# Course descriptions

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# COURSE DESCRIPTION

| | |
|---|---|
| **Academic year:** 2025/2026 | |

| | |
|---|---|
| **University:** Comenius University Bratislava | |

| | |
|---|---|
| **Faculty:** Faculty of Social and Economic Sciences | |

| **Course ID:** FSEV.ÚM/2-ÚM-001/24 | **Course title:** Applied Artificial Intelligence |
|---|---|

**Educational activities:**
 **Type of activities:** lecture / practicals
 **Number of hours:**
  **per week:** 2 / 2  **per level/semester:** 26 / 26
 **Form of the course:** combined

**Number of credits:** 6

**Recommended semester:** 2.

**Educational level:** II.

**Prerequisites:**

**Course requirements:**
During the semester, students develop an analysis of selected artificial intelligence tools and their practical application in related life situations. From the analyses, they then choose one of the available tools and design their own innovative applications using artificial intelligence to solve the proposed problem. They present their final proposal as a project.
An A grade requires at least 92 points, a B grade requires at least 84 points, a C grade requires at least 76 points, a D grade requires at least 68 points, and an E grade requires at least 60 points.
Scale of assessment (preliminary/final): 40/60 points

**Learning outcomes:**
The course helps in identifying the possibilities of solving practical problems of various life situations through artificial intelligence algorithms. It focuses attention not only on the benefits but also on the risks, ethical issues, philosophical dilemmas and practical implications of applying algorithms to everyday life. It encourages a critical approach to the use of technology and leads to the responsible design of solutions using available tools and algorithms.

**Class syllabus:**
Current state of knowledge in the field of artificial intelligence - basic orientation in historical and current artificial intelligence systems, current problems.
Algorithms and their limits - the most used algorithms in artificial intelligence systems, the difficulty and limits of selected algorithms.
Rapid decision inference - machine learning methods, building automated decision models, performance benchmarking.
Intersections of digital and humanistic approaches to problem solving - supporting and competing approaches to solving the problems presented between humanistic and digital processes, tracking societal overlap and impact.
Efficiency and automation - measurable indicators, self-learning algorithms and models, automated deployment of systems.
Creative Artificial Intelligence - generative language and audiovisual models, their use and applications today.

Business aspects of using algorithms - economic and managerial aspects of using AI applications, integration into existing workflow, measuring economic performance.

AI system integrations - programmatic interconnection of systems, API principles, process encapsulation, distributed systems.

Ethical and legal issues related to artificial intelligence - solving moral dilemmas, legislative constraints in selected sectors, regulatory approaches of economic units, authorship issues in generative AI algorithms.

Complexity and system requirements - benchmarking and selection of AI systems based on system requirements, informed decision making, scaling.

Artificial intelligence in space - challenges associated with the presence of AI systems in physical space, practical applications.

The future of artificial intelligence systems - current scientific discourse, problems addressed, anticipated branches of development.

**Recommended literature:**
Jia M.: Applied Artificial Intelligence: A Handbook For Business Leaders
Moonis A.: Current Approaches in Applied Artificial Intelligence
Norvig P.: Artificial Intelligence: A Modern Approach
Kissinger H. A.: The Age of AI : And Our Human Future
Rademacher T.: Regulating Artificial Intelligence
Mitchell M.: Artificial Intelligence: A Guide for Thinging Humans

**Languages necessary to complete the course:**
Slovak and English

**Notes:**

**Past grade distribution**
Total number of evaluated students: 8

| A | B | C | D | E | FX |
|---|---|---|---|---|---|
| 87,5 | 0,0 | 12,5 | 0,0 | 0,0 | 0,0 |

**Lecturers:** prof. Mykola Polovyi, PhD., Mgr. Juraj Grečnár, PhD.

**Last change:** 11.07.2024

**Approved by:** prof. Mykola Polovyi, PhD.

# COURSE DESCRIPTION

| | |
|---|---|
| **Academic year:** 2025/2026 | |

**University:** Comenius University Bratislava

**Faculty:** Faculty of Social and Economic Sciences

| **Course ID:**<br>FSEV.ÚM/2-ÚM-026/24 | **Course title:**<br>Artificial Intelligence |
|---|---|

**Educational activities:**
  **Type of activities:** lecture / practicals
  **Number of hours:**
   **per week:** 2 / 2  **per level/semester:** 26 / 26
  **Form of the course:** combined

**Number of credits:** 6

**Recommended semester:** 1.

**Educational level:** II.

**Prerequisites:**

**Course requirements:**
1. Completion of three written assignments (20 points, 10 points, 20 points) to be turned in continuously throughout the semester or brought to class prepared.
2. Comprehensive activity during the semester, for example: (activity in class to check assignments, turning in assignments on time, participating in discussions).
The final evaluation will take the form of an oral examination.
Grade: A: 91-100 points; B: 81-90 points; C: 73-80 points; D: 66-72 points; E: 60-65 points; FX: 0-59 points.
Scale of assessment (preliminary/final): 50/50

**Learning outcomes:**
The aim of the course is to familiarize students with the basic concepts of artificial intelligence (UI) and expert systems. Define UI as a field and as a set of unique problems and approaches to solving them. Students should gain the necessary insight for further study in more deeply focused subjects. They will also become familiar with the philosophical problems of the development of artificial intelligence and its limits.

**Class syllabus:**
1. Natural intelligence. Manifestations of intelligence. Definitions of natural intelligence (Dictionary definitions, Technological definition, Encyclopedic definitions, Psychological definition, Medical definition). Artificial Intelligence (UI) vs. Natural Intelligence: Analogies and Differences.
2. Worldview and methodological functions of UI philosophical research. Definitions of UI (Weak, Strong, Hybrid, Global, General).
3. UI motivations. Classifications of UI targets. The role of philosophical research in UI. History of philosophical and methodological research of UI.
4. History of UI (genesis, history, trends). Turing Test, Searle's Chinese Room Test.
5. Basic concepts of UI. Classification of knowledge in UI. Computer ontology of intelligent systems. Theoretical sources of production, semantic-network, framework, formal-logic and neural-network models.

6. Representation of knowledge in UI (Propositional and predicate logic, Semantic networks, Frameworks, Production systems).
7. Derivation of knowledge. Inference mechanism in various formal calculus. Forward and reverse concatenation. Resolution method.
8. Basic concepts of expert systems (ES). Concepts, principles, ES architecture.
9. EC design. Means of EC creation. EC life cycle. Concrete systems.
10. Knowledge engineering. Experts and expertise. Methods of acquiring knowledge. Myths and realities of knowledge projects. Causes of failure of knowledge projects.
11. Artificial intelligence and cognitive research. Global digitization as an anthropological challenge. Human interaction with artificial intelligence.
12. Artificial intelligence: possible areas of use and risks. Legal regulation of the use of artificial intelligence. The limits of the application of artificial intelligence and the possibility of human control.
13. Philosophical problems of the development of artificial intelligence. The role of philosophical reflection on AI research. UI worldview guidelines.

**Recommended literature:**

Návrat, P. a kolektív. Umelá inteligencia. STU, 2015.
Kvasnička, V., Pospíchal, J., Kozák, Š., Návrat, P., Paroulek, P. Umelá inteligencia a kognitívna veda I. STU, 2009.
Kvasnička, V., Pospíchal, J., Kozák, Š., Návrat, P., Paroulek, P. Umelá inteligencia a kognitívna veda II. STU, 2010.
Frankish, K., Ramsey, W. Cambridge Handbook of Artificial Intelligence.. Cambridge University Press, 2014.
Giarratano J., Riley G., Expert Systems, KENT Publishing Company, New York, 1989.
Nilsson N., Principles of Artificial Intelligence, Tioga Publishing Co., 1980.
Russell, S., Norvig, P.: Artificial Intelligence. A Modern Approach. Prentice - Hall, 1995.
Sefránek, J. : Inteligencia ako výpočet. IRIS , 2000. ISBN: 80-88778-96-4.
MAŘÍK, V., et al. Umělá inteligence 1. 1. vyd. Praha: Academia, 1993. 264 s. ISBN 80-200-0496-3.
MAŘÍK, V., et al. Umělá inteligence 2. 1. vyd. Praha: Academia, 1997. 373 s. ISBN 80-200-0504-8.
MAŘÍK, V., et al. Umělá inteligence 3. 1. vyd. Praha: Academia, 2001. 328 s. ISBN 80-200-0472-6.
MAŘÍK, V., et al. Umělá inteligence 4. 1. vyd. Praha: Academia, 2003. 475 s. ISBN 80-200-1044-0.
POPPER, M., KELEMEN, J.: Expertné systémy. 1. Vyd. Bratislava: Alfa, 1989. 358 s. ISBN 80-0500-051-0.
PROVAZNÍK, I., KOZUMPLÍK, J. Expertní systémy. 1999.

**Languages necessary to complete the course:**
Slovak and English

**Notes:**

**Past grade distribution**
Total number of evaluated students: 13

| A | B | C | D | E | FX |
|---|---|---|---|---|---|
| 100,0 | 0,0 | 0,0 | 0,0 | 0,0 | 0,0 |

**Lecturers:** prof. Mykola Polovyi, PhD., Mgr. Juraj Grečnár, PhD.

| **Last change:** 11.07.2024 |
|---|
| **Approved by:** prof. Mykola Polovyi, PhD. |

# COURSE DESCRIPTION

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|---|---|
| **Academic year:** 2025/2026 | |
| **University:** Comenius University Bratislava | |
| **Faculty:** Faculty of Social and Economic Sciences | |

| **Course ID:**<br>FSEV.ÚM/2-ÚM-002/24 | **Course title:**<br>Biography |
|---|---|

**Educational activities:**
 **Type of activities:** lecture / practicals
 **Number of hours:**
  **per week:** 2 / 2  **per level/semester:** 26 / 26
 **Form of the course:** combined

**Number of credits:** 6

**Recommended semester:** 3.

**Educational level:** II.

**Prerequisites:**

**Course requirements:**
1. Elaboration of written assignments (60%). This work consists of six parts (10% each), which are submitted continuously during the semester, respectively. are brought to class, where they are presented and then commented on as part of the exercises:
a. Reproduce and analyze a selected biography of a scientific, popular science, documentary or artistic nature.
b. Formulate a structured autobiography (curriculum vitae, or biography).
c. Create an interview of a biographical nature with a typed (selected) respondent.
d. Construct and synthesize at least a calendar about the life and works of a selected (selected) personality.
e. Create a complete biography (biographical password) with a specific structure: header, biographical, evaluation and bibliographic part.
f. Write a professional biographical article about a selected (selected) personality.
2. Active participation in the class - engaging in discussions and comparisons within the presented biographical projects, passing two tests (interim and final, 20% each).
3. Self-study of biographical literature in the range of 4-6 hours, which is controlled during exercises and during written tests
Rating scale: A: 100-92 B: 91-81 C: 80-73 D: 72-66 E: 65-60 FX: 59-0

**Learning outcomes:**
Provide students with basic theoretical information and carry out practical exercises in biography. In the field of theoretical biographical studies, acquire and learn from lectures its definitions, terminology, subject, history and current state, specify and classify the typology of biographical genres, methodology and methods of biographical research, apply lexicography and lexicographical style, learn the basics of encyclopedic studies and orientate yourself in biographical and bibliographic source and internet databases. In the exercises, learn to synthesize selected practical reproduction, interpretation, and especially creative authoring procedures in the creation of basic and special biographical and autobiographical works of various genres. In the field of special biographical works, create structured biographies, calendars of life and works, scientific and popular science articles, obituaries and others), encyclopedic biographies, or passwords (in the

structure of genealogical data, biographical, evaluation and bibliographic part of the biographical password), apply bibliography as part of biographical research and presentation, compile personal bibliographies, build, classify, categorize and summarize biographical documentation and master the methodology of its processing, as well as biographical and lexicographical style.

**Class syllabus:**
1. Biography as a scientific discipline (definitions, subject, terminology).
2. Typology of biographical genres (scientific, documentary, popular science, artistic).
3. The subject of biography – the phenomenon of personality.
4. Aspects of personality – psychological, philosophical, historical (historical-social), ethnic (national). Internal biography. External biography.
5. Brief history of world and Slovak biography.
6. Biographical dictionaries.
7. Criteria for selecting personalities for biographical dictionaries.
8. Special biographical works.
9. Calendars of life and work, biographical and anniversary article, obituary, autobiography.
10. Interview as a method of biographical research.
11. Biographical keyword (biogram) and its structure (heading, biographical, evaluation and bibliographic part).
12. Personal bibliographies as a source of biographical research. Biographical documents and their processing methodology.
13. Biographical and lexicographic (encyclopedic) style

**Recommended literature:**
MAŤOVČÍK, Augustín – PARENIČKA, Pavol (2005). Biografistika. Martin: Slovenská národná knižnica.
PARENIČKA, Pavol (2017): Cvičenia z biografistiky – tézy s prednáškovými sylabami: príklady, úlohy, testy, literatúra. Žilina: Žilinská univerzita.
HUMPHREY, Robin – MILLER, Robert – ZDRAVOMYSLOVA, Elena Andrejevna (2018). Biographical research in Eastern Europe : altered lives and broken biographies . New York – London: Routledge, Taylor & Francis Group.
ŠUTAJ, Štefan a kol.(2016): Ľudia a dejiny – historická biografia a jej miesto v historiografii. Košice: Univerzita Pavla Jozefa Šafárika (zborník).
Metodické problémy moderní biografistiky (2010). Praha: Historický ústav Akademie věd ČR (zborník).
WALTON, Stephen J. (2009): Skaff deg ait livl – om biografii. Oslo: Der norske Samlagetet, 2. vyd.
Biografické štúdie 1 – 44 (1970 – 2021). Martin: Slovenská národná knižnica (zborníky)

**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. PaedDr. Pavol Parenička, CSc.

**Last change:** 11.07.2024

**Approved by:** prof. Mykola Polovyi, PhD.

# COURSE DESCRIPTION

| | |
|---|---|
| **Academic year:** 2025/2026 | |

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|---|
| **University:** Comenius University Bratislava |

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| **Faculty:** Faculty of Social and Economic Sciences |

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|---|---|
| **Course ID:**<br>FSEV.ÚM/2-ÚM-003/24 | **Course title:**<br>Branding |

**Educational activities:**
  **Type of activities:** lecture / practicals
  **Number of hours:**
    **per week:** 2 / 2  **per level/semester:** 26 / 26
  **Form of the course:** combined

**Number of credits:** 6

**Recommended semester:** 3.

**Educational level:** II.

**Prerequisites:**

**Course requirements:**
During the semester, lectures and exercises are conducted to introduce the basic principles of branding (corporate, product and personal). Within the framework of the lectured topics, students prepare assignments approaching the individual steps of building a selected brand, for which they will receive a maximum of 60 points in the interim assessment. In the examination part of the semester, they will submit a comprehensive brand manual project based on the assignments, supplemented by complex relationships, which they will present in the examination, for which 40 points can be obtained.
An A grade requires at least 92 points, a B grade requires at least 84 points, a C grade requires at least 76 points, a D grade requires at least 68 points, and an E grade requires at least 60 points.
Scale of assessment (preliminary/final): 60/40 points.

**Learning outcomes:**
The content of the course presents the basic principles of brand building, focusing not only on the theoretical foundations but also on the practical application of effective branding procedures, basic procedures, steps and phases of brand creation. It will help to distinguish long-term trends from short-term ones in order to build a sustainable brand, recognizable by customers, usable across a wide range of applications in the physical and online space, and to set up effective communication. It also reflects modern requirements in the areas of legislation, social responsibility and digital literacy.

**Class syllabus:**
Basic concepts related to brand and brand management - reputation, image, logo, logo manual, corporate identity.
Brand - brand definition. Brand history.
Brand interpretation based on input, output and time perspectives.
Consumer perception and behaviour in relation to the brand.
Brand Value. Love Brand. Examples of successful brands.
Brand measurement - the main methods of measuring brand value and brand valuation.
Strategic brand planning. Brand vision, mission and goals.
The process of creating a brand vs. creating a design.

Strategy and strategic brand value building and management.
Rebranding and Repositioning. Practical examples.
New approaches to brand management in the digital age.
Brand social responsibility. Ethical issues of branding. Legislative aspects of branding.

**Recommended literature:**
PASTIER M.: Žltá kniha budovania značky. 2023. ISBN 9788082580115
TROUT J., RIES A.: Positioning: The Battle for Your Mind. 2001. ISBN 9780071373586
WHEELER A.: Designing Brand Identity. 2017. ISBN 9781118980828
GODIN S.: Purple Cow: Transform Your Business by Being Remarkable. 2011. ISBN 9788081091872

**Languages necessary to complete the course:**
Slovak and English

**Notes:**

**Past grade distribution**
Total number of evaluated students: 7

| A | B | C | D | E | FX |
|---|---|---|---|---|---|
| 71,43 | 14,29 | 14,29 | 0,0 | 0,0 | 0,0 |

**Lecturers:** Ing. Lukáš Vartiak, PhD., Mgr. Juraj Grečnár, PhD.

**Last change:** 11.07.2024

**Approved by:** prof. Mykola Polovyi, PhD.

# COURSE DESCRIPTION

| | |
|---|---|
| **Academic year:** 2025/2026 | |

**University:** Comenius University Bratislava

**Faculty:** Faculty of Social and Economic Sciences

| **Course ID:**<br>FSEV.ÚM/2-ÚM-004/24 | **Course title:**<br>Business English |
|---|---|

**Educational activities:**
 **Type of activities:** practicals
 **Number of hours:**
  **per week:** 4  **per level/semester:** 52
 **Form of the course:** combined

**Number of credits:** 6

**Recommended semester:** 3.

**Educational level:** II.

**Prerequisites:**

**Course requirements:**
The student can obtain maximum written or oral examinations during the semester. 42 points. For active participation in seminars, the student can receive max. 13 points. The subject ends with a presentation of the chosen topic and a subsequent discussion, during which it is possible to obtain max. 45 points. In addition to active participation in seminars, literature study is required in the range of 4-6 hours per week, which is checked during exercises and written or oral examinations. At least 92 points are required to obtain an A rating, at least 84 points to obtain a B rating, at least 76 points for a C rating, at least 68 points for a D rating, and at least 60 points for an E rating

**Learning outcomes:**
The subject Business English makes a fundamental contribution to the development of language skills, especially in the field of business English. During the semester, the student will learn about work and the labour market, starting a business, launching a product on the market, conferences and business meetings, and the concepts of offshoring and outsourcing. Furthermore, he will gain an overview of business across several cultures, while the acquired knowledge will help him apply it in practice.

**Class syllabus:**
1. Job descriptions and job satisfaction.
2. Getting the right job.
3. Launching a product.
4. Being persuasive.
5. Starting a business.
6. Presenting your business idea.
7. Business conferences.
8. Business meetings.
9. Social media and business.
10. Offshoring and outsourcing.
11. Customer satisfaction and loyalty.
12. Communication with customers.
13. Business across cultures.

| Recommended literature: |
|---|
| BROOK-HART, G. Business Benchmark: B2 Upper Intermediate. Cambridge: Cambridge University Press, 2013. ISBN 9781107680982. |
| WHITBY, N. Business Benchmark: Pre-intermediate to Intermediate. Cambridge: Cambridge University Press, 2013. ISBN 9781107693999. |
| HLAVIČKOVÁ, Z. Angličtina Business English. Praha: Grada, 2020. ISBN 9788027112975. |
| FORSTER, L., KUFNER, S. Moderní Business English. Praha: Grada, 2012. ISBN 978-80-247-8086-3. |
| HENDERSON, D., STREITWIESER, V. Business English. Praha: Grada, 2006. ISBN 802471728X. |
| FÖRSTER, L., GLUCHOWSKI, D. Business English. Praha: Grada, 2007. ISBN 8024720104. |
| MCCARTHY, C. Business English. Praha: Grada, 2006. ISBN 8024718006 |

**Languages necessary to complete the course:**
Slovak and 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:** Ing. Lukáš Vartiak, PhD.

**Last change:** 11.07.2024

**Approved by:** prof. Mykola Polovyi, PhD.

# COURSE DESCRIPTION

| | |
|---|---|
| **Academic year:** 2025/2026 | |

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|---|---|
| **University:** Comenius University Bratislava | |

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|---|---|
| **Faculty:** Faculty of Social and Economic Sciences | |

| **Course ID:**<br>FSEV.ÚM/2-ÚM-029/24 | **Course title:**<br>Chapters in Sociology and Social Psychology |
|---|---|

**Educational activities:**
  **Type of activities:** lecture / practicals
  **Number of hours:**
   **per week:** 2 / 2  **per level/semester:** 26 / 26
  **Form of the course:** combined

**Number of credits:** 6

**Recommended semester:** 1.

**Educational level:** II.

**Prerequisites:**

**Course requirements:**
1. Formulate, write and demonstrate an assignment from a selected area of sociology or social psychology and its partial submissions in exercises with presentation and subsequent discussion during the semester (40%).
a) Define, analyze, explain and illustrate the terms social and social, society and social structure, social differentiation and social stratification, social status, position and social role with concrete examples (10%).
b) Analyze, specify, assess and justify one variant of the selected attractive sociological application (e.g. sociology of alcoholism, army, deviant or criminal behavior, values, conflict, everyday life, power, youth, religion, work, politics, law, profession, business, family, social movements, education and upbringing or public opinion) and a proposal for its solution based on the application of one's own research method (observation, interview, questionnaire, simple sociometric or psychological test) - 10%.
2. Active participation in exercises and participation in discussions on selected sociological and socio-psychological explanations and analyzes (10%). In addition to active participation in lectures and exercises, self-study of literature in the range of 4-6 hours is required, which is checked during exercises and presentations.
3. Take a written test (30%).
Rating scale: A: 100-91 B: 90-81 C: 80-73 D: 72-66 E: 65-60 FX: 59-0

**Learning outcomes:**
Students are able to understand, explain and define the essence of sociology as a modern science of society and human functioning in it in the format of a social phenomenon through selected sociological aspects (social behavior - individual and collective, norms, structure, groups, activity, relationships, networks, facts, actions and other socio-cultural phenomena). Get to know and describe selected sociological functions and research, on the basis of which they can analyze, classify, explain and express various basic phenomena from the field of microsociology or macrosociology, from one-off interactions of individuals on the street to the investigation and evaluation of global social processes. Apply, analyze, specify, compare and assess basic sociological and psychological methods and techniques in practice. They will develop the ability to argue,

hypothesize, propose and verify solutions in the creation of diagnostics and analysis of basic social, social and socio-psychological phenomena that arise and appear during people's mutual contacts, such as social perception, communication, networks, cooperation and competition, interpersonal conflicts. The subject aims to teach and explain how to intervene in the life of an individual and society, remove, differentiate, categorize and predict the causes of existing personal and social crises, explain, solve and eliminate inadequate needs and prejudices, interest, combine, create and defend correct attitudes, reject and modify aggressive behavior, apply assertive communication techniques, organize and influence the development of society in a progressive direction.

**Class syllabus:**
1. Theoretical sources and social conditions of the emergence of sociology.
2. Subject, basic features and structure of sociology.
3. Functions of sociology.
4. Society as an object of sociological research.
5. Social and social, society and social structure, social and social role, position and status; social differentiation and social stratification (social classes, castes). Social groups and relationships.
6. Social behavior - collective and individual, deviant forms of behavior.
7. Classification, stages and methods of sociological and socio-psychological research.
8. Social psychology as a frontier and applied science of psychology and sociology. Subject of social psychology.
9. Sociocultural determination and social-psychological personality characteristics. Socialization as a lifelong process of social learning. Stages and disorders of socialization. Social needs and attitudes.
10. Social behavior and learning.
11. Types and functions of social groups, macrogroups and microgroups, the individual and the structure of a social group. Social status, social role and behavior of an individual in a social group. The structure of relationships in a social group.
12. Communication as a social exchange (verbal, non-verbal, written, pictorial, numerical and operational). Conversation as social communication. Social networks. Information - source, author, misinformation, hoax.

**Recommended literature:**
ČEPELOVÁ, Slávka (2020): Sociálna psychológia: Praha: Nová forma, 1. vyd., 86 s. ISBN 80-978-7612-172-0.
BOTTERILL, George – CARRUTHERS, Peter (2008): Filozofia psychológie (z anglického originálu preložili Martin Kanovský a Juraj Hvorecký). Bratislava: Európa, 1. slov. vyd., 285 s. ISBN 978-80-89111-32-9.
BAZER, Ivo a kol. (2007): Přístupy k sociologickému zkoumaní kultury a stratifikace. Praha: Univerzita Karlova.
NAKONEČNÝ, Milan (2004): Základy psychologie. Praha: Academia, 1. vyd., 590 s. ISBN 80-200-1290-7.
KELLER, Jan: Úvod do sociologie (2001). Praha: Sociologické nakladatelství (SLON), 204 s. ISBN 80-85850-25-7

**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. PaedDr. Pavol Parenička, CSc.

**Last change:** 11.07.2024

**Approved by:** prof. Mykola Polovyi, PhD.

# COURSE DESCRIPTION

| Academic year: 2025/2026 |
|---|

| University: Comenius University Bratislava |
|---|

| Faculty: Faculty of Social and Economic Sciences |
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| Course ID:<br>FSEV.ÚM/2-ÚM-011/24 | Course title:<br>Culturology |
|---|---|

| Educational activities:<br>  Type of activities: lecture / practicals<br>  Number of hours:<br>   per week: 2 / 2  per level/semester: 26 / 26<br>  Form of the course: combined |
|---|

| Number of credits: 6 |
|---|

| Recommended semester: 4. |
|---|

| Educational level: II. |
|---|

| Prerequisites: |
|---|

| Course requirements:<br>1. Participation in lectures (at least 50%) and exercises (100%), where individual students are assigned a specific topic of the semester work and during the exercises they continuously demonstrate, prove and check the completed tasks of the part when constructing, formulating and synthesizing the work, including notes and references apparatus (find, assess and verify research, literature, sources, sources, annotation, abstract, outline, individual chapters). In addition to active participation in lectures and exercises, supplement and solve knowledge in the form of self-study of literature in the range of 4-6 hours per week, which must be checked during the exercises.<br>2. Develop and demonstrate a final semester paper on any topic from the field of cultural studies (50%), which will be submitted at the end of the semester.<br>3. Final oral exam (50%), consisting of the presentation of the semester's work in the form of a discussion with the teacher, in which they will argue, defend and justify.<br>Rating scale: A: 100-91 B: 90-81 C: 80-73 D: 72-66 E: 65-60 FX: 59-0 |
|---|

| Learning outcomes:<br>Students are able to recognize, define, explain, differentiate, specify and understand the essence, importance, excellence and uniqueness of culture in general and in all basic cultural aspects. Adopt, predict and understand the premise that culture, as a special phenomenon throughout the entire historical development of humanity, was uniquely, irreplaceably and continuously an immanent part of the social relations of society, while objectively standing on the same and equal level as its political and economic system (basic axiom of functioning society: politics – economy – culture). At the same time, they realize the fact that the more politically democratic and economically advanced the social conditions are, the more developed the culture becomes. If stagnation, negative elements and crisis phenomena occur in politics and the economy, this is also reflected in stagnation, backwardness and the decline of the cultural level. Under certain circumstances, culture can also become an economic and political factor in both positive and negative ways. Students will get a basic overview of the theoretical reflection of culture, the understanding of tangible and intangible cultural heritage, at the same time they will be able to explain, specify, state the advantages and summarize the meaning of culture as one of the focal and most frequent topics in every historical period. Students will develop a positive attitude and the ability to critically and consistently analyze, |
|---|

compare, explain and assess the problems of contemporary culture, especially in the process of globalization, historical and contemporary civilizational and sociocultural systems and models. To understand and verify the degree of humanization, socialization, tolerance and the development of other positive statuses within the framework of the development of a higher threshold, greater emotional and practical involvement of the individual and the collective in the field of culture and against the background of ICT.

**Class syllabus:**
1. Culturology – interdisciplinary and holistic science, one of the basic social phenomena, basic components of culture.
2. Material (material) and spiritual (immaterial) forms of culture. Individual and social principle of culture. Democratization of culture and its humanistic mission.
3. Human culture and its external and internal manifestations. General and ethnic character of culture.
4. Folk (popular) and high (intellectual) culture. The main cultural current (mainstream). Mainstream as the majority and dominant form of culture.
5. Mass culture. Mass culture and mass communication (press, radio, television) and information and communication means (internet, social networks).
6. Folk (popular) culture and its entertaining character. Forms of popular culture. Culture and commercialism. Culture and industry, cultural (creative) industry and its current status and perspectives.
7. Minority culture and its forms (minority culture, subculture, counterculture).
8. High culture. Social elite and artistic forms of high culture (serious music, opera, ballet, literature, bibliophilia, calligraphy, theater, fine and visual arts, film, fashion, design).
9. Culture and civilization. Cultural and civilizational currents. The Western model of the civilizing mission and its historical stages, formation, current state and values.
10. Intersections of cultures and the process of inculturation. Civilization conflicts and culture. Ideological, political, military and religious causes of civilizational and cultural clashes and conflicts.
11. Culture and history. Cultural-historical line of cultural studies and cultural history. Concepts of world and Slovak cultural schools.
12. Periodization of the history of culture and civilization circles with their basic characteristics and processes.
13. Culture and social sciences (philosophy, theology, religious studies, sociology, law, pedagogy, linguistics, literary science). Culture and political science, cultural policy and political culture. Culture and art, culture and literature. Cultural institutions and their functions.

**Recommended literature:**
PARENIČKA, Pavol (2017): Úvod do štúdia európskych a slovenských dejín kultúry, Bratislava: UK.
GAŽOVÁ, Viera – SLUŠNÁ, Zuzana (2013): Kultúra a kreatívny priemysel. Bratislava: UK.
BURKE, Peter (2011): Co je kulturní historie? (z angl. originálu přeložil Stanislav Pavlíček). Praha: Dokořán.
LIBA, Peter (2010): Stimuly kresťanskej kultúry. Nitra: UKF.
GAŽOVÁ, Viera (2009): Úvod do kulturológie. Piešťany: NOC.
BAYER, Ivo – ŠAFR, Jiří – VOJTÍŠKOVÁ, Kateřina (2007): Přístupy k sociologickému zkoumání kultury a stratifikace. Praha: UK.
HAJKO, Dalimír (2005): Globalizácia a kultúrna identita. Nitra: UKF.

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

| Notes: | | | | | |
|---|---|---|---|---|---|
| **Past grade distribution** <br> 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. PaedDr. Pavol Parenička, CSc. | | | | | |
| **Last change:** 11.07.2024 | | | | | |
| **Approved by:** prof. Mykola Polovyi, PhD. | | | | | |

# COURSE DESCRIPTION

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|---|---|
| **Academic year:** 2025/2026 | |

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|---|---|
| **University:** Comenius University Bratislava | |

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|---|---|
| **Faculty:** Faculty of Social and Economic Sciences | |

| **Course ID:**<br>FSEV.ÚM/2-ÚM-006/24 | **Course title:**<br>Data Storytelling |
|---|---|

**Educational activities:**
 **Type of activities:** lecture / practicals
 **Number of hours:**
  **per week:** 2 / 2  **per level/semester:** 26 / 26
 **Form of the course:** combined

**Number of credits:** 6

**Recommended semester:** 1.

**Educational level:** II.

**Prerequisites:**

**Course requirements:**
To pass the course, work during the semester and successful completion of the exam in the exam period is required.
The student may earn a maximum of 70 points for work during the semester, with:
- a maximum of 30 points may be earned for required sub-assignments focused on the application of theoretical concepts to a data set and the creation of a story, depending on the target audience
- max. 40 points for the preparation and presentation of a personal project.
Students can apply for the exam if they score a total of at least 42 points for the activities during the semester (at least 18 points for the sub-assignments and at least 24 points for the project). The exam consists of a test for which the student may score a maximum of 30 points. The student needs to score at least 18 points in order to pass the exam. The final grade will be obtained by summing up the points obtained during the semester and in the exam.
Evaluation: A: 93-100 points; B: 85-92 points; C: 77-84 points; D: 69-76 points; E: 61-68 points; FX: 0-60 points
Scale of assessment (preliminary/final): 70/30 points

**Learning outcomes:**
By completing the course, students will be able to independently, critically, and creatively analyze a set of data, correctly evaluate the context of the problem, and then interpret and effectively communicate their findings to a targeted audience using storytelling techniques. The course is thematically and content-wise divided into two parts: theoretical and practical. In the theoretical part, students will understand the principles and concepts of data storytelling in the areas of data analysis, data visualization, and storytelling. In the practical part, students will apply the understood concepts to extract knowledge from data using appropriately selected software tools and then communicate them using storytelling techniques to different types of audiences to support stakeholder decision-making and encourage action. By mastering the theoretical and application part of the course, students will be able to implement their own projects. By completing the course, students will master the process of data-driven decision-making and will have the ability to stimulate the action of relevant parties by using stories.
After completion of this course, students will:

▪ be able to ask good questions and demonstrate appropriate problem-solving skills
▪ have a basic understanding of statistics and data literacy
▪ have the ability to evaluate and synthesize a variety of data sets
▪ demonstrate a basic level of proficiency with selected data visualization tools
▪ be able to uncover stories in data and draw contextually relevant insights
▪ be able to translate data/analytical findings into compelling narratives that should resonate with the target audience
▪ effectively communicate insights about data to target audiences.

**Class syllabus:**
1. Theoretical foundations of data analysis: data types, data collection, data cleaning;
2. Theoretical foundations of data analysis: statistical analysis of data;
3. Theoretical foundations of data visualization: principles of graphical excellence and graphical integrity, gestalt principles of graphical design;
4. Theoretical foundations of data visualization: visualization of multidimensional data, interactive data visualization, the concept of dashboards;
5. Theoretical foundations of storytelling: impact of storytelling on cognitive brain functions, context;
6. Theoretical foundations of storytelling: types of stories, story creation, audience;
7. Software options for interactive and non-interactive data visualization.
8.-10. Applying theoretical concepts to a data set and creating a story depending on the target audience
11.-13. Creating and presenting your own project.

**Recommended literature:**
KNAFLIC, Cole Nussbaumer. Storytelling with Data: A Data Visualization Guide for Business Professionals. Hoboken, New Jersey: Wiley, 2015. ISBN 9781119002253.
NATHALIE HENRY RICHE et al. Data-driven storytelling. [s.l.]: Boca Raton London New York Crc Press/Taylor & Francis Group, 2018. ISBN 9781138197107.
FEW, Stephen. Now you see it: simple visualization techniques for quantitative analysis. Oakland: Analytics Press. ISBN 0970601980.
FEW, Stephen . Visual Business Intelligence. In: Visual Business Intelligence [online] [cit. 08.05.2024]. Dostupné na internete: https://www.perceptualedge.com/blog/
TUFTE, E. The visual display of quantitative information. Graphics Press Cheshire, CT, USA ©1986. ISBN:0-9613921-0-X
TUFTE, E. Envisioning information. Graphics Press Cheshire, CT, USA ©1990. ISBN 0-9613921-1-8.
WEXLER, Steve, SHAFFER, Jeffrey, COTGREAVE, Andy, The Big Book Dashboards: Visualizing Your Data Using Real-World Business Scenarios, Wiley (2017)

**Languages necessary to complete the course:**
Slovak and 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:** RNDr. Eva Capková, PhD.

| **Last change:** 11.07.2024 |
|---|
| **Approved by:** prof. Mykola Polovyi, PhD. |

# STATE EXAM DESCRIPTION

| | |
|---|---|
| **Academic year:** 2025/2026 | |
| **University:** Comenius University Bratislava | |
| **Faculty:** Faculty of Social and Economic Sciences | |
| **Course ID:**<br>FSEV.ÚM/2-ÚM-005/24 | **Course title:**<br>Data and Artificial Intelligence |
| **Number of credits:** 6 | |
| **Recommended semester:** 3., 4.. | |
| **Educational level:** II. | |

**Course requirements:**
The state examination course Data and Artificial Intelligence will test the knowledge acquired during the two years of study in the compulsory subjects (Research Methods and Applied Artificial Intelligence) and the students' ability to clearly formulate and defend their arguments while making meaningful connections between them in the broader mediamatic concepts. Students are advised to: revisit the course texts, notes and other resources relevant to the subject area.

**State exam syllabus:**
1. Qualitative and quantitative research
2. Quantitative research methods
3. Qualitative research methods
4. Research design
5. Data acquisition methods in scientific research
6. Validity and reliability in scientific research
7. Research hypotheses and how to test them
8. Methods of data analysis in scientific research
9. Ethics of scientific research
10. Ways of presenting the results of scientific research
11. Algorithms of artificial intelligence systems
12. Machine learning
13. Principles of creating artificial intelligence models
14. Generative artificial intelligence
15. Economic aspects of artificial intelligence
16. The impact of artificial intelligence on society
17. Artificial intelligence legislative frameworks in the EU and worldwide
18. Ethical issues in the use of artificial intelligence
19. Historical developments in the field of artificial intelligence
20. Current challenges for the future of artificial intelligence

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

**Last change:** 11.07.2024

**Approved by:** prof. Mykola Polovyi, PhD.

# COURSE DESCRIPTION

| | |
|---|---|
| **Academic year:** 2025/2026 | |

**University:** Comenius University Bratislava

**Faculty:** Faculty of Social and Economic Sciences

| **Course ID:**<br>FSEV.ÚM/2-ÚM-007/24 | **Course title:**<br>Digital Hygiene |
|---|---|

**Educational activities:**
 **Type of activities:** lecture / practicals
 **Number of hours:**
  **per week:** 2 / 2  **per level/semester:** 26 / 26
 **Form of the course:** combined

**Number of credits:** 6

**Recommended semester:** 1.

**Educational level:** II.

**Prerequisites:**

**Course requirements:**
Active Participation (20%): Students are expected to actively engage in class discussions, group activities, and assignments.
Completion of Assignments (30%): Regular completion and submission of assignments related to each topic covered in the syllabus. Every student is entitled to at least one brief presentation on the topic related to the course.
Group Projects: Participation in semester group projects, including presentation of findings to the class and active participation in ensuing discussions (20%)
The rest 30% of points can be gained bifold: 1) from brief presentation of the topic, related to at least two different issues of digital hygiene; or 2) at completion of final test assessing understanding of course concepts and practices of digital hygiene.
Students are entitled to max. 2 absences, justified according to the Code of Studies. When absent, students do not need to send their weekly assignments.
Rating: A: 91-100 points; B: 81-90 points; C: 73-80 points; D: 66-72 points; E: 60-65 points; Fx: 0-59 points.
Scale of assessment (preliminary/final): 70/30 points

**Learning outcomes:**
Upon completion of this course, students will:
Demonstrate knowledge of digital hygiene principles and practices in various contexts, including personal and organizational internet use, social media engagement, and information consumption.
Apply digital hygiene practices effectively in local devices use to ensure privacy, security, and optimal productivity of work and rest.
Understand the social implications of digital hygiene, including personal visibility online, personal and organizational representation in digital spaces, and mind-saving information consumption.
Critically evaluate and analyze digital hygiene practices and policies, considering their impact on individuals, organizations, and society as a whole.
Develop strategies for promoting and maintaining digital hygiene in personal and professional settings.

Communicate effectively about digital hygiene topics, both orally and in writing, demonstrating comprehension of key concepts and their practical applications.

**Class syllabus:**
I. Digital hygiene of using the Internet (personal and organizational):
1. Managing email communications, email subscriptions and notifications
2. Best practices for creating and managing passwords
3. Understanding and avoiding online scams and fishing
4. Evaluating the credibility of websites and online sources
5. Protecting personal information online (e.g., avoiding oversharing on social media)
II. Digital hygiene of the use of local devices (computers and smartphones):
6. Implementing security measures such as antivirus software and firewalls
7. Best practices for backing up data and protecting against data loss
8. Managing app permissions and privacy settings on PC and smartphones
9. Encrypting sensitive data stored on devices
III. Socially determined digital hygiene:
10. Managing online reputation and digital footprint
11. Creating and maintaining professional profiles on social media platforms
12. Evaluating the credibility of information shared on social media
13. Practicing critical thinking and media literacy skills in information consumption

**Recommended literature:**
BAZZELL, MICHAEL: Extreme Privacy: What It Takes to Disappear. Project Editors: Y. Varallo, Ashley Martin, M.S. Williams, Michael Bazzell (author), Fourth Edition, 2022.
DHARAMPAL, MAURICE: A Theory of Digital Hygiene. [online]. <https://networkcultures.org/blog/2021/05/12/digital-hygiene/> Accessed: May 12, 2021
DigComp 2.0: The Digital Competence Framework for Citizens. <https://publications.jrc.ec.europa.eu/repository/handle/JRC128415>
Handbook on Basics of Digital Hygiene for Higher Education Institutions. <https://www.ugc.gov.in/pdfnews/7103438_FinalDigitalHygieneHandbook.pdf>
BABIĆ, VLADAN and BRATIĆ, ALEKSANDAR: Guidebook on Staying Safe Online Cyber Hygiene for Public Institutions and SMEs. October 2022. <https://www.dcaf.ch/sites/default/files/publications/documents/GuidebookStayingSafeOnline_CyberHygiene_EN_web_Jan2023.pdf>
NEWPORT, CAL. Digital Minimalism: Choosing a Focused Life in a Noisy World. New York. 2019.SCHNEIER, BRUCE: Data and Goliath: The Hidden Battles to Collect Your Data and Control Your World. New York. 2015.
MITNICK, KEVIN: The Art of Invisibility: The World's Most Famous Hacker Teaches You How to Be Safe in the Age of Big Brother and Big Data. New York. 2017.
PARISER, ELI: The Filter Bubble: How the New Personalized Web Is Changing What We Read and How We Think. New York. 2011.

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

**Notes:**

| **Past grade distribution** | | | | | |
|---|---|---|---|---|---|
| Total number of evaluated students: 13 | | | | | |
| A | B | C | D | E | FX |
| 84,62 | 7,69 | 7,69 | 0,0 | 0,0 | 0,0 |

**Lecturers:** prof. Mykola Polovyi, PhD.

**Last change:** 11.07.2024

**Approved by:** prof. Mykola Polovyi, PhD.

# COURSE DESCRIPTION

| | |
|---|---|
| **Academic year:** 2025/2026 | |
| **University:** Comenius University Bratislava | |
| **Faculty:** Faculty of Social and Economic Sciences | |

| **Course ID:**<br>FSEV.ÚM/2-ÚM-008/24 | **Course title:**<br>Diploma Thesis |
|---|---|

**Educational activities:**
  **Type of activities:** independent work
  **Number of hours:**
    per week:   per level/semester: 52s
  **Form of the course:** combined

**Number of credits:** 6

**Recommended semester:** 4.

**Educational level:** II.

**Prerequisites:**

**Course requirements:**
In order to pass the course, the student is required to actively consult the progress of his/her thesis with his/her supervisor to the extent specified. Assessment is awarded by the thesis supervisor or, in the case of an external supervisor, by the internal tutor. The grade is awarded based on the quality of the assignments submitted and the student's approach to the production of the thesis.
An A grade requires at least 93 points, a B grade requires at least 85 points, a C grade requires at least 77 points, a D grade requires at least 69 points, and an E grade requires at least 61 points.
Scale of assessment (preliminary/final): 100/0

**Learning outcomes:**
By completing the course, the student will demonstrate the ability to:
- independently search and study appropriate professional and scientific literature on the topic of the thesis;
- discuss research problems at an appropriate scientific level with experts in the field of media and communication studies;
- propose solutions to research problems that arise in the course of the thesis;
- appropriately use research methods in the field to design their own research in the thesis;
- develop a concept map that illustrates the structure, hierarchy and interrelationships between the concepts defined in the thesis and which is included in the thesis as the first appendix
- present the results of their research in a sophisticated manner.

**Class syllabus:**

**Recommended literature:**

**Languages necessary to complete the course:**
 Slovak and 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:**

**Last change:** 11.07.2024

**Approved by:** prof. Mykola Polovyi, PhD.

# STATE EXAM DESCRIPTION

| | |
|---|---|
| **Academic year:** 2025/2026 | |
| **University:** Comenius University Bratislava | |
| **Faculty:** Faculty of Social and Economic Sciences | |
| **Course ID:** FSEV.ÚM/2-ÚM-017/24 | **Course title:** Diploma Thesis Defence |

**Number of credits:** 6

**Recommended semester:** 3., 4..

**Educational level:** II.

**Course requirements:**
In order to pass the course, the student is required to submit the thesis to the AIS system by the deadline specified in the schedule for the current academic year. The thesis defence is part of the state examination.
The assessment of the course is based on:
- the supervisor's assessment,
- the opponent's assessment,
- presentation of the results of the thesis in front of the state examination committee
- the student's response to the questions and comments of the supervisor and opponent
- discussions between the student and the members of the examination committee.
Grade for defence is awarded by state exam commitee.

**State exam syllabus:**
Presentation of the thesis results;
Response to questions and comments of the supervisor and opponent;
Discussion of the thesis.

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

**Last change:** 11.07.2024

**Approved by:** prof. Mykola Polovyi, PhD.

# COURSE DESCRIPTION

| | |
|---|---|
| **Academic year:** 2025/2026 | |

**University:** Comenius University Bratislava

**Faculty:** Faculty of Social and Economic Sciences

| **Course ID:**<br>FSEV.ÚM/2-ÚM-009/24 | **Course title:**<br>Game Design |
|---|---|

**Educational activities:**
  **Type of activities:** lecture / practicals
  **Number of hours:**
    **per week:** 2 / 2  **per level/semester:** 26 / 26
  **Form of the course:** combined

**Number of credits:** 6

**Recommended semester:** 3.

**Educational level:** II.

**Prerequisites:**

**Course requirements:**
During the semester, students will develop assignments forming the basic design document of their chosen game using the reverse engineering method. They will receive a maximum of 60 points from the assignments. In the final part of the course, they will create their own design document for the game. In addition to active participation in lectures and exercises, self-study of the literature is required in the range of 4-6 hours per week, which is mainly controlled using the acquired knowledge in the practical implementation of the assignments.
An A grade requires at least 92 points, a B grade requires at least 84 points, a C grade requires at least 76 points, a D grade requires at least 68 points, and an E grade requires at least 60 points.
Scale of assessment (preliminary/final): 60/40 points

**Learning outcomes:**
The course shifts the perception of game products to an analytical treatment of the sub-elements that make up a multimedia product designed for entertainment. It deepens the ability to conceptualize and recognize perspectives that can be used to achieve specified goals. The course further expands the possibilities of analysing the mechanics of the gaming experience. It also develops the skills of prototyping and an iterative approach to creating a complex work using player feedback.

**Class syllabus:**
Game systems - basics of systems, principles of creation, introduction to game creation.
System design - interconnection of game systems, creation and evaluation of complex functionalities in the game experience, mutually supporting systems.
Visual and sound design - sensory perceptible expressions in video games, possibilities of creation.
Game genres - overview of game genres and their characteristic mechanics and designs, their intersections and combinations.
Mechanics - timed vs. action conditioned loops, reactions to player input, artificial intelligence in games.
Development process - basic development methodologies, creative team management, team roles and responsibilities, agile development.
Single-player games - distinctive modes, intrinsic motivations, popular genres.
Multiplayer games - competitive vs. collaborative scenarios, massively multiplayer games.

Mobile games - handheld/game console games, mobile games, basic rules and procedures for designing games for mobile devices.
Level design - level design, difficulty management, player retention, motivation.
Prototyping - iterative approaches to creating game experiences, testing (manual and automated), continuous integration of changes.
Online communication - platforms, best practices, gaming experience, legislative aspects, protection of minors.

**Recommended literature:**
BOND J. G.: Introduction to Game Design, Prototyping, and Development. 2014. ISBN 9780321933164
FREYERMUTH G. S.: Games
Game Design
Game Studies. 2015. ISBN 9783837626506
KOSTER R.: A Therory of Fun for Game Design. 2013. ISBN 9781449363215
ROGERS S.: Level Up! The Guide to Great Video Game Design. 2014. ISBN 9781118877166

**Languages necessary to complete the course:**
Slovak and English

**Notes:**

**Past grade distribution**
Total number of evaluated students: 8

| A | B | C | D | E | FX |
|---|---|---|---|---|---|
| 37,5 | 50,0 | 12,5 | 0,0 | 0,0 | 0,0 |

**Lecturers:** Mgr. Juraj Grečnár, PhD.

**Last change:** 11.07.2024

**Approved by:** prof. Mykola Polovyi, PhD.

# COURSE DESCRIPTION

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|---|---|
| **Academic year:** 2025/2026 | |

**University:** Comenius University Bratislava

**Faculty:** Faculty of Social and Economic Sciences

| **Course ID:**<br>FSEV.ÚM/2-ÚM-023/24 | **Course title:**<br>Information Theory and Digital Ethics |
|---|---|

**Educational activities:**
  **Type of activities:** lecture / practicals
  **Number of hours:**
    **per week:** 2 / 2  **per level/semester:** 26 / 26
  **Form of the course:** combined

**Number of credits:** 6

**Recommended semester:** 3.

**Educational level:** II.

**Prerequisites:**

**Course requirements:**
During the semester, there will be two written examinations, from which the student may receive a maximum of 10 points each, and, at the same time, students will have to prepare 2 argumentative essays on controversial topics from digital ethics, for which they can receive 10 points each.
A student may receive 5 points for active participation in lectures and exercises. The subject is completed with an oral exam, in which the student can obtain a maximum of 55 points.
At least 92 points must be obtained to obtain an A grade, at least 84 points to obtain a B grade, at least 76 points for a C grade, at least 68 points for a D grade, and at least 60 points for an E grade.
Scale of assessment (preliminary/final): 45/55

**Learning outcomes:**
The course contributes in a fundamental way to the understanding of the main (philosophical) approaches to defining the concept of information, the theory of information, to the acquisition of the perception of information as an entity causing change in the system, and also to the discussion of highly topical issues of digital ethics in the context of digital society, or social media, law, justice, health, privacy and security in the digital society.
Upon completion of the course, students will be able to critically analyse various concepts of information and ethics in the digital world. They will be able to formulate and defend their own arguments in philosophical debates about information and technology. They will also be able to identify the latest ethical issues and dilemmas related to the use of new technologies in the digital society and make informed and ethical decisions.

**Class syllabus:**
1. History of the concept of information.
2. Philosophical views on the concept of ""information"".
3. Floridi's categorization of information.
4. Information as that which causes change.
5. Schmays' theory of natural/cultural info.
6. Shannon's theory of information.
7. Information and information science.
8. Ethical theories and digital ethics.

9. Ethics of technology and the possibilities for evaluating artificial intelligence (AI).
10. Social media and freedom of speech.
11. Law, justice, health in the digital world.
12. Privacy and security.
13. AI and the good society (risks of unethical, misuse of AI, impact of AI on climate change; possible solutions).

**Recommended literature:**
KONVIT, M. et al. (2023). O informácii, komunikácii a médiách. Bratislava: Univerzita Komenského 2023, druhé vydanie. 233 str. ISBN: 978-80-89213-84-9
GLEICK, J. (2013). Informace. Dokořán, ISBN:978-80-7363-415-5
BENEŠ, P. (2019). Informace o informaci. Alternativa,. ISBN: 9788086936512
FLORIDI, L. (2011). Philosophy of information. Oxford: Oxford University Press, 2011. ISBN 9780199232383. dostupné na https://doi.org/10.1093/acprof:oso/9780199232383.001.0001
FLORIDI, L. (2023). The Ethics of Artificial Intelligence: Principles, Challenges, and Opportunities. Oxford: Oxford University Press. 243s. ISBN 978-0-19-888309-8.
VÉLIZ, C. (ed). (2023). Oxford Handbook of Digital Ethics. Oxford University Press. 802s. ISBN 9780191890437.
STEINEROVÁ, J. (2024). Informačná etika vo vzťahoch človeka a informácie v informačnej vede. Bratislava: Univerzita Komenského, 2024. ISBN 978-80-223-5772-2.
SHANNON, C. E. A Mathematical Theory of Communication. The Bell System Technical Journal, Vol. 27, pp. 379–423, 623–656, July, October, 1948.

**Languages necessary to complete the course:**
Slovak and English

**Notes:**

**Past grade distribution**
Total number of evaluated students: 7

| A | B | C | D | E | FX |
|---|---|---|---|---|---|
| 28,57 | 28,57 | 28,57 | 0,0 | 14,29 | 0,0 |

**Lecturers:** doc. PhDr. Marcela Katuščáková, PhD., prof. Ing. Milan Konvit, PhD.

**Last change:** 11.07.2024

**Approved by:** prof. Mykola Polovyi, PhD.

# COURSE DESCRIPTION

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|---|---|
| **Academic year:** 2025/2026 | |

**University:** Comenius University Bratislava

**Faculty:** Faculty of Social and Economic Sciences

| **Course ID:**<br>FSEV.ÚM/2-ÚM-018/24 | **Course title:**<br>Knowledge Discovery from Data and Texts |
|---|---|

**Educational activities:**
 **Type of activities:** lecture / practicals
 **Number of hours:**
  **per week:** 2 / 2  **per level/semester:** 26 / 26
 **Form of the course:** combined

**Number of credits:** 6

**Recommended semester:** 2.

**Educational level:** II.

**Prerequisites:**

**Course requirements:**
During the semester, students will complete and submit on time 10 required assignments corresponding to the major topics of the course outline. A maximum of 10 points can be obtained for each assignment, the evaluation depends on the quality of the work. If the student fails to submit the assignment on time, but within 7 calendar days of the submission deadline, he/she may receive a maximum of 5 points for the assignment. No points will be awarded for an assignment submitted later than 7 calendar days after the due date.
A: 93-100 points; B: 85-92 points; C: 77-84 points; D: 69-76 points; E: 61-68 points; FX: 0-60 points.
Scale of assessment (preliminary/final): 100/0

**Learning outcomes:**
Students will learn about the current issue of discovering knowledge from data (datamining). Within the process of knowledge discovery in databases, attention will be focused on the individual steps of the process (extracting relevant data, data preprocessing, data mining, evaluation of the patterns found, etc.) as well as on the efforts to standardize the process. Emphasis will be placed on understanding the basic concepts and techniques of data mining, especially the concepts of classification and clustering. Students will be introduced to current practical applications typical of datamining. Students will also be introduced to the related field of knowledge discovery from unstructured data or texts, its goals, principles, problems, and applications. They will understand the basic principles of automated natural language processing (NLP), which is the core of the process of knowledge discovery from texts, and also the specific problems of automated work with the Slovak language. They will learn how to transfer and apply the concepts of classification and clustering from structured data to unstructured data and also the possibilities of applying the above principles in the web environment (webmining). They will acquire important competences necessary for effective work with data and information within the information and knowledge society.

**Class syllabus:**
1. Basic concepts: discovering/extracting knowledge from data, types of data, applications of datamining in different industries. Data objects and attribute types: data object, attribute, attribute types: nominal, binary, ordinal, numeric, interval, ratio, discrete, continuous, location measures.

2. Basic statistical description of data from a datamining perspective: measures of variability (range, quartiles, interquartile range = IQR), box plot, quantile plot, q - q plot, histogram, X - Y plot, visualization techniques, data similarity/dissimilarity measures, similarity measures for nominal, binary, numerical and ordinal data, cosine correlation.

3. Data preprocessing: data cleaning, missing data, noise in data, data integration, redundancy and correlation analysis, chi-square test for nominal data, correlation coefficient for numerical data.

4. Data transformation and discretization: basic transformation strategies: data smoothing, attribute construction, aggregation, normalization (min-max normalization, standard deviation normalization, decimal normalization), discretization.

5. Basic concepts and techniques of data mining: motivation - shopping cart analysis, simple association rules - Apriori algorithm, hierarchical association rules.

6. Basic concepts of classification: definition of classification, induction using decision trees, information gain, proportional information gain, Gini index, decision tree pruning, Bayesian classifier, k-nearest neighbour classifiers.

7. Cluster analysis: cluster analysis methods, non-hierarchical cluster analysis (k-means), hierarchical cluster analysis (agglomerative clustering, divisional clustering)

8. Language in the digital age: digital language processing technologies and their uses for information retrieval, spell checking, machine translation, text summarization, information extraction, speech recognition, sentiment analysis, etc.

9. Knowledge discovery in texts - text mining: background, goals, problems, comparison with information retrieval, data mining and automated NLP natural language processing.

10. Phases of the text mining process: understanding the application domain, obtaining a relevant set of documents, NLP, text mining - choice of algorithm, visualization of results.

11. NLP: tokenization, lemmatization/stemming, stop words, morphological, syntactic, semantic and pragmatic analysis of texts. WordNet.

12. Text document classification and clustering (supervised and unsupervised machine learning).

13. Application of knowledge discovery principles from texts to practice, LBD, webmining, etc.

**Recommended literature:**

HAN, Jiawei, Micheline KAMBER a Jian PEI. Data mining: concepts and techniques. 3rd ed. Waltham: Morgan Kaufmann, c2012. Morgan Kaufmann series in data management systems. ISBN 978-0-12-381479-1.

ZONG, Ch. – XIA, R. – ZHANG, J. 2021. Text Data Mining. Singapure: Springer Nature. ISBN 9789811601002.

PARALIČ, J. 2003. Objavovanie znalostí v databázach. Košice: Elfa, 2003. ISBN 8089066607.

PARALIČ, J. a kol. 2010. Dolovanie znalostí z textov. Equilibria, Košice. ISBN 978-80-89284-62-7. 182s.

IGNATOW, G. - MIHALCEA, R. 2016. Text Mining: A Guidebook for the Social Sciences. SAGE Publications. ISBN 978-1483369341. 206s.

ŠIMKOVÁ, M. a kol. 2012. Slovenský jazyk v digitálnom veku: White Paper Series: METANET [online] [citované 2.11. 2012]. Dostupné na internete: <www.meta-net.eu/whitepapers/e-book/slovak.pdf> 85s.

**Languages necessary to complete the course:**
Slovak and English

**Notes:**

| Past grade distribution | | | | | |
|---|---|---|---|---|---|
| Total number of evaluated students: 8 | | | | | |
| A | B | C | D | E | FX |
| 62,5 | 12,5 | 25,0 | 0,0 | 0,0 | 0,0 |

**Lecturers:** RNDr. Eva Capková, PhD., doc. PhDr. Marcela Katuščáková, PhD.

**Last change:** 11.07.2024

**Approved by:** prof. Mykola Polovyi, PhD.

# COURSE DESCRIPTION

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|---|---|
| **Academic year:** 2025/2026 | |

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|---|---|
| **University:** Comenius University Bratislava | |

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|---|---|
| **Faculty:** Faculty of Social and Economic Sciences | |

| **Course ID:**<br>FSEV.ÚM/2-ÚM-028/24 | **Course title:**<br>Knowledge and Creative Economy |
|---|---|

**Educational activities:**
  Type of activities: lecture / practicals
  **Number of hours:**
    **per week:** 2 / 2  **per level/semester:** 26 / 26
  **Form of the course:** combined

**Number of credits:** 6

**Recommended semester:** 4.

**Educational level:** II.

**Prerequisites:**

**Course requirements:**
During the semester, students will complete 5 written assignments, in which a student can receive a maximum of 5x10 points. In addition, students will work in groups to prepare a creative digital storytelling project using insights from the book (Schiff, P. - Schiff, A. Economic fables: How the economy grows and why it crashes) applied to creative economy/industry settings. They may receive 20 points for this assignment. Students may achieve a maximum of 10 points for active participation in lectures and exercises. They may achieve a total of 70 or 80 points for the exercises. One absence is allowed for the exercises.
A student may register for an examination (oral form) if he/she has achieved at least 61% of the assessment level in the exercises. The examination is passed if the student has achieved at least 61% of the level of knowledge required. The calculation of the overall grade is equal to the average of the percentages obtained (exercises + exam), with the exam and exercise grades having an equal weight of 1:1. The student must achieve at least 61% in the overall assessment.
Grades: A: 100-91%; B: 90-81%; C: 80-73%; D: 72-66%; E: 65-60%; Fx: 59-0%.

**Learning outcomes:**
The course contributes in a fundamental way to the understanding of the main principles of the knowledge and creative economy and the cultural and creative industries, in which students of the media studies programme are expected to work. During the lectures and exercises, the students will gain knowledge about the specific principles of the knowledge and creative economy, as well as about the emerging creative industry and its position within the economy of the EU and Slovak Republic. Students will acquire skills in the specific area of management of intangible knowledge, experience, skills or talents within the knowledge and creative economy, not only theoretical, but also a number of case studies from Slovakia and abroad. By completing the course, the student will gain an overview of the main principles of the functioning of the knowledge and creative economy as well as the possibilities of successful functioning in it, whether in the position of an entrepreneur in the creative and cultural industry, who needs to manage specific intellectual capital, or in the position of a freelancer or an employee in the so-called gig economy. The acquired knowledge and skills provide the necessary basis for the successful application of the acquired knowledge and skills

of the students of the media studies programme in the labour market in the cultural and creative sector.

**Class syllabus:**
1. From the industrial economy to the knowledge economy.
2. Basic principles of knowledge economy (F. Hayek, M. Polanyi, F. Machlup, P. Drucker, M. Porat).
3. Methods of measuring the national level of knowledge economy (F. Machlup, M. Porat, OECD, World Bank, current knowledge indices).
4. Basic principles of the creative economy (R. Florida).
5. Creativity, its cycle - freedom/openness - market.
6. Creative economy, creative industry and ways of measurement.
7. Managing intangible qualities (knowledge, experience, skills, talent, creativity, innovation).
8. Intellectual capital (knowledge, structural and relational) and how to measure it.
9. Knowledge sharing and the creation of organisational memory.
10. Organisational culture and the creative industries: the ecology of the creative economy.
11. Art, media and innovation.
12. Options for legal protection of knowledge and creative economy outputs (copyright, patents, trademarks, etc.).

**Recommended literature:**
PETERS, M. - MARGINSON, S. - MURPHY, P. (2009). Creativity and the Global Knowledge Economy. New York: Peter Lang Publishing. ISBN 9781433104268.
HOWKINS, J. (2013). The Creative Economy: How people make money from ideas. London: Penguin Books. ISBN 9780141977034.
KATUŠČÁKOVÁ, M. (2015) Kontexty manažmentu znalostí. Žilina: Žilinská univerzita v Žiline. ISBN 9788089832019.
KATUŠČÁKOVÁ, M. (2010) Manažment znalostí: Sociálne kontexty. Žilina: Žilinská univerzita v Žiline. ISBN 97880055402444
KATUŠČÁKOVÁ, M. – Capková, E. – Grečnár, J. (2019). Capturing and sharing intangible cultural heritage through knowledge visualisation and knowledge modelling tools. In Proceedings of the 20th European Conference on Knowledge Management. ISBN 978-1-912764-32-7. - Sonning Common : Academic Conferences and Publishing International, 2019. - S. 612-619.
OECD (LEED). (2022). The Culture Fix: Creative people, places and industries. Paris: OECD Publishing, Dostupné na: https://doi.org/10.1787/19901097. ISBN 978926475741-7.
KEA & PPMI. (2019). Research for CULT Committee – Culture and creative sectors in the European Union key future developments, challenges and opportunities, European Parliament, Policy Department for Structural and Cohesion Policies, Brussels. Avaliable online: https://www.europarl.europa.eu/thinktank/en/document/IPOL_STU(2019)629203

**Languages necessary to complete the course:**
Slovak and 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. Marcela Katuščáková, PhD.

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| **Last change:** 11.07.2024 |
| **Approved by:** prof. Mykola Polovyi, PhD. |

# COURSE DESCRIPTION

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|---|---|
| **Academic year:** 2025/2026 | |

**University:** Comenius University Bratislava

**Faculty:** Faculty of Social and Economic Sciences

| **Course ID:**<br>FSEV.ÚM/2-ÚM-012/24 | **Course title:**<br>Logic of Scientific Knowledge |
|---|---|

**Educational activities:**
 Type of activities: lecture
 **Number of hours:**
  **per week:** 4  **per level/semester:** 52
 Form of the course: combined

**Number of credits:** 6

**Recommended semester:** 2.

**Educational level:** II.

**Prerequisites:**

**Course requirements:**
1. Completion of three written assignments (20 points, 10 points, 20 points) to be turned in continuously throughout the semester or brought to class prepared.
2. Comprehensive activity during the semester, e.g.: activity in class to review assignments, turning in assignments on time, engaging in discussions.
The final evaluation will take the form of an oral examination.
Grade: A: 91-100 points; B: 81-90 points; C: 73-80 points; D: 66-72 points; E: 60-65 points; FX: 0-59 points.
Scale of assessment (preliminary/final): 50/50

**Learning outcomes:**
The aim of the teaching is to explain to students the need for scientific methods and the state of their reflection in selected social and humanities disciplines. To classify the main methods that are used in these disciplines, to define their common analytical core, as well as to show that this core exists even in situations where the specificity of these disciplines seems to prevent it. The goal is also the development of students' intellectual and creative qualities, preparation for research work through the development of the culture of their philosophical, methodological and general scientific thinking. Students will gain knowledge about the basic concepts of the logic of scientific knowledge, the peculiarities of humanitarian thinking, including methods of reasoning that are used in humanitarian areas of knowledge; non-deductive methods of reasoning (induction, analogy, abduction), which can bring new knowledge - in contrast to deductive ones, where the conclusion contains information that was implicitly contained in the assumptions. They learn basic methodological categories and concepts with application to social science research. Students will also acquire the ability to critically analyze and evaluate modern scientific achievements, to create new ideas in solving research and practical problems, including in interdisciplinary areas.

**Class syllabus:**
1. Francis Bacon's inductive logic.
2. John Stuart Mill's inductive logic. Induction as Probabilistic Reasoning.
3. Methods of establishing causal relationships. Mill's canons.
4. Reliability of induction.

5. Analogy. Understanding the analogy. Typical mistakes. Discoveries and inventions based on analogy.
6. Hypothetical-deductive method: from hypothesis to theory.
7. Convincing foundations. Direct confirmation. Confirmation of the result. Compatibility condition. Refusability, verifiability, universality. Systematic justification. Justification by restructuring the theory.
8. Justification and objective truth. Limits of justification.
9. Assumption and hypothesis. Hypotheses versus facts and accepted theories.
10. Scientific theory Verification and falsification. Refuting the theory. Popper's demarcation criterion.
11. Popper's criterion of demarcation and psychological and social theories. Popper's theory and Mill's canons.
12. Methods of reasoning used in humanities fields of knowledge. Hypothetical-deductive method in the humanities. Imitation of mathematical reasoning.
13. Deductive reasoning in the field of humanities. Difference between laws and tendencies (trends).

**Recommended literature:**

Jasečková, G. - Objektivita vedeckého poznania (Karl Popper očami informačnej vedy)/ . UK v Bratislave, 2019. 1. Vyd, 164s.(CD-ROM) 978-80-223-4857-7.
Jasečková, G.- Logika II / Bratislava, UK v Bratislave, 2018. 208 s. (print), ISBN 978- 80-223-4491-3.
Jasečková, G. Logika I. Žilina: Vydavateľstvo Poradca, 2013.
Černík, V. – Viceník, J. Višňovský, E.: Praktické usudzovanie a humanitná interpretácia. Bratislava: IRIS 2000.
Černík, V. – Viceník, J. (eds.): Problém rekonštrukcie sociálnych a humanitných vied. Bratislava: Iris, 2004.
Holomek, J. – Šimanovská, T.: Úvod do metodológie praktických vied. Bratislava: 2002.
Kuhn, T.: Štruktúra vedeckých revolúcií. Bratislava. Pravda 1982.
Popper, K.: Logika vedeckého bádání.Praha: Oikúmenh 1997.
Popper, K. Bída historicizmu. Praha: Oikoymenh, 1994.
Tondl, L.: Věda, technika a společnost. Praha: Filosofie 1994.
Viceník, J.: Spory o charakter metodológie vied. Bratislava: Pravda 1988
Ruisel, I. (2011): Križovatky poznania. Ústav experimentálnej psychológie SAV. Bratislava. ISBN 978-80-88910-33-6.
Bunge, M.: Philosophy of Science: From Problem to Theory. Vol. 1. 3rd. Edition. Transaction Publishers, 2005.
Bunge, M.: Philosophy of Science: From Explanation to Justification. Vol. 2. 3rd. Edition. Transaction Publishers, 2005.
Cohen, M.R. – Nagel, E.: An Introduction to Logic and Scientific Method. Simon Publications, 1934.
Černík, V. – Viceník, J. (eds.): Problém rekonštrukcie sociálnych a humanitných vied. Bratislava: Iris, 2004.

**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:** prof. Mykola Polovyi, PhD.

**Last change:** 11.07.2024

**Approved by:** prof. Mykola Polovyi, PhD.

# COURSE DESCRIPTION

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|---|---|
| **Academic year:** 2025/2026 | |

**University:** Comenius University Bratislava

**Faculty:** Faculty of Social and Economic Sciences

| **Course ID:** FSEV.ÚM/2-ÚM-022/24 | **Course title:** Marketing Specifics |
|---|---|

**Educational activities:**
 Type of activities: practicals
 **Number of hours:**
  per week: 4  per level/semester: 52
 **Form of the course:** combined

**Number of credits:** 6

**Recommended semester:** 2.

**Educational level:** II.

**Prerequisites:**

**Course requirements:**
The student can obtain maximum written or oral examinations during the semester. 42 points. For active participation in seminars, the student can receive max. 13 points. The subject ends with a presentation of the chosen topic and a subsequent discussion, during which it is possible to obtain max. 45 points. In addition to active participation in seminars, self-study of literature is required in the range of 4-6 hours per week, which is checked during exercises and during written or oral examinations.
At least 92 points are required to obtain an A rating, at least 84 points to obtain a B rating, at least 76 points for a C rating, at least 68 points for a D rating, and at least 60 points for an E rating.

**Learning outcomes:**
The subject Marketing specifics contributes fundamentally to developing the conceptual apparatus from the marketing environment, especially its specific types. During the semester, the student will learn about offline and digital marketing and the concepts of social, green, political and event marketing. Furthermore, he will gain an overview of specific types of marketing known, especially abroad, namely experimental, guerilla, influencer, and multicultural marketing, while the acquired knowledge will help him apply it in practice.

**Class syllabus:**
1. Offline marketing.
2. Digital marketing.
3. Inbound marketing, outbound marketing.
4. Social marketing.
5. Green marketing.
6. Political marketing.
7. Synchromarketing, demarketing, remarketing.
8. Event marketing.
9. Experiential marketing.
10. Guerrilla marketing.
11. Influencer marketing.
12. Multicultural marketing.

13. International marketing.

**Recommended literature:**
JESSUP, J., Marketing. London: Arcturus Publishing Limited, 2022. ISBN 978-1839408700.
GODIN, S. Toto je marketing. Bratislava: Lindeni, 2019. ISBN 9788056623176.
DAVIES, E., SMITH, N., SALTER, B. The Ultimate Marketing and PR Book. Londýn: Teach Yourself, 2019. ISBN 9781473683976.
JAIN, P. Innovative Marketing. Chennai: Notion Press, 2020. ISBN 978-1648699474.
WUEBBEN, J. Future Marketing: Winning in the Prosumer Age. Encinitas: Content Launch Press, 2017. ISBN 978-0692775066.
SCOTT, D. M. The New Rules of Marketing and PR. New Jersey: John Wiley & Sons, 2020. ISBN 1119651549.
KINGSNORTH, S. The Digital Marketing Handbook. Londýn: KoganPage, 2022. ISBN 9781398603394.
ZIMMERMAN, J., Ng, D. Social Media Marketing All-in-One For Dummies. New Jersey: For Dummies, 2012. ISBN 978-1118215524.
FRENCH, J., GORDON, J. Strategic Social Marketing. California: SAGE Publications Ltd, 2015. ISBN 978-1446248621.
HAMID, A. B. A., Som, H. Political Marketing. Singapore: Partridge Publishing, 2020. ISBN 9781543760897.

**Languages necessary to complete the course:**
Slovak and 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:** Ing. Lukáš Vartiak, PhD.

**Last change:** 11.07.2024

**Approved by:** prof. Mykola Polovyi, PhD.

# COURSE DESCRIPTION

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|---|---|
| **Academic year:** 2025/2026 | |

**University:** Comenius University Bratislava

**Faculty:** Faculty of Social and Economic Sciences

| **Course ID:**<br>FSEV.ÚM/2-ÚM-013/24 | **Course title:**<br>Mediamatic Project 1 |
|---|---|

**Educational activities:**
 **Type of activities:** practicals
 **Number of hours:**
  **per week:** 4  **per level/semester:** 52
 **Form of the course:** combined

**Number of credits:** 6

**Recommended semester:** 1.

**Educational level:** II.

**Prerequisites:**

**Course requirements:**
Students will be divided into project teams at the beginning of the semester. The team members will choose a project manager from among themselves who will manage the project according to the rules of project management and will divide among themselves the roles they will play in the team. The role of the team will be to design, implement and evaluate a project that addresses the problems of the practice while reflecting the professional focus of the team members.
The result of the project will be presented to an expert panel of teachers and practitioners. The committee will assess its contribution, elaboration and applicability in practice. Individual team members will be evaluated individually, considering their contribution to the project and their evaluation by the project manager.
An A grade requires at least 92 points, a B grade requires at least 84 points, a C grade requires at least 76 points, a D grade requires at least 68 points, and an E grade requires at least 60 points.
Scale of assessment (preliminary/final): 0/100

**Learning outcomes:**
The course is aimed at practicing work in project teams and practical application of the theoretical knowledge acquired during the study programme. Students work in teams to prepare, plan and implement a complex project based on real practice and supported by data from practice. By completing the course, the student acquires skills related to working in a project team and learns how to prepare and manage a project, identify the strengths and weaknesses of individual team members and use them to benefit the intended outcome.

**Class syllabus:**
1. Teams creation, assigning roles to team members. Choice of project topic.
2. Project plan and deliverables.
3.-6. Working on the project.
7. Collective consultation of the project progress, presentation between teams.
8.-11. Work on the project.
12.-13. Presentation of the results to the expert commitee.

**Recommended literature:**

KŘIVÁNEK, Mirko. Dynamické vedení a řízení projektů: Systémovým myšlením k úspěšným projektům. Grada Publishing a.s., 2019. ISBN 8027126444
FLYVBJERG Bent, Gardner Dan. How Big Things Get Done. Pan Macmillan, 2024, ISBN 9781035018956
SVOZILOVÁ Alena. Projektový management. Grada, 2016. ISBN: 978-80-271-9473-5
KUNCE Eduard, ŠOCHOVÁ Zuzana. Agilní metody řízení projektu. Computer Press, 2024. ISBN: 9788025151075

**Languages necessary to complete the course:**
Slovak and English

**Notes:**

**Past grade distribution**
Total number of evaluated students: 13

| A | B | C | D | E | FX |
|---|---|---|---|---|---|
| 53,85 | 15,38 | 15,38 | 7,69 | 7,69 | 0,0 |

**Lecturers:** prof. Ing. Milan Konvit, PhD., Mgr. Juraj Grečnár, PhD.

**Last change:** 11.07.2024

**Approved by:** prof. Mykola Polovyi, PhD.

# COURSE DESCRIPTION

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|---|---|
| **Academic year:** 2025/2026 | |

**University:** Comenius University Bratislava

**Faculty:** Faculty of Social and Economic Sciences

| **Course ID:**<br>FSEV.ÚM/2-ÚM-014/24 | **Course title:**<br>Mediamatic Project 2 |
|---|---|

**Educational activities:**
  **Type of activities:** practicals
  **Number of hours:**
    **per week:** 4  **per level/semester:** 52
  **Form of the course:** combined

**Number of credits:** 6

**Recommended semester:** 2.

**Educational level:** II.

**Prerequisites:**

**Course requirements:**
Students will be divided into smaller project teams at the beginning of the semester. The task of the team will be to design, implement and evaluate a project that addresses a problem of practice while reflecting the professional focus of the team members. The focus of the project may be based on a project addressed in the course Mediamatic Project 1.
The result of the project will be presented to an expert panel of teachers and practitioners. The committee will assess its contribution, elaboration and applicability in practice. Individual team members will be evaluated individually, considering their contribution to the project and their evaluation by the project manager.
An A grade requires at least 92 points, a B grade requires at least 84 points, a C grade requires at least 76 points, a D grade requires at least 68 points, and an E grade requires at least 60 points.
Scale of assessment (preliminary/final): 0/100

**Learning outcomes:**
The course is aimed at practicing work in small project teams and practical application of the theoretical knowledge acquired during the study programme. Students work in teams to prepare, plan and implement a complex project based on real practice and supported by data from practice. In carrying out the project, students explore in depth the issues of trends, marketing, long-term sustainable projects and socio-economic aspects related to the preparation, implementation and evaluation of projects.

**Class syllabus:**
1. Teams creation, assigning roles to team members. Choice of project topic.
2. Project plan and deliverables.
3.-6. Working on the project.
7. Collective consultation of the project progress, presentation between teams.
8.-11. Work on the project.
12.-13. Presentation of the results to the expert commitee.

**Recommended literature:**

Křivánek, Mirko. Dynamické vedení a řízení projektů: Systémovým myšlením k úspěšným projektům. Grada Publishing a.s., 2019. ISBN 8027126444
Higham William. Trendológia. Eastone Books, 2010. ISBN 9788081091469
Sun-c'. Umenie vojny. Citadella, 2013. ISBN 9788089628100
Ďuricová Ivica a ďalší. Umenie podnikať. SCR, 2024. ISBN 9788097481100

**Languages necessary to complete the course:**
Slovak and English

**Notes:**

**Past grade distribution**
Total number of evaluated students: 8

| A | B | C | D | E | FX |
|---|---|---|---|---|---|
| 100,0 | 0,0 | 0,0 | 0,0 | 0,0 | 0,0 |

**Lecturers:** prof. Ing. Milan Konvit, PhD., Mgr. Juraj Grečnár, PhD.

**Last change:** 11.07.2024

**Approved by:** prof. Mykola Polovyi, PhD.

# COURSE DESCRIPTION

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|---|---|
| **Academic year:** 2025/2026 | |

**University:** Comenius University Bratislava

**Faculty:** Faculty of Social and Economic Sciences

| **Course ID:**<br>FSEV.ÚM/2-ÚM-015/24 | **Course title:**<br>Mediamatic Project 3 |
|---|---|

**Educational activities:**
 **Type of activities:** practicals
 **Number of hours:**
  **per week:** 4  **per level/semester:** 52
 **Form of the course:** combined

**Number of credits:** 6

**Recommended semester:** 3.

**Educational level:** II.

**Prerequisites:**

**Course requirements:**
At the beginning of the semester, students choose a project focus related to the topic of the thesis assignment. The focus of the project may also be based on a project addressed in the course Mediamatic Project 1 and/or Mediamatic Project 2, as long as there is an overlap of the topics addressed with their thesis topic.
The result of the project will be presented to an expert panel of teachers and practitioners. The committee will assess its contribution, elaboration and applicability in practice.
An A grade requires at least 92 points, a B grade requires at least 84 points, a C grade requires at least 76 points, a D grade requires at least 68 points, and an E grade requires at least 60 points.
Scale of assessment (preliminary/final): 0/100

**Learning outcomes:**
The course is aimed at practicing the individual's independent project work, focusing on covering all the basic skills of project implementation at the level of planning, implementation and interim and final evaluation, while the project is expected to engage with current academic and scientific discourse in the field of the topic addressed and its compatibility with current professional and scientific knowledge. The project also establishes a professional framework and encourages scholarly research in the context of the final thesis.

**Class syllabus:**
1. Choice of project topic. Intersection of the project topic with the research for the thesis.
2. Project plan and deliverables.
3.-6. Working on the project.
7. Collective consultation of the project progress, presentation between students.
8.-11. Work on the project.
12.-13. Presentation of the results to the expert commitee.

**Recommended literature:**
Smil Václav. Ako naozaj funguje svet. Premedia, 2022. ISBN: 9788082421098
Bateson Patrick, Martin Paul. Measuring Behaviour. Cambridge University Press, 2007. ISBN 9780521535632

Clear James. Atómové návyky. Tatran, 2019. ISBN 9788022209991
Jurčová Marta. Tvorivosť v každodennom živote a vo výskume. IRIS, 2009. ISBN
9788089256426

**Languages necessary to complete the course:**
Slovak and English

**Notes:**

**Past grade distribution**
Total number of evaluated students: 7

| A | B | C | D | E | FX |
|---|---|---|---|---|---|
| 100,0 | 0,0 | 0,0 | 0,0 | 0,0 | 0,0 |

**Lecturers:** prof. Ing. Milan Konvit, PhD., Mgr. Juraj Grečnár, PhD.

**Last change:** 11.07.2024

**Approved by:** prof. Mykola Polovyi, PhD.

# COURSE DESCRIPTION

| **Academic year:** 2025/2026 | |
|---|---|
| **University:** Comenius University Bratislava | |
| **Faculty:** Faculty of Social and Economic Sciences | |
| **Course ID:**<br>FSEV.ÚM/2-ÚM-021/24 | **Course title:**<br>OSINT (Digital Investigations) |

**Educational activities:**
  **Type of activities:** lecture / practicals
  **Number of hours:**
    **per week:** 2 / 2  **per level/semester:** 26 / 26
  **Form of the course:** combined

**Number of credits:** 6

**Recommended semester:** 2.

**Educational level:** II.

**Prerequisites:**

**Course requirements:**
Active Participation (20%): Students are expected to actively engage in class discussions, practical exercises, and case studies.
Completion of Assignments (20%): Regular completion and submission of assignments related to each topic covered in the syllabus. Every student is entitled to at least one brief presentation on the topic related to the course.
Practical Projects: Participation in practical projects and simulations to apply OSINT techniques and methodologies (30%)
The rest 30% of points can be gained bifold: 1) from brief presentation of the topic, related to at least two methods or techniques of OSINT; or 2) at completion of final test assessing knowledge and understanding of main OSINT methods, techniques and tools.
Students are entitled to max. 2 absences, justified according to the Code of Studies. When absent, students do not need to send their weekly assignments.
Rating: A: 91-100 points; B: 81-90 points; C: 73-80 points; D: 66-72 points; E: 60-65 points; Fx: 0-59 points.
Scale of assessment (preliminary/final): 70/30

**Learning outcomes:**
Upon completion of this course, students will:
- Develop a comprehensive understanding of Open Source Intelligence (OSINT) principles, techniques, and tools.
- Apply OSINT methodologies to conduct digital investigations and gather information from publicly available sources.
- Evaluate the reliability, credibility, and relevance of OSINT data collected during investigations.
- Analyze and interpret OSINT data to identify patterns, trends, and relationships relevant to investigative objectives.
- Demonstrate proficiency in utilizing various OSINT tools and platforms for data collection, analysis, and visualization.
- Ethically and legally navigate the ethical and legal considerations associated with OSINT investigations.

- Ensure personal safety during investigations.
- Communicate findings effectively through written reports, presentations, and data visualization techniques.

**Class syllabus:**
1. Introduction to OSINT and Digital Investigations
2. Legal and ethical considerations in OSINT
3. Overview of OSINT tools and platforms
4. Information gathering techniques and ensuring personal safety of the researcher
5. Web investigations (WEBINT)
6. Web Forensics
7. Geospatial intelligence (GEOINT)
8. Sat imagery analysis
9. Social media intelligence (SOCMINT)
10. Analyzing and verifying OSINT Data
11. Advanced OSINT techniques and tools
12. Case studies and practical exercises

**Recommended literature:**
BAZZELL, MICHAEL: Open Source Intelligence Techniques: Resources for Searching and Analyzing Online Information. 2016.
HADNAGY, CHRISTOPHER: Social Engineering: The Science of Human Hacking. Indianapolis. 2018.
DEGARMO A. The OSINT Codebook: Cracking Open Source Intelligence Strategies. nezávisle publikované, 2023.
AKHGAR, BABAK - SAMPSON, FRASER - BAYERL, P. SASKIA (ed.). Open Source Intelligence Investigation: From Strategy to Implementation. Springer International Publishing AG, 2016.
Online sources:
Resources for OSINT professionals. online: <https://osint-central.com/resources/>
OSINT Framework. online: <https://osintframework.com/>
Bellingcat. online: <https://www.bellingcat.com/category/news/>
DFRLab. online: <https://dfrlab.org/research/>

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

**Notes:**

**Past grade distribution**
Total number of evaluated students: 8

| A | B | C | D | E | FX |
|---|---|---|---|---|---|
| 37,5 | 37,5 | 25,0 | 0,0 | 0,0 | 0,0 |

**Lecturers:** prof. Mykola Polovyi, PhD., Mgr. Juraj Grečnár, PhD.

**Last change:** 11.07.2024

**Approved by:** prof. Mykola Polovyi, PhD.

# COURSE DESCRIPTION

| | |
|---|---|
| **Academic year:** 2025/2026 | |

**University:** Comenius University Bratislava

**Faculty:** Faculty of Social and Economic Sciences

| **Course ID:**<br>FSEV.ÚM/2-ÚM-019/24 | **Course title:**<br>Professional Practice 1 |
|---|---|

**Educational activities:**
  **Type of activities:** internship
  **Number of hours:**
    **per week:** 52  **per level/semester:** 676
  **Form of the course:** combined

**Number of credits:** 6

**Recommended semester:** 1.

**Educational level:** II.

**Prerequisites:**

**Course requirements:**
The student completes a 52-hour/semester internship in a company/organisation assigned to him/her on the basis of a prepared portfolio in which he/she defines his/her skills. The company/organisation can be selected from a list of companies with which the Institute has signed a contract/memorandum of mutual cooperation for the provision of apprenticeships. The student may also propose another company/organisation, in which case the placement must be approved by the course tutor. The course grade is awarded by the subject teacher based on:
- information provided by the person from the company/organisation responsible for managing the student, taking into account in particular the student's attitude to work duties and the quality of the work carried out,
- presentation of the acquired skills and practice outcomes to other students or other stakeholders.
The student completes his/her professional practice in the time outside of regular course schedule.

**Learning outcomes:**
The Professional Practice 1 course focuses on the application of the acquired theoretical knowledge in the conditions of a specific company/organisation, taking into account the development of skills specific to a particular student in order to ensure their personal development. Contact with real-life assignments and completion of the Professional Practice 1 course enables students to gain an advantage on the labour market and possibly continue in a job position after graduation.

**Class syllabus:**
Activities to be carried out within the Professional Practice 1 course:
- Familiarisation with the mission, working procedures and the actual operation of the company/ organisation in which the student is doing the apprenticeship
- Verification of the possibilities to implement practical outcomes within the framework of the thesis.
- Profiling and development of personal competences of the student in terms of personal coaching.
- Presentation of the practical skills acquired during the professional practice.

**Recommended literature:**

**Languages necessary to complete the course:**

| Slovak and English |
| --- |

**Notes:**

**Past grade distribution**
Total number of evaluated students: 13

| A | B | C | D | E | FX |
| --- | --- | --- | --- | --- | --- |
| 76,92 | 15,38 | 0,0 | 7,69 | 0,0 | 0,0 |

**Lecturers:** RNDr. Eva Capková, PhD.

**Last change:** 11.07.2024

**Approved by:** prof. Mykola Polovyi, PhD.

# COURSE DESCRIPTION

| | |
|---|---|
| **Academic year:** 2025/2026 | |

**University:** Comenius University Bratislava

**Faculty:** Faculty of Social and Economic Sciences

| **Course ID:**<br>FSEV.ÚM/2-ÚM-020/24 | **Course title:**<br>Professional Practice 2 |
|---|---|

**Educational activities:**
 **Type of activities:** internship
 **Number of hours:**
  **per week:** 52 **per level/semester:** 676
 **Form of the course:** combined

**Number of credits:** 6

**Recommended semester:** 2.

**Educational level:** II.

**Prerequisites:**

**Course requirements:**
The student completes a 52-hour/semester internship in a company/organisation assigned to him/her on the basis of a prepared portfolio in which he/she defines his/her skills. The company/organisation can be selected from a list of companies with which the Institute has signed a contract/memorandum of mutual cooperation for the provision of apprenticeships. The student may also propose another company/organisation, in which case the placement must be approved by the course tutor. The course grade is awarded by the subject teacher based on:
- information provided by the person from the company/organisation responsible for managing the student, taking into account in particular the student's attitude to work duties and the quality of the work carried out,
- presentation of the acquired skills and practice outcomes to other students or other stakeholders.
The student completes his/her professional practice in the time outside of regular course schedule.

**Learning outcomes:**
The Professional Practice 2 course focuses on the application of the acquired theoretical knowledge in the conditions of a specific company/organisation, taking into account the development of skills specific to a particular student in order to ensure their personal development. Contact with real-life assignments and completion of the Professional Practice 2 course enables students to gain an advantage on the labour market and possibly continue in a job position after graduation.

**Class syllabus:**
Activities to be carried out within the Professional Practice 2 course:
- Familiarisation with the mission, working procedures and the actual operation of the company/ organisation in which the student is doing the apprenticeship
- Verification of the possibilities to implement practical outcomes within the framework of the thesis.
- Profiling and development of personal competences of the student in terms of personal coaching.
- Presentation of the practical skills acquired during the professional practice.

**Recommended literature:**

**Languages necessary to complete the course:**

Slovak and English

**Notes:**

**Past grade distribution**
Total number of evaluated students: 8

| A | B | C | D | E | FX |
|---|---|---|---|---|---|
| 100,0 | 0,0 | 0,0 | 0,0 | 0,0 | 0,0 |

**Lecturers:** RNDr. Eva Capková, PhD.

**Last change:** 11.07.2024

**Approved by:** prof. Mykola Polovyi, PhD.

# COURSE DESCRIPTION

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|---|---|
| **Academic year:** 2025/2026 | |

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|---|---|
| **University:** Comenius University Bratislava | |

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|---|---|
| **Faculty:** Faculty of Social and Economic Sciences | |

| **Course ID:**<br>FSEV.ÚM/2-ÚM-016/24 | **Course title:**<br>Research Methods |
|---|---|

**Educational activities:**
 **Type of activities:** lecture / practicals
 **Number of hours:**
  **per week:** 2 / 2  **per level/semester:** 26 / 26
 **Form of the course:** combined

**Number of credits:** 6

**Recommended semester:** 3.

**Educational level:** II.

**Prerequisites:**

**Course requirements:**
To pass the course, it is necessary to prepare and submit on time 10 required assignments, which are evaluated with a maximum of 10 points. The grade depends on the quality of the assignment. If the student does not turn in the assignment on time, but within 7 calendar days of the due date, he/she may receive a maximum of 5 points for the assignment. No points will be awarded for an assignment submitted later than 7 calendar days after the due date.
Grades: A: 100-91%; B: 90-81%; C: 80-73%; D: 72-66%; E: 65-60%; Fx: 59-0%.
Scale of assessment (preliminary/final): 100/0

**Learning outcomes:**
This course focuses on the understanding and application of basic quantitative and qualitative research methods used in the field of media and communication studies. Students will learn the following skills:
- Knowledge of research methods used in the field in specific settings based on the study of scientific literature;
- the ability to select an appropriate research method or combination of research methods in a specific context;
- the ability to design one's scientific project, from identifying the research problem to formulating research findings and communicating them to an audience;
- producing a research project report in the form of an introduction, methods, results, and discussion;
- how to handle operationalization, identify types of variables, formulate hypotheses;
- use different types of statistical analysis used in questionnaire research and experiments;
- apply qualitative methods such as interviews, coding, and qualitative content analysis.

**Class syllabus:**
1. Introduction to the course - the importance of research in media and communication studies
2. Research design and reporting of quantitative research in the format of introduction, methods, results, and discussion
3. Data and variables
4. Frequency distribution and central tendency
5. Research sample selection, hypotheses

6. Survey research and questionnaires
7. Experiments and measures of association and causality
8. A/B testing
9. Interview and observation
10. Coding in quaitative research
11. Qualitative content analysis
12. Interpretation
13. Presentation of research results

**Recommended literature:**
CRANO, William D., BREWER, Marilynn B., LAC, Andrew. Principles and methods of social research. New York: Routledge, 2015. ISBN 9781317666073.
CRESWELL, John W, CRESWELL, J. David. Research Design. 6. vyd. [s.l.]: SAGE Publications, 2023. ISBN 9781071817971.
HENDL, Jan. Kvalitativní výzkum. [s.l.]: PORTÁL s. r. o., 2023. ISBN 9788026219682.
HENDL, Jan. Přehled statistických metod : analýza a metaanalýza dat. Praha: Portál, 2015. ISBN 9788026209812.
KLINE, Rex B. Becoming a behavioral science researcher : a guide to producing research that matters. New York: Guilford Press, 2020. ISBN 9781462541287.
KOSKINEN, Ilpo. Design Research Through Practice: From the Lab, Field, and Showroom. [s.l.]: Morgan Kaufmann Publishers, 2012. ISBN 9780123855039.
MURATOVSKI, Gjoko. Research for designers : a guide to methods and practice. Los Angeles: Sage, 2016. ISBN 9781446275146.

**Languages necessary to complete the course:**
Slovak and English

**Notes:**

**Past grade distribution**
Total number of evaluated students: 7

| A | B | C | D | E | FX |
|---|---|---|---|---|---|
| 57,14 | 28,57 | 14,29 | 0,0 | 0,0 | 0,0 |

**Lecturers:** RNDr. Eva Capková, PhD.

**Last change:** 11.07.2024

**Approved by:** prof. Mykola Polovyi, PhD.

# COURSE DESCRIPTION

| | |
|---|---|
| **Academic year:** 2025/2026 | |

**University:** Comenius University Bratislava

**Faculty:** Faculty of Social and Economic Sciences

| **Course ID:**<br>FSEV.ÚM/2-ÚM-027/24 | **Course title:**<br>Selected Chapters of Aesthetics |
|---|---|

**Educational activities:**
 Type of activities: lecture / practicals
 **Number of hours:**
  **per week:** 2 / 2  **per level/semester:** 26 / 26
 **Form of the course:** combined

**Number of credits:** 6

**Recommended semester:** 3.

**Educational level:** II.

**Prerequisites:**

**Course requirements:**
1. Develop, illustrate and reproduce in your own words a semester project in the form of a theoretical written work on any topic from the field of aesthetics (50%). The work consists of one part and acts as a whole in the form of a study or professional article, review or aesthetic-critical notes. It is submitted at the end of the semester.
2. Individually or as a team (duo, trio, quartet) present and demonstrate any artistic activity during exercises (30%). The condition for passing the course is active involvement in at least one artistic independent individual or two collective projects.
3. Active participation in classes and exercises in the form of a five-minute reference, presentation or critique of a work of art of any focus, which the student was interested in and would recommend to classmates. Assess, evaluate, argue, counter and critically discuss other submitted references and critiques of works of art. At least during the semester, five reference or critical notes with an overall assessment (20%).
4. In addition to active participation in lectures and exercises, self-study of literature in the range of 4-6 hours per week is required, which is checked during exercises and presentations of the aesthetic analysis of a work of art.
Rating scale: A: 100-91 B: 90-81 C: 80-73 D: 72-66 E: 65-60 FX: 59-0

**Learning outcomes:**
Students are able to understand the essence of aesthetics as a science of aesthetics (beautiful), they are able to characterize, classify, categorize and explain it, focusing on the field and issues of art and artwork. They will get a basic overview of the creation of art, from its functional system they will learn to theoretically understand and practically apply, define, demonstrate, distinguish and specify the communicative, artistic-aesthetic, ethical, appellative, cognitive and didactic function in the critical reception and reproduction of their own works of art. To get to know, analyze and determine some selected types of aesthetics of fine art connected with mediamatics (graphics, computer graphics, applied and decorative arts), aesthetics of film, video and photography, more briefly with aesthetics of verbal literary and dramatic art, including semantic and visual parallels of literary and fine arts in the context of the image and word premise, as well as fine arts and nature (e.g. landscape visualization). From other intersections, they will become familiar with the aesthetics of

science and technology, technological art, and the aesthetics of various types of graphic design with a focus on visual communication and design. From a practical point of view, the subject, through exercises and studios, aims to increase and develop creativity and skills in presenting reproduced or own author's artistic activity, at the same time, students will develop the ability to critically analyze, evaluate, assess and compare other works of art and creations.

**Class syllabus:**
1. Aesthetics – characteristics, classification, subjectivism, categories.
2. Aesthetics of art - emergence of classification, types and functions of art and artwork.
3. Aesthetics of visual arts (architecture, urban planning, ground and underground construction, sculpture, painting, graphics, computer graphics, mosaic, applied and decorative arts).
4. Aesthetics of film and photography (film as an intersection of various types of art - fiction, screenwriting - scripts and librettos; theater - drama, stage and film music, stage design, costume design, make-up).
5. Film and video classification - documentary, feature film and television, animated, alternative, lantern magic; types of photography – creative and artistic, reportage and documentary, advertising).
6. Aesthetics of a literary work (non-fiction and artistic literature, popular literature, adventure, non-fiction; literary types and genres – epic, lyric, drama; dramatic art – dramaturgy, directing).
7. Parallels of literary, musical, dramatic, dance and visual arts (word, sound, image).
8. Aesthetics of a musical and dance work (musical formations, musical instruments, musical genres; dance, typology of dance, ballet, pantomime, kinetic art).
9. Aesthetics of landscape and nature (understanding of nature and landscape, structuring and visualization of landscape; visual arts and nature - patterns, motifs, symbols, themes).
10. Aesthetics of science and technology (symbiosis of art, science and technology); technological art.
11. Design aesthetics; types of design – styling, pre-design, total design, global design; design - industrial, graphic - focused on visual communication, sports, corporate, information systems; environments - interior, architectural, agricultural design), film and theater technology and effects (camera, editing, sound).
12. Aesthetics of everyday life, beauty of the body and movement (aesthetic and ethical side of a person, personal image, aesthetics of communication and clothing, etiquette, environment, color; tattooing, painting, piercing; sport).

**Recommended literature:**
MISTRÍK, Erich (2019): Základy estetiky a etikety. Bratislava: SPN.
PARENIČKA, Pavol (2017): Úvod do štúdia (slovenských a európskych) dejín kultúry. Bratislava: UK.
NORBERG-SCHULTZ, Christian (2010): Genius loci. Krajina, místo, architektura. Praha: Dokořán,
PRUDKÝ, Libor (2007): Přístupy k sociologickému empirickému zkoumání hodnot. Praha: UK.
ŽILKOVÁ, Marta a kol. (2007): Súčasné tendencie v estetike a estetickej výchove. Nitra: UKF.
PTÁČKOVÁ, Brigita – STIBRAL, Karel (2002): Estetika. Praha: Rubico.
ZUSKA, Vladimír (2001): Estetika. Úvod do současnosti tradiční discipliny. Praha: Triton.

**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. PaedDr. Pavol Parenička, CSc.

**Last change:** 11.07.2024

**Approved by:** prof. Mykola Polovyi, PhD.

# COURSE DESCRIPTION

| | |
|---|---|
| **Academic year:** 2025/2026 | |

| | |
|---|---|
| **University:** Comenius University Bratislava | |

| | |
|---|---|
| **Faculty:** Faculty of Social and Economic Sciences | |

| **Course ID:**<br>FSEV.ÚM/2-ÚM-025/24 | **Course title:**<br>Theory of Communication and Digital Media |
|---|---|

**Educational activities:**
  **Type of activities:** lecture / practicals
  **Number of hours:**
    **per week:** 2 / 2  **per level/semester:** 26 / 26
  **Form of the course:** combined

**Number of credits:** 6

**Recommended semester:** 1.

**Educational level:** II.

**Prerequisites:**

**Course requirements:**
Two written examinations will be conducted during the semester, from which a student may obtain a maximum of 20 points. A student may receive a maximum of 15 points for active participation in lectures and exercises. The course is completed with an oral examination, in which a student may obtain a maximum of 45 points. A minimum of 92 points is required for an A grade, a minimum of 84 points for a B grade, a minimum of 76 points for a C grade, a minimum of 68 points for a D grade and a minimum of 60 points for an E grade.
Scale of assessment (preliminary/final): 55/45

**Learning outcomes:**
Upon completion of the course, students will gain important knowledge about the role of communication and (digital) media in the dissemination/preservation of information in culture, society, and the lives of individuals. They will thus acquire basic theoretical knowledge that they will be able to apply in practice. They will understand the importance of communication and media models in the design of communication systems. They will become familiar with the principles of human-to-human communication, human-to-technology communication and understand the technological limits of media used to transmit, archive, and communicate information. They will also become acquainted with the roles played in the communication process by interface, protocol, grammar, etc.
In addition to theoretical knowledge, students will acquire practical communication skills in verbal, non-verbal, and electronic communication. They will gain an overview of the opportunities and threats of digital communication and will be able to guide communication, distinguish information/ disinformation, and create their own information content in various forms. Students will learn to communicate effectively through digital media and be able to critically evaluate media content, thus becoming active participants in digital communication.

**Class syllabus:**
1. History of communication and media.
2. Models of interpersonal, mass media communication, AI supported communication.
3. Models of electronic communication - interpersonal, mass, network.
4. Communication interfaces, Noise in communication.

5. Principles of e-communication: 1:1, broadcasting, podcasting, blogging, alternative media, citizen journalism, fake news.
6. Communication with/using artificial intelligence.
7. Philosophical views on the concept of ""medium"" the medium as a milieu.
8. The concept of ""medium"", the role of media in communication.
9. Digital media - characteristics, new media, language of new media.
10. McLuhan's theory of sense extension.
11. Social media.
12. Media and the issue of privacy.

**Recommended literature:**
LIEVROW, L. A: (edit). (2020). Routledge Handbook of Digital Media and Communication. 1st Edition Routledge, 2020. 386s. ISBN 9781138672093.
THOMPSON, J. D. (2023). Content Production for Digital Media: An Introduction. Springer 2023. 159 s. ISBN: 9789811696886.
KONVIT,M. et al. (2010). O informácii, komunikácii a médiách. Žilina: Žilinská univerzita, 2010, 233 str. ISBN: 978-80-89213-84-9.
LÉVY, P. (2000). Kyberkultúra. Praha: Karolinum, 2000. 229 s. ISBN 9788024601090
MCLUHAN, M. (2000) Človek, média a elektronická kultúra. Brno: Jota, 2000. 420s. ISBN: 978-80-7365-486-3.

**Languages necessary to complete the course:**
Slovak and English

**Notes:**

**Past grade distribution**
Total number of evaluated students: 13

| A | B | C | D | E | FX |
|---|---|---|---|---|---|
| 46,15 | 46,15 | 7,69 | 0,0 | 0,0 | 0,0 |

**Lecturers:** doc. PhDr. Marcela Katuščáková, PhD., prof. Ing. Milan Konvit, PhD.

**Last change:** 11.07.2024

**Approved by:** prof. Mykola Polovyi, PhD.

# STATE EXAM DESCRIPTION

| | |
|---|---|
| **Academic year:** 2025/2026 | |

**University:** Comenius University Bratislava

**Faculty:** Faculty of Social and Economic Sciences

| **Course ID:**<br>FSEV.ÚM/2-ÚM-024/24 | **Course title:**<br>Theory of Information, Communication and Digital Media |
|---|---|

**Number of credits:** 6

**Recommended semester:** 3., 4..

**Educational level:** II.

**Course requirements:**
The state examination course Information, Communication and Digital Media Theory will test the knowledge acquired during the two years of study in the compulsory subjects (Communication and Digital Media Theory and Information Theory and Digital Ethics) and the students' ability to clearly formulate and defend their arguments while making meaningful connections between them in the broader context of digital society. Students are advised to: revisit the course texts, notes and other resources relevant to the subject area.

**State exam syllabus:**
 1. Models of electronic communication.
 2. Models of interpersonal communication and mass media communication.
 3. Principles of electronic communication: alternative media, citizen journalism, fake news.
 4. Communication with AI and the use of AI in communication.
 5. Digital media - characteristics, new media, language of new media.
 6. Mc Luhan's theory of media.
 7. Philosophical perspectives on the concept of information.
 8. Floridi's categorization of information.
 9. Shannon's theory of information.
 10. Information and information science.
 11. Digital ethics (basic theories).
 12. Ethics of technology and the possibilities for evaluating AI.
 13. Social media and freedom of speech.
 14. Privacy and security.
 15. AI and the good society.

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

**Last change:** 11.07.2024

**Approved by:** prof. Mykola Polovyi, PhD.