

ORGANISER

**Faculty of Mass Media Communication UCM
in Trnava**

MEGATRENDS AND MEDIA 2015 PROGRAM

*Media Farm -
totems and taboo*



DATE

14th – 15th April 2015

PLACE

Smolenice Castle

09.00 – 10.45

**Main part of the program /
Hlavná časť programu**

Main hall / Hlavná sála

- Opening speech
doc. PhDr. Dana Petranová, PhD.
Dean of FMK UCM in Trnava
- Award presentation ceremony: **“Marián Matyáš’s Pomegranate”/ „Granátové jablko Mariána Matyáša“**
- Award presentation ceremony: **Briliantt 2014**
- Introduction of the new representative book: **MUZA 2015**
- Introduction of the new issue of the scientific journal **Communication Today, Vol. 6, No. 1, 2015**
- Introduction of the new issue of the Media Literacy Student Magazine and announcement of the results of **“The Best Examples of Good Educational Practices Related to Media Education”**
- **Current Trends in the Transformation of the Media Environment / Súčasné trendy v transformácii mediálneho prostredia**
Dr. h. c. doc. Ing. Jozef Matúš, CSc., mim. prof.
Rector of the University of SS. Cyril and Methodius in Trnava
- **Radicalizing Youth in the Digital Age**
prof. Diab M. Al-Badayneh
Professor of Applied Sociology, Criminology, Statistics
Ibn Khaldun Center for Research and Studies,
Amman, Jordan

13.30 – 15.15

Panel discussion / Panelová diskusia:

Main hall / Hlavná sála

**Topic / Téma: Man in the Mirror of Media Creativity /
Človek v zrkadle mediálnej kreativity**

Participants / Účastníci:

Adela Banášová, radio and television presenter
Daniel Dangl, director, scriptwriter and actor
Zora Hudíková, Pan-European University in Bratislava
Alexander Plencner, FMK UCM in Trnava

Panel Discussion Moderator / Moderátor:

doc. PhDr. Slavomír Magál, CSc., Chair
of the Academic Senate of FMK UCM in Trnava

CONFERENCE SECTIONS:

SECTION 1:

**TRANSFORMATION OF THE MEDIA GARDEN /
TRANSFORMÁCIA MEDIÁLNEJ ZÁHRADY**

Chairs / Garanti:

doc. Mgr. Norbert Vrabec, PhD.
prof. PhDr. Slavomír Gálik, PhD.

Room / Miestnosť:

Main Hall / Hlavná sála & Hunting Salon / Poľovnícky salón

SECTION 2:

**MEDIA AND MARKETING GAMES
OF THE OLIGARCHS / MEDIÁLNE
A MARKETINGOVÉ HRY OLIGARCHOV**

Chairs / Garanti:

doc. PhDr. Slavomír Magál, CSc.
doc. PhDr. Hana Pravdová, PhD.

Room / Miestnosť:

Red Salon / Červený salónik

SECTION 3:

**TRANSCULTURAL COMMUNICATION AND MEDIA
ART / TRANSKULTÚRNA KOMUNIKÁCIA
A MEDIÁLNE UMENIE**

Chairs / Garanti:

prof. PhDr. Miloš Mistrík, DrSc.
PhDr. Marek Hrubec, Ph.D.

Room / Miestnosť:

Library / Knižnica

SECTION 4:

**FROM WORD TO GENRE AND ITS CURRENT
VARIATIONS / OD SLOVA K ŽÁNRU A JEHO
SÚČASNÝM PODOBÁM**

Chairs / Garanti:

PhDr. Ján Višňovský, PhD.
PhDr. Andrea Koltaiová, PhD.

Room / Miestnosť:

Small Round Hall / Malá okrúhla sála

SECTION 5:

**LEGAL FRAMEWORKS OF THE MEDIA /
PRÁVNE RÁMCE MÉDIÍ**

Chairs / Garanti:

PhDr. Peter Murár, PhD.
JUDr. Mgr. Martin Solík, PhD.

Room / Miestnosť:

Small Round Hall / Malá okrúhla sála

Section 1

TRANSFORMATION OF THE MEDIA GARDEN / TRANSFORMÁCIA MEDIÁLNEJ ZÁHRADY

Garanti:

doc. Mgr. Norbert Vrabec, PhD.

prof. PhDr. Slavomír Gálik, PhD.

14.04.2015

Room / Miestnosť: Main Hall / Hlavná sála

11.00 – 12.30

Úvodné slovo

PhDr. Nataša Slavíková

Methodology and Pedagogy Centre in Bratislava,
Slovakia

Wybrané aspekty mediálnej gramotnosti dospeljej
slovenskej populácie

doc. Mgr. Norbert Vrabec, PhD.

Faculty of Mass Media Communication, UCM in Trnava,
Slovakia

Vzdelaný mediálny tvorca – podmienka kvality mediál-
nej produkcie

doc. PhDr. Elena Hradiská, CSc. – Mgr. Jozef Bohunic-
ký, PhD.

College Danubius, Faculty of Social Studies,
Sládkovičovo, Slovakia

Teoretické koncepcie mediálnej výchovy v reflexii
pedagogickej praxe

PhDr. Viera Kačínová, PhD.

Faculty of Mass Media Communication, UCM in Trnava,
Slovakia

Media as the intersphere of human life. Another view
on the mediatization of communication theory

prof. Andrzej Adamski

Cardinal Stefan Wyszyński University in Warsaw,
Poland

Communication Today, Vol. 6, No. 1, 2015:

Scientific journal from the mass media and marketing
communication field



14.04.2015

Room / Miestnosť: Hunting Salon / Poľovnícky salón

15.30 – 18.00

Smrť, biznis a médiá

Mgr. Erika Moravčíková, PhD.

Faculty of Arts, Constantine the Philosopher University
in Nitra, Slovakia

Perspektívy smerovania detského vysielania v duál-
nom systéme

Mgr. Viktória Norisová, PhD.

Faculty of Mass Media Communication, UCM in Trnava,
Slovakia

Multikultúrne a etické aspekty výberu účinkujúcich
do zábavných televíznych formátov na Slovensku
a v zahraničí

Mgr. Jana Pazderová

Faculty of Arts, Comenius University in Bratislava,
Slovakia

Presun testimoniálneho marketingu z oblasti kla-
sických prostriedkov masmediálnej komunikácie
do priestoru osobných profilov na sociálnych a mik-
roblogovacích sieťach

Mgr. Tamara Heribanová

Institute of World Literature, Slovak Academy
of Science, Bratislava, Slovakia

Expert-blogger. Who is he? What type of content
is available? Directory of the most popular creators
of specialized content in Polish blogosphere

Mgr. Kamila Kwasik

Cardinal Stefan Wyszyński University in Warsaw,
Poland

Deficit of truth in mass media and its consequence
for political and international sphere

prof. UG, dr hab. Arkadiusz Modrzejewski

University of Gdansk, Poland

Slovenská časopisecká tvorba pre deti do roku 1918

Mgr. Mária Moravčíková, PhD.

Faculty of Mass Media Communication, UCM in Trnava,
Slovakia

Školské periodikum a jeho začlenenie do procesu
mediálnej výchovy

Mgr. Monika Hossová

Faculty of Mass Media Communication, UCM in Trnava,
Slovakia

Filozofovanie v médiách: nevyhnutnosť alebo luxus?

Mgr. Juraj Skačan, PhD.

Faculty of Arts, Constantine the Philosopher University
in Nitra, Slovakia

To the philosophy of education in the era of digital
media. Humanistic perspective

PhDr. Sabína Gáliková Tolnaiová, PhD.

Faculty of Arts, Constantine the Philosopher University
in Nitra, Slovakia

Credibility of message

Mgr. Marek Debnár, PhD.

Faculty of Arts, Constantine the Philosopher University
in Nitra, Slovakia

15.04.2015

Room / Miestnosť: Main Hall / Hlavná sála

09.00 – 12.30

Cyberspirituality as a new form of religion?

prof. PhDr. Slavomír Gálik, PhD.

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Media education in changing media garden: active gardener or surprised spectator?

Mgr. Radim Wolák

Faculty of Social Sciences, Charles University in Prague, Czech Republic

Family values face to face the changing media reality

Mgr. Leona Stašová, Ph.D.

Faculty of Education, University of Hradec Králové, Czech Republic

Tvorba slovenskej verzie nástroja na meranie rodičovskej mediácie internetu. Výskumná poznámka

Mgr. Pavel Izrael, PhD.

Faculty of Arts, Catholic University in Ružomberok, Slovakia

Zmeny v televíznej mediálnej gramotnosti dospelých vo vzťahu k deťom

Mgr. Andrej Brník

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Manipulácia psychiky percipienta prostredníctvom špecifickej montáže diela

Mgr. Vladimír Fabian

Faculty of Arts, University of Pavol Jozef Šafárik in Košice, Slovakia

Digital humanities and media studies

Mgr. Andrej Gogora, PhD.

Faculty of Arts, Constantine the Philosopher University in Nitra, Slovakia

Drsné kočky ako nový kultúrny stereotyp: ideál superženy a postfeminizmom ovplyvnené čitateľky

PhDr. Zuzana Slušná, PhD.

Faculty of Arts, Comenius University in Bratislava, Slovakia

Implementation of mobile applications in education and possibilities of their use in media education

Mgr. Martin Graca – Mgr. Slávka Mazáková – doc. Mgr. Norbert Vrabec, PhD.,

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Analytical view on the use of mobile platforms in purchasing process

PhDr. František Pollák, PhD. – Ing. Ľudovít Nastišin – Bc. Lukáš Kakalejčík

Faculty of Management, University of Prešov, Slovakia

Politika životných šancí a politika životných stylů v podmínkách spotřební kultury

Mgr. Ondřej Roubal, Ph.D.

Faculty of Social Studies, University of Finance and Administration in Prague, Czech Republic

Novinářské generace: komparativní analýza profesních postojů českých novinářů a studentů žurnalistiky

PhDr. Jaromír Volek, PhD. – Mgr. et Mgr. Marína Urbániková

Faculty of Social Sciences, Masaryk University in Brno, Czech Republic

Úskalia žurnalistickej etiky v čase internetizácie

Mgr. Andrea Chlebcová Hečková, PhD.

Faculty of Arts, Constantine the Philosopher University in Nitra, Slovakia

The section is organised in relation with the project titled Implementation of Quantitative and Qualitative Research Strategies of Monitoring and Evaluating the Level of Media Literacy in the Slovak Republic and is supported by Slovak Research and Development Agency on the basis of contract No. APVV-0754-12.



Media Literacy Student Magazine



MUÚZA 2015



Section 2

MEDIA AND MARKETING GAMES OF THE OLIGARCHS / MEDIÁLNE A MARKETINGOVÉ HRY OLIGARCHOV

Garanti:

doc. PhDr. Slavomír Magál, CSc.

doc. PhDr. Hana Pravdová, PhD.

14.04.2015

Room / Miestnosť: Red Salon / Červený salónik

11.00 – 12.30

První snahy o objektivizaci údajů o nákladech periodického tisku v Československu

prof. PhDr. Dušan Pavlů, CSc.

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Mass-media profiler: The method of the positive and negative attributes

Stefan Stanciugelu, PhD.

National School of Political and Administrative Studies in Bucharest, Romania

Vlastníctvo médií ako nástroj manipulácie s verejnou mienkou

Dr. h. c. Ing. Tibor Mikuš, PhD.

Self-Governing region Trnava, Slovakia

Koniec sveta (médií) alebo možnosť zmeny

PhDr. Ladislav Volko, PhD.

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

14.04.2015

Room / Miestnosť: Red Salon / Červený salónik

15.30 – 18.00

Kremlin information war against Ukraine

Dr. Łukasz Lewkowicz

Faculty of Political Science, Maria Curie-Skłodowska University in Lublin, Poland

Media in the conditions of an international crisis

doc. Mgr. Zbigniew Widera, PhD., mim. prof.

Faculty of Informatics and Communication, University of Economics in Katowice, Poland

Metamorphosis of the mass audience and media

PhDr. Jozef Tinka, PhD.

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Selected problems of Slovak media market

PhDr. Daniela Kollárová, PhD. – Mgr. Magdaléna Ungeřová, PhD.

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Duálna ekonomika a iné vplyvy priamych zahraničných investícií na región

PhDr. Denisa Jánošová, PhD.

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Regulácia médií

JUDr. Milan Botík, PhD.

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Research the media work in the context of impact of psychological, pedagogical and social factors

PhDr. Silvester Sawicki, PhD.

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Information society and its impact on communication of a company

Bc. Daniel Sívák

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

15.04.2015

Room / Miestnosť: Red Salon / Červený salónik

09.00 – 12.30

Building capacities of civil society organisations for effective media relations

prof. Majda Tafra-Vlahović, PhD.

University of Applied Sciences Baltazar, Zaprešić, Croatia

Teorie volební strategie, komunikace a marketingu tzv. protestních populistických stran

Mgr. Martin Kubánek

Faculty of Social Sciences, Charles University in Prague, Czech Republic

Election opinion polls and their impacts on voting preferences of Slovak and Polish voters

doc. Mgr. Katarína Fichnová, PhD. – Mgr. Łukasz Wojciechowski, PhD.

Faculty of Arts, Constantine the Philosopher University in Nitra, Slovakia

Konfliktní sémióza

PhDr. Otakar Šoltys, CSc.

Faculty of Social Science, Charles University in Prague, Czech Republic

Individual identity design and personal utility of the designers

Martin Ďurko, MBA

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Conditions of media and social image of the public assistance institutions in Poland

dr. Michał Szyszka

Janusz Korczak Pedagogical University in Warsaw, Poland

Increasing the Company's Performance by the Tools of Benchmarking from the Aspect of Applying Internet Databases

doc. Ing. Peter Gallo, CSc. – Mgr. Nella Svetozarovová

Faculty of Management, University of Prešov in Prešov, Slovakia

Příběh českých médií po roce 2000

Ing. arch. Petr Štěpánek

Faculty of Multimedia Communications, Tomáš Baťa University in Zlín, Czech Republic

Senzibilita spotrebiteľa na vybrané formy mediálnej komunikácie

Ing. Tomáš Fašiang, PhD.

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Section 3

TRANSCULTURAL COMMUNICATION AND MEDIA ART / TRANSKULTÚRNA KOMUNIKÁCIA A MEDIÁLNE UMENIE

Garanti:

prof. PhDr. Miloš Mistrík, DrSc.

PhDr. Marek Hrubec, Ph.D.

14.04.2015

Room / Miestnosť: Library / Knižnica

11.00 – 12.30

NEWSeum a kosmopolitizace veřejnosti

PhDr. RNDr. Milan Kreuzzieger, PhD.

Centre of Global Studies, Czech Academy of Sciences
in Prague, Czech Republic

Represivní tolerance po padesáti letech

PhDr. Martin Profant, Ph.D.

Institute of Philosophy, Czech Academy of Sciences in Pra-
gue, Czech Republic

Vzťah interkultúrnej komunikácie a kultúrnej diplomacie

Mgr. Veronika Kudlačáková, PhD.

Faculty of Arts, Constantine the Philosopher University
in Nitra, Slovakia

Global Village and the Intercultural Dialogue

*Mgr. Helena Zárubová – doc. PhDr. Imrich Jenča, PhD.,
mim. prof.*

Faculty of Natural Sciences, Faculty of Mass Media Com-
munication, UCM in Trnava, Slovakia

14.04.2015

Room / Miestnosť: Library / Knižnica

15.30 – 18.00

**Revoluční transformace: Transkulturní trend rozmanitých
modernit**

PhDr. Marek Hrubec, PhD.

Centre of Global Studies, Czech Academy of Sciences
in Prague, Czech Republic

**Religiosity, media and nostalgia in the socio-cultural
reflection of Michel Maffesoli**

Mgr. Beáta Bencezová

Faculty of Arts, Comenius University in Bratislava, Slovakia

Fethullah Gülen a média

ThDr. PhDr. Radek Mezulánik, Ph.D.

J. A. Komenský University in Prague, Czech Republic

Re-prezentace Romů v médiích

Mgr. Jana Máčalová

Faculty of Arts, Palacký University in Olomouc, Czech
Republic

Narativne médiá a ich implementácia do edukácie

Mgr. Radmila Buricová

Faculty of Mass Media Communication, UCM in Trnava,
Slovakia

Experimentálne formy narácie

Mgr. Ján Pekarík

Faculty of Mass Media Communication, UCM in Trnava,
Slovakia

**Koincidencia verbality a nonverbality v masmediálnej
komunikácii**

PhDr. Oľga Škvareninová, CSc.

Faculty of Mass Media Communication, UCM in Trnava,
Slovakia

**The Innovative Approaches to Building Personal Brand
Identity Through New Media**

Mgr. Rastislav Zábajník – Mgr. Alexandra Gažicová

Faculty of Mass Media Communication, UCM in Trnava,
Slovakia

Postprodukcja audiovizuálneho diela – Color grading

Mgr. Dušan Blahút, PhD.

15.04.2015

Room / Miestnosť: Library / Knižnica

09.00 – 12.30

Manifestation of Postmodernism in Media and Multimedia

*dr hab. prof. nadzw. Henryk Noga – prof. Ing. Tomáš Kozík,
DrSc. – doc. PaedDr. Jana Depešová, PhD.*

Pedagogical University Of Cracow, Poland Faculty
of Education, Constantine the Philosopher University
in Nitra, Slovakia

**Understanding the Emergent Order and the System
on the Ground**

Mgr. Getnet Tamene, PhD.

Department of politics, Alexander Dubček University
in Trenčín, Slovakia

**Recepčný vplyv divadla v kontexte transkultúrnej komu-
nikácie**

doc. Mgr. Miroslav Ballay, PhD.

Faculty of Arts, Constantine the Philosopher University
in Nitra, Slovakia

**Reflection of the media image of intercultural communi-
cation in the educational process in the Czech Republic**

Mgr. Andrea Preissová Krejčí, Ph.D.

Faculty of Arts, Palacký University in Olomouc, Czech
Republic

**Socio-kultúrne aspekty konfigurácie mediálnej kultúry
a civilizačné prieniky cestovného ruchu**

PhDr. Viera Lehoczká, PhD.

Faculty of Media and Culture Studies, Faculty of Tourism,
GoetheUni Bratislava, Slovakia

Aspekty interkultúrnej komunikácie v segmente seniorov

Mgr. Martin Slivka

Faculty of Mass Media Communication, UCM in Trnava,
Slovakia

**Comparison of the youth's connection to the mass media
in 1965 and 2015**

Ing. Andrej Trnka, PhD.

Faculty of Mass Media Communication, UCM in Trnava,
Slovakia

**Špecifickosť národného humoru v rámci remakov seriálu
The Office**

Mgr. Lucia Lendelová

Faculty of Arts, Pavol Jozef Šafárik University in Košice,
Slovakia

Violence in Videogames – Necessity or Laziness?

Mgr. Ivan Lužák

Faculty of Mass Media Communication, UCM in Trnava,
Slovakia

Section 4

FROM WORD TO GENRE AND ITS CURRENT VARIATIONS / OD SLOVA K ŽÁNROU A JEHO SÚČASNÝM PODOBÁM

Garanti:

PhDr. Ján Višňovský, PhD.

PhDr. Andrea Koltaiová, PhD.

14.04.2015

Room / Miestnosť: Small Round Hall / Malá okrúhla sála

15.30 – 16.45

Lifestylové žánre v súčasných slovenských spoločenských týždenníkoch

doc. Terézia Rončáková, PhD.

Faculty of Arts, Catholic University in Ružomberok, Slovakia

Comparison of the Opinion Genres of the English Written Journalism – Editorial, Column and Review / Criticism

Mgr. Anna Predmerská – Mgr. Mariana Schmidtová

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Multi-platform Journalism: The Future of the Press?

PhDr. Jana Radošinská PhD. – PhDr. Ján Višňovský, PhD. –

Mgr. Anna Predmerská

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

15.04.2015

Room / Miestnosť: Small Round Hall / Malá okrúhla sála

09.00 – 12.30

Chceme byť Applem medzi nakladateli: stratégie budování brandu v súčasnom českém nakladatelském poli

Mgr. et Mgr. Kateřina Kirkosová

Faculty of Social Sciences, Masaryk University in Brno, Czech Republic

Hľadanie „veľkej“ témy a jej autora v slovenskej literatúre po roku 1989

Mgr. Boris Brendza, PhD. – Mgr. Marián Grupač

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Komentár o slove a jeho podobách v súčasnej publicistike

PaedDr. Andrej Habiňák, PhD.

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Emocionálne činitele v tvorbe mediálnych obsahov

doc. PhDr. Zora Hudíková, PhD.

Faculty of Mass Media, Pan-European University in Bratislava, Slovakia

K terminologickému aspektu otvorenej, občianskej a dátovej žurnalistiky

Mgr. Mária Magdolen

Ľ. Štúr Institute of Linguistics, Slovak Academy of Sciences, Bratislava, Slovakia

Slovenská tlač na Zakarpatsku ako spôsob oživenia národnej identity

prof. Yuriy Bidzilja

Uzhhorod National University, Ukraine

The section is organised in relation with the project supported by Cultural and Educational Grant Agency of the Ministry of Education, Science, Research and Sport of the Slovak Republic (KEGA) No. 023UCM-4/2014, which is titled Structure and Composition of the Genres of English-written Journalism.

Section 5

LEGAL FRAMEWORKS OF THE MEDIA / PRÁVNE RÁMCE MÉDIÍ

Garanti:

PhDr. Peter Murár, PhD.

JUDr. Mgr. Martin Solík, PhD.

14.04.2015

Room / Miestnosť: Small Round Hall / Malá okrúhla sála

16.45 – 18.00

New legal regulation of whistleblowing in Slovak labor law

JUDr. Mgr. Daniel Krošlák, PhD., LL.M. – doc. JUDr. Mgr. Andrea Olšovská, PhD.

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Digitálny obsah a jeho využívanie pre osobné účely

PhDr. Peter Murár, PhD.

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Význam medzinárodných noriem pre masmediálnu a marketingovú komunikáciu

prof. Ing. Jarmila Šalgovičová, CSc.

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Právny rámec televízneho vysielania v USA

Mgr. Simona Mikušová

Faculty of Arts, Comenius University in Bratislava, Slovakia

Podoby culture jammingu na Slovensku: Prípadová štúdia referenda o rodine a sexuálnej výchove 2015

PhDr. Roland Kyška

Faculty of International Relations, University of Economics in Prague, Czech Republic

15.04.2015

Room / Miestnosť: Small Round Hall / Malá okrúhla sála

10.45 – 12.30

Právny rámec používania skrytej kamery a nahrávanie bez súhlasu

Mgr. Ján Maloch

TV Markíza, Slovakia

Právne aspekty používania fotografií osôb v priestore internetu

Mgr. Miroslava Dobrotková

Faculty of Arts, Constantine the Philosopher University in Nitra, Slovakia

Neúspešné referendum o postavení rodiny a mediálna kampaň

PhDr. Peter Horváth, PhD. – PhDr. Ján Machyniak

Faculty of Social Sciences, UCM in Trnava, Slovakia

Changes in purchasing decision-making process of consumers in the digital era

Ing. Andrej Miklošík, PhD.

Faculty of Commerce, University of Economics in Bratislava, Slovakia

Steganography used for copyright protection used in BMP and JPG file format

Ing. Robert Halenár, PhD.

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

CONFERENCE PROGRAM:

Tuesday 14th April 2015

- 8.00 – 9.00** Registration of participants
9.00 – 10.45 Opening ceremony and main part of the program
10.45 – 11.00 Coffee break
11.00 – 12.30 Discussion sessions
12.30 – 13.30 Lunch
13.30 – 15.15 Panel discussion
15.15 – 15.30 Coffee break
15.30 – 18.00 Discussion sessions
from 19.00 Banquet with entertainment program

Wednesday 15th April 2015

- 8.00 – 9.00** Registration of participants
9.00 – 10.30 Discussion sessions
10.30 – 10.45 Coffee break
10.45 – 12.30 Discussion sessions
12.30 – 13.30 Lunch
13:30 Closing ceremony

SCIENTIFIC PARTNERS:

- Centre of Global Studies (Institute of Philosophy of the Academy of Sciences of the Czech Republic)
- The Katowice Branch of the Polish Academy of Sciences
- The Institute of Political Science of the Slovak Academy of Sciences
- Charles University in Prague, Faculty of Social Sciences (Czech Republic)
- Center for Innovation, Technology Transfer and Development Foundation of the University of Silesia (Poland)
- Polish Public Relations Association
- European Journal of Science and Theology (Romania)

EDUCATION PORTALS:



SCIENTIFIC AND PROGRAM COMMITTEE:

prof. PhDr. Miloš Mistrík, DrSc.
prof. PhDr. Nataliya Panasenko, DrSc. (UA)
prof. DDr. Peter A. Bruck Ph.D. MA (AT)
prof. Diab Al-Badayneh (JO)
prof. PhDr. Slavomír Gálik, PhD.
prof. dr. hab. Iwona Hofman (PL)
prof. Małgorzata Łuszczak (PL)
prof. PhDr. Dušan Pavlů, CSc. (CZ)
prof. Jozef M. M. Ritzen (NL)
prof. Dariusz Rott (PL)
prof. Mgr. Art. Božidara Turzonovová
Dr. h. c. doc. Ing. Jozef Matúš, CSc.
doc. PhDr. Ľudmila Čábyová, PhD.
doc. PhDr. Slavomír Magál, CSc.
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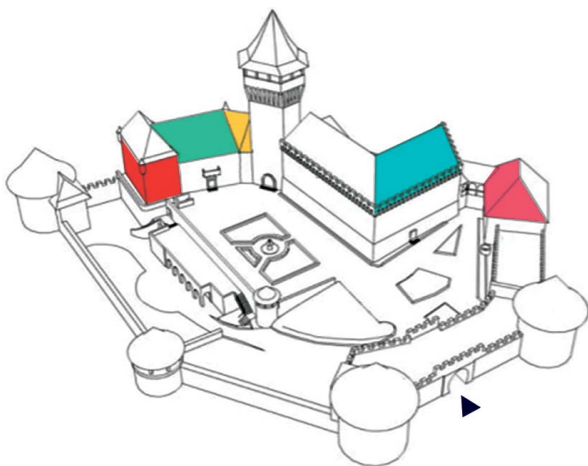
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