-223-4816-4. /

SÁMELOVÁ, Anna. Moc a pravda v podmienkach Rozhlasu a televízie Slovenska. Bratislava: Vydavateľstvo UK, 2018. ISBN 978-80-223-4504-0. /

SÁMELOVÁ, Anna. Normatívna regulácia verejnoprávnych médií: Mravy, cenzúra a editovanie v Rozhlase a televízii Slovenska. Vydavateľstvo UK, 2016. ISBN 978-80-223-4227-8. /

Languages necessary to complete the course:

Slovak, Czech, English

Notes:

- for the students of the 1st and 2nd year of Master's study

Past grade distribution

Total number of evaluated students: 168

A	B	C	D	E	FX
70,24	8,33	11,31	4,17	1,19	4,76

Lecturers: doc. PhDr. Anna Sámelová, PhD.

Last change: 03.06.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KŽ/A-moZU-072/15	Course title: Profession of a Spokesperson
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 1.	
Educational level: II.	
Prerequisites:	
Course requirements: The teacher will accept a maximum of two absences with documentation Fullfill tasks during the semester Written test in the end of the semester In every part of assessment student must have at least 60 %. Violation of academic ethics will be punished, and the student will lose all the received points in the relevant assessment. Grading scale: A (100 – 92), B (91 – 84), C (83 – 76), D (75 – 68), E (67 – 60), Fx (59 – 0) Scale of assessment (preliminary/final): 100 % preliminary	
Learning outcomes: Graduates of the course are prepared to practice the profession of speaker, organize press conferences and maintain relationships and communicate with the media, participate in the PR activities of the entity and act as advisors or partners in the management of the entity they represent. It includes theoretical and practical preparation of verbal and nonverbal communication strategies in model situations in order to be convincing, understandable and credible. They are able to ensure communication within the organization and through the mass media (press, radio, television, or social networks) to the public.	
Class syllabus: Public relations and Media relations. Tasks and tools. Terminology. Media relations tools, communication with the mass media. Personal prerequisites, education and skills needed to perform the profession of speaker. Spokesman, his roles and powers. Optimal communication with mass media representatives (barriers in communication, stress, fear, conflicts, crisis situations, defensive reactions). Verbal and nonverbal communication of the speaker. Press / media conference. Preparation, conducting and moderating a press conference. Press / media discussion. Its preparation, management and moderation. Ability to listen in communication. Stereotypes, prejudices and bias. Interview preparation, interview strategies and ability to answer questions.	

Appearance on radio and television. Discussion on a current media topic and the ability to respond adequately.
Professionalism, naturalness, competence and pleasantness.
Ethical side of mass media communication.

Recommended literature:

BECK, Gloria. Zakázaná rétorika. Praha: Grada, 2010. ISBN 978-80-247-1743-2.
BEDNÁŘ, Vojtěch. Mediální komunikace pro manažment. Praha: Grada Publishing, 2011. ISBN 978-80-247-3629-7.
DEMOVIČOVÁ, Veronika. Úloha hovorcu v komunikácii letísk v krízových situáciách. [dizertačná práca]. Bratislava: Univerzita Komenského [s. n.], 2021.
HLAVČÁKOVÁ, Svetlana. Etiketa a protokol. Bratislava: Univerzita Komenského, 2004. ISBN 80-223-1875-2.
HLAVČÁKOVÁ, Svetlana. Etika žurnalistov a hovorcov po roku 1989. In: Otázky žurnalistiky, 2019, roč. 62, č. 3 - 4, s. 76 - 90. ISSN 0322-7049.
HLAVČÁKOVÁ, Svetlana. Tlačové konferencie, hovorcovia. In Otázky žurnalistiky, 2008, roč. 51, č. 1 – 2 ,s. 107 – 114.ISSN 0322-7049.
CHUDINOVÁ, Eva – TUŠER Andrej. Kompetentný hovorca. Žilina: Eurokódex, 2013. ISBN: 978-80-8155-019-5.
SVOBODA, Václav: Press Relation: spolupráce se sdělovacími prostředky. In: HORŇÁK, Pavel a kol.: Marketingová komunikácia. Bratislava: Book & Book, 2007.
ŠKVARENINOVÁ, Olga. Rečová komunikácia. Bratislava: SPN, 1995. 165 s. ISBN 80-08-02228-0.

Languages necessary to complete the course:

Slovak

Notes:

Past grade distribution

Total number of evaluated students: 275

A	B	C	D	E	FX
25,82	24,0	31,64	10,55	4,73	3,27

Lecturers: Mgr. Ľubomír Bajaník, PhD.

Last change: 05.04.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KŽ/A-moZU-004/16	Course title: Public Relations
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 2.	
Educational level: II.	
Prerequisites:	
Course requirements: Paper during the semester/ powerpoint presentation about chosen topic, test, final exam in the form of written test In all aspects of evaluation students needs to require 60 %. Grading scale: A (100 – 92), B (91 – 84), C (83 – 76), D (75 – 68), E (67 – 60), Fx (59 – 0) Violation of academic ethics results in the cancellation of points earned in the relevant item evaluation. Scale of assessment (preliminary/final): 40 % preliminary, 60 % final	
Learning outcomes: Students have a basic knowledge of public relations and are familiar with the history and importance of public relations, the main approaches and principles of public relations and their application to specific cases of communication with the public.	
Class syllabus: The essence, origin and development of public relations, definitions of basic terms. Communication and its forms, tools and division of public relations. Preparation of PR articles. Internal public relations. Corporate identity and its components - corporate design, corporate communication and corporate culture. Public relations in the online environment. Crisis communication. Sponsorship, lobbying, public relations of non-profit organizations. PR agencies, PR departments in the company, PR Association SR. Organizing events. Investor relations PR in politics. Ethics and relations with public relations.	
Recommended literature:	

FORET, Miroslav: Komunikace s veřejností. Brno: Masarykova univerzita, 1994.
 FORETOVÁ, Věra – FORET, Miroslav: Komunikující město. Brno: Masarykova univerzita, 1996.
 LESLY, Philip: Public Relations. Praha: Victoria Publishing, 1995.
 NĚMEC, Petr – LITTOVÁ, Jana: Komunikace korporací. Praha: VŠE, 1999.
 POSPÍŠIL, Pavel: Efektivní Public Relations a media relations. Praha: Computer Press, 2002.
 SVOBODA, Václav: Public relations moderně a účinně. Praha: Grada Publishing, 2006.
 ŽÁRY, Ivan: Public Relations. Bratislava: Univerzita Komenského, 1996.

Languages necessary to complete the course:

Slovak

Notes:

Past grade distribution

Total number of evaluated students: 296

A	B	C	D	E	FX
51,01	30,74	12,84	4,73	0,68	0,0

Lecturers: doc. PhDr. Eva Chudinová, PhD.

Last change: 03.06.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KŽ/A-moZU-015/15	Course title: Semantic Interpretation of Texts
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning	
Number of credits: 4	
Recommended semester: 3.	
Educational level: II.	
Prerequisites:	
Course requirements: The active participation on discussions, working on the exercises and activities during the seminars; a paper (semantic interpretation of chosen journalistic text, 5 - 7 pages) and successful passing the written exam based on theoretical parts of the course. The paper - semantic interpretation of chosen journalistic texts - is evaluated from the formal and content aspects. paper - 50 points test - 50 points Grading scale: A (100 – 92), B (91 – 84), C (83 – 76), D (75 – 68), E (67 – 60), Fx (59 – 0) The deadline and topics of the texts will be announced at the beginning of the semester. The teacher will accept a maximum of two absences. Violation of academic ethics will be punished and the student will lose all the received points in the relevant assessment. Scale of assessment (preliminary/final): 100 % preliminary	
Learning outcomes: After successfully completing the course, student is able to interpret texts with the knowledge from linguistics semantics and pragmatics, and is fully aware that text is a part of discourse. Student can see author's intentions, hidden meanings or intertextuality as one of the basic aspects of the text. Student is able to critically read mass media texts and interpret them in the context of mass media communication.	
Class syllabus: Semiotics, semantics and pragmatics Lexical semantics Pragmatics, communicative-pragmatic shift Text and its attributes, text conditions. Discourse Media discourse Text and context Text intelligibility Interpretation of text - definition, meaning, model Speech acts Phrasemes in journalism and its meaning	

Semantic interpretation of chosen journalistic text

Recommended literature:

DOLNÍK, Juraj. Všeobecná lingvistika (Opis a vysvetľovanie jazyka). Bratislava: Veda, 2009. ISBN 978-80-224-1078-6.

DOLNÍK, Juraj. Jazyk – človek – kultúra. Bratislava: Kalligram, 2010. ISBN 978-80-8101-377-5.

ECO, Umberto. Teorie sémiotiky. Praha: Argo, 2009. ISBN 978-80-257-0157-7.

FOUCAULT, Michel. Slova a věci. Praha: Computer Press, 2007. ISBN 978-80-251-1713-2.

GEERTZ, Clifford. Interpretace kultur. Praha: Sociologické nakladatelství (SLON), 2000. ISBN 80-85850-89-3.

SEARLE, John R. Rečové akty. Bratislava: Kalligram, 2007. ISBN 80-7149-892-0.

ZOUHAR, Marián. Význam v kontexte. Bratislava: Aleph, 2011. ISBN 978-80-89491-07-0.

Further literature will be presented at the beginning of the semester and during the lessons

Languages necessary to complete the course:

Slovak

Notes:

Past grade distribution

Total number of evaluated students: 367

A	B	C	D	E	FX
30,79	24,25	23,98	13,08	6,54	1,36

Lecturers: doc. Mgr. Mária Stanková, PhD.

Last change: 17.05.2023

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KŽ/A-moZU-010/15	Course title: Sociology of Mass Communication Media
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 2.	
Educational level: II.	
Prerequisites:	
Course requirements: Seminar work, PowerPoint presentation and written test during the exam period. In all parts of the evaluation, the student must achieve at least 60 percent success. Classification scale: A (100-92%), B (91-85%), C (84-76%), D (75-68%), E (67-> 60%), Fx (≤ 60%) . Max. 2 absences. The exact date and topics of the mid-term evaluation will be announced at the beginning of the semester. Violation of academic ethics results in the cancellation of points earned in the relevant item evaluation. Scale of assessment (preliminary/final): continuous 40%, in the trial period 60%	
Learning outcomes: Students have mastered basic information about the sociology of mass communication as a specific discipline that uses sociological methods to examine the communicator, audience and communication statements. They have mastered the methodology and methodology of mass communication research as currently the most frequent branch of applied sociological research.	
Class syllabus: Mass media from the aspect of sociology. The position, functioning and behavior of the means of mass communication in society. Relationships of media institutions with other institutions in society. Social functions and the importance of the media in society. Changes in society - changes in the media. Institutions engaged in research of means of mass communication in Slovakia. The importance of mass research for journalists. Research definition, features and types of research. Steps of the mass communication research process - preparatory stage and basic steps of the researcher. Sociological methods or their modifications used in journalistic work. Classification, characteristics, selection of research sample, principle of representativeness. Problems of mass communication research (methodological - validity and reliability, practical and ethical).	
Recommended literature: HLINKOVÁ, Danica. Sociológia a prostriedky masovej komunikácie. Bratislava: Univerzita Komenského, 2007. ISBN 978-80-223-2275-1.	

HUG, Jaroslav. Sociologie médií. Praha: Univerzita Jana Amose Komenského, 2008. ISBN 978-80-86723-65-5.
 KELLER, Jan. Úvod do sociologie. Praha: Sociologické nakladatelství, 1992. ISBN 80-901059-7-1.
 MCQUAIL, Denis. Úvod do teórie masové komunikace. Praha: Portál, 2009. ISBN 80-7178-714-0.
 MCNAIR, Brian. Sociologie žurnalistiky. Praha: Portál, 2007. ISBN 80-7178-840-6.
 SOPÓCI, Ján, BÚZIK, Bohumil. Základy sociológie. Bratislava: SPN – Mladé letá, 2009. ISBN 80-08-02636-7.

Languages necessary to complete the course:

SJK

Notes:

Past grade distribution

Total number of evaluated students: 325

A	B	C	D	E	FX
38,46	36,62	13,54	6,77	3,08	1,54

Lecturers: doc. PhDr. Mária Follrichová, CSc.

Last change: 03.06.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KŽ/A-moZU-144/16	Course title: Sports Journalism
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 2.	
Educational level: II.	
Prerequisites:	
Course requirements: Articles on chosen themes (minimum of 3 articles), participation on lectures. The teacher will accept a maximum of two absences Violation of academic ethics results in the cancellation of points earned in the relevant item evaluation. Scale of assessment (preliminary/final): 100/0 Each article is rated in per cent. Final evaluation is based on average. The teacher should consider that the lowest partial outcome would not be taken into account. In particular cases another activities could be taken into account. Grading scale: 0-59%-FX, 60-67%-E, 68-75%-D, 76-83%-C, 84-91%-B, 92-100%-A	
Learning outcomes: After successfully completing the course, the student has an overview of the sport journalism and its current issues and is well oriented in professional sports. He/she will also exercise practical skills during the course.	
Class syllabus: 1. Introduction 2. Brief history of sports and sports journalism 3. Amateur and professional sport, professional sportsmen 4. Relations between journalists and professional sportsmen, coaches, managers, ethical principles 5. Political and economic context of sport and sporting results 6. National and international organizations 7. Sports legislature 8. Integrity of sport, doping, corruption, match fixing 9. Specifics of sports journalism in TV and radio broadcasting	
Recommended literature: Šport v médiách – médiá v športe [online]. Bratislava: SOV, 2008 [cit. 20-10-2021]. ISBN 978-80-969522-7-4. Dostupné na: https://www.olympic.sk/sites/default/files/field_media_file/2009-08/sport-v-mediach-48954_1.pdf	

TUŠER, Andrej et al. Praktikum mediálnej tvorby. Bratislava: Eurokódex, 2010. ISBN 978-80-89477-16-9
BOČÁK, Michal, MERGEŠ, Jozef, SASÁK, Peter. Súčasný mediálny šport (Tri prieniky do fungovania športu v televízii). Prešov: PU, 2018. ISBN 978-80-555-2174-9
Zákon č. 440/2015 Z. z. o športe
An autobiography of a recognised sportsman or a coach

Languages necessary to complete the course:

Slovak

Notes:

Past grade distribution

Total number of evaluated students: 121

A	B	C	D	E	FX
90,91	6,61	1,65	0,83	0,0	0,0

Lecturers: Mgr. Adam Solga, PhD.

Last change: 03.06.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KŽ/A-moZU-011/15	Course title: Theory of Mass Communication and Journalism 1
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning	
Number of credits: 4	
Recommended semester: 2.	
Educational level: II.	
Prerequisites:	
Course requirements: 1) Continuous assessment Regular reports from domestic, foreign and media news around the world. Every week, the trio of students prepare a news report and present it at the beginning of the meeting. Max. points: 10. To advance to the oral final exam, the student needs at least 6 points. The quality of prepared report is assessed. News report: (a) domestic news (b) foreign news (c) media news The student chooses one/two topics from the given area and introduces it comprehensively to others at the beginning of the weekly meeting. 2) Final oral examination from the curriculum and compulsory literature. Max. 2 absences are allowed. Overall subject rating: A (100-92%), B (91-85%), C (84-76%), D (75-68%), E (67-> 60%), Fx (≤ 60%) Violation of academic ethics results in the cancellation of points earned in the relevant item evaluation. Scale of assessment (preliminary/final): Scale of assessment (preliminary/final): 20/80	
Learning outcomes: Students have an overview of the theories of mass communication and journalism in today's media environment. They are familiar with media theorists and theoretical schools. Based on training, they are also able to critically approach media content and individual media theories. The lectures relate to current issues in the field of media and society. The emphasis is on critical thinking and linking theoretical knowledge with practice and media issues in Slovakia and abroad.	
Class syllabus: Print media, concepts, and models (4 press theories/4 ways to describe media-society relations, according to the political order) / Media theories / Communication theories / Electronic media, concepts, and models / Theoretical Schools – Frankfurt School (school of social theory and critical philosophy) / Theoretical Schools – Toronto School (school of communication theory) / Theoretical Schools – Birmingham School (school of economic thought), (basic direction and contribution of theoretical schools) / Media in the understanding of Marshall McLuhan - creation,	

basic assumptions and theories / New media and mass communication -recipients of news portals
-loyalty to news sites

Recommended literature:

BARKER, Chris. Slovník kulturních studií. Praha: Portál, 2006. ISBN 80-7367-099-2.

JIRÁK, Jan, KÖPPLOVÁ, Barbara. Médiá a společnost. Praha: Portál, 2007. ISBN 978-80-7367-287-4.

JIRÁK, Jan, KÖPPLOVÁ, Barbara. Masová média. Praha: Portál, 2015. ISBN 978-80-7367-466-3.

KUNCZIK, Michael. Základy masové komunikace. Praha: Karolínium, 1995. ISBN 80-7184-134-X.

McQUAIL, Denis. Úvod do teorie masové komunikace. Praha: Portál, 2009. ISBN 80-7178-714-0.

HACEK, Ján. The Correlation of Usability, Familiarity, Satisfaction and Reputation with the Loyalty of Student Users of News Websites. In Media Studies [online].

University of Zagreb, 2017, roč. 8, s. Dostupné na: https://www.researchgate.net/publication/320325905_The_Correlation_of_Usability_Familiarity_Satisfaction_and_Reputation_with_the_Lo

Journals at the Department of Journalism: Otázky žurnalistiky

Languages necessary to complete the course:

Slovak

Notes:

Past grade distribution

Total number of evaluated students: 337

A	B	C	D	E	FX
42,73	13,06	19,88	10,98	10,68	2,67

Lecturers: doc. Mgr. Ján Hacek, PhD.

Last change: 03.06.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KŽ/A-moZU-014/15	Course title: Theory of Mass Communication and Journalism 2
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning	
Number of credits: 4	
Recommended semester: 3.	
Educational level: II.	
Prerequisites:	
Course requirements: 1) Continuous assessment Regular reports from domestic, foreign and media news around the world. Every week, the trio of students prepare a news report and present it at the beginning of the meeting. Max. points: 10. To advance to the oral final exam, the student needs at least 6 points. The quality of prepared report is assessed. News report: (a) domestic news (b) foreign news (c) media news The student chooses one/two topics from the given area and introduces it comprehensively to others at the beginning of the weekly meeting. 2) Final oral examination from the curriculum and compulsory literature. Max. 2 absences are allowed. Overall subject rating: A (100-92%), B (91-85%), C (84-76%), D (75-68%), E (67-> 60%), Fx (≤ 60%) Violation of academic ethics results in the cancellation of points earned in the relevant item evaluation. Scale of assessment (preliminary/final): Scale of assessment (preliminary/final): 20/80	
Learning outcomes: Students are familiar with theories of mass communication, journalism, and today's media environment. They know media theorists and theoretical schools. Based on training, they are also able to critically approach media content and media theories. The lectures are related to critical thinking and connection with theoretical knowledge, practice and media area in Slovakia and the world.	
Class syllabus:	
Recommended literature: BARKER, Chris. Slovník kulturních studií. Praha: Portál, 2006. ISBN 80-7367-099-2. JIRÁK, Jan, KÖPPLOVÁ, Barbara. Média a společnost. Praha: Portál, 2007. ISBN 978-80-7367-287-4.	

<p>JIRÁK, Jan, KÖPPLOVÁ, Barbara. Masová média. Praha: Portál, 2015. ISBN 978-80-7367-466-3.</p> <p>KUNCZIK, Michael. Základy masové komunikace. Praha: Karolínium, 1995. ISBN 80-7184-134-X.</p> <p>McQUAIL, Denis. Úvod do teorie masové komunikace. Praha: Portál, 2009. ISBN 80-7178-714-0.</p> <p>HACEK, Ján. The Correlation of Usability, Familiarity, Satisfaction and Reputation with the Loyalty of Student Users of News Websites. In Media Studies [online]. University of Zagreb, 2017, roč. 8, s. Dostupné na: https://www.researchgate.net/publication/320325905_The_Correlation_of_Usability_Familiarity_Satisfaction_and_Reputation_with_the_Loyalty_of_Student_Users_of_News_Websites. Journals at the Department of Journalism: Otázky žurnalistiky</p>					
<p>Languages necessary to complete the course: Slovak</p>					
<p>Notes:</p>					
<p>Past grade distribution Total number of evaluated students: 359</p>					
A	B	C	D	E	FX
47,63	19,78	15,32	8,91	6,41	1,95
<p>Lecturers: doc. Mgr. Ján Hacek, PhD.</p>					
<p>Last change: 03.06.2022</p>					
<p>Approved by:</p>					