

## Course descriptions

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## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022		
<b>University:</b> Comenius University Bratislava		
<b>Faculty:</b> Faculty of Arts		
<b>Course ID:</b> FiF/A-dVC-004/12	<b>Course title:</b> A: Scientific Study Co-authorship in a National Peer-reviewed Journal	
<b>Educational activities:</b> <b>Type of activities:</b> <b>Number of hours:</b> per week:   per level/semester: <b>Form of the course:</b> on-site learning, distance learning		
<b>Number of credits:</b> 16		
<b>Recommended semester:</b>		
<b>Educational level:</b> III.		
<b>Prerequisites:</b>		
<b>Course requirements:</b>		
<b>Learning outcomes:</b>		
<b>Class syllabus:</b>		
<b>Recommended literature:</b>		
<b>Languages necessary to complete the course:</b>		
<b>Notes:</b>		
<b>Past grade distribution</b> Total number of evaluated students: 25		
ABS	M	NEABS
100,0	0,0	0,0
<b>Lecturers:</b>		
<b>Last change:</b>		
<b>Approved by:</b>		

## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022		
<b>University:</b> Comenius University Bratislava		
<b>Faculty:</b> Faculty of Arts		
<b>Course ID:</b> FiF/A-dVC-002/12	<b>Course title:</b> A: Scientific Study Co-authorship in an International Peer-reviewed Journal	
<b>Educational activities:</b> <b>Type of activities:</b> <b>Number of hours:</b> per week:   per level/semester: <b>Form of the course:</b> on-site learning, distance learning		
<b>Number of credits:</b> 18		
<b>Recommended semester:</b>		
<b>Educational level:</b> III.		
<b>Prerequisites:</b>		
<b>Course requirements:</b>		
<b>Learning outcomes:</b>		
<b>Class syllabus:</b>		
<b>Recommended literature:</b>		
<b>Languages necessary to complete the course:</b>		
<b>Notes:</b>		
<b>Past grade distribution</b> Total number of evaluated students: 32		
ABS	M	NEABS
100,0	0,0	0,0
<b>Lecturers:</b>		
<b>Last change:</b>		
<b>Approved by:</b>		

## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022		
<b>University:</b> Comenius University Bratislava		
<b>Faculty:</b> Faculty of Arts		
<b>Course ID:</b> FiF/A-dVC-003/12	<b>Course title:</b> A: Scientific Study in a National Peer-reviewed Journal	
<b>Educational activities:</b> <b>Type of activities:</b> <b>Number of hours:</b> <b>per week:   per level/semester:</b> <b>Form of the course:</b> on-site learning, distance learning		
<b>Number of credits:</b> 30		
<b>Recommended semester:</b>		
<b>Educational level:</b> III.		
<b>Prerequisites:</b>		
<b>Course requirements:</b>		
<b>Learning outcomes:</b>		
<b>Class syllabus:</b>		
<b>Recommended literature:</b>		
<b>Languages necessary to complete the course:</b>		
<b>Notes:</b>		
<b>Past grade distribution</b> Total number of evaluated students: 72		
ABS	M	NEABS
100,0	0,0	0,0
<b>Lecturers:</b>		
<b>Last change:</b>		
<b>Approved by:</b>		

## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022		
<b>University:</b> Comenius University Bratislava		
<b>Faculty:</b> Faculty of Arts		
<b>Course ID:</b> FiF/A-dVC-001/12	<b>Course title:</b> A: Scientific Study in an International Peer-reviewed Journal	
<b>Educational activities:</b> <b>Type of activities:</b> <b>Number of hours:</b> <b>per week:   per level/semester:</b> <b>Form of the course:</b> on-site learning, distance learning		
<b>Number of credits:</b> 35		
<b>Recommended semester:</b>		
<b>Educational level:</b> III.		
<b>Prerequisites:</b>		
<b>Course requirements:</b>		
<b>Learning outcomes:</b>		
<b>Class syllabus:</b>		
<b>Recommended literature:</b>		
<b>Languages necessary to complete the course:</b>		
<b>Notes:</b>		
<b>Past grade distribution</b> Total number of evaluated students: 21		
ABS	M	NEABS
100,0	0,0	0,0
<b>Lecturers:</b>		
<b>Last change:</b>		
<b>Approved by:</b>		

## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KMK/A-dMKS-204/21	<b>Course title:</b> Applied public relations
<b>Educational activities:</b> <b>Type of activities:</b> lecture + seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning, distance learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 3.	
<b>Educational level:</b> III.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Elaboration of a paperwork according to the assignment of the teacher in the range of 8-10 pages (14,400 - 18,000 characters), evaluation of knowledge from the required and recommended literature, oral exam. Classification scale: 100-90: A 89-80: B 79-70: C 69-60: D 59-55: E 54-0: FX Scale of assessment (preliminary/final): 50/50	
<b>Learning outcomes:</b> The aim of the course is to acquaint students with application schemes and possibilities of application of knowledge in the field of public relations, with the development of PR at home and abroad, as well as in individual areas of PR. Students will gain knowledge of the theory of PR and the possibilities of using public relations in specific areas of life - politics, culture, sports, tourism, non-profit organizations, etc. and they will also get acquainted with the analytical tools of public relations.	
<b>Class syllabus:</b> Theoretical basis of public relations in marketing communication Definitions of basic concepts and approaches to the theoretical foundations of PR Public relations vs propaganda, differences and commonalities Competent speaker as part of public relations Public relations and social marketing Analytical tools of public relations Media relations as an integral part of PR PR application in sports, culture and tourism	

Application of PR knowledge in politics Crisis communication and reputation of PR and exhibitions and fairs PR and non-profit organizations
<b>Recommended literature:</b> CAYWOOD, C. L. 2003. Public Relations. 1. vyd. Brno: Computer Press, 2003. 600 s. ISBN 80-7226-886-4. ČÁBYOVÁ, Ľ. 2012. Spoločensky zodpovedný marketing. Trnava : Univerzita sv. Cyrila a Metoda v Trnave, 2012. - 71 s. [3 AH]. - ISBN 978-80-8105-361-0. ĎAĎO, J. 2006. Marketing služieb. Bratislava : Epos, 2006. HEJLOVÁ, D. 2015. Public relations. Grada Publishing, a.s., 2015. 256 s. ISBN 978-80-247-5022-4 CHUDINOVÁ, E. 2019. Public relations. Bratislava: UK. 2019. 104 s. ISBN 978-80-223-4825-6 CHUDINOVÁ, E., TUŠER, A. 2013. Kompetentný hovorca. 1. vydanie. Žilina : EUROKÓDEX, 2013. 168 s., ISBN 978-80-8155-019-5 PHILLIPS, D. 2003. Online public relations. Praha: Grada, 2003. 216 s. SCOTT, D. M. 2008. Nová pravidla marketingu a PR. 1. vyd. Brno: Zoner Press, 2008. 272 s. STRÖMBÄCK, J., KIOUSIS, S. 2011. POLITICAL PUBLIC RELATIONS. 2011. Principles and Applications. New York: Taylor & Francis, 2011. 349 s. ISBN 978-0-203-86417-3 TAJTÁKOVÁ, M., 2016. Marketing neziskových organizácií, športu a kultúry. Wolters Kluwer, 2016. ISBN 978-80-8168-407-4
<b>Languages necessary to complete the course:</b>
<b>Notes:</b>
<b>Past grade distribution</b> Total number of evaluated students: 0
<b>Lecturers:</b> doc. PhDr. Eva Chudinová, PhD.
<b>Last change:</b> 14.01.2022
<b>Approved by:</b>



## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022		
<b>University:</b> Comenius University Bratislava		
<b>Faculty:</b> Faculty of Arts		
<b>Course ID:</b> FiF/A-dVC-008/12	<b>Course title:</b> B: Scientific Study Co-authorship in a National Non-certified Journal	
<b>Educational activities:</b> <b>Type of activities:</b> <b>Number of hours:</b> <b>per week: per level/semester:</b> <b>Form of the course:</b> on-site learning, distance learning		
<b>Number of credits:</b> 8		
<b>Recommended semester:</b>		
<b>Educational level:</b> III.		
<b>Prerequisites:</b>		
<b>Course requirements:</b>		
<b>Learning outcomes:</b>		
<b>Class syllabus:</b>		
<b>Recommended literature:</b>		
<b>Languages necessary to complete the course:</b>		
<b>Notes:</b>		
<b>Past grade distribution</b> Total number of evaluated students: 67		
ABS	M	NEABS
100,0	0,0	0,0
<b>Lecturers:</b>		
<b>Last change:</b>		
<b>Approved by:</b>		

## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022		
<b>University:</b> Comenius University Bratislava		
<b>Faculty:</b> Faculty of Arts		
<b>Course ID:</b> FiF/A-dVC-006/12	<b>Course title:</b> B: Scientific Study Co-authorship in an International Non-certified Journal	
<b>Educational activities:</b> <b>Type of activities:</b> <b>Number of hours:</b> <b>per week: per level/semester:</b> <b>Form of the course:</b> on-site learning, distance learning		
<b>Number of credits:</b> 13		
<b>Recommended semester:</b>		
<b>Educational level:</b> III.		
<b>Prerequisites:</b>		
<b>Course requirements:</b>		
<b>Learning outcomes:</b>		
<b>Class syllabus:</b>		
<b>Recommended literature:</b>		
<b>Languages necessary to complete the course:</b>		
<b>Notes:</b>		
<b>Past grade distribution</b> Total number of evaluated students: 21		
ABS	M	NEABS
100,0	0,0	0,0
<b>Lecturers:</b>		
<b>Last change:</b>		
<b>Approved by:</b>		

## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022		
<b>University:</b> Comenius University Bratislava		
<b>Faculty:</b> Faculty of Arts		
<b>Course ID:</b> FiF/A-dVC-007/12	<b>Course title:</b> B: Scientific Study in a National Non-certified Journal	
<b>Educational activities:</b> <b>Type of activities:</b> <b>Number of hours:</b> <b>per week:   per level/semester:</b> <b>Form of the course:</b> on-site learning, distance learning		
<b>Number of credits:</b> 15		
<b>Recommended semester:</b>		
<b>Educational level:</b> III.		
<b>Prerequisites:</b>		
<b>Course requirements:</b>		
<b>Learning outcomes:</b>		
<b>Class syllabus:</b>		
<b>Recommended literature:</b>		
<b>Languages necessary to complete the course:</b>		
<b>Notes:</b>		
<b>Past grade distribution</b> Total number of evaluated students: 387		
ABS	M	NEABS
99,74	0,26	0,0
<b>Lecturers:</b>		
<b>Last change:</b>		
<b>Approved by:</b>		

## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022		
<b>University:</b> Comenius University Bratislava		
<b>Faculty:</b> Faculty of Arts		
<b>Course ID:</b> FiF/A-dVC-005/12	<b>Course title:</b> B: Scientific Study in an International Non-certified Journal	
<b>Educational activities:</b> <b>Type of activities:</b> <b>Number of hours:</b> <b>per week:   per level/semester:</b> <b>Form of the course:</b> on-site learning, distance learning		
<b>Number of credits:</b> 25		
<b>Recommended semester:</b>		
<b>Educational level:</b> III.		
<b>Prerequisites:</b>		
<b>Course requirements:</b>		
<b>Learning outcomes:</b>		
<b>Class syllabus:</b>		
<b>Recommended literature:</b>		
<b>Languages necessary to complete the course:</b>		
<b>Notes:</b>		
<b>Past grade distribution</b> Total number of evaluated students: 107		
ABS	M	NEABS
100,0	0,0	0,0
<b>Lecturers:</b>		
<b>Last change:</b>		
<b>Approved by:</b>		

## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022		
<b>University:</b> Comenius University Bratislava		
<b>Faculty:</b> Faculty of Arts		
<b>Course ID:</b> FiF/A-dDA-007/12	<b>Course title:</b> Bachelor's Final Thesis Assessment Authorship	
<b>Educational activities:</b> <b>Type of activities:</b> <b>Number of hours:</b> <b>per week:   per level/semester:</b> <b>Form of the course:</b> on-site learning, distance learning		
<b>Number of credits:</b> 3		
<b>Recommended semester:</b>		
<b>Educational level:</b> III.		
<b>Prerequisites:</b>		
<b>Course requirements:</b>		
<b>Learning outcomes:</b>		
<b>Class syllabus:</b>		
<b>Recommended literature:</b>		
<b>Languages necessary to complete the course:</b>		
<b>Notes:</b>		
<b>Past grade distribution</b> Total number of evaluated students: 1185		
ABS	M	NEABS
99,92	0,0	0,08
<b>Lecturers:</b>		
<b>Last change:</b>		
<b>Approved by:</b>		

## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022		
<b>University:</b> Comenius University Bratislava		
<b>Faculty:</b> Faculty of Arts		
<b>Course ID:</b> FiF/A-dDA-009/12	<b>Course title:</b> Bachelor's Final Thesis Supervision	
<b>Educational activities:</b> <b>Type of activities:</b> <b>Number of hours:</b> <b>per week:   per level/semester:</b> <b>Form of the course:</b> on-site learning, distance learning		
<b>Number of credits:</b> 10		
<b>Recommended semester:</b>		
<b>Educational level:</b> III.		
<b>Prerequisites:</b>		
<b>Course requirements:</b>		
<b>Learning outcomes:</b>		
<b>Class syllabus:</b>		
<b>Recommended literature:</b>		
<b>Languages necessary to complete the course:</b>		
<b>Notes:</b>		
<b>Past grade distribution</b> Total number of evaluated students: 508		
ABS	M	NEABS
100,0	0,0	0,0
<b>Lecturers:</b>		
<b>Last change:</b>		
<b>Approved by:</b>		

## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KKIV/A-dMKS-305/21	<b>Course title:</b> Bibliometrics and support of scientific communication
<b>Educational activities:</b> <b>Type of activities:</b> lecture + seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning, distance learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 3.	
<b>Educational level:</b> III.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Assignment (assessment 100% during semester): Project – a bibliometric analysis of the publishing production covering the topic of the thesis – records registered in citation databases. The aim of the analysis is to provide students with an overview of the most important publications, authors and journals and the subject coverage of publications relevant for the thesis topic. Volume: 15-20 pages of text. 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 in case they are supported with relevant documentation. The exact date and topic of presentations will be announced at the beginning of semester.	
<b>Learning outcomes:</b> The students get to learn theoretical and practical knowledge necessary for the analysis and support of scholarly communication. They understand basic bibliometric, scientometric, and altmetric indicators and the impact of scholarly publishing outputs, researchers and institutions, they become acquainted with benefits and drawbacks of applying quantitative methods in science/research assessment. They are able to work with citation databases, to select relevant methods for the data analysis with respect to the research objectives. They master the skills of using bibliometric software, visualising the results and their interpretation. Students can use the obtained knowledge in the context of their own research and communication.	
<b>Class syllabus:</b> Methods and techniques applied in bibliometrics. Principal areas of bibliometrics application. Citation analysis. Citation databases. Data processing and visualisation. Scientometric assessment of researchers, publications and research institutions. Quality and impact indicators of scientific journals. Bibliometrics research. Science mapping.	

Scholarly communication in online environment.  
Scholarly social media, altmetrics and alternative indicators.

**Recommended literature:**

ONDRIŠOVÁ, M. Bibliometria [online]. Bratislava : Stimul, 2011. 133 s.  
ISBN 978-80-8127-035-2. [http://stella.uniba.sk/texty/MO\\_bibliometria.pdf](http://stella.uniba.sk/texty/MO_bibliometria.pdf)  
ONDRIŠOVÁ, M. Alternatívne hodnotenia vplyvu vedeckých výstupov vo webovom prostredí.  
In: Knižničná a informačná veda 26, Bratislava : Univerzita Komenského, 2016, s. 28-44.  
DE BELLIS, N. Bibliometrics and Citation Analysis: From the Science Citation Index to  
Cybermetrics. Lanham (Maryland) : The Scarecrow Press, 2009. 417 p. ISBN 0-8108-6713-3.  
GLÄNZEL, W. Bibliometrics as a research field. A course on theory and application of  
bibliometric indicators. Course handouts. [http://citeseerx.ist.psu.edu/viewdoc/download?  
doi=10.1.1.97.5311&rep=rep1&type=pdf](http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.97.5311&rep=rep1&type=pdf).  
THELWALL, M. Introduction to Webometrics: Quantitative Web Research for the Social  
Sciences [online]. 2009. 116 p. Dostupné na internete: [www.morganclaypool.com/doi/  
abs/10.2200/S00176ED1V01Y200903ICR004](http://www.morganclaypool.com/doi/abs/10.2200/S00176ED1V01Y200903ICR004)  
DÍAZ-FAES, A. A., BOWMAN, T. D., & COSTAS, R. Towards a second generation of 'social  
media metrics': Characterizing Twitter communities of attention around science. In: PloS one,  
14(5), 2019. e0216408.  
VAN RAAN A. Measuring Science: Basic Principles and Application of Advanced  
Bibliometrics. In: Glänzel W., Moed H.F., Schmoch U., Thelwall M. (eds) Springer Handbook  
of Science and Technology Indicators. Springer Handbooks. Springer, Cham, 2019. [https://  
doi.org/10.1007/978-3-030-02511-3\\_10](https://doi.org/10.1007/978-3-030-02511-3_10)

**Languages necessary to complete the course:**

Slovak, English

**Notes:**

**Past grade distribution**

Total number of evaluated students: 0

A	B	C	D	E	FX
0,0	0,0	0,0	0,0	0,0	0,0

**Lecturers:** prof. PhDr. Jaroslav Šušol, PhD.

**Last change:** 31.03.2022

**Approved by:**



## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022		
<b>University:</b> Comenius University Bratislava		
<b>Faculty:</b> Faculty of Arts		
<b>Course ID:</b> FiF/A-dVC-012/12	<b>Course title:</b> C: Expert Article Co-authorship in a National Peer-reviewed Journal	
<b>Educational activities:</b> <b>Type of activities:</b> <b>Number of hours:</b> per week:   per level/semester: <b>Form of the course:</b> on-site learning, distance learning		
<b>Number of credits:</b> 8		
<b>Recommended semester:</b>		
<b>Educational level:</b> III.		
<b>Prerequisites:</b>		
<b>Course requirements:</b>		
<b>Learning outcomes:</b>		
<b>Class syllabus:</b>		
<b>Recommended literature:</b>		
<b>Languages necessary to complete the course:</b>		
<b>Notes:</b>		
<b>Past grade distribution</b> Total number of evaluated students: 8		
ABS	M	NEABS
100,0	0,0	0,0
<b>Lecturers:</b>		
<b>Last change:</b>		
<b>Approved by:</b>		

## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022		
<b>University:</b> Comenius University Bratislava		
<b>Faculty:</b> Faculty of Arts		
<b>Course ID:</b> FiF/A-dVC-010/12	<b>Course title:</b> C: Expert Article Co-authorship in an International Peer-reviewed Journal	
<b>Educational activities:</b> <b>Type of activities:</b> <b>Number of hours:</b> per week:   per level/semester: <b>Form of the course:</b> on-site learning, distance learning		
<b>Number of credits:</b> 12		
<b>Recommended semester:</b>		
<b>Educational level:</b> III.		
<b>Prerequisites:</b>		
<b>Course requirements:</b>		
<b>Learning outcomes:</b>		
<b>Class syllabus:</b>		
<b>Recommended literature:</b>		
<b>Languages necessary to complete the course:</b>		
<b>Notes:</b>		
<b>Past grade distribution</b> Total number of evaluated students: 3		
ABS	M	NEABS
100,0	0,0	0,0
<b>Lecturers:</b>		
<b>Last change:</b>		
<b>Approved by:</b>		

## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022		
<b>University:</b> Comenius University Bratislava		
<b>Faculty:</b> Faculty of Arts		
<b>Course ID:</b> FiF/A-dVC-011/12	<b>Course title:</b> C: Expert Article in a National Peer-reviewed Journal	
<b>Educational activities:</b> <b>Type of activities:</b> <b>Number of hours:</b> <b>per week:   per level/semester:</b> <b>Form of the course:</b> on-site learning, distance learning		
<b>Number of credits:</b> 15		
<b>Recommended semester:</b>		
<b>Educational level:</b> III.		
<b>Prerequisites:</b>		
<b>Course requirements:</b>		
<b>Learning outcomes:</b>		
<b>Class syllabus:</b>		
<b>Recommended literature:</b>		
<b>Languages necessary to complete the course:</b>		
<b>Notes:</b>		
<b>Past grade distribution</b> Total number of evaluated students: 25		
ABS	M	NEABS
100,0	0,0	0,0
<b>Lecturers:</b>		
<b>Last change:</b>		
<b>Approved by:</b>		

## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022		
<b>University:</b> Comenius University Bratislava		
<b>Faculty:</b> Faculty of Arts		
<b>Course ID:</b> FiF/A-dVC-009/12	<b>Course title:</b> C: Expert Article in an International Peer-reviewed Journal	
<b>Educational activities:</b> <b>Type of activities:</b> <b>Number of hours:</b> <b>per week:   per level/semester:</b> <b>Form of the course:</b> on-site learning, distance learning		
<b>Number of credits:</b> 20		
<b>Recommended semester:</b>		
<b>Educational level:</b> III.		
<b>Prerequisites:</b>		
<b>Course requirements:</b>		
<b>Learning outcomes:</b>		
<b>Class syllabus:</b>		
<b>Recommended literature:</b>		
<b>Languages necessary to complete the course:</b>		
<b>Notes:</b>		
<b>Past grade distribution</b> Total number of evaluated students: 7		
ABS	M	NEABS
100,0	0,0	0,0
<b>Lecturers:</b>		
<b>Last change:</b>		
<b>Approved by:</b>		

## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022		
<b>University:</b> Comenius University Bratislava		
<b>Faculty:</b> Faculty of Arts		
<b>Course ID:</b> FiF/A-dVC-018/12	<b>Course title:</b> D: Active Participation in a Home Scholarly Event (Published Abstract)	
<b>Educational activities:</b> <b>Type of activities:</b> <b>Number of hours:</b> per week:   per level/semester: <b>Form of the course:</b> on-site learning, distance learning		
<b>Number of credits:</b> 10		
<b>Recommended semester:</b>		
<b>Educational level:</b> III.		
<b>Prerequisites:</b>		
<b>Course requirements:</b>		
<b>Learning outcomes:</b>		
<b>Class syllabus:</b>		
<b>Recommended literature:</b>		
<b>Languages necessary to complete the course:</b>		
<b>Notes:</b>		
<b>Past grade distribution</b> Total number of evaluated students: 740		
ABS	M	NEABS
100,0	0,0	0,0
<b>Lecturers:</b>		
<b>Last change:</b>		
<b>Approved by:</b>		

## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022		
<b>University:</b> Comenius University Bratislava		
<b>Faculty:</b> Faculty of Arts		
<b>Course ID:</b> FiF/A-dVC-017/12	<b>Course title:</b> D: Active Participation in a Scholarly Event Abroad (Published Abstract)	
<b>Educational activities:</b> <b>Type of activities:</b> <b>Number of hours:</b> per week:   per level/semester: <b>Form of the course:</b> on-site learning, distance learning		
<b>Number of credits:</b> 15		
<b>Recommended semester:</b>		
<b>Educational level:</b> III.		
<b>Prerequisites:</b>		
<b>Course requirements:</b>		
<b>Learning outcomes:</b>		
<b>Class syllabus:</b>		
<b>Recommended literature:</b>		
<b>Languages necessary to complete the course:</b>		
<b>Notes:</b>		
<b>Past grade distribution</b> Total number of evaluated students: 711		
ABS	M	NEABS
100,0	0,0	0,0
<b>Lecturers:</b>		
<b>Last change:</b>		
<b>Approved by:</b>		

## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022		
<b>University:</b> Comenius University Bratislava		
<b>Faculty:</b> Faculty of Arts		
<b>Course ID:</b> FiF/A-dVC-016/12	<b>Course title:</b> D: Expert Article Co-authorship in a National Non-certified Journal	
<b>Educational activities:</b> <b>Type of activities:</b> <b>Number of hours:</b> per week:   per level/semester: <b>Form of the course:</b> on-site learning, distance learning		
<b>Number of credits:</b> 5		
<b>Recommended semester:</b>		
<b>Educational level:</b> III.		
<b>Prerequisites:</b>		
<b>Course requirements:</b>		
<b>Learning outcomes:</b>		
<b>Class syllabus:</b>		
<b>Recommended literature:</b>		
<b>Languages necessary to complete the course:</b>		
<b>Notes:</b>		
<b>Past grade distribution</b> Total number of evaluated students: 64		
ABS	M	NEABS
100,0	0,0	0,0
<b>Lecturers:</b>		
<b>Last change:</b>		
<b>Approved by:</b>		

## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022		
<b>University:</b> Comenius University Bratislava		
<b>Faculty:</b> Faculty of Arts		
<b>Course ID:</b> FiF/A-dVC-014/12	<b>Course title:</b> D: Expert Article Co-authorship in an International Non-certified Journal	
<b>Educational activities:</b> <b>Type of activities:</b> <b>Number of hours:</b> per week:   per level/semester: <b>Form of the course:</b> on-site learning, distance learning		
<b>Number of credits:</b> 8		
<b>Recommended semester:</b>		
<b>Educational level:</b> III.		
<b>Prerequisites:</b>		
<b>Course requirements:</b>		
<b>Learning outcomes:</b>		
<b>Class syllabus:</b>		
<b>Recommended literature:</b>		
<b>Languages necessary to complete the course:</b>		
<b>Notes:</b>		
<b>Past grade distribution</b> Total number of evaluated students: 15		
ABS	M	NEABS
100,0	0,0	0,0
<b>Lecturers:</b>		
<b>Last change:</b>		
<b>Approved by:</b>		



## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022		
<b>University:</b> Comenius University Bratislava		
<b>Faculty:</b> Faculty of Arts		
<b>Course ID:</b> FiF/A-dVC-015/12	<b>Course title:</b> D: Expert Article in a National Non-certified Journal	
<b>Educational activities:</b> <b>Type of activities:</b> <b>Number of hours:</b> <b>per week:   per level/semester:</b> <b>Form of the course:</b> on-site learning, distance learning		
<b>Number of credits:</b> 10		
<b>Recommended semester:</b>		
<b>Educational level:</b> III.		
<b>Prerequisites:</b>		
<b>Course requirements:</b>		
<b>Learning outcomes:</b>		
<b>Class syllabus:</b>		
<b>Recommended literature:</b>		
<b>Languages necessary to complete the course:</b>		
<b>Notes:</b>		
<b>Past grade distribution</b> Total number of evaluated students: 348		
ABS	M	NEABS
99,43	0,0	0,57
<b>Lecturers:</b>		
<b>Last change:</b>		
<b>Approved by:</b>		

## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022		
<b>University:</b> Comenius University Bratislava		
<b>Faculty:</b> Faculty of Arts		
<b>Course ID:</b> FiF/A-dVC-013/12	<b>Course title:</b> D: Expert Article in an International Non-certified Journal	
<b>Educational activities:</b> <b>Type of activities:</b> <b>Number of hours:</b> <b>per week: per level/semester:</b> <b>Form of the course:</b> on-site learning, distance learning		
<b>Number of credits:</b> 15		
<b>Recommended semester:</b>		
<b>Educational level:</b> III.		
<b>Prerequisites:</b>		
<b>Course requirements:</b>		
<b>Learning outcomes:</b>		
<b>Class syllabus:</b>		
<b>Recommended literature:</b>		
<b>Languages necessary to complete the course:</b>		
<b>Notes:</b>		
<b>Past grade distribution</b> Total number of evaluated students: 88		
ABS	M	NEABS
98,86	1,14	0,0
<b>Lecturers:</b>		
<b>Last change:</b>		
<b>Approved by:</b>		

## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022		
<b>University:</b> Comenius University Bratislava		
<b>Faculty:</b> Faculty of Arts		
<b>Course ID:</b> FiF/A-dVC-019/12	<b>Course title:</b> D: Scientific Review Published in ADC, ADE Category Journals	
<b>Educational activities:</b> <b>Type of activities:</b> <b>Number of hours:</b> <b>per week:   per level/semester:</b> <b>Form of the course:</b> on-site learning, distance learning		
<b>Number of credits:</b> 8		
<b>Recommended semester:</b>		
<b>Educational level:</b> III.		
<b>Prerequisites:</b>		
<b>Course requirements:</b>		
<b>Learning outcomes:</b>		
<b>Class syllabus:</b>		
<b>Recommended literature:</b>		
<b>Languages necessary to complete the course:</b>		
<b>Notes:</b>		
<b>Past grade distribution</b> Total number of evaluated students: 83		
ABS	M	NEABS
100,0	0,0	0,0
<b>Lecturers:</b>		
<b>Last change:</b>		
<b>Approved by:</b>		

## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022		
<b>University:</b> Comenius University Bratislava		
<b>Faculty:</b> Faculty of Arts		
<b>Course ID:</b> FiF/A-dVC-020/12	<b>Course title:</b> D: Scientific Review Published in ADD, ADF Category Journals	
<b>Educational activities:</b> <b>Type of activities:</b> <b>Number of hours:</b> <b>per week:   per level/semester:</b> <b>Form of the course:</b> on-site learning, distance learning		
<b>Number of credits:</b> 6		
<b>Recommended semester:</b>		
<b>Educational level:</b> III.		
<b>Prerequisites:</b>		
<b>Course requirements:</b>		
<b>Learning outcomes:</b>		
<b>Class syllabus:</b>		
<b>Recommended literature:</b>		
<b>Languages necessary to complete the course:</b>		
<b>Notes:</b>		
<b>Past grade distribution</b> Total number of evaluated students: 214		
ABS	M	NEABS
99,07	0,0	0,93
<b>Lecturers:</b>		
<b>Last change:</b>		
<b>Approved by:</b>		

## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KKIV/A-dMKS-003/21	<b>Course title:</b> Development of Media and Information Products and Systems
<b>Educational activities:</b> <b>Type of activities:</b> lecture + seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning, distance learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 2.	
<b>Educational level:</b> III.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Assignment (ongoing assessment): the student will prepare a paper (min. 18 000 characters) on a selected topic, in one of the three principal knowledge areas of the course. The topic of the paper will be related to the topic of the thesis and approved by the teacher and the supervisor (20 points). In the remaining two knowledge areas, the student will write shorter assignments (minimum 3600 characters each), rewarded by 2 x 5 points. The course will be finished by the colloquium, with the student presenting main results of his/her research/paper and he/she will defend it in a discussion (10 points). 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 in case they are supported with relevant documentation. 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): 100/0	
<b>Learning outcomes:</b> The students will understand principal concepts and definitions connected with creativity and its impact in the media and information environment. They will master basic principles of efficient development of advertisement units and creativity in information and science area. They will understand the essence and principles of information products development. They will acquire fundamental programming strategies applied in radio and television units production within binary approach to dramaturgy: elites vs masses and public vs commercial service. The students will learn the tenets of system thinking and the knowledge necessary for system analysis and development in the media and information environment.	
<b>Class syllabus:</b> Creativity - concept, definitions, essential characteristics, spheres, barriers and myths in the area of creativity. Principles of efficient creation of advertisement units. Information product. Definition, characteristics and components of information products. Information products in the digital environment. Methodology of creating information products. Fundamentals of human creativity in information processing, information creativity. Creative information ecologies.	

Mass versus elitist strategy in radio and television units production.  
 Similarities and differences in dramaturgy and programing of public and private broadcasters.  
 Principles of system thinking, system analysis and system development in the area of media and information.  
 Design of information systems, approaches and methods.

### **Recommended literature:**

- Rusnák, Juraj: Homo popularis: homo medialis? Popkultúra v elektronických médiách. Prešov : Filozofická fakulta Prešovskej univerzity v Prešove, 2013. 139 s. ISBN 978-80-555-0720-0.
- Cenková, Renáta – Gladiš, Marián – Peknušiaková, Eva – Oborník, Peter – Regrutová, Lenka – Rusnák, Juraj – Sabol, Ján S. – Smoláková, Viera: Tvorba a recepcia rozhlasového a televízneho textu. Prešov ; Košice : FF PU Prešov – FF UPJŠ Košice, 2014. 292 s. ISBN 978-80-555-1218-1.
- Sámelová, Anna: Dejiny verejnoprávnosti. Zrod Rozhlasu a televízie Slovenska. Bratislava : Vydavateľstvo Univerzity Komenského, 2019. 354 s. ISBN 978-80-223-4816-4.
- Rusnák, Juraj: Nové trendy v programovaní elektronických médií. Prešov : Vydavateľstvo Prešovskej univerzity, 2019. 184 s. ISBN 978-80-555-2221-0.
- Regrutová, Lenka: Pôvodná televízna dramatická tvorba pre deti a mládež na Slovensku: kontext 60. – 80. rokov 20. storočia. Prešov : Vydavateľstvo Prešovskej univerzity, 2018. 154 s. ISBN 978-80-555-2163-3.
- Steinerová, Jela. (1998). Tvorba informačných produktov : nové prístupy informačnej vedy. Bratislava : CVTI, 1998. 130s. ISBN 80-85165-73-2
- Steinerová, Jela. (2015). Looking for Creative Information Strategies and Ecological Literacy. In: Information Literacy: Moving Toward Sustainability. ECIL 2015. Cham: Springer 2015, 3-12.
- Steinerová, Jela. (2011). Information products in the electronic environment: from user experience to information ecology. In: Bezpieczna, innowacyjna i dostępna informacja. Perspektywy dla sektora usług informacyjnych w społeczeństwie wiedzy. Red. D. Pietruch-Reies, W. Babik, R. Fraczek. Katowice, PTIN – Polish Society of Scientific Information 2011, 68-76.
- Informačná veda. Výkladový slovník. 2020. Editori Jela Steinerová, Miriam Ondrišová. Autori: Jela Steinerová, Jaroslav Šušol, Pavol Rankov, Lucia Lichnerová, Ľudmila Hrdináková, Miriam Ondrišová, Marta Špániová, Katarína Buzová, Andrea Hrčková. Bratislava: Univerzita Komenského v Bratislave, 2020. 278 s. ISBN 978-80-223-4866-9.
- Steinerová, Jela. 2018. Qualitative Methods in Information Research: a Study of Research Creativity. In: Qualitative and Quantitative Methods in Libraries [elektronický dokument]- Roč. 7, č. 1 (2018), s. 87-99., ISSN241-1925
- Amabile, T. M. The Social Psychology of Creativity. New York: Springer –Verlag, 1983. ISBN 978-1-4419-3212-9
- Buzan, T., Síla kreativní inteligence. Praha: Columbus, 2002. ISBN 80-7249-131-8
- Clegg, B., Birch, P., Kreativita. Brno: Books, 2005. ISBN 80-251-0549-0
- Crha, I. Křížek, Z. Jak psát reklamní text. Praha: 4. vyd. Grada Publishing, 2012. ISBN 978-80-247-4061-4.
- Dacey, J. – Lennon, K. Kreativita. Praha: Management Press, 2001. ISBN 80-7169-903-9
- Hornák, P., 2014. Kreativita v reklamě = Creativity in advertising. - 1. vyd. - Zlín : VerBuM. p. 294. ISBN 978-80-87500-49-1
- Hornák, P., 2017. Humour—the strongest emotional appeal in advertising. In: Strategic innovative marketing. Mykonos : Springer. p.259-264. ISBN 978-3-319-33863-7
- Ogilvy, D. Ogilvy o reklamě. Praha : Managment Press, 1996. ISBN 80-85943-25-5 223-2448-9
- Toscani, O. Reklama je navoňaná zdochlina. Bratislava: Slovart 1996. ISBN 80-145-221-1
- Žák, P.: Kreativita a její rozvoj. Brno: Computer press, 2004. ISBN 80-251-0457-5

Bourgeois, D.T. Information systems for business and beyond [online]. Saylor Academy 2014. <https://bus206.pressbooks.com/>.  
 Kimlička, Š. Informačné systémy : teoretické východiská, princípy, metódy projektovania. Martin : SNK, 2006. 240 s.  
 Zwass, V. Information system. In: Encyclopaedia Britannica [online]. London : Encyclopaedia Britannica Inc., 2017. <https://www.britannica.com/topic/information-system>

**Languages necessary to complete the course:**

Slovak, English

**Notes:**

**Past grade distribution**

Total number of evaluated students: 0

A	B	C	D	E	FX
0,0	0,0	0,0	0,0	0,0	0,0

**Lecturers:** prof. PhDr. Jela Steinerová, PhD., prof. PhDr. Jaroslav Šušol, PhD., doc. PhDr. Milan Banyár, PhD., prof. PhDr. Pavel Horňák, CSc., doc. PhDr. Anna Sámelová, PhD.

**Last change:** 26.06.2022

**Approved by:**

## STATE EXAM DESCRIPTION

<b>Academic year:</b> 2021/2022	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.Dek/A-dSZ-098/14	<b>Course title:</b> Dissertation Exam
<b>Number of credits:</b> 20	
<b>Educational level:</b> III.	
<b>State exam syllabus:</b>	
<b>Last change:</b> 14.03.2022	
<b>Approved by:</b>	



## STATE EXAM DESCRIPTION

<b>Academic year:</b> 2021/2022	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.Dek/A-dSZ-099/14	<b>Course title:</b> Dissertation Thesis Defence
<b>Number of credits:</b> 30	
<b>Educational level:</b> III.	
<b>State exam syllabus:</b>	
<b>Last change:</b> 14.03.2022	
<b>Approved by:</b>	

## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022		
<b>University:</b> Comenius University Bratislava		
<b>Faculty:</b> Faculty of Arts		
<b>Course ID:</b> FiF/A-dVC-024/12	<b>Course title:</b> E: Scientific Study Co-authorship in a National Peer-reviewed and Conference Miscellany	
<b>Educational activities:</b> <b>Type of activities:</b> <b>Number of hours:</b> <b>per week: per level/semester:</b> <b>Form of the course:</b> on-site learning, distance learning		
<b>Number of credits:</b> 8		
<b>Recommended semester:</b>		
<b>Educational level:</b> III.		
<b>Prerequisites:</b>		
<b>Course requirements:</b>		
<b>Learning outcomes:</b>		
<b>Class syllabus:</b>		
<b>Recommended literature:</b>		
<b>Languages necessary to complete the course:</b>		
<b>Notes:</b>		
<b>Past grade distribution</b> Total number of evaluated students: 82		
ABS	M	NEABS
100,0	0,0	0,0
<b>Lecturers:</b>		
<b>Last change:</b>		
<b>Approved by:</b>		

## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022		
<b>University:</b> Comenius University Bratislava		
<b>Faculty:</b> Faculty of Arts		
<b>Course ID:</b> FiF/A-dVC-022/12	<b>Course title:</b> E: Scientific Study Co-authorship in an International Peer-reviewed and Conference Miscellany	
<b>Educational activities:</b> <b>Type of activities:</b> <b>Number of hours:</b> <b>per week: per level/semester:</b> <b>Form of the course:</b> on-site learning, distance learning		
<b>Number of credits:</b> 13		
<b>Recommended semester:</b>		
<b>Educational level:</b> III.		
<b>Prerequisites:</b>		
<b>Course requirements:</b>		
<b>Learning outcomes:</b>		
<b>Class syllabus:</b>		
<b>Recommended literature:</b>		
<b>Languages necessary to complete the course:</b>		
<b>Notes:</b>		
<b>Past grade distribution</b> Total number of evaluated students: 26		
ABS	M	NEABS
100,0	0,0	0,0
<b>Lecturers:</b>		
<b>Last change:</b>		
<b>Approved by:</b>		

## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022		
<b>University:</b> Comenius University Bratislava		
<b>Faculty:</b> Faculty of Arts		
<b>Course ID:</b> FiF/A-dVC-023/12	<b>Course title:</b> E: Scientific Study in a National Peer-reviewed and Conference Miscellany	
<b>Educational activities:</b> <b>Type of activities:</b> <b>Number of hours:</b> <b>per week: per level/semester:</b> <b>Form of the course:</b> on-site learning, distance learning		
<b>Number of credits:</b> 15		
<b>Recommended semester:</b>		
<b>Educational level:</b> III.		
<b>Prerequisites:</b>		
<b>Course requirements:</b>		
<b>Learning outcomes:</b>		
<b>Class syllabus:</b>		
<b>Recommended literature:</b>		
<b>Languages necessary to complete the course:</b>		
<b>Notes:</b>		
<b>Past grade distribution</b> Total number of evaluated students: 445		
ABS	M	NEABS
100,0	0,0	0,0
<b>Lecturers:</b>		
<b>Last change:</b>		
<b>Approved by:</b>		

## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022		
<b>University:</b> Comenius University Bratislava		
<b>Faculty:</b> Faculty of Arts		
<b>Course ID:</b> FiF/A-dVC-021/12	<b>Course title:</b> E: Scientific Study in an International Peer-reviewed and Conference Miscellany	
<b>Educational activities:</b> <b>Type of activities:</b> <b>Number of hours:</b> <b>per week: per level/semester:</b> <b>Form of the course:</b> on-site learning, distance learning		
<b>Number of credits:</b> 25		
<b>Recommended semester:</b>		
<b>Educational level:</b> III.		
<b>Prerequisites:</b>		
<b>Course requirements:</b>		
<b>Learning outcomes:</b>		
<b>Class syllabus:</b>		
<b>Recommended literature:</b>		
<b>Languages necessary to complete the course:</b>		
<b>Notes:</b>		
<b>Past grade distribution</b> Total number of evaluated students: 174		
ABS	M	NEABS
100,0	0,0	0,0
<b>Lecturers:</b>		
<b>Last change:</b>		
<b>Approved by:</b>		

## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KŽ/A-dMKS-102/21	<b>Course title:</b> Ethical Aspects of Communication in Journalism
<b>Educational activities:</b> <b>Type of activities:</b> lecture + seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning, distance learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 4.	
<b>Educational level:</b> III.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Conditions for subject passing: Classic question-and-answer assessments during classroom debates; submission of a paper focused on chosen aspects of the topic and its presentation during the colloquial discussion. A (100-92 %), B (91-85 %), C (84-76 %), D (75-68 %), E (67-> 60 %), Fx (≤ 60 %). Scale of assessment (preliminary/final): 100 % preliminary	
<b>Learning outcomes:</b> Graduates of the course understands the requirements of professional media and journalistic codes of ethics in Slovakia and abroad and their relationship to relevant legislation in Slovakia and the European Union. He is able to analyze media outputs in terms of personal responsibility of actors, applicable ethical rules, rights and obligations of journalists, applicable laws and relevant documents and draw appropriate conclusions from them. He knows the issues addressed by ethical self-regulatory institutions. He is familiar with ethical dilemmas in journalism, problems of journalist integrity, personal responsibility, but also the features of the current crisis of journalism or forms of media manipulation, frequent plagiarism, etc.	
<b>Class syllabus:</b> 1. Slovak and foreign professional journalistic ethics codes, their comparison and application to the issue of media and journalistic ethics in the context of personal responsibility of actors. 2. Legal limits of media freedom. 3. The concept of integrity in the professional ethics of a journalist; plagiarism and self-plagiarism in contemporary journalism; authorization yes or no - justification; accusation, defamation, unfounded accusations and consequences; self-censorship as an interference with journalistic freedoms. 4. Procedures questioning the truth: data distortion, simplification, taking out of context. 5. Forms of media manipulation: deliberate dissemination of inaccurate or false information; deliberate preference for certain topics, people, opinions; deliberate dissemination of alerts; deliberate concealment of serious reports and the like. 6. The crisis of contemporary journalism (journalistic corruption; the decline of the investigative; the degeneration of political news; the degeneration of international journalism; the collapse of local journalism; the growing importance of celebrities and scandals; surreptitious advertising).	

**Recommended literature:**

SÁMELOVÁ, Anna, KRIŠTOF, Pavol, BELIANSKÁ, Marcela. Osobná zodpovednosť v postmodernej verejnej komunikácii. Premeny zodpovednosti v politike, žurnalistike a médiách. Bratislava: Univerzita Komenského, 2021. ISBN 978-80-223-5254-3.

KRIŠTOF, Pavol, SÁMELOVÁ, Anna, VADÍKOVÁ, Katarína Mária. Tekutá výhovorka na Slovensku. Trnava: Typi Universitatis Tyrnaviensis, 2021. ISBN 978-80-568-0402-5.

PLAŠIENKOVÁ, Zlatica, SÁMELOVÁ, Anna, VERTANOVÁ, Silvia. Spytovanie sa na človeka v online svete. Bratislava: Univerzita Komenského, 2021. ISBN 978-80-223-5108-9.

DRGONEC, Ján. Základy masmediálneho práva. Bratislava: Bratislavská vysoká škola práva, 2008. ISBN 978-80-89363-04-9.

HLAVČÁKOVÁ, Svetlana. Etika sa novinára týka. In: Kríza komunikácie v médiách. Bratislava: Stimul, 2011. s. 12 – 36. ISBN 978-80-8127-022-2.

KERECMAN, Peter. Novinári a sloboda tlače v rozhodnutiach Európskeho súdu pre ľudské práva. Bratislava: Informačná kancelária Rady Európy, 2003.

KERECMAN, Peter. Sloboda prejavu novinára a ochrana pred jej zneužitím. Bratislava: Slovenský syndikát novinárov, 2009. ISBN 80-89141-01-3.

**Languages necessary to complete the course:**

Slovak

**Notes:****Past grade distribution**

Total number of evaluated students: 0

A	B	C	D	E	FX
0,0	0,0	0,0	0,0	0,0	0,0

**Lecturers:** doc. PhDr. Anna Sámelová, PhD.

**Last change:** 03.06.2022

**Approved by:**

## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KMK/A-dMKS-202/21	<b>Course title:</b> Ethics of marketing communication
<b>Educational activities:</b> <b>Type of activities:</b> lecture + seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning, distance learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 3.	
<b>Educational level:</b> III.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Seminar work on the chosen topic in the range of 6000 characters, presentation (power point) on the same topic, Oral exam according to the teacher's lectures and the literature list, or a short knowledge test.	
<b>Learning outcomes:</b> The audience will get information about ethics and morality applied to the field of marketing communication, primarily for advertising that follows on from the knowledge they acquired during their studies, or in his practice. In contrast to the lower degrees of study, the emphasis here is primarily on the comparison of current ones legal and ethical standards in the context of advertising and other disciplines of marketing communication. From the point of view of today's practice, a graduate of education must be a real expert in solving ethical problems problems in the negotiated area.	
<b>Class syllabus:</b> On questions of the history of ethics. Comparison of legal and ethical standards in the area of MK Ethics in business and marketing. Basic types of codes in the field of marketing communication. Advertising Council of the Slovak Republic, scope of work, statutes, authorities. Arbitration Commission of the Slovak Advertising Council, method of decision-making. Basic principles of advertising ethics from the point of view of ethical codes of other MK areas. Ethical principles of the MK valid on the territory of the Slovak Republic. General principles of advertising practice. Special requirements for advertising. Specific rules of advertising practice. The ethical dimension of Benetton.	
<b>Recommended literature:</b> HANULÁKOVÁ, E. 1997. Podnikateľská etika. Bratislava: Eurounion, 1997. ISBN 80-85568-79-9	



HORŇÁK, P. Reklama – teoreticko – historické aspekty reklamy a marketingovej komunikácie. Zlín, VeRBuM, 2018. 399 s. ISBN 978-80-87500-94-1.

HORŇÁK, P. Etika v propagácii. 1. vyd. Bratislava: SOSPra 1996.

HORŇÁK, P., ŠEFČÁK, L. Etika reklamy. Etika žurnalistiky. 1. vyd. Bratislava, SOSPra 2000. ISBN 80-967916-1-3

HOVLAND, R, Wilcox, B.G. Advertising in Society. Lincolnwood 1989. ISBN 0-8442-3177-0

TOSCANI, O. Reklama je navoňaná zdochlina. Bratislava: Slovart 1996. ISBN 80-7145-221-1

PRAMENE: Arbitrážne nálezy a sťažnosti na reklamu Rade pre reklamu SR. [www.rpr.sk](http://www.rpr.sk)

**Languages necessary to complete the course:**

**Notes:**

**Past grade distribution**

Total number of evaluated students: 0

**Lecturers:** prof. PhDr. Pavel Horňák, CSc.

**Last change:** 05.07.2022

**Approved by:**

## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022		
<b>University:</b> Comenius University Bratislava		
<b>Faculty:</b> Faculty of Arts		
<b>Course ID:</b> FiF/A-dVC-028/12	<b>Course title:</b> F: Expert Article Co-authorship in a National Miscellany	
<b>Educational activities:</b> <b>Type of activities:</b> <b>Number of hours:</b> <b>per week:   per level/semester:</b> <b>Form of the course:</b> on-site learning, distance learning		
<b>Number of credits:</b> 5		
<b>Recommended semester:</b>		
<b>Educational level:</b> III.		
<b>Prerequisites:</b>		
<b>Course requirements:</b>		
<b>Learning outcomes:</b>		
<b>Class syllabus:</b>		
<b>Recommended literature:</b>		
<b>Languages necessary to complete the course:</b>		
<b>Notes:</b>		
<b>Past grade distribution</b> Total number of evaluated students: 45		
ABS	M	NEABS
100,0	0,0	0,0
<b>Lecturers:</b>		
<b>Last change:</b>		
<b>Approved by:</b>		

## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022		
<b>University:</b> Comenius University Bratislava		
<b>Faculty:</b> Faculty of Arts		
<b>Course ID:</b> FiF/A-dVC-026/12	<b>Course title:</b> F: Expert Article Co-authorship in an International Miscellany	
<b>Educational activities:</b> <b>Type of activities:</b> <b>Number of hours:</b> <b>per week:   per level/semester:</b> <b>Form of the course:</b> on-site learning, distance learning		
<b>Number of credits:</b> 8		
<b>Recommended semester:</b>		
<b>Educational level:</b> III.		
<b>Prerequisites:</b>		
<b>Course requirements:</b>		
<b>Learning outcomes:</b>		
<b>Class syllabus:</b>		
<b>Recommended literature:</b>		
<b>Languages necessary to complete the course:</b>		
<b>Notes:</b>		
<b>Past grade distribution</b> Total number of evaluated students: 19		
ABS	M	NEABS
100,0	0,0	0,0
<b>Lecturers:</b>		
<b>Last change:</b>		
<b>Approved by:</b>		

## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022		
<b>University:</b> Comenius University Bratislava		
<b>Faculty:</b> Faculty of Arts		
<b>Course ID:</b> FiF/A-dVC-027/12	<b>Course title:</b> F: Expert Article in a National Miscellany	
<b>Educational activities:</b> <b>Type of activities:</b> <b>Number of hours:</b> <b>per week:   per level/semester:</b> <b>Form of the course:</b> on-site learning, distance learning		
<b>Number of credits:</b> 10		
<b>Recommended semester:</b>		
<b>Educational level:</b> III.		
<b>Prerequisites:</b>		
<b>Course requirements:</b>		
<b>Learning outcomes:</b>		
<b>Class syllabus:</b>		
<b>Recommended literature:</b>		
<b>Languages necessary to complete the course:</b>		
<b>Notes:</b>		
<b>Past grade distribution</b> Total number of evaluated students: 213		
ABS	M	NEABS
99,53	0,0	0,47
<b>Lecturers:</b>		
<b>Last change:</b>		
<b>Approved by:</b>		

## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022		
<b>University:</b> Comenius University Bratislava		
<b>Faculty:</b> Faculty of Arts		
<b>Course ID:</b> FiF/A-dVC-025/12	<b>Course title:</b> F: Expert Article in an International Miscellany	
<b>Educational activities:</b> <b>Type of activities:</b> <b>Number of hours:</b> <b>per week:   per level/semester:</b> <b>Form of the course:</b> on-site learning, distance learning		
<b>Number of credits:</b> 15		
<b>Recommended semester:</b>		
<b>Educational level:</b> III.		
<b>Prerequisites:</b>		
<b>Course requirements:</b>		
<b>Learning outcomes:</b>		
<b>Class syllabus:</b>		
<b>Recommended literature:</b>		
<b>Languages necessary to complete the course:</b>		
<b>Notes:</b>		
<b>Past grade distribution</b> Total number of evaluated students: 97		
ABS	M	NEABS
100,0	0,0	0,0
<b>Lecturers:</b>		
<b>Last change:</b>		
<b>Approved by:</b>		

## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022		
<b>University:</b> Comenius University Bratislava		
<b>Faculty:</b> Faculty of Arts		
<b>Course ID:</b> FiF/A-dVC-031/12	<b>Course title:</b> G: International Grant Co-researcher	
<b>Educational activities:</b> <b>Type of activities:</b> <b>Number of hours:</b> <b>per week:   per level/semester:</b> <b>Form of the course:</b> on-site learning, distance learning		
<b>Number of credits:</b> 20		
<b>Recommended semester:</b>		
<b>Educational level:</b> III.		
<b>Prerequisites:</b>		
<b>Course requirements:</b>		
<b>Learning outcomes:</b>		
<b>Class syllabus:</b>		
<b>Recommended literature:</b>		
<b>Languages necessary to complete the course:</b>		
<b>Notes:</b>		
<b>Past grade distribution</b> Total number of evaluated students: 80		
ABS	M	NEABS
100,0	0,0	0,0
<b>Lecturers:</b>		
<b>Last change:</b>		
<b>Approved by:</b>		

## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022		
<b>University:</b> Comenius University Bratislava		
<b>Faculty:</b> Faculty of Arts		
<b>Course ID:</b> FiF/A-dVC-032/12	<b>Course title:</b> G: Other Scientific Project Research Team Membership	
<b>Educational activities:</b> <b>Type of activities:</b> <b>Number of hours:</b> <b>per week:   per level/semester:</b> <b>Form of the course:</b> on-site learning, distance learning		
<b>Number of credits:</b> 10		
<b>Recommended semester:</b>		
<b>Educational level:</b> III.		
<b>Prerequisites:</b>		
<b>Course requirements:</b>		
<b>Learning outcomes:</b>		
<b>Class syllabus:</b>		
<b>Recommended literature:</b>		
<b>Languages necessary to complete the course:</b>		
<b>Notes:</b>		
<b>Past grade distribution</b> Total number of evaluated students: 909		
ABS	M	NEABS
100,0	0,0	0,0
<b>Lecturers:</b>		
<b>Last change:</b>		
<b>Approved by:</b>		

## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022		
<b>University:</b> Comenius University Bratislava		
<b>Faculty:</b> Faculty of Arts		
<b>Course ID:</b> FiF/A-dVC-030/12	<b>Course title:</b> G: Young Scientists Grant Co-researcher	
<b>Educational activities:</b> <b>Type of activities:</b> <b>Number of hours:</b> <b>per week:   per level/semester:</b> <b>Form of the course:</b> on-site learning, distance learning		
<b>Number of credits:</b> 10		
<b>Recommended semester:</b>		
<b>Educational level:</b> III.		
<b>Prerequisites:</b>		
<b>Course requirements:</b>		
<b>Learning outcomes:</b>		
<b>Class syllabus:</b>		
<b>Recommended literature:</b>		
<b>Languages necessary to complete the course:</b>		
<b>Notes:</b>		
<b>Past grade distribution</b> Total number of evaluated students: 27		
ABS	M	NEABS
100,0	0,0	0,0
<b>Lecturers:</b>		
<b>Last change:</b>		
<b>Approved by:</b>		



## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022		
<b>University:</b> Comenius University Bratislava		
<b>Faculty:</b> Faculty of Arts		
<b>Course ID:</b> FiF/A-dVC-029/12	<b>Course title:</b> G: Young Scientists Grant Head Researcher	
<b>Educational activities:</b> <b>Type of activities:</b> <b>Number of hours:</b> <b>per week:   per level/semester:</b> <b>Form of the course:</b> on-site learning, distance learning		
<b>Number of credits:</b> 20		
<b>Recommended semester:</b>		
<b>Educational level:</b> III.		
<b>Prerequisites:</b>		
<b>Course requirements:</b>		
<b>Learning outcomes:</b>		
<b>Class syllabus:</b>		
<b>Recommended literature:</b>		
<b>Languages necessary to complete the course:</b>		
<b>Notes:</b>		
<b>Past grade distribution</b> Total number of evaluated students: 123		
ABS	M	NEABS
100,0	0,0	0,0
<b>Lecturers:</b>		
<b>Last change:</b>		
<b>Approved by:</b>		

## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022		
<b>University:</b> Comenius University Bratislava		
<b>Faculty:</b> Faculty of Arts		
<b>Course ID:</b> FiF/A-dVC-034/12	<b>Course title:</b> H: Member of the Home Scientific Event Organizational Committee	
<b>Educational activities:</b> <b>Type of activities:</b> <b>Number of hours:</b> per week:   per level/semester: <b>Form of the course:</b> on-site learning, distance learning		
<b>Number of credits:</b> 2		
<b>Recommended semester:</b>		
<b>Educational level:</b> III.		
<b>Prerequisites:</b>		
<b>Course requirements:</b>		
<b>Learning outcomes:</b>		
<b>Class syllabus:</b>		
<b>Recommended literature:</b>		
<b>Languages necessary to complete the course:</b>		
<b>Notes:</b>		
<b>Past grade distribution</b> Total number of evaluated students: 261		
ABS	M	NEABS
100,0	0,0	0,0
<b>Lecturers:</b>		
<b>Last change:</b>		
<b>Approved by:</b>		

## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022		
<b>University:</b> Comenius University Bratislava		
<b>Faculty:</b> Faculty of Arts		
<b>Course ID:</b> FiF/A-dVC-033/12	<b>Course title:</b> H: Member of the International Scientific Event Organizational Committee	
<b>Educational activities:</b> <b>Type of activities:</b> <b>Number of hours:</b> per week:   per level/semester: <b>Form of the course:</b> on-site learning, distance learning		
<b>Number of credits:</b> 4		
<b>Recommended semester:</b>		
<b>Educational level:</b> III.		
<b>Prerequisites:</b>		
<b>Course requirements:</b>		
<b>Learning outcomes:</b>		
<b>Class syllabus:</b>		
<b>Recommended literature:</b>		
<b>Languages necessary to complete the course:</b>		
<b>Notes:</b>		
<b>Past grade distribution</b> Total number of evaluated students: 245		
ABS	M	NEABS
100,0	0,0	0,0
<b>Lecturers:</b>		
<b>Last change:</b>		
<b>Approved by:</b>		

## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KKIV/A-dMKS-304/21	<b>Course title:</b> History of Book Culture
<b>Educational activities:</b> <b>Type of activities:</b> lecture + seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning, distance learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 4.	
<b>Educational level:</b> III.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> during the semester: written paper in the range of 27,000 characters (the scope includes the main text of the paper) on a selected topic in the history of book culture focused on the issue of dissertation, with which the doctoral student demonstrates the objectives of dissertation - 20 points Grading scale: 0-59% -FX, 60-67% -E, 68-75% -D, 76-83% -C, 84-91% -B, 92-100% -A The exact topic of the paper will be determined at the beginning of the semester. The teacher will accept a maximum of two absences with documentation. 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): 100/0	
<b>Learning outcomes:</b> The graduate of the course understands the relationships, activities and their results associated with the social impact of the book and its fulfillment in various stages of development in Europe and Slovakia. He knows the theoretical concepts of the history of book culture as a discipline including material, production, artistic, economic, distribution and reception areas and contexts in the context of the origin and impact of the book in the historical stages of society. He is ready for research in the field of his own dissertation and for a perspective solution of conceptual, research and organizational problems in the field of history of book culture.	
<b>Class syllabus:</b> <ol style="list-style-type: none"> <li>1. History of book culture in the complex of sciences.</li> <li>2. Development of views on the terminological and content determination of the history of book culture.</li> <li>3. The issue of periodization of the history of book culture in the context of its sub-disciplines.</li> <li>4. Theoretical concepts of the history of book culture.</li> <li>5. Methodological questions of the history of book culture.</li> <li>6. Research methods of book culture history, research strategies and design.</li> <li>7. Sources for research of the history of book culture.</li> <li>8. Critical evaluation of sources for research of the history of book culture.</li> <li>9. Printed and digitized primary and secondary sources for research into the history of book culture.</li> </ol>	

10. Status of research in the history of book culture in Slovakia (research projects, (un) processed areas, institutional background).
11. Specifics of historical stages of the history of book culture in Europe and Slovakia.

**Recommended literature:**

Teacher presentation available in MS TEAMS or Moodle.

- BULKOVÁ, Petronela a Miriam, PORIEZOVÁ. Dejiny knižnej kultúry: Dimenzie, vzťahy a štruktúry pojmu. In: Kniha 2010 : Zborník pre problémy a dejiny knižnej kultúry na Slovensku. Martin : SNK, 2010, s. 250-255.
- KOLLÁROVÁ, I. a J. JELÍNKOVÁ. Kapitoly z dejín knižnej kultúry [online]. 2010 [cit. 2020-03-04]. Available at: <https://knizna-kultura.webnode.sk/ucebnice/kapitoly-z-dejin-kniznej-kultury/>
- ŠMEJKALOVÁ, J. Kniha (k teorii a praxi knižní kultury). Brno: Host, 2000. ISBN 80-7294-005-8.
- VOIT, P. Encyklopedie knihy [online]. Praha: Libri, 2006 [cit. 2019-03-01]. ISBN 80-7277-312-7. Available at: [http://www.encyklopedieknihy.cz/index.php?title=Hlavn%C3%AD\\_strana&oldid=16242](http://www.encyklopedieknihy.cz/index.php?title=Hlavn%C3%AD_strana&oldid=16242)
- VOIT, Petr. O koncepci, komplexnosti a interdisciplinárním charakteru knižní kultury: In: Kniha 2014: zborník o problémoch a dejinách knižnej kultúry. Martin: Slovenská národná knižnica, 2014, s. 5-10.
- ŽIBRITOVÁ, G. Metodologické problémy výskumu dejín knižnej kultúry. In: Informatika. Bratislava: SPN, 1973, I, s. 163-175.
- ŽIBRITOVÁ, Gabriela. Knihoveda - mýtus alebo reálna oblasť vedy? In: Národní knihovna. 2003, roč. 14, č. 4, s. 244-246.
- VOIT, P. Nesnadná cesta knihovědy k dějinám knižní kultury. In: Česká literatura [online]. 2012, 60(4), s. 586-602 [cit. 2020-09-09]. Available at: <https://www.jstor.org/stable/42687890>
- Additional literature will be presented during the teaching period.

**Languages necessary to complete the course:**

Slovak, Czech (level B2)

**Notes:**

**Past grade distribution**

Total number of evaluated students: 0

A	B	C	D	E	FX
0,0	0,0	0,0	0,0	0,0	0,0

**Lecturers:** doc. Mgr. Lucia Lichnerová, PhD.

**Last change:** 14.03.2022

**Approved by:**

## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KŽ/A-dMKS-104/21	<b>Course title:</b> History of Communication in Journalism
<b>Educational activities:</b> <b>Type of activities:</b> lecture + seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning, distance learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 3.	
<b>Educational level:</b> III.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> - seminar paper focused on chosen pre-approved aspects, presentation on final colloquium Grading scale: A (100-92 %), B (91-85 %), C (84-76 %), D (75-68 %), E (67->60 %), Fx (≤ 60 %), A (100-92 %), B (91-85 %), C (84-76 %), D (75-68 %), E (67-60 %), Fx (≤ 60 %). - compulsory participation 100% Violation of academic ethics results in the cancellation of points earned in the relevant item evaluation. Scale of assessment (preliminary/final): 100% ongoing evaluation	
<b>Learning outcomes:</b> The doctoral student will gain current knowledge about the development of journalistic communication in Europe, U.S. and the world, communication through various types of the mass media, global perception of journalistic principles and media research in a social and historical context. The course focuses on the importance of the free media in the historical context, and on their economic development. The aim of the course is to show how the media affect society and vice versa. The doctoral student will gain an overview of the communication and historical aspects of the study of journalism and mass media communication, practice to work with the sources and methods of research.	
<b>Class syllabus:</b> 1. Media research methods. Media research associations. 2. From quality to “yellow” press: 19th and 20th centuries. 3. From state radio to public, private and community broadcasting. Cable and satellite. Public service media in retrospective. Duopoly (or triopoly) of broadcasting as a European value. 4. World news agencies: from telegraph to internet. 5. What are the mass media? History of film, audio recordings and books as the media. 6. Global communications: from foreign correspondents to transfrontier television to social networks. 7. Investigative journalism, news leaks, privacy and access to information. 8. Reporting on courts, parliaments, and police. War and journalism. “Hate speech”. 9. Propaganda, disinformation and the media. Is there a right to truth?	

10. The rise and fall of media companies. Economic aspects of journalistic communication. 11. Media and society: “fourth estate”, “fourth power”, “watchdog” and “messenger”. Accountability of the press. 12. Evolution of the meaning of freedom of the media, development of professional standards of journalism, journalist associations. 13. Four Theories of the Press, and other attempts to explain the media. Specificity of the press in the communist countries until 1989.					
<b>Recommended literature:</b> McQUAIL, Dennis, Žurnalistika a společnost, Praha: Karolinum, 2016. ISBN 978-80-246-3093-9. JAŠŠOVÁ, Eva a Ivan SEČÍK (eds.). Masmédiá a politika: Komunikácia či manipulácia? Bratislava: VEDA. 2014. ISBN 978-80-224-1425-8. RICHTER, Andrei. Normatívna realizácia slobody masovej informácie. In: Global Media Journal. 2014, roč. 2, č. 1. ISSN 1339-0767. Dostupné na: <a href="https://www.paneuromi.com/wp-content/uploads/2017/03/gmj2-book-na-web.pdf">https://www.paneuromi.com/wp-content/uploads/2017/03/gmj2-book-na-web.pdf</a>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 0					
A	B	C	D	E	FX
0,0	0,0	0,0	0,0	0,0	0,0
<b>Lecturers:</b> prof. Mgr. Andrey Rikhter, PhD., doc. Mgr. Ján Hacek, PhD.					
<b>Last change:</b> 03.06.2022					
<b>Approved by:</b>					

## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KMK/A-dMKS-203/21	<b>Course title:</b> History of marketing communication
<b>Educational activities:</b> <b>Type of activities:</b> lecture + seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning, distance learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 4.	
<b>Educational level:</b> III.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Paperwork, evaluation of knowledge from required and recommended literature, oral exam	
<b>Learning outcomes:</b> The aim of the course is to acquaint students with the basic historical context of advertising and its related activities. At the same time, to acquaint them with personalities in this field with an emphasis on the application of their experience and knowledge for today's practice.	
<b>Class syllabus:</b> Characteristics of advertising in relation to the stages of development of human society. Predecessors of advertising, assumptions of the first means of advertising. The birth of advertising in antiquity. An outline of the development of advertising in Europe from the Middle Ages to the present. The birth of new advertising media in the 20th century. History of advertising in the USA History of advertising and PR in Czechoslovakia. Development of advertising and PR in Slovakia Personalities of world advertising, PR and other areas of MC. Development of marketing management Origin and development of the position of a speaker in Slovakia Development of other MK methods - sales support, direct marketing, personal sales Origin and development of online marketing communication	
<b>Recommended literature:</b> Odporúčaná literatúra: DAVIS, A. 2007. Mastering public relations. London: Palgrave master series, 2007. 233 s. ISBN-10:0-230-54930-6 HEJLOVÁ, D. 2015. Public relations. Grada Publishing, a.s., 2015. 256 s. ISBN 978-80-247-5022-4 HORŇÁK, P. Reklama – teoreticko – historické aspekty reklamy a marketingovej komunikácie. Zlín, VeRBuM, 2018. 399 s. ISBN 978-80-87500-94-1.	



HORŇÁK, P. a kolektív. 2007. Marketingová komunikácia. Bratislava: Book & Book. 2007. 359 s. ISBN 978-80-969099-5-7.

CHUDINOVÁ, E., TUŠER, A. 2013. Kompetentný hovorca. 1. vydanie. Žilina : EUROKÓDEX, 2013. 168 s., ISBN 978-80-8155-019-5

PELSMACKER, DE. P., GUEUENS, M., BERGH, J.V. 2003. Marketingová komunikace. Praha : Grada Publishing, 2003. - 581 s. : il. ; 23 cm. - ISBN 8024702541 (viaz.).

PAVLŮ, D. 2009. Veletrhy a výstavy (kultura, komunikace, multimedialita, marketing), první vydání. Kamil Mařík – Professional Publishing, 2009. ISBN 978-80-86946-38-2.

PINCAS, S., LOISEAU, M. 2009. Dějiny reklamy. Bratislava. Slovart, 2009. 336 s. ISBN 9788073912666.

PHILLIPS, D. 2003. Online public relations. Praha: Grada, 2003. 216 s.

SCOTT, D. M. 2008. Nová pravidla marketingu a PR. 1. vyd. Brno: Zoner Press, 2008. 272 s. Encyklopedie Zoner Press. ISBN 978-80-86815-93-0

**Languages necessary to complete the course:**

**Notes:**

**Past grade distribution**

Total number of evaluated students: 0

**Lecturers:** prof. PhDr. Pavel Horňák, CSc., doc. PhDr. Eva Chudinová, PhD.

**Last change:** 17.03.2022

**Approved by:**

## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022		
<b>University:</b> Comenius University Bratislava		
<b>Faculty:</b> Faculty of Arts		
<b>Course ID:</b> FiF/A-dVC-035/12	<b>Course title:</b> I: Lecture at a Scientific or Professional Seminar at the Workplace	
<b>Educational activities:</b> <b>Type of activities:</b> <b>Number of hours:</b> <b>per week:   per level/semester:</b> <b>Form of the course:</b> on-site learning, distance learning		
<b>Number of credits:</b> 5		
<b>Recommended semester:</b>		
<b>Educational level:</b> III.		
<b>Prerequisites:</b>		
<b>Course requirements:</b>		
<b>Learning outcomes:</b>		
<b>Class syllabus:</b>		
<b>Recommended literature:</b>		
<b>Languages necessary to complete the course:</b>		
<b>Notes:</b>		
<b>Past grade distribution</b> Total number of evaluated students: 639		
ABS	M	NEABS
100,0	0,0	0,0
<b>Lecturers:</b>		
<b>Last change:</b>		
<b>Approved by:</b>		

## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KKIV/A-dMKS-302/21	<b>Course title:</b> Information Systems Theory and Design
<b>Educational activities:</b> <b>Type of activities:</b> lecture + seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning, distance learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 4.	
<b>Educational level:</b> III.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Assignment (ongoing assessment): student will prepare a paper (min. 18 000 characters) on a selected topic, connected with the topic of the thesis and approved by the teacher (20 points). The course will be finished by the colloquium, with the student presenting main results of his/her research/paper and he/she will defend it in a discussion (10 points). 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 in case they are supported with relevant documentation. The exact date and topic of presentations will be announced at the beginning of semester. Scale of assessment (preliminary/final): 100/0	
<b>Learning outcomes:</b> The students will deepen their comprehension in essential theoretical and methodological approaches in information systems theory. They will be prepared to apply theoretical and methodological tools intended for research, analysis and development of information systems.	
<b>Class syllabus:</b> Theoretical background, interconnections and methodological tools of systems theory, information systems theory and library and information systems theory. Principal methodological approaches applied in IS research. Defining and elaborating on the framework of information systems theory. Methods for information systems design on the level of organisation and data management. Researching information systems efficiency. Methods and approaches in systems analysis and design. Information systems supporting science, research and education – science-information systems (SIS). Approaches in defining SIS. Impact of digitisation and internet on a structure and functions of libraries and IS. Data models and modelling. Data models and structures. Data structures and metadata.	
<b>Recommended literature:</b>	

ADVANCING Information Systems Theories: Rationale and Processes. Nik Rushdi Hassan, Leslie P. Willcocks (Eds.). Palgrave Macmillan 2021. 452 s. <https://b-ok.xyz/book/11860208/1b8689>

BRYNJOLFSSON, Erik, Adam Saunders. 2010. Wired for Innovation: How Information Technology Is Reshaping the Economy. The MIT Press, 2010. 176 p. ISBN 978-0262013666.

INFORMATION Systems Theory: Explaining and Predicting Our Digital Society, Vol. 1. Yogesh K. Dwivedi, Michael R. Wade, Scott L. Schneberger (Eds.). New York: Springer-Verlag 2012. 502 s. <https://b-ok.xyz/book/1251041/dee35b>

INFORMATION Systems Theory: Explaining and Predicting Our Digital Society, Vol. 2. Yogesh K. Dwivedi, Michael R. Wade, Scott L. Schneberger (Eds.). New York: Springer-Verlag 2012. 445 s. <https://b-ok.xyz/book/1258046/aebdec>

KENDALL, Kenneth E., Kendall Julie E. 2010. Systems Analysis and Design. Pearson Prentice Hall, 2010. 572 p. ISBN 978-0136089162.

KIMLIČKA, Š. Informačné systémy : teoretické východiská, princípy, metódy projektovania. Martin : SNK, 2006. 240 s.

MINGERS, John, Leslie Willcocks. 2004. Social Theory and Philosophy for Information Systems. John Wiley & Sons, 472 p. ISBN 978-0470851173.

SKYTTNER, Lars. General Systems Theory: Problems, Perspectives and Practice. Singapore: World Scientific Publishing Company 2006. 535 s. <https://b-ok.xyz/book/498903/cfbcbf>

SYSTEMS Science and Collaborative Information Systems: Theories, Practices and New Research. Emilia Currás, Nuria Lloret Romero (Eds.). Hershey: IGI Global/Information Science Reference 2013. 319 s. <https://b-ok.xyz/book/5940214/81c44a>

VICKERY, B.C. – VICKERY, A. Information science in theory and practice. Munchen: K.G. Saur 2004. 414 s.

ZWASS, V. Information system. In: Encyclopaedia Britannica [online]. London : Encyclopaedia Britannica Inc., 2017. <https://www.britannica.com/topic/information-system>

ZWASS, Vladimir. 1998. Foundations of Information Systems. McGraw-Hill College, 1998. 695 p. ISBN:0697133125.

**Languages necessary to complete the course:**

Slovak, English

**Notes:**

**Past grade distribution**

Total number of evaluated students: 0

A	B	C	D	E	FX
0,0	0,0	0,0	0,0	0,0	0,0

**Lecturers:** prof. PhDr. Jaroslav Šušol, PhD.

**Last change:** 26.06.2022

**Approved by:**

## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KKIV/A-dMKS-301/21	<b>Course title:</b> Information and Knowledge Society
<b>Educational activities:</b> <b>Type of activities:</b> lecture + seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning, distance learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 3.	
<b>Educational level:</b> III.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Grading scale: 0-59%-FX, 60-67%-E, 68-75%-D, 76-83%-C, 84-91%-B, 92-100%-A essay: 10 points / class presentation + seminar paper: 10 points / activities and discussions: 40 points seminar paper: 10 points (%), class presentation: 30 points (%), colloquial exam: 40 points (%) Scale of assessment (preliminary/final): 100/0	
<b>Learning outcomes:</b> The student has knowledge and is able to critically evaluate key concepts of the information and knowledge society in their theoretical genesis. He/she understands functions and importance of digital technologies in contemporary society. He/she is aware of his/her own position in the information and knowledge society in terms of his/her profession and employment. He/she has mastered methodological approaches to social problems and risks which result from the deployment of information and digital technologies in today's society.	
<b>Class syllabus:</b> <ul style="list-style-type: none"> <li>- Development of the terms information society and knowledge society (knowledge-based, knowledge-driven society) in the context of related concepts (post-industrial, postmodern, learning society).</li> <li>- Information economy and knowledge economy. Information and knowledge sectors.</li> <li>- Human capital.</li> <li>- Deindustrialization and smart reindustrialization - the fourth industrial revolution (Industrie 4.0).</li> <li>- Network society and shared economy. Innovation.</li> <li>- Informatization society metrics.</li> <li>- Information gap and information poverty.</li> <li>- Information and knowledge in modern life: workforce, education, leisure. Adults, youth, children.</li> <li>- Problematic aspects of the information and knowledge society. Man - machine - artificial intelligence.</li> </ul>	
<b>Recommended literature:</b>	

WILSON, M. I., KELLERMAN, A. a E. COREY. Global Information Society: Technology, Knowledge, and Mobility. Lanham: Rowman & Littlefield, 2013. ISBN 9780742556935  
 RANKOV, P. Znalostní pracovník v informační společnosti. Opava: Slezská univerzita. ISBN 978-80-7510-123-5  
 WEBSTER, F. Theories of the Information Society. London: Routledge. ISBN 978-0-415-71878-3

**Languages necessary to complete the course:**

Slovak / English for class readings.

**Notes:**

**Past grade distribution**

Total number of evaluated students: 0

A	B	C	D	E	FX
0,0	0,0	0,0	0,0	0,0	0,0

**Lecturers:** doc. PhDr. Pavel Rankov, PhD.

**Last change:** 26.06.2022

**Approved by:**

## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022		
<b>University:</b> Comenius University Bratislava		
<b>Faculty:</b> Faculty of Arts		
<b>Course ID:</b> FiF/A-dVC-036/12	<b>Course title:</b> J: Completing the Defined Phase of the Research Project 1	
<b>Educational activities:</b> <b>Type of activities:</b> <b>Number of hours:</b> <b>per week:   per level/semester:</b> <b>Form of the course:</b> on-site learning, distance learning		
<b>Number of credits:</b> 10		
<b>Recommended semester:</b>		
<b>Educational level:</b> III.		
<b>Prerequisites:</b>		
<b>Course requirements:</b>		
<b>Learning outcomes:</b>		
<b>Class syllabus:</b>		
<b>Recommended literature:</b>		
<b>Languages necessary to complete the course:</b>		
<b>Notes:</b>		
<b>Past grade distribution</b> Total number of evaluated students: 407		
ABS	M	NEABS
100,0	0,0	0,0
<b>Lecturers:</b>		
<b>Last change:</b>		
<b>Approved by:</b>		

## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022		
<b>University:</b> Comenius University Bratislava		
<b>Faculty:</b> Faculty of Arts		
<b>Course ID:</b> FiF/A-dVC-037/12	<b>Course title:</b> J: Completing the Defined Phase of the Research Project 2	
<b>Educational activities:</b> <b>Type of activities:</b> <b>Number of hours:</b> <b>per week: per level/semester:</b> <b>Form of the course:</b> on-site learning, distance learning		
<b>Number of credits:</b> 10		
<b>Recommended semester:</b>		
<b>Educational level:</b> III.		
<b>Prerequisites:</b>		
<b>Course requirements:</b>		
<b>Learning outcomes:</b>		
<b>Class syllabus:</b>		
<b>Recommended literature:</b>		
<b>Languages necessary to complete the course:</b>		
<b>Notes:</b>		
<b>Past grade distribution</b> Total number of evaluated students: 264		
ABS	M	NEABS
99,62	0,38	0,0
<b>Lecturers:</b>		
<b>Last change:</b>		
<b>Approved by:</b>		



## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KMK/A-dMKS-201/21	<b>Course title:</b> Marketing communication tools
<b>Educational activities:</b> <b>Type of activities:</b> lecture + seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning, distance learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 4.	
<b>Educational level:</b> III.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> - without prerequisites	
<b>Course requirements:</b> The student will prepare a seminar paper in the range of min. 10 standard pages (18,000 characters) on a selected topic in agreement with the teacher. He / she will study the professional literature on the given subject (the list of publications for self-study will be specified by the teacher at the beginning of the semester). The course is completed by a written exam / test, which is to test the student's theoretical knowledge in the field. Rating: Active participation in courses (max. 3 justified absences) Elaboration of seminar work and study of professional literature make up 40% of the final grade The written exam / test makes up 60% of the final grade The overall evaluation of the subject is based on the following scale: A 100 - 93% (excellent results with minimal errors) B 92 - 84% (above average standard with several errors) C 83 - 76% (average results with more errors) D 75 - 68% (acceptable results, but with significant shortcomings) E 67 - 60% (results meet only minimum criteria) FX 59 - 0% (additional work and course repetition required) Scale of assessment (preliminary/final): 40/60	
<b>Learning outcomes:</b> Upon successful completion of the course, students know the basic concepts of marketing and marketing communication, as well as individual functions, goals, forms and tools of marketing communication. They are familiar with the issues of classical, alternative and new forms of marketing communication, marketing and communication techniques, they know the theoretical basis of individual types and forms of marketing communication, based on which they are able to independently and creatively apply theory in their own research, but also in design, implementation and creation. various marketing and communication campaigns.	

**Class syllabus:**

- Defining basic concepts and theoretical background in the field of marketing and marketing communication (marketing, marketing mix, communication mix, marketing communication, over-line and under-line activities of marketing communication, tools of marketing communication, promotion).
  - Characteristics of classic marketing communication tools - advertising, sales promotion, personal selling, public relations, direct marketing.
  - Classic media and new media in marketing communication - specifics of individual types of classic media (newspapers, magazines, radio, television, etc.) and new media (internet, ambient media, new media in indoor and outdoor advertising) and their possibilities of use in marketing communication.
  - Overview of alternative and new forms of marketing communication - Guerilla marketing, Viral marketing, Product Placement, Mobile marketing, Event marketing, Online marketing, Buzzmarketing, Word of Mouth marketing, Influencer marketing, Social media marketing, Ambient marketing, etc.
- New media and new trends, their future within the system of marketing communication - non-traditional forms of advertising (street art, graffiti and advertising, laser projection, virtual reality, holograms, interactive projection systems, kinetic advertising, etc.).

**Recommended literature:**

- BANYÁR, Milan. GUERILLA, VIRAL, BUZZ, WORD OF MOUTH MARKETING – Implementácia nových foriem marketingovej komunikácie do prostredia slovenskej a českej marketingovej praxe. Bratislava : Univerzita Komenského, Vydavateľstvo UK, 2018. ISBN 978-80-223-4590-3.
- BANYÁR, Milan. Nové trendy v marketingovej komunikácii. Bratislava : Book & book, 2015. ISBN 978-80-89652-13-6.
- JURÁŠKOVÁ, Olga, HORŇÁK, Pavel et al. Velký slovník marketingových komunikací. Praha : Grada Publishing, 2012. ISBN 978-80-247-4354-7.
- FREY, Petr. Marketingová komunikace: nové trendy 3.0. 3rd Revised and Expanded Edition. Praha : Management Press, 2015. ISBN 978-80-7261-237-6.
- HESKOVÁ, Marie, ŠTARCHOŇ, Peter. Marketingová komunikace a moderní trendy v marketingu. Praha : Oeconomica, 2009. ISBN 978-80-245-1520-5.
- HUGHES, Mark. Buzzmarketing. Přimějte lidi, aby o vás mluvili. Praha : Management Press, 2006. ISBN 80-7261-153-4.

**Languages necessary to complete the course:**

Slovak

**Notes:****Past grade distribution**

Total number of evaluated students: 0

**Lecturers:** doc. PhDr. Milan Banyár, PhD.

**Last change:** 09.01.2022

**Approved by:**

## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KŽ/A-dMKS-101/21	<b>Course title:</b> Media Content Research
<b>Educational activities:</b> <b>Type of activities:</b> lecture + seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning, distance learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 3.	
<b>Educational level:</b> III.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Participation in the research of media content, news formats. Active participation and cooperation in the research of media content is required. The course involves the activities of a doctoral student in the current scientific project at the department. Successful completion of course: a) final colloquium, b) paper focused to selected topics (according to selected research) (10 NS). The paper represents 50% of evaluation and the final colloquium represents 50%. 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): 50/50	
<b>Learning outcomes:</b> After completing the course, the student will be able to make a proposal of quantitative or qualitative research aimed at examining media content, news outputs, etc. The main goal is to prepare the students and explain them the necessity and essence of long-term research of media texts. This is the way students are able to avoid distortion, manipulation in the process of interpretation of media content. This course also focuses on the content and form of media texts. With an emphasis on the content and language aspect of media texts, the students are familiar with analyzing and interpreting of media texts in terms of meanings and characters work in media discourse – how the media image is created, how the media spreads narratives, and how public opinion is shaped.	
<b>Class syllabus:</b> The importance of long-term media content research – The basic methods of media content research – Coding sheet in quantitative research – Semantic and linguistic analysis of media content – Media semiotics theory – Media image research	
<b>Recommended literature:</b> KONČELÍK, Jakub et al. Analýza obsahu mediálních sdělení, Praha: Karolinum, 2005. ISBN 8024608278 TRAMPOTA, Tomáš a Martina VOJTĚCHOVSKÁ. Praha: Portál, 2010. ISBN 9788073676834	

SCHNEIDEROVÁ, Soňa. Analýza diskurzu a mediální text. Praha: Karolinum, 2015. ISBN 9788024628844;  
 SEDLÁKOVÁ, Renata. Výzkum medií. Praha: Grada, 2015. ISBN 9788024735689.  
 HÁJEK, Martin. Čtenář a stroj. Praha: Slon, 2014. ISBN 9788074191619.  
 REIFOVÁ, Irena et al. Analýza obsahu mediálních sdělení. Praha: Univerzita Karlova v Praze, 2011. ISBN 9788024619804.  
 KRAUS, Jiří. Jazyk v proměnách komunikačních médií. Praha: Univerzita Karlova v Praze, 2008, 174 s. ISBN 9788024615783.

**Languages necessary to complete the course:**

Slovak, Czech, English

**Notes:**

**Past grade distribution**

Total number of evaluated students: 0

A	B	C	D	E	FX
0,0	0,0	0,0	0,0	0,0	0,0

**Lecturers:** doc. Mgr. Ján Hacek, PhD., prof. Mgr. Andrey Rikhter, PhD.

**Last change:** 03.06.2022

**Approved by:**

## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KŽ/A-dMKS-103/21	<b>Course title:</b> Media as a part of power distribution and online surveillance
<b>Educational activities:</b> <b>Type of activities:</b> lecture + seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning, distance learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 4.	
<b>Educational level:</b> III.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Conditions for subject passing: Classic question-and-answer assessments during classroom debates; submission of a paper focused on chosen aspects of the topic and its presentation during the colloquial discussion. 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	
<b>Learning outcomes:</b> The course focuses on the media context of panoptic, synoptic, polyoptic, and omnioptic power. On the background of these variations of social surveillance it shows how media shape and influence the thinking and actions of the individual and society as a whole, and at the same time how society as well as the individual can influence the thinking and actions of the media. After completing the course, student will understand the (post)modern power based on the attractive, entertaining and flirty system of self-distribution.	
<b>Class syllabus:</b> 1. modern power in the techniques of panoptism, synoptism, polyoptism and omniptism; 2. media aspects of modern power - leprosy and plague management in the mass media (Editor's Spirit and gatekeeping); 3. modern society as a surveillance society; 4. media-mediated surveillance; 5. media as a conformal element of the system of power - a barricade of established systems in society; 6. media as a non-conforming element of the system of power - media transcultural nomadism and voyeurism; 7. online media and the change of traditional normative systems of power; 8. disintegration of traditional power hierarchies in the era of online media.	
<b>Recommended literature:</b> 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. Druhé vydanie. ISBN 80-7149-663-4. / MATHIESEN, Thomas. Silently Silenced : Essays on the Creation of Acquiescence in Modern Society. Winchester: Waterside	

Press, 2004. ISBN 978-1-904380-15-3. / MATHIESEN, Thomas. The Viewer Society: Michel Foucault's #Panopticon# Revisited. In Theoretical Criminology: an international journal, roč. 1, č. 2, 1997, s. 215-234. ISSN 1362-4806. / MATHIESEN, Thomas. Towards a Surveillant Society : The Rise of Surveillance Systems in Europe. Hook: Waterside Press, 2013. ISBN 978-1-904380-97-9. / SÁMELOVÁ, Anna. Moc a pravda v podmienkach Rozhlasu a televízie Slovenska. Bratislava: Univerzita Komenského, 2018. ISBN 978-80-223-4504-0.

**Languages necessary to complete the course:**

Slovak, Czech, English

**Notes:**

**Past grade distribution**

Total number of evaluated students: 0

A	B	C	D	E	FX
0,0	0,0	0,0	0,0	0,0	0,0

**Lecturers:** doc. PhDr. Anna Sámelová, PhD., prof. PhDr. Jaroslav Šušol, PhD.

**Last change:** 03.06.2022

**Approved by:**

## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KKIV/A-dMKS-001/21	<b>Course title:</b> Methodology of Research in Media and Communication Sciences
<b>Educational activities:</b> <b>Type of activities:</b> lecture + seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning, distance learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 1.	
<b>Educational level:</b> III.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Two methodological tasks (design of a study, (interviews), conceptual maps, 10 x 2 points, 20 points), a final written essay: paper about a selected issue in the field of Research Methodology, (18000 signs, 10 pages, 60 points), presentation and final colloquium (20 points), together: 100 points. Active participation in seminars / lectures, independent reading of literature on the methodology of an own study. The exact date for continuous evaluation and the topic of the paper will be announced at the beginning of the semester. The dates for the final presentations and colloquium will be announced no later than in the last week of the instruction period. Scale of assessment: 100 % continuous assessment 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): 100 % continuous assessment	
<b>Learning outcomes:</b> After the completion of the subject the students will be able to design and manage a research project focused on study of media, information science, or marketing communication. The aim is to provide the students with a wide range of methods and methodologies in media, communication and information science and generally in social sciences. Students should learn to apply the methods in a study or a research project. Students will improve their abilities to analyze empirical data and develop syntheses and interpretations in research reports and other publications and in creative application of innovative methods in new knowledge. Close communication with the supervisor is supposed.	
<b>Class syllabus:</b> Introduction into the methods of research in social sciences. Specific characteristics of research methodologies in media, journalism, information science, marketing communication and publicity. Planning of the research project. Management of the research project. Research process. Empirical and theoretical research. Quantitative and qualitative research methods. Direct and indirect observation, interview, questionnaires, surveys. Statistical methods of data evaluation, methods of	

study of professional texts. Methods of analyses and interpretations and syntheses in studies of media, communication and information science. Basic methods of professional writing of research reports, observation and reports from experiments. Language communication and terminology. Citation ethics and citation culture. Examples of successful research projects and innovative methods (phenomenography etc.).

**Recommended literature:**

PICKARD, Alison Jane. 2013. Reserach Methods in Information. Sec. Ed. London: Facet Publ.2013. 361 s.

JENSEN, KLAUS BRUHN, (ed.): A Handbook of Media and Communication Research. New York: Routledge, 2012, 431 s., ISBN 978-0-415-60966-1.

PUNCH, KEITH, F.: Úspěšný návrh výzkumu. Praha: Portál, 2015, 232 s. ISBN 978-80-262-0980-5.

ARENS, F.W., Bovée L.C. Contemporary Advertising. (5.vyd.) Boston: Irwin, 1994. ISBN 0-256-134-12-X

STEINEROVÁ, Jela. 2015. Kvalitativne metódy výskumu v informačnej vede. In. ProInFlow: časopis pro informační vědy. Vol. 2015, No. 2, s. 12-28.

HORŇÁK, Pavel a kol., 2007. Marketingová komunikácia. - Bratislava : Book & book,. p. 358.ISBN 978-80-969099-5-7

STEINEROVÁ, Jela. 2013. Methodological Literacy of Doctoral Students. In: Worldwide Commonalities and Challenges in Information Literacy in Research and Practice. European Conference on Information Literacy. ECIL 2013. Istanbul, Turkey, October 22-25. Revised Selected Papers. Eds. S. Kurbanoglu, S. Špiranec, E. Gracian, R. Catts. Cham: Springer International 2013, 148-154. Communications in Computer and Information Science, Vol. 397. ISBN 978-3-319-03918-3.

**Languages necessary to complete the course:**

Slovak, English

**Notes:**

**Past grade distribution**

Total number of evaluated students: 0

A	B	C	D	E	FX
0,0	0,0	0,0	0,0	0,0	0,0

**Lecturers:** prof. PhDr. Jela Steinerová, PhD., prof. PhDr. Pavel Horňák, CSc., doc. Mgr. Ján Hacek, PhD.

**Last change:** 26.06.2022

**Approved by:**



## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KŽ/A-dMKS-100/21	<b>Course title:</b> Post-fact Society and Truth in the Media
<b>Educational activities:</b> <b>Type of activities:</b> lecture + seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning, distance learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 3.	
<b>Educational level:</b> III.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Conditions for subject passing: Classic question-and-answer assessments during classroom debates; submission of a paper focused on chosen aspects of the topic and its presentation during the colloquial discussion. 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): preliminary 100 %	
<b>Learning outcomes:</b> The course focuses on the development of students' critical thinking, their ability to find propaganda elements in media-mediated communication and face them. However, a direct prerequisite for these skills is the understanding of the issue of truth in the media content - how media messages arise in the traditional media (the Editor's Spirit and gatekeeping), why is it so, what is the media truth and the circumstances of its presentation in the online media. After completing the course, students are able to critically analyze information sources and on this basis perceive the argumentation strategies of individual media actors in the field of truth, "alternative truths" = misinformation (fake news, conspiracies), untruths (hoaxes), as well as unwanted mistakes and misunderstandings (misinformation).	
<b>Class syllabus:</b> 1. the modern notion of truth as an objective and objectifiable entity; 2. possibilities and limits of mass media in the field of truthful information; 3. truth as correspondence versus truth as construction; 4. ontological aspects of media truth; 5. epistemological aspects of media truth; 6. axiological aspects of media truth; 7. Truth in traditional media versus Truth in online media; truth in the context of "alternative truths" - misinformation (fake news), misunderstandings (misinformation), conspiracies, untruths (hoaxes).	
<b>Recommended literature:</b> CHUDINOVÁ, Eva a kol. Médiá – Moc – Manipulácia. Bratislava: Paneurópska vysoká škola, 2016. ISBN 978-80-89453-28-3. /	

SÁMELOVÁ, Anna. Moc a pravda v podmienkach Rozhlasu a televízie Slovenska. Bratislava: Vydavateľstvo Univerzity Komenského, 2018. ISBN 978-80-223-4504-0. /  
 SÁMELOVÁ, Anna. Pravda v mediálnych obsahoch: ontologické, epistemologické a axiologické aspekty. In Pravda. Teoretické a praktické aspekty. Bratislava: SFZ pri SAV ; KFaDF FF UK v Bratislave ; KF FF UKF v Nitre, 2018, s. 169-173. ISBN 978-80-973092-0-6. /  
 VEYNE, Paul. Jak se píšou dějiny. Červený Kostelec: Pavel Mervart, 2010. ISBN 978-80-87378-26-7. / WEBER, Max. Metodologie, sociologie a politika. Praha: Oikoymenh, 2009. ISBN 978-80-7298-389-6.

**Languages necessary to complete the course:**

Slovak, Czech, English

**Notes:**

**Past grade distribution**

Total number of evaluated students: 0

A	B	C	D	E	FX
0,0	0,0	0,0	0,0	0,0	0,0

**Lecturers:** doc. PhDr. Anna Sámelová, PhD., doc. PhDr. Pavel Rankov, PhD.

**Last change:** 03.06.2022

**Approved by:**

## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022		
<b>University:</b> Comenius University Bratislava		
<b>Faculty:</b> Faculty of Arts		
<b>Course ID:</b> FiF/A-dDA-008/12	<b>Course title:</b> Supervision of a Paper Presented at the Students' Research Conference	
<b>Educational activities:</b> <b>Type of activities:</b> <b>Number of hours:</b> <b>per week: per level/semester:</b> <b>Form of the course:</b> on-site learning, distance learning		
<b>Number of credits:</b> 5		
<b>Recommended semester:</b>		
<b>Educational level:</b> III.		
<b>Prerequisites:</b>		
<b>Course requirements:</b>		
<b>Learning outcomes:</b>		
<b>Class syllabus:</b>		
<b>Recommended literature:</b>		
<b>Languages necessary to complete the course:</b>		
<b>Notes:</b>		
<b>Past grade distribution</b> Total number of evaluated students: 84		
ABS	M	NEABS
98,81	0,0	1,19
<b>Lecturers:</b>		
<b>Last change:</b>		
<b>Approved by:</b>		

## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022		
<b>University:</b> Comenius University Bratislava		
<b>Faculty:</b> Faculty of Arts		
<b>Course ID:</b> FiF/A-dDA-005/12	<b>Course title:</b> Teaching Activities	
<b>Educational activities:</b> <b>Type of activities:</b> <b>Number of hours:</b> <b>per week:   per level/semester:</b> <b>Form of the course:</b> on-site learning, distance learning		
<b>Number of credits:</b> 10		
<b>Recommended semester:</b>		
<b>Educational level:</b> III.		
<b>Prerequisites:</b>		
<b>Course requirements:</b>		
<b>Learning outcomes:</b>		
<b>Class syllabus:</b>		
<b>Recommended literature:</b>		
<b>Languages necessary to complete the course:</b>		
<b>Notes:</b>		
<b>Past grade distribution</b> Total number of evaluated students: 1943		
ABS	M	NEABS
99,9	0,05	0,05
<b>Lecturers:</b>		
<b>Last change:</b>		
<b>Approved by:</b>		

## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022		
<b>University:</b> Comenius University Bratislava		
<b>Faculty:</b> Faculty of Arts		
<b>Course ID:</b> FiF/A-dDA-002/12	<b>Course title:</b> Teaching Aids Authorship	
<b>Educational activities:</b> <b>Type of activities:</b> <b>Number of hours:</b> <b>per week:   per level/semester:</b> <b>Form of the course:</b> on-site learning, distance learning		
<b>Number of credits:</b> 10		
<b>Recommended semester:</b>		
<b>Educational level:</b> III.		
<b>Prerequisites:</b>		
<b>Course requirements:</b>		
<b>Learning outcomes:</b>		
<b>Class syllabus:</b>		
<b>Recommended literature:</b>		
<b>Languages necessary to complete the course:</b>		
<b>Notes:</b>		
<b>Past grade distribution</b> Total number of evaluated students: 102		
ABS	M	NEABS
100,0	0,0	0,0
<b>Lecturers:</b>		
<b>Last change:</b>		
<b>Approved by:</b>		

## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022		
<b>University:</b> Comenius University Bratislava		
<b>Faculty:</b> Faculty of Arts		
<b>Course ID:</b> FiF/A-dDA-004/12	<b>Course title:</b> Teaching Aids Co-authorship	
<b>Educational activities:</b> <b>Type of activities:</b> <b>Number of hours:</b> <b>per week:   per level/semester:</b> <b>Form of the course:</b> on-site learning, distance learning		
<b>Number of credits:</b> 5		
<b>Recommended semester:</b>		
<b>Educational level:</b> III.		
<b>Prerequisites:</b>		
<b>Course requirements:</b>		
<b>Learning outcomes:</b>		
<b>Class syllabus:</b>		
<b>Recommended literature:</b>		
<b>Languages necessary to complete the course:</b>		
<b>Notes:</b>		
<b>Past grade distribution</b> Total number of evaluated students: 68		
ABS	M	NEABS
100,0	0,0	0,0
<b>Lecturers:</b>		
<b>Last change:</b>		
<b>Approved by:</b>		

## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022		
<b>University:</b> Comenius University Bratislava		
<b>Faculty:</b> Faculty of Arts		
<b>Course ID:</b> FiF/A-dDA-001/12	<b>Course title:</b> Teaching Texts Authorship	
<b>Educational activities:</b> <b>Type of activities:</b> <b>Number of hours:</b> <b>per week:   per level/semester:</b> <b>Form of the course:</b> on-site learning, distance learning		
<b>Number of credits:</b> 14		
<b>Recommended semester:</b>		
<b>Educational level:</b> III.		
<b>Prerequisites:</b>		
<b>Course requirements:</b>		
<b>Learning outcomes:</b>		
<b>Class syllabus:</b>		
<b>Recommended literature:</b>		
<b>Languages necessary to complete the course:</b>		
<b>Notes:</b>		
<b>Past grade distribution</b> Total number of evaluated students: 24		
ABS	M	NEABS
100,0	0,0	0,0
<b>Lecturers:</b>		
<b>Last change:</b>		
<b>Approved by:</b>		

## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022		
<b>University:</b> Comenius University Bratislava		
<b>Faculty:</b> Faculty of Arts		
<b>Course ID:</b> FiF/A-dDA-003/12	<b>Course title:</b> Teaching Texts Co-authorship	
<b>Educational activities:</b> <b>Type of activities:</b> <b>Number of hours:</b> <b>per week:   per level/semester:</b> <b>Form of the course:</b> on-site learning, distance learning		
<b>Number of credits:</b> 7		
<b>Recommended semester:</b>		
<b>Educational level:</b> III.		
<b>Prerequisites:</b>		
<b>Course requirements:</b>		
<b>Learning outcomes:</b>		
<b>Class syllabus:</b>		
<b>Recommended literature:</b>		
<b>Languages necessary to complete the course:</b>		
<b>Notes:</b>		
<b>Past grade distribution</b> Total number of evaluated students: 58		
ABS	M	NEABS
100,0	0,0	0,0
<b>Lecturers:</b>		
<b>Last change:</b>		
<b>Approved by:</b>		



## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KKIV/A-dMKS-303/21	<b>Course title:</b> Theory of Information Science and Information Ethics
<b>Educational activities:</b> <b>Type of activities:</b> lecture + seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning, distance learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 3.	
<b>Educational level:</b> III.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Continuous evaluation (100%). Selection of a topic, writing of two essays (history, trends) -20 points, writing a final written essay (paper on selected topic) (18000 signs, 10 pages) (60 points), presentation and colloquium (20 points), together: 100 points. Active participation in seminars, lectures, independent reading of literature. Grading scale: A (100-92 %), B (91-85 %), C (84-76 %), D (75-68 %), E (67->60 %), Fx ( $\leq 60$ %) The exact date for continuous evaluation and the topic of the paper will be announced at the beginning of the semester. The dates for the final presentations and colloquium will be announced no later than in the last week of the instruction period. Scale of assessment (preliminary/final): 100/0	
<b>Learning outcomes:</b> After the completion of the subject students will be able analyze independently theoretical frameworks of information science, interpret problems and understand principles of historical and theoretical development of information science. Students will be able apply and develop new theories in information science, namely in information retrieval, human information behavior, knowledge organization, information systems, digital libraries, bibliometrics, and information ethics. Students will improve their abilities of analyses, syntheses and interpretations of basic categories of information science in a written theoretical essay, its presentation and in a creative discussion on problems of information ethics and theoretical issues of information science.	
<b>Class syllabus:</b> Brief history of research in information. Traditions of information science. Subject of information science: the information process. Four theoretical pillars of information science: information retrieval, information behavior, bibliometrics and informetrics, information systems and digital libraries. Basic categories of information science. Two paradigms of research in information science: systems (computer science) and user (librarianship) paradigms. Founders and pioneers of information science: Gerard Salton and Jesse Shera. The concept of information. Approaches to definitions of information: biological, technological, cognitive (communicative, semiotic), social, propositional, structural, evolutionary. Concepts of information, typologies of information in information science. Basic authors and selected personalities of information science (Marcia Bates,	

Brenda Dervin, David Bawden, Robert Taylor, Tefko Saracevic, Peter Ingwersen, Nicholas Belkin, Tom D. Wilson, Michael Buckland, Carol Kuhlthau, etc.). Foundations of information ethics (Raphael Capurro, Luciano Floridi). Applications of artificial intelligence and information ethics. Current studies of information science, problem of disinformation. Information ecology. Digital scholarship.

**Recommended literature:**

STEINEROVÁ, Jela a Miriam ONDRIŠOVÁ (eds.). Informačná veda. Výkladový slovník. Autori: Jela Steinerová, Jaroslav Šušol, Pavol Rankov, Lucia Lichnerová, Ľudmila Hrdináková, Miriam Ondrišová, Marta Špániová, Katarína Buzová, Andrea Hrčková. Bratislava: Univerzita Komenského v Bratislave, 2020. 278 s. ISBN 978-80-223-4866-9.

BAWDEN, David, ROBINSON, Lyn. Introduction to Information Science. London: Facet Publishing 2012. 351s. ISBN 978-1-85604-810-1. BAWDEN, David, Robinson, Lyn. Úvod do informační vědy. Transl. M. Lorenz, K. Mikulášek, D. Vévodová. Doubravník: Flow 2017. 451s. SONNENWALD, D. (ed.). Theory Development in the Information Sciences. Austin: University of Texas Press, 2016. 331 s. ISBN 978-1-477-0906-3.

STEINEROVÁ, Jela. Informačné prostredie a vedecká komunikácia. Informačné ekológie. Bratislava: UK 2018. 230 s. ISBN 978-80-223-4445-6.

STEINEROVÁ, Jela. Informačná veda: tradície, teórie a trendy - smerom k digitálnej vede. In: Knižničná a informačná veda. 26. Zborník FiFUK. Bratislava: UK 2016, 9-28.

STEINEROVÁ, Jela. 2020. Etika digitálnych informácií vo svetle sociálnych hodnôt informácií. In: ITLib. Roč. 24, č. 2 (2020), s. 6 -21. ISSN 1335-793X.

Steinerová, J., Fázik, J. Nováková, F. 2020. Prínos fenomenografických výskumov pre informačnú vedu. In: ProInFlow, Vol. 12 (2020), No. 1. Dostupné na: <http://www.phil.muni.cz/journals/index.php/proinflow/article/view/2020-1-2/2102>

**Languages necessary to complete the course:**

Slovak / English

**Notes:**

**Past grade distribution**

Total number of evaluated students: 0

A	B	C	D	E	FX
0,0	0,0	0,0	0,0	0,0	0,0

**Lecturers:** prof. PhDr. Jela Steinerová, PhD.

**Last change:** 26.06.2022

**Approved by:**

## COURSE DESCRIPTION

<b>Academic year:</b> 2021/2022	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KKIV/A-dMKS-002/21	<b>Course title:</b> Theory of Social and Media Communication
<b>Educational activities:</b> <b>Type of activities:</b> lecture + seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning, distance learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 1.	
<b>Educational level:</b> III.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Course requirements: 100 % during the semester: The student writes a seminar paper in the range of min. 18,000 characters on a selected topic (related to the topic of his/her dissertation) - 20 points. Plus 2 short papers in the range of min. 3600 characters (2 x 5 points). The course ends with a colloquium where the student presents the main findings of his / her seminar paper and defends it in a discussion (10 points). 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): 100/0	
<b>Learning outcomes:</b> Learning outcomes: Graduates understand the relations between cognition and communication, the impact of technology on media culture. They understand the relationship between media technology and media content. They know how to analyze the effects of media technology on the author, recipient, society and culture. They understand processes of remediation as the transfer of cultural content between the media. They know how to create new communication models in terms of authorship, distribution, use of information and content. They understand the specifics of marketing communication within the system of media communication and its exclusion from the field of marketing.	
<b>Class syllabus:</b> Class syllabus: 1. The relationship between media technology and media content. 2. The impact of media technology on the originator, recipient, society and culture. 3. Remediation as a transfer of cultural content between the media. 4. Media-mediated communication from the typographic person to the online person. 5. Digital network communication and its impact on culture, society and the individual. 6. New communication models in terms of authorship, distribution, use of information and content. 7. Social media and social relations. New media and new types of content.	

8. Changes in human cognition under the influence of media-mediated communication.
9. Specifics of marketing communication, its exclusion from the field of marketing.
10. Definitions, principles, functions, distinction of commercial and social advertising. Advertising and its related activities in marketing communication.
11. Promotion process in traditional and online media.

### **Recommended literature:**

Recommended literature:

Hjarvard, S. 2013. The Mediatization of Culture and Society. Abingdon; New York: Routledge. 173 s. ISBN 978-0-415-69237-3.

Wahl-Jorgensen, K. 2019. Emotions, Media and Politics. Cambridge; Medford: Polity Press. 220 s. ISBN 978-0-7456-6105-6.

Malík, B. 2008. Mediomorfóza sveta: Filozofické, antropologické, sociálne a politické aspekty súčasných médií. Bratislava: Iris. 160 s. ISBN 978-80-89256-25-9.

Giddens, A. 2010. Důsledky modernity. Třetí vydání. Praha: SLON. 158 s. ISBN 978-80-7419-035-3.

Rankov, P. 2019. Dematerialization and Datafication: Towards a Remediation of Everything. In: Remediation: Crossing Discursive Boundaries. Eds. SUWARA, B. a M. PISARSKI. Berlin: Lang, 2019, p. 19-37. ISBN 978-3-631-79505-7.

Postman, N. 1999. Ubavit se k smrti : Veřejná komunikace ve věku zábavy. Praha: Mladá fronta, 192 s. ISBN 80-204-0747-2.

Pelsmacker, P., Guens, M., Bergh, J. 2003. Marketingová komunikace. Praha: Grada Publishing, ISBN 80-247-0254-1.

Du Plessis, E. 2007. Jak zákazník vnímá reklamu. Brno: Computer Press. ISBN 978-80-251-1456-8.

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### **Languages necessary to complete the course:**

Languages necessary to complete the course: Slovak

For readings: English, Czech.

### **Notes:**

### **Past grade distribution**

Total number of evaluated students: 0

A	B	C	D	E	FX
0,0	0,0	0,0	0,0	0,0	0,0

**Lecturers:** doc. PhDr. Pavel Rankov, PhD., prof. PhDr. Pavel Hornák, CSc., prof. Mgr. Andrey Rikhter, PhD., doc. PhDr. Anna Sámelová, PhD.

**Last change:** 26.06.2022

**Approved by:**