

# QUO VADIS 2021

SCIENTIFIC CONFERENCE OF POSTGRADUATE STUDENTS AND YOUNG RESEARCHERS

NEW ERA

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NEW CHALLENGES

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8<sup>th</sup> April 2021

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ONLINE

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We are pleased to invite you to our traditional scientific event of the Faculty of Mass Media Communication for postgraduate students and young researchers - **Quo Vadis Mass Media and Marketing** with the subtitle **The Mass Media and Marketing of the 20's of the 21st century - New era, new challenges.**

The 20's of the 21st century seem to be characterised by many sudden changes in the world. A pandemic that people did not think it would ever happen, political changes that affect the whole world, or the seemingly elusive development of information and communication technologies that change ways of doing business and thinking more than we can capture.

These and other stimuli are among the challenges that postgraduate students and young researchers need to respond today in order to make tomorrow a better world.

## THE PROGRAM WILL INCLUDE

- Networking
- Knowledge sharing
- Presentation of research and obtaining feedback
- Lectures with interesting guests

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## DISCUSSION TOPICS

- COVID-19 and the mass media.
- Current trends and future direction of journalistic practice.
- Media versus objective reality in the media.
- Digital and media literacy in the current media space.
- The influence of digital media on communication and cognitive abilities.
- Social change in the context of digital media and digitization.
- Development and innovation in current journalistic practice.
- Journalism from the position of the population.
- Creating social opinion through photography and film.
- COVID-19 and marketing.
- Communication tools in the era of digitization.
- Social media and social networks in the context of marketing.
- Environmental issues and marketing.
- New forms of marketing in traditional media.
- Marketing overlaps in various areas of social life.
- Use of media and technologies in communication.
- Brand management.
- Internet 4.0 and its use in marketing practice.
- Other.



All submitted contributions in **Slovak and English language** will be published in reviewed conference proceedings. Contributions in the conference proceedings in English language will be sent for **indexing to the international scientific databases**. Contributions in the conference proceedings in Slovak language will be sent for indexing to the **Google Scholar**.

## CONFERENCE FEE

25 € – for 1 contribution.

The conference fee includes the costs associated with organising the conference.

## ACCOUNT NUMBER

### Treasury:

IBAN SK878180 0000 0070 00071900  
SWIFT SPSRSKBA

### Variable symbol:

08042021

Please write "QV2021" and *your name* in the note.

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## THE MASS MEDIA AND MARKETING OF THE 20´S OF THE 21ST CENTURY

### IMPORTANT DATES

#### 19<sup>th</sup> March 2021

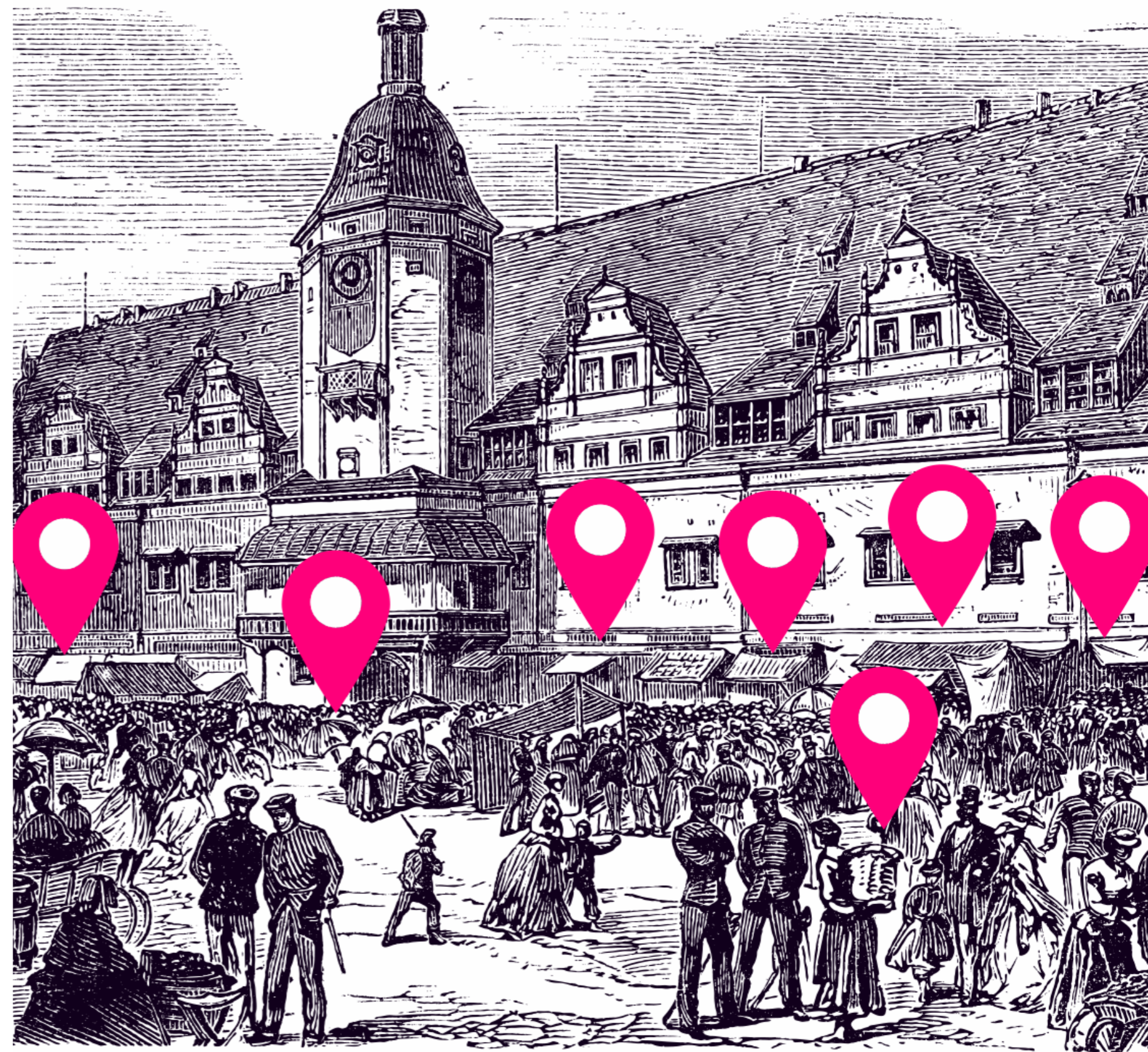
deadline for submitting your application and paying the conference fee

#### 7<sup>th</sup> April 2021

deadline for submitting your contributions

#### 8<sup>th</sup> April 2021

date of the conference



## SCIENTIFIC COMMITTEE

prof. PhDr. Slavomír Gálik, PhD.  
prof. Ing. Alena Kusá, PhD.  
prof. PhDr. Hana Pravdová, PhD.  
prof. Ing. Anna Zaušková, PhD.  
doc. PhDr. Ľudmila Čábyová, PhD.  
doc. PhDr. Zora Hudíková, PhD.  
doc. PhDr. Ján Višňovský, PhD.  
PhDr. Sabína Gáliková Tolnaiová, PhD.  
PhDr. Adam Madleňák, PhD., MBA  
Mgr. et Bc. Vladimíra Jurišová, PhD.  
Mgr. et Bc. Lucia Škripcová, PhD.  
Mgr. Ľuboš Greguš, PhD.  
Mgr. Anna Kačincová Predmerská, PhD.  
Mgr. Peter Krajčovič, PhD.  
Mgr. Zdenko Mago, PhD.  
Mgr. Andrej Brník, PhD.  
Mgr. Magdaléna Švecová, PhD.

## CONTACT

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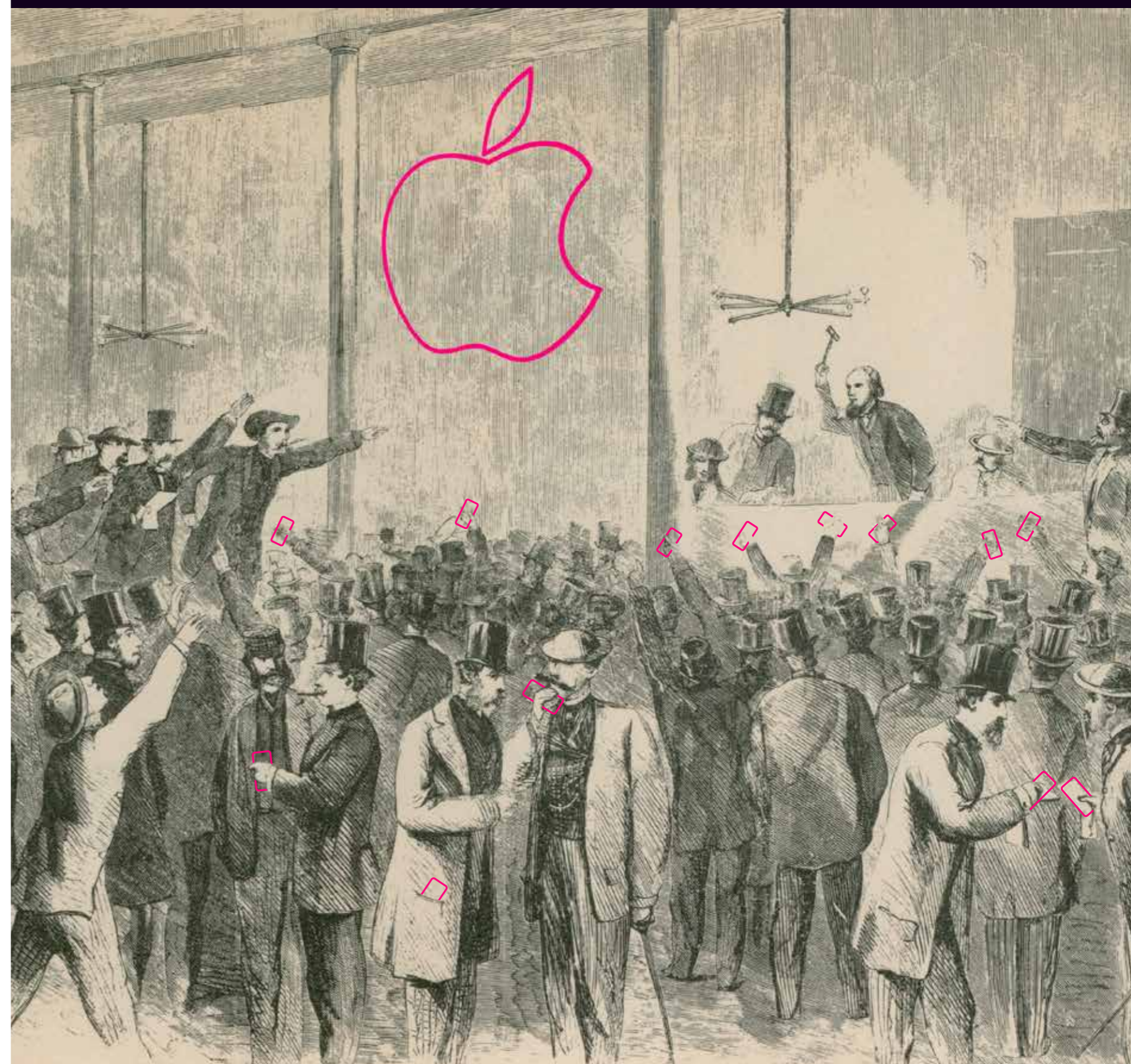
**Web:**

<https://fmk.sk/quo-vadis/>

## ADDRESS

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