

Course descriptions

TABLE OF CONTENTS

1. A-dVC-017/22 Active Participation in a Scientific Event Abroad (Published Abstract).....	2
2. A-dVC-018/22 Active participation in a scientific event in Slovakia (published abstract).....	4
3. A-dMKS-204/21 Applied public relations.....	6
4. A-dDA-007/22 Bachelor's Final Thesis Assessment Authorship.....	8
5. A-dDA-009/22 Bachelor's Final Thesis Supervision.....	10
6. A-dMKS-305/21 Bibliometrics and support of scientific communication.....	12
7. A-dMKS-003/21 Development of Media and Information Products and Systems.....	14
8. A-dSZ-099/22 Dissertation Thesis Defence (state exam).....	17
9. A-dSZ-098/22 Doctoral Examination (state exam).....	19
10. A-dMKS-102/21 Ethical Aspects of Communication in Journalism.....	21
11. A-dMKS-202/21 Ethics of marketing communication.....	23
12. A-dVC-013/22 Expert Article in a Non-Indexed Journal / Expert Chapter or Article (less than 36 000 signs).....	25
13. A-dVC-009/22 Expert Article in an Indexed Journal / Expert Monograph / Chapter or Article (minimum 36 000 signs).....	27
14. A-dVC-029/22 G: Young Scientists Grant Head Researcher.....	29
15. A-dVC-033/22 H: Member of the International Scientific Event Organizational Committee.....	31
16. A-dMKS-304/21 History of Book Culture.....	33
17. A-dMKS-104/21 History of Communication in Journalism.....	35
18. A-dMKS-203/21 History of marketing communication.....	37
19. A-dMKS-302/21 Information Systems Theory and Design.....	39
20. A-dMKS-301/21 Information and Knowledge Society.....	41
21. A-dMKS-206/22 Management of creative teams.....	43
22. A-dMKS-201/21 Marketing communication tools.....	45
23. A-dMKS-101/21 Media Content Research.....	47
24. A-dMKS-103/21 Media as a Part of Power Distribution and Online Surveillance.....	49
25. A-dMKS-001/21 Methodology of Research in Media and Communication Sciences.....	51
26. A-dMKS-100/21 Post-fact Society and Truth in the Media.....	53
27. A-dVC-039/22 Research stay abroad.....	55
28. A-dVC-005/22 Scientific Paper in a Non-Indexed Journal / Chapter or Article (less than 36 000 signs).....	57
29. A-dVC-003/22 Scientific Paper in an Indexed Journal / Scientific Monograph / Chapter or Article (minimum 36 000 signs).....	59
30. A-dVC-020/22 Scientific Review Published in a Non-Indexed Journal.....	61
31. A-dVC-019/22 Scientific Review Published in an Indexed Journal.....	63
32. A-dDA-008/22 Supervision of a Paper Presented at the Students' Research Conference.....	65
33. A-dDA-006/22 Teaching Activities - Course Assistance.....	67
34. A-dDA-005/22 Teaching Activities - Implementation of a Course.....	69
35. A-dDA-002/22 Teaching Text Authorship (less than 36 000 signs).....	71
36. A-dMKS-303/21 Theory of Information Science and Information Ethics.....	73
37. A-dMKS-002/21 Theory of Social and Media Communication.....	75
38. A-dDA-001/22 University Textbook or Teaching Text Authorship (minimum 36 000 signs).....	77

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF/A-dVC-017/22	Course title: Active Participation in a Scientific Event Abroad (Published Abstract)
Educational activities: Type of activities: Number of hours: per week: per level/semester: Form of the course: on-site learning, distance learning	
Number of credits: 15	
Recommended semester:	
Educational level: III.	
Prerequisites:	
Course requirements: The student prepares an abstract that is accepted by the organizers of the scientific event held abroad (conference, symposium, congress, etc.). The student participates in the scientific event, the costs associated with it being covered by grant funds—usually from the supervisor's project, or from a Comenius University grant for young researchers. At the scientific event, the student presents his/her paper, answers questions and participates in the discussion of other papers. On his/her return, he/she informs colleagues in the workplace about the results of the event and may publish a report on it. He/she will submit the abstract published during the event to the publication register. Scale of assessment (preliminary/final): 30/70 Scale of assessment (preliminary/final): 30/70	
Learning outcomes: The student demonstrates his/her ability to find a topic and to formulate an abstract attractive to the organizers of the scientific event and succeed with them in the competition. He/she will deepen his/her knowledge in the field and his/her scientific communication skills, and will strengthen and broaden his/her contacts in the professional community.	
Class syllabus: The course does not constitute a standard unit of higher education. The student cooperates with and follows the recommendations of the supervisor regarding the preparation of the abstract, the paper, and its presentation. The procedure and timing are determined by the student himself/herself, taking into account the deadlines set by the organisers of the event.	
Recommended literature: The literature needed for the output will be determined in collaboration with the supervisor, taking into account the subject area and current state of research. Literature that is not available in the Academic Library or available through external information sources will be provided by purchasing at the initiative of the student or by using the interlibrary loan service.	
Languages necessary to complete the course: Slovak, English, other if necessary (conference languages)	

Notes:		
Past grade distribution Total number of evaluated students: 258		
ABS	M	NEABS
100,0	0,0	0,0
Lecturers:		
Last change: 27.09.2023		
Approved by: prof. PhDr. Jela Steinerová, PhD.		

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF/A-dVC-018/22	Course title: Active participation in a scientific event in Slovakia (published abstract)
Educational activities: Type of activities: Number of hours: per week: per level/semester: Form of the course: on-site learning, distance learning	
Number of credits: 7	
Recommended semester:	
Educational level: III.	
Prerequisites:	
Course requirements: The student prepares an abstract that is accepted by the organizers of the scientific event held in Slovakia (conference, symposium, congress, etc.). The student participates in the scientific event, the costs associated with it being covered by grant funds—usually from the supervisor's project, or from a Comenius University grant for young researchers. At the scientific event, the student presents his/her paper, answers questions and participates in the discussion of other papers. On his/her return, he/she informs colleagues in the workplace about the results of the event and may publish a report on it. He/she will submit the abstract published during the event to the publication register.	
Learning outcomes: The student demonstrates his/her ability to find a topic and to formulate an abstract attractive to the organizers of the scientific event and succeed with them in the competition. He/she will deepen his/her knowledge in the field and his/her scientific communication skills, and will strengthen and broaden his/her contacts in the professional community.	
Class syllabus: The course does not constitute a standard unit of higher education. The student cooperates with and follows the recommendations of the supervisor regarding the preparation of the abstract, the paper, and its presentation. The procedure and timing are determined by the student himself/herself, taking into account the deadlines set by the organisers of the event.	
Recommended literature: The literature needed for the output will be determined in collaboration with the supervisor, taking into account the subject area and current state of research. Literature that is not available in the Academic Library or available through external information sources will be provided by purchasing at the initiative of the student or by using the interlibrary loan service.	
Languages necessary to complete the course: Slovak, English, other if necessary (conference languages)	
Notes:	

Past grade distribution		
Total number of evaluated students: 256		
ABS	M	NEABS
100,0	0,0	0,0
Lecturers:		
Last change: 17.09.2023		
Approved by: prof. PhDr. Jela Steinerová, PhD.		

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-dMKS-204/21	Course title: Applied public relations
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning, distance learning	
Number of credits: 5	
Recommended semester: 3.	
Educational level: III.	
Prerequisites:	
Course requirements: Elaboration of a paperwork according to the assignment of the teacher in the range of 8-10 pages (14,400 - 18,000 characters), evaluation of knowledge from the required and recommended literature, oral exam. Classification scale: 100-90: A 89-80: B 79-70: C 69-60: D 59-55: E 54-0: FX Scale of assessment (preliminary/final): 50/50	
Learning outcomes: The aim of the course is to acquaint students with application schemes and possibilities of application of knowledge in the field of public relations, with the development of PR at home and abroad, as well as in individual areas of PR. Students will gain knowledge of the theory of PR and the possibilities of using public relations in specific areas of life - politics, culture, sports, tourism, non-profit organizations, etc. and they will also get acquainted with the analytical tools of public relations.	
Class syllabus: Theoretical basis of public relations in marketing communication Definitions of basic concepts and approaches to the theoretical foundations of PR Public relations vs propaganda, differences and commonalities Competent speaker as part of public relations Public relations and social marketing Analytical tools of public relations Media relations as an integral part of PR PR application in sports, culture and tourism	

Application of PR knowledge in politics Crisis communication and reputation of PR and exhibitions and fairs PR and non-profit organizations

Recommended literature:

CAYWOOD, C. L. 2003. Public Relations. 1. vyd. Brno: Computer Press, 2003. 600 s. ISBN 80-7226-886-4.

ČÁBYOVÁ, E. 2012. Spoločensky zodpovedný marketing. Trnava : Univerzita sv. Cyrila a Metoda v Trnave, 2012. - 71 s. [3 AH]. - ISBN 978-80-8105-361-0.

ĎAĎO, J. 2006. Marketing služieb. Bratislava : Epos, 2006. HEJLOVÁ, D. 2015. Public relations. Grada Publishing, a.s., 2015. 256 s. ISBN 978-80-247-5022-4

CHUDINOVÁ, E. 2019. Public relations. Bratislava: UK. 2019. 104 s. ISBN 978-80-223-4825-6

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

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

SCOTT, D. M. 2008. Nová pravidla marketingu a PR. 1. vyd. Brno: Zoner Press, 2008. 272 s.

STRÖMBÄCK, J., KIOUSIS, S. 2011. POLITICAL PUBLIC RELATIONS. 2011. Principles and Applications. New York: Taylor & Francis, 2011. 349 s. ISBN 978-0-203-86417-3

TAJTÁKOVÁ, M., 2016. Marketing neziskových organizácií, športu a kultúry. Wolters Kluwer, 2016. ISBN 978-80-8168-407-4

Languages necessary to complete the course:

Notes:

Past grade distribution

Total number of evaluated students: 5

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

Lecturers: doc. PhDr. Eva Chudinová, PhD.

Last change: 14.01.2022

Approved by: prof. PhDr. Jela Steinerová, PhD.

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF/A-dDA-007/22	Course title: Bachelor's Final Thesis Assessment Authorship
Educational activities: Type of activities: Number of hours: per week: per level/semester: Form of the course: on-site learning, distance learning	
Number of credits: 3	
Recommended semester:	
Educational level: III.	
Prerequisites:	
Course requirements: The student, in agreement with the head of the department and the supervisor, will write an assessment of a final bachelor thesis, the topic of which is related to the topic of his/her dissertation project. He/she will prepare the assessment responsibly, express and support the evaluation of the thesis as a whole and its individual parts, name the strengths and weaknesses and add recommendations for the author's further work on the final bachelor's thesis. Scale of assessment (preliminary/final): 0/100	
Learning outcomes: By writing an assessment for the final bachelor thesis, the student deepens his/her ability to make critical evaluative judgements and his/her argumentative competence. The work on the thesis report also contributes to the success of his/her dissertation project.	
Class syllabus: The course does not constitute a standard unit of higher education. The student shall immediately and in detail familiarize himself/herself with the thesis under review and shall send the review to the author of the thesis and to the thesis defense administrator (academic advisor) no later than five days prior to the defense.	
Recommended literature: The literature required for the assessment of the thesis is chosen by the student. When obtaining it, the student uses the funds of the Academic Library of Comenius University and external information sources.	
Languages necessary to complete the course: Slovak, English	
Notes:	

Past grade distribution		
Total number of evaluated students: 279		
ABS	M	NEABS
100,0	0,0	0,0
Lecturers:		
Last change: 02.10.2023		
Approved by: prof. PhDr. Jela Steinerová, PhD.		

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF/A-dDA-009/22	Course title: Bachelor's Final Thesis Supervision
Educational activities: Type of activities: Number of hours: per week: per level/semester: Form of the course: on-site learning, distance learning	
Number of credits: 10	
Recommended semester:	
Educational level: III.	
Prerequisites:	
Course requirements: In agreement with the head of the department and the PhD supervisor, the PhD student is supervising the final thesis of the bachelor's study, the topic of which is related to the topic of his/her dissertation project. The PhD student is supervising the student's thesis methodologically, helps the author to conceptualize and design the research, and comments on the textual form. He/she participates in the preparation of the presentation and the thesis defence. Scale of assessment (preliminary/final): 50/50	
Learning outcomes: By supervising the final thesis of the bachelor's study, the PhD student deepens his/her ability of scientific work and develops his/her pedagogical competences.	
Class syllabus: The course does not constitute a standard unit of higher education. Supervising a thesis requires ongoing activity, meetings and consultations, as well as continuous reading and commenting on the author's texts, so that the author's energy and time are spent efficiently and the workload is spread appropriately over time.	
Recommended literature: The literature required for the thesis is selected by the PhD student in cooperation with the author of the thesis, taking into account the topic, the thematic area and the current research in it. The funds of the Academic Library of Comenius University and external information sources are used in its acquisition. Literature that is available neither in the Academic Library nor through external information sources will be provided by purchasing the publication or by using the interlibrary loan service.	
Languages necessary to complete the course: Slovak, English	
Notes:	

Past grade distribution		
Total number of evaluated students: 106		
ABS	M	NEABS
100,0	0,0	0,0
Lecturers:		
Last change: 02.10.2023		
Approved by: prof. PhDr. Jela Steinerová, PhD.		

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KKIV/A-dMKS-305/21	Course title: Bibliometrics and support of scientific communication
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning, distance learning	
Number of credits: 5	
Recommended semester: 3.	
Educational level: III.	
Prerequisites:	
Course requirements: Assignment (assessment 100% during semester): Project – a bibliometric analysis of the publishing production covering the topic of the thesis – records registered in citation databases. The aim of the analysis is to provide students with an overview of the most important publications, authors and journals and the subject coverage of publications relevant for the thesis topic. Volume: 15-20 pages of text. Grading scale: 0-59%-FX, 60-67%-E, 68-75%-D, 76-83%-C, 84-91%-B, 92-100%-A The teacher will accept a maximum of two absences in case they are supported with relevant documentation. The exact date and topic of presentations will be announced at the beginning of semester.	
Learning outcomes: The students get to learn theoretical and practical knowledge necessary for the analysis and support of scholarly communication. They understand basic bibliometric, scientometric, and altmetric indicators and the impact of scholarly publishing outputs, researchers and institutions, they become acquainted with benefits and drawbacks of applying quantitative methods in science/research assessment. They are able to work with citation databases, to select relevant methods for the data analysis with respect to the research objectives. They master the skills of using bibliometric software, visualising the results and their interpretation. Students can use the obtained knowledge in the context of their own research and communication.	
Class syllabus: Methods and techniques applied in bibliometrics. Principal areas of bibliometrics application. Citation analysis. Citation databases. Data processing and visualisation. Scientometric assessment of researchers, publications and research institutions. Quality and impact indicators of scientific journals. Bibliometrics research. Science mapping.	

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

Recommended literature:

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

Languages necessary to complete the course:

Slovak, English

Notes:

Past grade distribution

Total number of evaluated students: 1

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

Lecturers: prof. PhDr. Jaroslav Šušol, PhD.

Last change: 31.03.2022

Approved by: prof. PhDr. Jela Steinerová, PhD.

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KKIV/A-dMKS-003/21	Course title: Development of Media and Information Products and Systems
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning, distance learning	
Number of credits: 5	
Recommended semester: 2.	
Educational level: III.	
Prerequisites:	
Antirequisites: FiF.KKIV/A-dKN-103/14 or FiF.KMK/A-dMK-002/13 or FiF.KŽ/A-dZU-002/14	
Course requirements: Assignment (ongoing assessment): the student will prepare a paper (min. 18 000 characters) on a selected topic, in one of the three principal knowledge areas of the course. The topic of the paper will be related to the topic of the thesis and approved by the teacher and the supervisor (20 points). In the remaining two knowledge areas, the student will write shorter assignments (minimum 3600 characters each), rewarded by 2 x 5 points. The course will be finished by the colloquium, with the student presenting main results of his/her research/paper and he/she will defend it in a discussion (10 points). Grading scale: 0-59%-FX, 60-67%-E, 68-75%-D, 76-83%-C, 84-91%-B, 92-100%-A The teacher will accept a maximum of two absences in case they are supported with relevant documentation. Violation of academic ethics will be punished, and the student will lose all the received points in the relevant assessment. Scale of assessment (preliminary/final): 100/0	
Learning outcomes: The students will understand principal concepts and definitions connected with creativity and its impact in the media and information environment. They will master basic principles of efficient development of advertisement units and creativity in information and science area. They will understand the essence and principles of information products development. They will acquire fundamental programming strategies applied in radio and television units production within binary approach to dramaturgy: elites vs masses and public vs commercial service. The students will learn the tenets of system thinking and the knowledge necessary for system analysis and development in the media and information environment.	
Class syllabus: Creativity - concept, definitions, essential characteristics, spheres, barriers and myths in the area of creativity. Principles of efficient creation of advertisement units. Information product. Definition, characteristics and components of information products. Information products in the digital environment. Methodology of creating information products.	

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

Recommended literature:

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

Žák, P.: Kreativita a její rozvoj. Brno: Computer press, 2004. ISBN 80-251-0457-5
 Bourgeois, D.T. Information systems for business and beyond [online]. Saylor Academy 2014.
<https://bus206.pressbooks.com/>.
 Kimlička, Š. Informačné systémy : teoretické východiská, princípy, metódy projektovania.
 Martin : SNK, 2006. 240 s.
 Zwass, V. Information system. In: Encyclopaedia Britannica [online]. London : Encyclopaedia
 Britannica Inc., 2017. <https://www.britannica.com/topic/information-system>

Languages necessary to complete the course:

Slovak, English

Notes:

Past grade distribution

Total number of evaluated students: 71

A	B	C	D	E	FX
73,24	21,13	5,63	0,0	0,0	0,0

Lecturers: prof. PhDr. Jela Steinerová, PhD., prof. PhDr. Jaroslav Šušol, PhD., doc. PhDr. Milan Banyár, PhD., doc. PhDr. Anna Sámelová, PhD., prof. Ing. Pavol Kita, PhD.

Last change: 26.06.2022

Approved by: prof. PhDr. Jela Steinerová, PhD.

STATE EXAM DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.Dek/A-dSZ-099/22	Course title: Dissertation Thesis Defence
Number of credits: 30	
Educational level: III.	
<p>Course requirements:</p> <p>A doctoral student may apply for permission to defend his/her dissertation if</p> <ol style="list-style-type: none"> a) he/she has obtained at least 150 credits (in a study programme for the proper completion of which the achievement of 180 credits is a prerequisite) or at least 210 credits (in a study programme for the proper completion of which the achievement of 240 credits is a prerequisite), (b) fulfils the conditions laid down in the individual study plan; and (c) has authored at least three scientific papers related to the topic of the doctoral thesis, two of which must be published and the third either published or accepted for publication. <p>A request for permission to defend the dissertation is submitted in writing to the Dean through the Doctoral Studies Office. The application shall be submitted at the latest five months before the end of the standard length of studies; if the doctoral student's studies exceed the standard length of studies, the application shall be submitted at the latest five months before the end of the academic year in which the defence is to take place.</p> <p>The application shall be accompanied by</p> <ol style="list-style-type: none"> a) the dissertation, (b) a summary of the main results of the dissertation, normally of two standard pages, c) copies of all publications and other elaborations, if they are not part of the dissertation; if the doctoral candidate attaches the output from the CU publication database, he/she does not need to submit copies of publications, d) a list of published works with full bibliographical data and unpublished scientific works and performances of the PhD student, as well as reviews of them and, where appropriate, testimonials about them, (e) a justification of the differences between the original dissertation and the submitted dissertation, if the doctoral candidate submits a new dissertation in the same field of doctoral study after an unsuccessful defence, f) confirmation from the editorial board of the acceptance of the scientific thesis for publication, if it is a scientific thesis accepted for publication. <p>The dissertation shall be assessed by three/three referees. At the end of the written assessment, the referee(s) shall comment on whether he/she recommends the thesis for defence and shall propose a pass or fail classification.</p> <p>The successful defence of the dissertation is the end of the doctoral studies. The defence of the dissertation is evaluated by the classification grade pass or fail. The overall result of the duly completed doctoral studies shall be graded as pass.</p> <p>If the doctoral candidate has been assessed with a failing grade at the dissertation defence, he/she shall be entitled to one revision period. A failing grade at the remedial term of the dissertation defence is a reason for exclusion from the studies.</p> <p>The dissertation defence and the announcement of its results are public.</p> <p>Scale of assessment (preliminary/final): 0/100</p>	

Learning outcomes:

The defence of the dissertation demonstrates the student's ability to think critically and to gather and evaluate information, as well as his/her readiness for independent scientific and creative activity in the field of research or development.

Class syllabus:

The dissertation defence takes place in the form of a scientific debate between the doctoral student, the dissertation opponents, the members of the examination committee and other participants about the knowledge gained and the contribution of the dissertation.

The procedure for the defence of the dissertation:

1. the chairperson of the examination committee will present the doctoral student's curriculum vitae, announce the essential information from the supervisor's report, an overview of the doctoral student's scientific works and their responses,
2. the doctoral candidate shall briefly state the essential content of his/her dissertation, its conception, results and contribution,
3. the opponents will present the essential content of their opinions,
4. the doctoral candidate gives his/her opinion on the evaluations, in particular comments on all suggestions and comments and answers questions,
5. the chairperson of the examination committee opens a discussion in which all participants in the defence may take part; the discussion verifies the correctness, validity, scientific originality and relevance of the knowledge contained in the thesis,
6. the doctoral candidate answers all questions during the discussion and takes a position on all suggestions and comments made by the participants of the dissertation defence,
7. the examination committee decides on the result of the defence in a closed session in the presence of the dissertation opponents and the supervisor,
8. the announcement of the result of the dissertation examination is made in the presence of the student(s) and is public.

State exam syllabus:**Recommended literature:**

not applicable

Last change: 02.10.2023

Approved by: prof. PhDr. Jela Steinerová, PhD.

STATE EXAM DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.Dek/A-dSZ-098/22	Course title: Doctoral Examination
Number of credits: 20	
Educational level: III.	
Course requirements: <p>PhD students in the full-time form of PhD studies shall register for the doctoral examination within 24 months of the beginning of their studies at the latest. A PhD student in the external form shall register no later than 30 months after the beginning of his/her studies. The period of interruption of studies shall not be included in the time limit for registration for the doctoral examination.</p> <p>The PhD candidate is obliged to submit a thesis for the doctoral examination together with the application for the doctoral examination. A condition for granting consent to take the doctoral examination is the acquisition of at least 60 credits, completion of the courses of the study part of the PhD studies in the composition determined by the study programme and the individual study plan, and the authorship of at least one scientific work related to the topic of the dissertation, which is published or accepted for publication at the time of submitting the application for the doctoral examination; a published scientific work, if published, or a manuscript thereof and a confirmation of acceptance for publication by the editors of the journal or publishing house shall be compulsory annexes to the application for the doctoral examination.</p> <p>The application for the doctoral examination with the annex and the written thesis shall be submitted in written form to the Dean through the Doctoral Studies Office. Details of the requirements for the application for the doctoral examination and the method of submission are published on the Faculty's website.</p> <p>The thesis for the doctoral examination includes</p> <ol style="list-style-type: none">the objectives of the dissertation,the theoretical foundations of the dissertation,the current state of knowledge on the dissertation topic,an analysis of the methodological approach to the dissertation topic; andthe state of the dissertation work in progress. <p>The thesis for the doctoral examination is assessed by an opponent, who draws up a written assessment and proposes its assessment with a pass or fail classification grade. The PhD student has the right to get acquainted with the assessment at the latest three working days before the date of the doctoral examination.</p> <p>The doctoral examination and the announcement of its results shall be public.</p> <p>The doctoral examination shall be evaluated as a whole with a pass or fail classification. The individual parts of the doctoral examination shall not be assessed separately. If a PhD student has been assessed as failing in the doctoral examination, he/she shall be entitled to one marking period. He/she may take the doctoral examination by at the earliest three months after the doctoral examination in which he/she failed, but at the latest by the end of the penultimate year of the standard length of the PhD studies. A failing grade in the doctoral examination shall be a reason for the PhD student's exclusion from studies.</p> <p>Scale of assessment (preliminary/final): 0/100</p>	

Learning outcomes:

The PhD student who passes the doctoral examination comprehensively handles the issues of the relevant scientific research area, while his/her theoretical and practical knowledge is based on the current state of knowledge. At the same time, he/she has a clear and justified conception of the dissertation project, which he/she has convincingly defended, while demonstrating that an adequate part of the work on the project has already been carried out.

Class syllabus:

1. The student shall attend the registered date of the doctoral examination according to the schedule set by the department and the departmental committee for the given study programme.
2. The dissertation examination consists of
 - a) a debate on the thesis for the doctoral examination and
 - b) a part in which the doctoral student has to demonstrate theoretical knowledge of a range of topics according to the focus of the dissertation topic.
3. The decision of the Examination Board on the result of the doctoral examination shall take place at a closed meeting of the Examination Board.
4. The announcement of the result of the doctoral examination shall take place in the presence of the student and shall be public.

State exam syllabus:

The content of the first part of the doctoral examination depends on the topic of the dissertation project.

The content of the second part is determined by the examination committee according to the focus of the PhD student's dissertation project, as a wide range of knowledge and scientific research related to the focus of the project.

Recommended literature:

not applicable

Last change: 02.10.2023

Approved by: prof. PhDr. Jela Steinerová, PhD.

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KŽ/A-dMKS-102/21	Course title: Ethical Aspects of Communication in Journalism
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning, distance learning	
Number of credits: 5	
Recommended semester: 4.	
Educational level: III.	
Prerequisites:	
Course requirements: Conditions for subject passing: Classic question-and-answer assessments during classroom debates; submission of a paper focused on chosen aspects of the topic and its presentation during the colloquial discussion. A (100-92 %), B (91-85 %), C (84-76 %), D (75-68 %), E (67-> 60 %), Fx (≤ 60 %). Scale of assessment (preliminary/final): 100 % preliminary	
Learning outcomes: Graduates of the course understands the requirements of professional media and journalistic codes of ethics in Slovakia and abroad and their relationship to relevant legislation in Slovakia and the European Union. He is able to analyze media outputs in terms of personal responsibility of actors, applicable ethical rules, rights and obligations of journalists, applicable laws and relevant documents and draw appropriate conclusions from them. He knows the issues addressed by ethical self-regulatory institutions. He is familiar with ethical dilemmas in journalism, problems of journalist integrity, personal responsibility, but also the features of the current crisis of journalism or forms of media manipulation, frequent plagiarism, etc.	
Class syllabus: 1. Slovak and foreign professional journalistic ethics codes, their comparison and application to the issue of media and journalistic ethics in the context of personal responsibility of actors. 2. Legal limits of media freedom. 3. The concept of integrity in the professional ethics of a journalist; plagiarism and self-plagiarism in contemporary journalism; authorization yes or no - justification; accusation, defamation, unfounded accusations and consequences; self-censorship as an interference with journalistic freedoms. 4. Procedures questioning the truth: data distortion, simplification, taking out of context. 5. Forms of media manipulation: deliberate dissemination of inaccurate or false information; deliberate preference for certain topics, people, opinions; deliberate dissemination of alerts; deliberate concealment of serious reports and the like. 6. The crisis of contemporary journalism (journalistic corruption; the decline of the investigative; the degeneration of political news; the degeneration of international journalism; the collapse of local journalism; the growing importance of celebrities and scandals; surreptitious advertising).	

Recommended literature:

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

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

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

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

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

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

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

Languages necessary to complete the course:

Slovak

Notes:**Past grade distribution**

Total number of evaluated students: 2

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

Lecturers: doc. PhDr. Anna Sámelová, PhD.

Last change: 03.06.2022

Approved by: prof. PhDr. Jela Steinerová, PhD.

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-dMKS-202/21	Course title: Ethics of marketing communication
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning, distance learning	
Number of credits: 5	
Recommended semester: 3.	
Educational level: III.	
Prerequisites:	
Course requirements: Seminar work on the chosen topic in the range of 6000 characters, presentation (power point) on the same topic, Oral exam according to the teacher's lectures and the literature list, or a short knowledge test.	
Learning outcomes: The audience will get information about ethics and morality applied to the field of marketing communication, primarily for advertising that follows on from the knowledge they acquired during their studies, or in his practice. In contrast to the lower degrees of study, the emphasis here is primarily on the comparison of current ones legal and ethical standards in the context of advertising and other disciplines of marketing communication. From the point of view of today's practice, a graduate of education must be a real expert in solving ethical problems problems in the negotiated area.	
Class syllabus: On questions of the history of ethics. Comparison of legal and ethical standards in the area of MK Ethics in business and marketing. Basic types of codes in the field of marketing communication. Advertising Council of the Slovak Republic, scope of work, statutes, authorities. Arbitration Commission of the Slovak Advertising Council, method of decision-making. Basic principles of advertising ethics from the point of view of ethical codes of other MK areas. Ethical principles of the MK valid on the territory of the Slovak Republic. General principles of advertising practice. Special requirements for advertising. Specific rules of advertising practice. The ethical dimension of Benetton.	
Recommended literature: HANULÁKOVÁ, E. 1997. Podnikateľská etika. Bratislava: Eurounion, 1997. ISBN 80-85568-79-9	

HORŇÁK, P. Reklama – teoreticko – historické aspekty reklamy a marketingovej komunikácie. Zlín, VeRBuM, 2018. 399 s. ISBN 978-80-87500-94-1.
 HORŇÁK, P. Etika v propagácii. 1. vyd. Bratislava: SOSPRA 1996.
 HORŇÁK, P., ŠEFČÁK, L. Etika reklamy. Etika žurnalistiky. 1. vyd. Bratislava, SOSPRA 2000. ISBN 80-967916-1-3
 HOVLAND, R, Wilcox, B.G. Advertising in Society. Lincolnwood 1989. ISBN 0-8442-3177-0
 TOSCANI, O. Reklama je navoňaná zdochlina. Bratislava: Slovart 1996. ISBN 80-7145-221-1
 PRAMENE: Arbitrážne nálezy a sťažnosti na reklamu Rade pre reklamu SR. www.rpr.sk

Languages necessary to complete the course:

Notes:

Past grade distribution

Total number of evaluated students: 5

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

Lecturers: doc. PhDr. Milan Banyár, PhD., prof. Ing. Pavol Kita, PhD.

Last change: 05.07.2022

Approved by: prof. PhDr. Jela Steinerová, PhD.

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF/A-dVC-013/22	Course title: Expert Article in a Non-Indexed Journal / Expert Chapter or Article (less than 36 000 signs)
Educational activities: Type of activities: Number of hours: per week: per level/semester: Form of the course: on-site learning, distance learning	
Number of credits: 10	
Recommended semester:	
Educational level: III.	
Prerequisites:	
Course requirements: The student will write an expert paper published or accepted for publication in a non-indexed journal or an expert monograph or a chapter/paper of less than 36 000 signs. In the case of a monograph or chapter/paper, the output must be published or accepted for publication in a reputable foreign or national journal or publishing house. The student will produce the output under the methodological guidance of the supervisor. The student shall have a clear and demonstrable authorial contribution to the output, the extent of which is expressed as a percentage. This percentage also becomes part of the record in the publication register. The number of credits shall be determined as the product of 35 x N, where N is a number less than or equal to 1 that expresses the doctoral student's share of authorship; if 35 x N is a decimal number, it shall be mathematically rounded to the nearest whole number. The definition of the scientific output of the publication activity is regulated by the Decree of the Ministry of Education, Science, Research and Sport of the Slovak Republic No. 397/2020, § 1, point 5. Violation of academic ethics results in the annulment of the credit evaluation. Completion of the course is without grade. Scale of assessment (preliminary/final): 0/100	
Learning outcomes: The student will demonstrate a comprehensive knowledge of the relevant field of research by writing the expert output. The outcome is a test of the student's ability to write a relevant text that raises clearly defined questions and issues. In the case of an output that is the work of several co-authors, the student will also deepen his/her ability to collaborate and coordinate the research activities.	
Class syllabus: The course does not constitute a standard unit of higher education. The student cooperates with and follows the recommendations of the supervisor and, where appropriate, the editor of the output with regard to the focus, structure and method of preparation of the output. The process and timetable of the work is determined by the student, subject to the approval of the supervisor.	

Recommended literature:

The literature needed for the output will be determined in collaboration with the supervisor, taking into account the subject area and current state of research. Literature that is not available in the Academic Library or available through external information sources will be provided by purchasing at the initiative of the student or by using the interlibrary loan service.

Languages necessary to complete the course:

Slovak, English

Notes:**Past grade distribution**

Total number of evaluated students: 122

ABS	M	NEABS
100,0	0,0	0,0

Lecturers:

Last change: 27.09.2023

Approved by: prof. PhDr. Jela Steinerová, PhD.

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF/A-dVC-009/22	Course title: Expert Article in an Indexed Journal / Expert Monograph / Chapter or Article (minimum 36 000 signs)
Educational activities: Type of activities: Number of hours: per week: per level/semester: Form of the course: on-site learning, distance learning	
Number of credits: 20	
Recommended semester:	
Educational level: III.	
Prerequisites:	
Course requirements: The student will write an expert paper published or accepted for publication in an indexed journal or an expert monograph or a chapter/paper of at least 36 000 signs. In the case of a monograph or chapter/paper, the output must be published or accepted for publication in a reputable foreign or national journal or publishing house. The student will produce the output under the methodological guidance of the supervisor. The student shall have a clear and demonstrable authorial contribution to the output, the extent of which is expressed as a percentage. This percentage also becomes part of the record in the publication register. The number of credits shall be determined as the product of 35 x N, where N is a number less than or equal to 1 that expresses the doctoral student's share of authorship; if 35 x N is a decimal number, it shall be mathematically rounded to the nearest whole number. The definition of the scientific output of the publication activity is regulated by the Decree of the Ministry of Education, Science, Research and Sport of the Slovak Republic No. 397/2020, § 1, point 5. Violation of academic ethics results in the annulment of the credit evaluation. Completion of the course is without grade. Scale of assessment (preliminary/final): 0/100	
Learning outcomes: The student will demonstrate a comprehensive knowledge of the relevant field of research by writing the expert output. The outcome is a test of the student's ability to write a relevant text that raises clearly defined questions and issues. In the case of an output that is the work of several co-authors, the student will also deepen his/her ability to collaborate and coordinate the research activities.	
Class syllabus: The course does not constitute a standard unit of higher education. The student cooperates with and follows the recommendations of the supervisor and, where appropriate, the editor of the output with regard to the focus, structure and method of preparation of the output. The process and timetable of the work is determined by the student, subject to the approval of the supervisor.	

Recommended literature:

The literature needed for the output will be determined in collaboration with the supervisor, taking into account the subject area and current state of research. Literature that is not available in the Academic Library or available through external information sources will be provided by purchasing at the initiative of the student or by using the interlibrary loan service.

Languages necessary to complete the course:

Slovak, English

Notes:**Past grade distribution**

Total number of evaluated students: 9

ABS	M	NEABS
100,0	0,0	0,0

Lecturers:

Last change: 27.09.2023

Approved by: prof. PhDr. Jela Steinerová, PhD.

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF/A-dVC-029/22	Course title: G: Young Scientists Grant Head Researcher
Educational activities: Type of activities: Number of hours: per week: per level/semester: Form of the course: on-site learning, distance learning	
Number of credits: 17	
Recommended semester:	
Educational level: III.	
Prerequisites:	
Course requirements: Obtaining a grant for young researchers - a UK grant, or under another grant scheme. Implementation of the supported research project, efficient use of funds, timely and proper accounting. Scale of assessment (preliminary/final): 50/50	
Learning outcomes: The student will develop the skills necessary to produce a clear, meaningful, competitive research project. The student will learn how to manage a project independently, both conceptually and practically, including economic and administrative processes.	
Class syllabus: The course does not constitute a standard unit of higher education. The student cooperates with and follows the recommendations of the supervisor regarding the development of the project and its implementation. The progress and timetable of the work is determined by the student himself/herself, taking into account the deadlines set by the grant scheme in question.	
Recommended literature: The literature required for the elaboration and implementation of the project will be determined in cooperation between the student and the supervisor, taking into account the topic, the given thematic area and the current research in it. Literature that is not available in the Academic Library or available through external information sources will be provided by purchasing publications at the initiative of the student or through interlibrary loan services.	
Languages necessary to complete the course: Slovak, English	
Notes:	

Past grade distribution		
Total number of evaluated students: 43		
ABS	M	NEABS
100,0	0,0	0,0
Lecturers:		
Last change: 02.10.2023		
Approved by: prof. PhDr. Jela Steinerová, PhD.		

COURSE DESCRIPTION

Academic year: 2025/2026		
University: Comenius University Bratislava		
Faculty: Faculty of Arts		
Course ID: FiF/A-dVC-033/22	Course title: H: Member of the International Scientific Event Organizational Committee	
Educational activities: Type of activities: Number of hours: per week: per level/semester: Form of the course: on-site learning, distance learning		
Number of credits: 4		
Recommended semester:		
Educational level: III.		
Prerequisites:		
Course requirements: Active cooperation in the conceptual and practical preparation and implementation of an international scientific event in Slovakia or abroad. Scale of assessment (preliminary/final): 100/0		
Learning outcomes: The student will deepen his/her knowledge in the conceptual and practical preparation and implementation of a scientific event (conference, symposium, congress, etc.). He/she will broaden his/her contacts in the scientific community. Contribute his/her own personal input to the organisation of the scientific event.		
Class syllabus: The course does not constitute a standard unit of higher education. The timetable of work is determined by the main organizers of the scientific event. The student's engagement and its scope is subject to the approval of the supervisor.		
Recommended literature: not applicable		
Languages necessary to complete the course: Slovak, English, other if necessary (conference languages)		
Notes:		
Past grade distribution Total number of evaluated students: 85		
ABS	M	NEABS
100,0	0,0	0,0
Lecturers:		
Last change: 02.10.2023		

Approved by: prof. PhDr. Jela Steinerová, PhD.

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KKIV/A-dMKS-304/21	Course title: History of Book Culture
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning, distance learning	
Number of credits: 5	
Recommended semester: 4.	
Educational level: III.	
Prerequisites:	
Course requirements: during the semester: written paper in the range of 27,000 characters (the scope includes the main text of the paper) on a selected topic in the history of book culture focused on the issue of dissertation, with which the doctoral student demonstrates the objectives of dissertation - 20 points Grading scale: 0-59% -FX, 60-67% -E, 68-75% -D, 76-83% -C, 84-91% -B, 92-100% -A The exact topic of the paper will be determined at the beginning of the semester. The teacher will accept a maximum of two absences with documentation. Violation of academic ethics will be punished, and the student will lose all the received points in the relevant assessment. Scale of assessment (preliminary/final): 100/0	
Learning outcomes: The graduate of the course understands the relationships, activities and their results associated with the social impact of the book and its fulfillment in various stages of development in Europe and Slovakia. He knows the theoretical concepts of the history of book culture as a discipline including material, production, artistic, economic, distribution and reception areas and contexts in the context of the origin and impact of the book in the historical stages of society. He is ready for research in the field of his own dissertation and for a perspective solution of conceptual, research and organizational problems in the field of history of book culture.	
Class syllabus: 1. History of book culture in the complex of sciences. 2. Development of views on the terminological and content determination of the history of book culture. 3. The issue of periodization of the history of book culture in the context of its sub-disciplines. 4. Theoretical concepts of the history of book culture. 5. Methodological questions of the history of book culture. 6. Research methods of book culture history, research strategies and design. 7. Sources for research of the history of book culture. 8. Critical evaluation of sources for research of the history of book culture. 9. Printed and digitized primary and secondary sources for research into the history of book culture.	

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

Recommended literature:

Teacher presentation available in MS TEAMS or Moodle.

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

Languages necessary to complete the course:

Slovak, Czech (level B2)

Notes:

Past grade distribution

Total number of evaluated students: 2

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

Lecturers: doc. Mgr. Lucia Lichnerová, PhD.

Last change: 14.03.2022

Approved by: prof. PhDr. Jela Steinerová, PhD.

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KŽ/A-dMKS-104/21	Course title: History of Communication in Journalism
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning, distance learning	
Number of credits: 5	
Recommended semester: 3.	
Educational level: III.	
Prerequisites:	
Course requirements: - seminar paper focused on chosen pre-approved aspects, presentation on final colloquium Grading scale: A (100-92 %), B (91-85 %), C (84-76 %), D (75-68 %), E (67->60 %), Fx (≤ 60 %), A (100-92 %), B (91-85 %), C (84-76 %), D (75-68 %), E (67-60 %), Fx (≤ 60 %). - compulsory participation 100% Violation of academic ethics results in the cancellation of points earned in the relevant item evaluation. Scale of assessment (preliminary/final): 100% ongoing evaluation	
Learning outcomes: The doctoral student will gain current knowledge about the development of journalistic communication in Europe, U.S. and the world, communication through various types of the mass media, global perception of journalistic principles and media research in a social and historical context. The course focuses on the importance of the free media in the historical context, and on their economic development. The aim of the course is to show how the media affect society and vice versa. The doctoral student will gain an overview of the communication and historical aspects of the study of journalism and mass media communication, practice to work with the sources and methods of research.	
Class syllabus: 1. Media research methods. Media research associations. 2. From quality to “yellow” press: 19th and 20th centuries. 3. From state radio to public, private and community broadcasting. Cable and satellite. Public service media in retrospective. Duopoly (or triopoly) of broadcasting as a European value. 4. World news agencies: from telegraph to internet. 5. What are the mass media? History of film, audio recordings and books as the media. 6. Global communications: from foreign correspondents to transfrontier television to social networks. 7. Investigative journalism, news leaks, privacy and access to information. 8. Reporting on courts, parliaments, and police. War and journalism. “Hate speech”. 9. Propaganda, disinformation and the media. Is there a right to truth?	

10. The rise and fall of media companies. Economic aspects of journalistic communication.
11. Media and society: “fourth estate”, “fourth power”, “watchdog” and “messenger”. Accountability of the press.
12. Evolution of the meaning of freedom of the media, development of professional standards of journalism, journalist associations.
13. Four Theories of the Press, and other attempts to explain the media. Specificity of the press in the communist countries until 1989.

Recommended literature:

McQUAIL, Dennis, *Žurnalistika a spoločnosť*, Praha: Karolinum, 2016. ISBN 978-80-246-3093-9.

JASŠOVÁ, Eva a Ivan SEČÍK (eds.). *Masmédiá a politika: Komunikácia či manipulácia?* Bratislava: VEDA. 2014. ISBN 978-80-224-1425-8.

RICHTER, Andrei. *Normatívna realizácia slobody masovej informácie*. In: *Global Media Journal*. 2014, roč. 2, č. 1. ISSN 1339-0767. Dostupné na: <https://www.paneuro.uni.com/wp-content/uploads/2017/03/gmj2-book-naweb.pdf>

Languages necessary to complete the course:

Notes:

Past grade distribution

Total number of evaluated students: 1

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

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

Last change: 03.06.2022

Approved by: prof. PhDr. Jela Steinerová, PhD.

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-dMKS-203/21	Course title: History of marketing communication
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning, distance learning	
Number of credits: 5	
Recommended semester: 4.	
Educational level: III.	
Prerequisites:	
Course requirements: Paperwork, evaluation of knowledge from required and recommended literature, oral exam	
Learning outcomes: The aim of the course is to acquaint students with the basic historical context of advertising and its related activities. At the same time, to acquaint them with personalities in this field with an emphasis on the application of their experience and knowledge for today's practice.	
Class syllabus: Characteristics of advertising in relation to the stages of development of human society. Predecessors of advertising, assumptions of the first means of advertising. The birth of advertising in antiquity. An outline of the development of advertising in Europe from the Middle Ages to the present. The birth of new advertising media in the 20th century. History of advertising in the USA History of advertising and PR in Czechoslovakia. Development of advertising and PR in Slovakia Personalities of world advertising, PR and other areas of MC. Development of marketing management Origin and development of the position of a speaker in Slovakia Development of other MK methods - sales support, direct marketing, personal sales Origin and development of online marketing communication	
Recommended literature: Odporúčaná literatúra: DAVIS, A. 2007. Mastering public relations. London: Palgrave master series, 2007. 233 s. ISBN-10:0-230-54930-6 HEJLOVÁ, D. 2015. Public relations. Grada Publishing, a.s., 2015. 256 s. ISBN 978-80-247-5022-4 HORŇÁK, P. Reklama – teoreticko – historické aspekty reklamy a marketingovej komunikácie. Zlín, VerBuM, 2018. 399 s. ISBN 978-80-87500-94-1.	

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

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

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

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

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

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

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

Languages necessary to complete the course:

Notes:

Past grade distribution

Total number of evaluated students: 3

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

Lecturers: doc. PhDr. Eva Chudinová, PhD.

Last change: 17.03.2022

Approved by: prof. PhDr. Jela Steinerová, PhD.

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KKIV/A-dMKS-302/21	Course title: Information Systems Theory and Design
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning, distance learning	
Number of credits: 5	
Recommended semester: 4.	
Educational level: III.	
Prerequisites:	
Course requirements: Assignment (ongoing assessment): student will prepare a paper (min. 18 000 characters) on a selected topic, connected with the topic of the thesis and approved by the teacher (20 points). The course will be finished by the colloquium, with the student presenting main results of his/her research/paper and he/she will defend it in a discussion (10 points). Grading scale: 0-59%-FX, 60-67%-E, 68-75%-D, 76-83%-C, 84-91%-B, 92-100%-A The teacher will accept a maximum of two absences in case they are supported with relevant documentation. The exact date and topic of presentations will be announced at the beginning of semester. Scale of assessment (preliminary/final): 100/0	
Learning outcomes: The students will deepen their comprehension in essential theoretical and methodological approaches in information systems theory. They will be prepared to apply theoretical and methodological tools intended for research, analysis and development of information systems.	
Class syllabus: Theoretical background, interconnections and methodological tools of systems theory, information systems theory and library and information systems theory. Principal methodological approaches applied in IS research. Defining and elaborating on the framework of information systems theory. Methods for information systems design on the level of organisation and data management. Researching information systems efficiency. Methods and approaches in systems analysis and design. Information systems supporting science, research and education – science-information systems (SIS). Approaches in defining SIS. Impact of digitisation and internet on a structure and functions of libraries and IS. Data models and modelling. Data models and structures. Data structures and metadata.	
Recommended literature:	

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

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

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

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

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

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

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

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

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

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

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

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

Languages necessary to complete the course:

Slovak, English

Notes:

Past grade distribution

Total number of evaluated students: 2

A	B	C	D	E	FX
50,0	50,0	0,0	0,0	0,0	0,0

Lecturers: prof. PhDr. Jaroslav Šušol, PhD.

Last change: 26.06.2022

Approved by: prof. PhDr. Jela Steinerová, PhD.

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KKIV/A-dMKS-301/21	Course title: Information and Knowledge Society
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning, distance learning	
Number of credits: 5	
Recommended semester: 3.	
Educational level: III.	
Prerequisites:	
Antirequisites: FiF.KKIV/A-dKN-102/14	
Course requirements: Grading scale: 0-59%-FX, 60-67%-E, 68-75%-D, 76-83%-C, 84-91%-B, 92-100%-A essay: 10 points / class presentation + seminar paper: 10 points / activities and discussions: 40 points seminar paper: 10 points (%), class presentation: 30 points (%), colloquial exam: 40 points (%) Scale of assessment (preliminary/final): 100/0	
Learning outcomes: The student has knowledge and is able to critically evaluate key concepts of the information and knowledge society in their theoretical genesis. He/she understands functions and importance of digital technologies in contemporary society. He/she is aware of his/her own position in the information and knowledge society in terms of his/her profession and employment. He/she has mastered methodological approaches to social problems and risks which result from the deployment of information and digital technologies in today's society.	
Class syllabus: <ul style="list-style-type: none"> - Development of the terms information society and knowledge society (knowledge-based, knowledge-driven society) in the context of related concepts (post-industrial, postmodern, learning society). - Information economy and knowledge economy. Information and knowledge sectors. - Human capital. - Deindustrialization and smart reindustrialization - the fourth industrial revolution (Industrie 4.0). - Network society and shared economy. Innovation. - Informatization society metrics. - Information gap and information poverty. - Information and knowledge in modern life: workforce, education, leisure. Adults, youth, children. - Problematic aspects of the information and knowledge society. Man - machine - artificial intelligence. 	
Recommended literature:	

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

Languages necessary to complete the course:

Slovak / English for class readings.

Notes:

Past grade distribution

Total number of evaluated students: 17

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

Lecturers: doc. PhDr. Pavel Rankov, PhD.

Last change: 26.06.2022

Approved by: prof. PhDr. Jela Steinerová, PhD.

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-dMKS-206/22	Course title: Management of creative teams
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning, distance learning	
Number of credits: 5	
Recommended semester: 2.	
Educational level: III.	
Prerequisites:	
Course requirements: Elaboration of a paperwork on the topic of Creative Team Management of your choice in the range of 8-10 pages (14,400 - 18,000 characters), evaluation of knowledge from the required and recommended literature, examination in the form of defense of the seminar work with additional questions of the examining teacher. Classification scale: 100-90: A 89-80: B 79-70: C 69-60: D 59-55: E 54-0: FX Scale of assessment (preliminary/final): 0/100	
Learning outcomes: The student will gain knowledge about methods and ways of managing creative teams in marketing and mass media organizations. They will acquire knowledge about the personality of a creative worker, about the personality of a creative manager, about their skills and prerequisites. They will gain knowledge about the organization of work in the creative team, the motivation of creative workers about management styles, as well as about human resource management. They will also get acquainted with the differences of leading a creative team in an online environment.	
Class syllabus: Historical context of management definitions Creative manager, creative personality Managerial personality structure Creative product, creative process, creative problem solving Creativity and barriers to creativity in the work team Organization of work in a creative team Influence of macro and micro environment on the creative team Human resources management (personnel management) Managerial skills, conflict resolution Personality traits of leaders in creative teams Motivation and reward in the creative team Virtual management of creative teams Managerial styles in the creative team	

Recommended literature:

BAJZÍKOVÁ, L., FRATRIČOVÁ, J. 2019. Základy personálneho manažmentu. Akademicko-praktický sprievodca v oblastiach manažmentu pracovných výkonov, pracovnej motivácie a odmeňovania [elektronický zdroj]. Bratislava: Univerzita Komenského, 2019, 109 s. 1. vyd. ISBN 978-80-223-4785-3

BRADDBURY, A. 2007. Jak úspěšně prezentovat a přesvědčit. Brno: Computer Press, 2007 978-80-251-1622-7

CEJTHAMR, V., DĚDINA, J. 2010. Management a organizační chování. Praha : Grada Publishing, a. s. 2010. 352 s. ISBN 978-80-247-3348-7.

ČAKRT, M. 2009. Typologie pro manažery. Management press : 2009. 308 s. ISBN 978-80-72612-017.

JURČOVÁ, M. 2009. Tvorivosť v každodennom živote a vo výskume. Bratislava : Iris, 2009. 266 s. ISBN 978-80-89256-42-6.

LETOVANCOVÁ, E. 2007. Psychológia v manažmente. 2. vyd. Bratislava : Univerzita Komenského, 2007. 164 s. ISBN 978-80-223-2307-9

PAPULA, J., PAPULOVÁ, Z. 2005. Manažérske rozhodovanie vybrané problémy. Bratislava: Kartprint, 2005. ISBN 80-88870-45-3

ROBBINS, P.S., COUTLER, M. Management. Harlow: Person Education, 2016 ISBN 978-1-292-09020-7

ŠULEŘ, O. 2009. 100 klíčových manažérských technik. Brno : Computer Press, a.s. 2009. 320 s. ISBN 978-80-251-2173-3.

Languages necessary to complete the course:**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: doc. PhDr. Eva Chudinová, PhD.

Last change: 14.01.2022

Approved by: prof. PhDr. Jela Steinerová, PhD.

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-dMKS-201/21	Course title: Marketing communication tools
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning, distance learning	
Number of credits: 5	
Recommended semester: 4.	
Educational level: III.	
Prerequisites:	
Recommended prerequisites: - without prerequisites	
Course requirements: The student will prepare a seminar paper in the range of min. 10 standard pages (18,000 characters) on a selected topic in agreement with the teacher. He / she will study the professional literature on the given subject (the list of publications for self-study will be specified by the teacher at the beginning of the semester). The course is completed by a written exam / test, which is to test the student's theoretical knowledge in the field. Rating: Active participation in courses (max. 3 justified absences) Elaboration of seminar work and study of professional literature make up 40% of the final grade The written exam / test makes up 60% of the final grade The overall evaluation of the subject is based on the following scale: A 100 - 93% (excellent results with minimal errors) B 92 - 84% (above average standard with several errors) C 83 - 76% (average results with more errors) D 75 - 68% (acceptable results, but with significant shortcomings) E 67 - 60% (results meet only minimum criteria) FX 59 - 0% (additional work and course repetition required) Scale of assessment (preliminary/final): 40/60	
Learning outcomes: Upon successful completion of the course, students know the basic concepts of marketing and marketing communication, as well as individual functions, goals, forms and tools of marketing communication. They are familiar with the issues of classical, alternative and new forms of marketing communication, marketing and communication techniques, they know the theoretical basis of individual types and forms of marketing communication, based on which they are able to independently and creatively apply theory in their own research, but also in design, implementation and creation. various marketing and communication campaigns.	

Class syllabus:

- Defining basic concepts and theoretical background in the field of marketing and marketing communication (marketing, marketing mix, communication mix, marketing communication, over-line and under-line activities of marketing communication, tools of marketing communication, promotion).

- Characteristics of classic marketing communication tools - advertising, sales promotion, personal selling, public relations, direct marketing.

- Classic media and new media in marketing communication - specifics of individual types of classic media (newspapers, magazines, radio, television, etc.) and new media (internet, ambient media, new media in indoor and outdoor advertising) and their possibilities of use in marketing communication.

- Overview of alternative and new forms of marketing communication - Guerilla marketing, Viral marketing, Product Placement, Mobile marketing, Event marketing, Online marketing, Buzzmarketing, Word of Mouth marketing, Influencer marketing, Social media marketing, Ambient marketing, etc.

New media and new trends, their future within the system of marketing communication - non-traditional forms of advertising (street art, graffiti and advertising, laser projection, virtual reality, holograms, interactive projection systems, kinetic advertising, etc.).

Recommended literature:

BANYÁR, Milan. GUERILLA, VIRAL, BUZZ, WORD OF MOUTH MARKETING – Implementácia nových foriem marketingovej komunikácie do prostredia slovenskej a českej marketingovej praxe. Bratislava : Univerzita Komenského, Vydavateľstvo UK, 2018. ISBN 978-80-223-4590-3.

BANYÁR, Milan. Nové trendy v marketingovej komunikácii. Bratislava : Book & book, 2015. ISBN 978-80-89652-13-6.

JURÁŠKOVÁ, Olga, HORŇÁK, Pavel et al. Velký slovník marketingových komunikací. Praha : Grada Publishing, 2012. ISBN 978-80-247-4354-7.

FREY, Petr. Marketingová komunikace: nové trendy 3.0. 3rd Revised and Expanded Edition. Praha : Management Press, 2015. ISBN 978-80-7261-237-6.

HESKOVÁ, Marie, ŠTARCHOŇ, Peter. Marketingová komunikace a moderní trendy v marketingu. Praha : Oeconomica, 2009. ISBN 978-80-245-1520-5.

HUGHES, Mark. Buzzmarketing. Přimějte lidi, aby o vás mluvili. Praha : Management Press, 2006. ISBN 80-7261-153-4.

Languages necessary to complete the course:

Slovak

Notes:**Past grade distribution**

Total number of evaluated students: 4

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

Lecturers: doc. PhDr. Milan Banyár, PhD.

Last change: 09.01.2022

Approved by: prof. PhDr. Jela Steinerová, PhD.

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KŽ/A-dMKS-101/21	Course title: Media Content Research
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning, distance learning	
Number of credits: 5	
Recommended semester: 3.	
Educational level: III.	
Prerequisites:	
Course requirements: Participation in the research of media content, news formats. Active participation and cooperation in the research of media content is required. The course involves the activities of a doctoral student in the current scientific project at the department. Successful completion of course: a) final colloquium, b) paper focused to selected topics (according to selected research) (10 NS). The paper represents 50% of evaluation and the final colloquium represents 50%. Grading scale: A (100-92 %), B (91-85 %), C (84-76 %), D (75-68 %), E (67-> 60 %), Fx (≤ 60 %). Violation of academic ethics results in the cancellation of points earned in the relevant item evaluation. Scale of assessment (preliminary/final): Scale of assessment (preliminary/final): 50/50	
Learning outcomes: After completing the course, the student will be able to make a proposal of quantitative or qualitative research aimed at examining media content, news outputs, etc. The main goal is to prepare the students and explain them the necessity and essence of long-term research of media texts. This is the way students are able to avoid distortion, manipulation in the process of interpretation of media content. This course also focuses on the content and form of media texts. With an emphasis on the content and language aspect of media texts, the students are familiar with analyzing and interpreting of media texts in terms of meanings and characters work in media discourse – how the media image is created, how the media spreads narratives, and how public opinion is shaped.	
Class syllabus: The importance of long-term media content research – The basic methods of media content research – Coding sheet in quantitative research – Semantic and linguistic analysis of media content – Media semiotics theory – Media image research	
Recommended literature: KONČELÍK, Jakub et al. Analýza obsahu mediálních sdělení, Praha: Karolinum, 2005. ISBN 8024608278 TRAMPOTA, Tomáš a Martina VOJTĚCHOVSKÁ. Praha: Portál, 2010. ISBN 9788073676834	

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

Languages necessary to complete the course:

Slovak, Czech, English

Notes:

Past grade distribution

Total number of evaluated students: 1

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

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

Last change: 03.06.2022

Approved by: prof. PhDr. Jela Steinerová, PhD.

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KŽ/A-dMKS-103/21	Course title: Media as a Part of Power Distribution and Online Surveillance
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning, distance learning	
Number of credits: 5	
Recommended semester: 4.	
Educational level: III.	
Prerequisites:	
Course requirements: Conditions for subject passing: Classic question-and-answer assessments during classroom debates; submission of a paper focused on chosen aspects of the topic and its presentation during the colloquial discussion. Grading scale: A (100-92 %), B (91-85 %), C (84-76 %), D (75-68 %), E (67-> 60 %), Fx (≤ 60 %). Violation of academic ethics results in the cancellation of points earned in the relevant item evaluation. Scale of assessment (preliminary/final): 100 % preliminary	
Learning outcomes: The course focuses on the media context of panoptic, synoptic, polyoptic, and omnioptic power. On the background of these variations of social surveillance it shows how media shape and influence the thinking and actions of the individual and society as a whole, and at the same time how society as well as the individual can influence the thinking and actions of the media. After completing the course, student will understand the (post)modern power based on the attractive, entertaining and flirty system of self-distribution.	
Class syllabus: 1. modern power in the techniques of panoptism, synoptism, polyoptism and omniptism; 2. media aspects of modern power - leprosy and plague management in the mass media (Editor's Spirit and gatekeeping); 3. modern society as a surveillance society; 4. media-mediated surveillance; 5. media as a conformal element of the system of power - a barricade of established systems in society; 6. media as a non-conforming element of the system of power - media transcultural nomadism and voyeurism; 7. online media and the change of traditional normative systems of power; 8. disintegration of traditional power hierarchies in the era of online media.	
Recommended literature: BAUMAN, Zygmunt, LYON, David. Tekutý dohled. Olomouc: Broken Books, 2013. ISBN 978-80-905309-1-1. / FOUCAULT, Michel. Dozerat' a trestat'. Zrod väzenia. Bratislava: Kalligram, 2004. Druhé vydanie. ISBN 80-7149-663-4. / MATHIESEN, Thomas. Silently Silenced : Essays on the Creation of Acquiescence in Modern Society. Winchester: Waterside	

<p>Press, 2004. ISBN 978-1-904380-15-3. / MATHIESEN, Thomas. The Viewer Society: Michel Foucault#s #Panopticon# Revisited. In Theoretical Criminology: an international journal, roč. 1, č. 2, 1997, s. 215-234. ISSN 1362-4806. / MATHIESEN, Thomas. Towards a Surveillant Society : The Rise of Surveillance Systems in Europe. Hook: Waterside Press, 2013. ISBN 978-1-904380-97-9. / SÁMELOVÁ, Anna. Moc a pravda v podmienkach Rozhlasu a televízie Slovenska. Bratislava: Univerzita Komenského, 2018. ISBN 978-80-223-4504-0.</p>					
<p>Languages necessary to complete the course: Slovak, Czech, English</p>					
<p>Notes:</p>					
<p>Past grade distribution Total number of evaluated students: 4</p>					
A	B	C	D	E	FX
50,0	25,0	25,0	0,0	0,0	0,0
<p>Lecturers: doc. PhDr. Anna Sámelová, PhD., prof. PhDr. Jaroslav Šušol, PhD.</p>					
<p>Last change: 03.06.2022</p>					
<p>Approved by: prof. PhDr. Jela Steinerová, PhD.</p>					

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KKIV/A-dMKS-001/21	Course title: Methodology of Research in Media and Communication Sciences
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning, distance learning	
Number of credits: 5	
Recommended semester: 1.	
Educational level: III.	
Prerequisites:	
Antirequisites: FiF.KKIV/A-dKN-101/14 or FiF.KMK/A-dMK-004/13 FiF.KŽ/A-dZU-001/14 or	
Course requirements: Two methodological tasks (design of a study, (interviews), conceptual maps, 10 x 2 points, 20 points), a final written essay: paper about a selected issue in the field of Research Methodology, (18000 signs, 10 pages, 60 points), presentation and final colloquium (20 points), together: 100 points. Active participation in seminars / lectures, independent reading of literature on the methodology of an own study. The exact date for continuous evaluation and the topic of the paper will be announced at the beginning of the semester. The dates for the final presentations and colloquium will be announced no later than in the last week of the instruction period. Scale of assessment: 100 % continuous assessment Grading scale: A (100-92 %), B (91-85 %), C (84-76 %), D (75-68 %), E (67->60 %), Fx (≤ 60 %), Violation of academic ethics results in the cancellation of points earned in the relevant item evaluation. Scale of assessment (preliminary/final): 100 % continuous assessment	
Learning outcomes: After the completion of the subject the students will be able to design and manage a research project focused on study of media, information science, or marketing communication. The aim is to provide the students with a wide range of methods and methodologies in media, communication and information science and generally in social sciences. Students should learn to apply the methods in a study or a research project. Students will improve their abilities to analyze empirical data and develop syntheses and interpretations in research reports and other publications and in creative application of innovative methods in new knowledge. Close communication with the supervisor is supposed.	
Class syllabus: Introduction into the methods of research in social sciences. Specific characteristics of research methodologies in media, journalism, information science, marketing communication and publicity. Planning of the research project. Management of the research project. Research process. Empirical	

and theoretical research. Quantitative and qualitative research methods. Direct and indirect observation, interview, questionnaires, surveys. Statistical methods of data evaluation, methods of study of professional texts. Methods of analyses and interpretations and syntheses in studies of media, communication and information science. Basic methods of professional writing of research reports, observation and reports from experiments. Language communication and terminology. Citation ethics and citation culture. Examples of successful research projects and innovative methods (phenomenography etc.).

Recommended literature:

PICKARD, Alison Jane. 2013. Reserach Methods in Information. Sec. Ed. London: Facet Publ.2013. 361 s.
 JENSEN, KLAUS BRUHN, (ed.): A Handbook of Media and Communication Research. New York: Routledge, 2012, 431 s., ISBN 978-0-415-60966-1.
 PUNCH, KEITH, F.: Úspěšný návrh výzkumu. Praha: Portál, 2015, 232 s. ISBN 978-80-262-0980-5.
 ARENS, F.W., Bovée L.C. Contemporary Advertising. (5.vyd.) Boston: Irwin, 1994. ISBN 0-256-134-12-X
 STEINEROVÁ, Jela. 2015. Kvalitativne metódy výskumu v informačnej vede. In. ProInFlow: časopis pro informační vědy. Vol. 2015, No. 2, s. 12-28.
 HORŇÁK, Pavel a kol., 2007. Marketingová komunikácia. - Bratislava : Book & book, p. 358.ISBN 978-80-969099-5-7
 STEINEROVÁ, Jela. 2013. Methodological Literacy of Doctoral Students. In: Worldwide Commonalities and Challenges in Information Literacy in Research and Practice. European Conference on Information Literacy. ECIL 2013. Istanbul, Turkey, October 22-25. Revised Selected Papers. Eds. S. Kurbanoglu, S. Špiranec, E. Gracian, R. Catts. Cham: Springer International 2013, 148-154. Communications in Computer and Information Science, Vol. 397. ISBN 978-3-319-03918-3.

Languages necessary to complete the course:

Slovak, English

Notes:

Past grade distribution

Total number of evaluated students: 40

A	B	C	D	E	FX
67,5	22,5	7,5	2,5	0,0	0,0

Lecturers: prof. PhDr. Jela Steinerová, PhD., doc. Mgr. Ján Hacek, PhD., prof. Ing. Pavol Kita, PhD.

Last change: 26.06.2022

Approved by: prof. PhDr. Jela Steinerová, PhD.

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KŽ/A-dMKS-100/21	Course title: Post-fact Society and Truth in the Media
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning, distance learning	
Number of credits: 5	
Recommended semester: 3.	
Educational level: III.	
Prerequisites:	
Course requirements: Conditions for subject passing: Classic question-and-answer assessments during classroom debates; submission of a paper focused on chosen aspects of the topic and its presentation during the colloquial discussion. Grading scale: A (100-92 %), B (91-85 %), C (84-76 %), D (75-68 %), E (67-> 60 %), Fx (≤ 60 %). Violation of academic ethics results in the cancellation of points earned in the relevant item evaluation. Scale of assessment (preliminary/final): preliminary 100 %	
Learning outcomes: The course focuses on the development of students' critical thinking, their ability to find propaganda elements in media-mediated communication and face them. However, a direct prerequisite for these skills is the understanding of the issue of truth in the media content - how media messages arise in the traditional media (the Editor's Spirit and gatekeeping), why is it so, what is the media truth and the circumstances of its presentation in the online media. After completing the course, students are able to critically analyze information sources and on this basis perceive the argumentation strategies of individual media actors in the field of truth, "alternative truths" = misinformation (fake news, conspiracies), untruths (hoaxes), as well as unwanted mistakes and misunderstandings (misinformation).	
Class syllabus: 1. the modern notion of truth as an objective and objectifiable entity; 2. possibilities and limits of mass media in the field of truthful information; 3. truth as correspondence versus truth as construction; 4. ontological aspects of media truth; 5. epistemological aspects of media truth; 6. axiological aspects of media truth; 7. Truth in traditional media versus Truth in online media; truth in the context of "alternative truths" - misinformation (fake news), misunderstandings (misinformation), conspiracies, untruths (hoaxes).	
Recommended literature: CHUDINOVÁ, Eva a kol. Médiá – Moc – Manipulácia. Bratislava: Paneurópska vysoká škola, 2016. ISBN 978-80-89453-28-3. /	

<p>SÁMELOVÁ, Anna. Moc a pravda v podmienkach Rozhlasu a televízie Slovenska. Bratislava: Vydavateľstvo Univerzity Komenského, 2018. ISBN 978-80-223-4504-0. / SÁMELOVÁ, Anna. Pravda v mediálnych obsahoch: ontologické, epistemologické a axiologické aspekty. In Pravda. Teoretické a praktické aspekty. Bratislava: SFZ pri SAV ; KFaDF FF UK v Bratislave ; KF FF UKF v Nitre, 2018, s. 169-173. ISBN 978-80-973092-0-6. / VEYNE, Paul. Jak se píšou dějiny. Červený Kostelec: Pavel Mervart, 2010. ISBN 978-80-87378-26-7. / WEBER, Max. Metodologie, sociologie a politika. Praha: Oikoymenh, 2009. ISBN 978-80-7298-389-6.</p>					
<p>Languages necessary to complete the course: Slovak, Czech, English</p>					
<p>Notes:</p>					
<p>Past grade distribution Total number of evaluated students: 2</p>					
A	B	C	D	E	FX
0,0	50,0	50,0	0,0	0,0	0,0
<p>Lecturers: doc. PhDr. Anna Sámelová, PhD., doc. PhDr. Pavel Rankov, PhD.</p>					
<p>Last change: 03.06.2022</p>					
<p>Approved by: prof. PhDr. Jela Steinerová, PhD.</p>					

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF/A-dVC-039/22	Course title: Research stay abroad
Educational activities: Type of activities: Number of hours: per week: per level/semester: Form of the course: on-site learning, distance learning	
Number of credits: 10	
Recommended semester:	
Educational level: III.	
Prerequisites:	
Course requirements: Implementation of research stay abroad for at least 2 weeks in accordance with the research stay plan approved by the supervisor, report from the research stay, confirmation from the host foreign institution on the completed mobility, and presentation of the course and results of the foreign research stay at the supervising department.	
Learning outcomes: The student has improved in planning, organization, and implementation of research, as well as in formulating its sub-objectives. He/she is better oriented in institutions whose professional activities are related to the subject of his/her research within the framework of doctoral studies, and is building a network of contacts in the corresponding field of research.	
Class syllabus: The subject is an individual stay at a foreign institution focused on solving a specific and well-defined research task. Before starting the mobility, the student will draw up a research stay plan, which generally includes: <ul style="list-style-type: none"> • the state of research to date within the framework of her/his doctoral research; • a definition of the research task and the aim of the stay in relation to doctoral research; • the rationale for choosing the foreign institution; • specific activities planned to achieve the aim of the stay; • timetable for the stay; • a description of any planned consultations; • expected outcomes of the research stay. The student's research stay plan shall be approved by the supervisor. Upon return from mobility, the student shall provide certificate from the host foreign institution. Depending on the predefined requirements she/he shall also provide confirmation from consultants. The student shall then draw up a mobility report and make a presentation at the supervising department on the course and results of the stay. The report and the presentation also serve as a basis for evaluating the course.	
Recommended literature: Individually, following the instructions of the thesis supervisor and focus of the dissertation topic.	

Languages necessary to complete the course:

Slovak; another language depending on the country where the foreign research stay is carried out and the requirements of the host institution.

Notes:**Past grade distribution**

Total number of evaluated students: 27

ABS	M	NEABS
100,0	0,0	0,0

Lecturers:

Last change: 12.05.2024

Approved by: prof. PhDr. Jela Steinerová, PhD.

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF/A-dVC-005/22	Course title: Scientific Paper in a Non-Indexed Journal / Chapter or Article (less than 36 000 signs)
Educational activities: Type of activities: Number of hours: per week: per level/semester: Form of the course: on-site learning, distance learning	
Number of credits: 20	
Recommended semester:	
Educational level: III.	
Prerequisites:	
Course requirements: The student will write a scientific paper published or accepted for publication in a non-indexed journal or a monograph or a chapter/paper of less than 36 000 signs. In the case of a monograph or chapter/paper, the output must be published or accepted for publication in a reputable foreign or national journal or publishing house. The student will produce the output under the methodological guidance of the supervisor. The student shall have a clear and demonstrable authorial contribution to the output, the extent of which is expressed as a percentage. This percentage also becomes part of the record in the publication register. The number of credits shall be determined as the product of 35 x N, where N is a number less than or equal to 1 that expresses the doctoral student's share of authorship; if 35 x N is a decimal number, it shall be mathematically rounded to the nearest whole number. The definition of the scientific output of the publication activity is regulated by the Decree of the Ministry of Education, Science, Research and Sport of the Slovak Republic No. 397/2020, § 1, point 5. Violation of academic ethics results in the annulment of the credit evaluation. Completion of the course is without grade. Scale of assessment (preliminary/final): 0/100	
Learning outcomes: The student will demonstrate a comprehensive knowledge of the relevant field of research by writing the scientific output. The outcome is a test of the student's ability to write a relevant scientific text that raises clearly defined questions and issues and brings new knowledge. In the case of an output that is the work of several co-authors, the student will also deepen his/her ability to collaborate and coordinate the research activities.	
Class syllabus: The course does not constitute a standard unit of higher education. The student cooperates with and follows the recommendations of the supervisor and, where appropriate, the editor of the output with regard to the focus, structure and method of preparation of the output. The process and timetable of the work is determined by the student, subject to the approval of the supervisor.	

Recommended literature:

The literature needed for the output will be determined in collaboration with the supervisor, taking into account the subject area and current state of research. Literature that is not available in the Academic Library or available through external information sources will be provided by purchasing at the initiative of the student or by using the interlibrary loan service.

Languages necessary to complete the course:

Slovak, English

Notes:**Past grade distribution**

Total number of evaluated students: 282

ABS	M	NEABS
100,0	0,0	0,0

Lecturers:

Last change: 27.09.2023

Approved by: prof. PhDr. Jela Steinerová, PhD.

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF/A-dVC-003/22	Course title: Scientific Paper in an Indexed Journal / Scientific Monograph / Chapter or Article (minimum 36 000 signs)
Educational activities: Type of activities: Number of hours: per week: per level/semester: Form of the course: on-site learning, distance learning	
Number of credits: 35	
Recommended semester:	
Educational level: III.	
Prerequisites:	
Course requirements: The student will write a scientific paper published or accepted for publication in an indexed journal or a monograph or a chapter/paper of at least 36 000 signs. In the case of a monograph or chapter/paper, the output must be published or accepted for publication in a reputable foreign or national journal or publishing house. The student will produce the output under the methodological guidance of the supervisor. The student shall have a clear and demonstrable authorial contribution to the output, the extent of which is expressed as a percentage. This percentage also becomes part of the record in the publication register. The number of credits shall be determined as the product of 35 x N, where N is a number less than or equal to 1 that expresses the doctoral student's share of authorship; if 35 x N is a decimal number, it shall be mathematically rounded to the nearest whole number. The definition of the scientific output of the publication activity is regulated by the Decree of the Ministry of Education, Science, Research and Sport of the Slovak Republic No. 397/2020, § 1, point 5. Violation of academic ethics results in the annulment of the credit evaluation. Completion of the course is without grade. Scale of assessment (preliminary/final): 0/100	
Learning outcomes: The student will demonstrate a comprehensive knowledge of the relevant field of research by writing the scientific output. The outcome is a test of the student's ability to write a relevant scientific text that raises clearly defined questions and issues and brings new knowledge. In the case of an output that is the work of several co-authors, the student will also deepen his/her ability to collaborate and coordinate the research activities.	
Class syllabus: The course does not constitute a standard unit of higher education. The student cooperates with and follows the recommendations of the supervisor and, where appropriate, the editor of the output with regard to the focus, structure and method of preparation of the output. The process and timetable of the work is determined by the student, subject to the approval of the supervisor.	

Recommended literature:

The literature needed for the output will be determined in collaboration with the supervisor, taking into account the subject area and current state of research. Literature that is not available in the Academic Library or available through external information sources will be provided by purchasing at the initiative of the student or by using the interlibrary loan service.

Languages necessary to complete the course:

Slovak, English

Notes:**Past grade distribution**

Total number of evaluated students: 125

ABS	M	NEABS
100,0	0,0	0,0

Lecturers:

Last change: 27.09.2023

Approved by: prof. PhDr. Jela Steinerová, PhD.

COURSE DESCRIPTION

Academic year: 2025/2026		
University: Comenius University Bratislava		
Faculty: Faculty of Arts		
Course ID: FiF/A-dVC-020/22	Course title: Scientific Review Published in a Non-Indexed Journal	
Educational activities: Type of activities: Number of hours: per week: per level/semester: Form of the course: on-site learning, distance learning		
Number of credits: 5		
Recommended semester:		
Educational level: III.		
Prerequisites:		
Course requirements: The student will write a scientific review, the subject of which is usually a scientific book - a monograph, a collection of papers, a critical edition of sources, etc. The review must be published or accepted for publication in a non-indexed journal. The student will prepare the output under the methodological guidance of the supervisor. The student has a clear and demonstrable authorship share of 100% in the output. Violation of academic ethics will result in invalidation of the credit evaluation. Completion of the course is without grade. Scale of assessment (preliminary/final): 0/100		
Learning outcomes: By writing a scientific review, the student deepens his/her ability to make critical evaluative judgments and his/her argumentative competence. In this way, the preparation of a scientific review also contributes to the successful course of the dissertation project.		
Class syllabus: The course does not constitute a standard unit of higher education. The student cooperates with and follows the recommendations of the supervisor regarding the preparation of the abstract, the paper, and its presentation. The procedure and timing are determined by the student himself/herself.		
Recommended literature: The literature needed for the output will be determined by the student. Literature will be provided by the Academic Library or through external information sources.		
Languages necessary to complete the course: Slovak, English, other if necessary - language of the reviewed publication		
Notes:		
Past grade distribution Total number of evaluated students: 50		
ABS	M	NEABS
100,0	0,0	0,0

Lecturers:
Last change: 27.09.2023
Approved by: prof. PhDr. Jela Steinerová, PhD.

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF/A-dVC-019/22	Course title: Scientific Review Published in an Indexed Journal
Educational activities: Type of activities: Number of hours: per week: per level/semester: Form of the course: on-site learning, distance learning	
Number of credits: 8	
Recommended semester:	
Educational level: III.	
Prerequisites:	
Course requirements: The student will write a scientific review, the subject of which is usually a scientific book - a monograph, a collection of papers, a critical edition of sources, etc. The review must be published or accepted for publication in an indexed journal. The student will prepare the output under the methodological guidance of the supervisor. The student has a clear and demonstrable authorship share of 100% in the output. Violation of academic ethics will result in invalidation of the credit evaluation. Completion of the course is without grade. Scale of assessment (preliminary/final): 0/100	
Learning outcomes: By writing a scientific review, the student deepens his/her ability to make critical evaluative judgments and his/her argumentative competence. In this way, the preparation of a scientific review also contributes to the successful course of the dissertation project.	
Class syllabus: The course does not constitute a standard unit of higher education. The student cooperates with and follows the recommendations of the supervisor regarding the preparation of the abstract, the paper, and its presentation. The procedure and timing are determined by the student himself/herself.	
Recommended literature: The literature needed for the output will be determined by the student. Literature will be provided by the Academic Library or through external information sources.	
Languages necessary to complete the course: Slovak, English, other if necessary - language of the reviewed publication	
Notes:	

Past grade distribution		
Total number of evaluated students: 63		
ABS	M	NEABS
100,0	0,0	0,0
Lecturers:		
Last change: 27.09.2023		
Approved by: prof. PhDr. Jela Steinerová, PhD.		

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF/A-dDA-008/22	Course title: Supervision of a Paper Presented at the Students' Research Conference
Educational activities: Type of activities: Number of hours: per week: per level/semester: Form of the course: on-site learning, distance learning	
Number of credits: 5	
Recommended semester:	
Educational level: III.	
Prerequisites:	
Course requirements: The PhD student, in agreement with his/her supervisor, conducts a thesis of the student of I., or (in justified cases) II. degree, which is subsequently presented at a student scientific conference. The thesis may be produced within the framework of a course that the PhD student is leading or has led. The PhD student guides the student methodologically, helping him/her to conceptualise and design the research and commenting on the textual form. He/she participates in the preparation of the presentation and the method of the thesis defense. Scale of assessment (preliminary/final): 50/50	
Learning outcomes: By conducting a thesis presented at a student scientific conference, the PhD student deepens his/her ability of conceptual scientific work and develops his/her pedagogical competences.	
Class syllabus: The course does not constitute a standard unit of higher education. Conducting student work requires ongoing activity, meetings and consultations, as well as continuous reading and commenting on the emerging text, so that the author's energy and time are spent efficiently and the workload is appropriately spread over time.	
Recommended literature: The literature required for the thesis is selected by the PhD student in cooperation with the author of the thesis, taking into account the topic, the thematic area and the current research in it. In the process of its acquisition, the funds of the Academic Library of Comenius University and external information sources are used.	
Languages necessary to complete the course: Slovak, English	
Notes:	

Past grade distribution		
Total number of evaluated students: 15		
ABS	M	NEABS
100,0	0,0	0,0
Lecturers:		
Last change: 02.10.2023		
Approved by: prof. PhDr. Jela Steinerová, PhD.		

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF/A-dDA-006/22	Course title: Teaching Activities - Course Assistance
Educational activities: Type of activities: other Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning, distance learning	
Number of credits: 5	
Recommended semester:	
Educational level: III.	
Prerequisites:	
Course requirements: The student cooperates in the administration of the course for Level I students or (in justified cases) Level II students. The focus of the course is directly related to the topic of his/her dissertation project. It may be a course that is not designated as a profile course in the programme of study; if it is a profile course, the student may only conduct the practicum. He/she participates in the preparation of the teaching in cooperation with the supervisor, and the supervisor is responsible for ensuring that his/her contribution to the conduct of the course is of an appropriate professional and didactic standard, as well as for the objectivity of the evaluation. The quality of the doctoral student's teaching is periodically assessed in a student survey and by the doctoral committee of the doctoral programme. Scale of assessment (preliminary/final): 50/50	
Learning outcomes: The student will deepen his/her knowledge and insight in the given field of research by pedagogical activity - cooperation in the course management. He/she will apply his/her experience from his/her own studies and develop his/her didactic skills. Teaching activity in an area directly related to the topic of his/her dissertation project serves as a space for hypothesis testing and deeper reflection on individual aspects of the topic, thus contributing to the successful course of the dissertation project.	
Class syllabus: The course does not constitute a standard unit of higher education. The student cooperates with and follows the recommendations of the supervisor regarding the focus, structure and didactic aspect of the teaching activity. That part of the course outline and syllabus which is developed by the student is subject to the approval of his/her supervisor.	
Recommended literature: The literature required for the teaching activity will be determined in collaboration between the student and the supervisor, taking into account the subject area, current research in it, as well as the course syllabus and syllabus. Literature that is not available in the Academic Library or available through external information sources will be provided in advance by purchasing the publication at the initiative of the student or by using the interlibrary loan service.	

Languages necessary to complete the course: Slovak, English		
Notes:		
Past grade distribution Total number of evaluated students: 392		
ABS	M	NEABS
100,0	0,0	0,0
Lecturers:		
Last change: 02.10.2023		
Approved by: prof. PhDr. Jela Steinerová, PhD.		

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF/A-dDA-005/22	Course title: Teaching Activities - Implementation of a Course
Educational activities: Type of activities: other Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning, distance learning	
Number of credits: 7	
Recommended semester:	
Educational level: III.	
Prerequisites:	
Course requirements: The student independently conducts the course for students of level I or (in justified cases) level II. The focus of the course is directly related to the topic of his/her dissertation project. It can only be a course that is not designated as a profile course in the given study programme. The PhD student may also write a new elective course with the consent of the supervisor and the programme board. The preparation of the course is carried out in cooperation with the supervisor, and the supervisor is responsible for ensuring that the course is conducted at an appropriate professional and didactic level, as well as for the objectivity of the evaluation. The quality of the doctoral student's teaching is periodically assessed in a student survey and by the doctoral committee of the doctoral programme. Scale of assessment (preliminary/final): 50/50	
Learning outcomes: The student will deepen his/her knowledge and insight in the given field of research by independent pedagogical activity - course management. He/she will apply his/her experience from his/her own studies and develop his/her didactic skills. Pedagogical activity in the field directly related to the topic of his/her dissertation project serves as a space for hypothesis testing and deeper thinking about individual aspects of the topic, thus contributing to the successful course of the dissertation project.	
Class syllabus: The course does not constitute a standard unit of higher education. The student cooperates with and follows the recommendations of the supervisor regarding the focus, structure and didactic aspect of the teaching activity. The course syllabus and course outlines are prepared by the student and approved in advance by the supervisor.	
Recommended literature: The literature required for the teaching activity will be determined in collaboration between the student and the supervisor, taking into account the subject area, current research in it, as well as the course syllabus and syllabus. Literature that is not available in the Academic Library or available through external information sources will be provided in advance by purchasing the publication at the initiative of the student or by using the interlibrary loan service.	

Languages necessary to complete the course: Slovak, English		
Notes:		
Past grade distribution Total number of evaluated students: 355		
ABS	M	NEABS
100,0	0,0	0,0
Lecturers:		
Last change: 02.10.2023		
Approved by: prof. PhDr. Jela Steinerová, PhD.		

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF/A-dDA-002/22	Course title: Teaching Text Authorship (less than 36 000 signs)
Educational activities: Type of activities: Number of hours: per week: per level/semester: Form of the course: on-site learning, distance learning	
Number of credits: 8	
Recommended semester:	
Educational level: III.	
Prerequisites:	
Course requirements: <p>The student will prepare the above mentioned pedagogical output in the scope of at least 3AH (60 standard pages) under the methodological guidance of the supervisor. The output must be published or accepted for publication in a reputable foreign or domestic publishing house.</p> <p>The student has a clear and demonstrable authorial contribution to the output, the extent of which is expressed as a percentage. This percentage also becomes part of the record in the publication record. The number of credits shall be determined as the product of $8 \times N$, where N is a number less than or equal to 1 that expresses the doctoral student's share of authorship; if $8 \times N$ is a decimal number, it shall be mathematically rounded to the nearest whole number.</p> <p>According to Decree No 397/2020 of the Ministry of Education, Science, Research and Sport of the Slovak Republic, a teaching text or script is defined as a document of an educational nature which presents a systematised body and interpretation of knowledge. As a rule, it temporarily replaces a university textbook. The target group is a defined group of students. It complements textbooks and is necessary for the quality and effectiveness of educational activities.</p> <p>Violation of academic ethics will result in invalidation of the credit evaluation. Completion of the course is without grade.</p> <p>Scale of assessment (preliminary/final): 0/100</p>	
Learning outcomes: <p>The student will demonstrate a comprehensive knowledge of the given thematic unit and the relevant area of research by elaborating the above pedagogical output. He/she will also apply his/her didactic skills and experience from his/her own studies and from teaching first and possibly also second level students. The outcome is a test of the student's ability to critically select and summarise knowledge, to present it in a systematic and appropriate stylistic manner. In the case of an output that is the work of several co-authors, it will also deepen the student's ability to collaborate and coordinate.</p>	
Class syllabus: <p>The course does not constitute a standard unit of higher education. The student cooperates with and follows the recommendations of the supervisor and, where appropriate, the editor of the output with</p>	

regard to the focus, structure and method of preparation of the output. The process and timetable of the work is determined by the student, subject to the approval of the supervisor.

Recommended literature:

The literature needed to produce the output will be determined in collaboration between the student and the supervisor, taking into account the subject area and current research in it. Literature that is not available in the Academic Library will be provided by the purchase of publications at the initiative of the student or through the interlibrary loan service.

Languages necessary to complete the course:

Slovak, English

Notes:

Past grade distribution

Total number of evaluated students: 22

ABS	M	NEABS
100,0	0,0	0,0

Lecturers:

Last change: 02.10.2023

Approved by: prof. PhDr. Jela Steinerová, PhD.

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KKIV/A-dMKS-303/21	Course title: Theory of Information Science and Information Ethics
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning, distance learning	
Number of credits: 5	
Recommended semester: 3.	
Educational level: III.	
Prerequisites:	
Course requirements: Continuous evaluation (100%). Selection of a topic, writing of two essays (history, trends) -20 points, writing a final written essay (paper on selected topic) (18000 signs, 10 pages) (60 points), presentation and colloquium (20 points), together: 100 points. Active participation in seminars, lectures, independent reading of literature. Grading scale: A (100-92 %), B (91-85 %), C (84-76 %), D (75-68 %), E (67->60 %), Fx (≤ 60 %) The exact date for continuous evaluation and the topic of the paper will be announced at the beginning of the semester. The dates for the final presentations and colloquium will be announced no later than in the last week of the instruction period. Scale of assessment (preliminary/final): 100/0	
Learning outcomes: After the completion of the subject students will be able analyze independently theoretical frameworks of information science, interpret problems and understand principles of historical and theoretical development of information science. Students will be able apply and develop new theories in information science, namely in information retrieval, human information behavior, knowledge organization, information systems, digital libraries, bibliometrics, and information ethics. Students will improve their abilities of analyses, syntheses and interpretations of basic categories of information science in a written theoretical essay, its presentation and in a creative discussion on problems of information ethics and theoretical issues of information science.	
Class syllabus: Brief history of research in information. Traditions of information science. Subject of information science: the information process. Four theoretical pillars of information science: information retrieval, information behavior, bibliometrics and informetrics, information systems and digital libraries. Basic categories of information science. Two paradigms of research in information science: systems (computer science) and user (librarianship) paradigms. Founders and pioneers of information science: Gerard Salton and Jesse Shera. The concept of information. Approaches to definitions of information: biological, technological, cognitive (communicative, semiotic), social, propositional, structural, evolutionary. Concepts of information, typologies of information in information science. Basic authors and selected personalities of information science (Marcia Bates,	

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

Recommended literature:

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

BAWDEN, David, ROBINSON, Lyn. Introduction to Information Science. London: Facet Publishing 2012. 351s. ISBN 978-1-85604-810-1. BAWDEN, David, Robinson, Lyn. Úvod do informačnej vedy. Transl. M. Lorenz, K. Mikulášek, D. Vévodová. Doubravník: Flow 2017. 451s.

SONNENWALD, D. (ed.). Theory Development in the Information Sciences. Austin: University of Texas Press, 2016. 331 s. ISBN 978-1-477-0906-3.

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

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

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

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

Languages necessary to complete the course:

Slovak / English

Notes:

Past grade distribution

Total number of evaluated students: 2

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

Lecturers: prof. PhDr. Jela Steinerová, PhD.

Last change: 26.06.2022

Approved by: prof. PhDr. Jela Steinerová, PhD.

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KKIV/A-dMKS-002/21	Course title: Theory of Social and Media Communication
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning, distance learning	
Number of credits: 5	
Recommended semester: 1.	
Educational level: III.	
Prerequisites:	
Antirequisites: FiF.KKIV/A-dKN-102/14 or FiF.KŽ/A-dZU-003/14 or FiF.KMK/A-dMK-003/13	
Course requirements: Course requirements: 100 % during the semester: The student writes a seminar paper in the range of min. 18,000 characters on a selected topic (related to the topic of his/her dissertation) - 20 points. Plus 2 short papers in the range of min. 3600 characters (2 x 5 points). The course ends with a colloquium where the student presents the main findings of his / her seminar paper and defends it in a discussion (10 points). Grading scale: 0-59%-FX, 60-67%-E, 68-75%-D, 76-83%-C, 84-91%-B, 92-100%-A Violation of academic ethics results in the cancellation of points earned in the relevant item evaluation. Scale of assessment (preliminary/final): 100/0	
Learning outcomes: Learning outcomes: Graduates understand the relations between cognition and communication, the impact of technology on media culture. They understand the relationship between media technology and media content. They know how to analyze the effects of media technology on the author, recipient, society and culture. They understand processes of remediation as the transfer of cultural content between the media. They know how to create new communication models in terms of authorship, distribution, use of information and content. They understand the specifics of marketing communication within the system of media communication and its exclusion from the field of marketing.	
Class syllabus: Class syllabus: 1. The relationship between media technology and media content. 2. The impact of media technology on the originator, recipient, society and culture. 3. Remediation as a transfer of cultural content between the media. 4. Media-mediated communication from the typographic person to the online person. 5. Digital network communication and its impact on culture, society and the individual.	

6. New communication models in terms of authorship, distribution, use of information and content.
7. Social media and social relations. New media and new types of content.
8. Changes in human cognition under the influence of media-mediated communication.
9. Specifics of marketing communication, its exclusion from the field of marketing.
10. Definitions, principles, functions, distinction of commercial and social advertising. Advertising and its related activities in marketing communication.
11. Promotion process in traditional and online media.

Recommended literature:

Recommended literature:

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

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

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

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

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

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

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

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

Hornák, P. a kol: Marketingová komunikácia. Bratislava: Book & book. ISBN 978-80-969099-5-7.

Hornák, P. 2018. Reklama – teoreticko – historické aspekty reklamy a marketingovej komunikácie. Zlín: VeRBuM. 398 s. ISBN 978-80-87500-94-1.

Kotler, P. 2001. Marketing – management. Praha: Grada. ISBN 80- 2470016-6.

Ogilvy, D. 1996. O reklamě. Praha: Managment Press. ISBN 80-85943-25-5.

Schultz, D. 1995. Moderní reklama, umění zaujmout. Praha: Grada. ISBN 80-7169-062-7.

Languages necessary to complete the course:

Languages necessary to complete the course: Slovak

For readings: English, Czech.

Notes:

Past grade distribution

Total number of evaluated students: 67

A	B	C	D	E	FX
88,06	7,46	4,48	0,0	0,0	0,0

Lecturers: doc. PhDr. Pavel Rankov, PhD., prof. Mgr. Andrey Rikhter, PhD., doc. PhDr. Anna Sámelová, PhD., prof. Ing. Pavol Kita, PhD.

Last change: 26.06.2022

Approved by: prof. PhDr. Jela Steinerová, PhD.

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF/A-dDA-001/22	Course title: University Textbook or Teaching Text Authorship (minimum 36 000 signs)
Educational activities: Type of activities: Number of hours: per week: per level/semester: Form of the course: on-site learning, distance learning	
Number of credits: 15	
Recommended semester:	
Educational level: III.	
Prerequisites:	
Course requirements: <p>The student will prepare the above mentioned pedagogical output in the scope of at least 3AH (60 standard pages) under the methodological guidance of the supervisor. The output must be published or accepted for publication in a reputable foreign or domestic publishing house.</p> <p>The student has a clear and demonstrable authorial contribution to the output, the extent of which is expressed as a percentage. This percentage also becomes part of the record in the publication record. The number of credits shall be determined as the product of $15 \times N$, where N is a number less than or equal to 1 that expresses the doctoral student's share of authorship; if $15 \times N$ is a decimal number, it shall be mathematically rounded to the nearest whole number.</p> <p>According to the Decree of the Ministry of Education, Science, Research and Sport of the Slovak Republic No.397/2020, a university textbook is defined as a didactic tool of higher education that presents a systematic set and interpretation of knowledge on one thematic unit, has a didactic purpose and relates to the study programme. The target group is a defined group of university students. It conveys the latest information in the field of research, has a clearly structured text, and contains a list of references and recommended reading.</p> <p>A teaching text or script is defined as a document of an educational nature that presents a systematic body and interpretation of knowledge. As a rule, it temporarily replaces a university textbook. The target group is a defined group of students. It complements textbooks and is necessary for the quality and effectiveness of educational activities.</p> <p>Violation of academic ethics will result in invalidation of the credit evaluation. Completion of the course is without grade.</p> <p>Scale of assessment (preliminary/final): 0/100</p>	
Learning outcomes: <p>The student will demonstrate a comprehensive knowledge of the given thematic unit and the relevant area of research by elaborating the above pedagogical output. He/she will also apply his/her didactic skills and experience from his/her own studies and from teaching first and possibly also second level students. The outcome is a test of the student's ability to critically select and summarise knowledge, to present it in a systematic and appropriate stylistic manner. In the case of an output</p>	

that is the work of several co-authors, it will also deepen the student's ability to collaborate and coordinate.

Class syllabus:

The course does not constitute a standard unit of higher education. The student cooperates with and follows the recommendations of the supervisor and, where appropriate, the editor of the output with regard to the focus, structure and method of preparation of the output. The process and timetable of the work is determined by the student, subject to the approval of the supervisor.

Recommended literature:

The literature needed to produce the output will be determined in collaboration between the student and the supervisor, taking into account the subject area and current research in it. Literature that is not available in the Academic Library or available through external information sources will be provided by purchasing the publication at the initiative of the student or by using the interlibrary loan service.

Languages necessary to complete the course:

Slovak, English

Notes:

Past grade distribution

Total number of evaluated students: 4

ABS	M	NEABS
100,0	0,0	0,0

Lecturers:

Last change: 02.10.2023

Approved by: prof. PhDr. Jela Steinerová, PhD.