



CATALOGUE OF COURSES

2022/2023

Faculty of Mass Media Communication
University of Ss. Cyril and Methodius in Trnava

Study program: Media Relations

Level of study: 1st Bachelor

Academical year: 2022/2023

Coordinator: Mgr. Lenka Labudová, PhD.; lenka.labudova@ucm.sk

1st year of study

Course	Term	ECTS
Basics of Economics	Winter	4
Business Communication	Summer	3
English language I.	Winter	4
English language II.	Summer	4
Ethical aspects of communication with the media	Summer	4
Marketing and regional marketing	Winter	4
Marketing communication	Summer	4
Mass media informatics	Winter	3
Psychology of media	Winter	3
Socio-cultural contexts of communication	Summer	3
Theory of Media communication	Winter	4
Training of presentation skills I.	Winter	2
Training of presentation skills II.	Summer	2
Work system of communication agencies	Summer	5

2nd year of study

Course	Term	ECTS
Case studies I.	Winter	2
Case studies II.	Summer	2
Creation of Media release I.	Winter	3
Creation of Media release II.	Summer	3
Data collection and data processing in Media Relations	Summer	4
Digital communication in Public relations	Winter	4
Media relations I.	Winter	5
Media relations II.	Summer	5
Media marketing	Winter	5
Public relations	Winter	4
Creative writing I.	Winter	2
Creative writing II.	Summer	2
Nonverbal communication in media practice	Summer	4

3rd year of study

Course	Term	ECTS
Media research	Winter	4
Professional communication in English language I.	Winter	2
Professional communication in English language II.	Summer	2
Creation of PR campaigns	Summer	2
Public Affairs	Winter	2
Media content analysis and critical thinking	Summer	4



1st year of study
Courses description

Basics of Economics

University: University of Ss. Cyril and Methodius in Trnava	
Faculty/institute: Faculty of Mass Media and Communication	
Subject code:	Subject name: Basics of Economics
Type, scope, and method of educational activities:	
Subject type (C, CO, O): C	
Recommended scope of teaching (in hours): 2h/week	
Study method: full time	
Study form: full time	
Number of credits: 4	
Recommended semester/trimester of study: first	
Level of study: first	
Prerequisite subjects:	
Conditions for completing the subject:	
The condition for passing the course is passing the final test at least 60%. To successfully complete the course, the student must obtain at least 60% of points (a total of 60 points out of 100).	
Final evaluation scale: 100 - 93 = A; 92 - 85 = B; 84-76 = C; 75 - 68 = D; 67 - 60 = E; 59 and less = FX.	
Educational outcomes:	
<ul style="list-style-type: none"> • After completing the course, the student will acquire the following knowledge, abilities, skills, competencies: • get acquainted with selected economic problems of today's society from the point of view of the individual, business entity and economy as a whole, • is able to understand basic economic theories and their functioning, assess their functioning critically, • understand the basic processes of market functioning and macroeconomic correlations, • applies the acquired knowledge to address specific phenomena in marketing practice, • the acquired knowledge will provide the student with the necessary basis for further in-depth study. 	
Brief content of the subject:	
The lecture cycle in the winter semester is divided into 8 basic blocks:	
<ol style="list-style-type: none"> 1. 1. Subject and methodology of general economic theory - within this block we will focus on the definition of basic concepts and categories of economic theory, on the importance of the study of economics from both a theoretical and practical point of view. Students will also get acquainted with the methods of researching economic processes, and an important place in this part will be the interdisciplinary character of economics as a science, as well as its basic division. Special attention will be paid to the methodological difficulties of economic theory. 	

2. 2. Basic types of economies and problems of organization of economies - this part will be based on the basic definition of the economy, examine its historically conditioned development, as well as ways to solve the three defining problems of what, how and for whom to produce and the system of economic coordination. They will also learn about the basic aspects of privatization as a prerequisite for a market economy.
3. Market, market mechanism - in this block we will focus on understanding the nature and importance of the market and market mechanism. It is necessary to point out that the market is not an end in itself, but that it performs precisely defined functions in the economic system. They will get acquainted with the basic features of the market, as well as with the forms and types of the market. Issues related to the structure and functioning of the market mechanism as well as its basic categories will also be explained in detail.
4. Factors of production - in this block we focus mainly on their definition, distribution and methods of their valuation. The issue of equilibrium on the capital market deserves special attention, but also the pricing of production factors, which play a dual role in the economy - on the one hand they are the owner's reward and on the other hand they are a cost from the company's point of view.
5. Economic policy, goals, subjects and instruments - in this part in connection with the definition of basic principles of economic policy, students will get acquainted in more detail not only with the objectives but also with the construction of basic economic policy instruments, its subjects and its focus in the transition economy.
6. Macroeconomic concepts and goals and basic forms of business - In this block we will focus on the content and meaning of the terms aggregate supply, aggregate demand, their relationship, as well as methods of measuring macroeconomic results. Increased attention will also be paid to the issue of economic growth and the economic cycle, to the issues of inflation and unemployment, but also to addressing the causes of these negative phenomena in a market economy. Within this block, we will also focus on issues of the importance of business, the basic functions of the company and types of companies, their establishment and creation, as well as liquidation and demise. Then there will be issues related to the basics of business economics.
7. Money and the banking system - In this section, we will focus on explaining the origin and function of money, pointing out the important fact that money exchange enables the efficient functioning of the market and the market mechanism. We will also point out that the basis of the financial system of the market economy is the banking system. The role of the state in the economy and international economic integration - it will be mainly about getting acquainted with the role of the state in the economy, the functioning of the public sector, theories of state intervention in the economy and the basic principles of fiscal policy. Emphasis will also be placed on current issues of the nature, causes and forms of international economic integration as well as the position of the Slovak Republic in the EU.
8. Overview of the history of economic theories - In this final block we focus the attention of students on their acquaintance with the development of economic thinking, from pre-history of economic science, physiocracy, mercantilism to the emergence of economics

9. as a science - classical economics, through neoclassical to contemporary and acquaintance with the most important winners of the Nobel Prize in Economics.

Recommended literature:

Cliffs, NJ: Prentice-Hall. Samuelson P., Nordhaus W.D.: Economics. New York – McGraw Hill 2009.
Carlin W. – Soskice D.: Macroeconomics. Institutions, Instability, and the Financial System. Oxford - Oxford University Press 2015.
Dixit A.: Microeconomics. A Very Short Introduction. Oxford - Oxford University Press 2014.
Mankiw N. G.: Principles of Macroeconomic. Stamford – Cengage Learning 2015.
Mankiw N.G. Macroeconomics, 7th Edition. Worth Publishers; 2010.
Sachs, Jeffrey D., and Larrain, Felipe B. 1993. Macroeconomics in the Global Economy. Englewood, 1993.

Language, knowledge of which is necessary to complete the subject: English

Subject evaluation

A	B	C	D	E	FX
0,00	0,00	0,00	0,00	0,00	0,00

Notes: - student time load: X hours, of which: 120 hours

Presence / Combined study (L, S, T):

self-study:

other:

Teacher: lectures/consultations/seminars: doc. Ing. Jaroslav Bednárík, PhD., Ing. Tomáš Fašiang, PhD.

language of lectures: English

Date of last change: 30.1.2022

Approved: doc. PhDr. Jana Galera Matúšová, PhD.

Business communication

University: University of Ss. Cyril and Methodius in Trnava	
Faculty/institute: Faculty of Mass Media and Communication	
Subject code:	Subject name: Business communication
Type, scope, and method of educational activities:	
Subject type (C, CO, O): C	
Recommended scope of teaching (in hours): 2h/week	
Study method: full time	
Study form: full time	
Number of credits: 3	
Recommended semester/trimester of study: second	
Level of study: first	
Prerequisite subjects:	
Conditions for completing the subject:	
Successful and satisfactory attendance	
Completion of tasks set during the term	
Active participation in classes	
Satisfactory completion of end of term exam	
Final evaluating scale:	
100 - 93 = A;	
92 - 85 = B;	
84-76 = C;	
75 - 68 = D;	
67 - 60 = E;	
59 and less = FX.	
Educational outcomes:	
After completing the course, the student will acquire the following knowledge, abilities, skills, competencies:	
<ul style="list-style-type: none"> • Improved english discussion skills • Improved confidence in speaking english in front of classmates • An understanding of the principles of effective business and effective non-business communication • Improved english reading skills 	
General improvement and better orientation of english language abilities.	
Brief content of the subject:	
The course consists of 12 interactive lectures including the following topics:	
<ol style="list-style-type: none"> 1. Communications principles 2. Verbal communication 3. Nonverbal communication 4. Body language 5. Business etiquette 6. Manipulation, 	

7. Empathy,
8. Assertiveness,
9. Effective communication online
10. Business email communication

Recommended literature:

1. BECKER, E.: Mastering Communication at Work: How to Lead, Manage, and Influence. McGraw-Hill, 2009. 240 s. ISBN-13: 978-0071625029.
2. BOLTON, R.: People Skills: How to Assert Yourself, Listen to Others, and Resolve Conflicts. Touchstone, 1986. 324 s. ISBN-13: 978-0671622480.
3. FLEMING, C.: It's the Way You Say It: Becoming Articulate, Well-spoken, and Clear. Berrett-Koehler Publishers, 2013. 240 s. ISBN-13: 978-1609947439.
4. MAXWELL, J.: Everyone Communicates, Few Connect: What the Most Effective People Do Differently. Thomas Nelson, 2010. 272 s. ISBN-13: 978-0785214250.

Language, knowledge of which is necessary to complete the subject: English

Subject evaluation

A	B	C	D	E	FX
0,00	0,00	0,00	0,00	0,00	0,00

Notes: - student time load: X hours, of which: 90 hours

Presence / Combined study (L, S, T):

self-study:

other:

Teacher: lectures/consultations/seminars: PhDr. Oľga Škvareninová, CSc., Bc. Michael Valek
language of lectures: English

Date of last change: 30.1.2022

Approved: doc. PhDr. Jana Galera Matúšová, PhD.

English Language I.

University: University of Ss. Cyril and Methodius in Trnava	
Faculty/institute: Faculty of Mass Media Communication	
Subject code:	Subject name: English Language I.
Type, scope, and method of educational activities:	
Subject type (C, CO, O): C	
Recommended scope of teaching (in hours): 2h/week	
Study method: full time	
Study form: full time	
Number of credits: 4	
Recommended semester/trimester of study: first	
Level of study: first	
Prerequisite subjects:	
Conditions for completing the subject:	
Successful completion of the course is conditioned by regular participation in classes, max. 2 absences (in the case of an individual study plan, a minimum of 50% participation in lectures). The student can get a total of 100 points (100%): 20% of the evaluation consists of preparing a presentation on the assigned topic and its presentation (20 points), 20% of the evaluation is active participation in the lesson (20 points), 60% of the evaluation represents successful completion of the final written exam (60 points). Successful passing the written exam means that the student has achieved at least 36 points. To successfully complete the course, the student must obtain at least 60% of points (a total of 60 points of 100). Final evaluation scale: 100 - 93 = A; 92 - 85 = B; 84-76 = C; 75 - 68 = D; 67 - 60 = E; 59 and less = FX.	
Educational outcomes:	
After completing the course, the student will acquire the following knowledge, skills and competencies: KNOWLEDGE - regarding general terminology in English. SKILLS - the student is able to prepare a quality practical presentation in English language. COMPETENCES - the student will expand his communication language competences, expand his vocabulary, they will improve their argumentation skills, they will learn to work in a team and cooperate, they will develop presentation skills, develops logical and critical thinking. After completing the course, the student is familiar with the basic topics used in marketing and mass media communication · will improve vocabulary within selected topics,	

can actively seek connections and connections between theoretical knowledge and their practical application, identify, analyze and critically evaluate in practice · on the basis of theoretical knowledge and work on the presentation, the student is able to successfully present the internship (eg on the job interview).

Develops analytical skills, ability to argue.

Brief content of the subject:

1. Unit 1 p. 6-13 Working with text Talented; Reading and listening comprehension: I'm not really convinced, I've always been good at, the text conversation, vocabulary, work with exercises.
2. Present Perfect in exercises and texts, grammatical drills. Working with vocabulary: Transferable skills - target activity, verbal accent.
3. Unit 2 p. 14-21 Misunderstandings - listening comprehension texts, application of vocabulary and grammar - Past Simple and Past Perfect. Conversation: Stories misunderstanding of his life.
4. Unit 3 p. 22-29 Learners and teachers - listening to the texts and conversation, vocabulary development, reading comprehension.
5. Discussion on: education and practice. Affirmation of grammar: Past and Present Tenses.
6. Unit 4 p. 30-37 Conversation on: Knowledge of the local natural beauty, work with text.
7. Target activities - listening texts and subsequent conversation, loose narrative about the beauties of Slovakia. E-mail to a friend - the structure of written text.
8. Unit 5 p.38 - Images. Listening comprehension and subsequent conversation, practice vocabulary, grammar, practicing situational phenomena.
9. Unit 6 p. 46-52 Virtual Worlds - reading comprehension, conversation, vocabulary exercise. Listening and subsequent discussion on the text. conditional sentences- affirmation of grammatical knowledge.
10. Methods of communication - basic written and conversational contact, work with exercises.
11. Unit 7 p. 54-62 Inspiration - a text conversation, listening and vocabulary exercises, discussion on given topics.
12. Description of own impressions. Troubleshooting - discussion based on the listening text. Collocations with the verb come.

Recommended literature:

TILBURY, A. & HENDRA L.A. with REA D. & CLEMENTSON T.: English Unlimited Coursebook, Workbook. CUP, 2011. ISBN 978-0- 521-73991- 7.

TILBURY, A. & HENDRA L.A. with REA D. & CLEMENTSON T.: English Unlimited Self-study pack. CUP, 2011. ISBN 978-0- 521-16971- 4.

Odporúčaná literatúra:

MURPHY, R.: English Grammar in Use. CUP, 2004.

SWAN, M.: Practical English Usage. OUP, 1996.

REDMAN, S.: English Vocabulary in Use. Upper Intermediate. CUP, 2011.

Language, knowledge of which is necessary to complete the subject: English

Subject evaluation

A	B	C	D	E	FX
0,00	0,00	0,00	0,00	0,00	0,00
<p>Notes: - student time load: X hours, of which: Presence / Combined study (L, S, T): self-study: other:</p>					
<p>Teacher: lectures/consultations/seminars: prof. PhDr. Nataliya Panasenko, DrSc., Mgr. Anna Hurajová, PhD. language of lectures: English</p>					
<p>Date of last change: 30.1.2022</p>					
<p>Approved: doc. PhDr. Jana Galera Matúšová, PhD.</p>					

English Language II.

University: University of Ss. Cyril and Methodius in Trnava	
Faculty/institute: Faculty of Mass Media Communication	
Subject code:	Subject name: English Language II.
Type, scope, and method of educational activities:	
Subject type (C, CO, O): C	
Recommended scope of teaching (in hours): 2h/week	
Study method: full time	
Study form: full time	
Number of credits: 4	
Recommended semester/trimester of study: second	
Level of study: first	
Prerequisite subjects: English Language I.	
Conditions for completing the subject:	
<p>The course English Language II. will be completed in the summer semester on the basis of active participation in seminars (max. 2 absences), oral examination (presentation in English on a chosen topic and subsequent group discussion) and a final written test. In the case of an individual study plan, a minimum of 50% attendance at lectures is required.</p> <p>The student can get a total of 100 points (100%):</p> <p>20% of the evaluation consists of a presentation on a given topic and its presentation (20 points),</p> <p>20% of the evaluation is active participation in the lesson - communication and cooperation in the lesson (20 points),</p> <p>60% of the evaluation represents successful completion of the final written exam (60 points).</p> <p>Successful completion of the written exam means that the student has achieved at least 36 points. To successfully complete the course, the student must obtain at least 60% of points (a total of 60 points out of 100).</p> <p>Final evaluation scale:</p> <p>100% - 93% = A 92% - 85% = B 84% - 76% = C 75% - 68% = D 67% - 60% = E 59% - 0% = FX</p>	
Educational outcomes:	
<p>After completing the course, the student will acquire the following knowledge, abilities, skills, competencies:</p> <ul style="list-style-type: none"> • KNOWLEDGE: the student will acquire knowledge related to general terminology in English. 	

- SKILLS: the student develops presentation skills and is able to prepare a quality presentation in English.

COMPETENCES: the student expands communication language competencies, expands vocabulary, improves argumentation skills, learns to work in a team and cooperates, develops presentation skills, develops logical and critical thinking.

After completing the course:

- is familiar with the basic topics used in mass media communication in English,
- improve English vocabulary in selected topics,
- is able to actively look for connections and connections between theoretical language knowledge and their practical application,
- is able to identify, analyze and critically evaluate the acquired language skills in practice,
- on the basis of the acquired language knowledge and preparation of the presentation, the student is able to successfully present himself in practice (eg at a job interview in English),
- develops analytical skills and the ability to argue in a foreign language.

Brief content of the subject:

1. Introduction, revision of previous units.
2. Unit 8 - Critical incidents - grammar - making deductions about the past, conditional sentences, vocabulary - feelings, reflecting on the past.
3. Unit 9 - How it's done - grammar - verbs with adverbs and prepositions, vocabulary - organizing a description, describing responsibilities, describing roles, organizing a talk.
4. Unit 10 - Discovery - grammar - using '-ing' form, vocabulary - exploration and discovery, describing benefits, achievements, giving and comparing sources, rights and obligations.
5. Unit 11 - Questions, questions - grammar- patterns after verbs, vocabulary - expressions with people, interviewing, reporting verbs, giving statistics.
6. Unit 12 - Alternatives - grammar - will be - ing, vocabulary - health and treatments, belief and scepticism, supporting an argument, recommending and justifying, healthcare in Slovakia.
7. Unit 13 - Compromises - grammar - verbs with adverbs and prepositions, vocabulary - disagreement and compromise, making your case, negotiating an agreement.
8. Unit 14 - Changes - grammar - future progressive and future perfect tense, vocabulary - predicting the future, future time expressions, interview questions, recruitment.
9. Vocabulary revision (communication activities).
10. Grammar revision, listening activities.
11. Conversation activities, students' presentations.
12. Course evaluation, students' presentations.

Recommended literature:

HURAJOVÁ, A.: *Anglický jazyk v kontexte mediálnej komunikácie*. Trnava: UCM v Trnave, 2020. ISBN 978-80-572-0102-1.

METCALF, R. et al.: *English Unlimited. Upper-Intermediate Self-study Pack*. Cambridge University Press, 2011. ISBN 978-0-521-16971-4.
 METCALF, R. et al.: *English Unlimited. Upper-Intermediate Workbook + DVD*. Cambridge University Press, 2014. ISBN 0521169712.
 MURPHY, R.: *English Grammar in Use*. Cambridge University Press, 2004. ISBN 0-521-53762-2.
 TILBURY, A. et al.: *English Unlimited. Upper-Intermediate Coursebook*. Cambridge University Press, 2011. ISBN 978-0-521-73991-7.
 WELLMAN, G.: *The Heinemann ELT English Wordbuilder*. MacMillan, 1989. ISBN 9780435285562.
 WILLIAMS, E.: *Presentations in English*. 1st edition. MacMillan ELT, 2008. ISBN 0230028780.

Language, knowledge of which is necessary to complete the subject: English, level B2-C1

Subject evaluation

A	B	C	D	E	FX
0,00	0,00	0,00	0,00	0,00	0,00

Notes: - student time load: 26 hours, of which: 120

Presence / Combined study (L, S, T):

self-study:

other:

Teacher: lectures/consultations/seminars: prof. PhDr. Nataliya Panasenko, DrSc., Mgr. Anna Hurajová, PhD.

language of lectures: English

Date of last change: 30.1.2022

Approved: doc. PhDr. Jana Galera Matúšová, PhD.

Ethical aspects of communication with the media

University: University of Ss. Cyril and Methodius in Trnava	
Faculty/institute: Faculty of Mass Media and Communication	
Subject code:	Subject name: Ethical aspects of communication with the media
Type, scope, and method of educational activities: Subject type (C, CO, O): C Recommended scope of teaching (in hours): 2h/week Study method: full time Study form: full time	
Number of credits: 4	
Recommended semester/trimester of study: second	
Level of study: first	
Prerequisite subjects:	
Conditions for completing the subject: Successful completion of the course is conditioned by standard regular participation in classes, max. 2 absences (i.e. 4 lessons). In the case of an individual study plan, a minimum of 50% participation is required. The final evaluation is awarded on the basis of successful completion of a didactic test of the content of the subject within the set deadline and in written form, which makes up 100% of the total evaluation. The conditions for completing the course and evaluating the student's results are governed by the Study Regulations of the University of St. Cyril and Methodius in Trnava. The conditions for completing the course in the corrective terms are the same as in the regular term. To successfully complete the course, the student must obtain at least 60% of points. Final evaluation scale: 100 - 93 = A; 92 - 85 = B; 84-76 = C; 75 - 68 = D; 67 - 60 = E; 59 and less = FX.	
Educational outcomes: After completing the course, the student will acquire the following knowledge, abilities, skills, competencies: <ul style="list-style-type: none"> • knows and understands the essence and nature of ethics as a discipline, its division and basic concepts, is familiar with its basic ideas, concepts, respectively. theories and paradigms; • knows and understands the nature and importance of applied and professional forms of ethics in the context of communication and media and is familiar with their issues, especially knows and understands the nature and importance of ethics in the field of media relations; • understands and can explain the relationship between morality, communication, society and the media; 	

- can identify and explain the moral dimension of social communication, especially in the field of media relations;
- is familiar with the issues of moral and ethical values and principles, norms and codes, understands their nature and significance in various dimensions and forms of social (institutional, organizational, media, strategic ..., also specifically internet / online) communication;
- understands the issues of social and ethical responsibility, understands the nature of their relationship and importance in the context of media and journalism, especially understands its place and importance in relations (organizations, institutions, companies ...) with the media in (various spheres) of social practice ;
- knows the issues of (current) moral risks and problems related to relations and communication with the media, understands and can explain their nature; in this context, it is also oriented in the possible ways of their solution or prevention;
- is able to apply the acquired knowledge in practice, has in their context creative ethical thinking, the ability to independently critically analyze and assess the reality of relations and communication with the media from an ethical point of view;
- can professionally identify ethically relevant problems of social communication practice with the media, as well as competently suggest ways to solve or prevent them;
- is ready to present the results of its own creative and professional activities within (individual and team) projects in connection with the ethical aspects of media relations.

Brief content of the subject:

1. Ethics as a discipline (classification, basic forms, key concepts), its relations in the context of sciences and social role;
2. Overview of ethical approaches in history and the present (important ideas, concepts, respectively theories and paradigms.
3. Forms of practical ethics, resp. applied and professional ethics in the context of communication and media (communication ethics, media ethics, journalistic ethics; marketing communication ethics, advertising ethics; public relations ethics and media relations ethics - specifics, similarities, relationships and penetrations
4. Moral subject, morality and society in the context of communication and media. Communication, resp. communication context as an ethical situation. Basic moral values, principles and norms of social (media) communication.
5. Specifics of strategic communication, its value dimension and ethical determinants (virtue, duty, consequences). Moral risks of effective and persuasive communication.
6. Ethical aspects of the relationship between the media and media professionals (especially eg journalists) with the public. Ethical requirements of deliberative communication with the media.
7. Communication and relations with the media in terms of the principle of responsibility. Social and ethical responsibility of the media and media professionals in relation to the public and social and ethical responsibility of the public in relation to the media.

8. Responsible online communication in relation to the public and the media. Ethical standards and good practice of online communication in public and media relations (resp. Relations of the public, organizations and media). Interactivity in on-line communication as a moral risk and an opportunity for media relations.
9. Ethical (self) regulation in relations with the media (various forms and institutions). Ethical standards and codes (forms of ethical codes and meaning) for communication and media (eg in the field of journalism, marketing, advertising ...)
10. Ethical problems of communication with the media in terms of the risks of media perception and media communications. Recipient / audience ethics as a legitimate part of media ethics. The importance of ethical and media education with regard to the development of communication, media and ethical competencies (or literacy).
11. Ethical analysis of selected ethical problems in the context of relations and communication with the media. Summary of the issue.

Recommended literature:

FITZPATRIK, K. R., GAUTHIER, C. Toward a Professional Responsibility Theory of Public Relations Ethics. *Journal of Mass Media Ethics*, 2001, 16(2&3), p. 193–212.

HALLAHAN, K. Responsible Online Communication. In Fitzpatrick K. R., Bronstein, C. (Eds.) *Ethics in public relations: responsible advocacy*. Thousand Oaks, CA: Sage. p. 107–130.

MARTIN, D., WRIGHT, K. D. *Public Relations Ethics: How to Practice PR Without Losing Your Soul*. Business Expert Press, LLC. 2016. 247 p. ISBN 978-1-63157-146-6

PETRANOVÁ, D., ČÁBYOVÁ, L.: *Media relations I*. Trnava : FMK UCM v Trnave, 2011, 490 s. ISBN 978-80-8105-228-6.

TILLEY, E. The Ethics Pyramid: Making Ethics Unavoidable in the Public Relations Process. *Journal of Mass Media Ethics*, 2005, 20(4), p. 305–320.

Language, knowledge of which is necessary to complete the subject: English

Subject evaluation

A	B	C	D	E	FX
0,00	0,00	0,00	0,00	0,00	0,00

Notes: - student time load: X hours, of which: 120 hours

Presence / Combined study (L, S, T):

self-study:

other:

Teacher: lectures/consultations/seminars: PhDr. Sabína Gáliková Tolnaiová, PhD.,
PhDr. Vladimíra Hladíková, PhD.

language of lectures: English

Date of last change: 30.1.2022

Approved: doc. PhDr. Jana Galera Matúšová, PhD.

Marketing and regional marketing

University: University of Ss. Cyril and Methodius in Trnava	
Faculty/institute: Faculty of Mass Media and Communication	
Subject code:	Subject name: Marketing and regional marketing
Type, scope, and method of educational activities:	
Subject type (C, CO, O): C	
Recommended scope of teaching (in hours): 2h/week	
Study method: full time	
Study form: full time	
Number of credits: 4	
Recommended semester/trimester of study: first	
Level of study: first	
Prerequisite subjects:	
Conditions for completing the subject:	
2 absences are allowed during the semester. For students with an individual study plan, a minimum of 50% attendance at lectures is required.	
The student can get a total of 50 points, which is 100%. These points are divided into 4 sections:	
1. Individual assignment - 10 points (20%)	
2. Assignments and exercises during the semester - 5 points (10%)	
3. Presentation - 5 points (10%)	
4. Final exam - 30 points (60%)	
To successfully complete the course, the student must obtain at least 60% of points, which represents 30 points out of 50.	
Final evaluation scale: 100% - 93% = A; 92% - 85% = B; 84% - 76% = C; 75% - 68% = D; 67% - 60% = E; 59% and less = FX.	
Educational outcomes:	
Upon completion, the student will acquire the following knowledge, skills and competencies:	
<ul style="list-style-type: none"> ● Knows the basic theoretical background of marketing and regional marketing. ● Is aware of the importance of marketing for businesses, organizations and territories. ● Ability to explain the way marketing managers work, their duties and responsibilities. ● Can identify the factors surrounding the company, city, region and their impact. ● Identify the individual stages for all tools of the marketing and communication mix. ● Is able to obtain and process marketing information system data. ● Can identify the difference between a marketing plan and a marketing strategy. ● Develops communication competencies on real assignments. ● Improves your ability to work in a team. 	

- Has presentation and creative skills, which he uses when creating a presentation.

Brief content of the subject:

1. Marketing and regional marketing (Definition; Objectives; Basic concepts; Marketing concepts)
2. Marketing management
3. Marketing environment (Micro; Macro)
4. Marketing information system and marketing research
5. Marketing planning and marketing strategy
6. Segmentation; Target group selection; Person
7. Marketing mix in the business environment and regional marketing
8. Marketing communication and its tools
9. Internal marketing communication
10. Urban marketing; City communication plan; City Branding
11. Repetition; Case studies
12. Student presentations

Recommended literature:

ARMSTRONG, G., KOTLER, P.: Marketing: An Introduction. London: Pearson, 2016.

KOTLER, P. et al: Marketing management. London: Pearson, 2019.

KARTAJAYA, H., KOTLER, P.: Marketing 4.0: Moving from Traditional to Digital. NJ: John Wiley and Sons, 2016.

KOTLER, P. et al: Principles of marketing. London : Pearson Education, 2019.

MILLER, D., PETERSON, J.J.: Marketing made simple. Nashville: HarperCollins Leadership, 2021.

CHERNEV, A.: The marketing plan. Cerebellum Press, 2020.

BLAKEMAN, R.: Integrated marketing communication. Maryland: Rowman and Littlefield, 2018.

BAKER, B.: Place Branding for Small Cities, Regions and Downtowns: The Essentials for Successful Destinations. Independently published, 2019.

JÁNOŠOVÁ, D.: Regional marketing from the view of selected factors. Katowice : Wydawnictwo UNIKAT 2, 2017. - 119 s. - ISBN 978-83-62314-29-4.

Language, knowledge of which is necessary to complete the subject: English

Subject evaluation

A	B	C	D	E	FX
0,00	0,00	0,00	0,00	0,00	0,00

Notes: - student time load: X hours, of which: 120 hours

Presence / Combined study (L, S, T):

self-study:

other:

Teacher: lectures/consultations/seminars: doc. PhDr. Denisa Jánošová, PhD., Mgr. Lenka Labudová, PhD.



Univerzita sv. Cyrila a Metoda v Trnave
Fakulta masmediálnej komunikácie
Plámestie Jozefa Herdu 2
917 01 Trnava

language of lectures: English
Date of last change: 30.1.2022
Approved: doc. PhDr. Jana Galera Matúšová, PhD.

Marketing Communication

University: University of Ss. Cyril and Methodius in Trnava	
Faculty/institute: Faculty of Mass Media and Communication	
Subject code:	Subject name: Marketing Communication
Type, scope, and method of educational activities:	
Subject type (C, CO, O): C	
Recommended scope of teaching (in hours): 2h/week	
Study method: full time	
Study form: full time	
Number of credits: 4	
Recommended semester/trimester of study: second	
Level of study: first	
Prerequisite subjects:	
Conditions for completing the subject:	
To successfully complete the course, the student must meet the following conditions:	
<ul style="list-style-type: none"> • attendance of lectures, max. two absences per semester (making up 10% of the total course evaluation), • elaboration of practical assignments on which the student will work continuously during the semester (it makes up 30% of the total evaluation of the course), • final oral exam (making up 60% of the total course evaluation). 	
Final rating scale: 100 - 93 = A; 92 - 85 = B; 84-76 = C; 75 - 68 = D; 67 - 60 = E; 59 and less = FX.	
Educational outcomes:	
After completing the course, the student will acquire the following knowledge, abilities, skills, competencies:	
<ul style="list-style-type: none"> • is able to orientate in basic terminology in the field of marketing communication, • understand the basic goals and functions of marketing communication, • is able to define and characterize the various tools of marketing communication that are used in practice, • is able to design simple communication solutions for smaller brands, • can practically use some of the tools of marketing communication and implement them into communication strategies, • develops communication and presentation skills, • the student learns to work in a team, as students will work on individual assignments in groups. 	
Brief content of the subject:	
<ol style="list-style-type: none"> 1. Introduction to marketing communication - basic definitions, goals, essence. 2. Communication strategy and its parts. 3. Advertising. 4. Public relations. 5. Sales promotion. 6. Personal sales. 7. Direct marketing. 	

8. Other forms of marketing communication: product placement, advergingaming, viral marketing, mobile marketing.
9. Online marketing communication, social media.
10. Case studies
11. Evaluation of student assignments.

Recommended literature:

- BLAKEMAN, R.: Integrated Marketing Communication: Creative Strategy from Idea to Implementation. London : Rowman & Littlefield, 2015.
- EGAN, J.: Marketing Communication. London : SAGE, 2015.
- FILL, C.: Simply Marketing Communications. Harlow : Pearson, 2006.
- KOTLER, P. - KELLER, K. L.: Marketing Management. 14th edition. Boston : Prentice Hall, 2012.
- MCQUAIL, D.: Mass communication theory. London : Sage, 2010, 632 s.
- PETRANOVA, D. - ČÁBYOVÁ. L. (eds.): Media Relations I. Trnava : FMK UCM, 2011.
- PETRANOVA, D. - ČÁBYOVÁ. L. (eds.): Media Relations II. Trnava : FMK UCM, 2011.
- PETRANOVA, D. - ČÁBYOVÁ. L. (eds.): Media Relations III. Trnava : FMK UCM, 2011.

Language, knowledge of which is necessary to complete the subject: English

Subject evaluation

A	B	C	D	E	FX
0,00	0,00	0,00	0,00	0,00	0,00

Notes: - student time load: X hours, of which: 120 hours

Presence / Combined study (L, S, T):

self-study:

other:

Teacher: lectures/consultations/seminars: doc. PhDr. Jana Galera Matúšová, PhD., Mgr. Dáša Franić, PhD.

language of lectures: English

Date of last change: 30.1.2022

Approved: doc. PhDr. Jana Galera Matúšová, PhD.

Mass Media Informatics

University: University of Ss. Cyril and Methodius in Trnava	
Faculty/institute: Faculty of Mass Media and Communication	
Subject code:	Subject name: Mass Media Informatics
Type, scope, and method of educational activities:	
Subject type (C, CO, O): C	
Recommended scope of teaching (in hours): 2h/week	
Study method: full time	
Study form: full time	
Number of credits: 3	
Recommended semester/trimester of study: first	
Level of study: first	
Prerequisite subjects:	
Conditions for completing the subject:	
Attendance – 2 absences are permitted	
Submission of in-class and homework assignments	
Final written exam	
The in-class assignments and homework assignments are valued 55% of the final grade.	
The written exam is valued 45% of the final grade.	
Final Evaluation Scale in Percentage	
100 % – 93 % = A	
92 % – 85 % = B	
84 % – 76 % = C	
75 % – 68 % = D	
67 % – 60 % = E	
59 % and less = FX	
Educational outcomes:	
After completing the course, the student will acquire the following knowledge, abilities, skills, competencies:	
<ul style="list-style-type: none"> - knowledge to continuously work on practical assignments and topics, - paying attention to the principles and techniques of creative thinking, improves in technology and post-production and in the ability to work creatively, - focus on detail and principles of selecting specific tools, - explain and determine the causes and consequences of the chosen technical and creative solutions, - critically evaluate the suitability of the procedures used, - learn to work in the editing program Adobe Photoshop on advanced level, - independently create and present their outputs to a small group, - evaluate the output of their work and receive feedback. 	
Brief content of the subject:	
1. Adobe Photoshop Desktop - Advanced Features	
2. Section Layout	
3. Advanced Photo Editing	
4. Advanced photo retouching	

5. Independent work - visual creation
6. Camera Raw Filter
7. Independent work - pages
8. Advanced work with layers
9. Basic work with typography - typography
10. Advanced work with typography
11. Magazine layout
12. Independent work - creation of a cover

Recommended literature:

BAUER, P.: *Adobe Photoshop CC For Dummies*. Hoboken : John Wiley & Sons, Inc., 2021.
 CHAVEZ, C.: *Adobe Photoshop Classroom in a Book*. Hoboken : Pearson Education, Inc., 2021.
 KELBY, S.: *Digitální fotografie ve Photoshopu CS5*. Brno : Computer Press, 2010.
 KELBY, S.: *How Do I Do That in Photoshop?: The Quickest Ways to Do the Things You Want to Do, Right Now!*. San Rafael : Rocky Nook Inc., 2016.
 LASKEVITCH, S.: *Adobe Photoshop: A Complete Course and Compendium of Features*. San Rafael : Rocky Nook Inc., 2020.

Language, knowledge of which is necessary to complete the subject: English

Subject evaluation

A	B	C	D	E	FX
0,00	0,00	0,00	0,00	0,00	0,00

Notes: - student time load: X hours, of which:

Presence / Combined study (L, S, T):

self-study:

other:

Teacher: lectures/consultations/seminars: doc. Ing. Andrej Trnka, PhD., Mgr. Alexandra Ry-suľová, PhD.

language of lectures: English

Date of last change: 30.1.2022

Approved: doc. PhDr. Jana Galera Matúšová, PhD.

Psychology of Media

University: University of Ss. Cyril and Methodius in Trnava	
Faculty/institute: Faculty of Mass Media and Communication	
Subject code:	Subject name: Psychology of Media
Type, scope, and method of educational activities:	
Subject type (C, CO, O): C	
Recommended scope of teaching (in hours): 2h/week	
Study method: full time	
Study form: full time	
Number of credits: 3	
Recommended semester/trimester of study: first	
Level of study: first	
Prerequisite subjects:	
Conditions for completing the subject:	
<ul style="list-style-type: none"> - Regular participation in classroom (the student can miss 2 lessons). Any absence beyond the allowed number decreases student's final grade. The student must complete at least 50% of the teaching units during the semester. Students suspected of having COVID-19 are not penalized for absence. Students with individual study plan must attend minimum 50% of lessons (Študijný poriadok UCM). - The course is taught in-person according to the FMK COVID automat and online via MS TEAMS for students who are quarantined, positively tested, ill - and their medical condition allows them to participate in online teaching. Quarantine, positivity or disease must be demonstrated by appropriate confirmation. If the student does not have such a certificate, he / she can participate in online teaching only once - if the course is also in-person. - Individual presentation about media psychology of each student during semester: effectiveness, presentation content, verbal and nonverbal communication of the student are evaluated. - Successful passing of the final oral exam: student must achieve minimum 60% of knowledge to pass the oral exam. - In the final evaluation I will also take into account student's active participation in lessons and extracurricular activities (a student can get for each activity 1extra point depending on the quality, creativity, appropriateness and effectiveness of applied communication and presentation techniques). Overall, passivity is taken into account as well. - Final evaluation scale: 100 % - 93 % = A, 92 % - 85 % = B, 84 % - 76 % = C, 75 % - 68 % = D, 67 % - 60 % = E, 59 % and less = FX. 	
Educational outcomes:	
<p>After completing the course, the student will acquire the following knowledge, skills and competencies:</p> <ul style="list-style-type: none"> - The student acquires a deepening knowledge in media psychology, which is necessary for his professional work in the field of mass media, PR and marketing, as well as for the overall development of his personality as a media worker. 	

- The student knows the psychology of communicator, audience and psychological influences of media, is able to recognize and analyze key aspects of media effects on the behaviour of children, adolescents, and adults.
- The student is able to analyze traditional topics of media psychology, such as news, violence, advertising, erotica, gender studies, as well as new specific media genres such as reality shows, lifestyle television programs, series, morning broadcast, and new (social) media. They are also able to distinguish between socially acceptable and unacceptable influence of media in society.

Brief content of the subject:

Introductions to media psychology as applied scientific discipline. Definition of media psychology as a specific field of research. Survey media impact on the behaviour of children, adolescents, adults, and different social groups. Analysing the traditional topics of media psychology, such as news, violence, advertising, erotica, and also new specific media genres, such as reality shows, lifestyle television programs and morning broadcast. Emphasis of news and new (social) media influence of recipient.

After successful completion of this course students should acquire a deepening knowledge in media psychology, which is necessary for their professional work in the field of mass media, PR and marketing, as well as for the overall development of his personality as a media worker. They should know the psychology of communicator, audience and psychological influences of media. They should be able to recognize and analyze key aspects of media effects on the behaviour of children, adolescents, and adults. They should be able to analyze traditional topics of media psychology, such as news, violence, advertising, erotica, gender studies, as well as new specific media genres such as reality shows, lifestyle television programs, series, morning broadcast, and new (social) media. They should also be able to distinguish between socially acceptable and unacceptable influence of media in society.

1. Field of media psychology. The relationship between psychology and media.
2. Personality of mass media worker (journalist, editor, moderator, commentator) in terms of media psychology. Image of media worker. Types of image. Big five personality traits. Psychological, performance and motivation individual characteristics.
3. Psychology of media audience. Audience definition - individual, group. Viewers, listeners, readers, online audience. Audience behaviour. Audience selectivity and activity. Audience relationship to the media and media content. Audience and advertising.
4. The process of media perception. Attention in perception, understanding media contents. Perception of the press, radio, television, online media.
5. Manipulation mass media techniques in terms of media psychology. Serious news.
6. Stereotypes in media. Stereotypes and prejudices. Stereotypes in media representation of men and women. Gender studies and media psychology. Media influence of pornography and erotica. Representations of social groups in the media. Stereotypes in media representation of social groups in Slovakia and in the world. Media representations of minority groups, disability and mental health.
7. Prosocial effects of media. Prosocial behaviour. Prosocial TV and radio programs, print genres.
8. Media and children. Children and television. Children's socialisation through media. Media and adolescence. Media influence on adolescents. Social and individual aspects of Internet use in children's and adolescents' lives.
9. Violence in the media. Effects of watching violence in the media. Cognitive factors of media violence. Catharsis.

10. Parasocial interaction, cyber relationships. Fans and celebrities. Audience, media and sport. Model of digital fandom.
11. Media performances of individuals (the public): reality shows, TV magazines, morning broadcast, TV shows, entertainment programs and game shows / competition TV programs.
12. Effects and effectiveness of the media on recipient. Types of media effects. Factors influencing media effects. Internet, new (social media) media. Media priming.

Recommended literature:

- CASTELLS, M.: *Communication Power*. Oxford : Oxford University Press, 2009. DE-
UZE, M.: *Media Life*. Cambridge : Polity Press, 2012.
- CHANDLER, D., MUNDAY, R.: *A Dictionary of Media and Communication*. Oxford : Oxford University Press, 2011.
- GILES, David: *Media Psychology*. London : Lawrence Erlbaum Associates 2003. 336 pp.
- PARENTI, M.: *Methods of Media Manipulation*. In: JENSEN, C. (ed.): *20 Years of Censored News*. New York : Seven Stories Press, 1997, pp. 27-32.
- SOLÍK, Martin: *Media Psychology*. In: *Media Relations I*. Eds. Dana Petranová & Ľudmila Čábyová. Trnava : Fakulta masmediálnej komunikácie UCM 2011, pp. 30-55.

Language, knowledge of which is necessary to complete the subject: English

Subject evaluation

A	B	C	D	E	FX
0,00	0,00	0,00	0,00	0,00	0,00

Notes: - student time load: X hours, of which:

Presence / Combined study (L, S, T):

self-study:

other:

Teacher: lectures/consultations/seminars: doc. PhDr. Jana Galera Matúšová, PhD., PhDr. Oľga Škvareninová, CSc.

language of lectures: English

Date of last change: 30.1.2022

Approved: doc. PhDr. Jana Galera Matúšová, PhD.

Socio-cultural Contexts of Communication

University: University of Ss. Cyril and Methodius in Trnava	
Faculty/institute: Faculty of Mass Media and Communication	
Subject code:	Subject name: Socio-cultural Contexts of Communication
Type, scope, and method of educational activities: Subject type (C, CO, O): C Recommended scope of teaching (in hours): 2h/week Study method: full time Study form: full time	
Number of credits: 3	
Recommended semester/trimester of study: second	
Level of study: first	
Prerequisite subjects:	
Conditions for completing the subject: - Regular participation in classroom (the student can miss 2 lessons). Any absence - legitimate or illegitimate - beyond the allowed number decreases student's final grade. Student must attend minimum 50% of lessons (substitute work for absences is not possible). Students with individual study plan must attend minimum 50% of lessons as well (Študijný poriadok UCM). - Presentation in the form of flipped lesson given during the semester: it is focused either on social and business etiquette rules, or on social-cultural context of communication in chosen foreign county; effectiveness, presentation content, verbal and nonverbal communication of the student are assessed. This presentation weighted one third of the final grade. Student must give the presentations on a date agreed at the beginning of the semester. If student cannot participate at the course, he/she is obliged to find a replacement for themselves. If he/she does not present on a date agreed nor find a replacement, his/her grade decreases. - Online oral examination during the examination period; this end-of-course examination weighted two thirds of the final grade. - In the final evaluation, both extraordinary activity (the possibility of obtaining plus points) and passivity (minus points) are also taken into account. - Final evaluation scale: 100 % - 93 % = A, 92 % - 85 % = B, 84 % - 76 % = C, 75 % - 68 % = D, 67 % - 60 % = E, 59 % and less = FX.	
Educational outcomes: After completing the course, the student will acquire the following knowledge, abilities, skills and competencies: <ul style="list-style-type: none"> The student acquires a deepening knowledge in social communication and in etiquette rules in different cultural contexts which is necessary for their professional work in mass media, PR and marketing, as well as for the overall development of their personality as a media worker. 	

- The student knows concepts of social communication, social categories, functions and basic divisions of culture, socio-cultural traditions and values; he/she also knows principles of communication and etiquette principles in different cultural contexts as well.
- The student acquires the socio-cultural awareness of members of different social groups and countries with which they will come into professional contact. He/She is also able to distinguish between social etiquette, business etiquette and diplomatic protocol; he/she can practically apply the rules of social and business etiquette.

The student acquires professional skills and competencies to communicate with different types of partners in a variety of communicative situations and in different countries, cultures.

Brief content of the subject:

1. Presentation: preparing an effective professional oral presentation - rules and tips. Techniques of coping with presentation anxiety and stage fright.
2. Social communication. Models, factors and forms of social communication.
3. Social category. Social group and its structure. Attitudes and prejudices.
4. Culture. Functions of culture. Basic division of culture. Enculturation and acculturation. Etiquette, business etiquette and protocol – common features and differences.
5. Sociology of culture. Socio-cultural traditions and values. Cultural studies. Etiquette principles.
6. Mass society. Mass culture. Media culture. Social and business etiquette today, its presentation in mass media.
7. Cross-cultural/Intercultural communication competence. “Ost” and “West” countries from the point of view of communication. Etiquette rules in “Ost” and “West” cultures.
8. Socio-cultural contexts of communication of high contact - the examples of verbal and nonverbal communication of inhabitants, PR managers and media professionals from some European countries. Etiquette rules in countries of high contact.
9. Social-cultural contexts of communication of low contact - the examples of verbal and nonverbal communication of inhabitants, PR managers and media professionals from some European countries. Etiquette rules in countries of low contact.
10. Social-cultural contexts in information oriented communication - the examples of verbal and nonverbal communication of inhabitants, PR managers and media professionals from some Asian countries. Etiquette rules in some Asian countries.
11. Social-cultural contexts in socially oriented communication - the examples of verbal and nonverbal communication of inhabitants, PR managers and media professionals from some Asian countries.
12. Socio-cultural contexts of on-line and face-to-face communication. Intercultural adaptation. Basic tips for intercultural PR communication.

Recommended literature:

BAUMAN, Z.: *Consuming Life*. Cambridge : Polity Press, 2007.
 MCQUAIL, D., DEUZE, M.: *McQuail's Media and Mass Communication Theory*. 7th Edition. London : Sage, 2020.

MATO, D.: Socio-Cultural Differences and Intercultural Communication in Social Participation Experiences. In: Intercultural Communication Studies, roč. 21, č. 1, 2012, s. 101-116. ISSN 1057-7769. Available at: <http://www.uri.edu/iaics/content/2012v21n1/11DanielMato.pdf>
VALENTOVIČOVÁ, D.: Social-cultural contexts of communication. In: Media Relations I. Eds. Dana Petranová & Ludmila Čábyová. Trnava : Fakulta masmediálnej komunikácie UCM 2011, s. 184-206.
SWIDLER, A. (1986) 'Culture in action: symbols and strategies', *American Sociological Review*, 51: 273-86.

Language, knowledge of which is necessary to complete the subject: English

Subject evaluation

A	B	C	D	E	FX
0,00	0,00	0,00	0,00	0,00	0,00

Notes: - student time load: X hours, of which:

Presence / Combined study (L, S, T):

self-study:

other:

Teacher: lectures/consultations/seminars: JUDr. PhDr. Martin Solík, PhD., PhDr. Oľga Škvareninová, PhD.

language of lectures: English

Date of last change: 30.1.2022

Approved: doc. PhDr. Jana Galera Matúšová, PhD.

Theory of Media Communication

University: University of Ss. Cyril and Methodius in Trnava	
Faculty/institute: Faculty of Mass Media and Communication	
Subject code:	Subject name: Theory of Media Communication
Type, scope, and method of educational activities: Subject type (C, CO, O): C Recommended scope of teaching (in hours): 2h/week Study method: full time Study form: full time	
Number of credits: 4	
Recommended semester/trimester of study: first	
Level of study: first	
Prerequisite subjects:	
Conditions for completing the subject: Successful completion of the course is conditioned by regular participation in teaching, max. 2 absence (in the case of an individual study plan, at least 50% attendance at lectures is required). The condition for passing the course is successful completion of the oral exam. The condition for admitting a student to the oral exam is to obtain at least 40 points for the following activities during the semester: <ul style="list-style-type: none"> · 30 points = participation in seminars, · 10 points = lesson activity. To successfully complete the course, the student must obtain at least 60% of points (a total of 24 points out of 40). Final rating scale: 100 - 93% = A; 92 - 85% = B; 84-76% = C; 75 - 68% = D; 67 - 60% = E; 59% and less = FX.	
Educational outcomes: Students will learn how: <ul style="list-style-type: none"> · to explain the basic theoretical approaches, · to connect the basic knowledge with the media theory, · to know some of the important theories in our field, · to think about applying the information to the real world, · to get to know the function of media, · to think and react to the historical development of media, · to react and use for the various types of media. 	
Brief content of the subject: <ol style="list-style-type: none"> 1. Media in historical development 2. Types of Media 3. Communication flow 4. Basic Theories, Basic approach 5. Perspectives of Mass Media 6. Mass communication process 7. The mass audience 	

8. The Mass media institution, Mass culture
9. Four Model of Communication
10. Media-Society Theory

Recommended literature:

Castels, M.: Communication Power. Oxford : Oxford University Press, 2009. Castels, M.: The Information Age. Vol. I: The Rise of the Network Society. Oxford : Blackwell, 1996. McQuail, D.: Mass communication theory. London : Sage, 2010, 632 s.

McQuail, D., Deuze, M.: *McQuail's Media and Mass Communication Theory*. 7th Edition. London : Sage, 2020.

Petranová, D., Čábyová, L.: Media Relations I. Trnava : FMK UCM v Trnave, 2011 Partners, J.: Internet Media as the Digital Public Sphere: Possibilities and Problems. In Central European Journal of Communication, 2016, Vol. 16, No. 1, p. 90-103

Thomson, J. B.: The Media and Modernity. Cambridge : Polity Press, 1995.

Language, knowledge of which is necessary to complete the subject: English

Subject evaluation

A	B	C	D	E	FX
0,00	0,00	0,00	0,00	0,00	0,00

Notes: - student time load: X hours, of which:
Presence / Combined study (L, S, T):
self-study:
other:

Teacher: lectures/consultations/seminars: PhDr. Sabina Gáliková-Tolnaiová, PhD., Mgr. Lúbia Bôtošová, PhD.

language of lectures: English

Date of last change: 30.1.2022

Approved: doc. PhDr. Jana Galera Matúšová, PhD.

The Training of presentation Skills I.

University: University of Ss. Cyril and Methodius in Trnava	
Faculty/institute: Faculty of Mass Media Communication	
Subject code:	Subject name: The Training of presentation Skills I.
Type, scope, and method of educational activities:	
Subject type (C, CO, O): CO	
Recommended scope of teaching (in hours): 2h/week	
Study method: full time	
Study form: full time	
Number of credits: 2	
Recommended semester/trimester of study: first	
Level of study: first	
Prerequisite subjects:	
Conditions for completing the subject:	
<p>Successful completion of the course is conditioned by regular participation in teaching, max. 2 absence (in the case of an individual study plan, at least 50% attendance at lectures is required). The student can get a total of 100 points (100%):</p> <ul style="list-style-type: none"> · 50% of the evaluation is participation in seminars (max. 2 absences are allowed, for students with individual study plan max. 50% of the total number of seminars), · 50% of the evaluation consists of elaboration of 5 assignments in seminars (5 x 10 points). <p>To successfully complete the course, the student must obtain at least 60% of points (a total of 60 points out of 100). Final rating scale: 100 - 93% = A; 92 - 85% = B; 84-76% = C; 75 - 68% = D; 67 - 60% = E; 59% and less = FX.</p>	
Educational outcomes:	
<p>Students will learn how to:</p> <ul style="list-style-type: none"> · prepare verbal presentations, · build and develop the ability to effectively communicate information, · communicate on the side of media professional but also as a respondent, · cope with stress and stage fright, how to engage the listener and be convincing how to increase confidence, · prepare text for media outputs, · work with voice, melody, speech rate, emphasis, etc. 	
Brief content of the subject:	
<ol style="list-style-type: none"> 1. Quality of speech - exercise, breathing techniques, articulation 2. How to communicate effectively - modulation of voice 3. Non-verbal communication 4. Interview - questions, types of interview, preparation 5. Working with text - working with information 6. Interpretation of prepared text 7. Cooperation with respondent 	

- 8. Golden rules while speaking
- 9. Golden rules while asking
- 10. Preparing and presenting media output
- 11. Trainig of communication with media

Recommended literature:

Boyle, R. (1996). Modelling oral presentations. *ELT Journal*, 50(2), 115-126.
Emden, J., Becker, L.: Presentation Skills - Available at: http://www.sauleh.ir/co98/static_files/materials/Books/18Presentation_Skills.pdf
Murphy, J. M. (1991) Oral communication in TESOL integrating speaking, listening and pronunciation. *TESOL Quarterly*, 25(1), 51-75.
Richards, K. (1989). *Oral Presentations*. Birmingham, AL: Language Studies Unit, Aston University.
Tracy, B.: *How to Present With Power in Any Situation*, New York : AMACOM, 2008, 208 p.

Language, knowledge of which is necessary to complete the subject: English

Subject evaluation

A	B	C	D	E	FX
0,00	0,00	0,00	0,00	0,00	0,00

Notes: - student time load: X hours, of which: 80 hours

Presence / Combined study (L, S, T):

self-study:

other:

Teacher: lectures/consultations/seminars: Mgr. Ľubica Bôtošová, PhD.

language of lectures: English

Date of last change: 30.1.2022

Approved: doc. PhDr. Jana Galera Matúšová, PhD.

The Training of presentation Skills II.

University: University of Ss. Cyril and Methodius in Trnava	
Faculty/institute: Faculty of Mass Media Communication	
Subject code:	Subject name: The Training of presentation Skills II.
Type, scope, and method of educational activities: Subject type (C, CO, O): CO Recommended scope of teaching (in hours): 2h/week Study method: full time Study form: full time	
Number of credits: 2	
Recommended semester/trimester of study: second	
Level of study: first	
Prerequisite subjects: The Training of presentation Skills I.	
Conditions for completing the subject: Successful completion of the course is conditioned by regular participation in teaching, max. 2 absence (in the case of an individual study plan, at least 50% attendance at lectures is required). The student can get a total of 100 points (100%): · 50% of the evaluation is participation in seminars (max. 2 absences are allowed, for students with individual study plan max. 50% of the total number of seminars), · 50% of the evaluation consists of elaboration of 5 assignments in seminars (5 x 10 points). To successfully complete the course, the student must obtain at least 60% of points (a total of 60 points out of 100). Final rating scale: 100 - 93% = A; 92 - 85% = B; 84-76% = C; 75 - 68% = D; 67 - 60% = E; 59% and less = FX.	
Educational outcomes: Learning outcomes of the course unit The aim of the course is to teach students how to prepare the presentation, build and develop the ability to effectively disseminate information. The student will gain knowledge about presentation principles and presentation elements. The space is also devoted to issues of self-presentation - how to cope with stress and trembling, how to engage the listener and be convincing how to increase your confidence and self-confidence in communication. The goal is to improve the verbal and non-verbal presentation.	
Brief content of the subject: Course schedule: 1. - 2. Information presentation - short presentation, basic principles of construction.	

3. - 4. Nonverbal communication - elements of body language, image, first impression, halo effect, stereotyping. Preparation of an actual presentation.
5. - 7. Principles of information processing and storage in the brain, information visualization policies - graphic communication rules (charts, tables, pictures), illustrative tools and their use (boards, foils, flipcharts, multimedia, video).
8. - 9. Product presentation - Offer philosophy, facts, arguments and judgments, structure of speech, rules of argumentation. Preparation of a presentation in front of a small group of listeners, setting the presentation goal, listening analysis, attitude analysis, content preparation, presentation structure.
10. Motivational presentation - motivation theory, motivation, needs and customer preferences rational appeal (facts), emotional appeal (engagement of emotions).
11. - 12. Practical presentation training - Convincingly present and defend your solution, idea, proposal, offer. Preparing and recording your own video presentation

Recommended literature:

Boyle, R. (1996). Modelling oral presentations. *ELT Journal*, 50(2), 115-126.
Emden, J., Becker, L.: Presentation Skills - Available at:
http://www.sauleh.ir/co98/static_files/materials/Books/18Presentation_Skills.pdf
Murphy, J. M. (1991) Oral communication in TESOL integrating speaking, listening and pronunciation. *TESOL Quarterly*, 25(1), 51-75.
Richards, K. (1989). *Oral Presentations*. Birmingham, AL: Language Studies Unit, Aston University.
Tracy, B.: *How to Present With Power in Any Situation*, New York : AMACOM, 2008, 208 p.

Language, knowledge of which is necessary to complete the subject: English

Subject evaluation

A	B	C	D	E	FX
0,00	0,00	0,00	0,00	0,00	0,00

Notes: - student time load: X hours, of which: 80 hours

Presence / Combined study (L, S, T):

self-study:

other:

Teacher: lectures/consultations/seminars: Mgr. Ľubica Bôtošová, PhD.

language of lectures: English

Date of last change: 30.1.2022

Approved: doc. PhDr. Jana Galera Matúšová, PhD.

Work system of communication Agencies

University: University of Ss. Cyril and Methodius in Trnava	
Faculty/institute: Faculty of Mass Media and Communication	
Subject code:	Subject name: Work system of communication Agencies
Type, scope, and method of educational activities: Subject type (C, CO, O): C Recommended scope of teaching (in hours): 2h/week Study method: full time Study form: full time	
Number of credits: 5	
Recommended semester/trimester of study: second	
Level of study: first	
Prerequisite subjects:	
Conditions for completing the subject: Successful completion of the course is conditioned by regular participation in classes, max. 2 absence (in the case of an individual study plan, a minimum of 50% attendance at lectures is required). The condition for completing the course is the development of a collective project focused on the work of communication agencies and active participation in teamwork in predetermined positions in the context of the assignment. Part of the evaluation is the presentation of the project through members of the project team in several stages during the lecture period. During the exam period, the theoretical knowledge is tested through an online test. The student can get a total of 100 points (100%): <ul style="list-style-type: none"> • 60% of the evaluation consists of the elaboration and presentation of a semester project focused on communication strategy based on the assignment of the teacher (20 + 20 points), • 40% of the evaluation represents successful completion of the final online test (40 points). To successfully complete the course, the student must obtain at least 60% of points in each assessment item separately. Final evaluating scale: 100 - 93 = A; 92 - 85 = B; 84-76 = C; 75 - 68 = D; 67 - 60 = E; 59 and less = FX.	
Educational outcomes: After completing the course, the student will acquire the following knowledge, abilities, skills, competencies: <ul style="list-style-type: none"> • The aim of the course is to develop theoretical and practical knowledge of the system of work in various types of communication agencies with a focus on the issue of marketing communication and its tools. Emphasis is placed primarily on 	

the implementation of knowledge in practice in solving projects with an overlap to selected market segments.

- The student will be familiar with a wide range of strategies and tools used in marketing communication in the context of communication agencies.
- Can actively search for connections and connections between theoretical knowledge and their practical application, identify, analyze and critically evaluate the procedures applied in practice and implemented communication tools in the field of marketing communication with emphasis on the Slovak market.
- Based on theoretical knowledge and work on case studies, the student is able to analyze the current situation in the field of communication activities of a particular company and institution and can assess them in terms of specific problems and goals and propose measures to change them so that the brand achieves goals.
- Develop analytical skills, communication and presentation skills, the ability to argue in the presentation and management of the project.
- By working on a team project, the student will also improve team cooperation, and become aware of individual and joint responsibility when working on the project.

Brief content of the subject:

1. Current trends in marketing communication in the context of communication agencies and their operation on the Slovak market.
2. System of work in communication agencies and their basic typology.
3. Traditional and new tools in marketing communication and their integration in achieving the set communication goals.
4. Communication with the client, client brief, project presentation.
5. Analysis of input dispositions and basic methods of marketing research.
6. Goals in marketing communication, their continuity and mutual integration with emphasis on its individual tools.
7. Consumer, Consumer shopping behavior, models of shopping behavior. Factors influencing consumer behavior. The consumer's purchasing decision process. Shopping behavior of generations.
8. Communication and creative communication strategy and its implementation in practice.
9. Social media and specifics of communication in the context of artificial intelligence tools.
10. Methods of evaluation of effective and efficient communication.
11. Analysis of selected case studies.

Recommended literature:

- BLAKEMAN, R.: Integrated Marketing Communication: Creative Strategy from Idea to Implementation. London : Rowman & Littlefield, 2015.
- BOONE, L.E. ; KURTZ, D.L: Contemporary Marketing. Publisher : Cengage Learning, 2018. 768 p. ISBN 0357033779.
- EGAN, J.: Marketing Communication. London : SAGE, 2015.
- FILL, C.: Simply Marketing Communications. Harlow : Pearson, 2006.
- KOTLER, P. ; ARMSTRONG, G.: Marketing:An introduction. 6th edition. Pearson Education, Inc. Praha : Grada Publishing, 2004. 856 s. ISBN 80-247-0513-3.

KOTLER at al.: Principles of Marketing. Publisher : Pearson Education Limited, 2019. 713 p. ISBN 129226960					
Language, knowledge of which is necessary to complete the subject: English					
Subject evaluation					
A	B	C	D	E	FX
0,00	0,00	0,00	0,00	0,00	0,00
<p>Notes: - student time load: X hours, of which: 150 hours Presence / Combined study (L, S, T): self-study: other:</p>					
<p>Teacher: lectures/consultations/seminars: Mgr. Rastislav Zábojník, PhD. language of lectures: English</p>					
Date of last change: 30.1.2022					
Approved: doc. PhDr. Jana Galera Matúšová, PhD.					



2nd year of study
Courses description

Case Studies I.

University: University of Ss. Cyril and Methodius in Trnava	
Faculty/institute: Faculty of Mass Media Communication	
Subject code:	Subject name: Case Studies I.
Type, scope, and method of educational activities:	
Subject type (C, CO, O): CO	
Recommended scope of teaching (in hours): 2h/week	
Study method: full time	
Study form: full time	
Number of credits: 2	
Recommended semester/trimester of study: third	
Level of study: first	
Prerequisite subjects:	
Conditions for completing the subject:	
<p>The course has a dominance of discussions method and presentation. The students will analyse the problem (case study), and they will need to come up with possible solutions for the next session.</p> <p>Student presents their paper in the form of case study 10 times per semester. Grade depends on level of presentation and final semestral paper on a selected topic. He or she can obtain 5 points for one presentation and 50 points on the final paper which is 100 points altogether.</p> <p>100 – 93 = A 92 – 85 = B 84 – 76 = C 75 – 68 = D 67 – 60 = E 59 and less = FX.</p>	
Educational outcomes:	
<p>After completing the course, the student acquires:</p> <ul style="list-style-type: none"> - improvement of critical thinking - presentation and communication skills - analyzation of a case study - writing skills - ability to collect and select necessary data from sources 	
Brief content of the subject:	
<p>The course of Case Studies is focused on expanding the knowledge and understanding of different topics and current areas that were and are taken in the courses in first and second year of studies of Media relations program. The course is designed to provide students with examples from marketing and journalism on different topics. Among topics discussed is journalism, public and media relations, marketing, segmentations and consumer behavior. The topics are critically examined through the case studies. It allows students to build critical view of the topics and to</p>	

see the bigger picture as well as to develop soft skills as creativity, presentation skills, problem solving.

1. Maslow's Hierarchy of Needs
2. Marketing Information System part 1
3. Marketing Information System part 2
4. Product Strategy part 1
5. Product Strategy part 2
6. Distribution Strategy
7. Pricing Strategy
8. Communication Strategy part 1
9. Communication Strategy part 2
10. Online advertising
11. Online Campaign

Recommended literature:

1. SCOTT, D. M.: The New Rules of Marketing and PR. New Jersey : John Wiley & Sons, 2015.
2. LOWELL, D.: Native Advertising - The Essential Guide. New York : Kogan Page Limited, 2017.
3. NELSON-FIELD, K.: Viral marketing: The Science of Sharing. Oxford : Oxford Press University, 2013.

Language, knowledge of which is necessary to complete the subject: English

Subject evaluation

A	B	C	D	E	FX
0,00	0,00	0,00	0,00	0,00	0,00

Notes: - student time load: X hours, of which: 80 hours

Presence / Combined study (L, S, T):

self-study:

other:

Teacher: lectures/consultations/seminars: Mgr. Alexandra Rysul'ová, PhD.

language of lectures:English

Date of last change: 30.1.2022

Approved: doc. PhDr. Jana Galera Matúšová, PhD.

Case Studies II.

University: University of Ss. Cyril and Methodius in Trnava	
Faculty/institute: Faculty of Mass Media Communication	
Subject code:	Subject name: Case Studies II.
Type, scope, and method of educational activities:	
Subject type (C, CO, O): CO	
Recommended scope of teaching (in hours): 2h/week	
Study method: full time	
Study form: full time	
Number of credits: 2	
Recommended semester/trimester of study: fourth	
Level of study: first	
Prerequisite subjects: Case Studies I.	
Conditions for completing the subject:	
The course has a dominance of discussions method and presentation. The students will be given the problem (case study), and they will need to come up with possible solutions for the next session.	
Final Team presentation - 25 %	
Real EVENT production (online) - 25 %	
Case Study about your work during the semester - 25 %	
event description	
target group	
competitors	
marketing description	
SWOT	
event production	
event pros and cons (self feedback)	
Event results in numbers	
Teamwork feedback. - 25 %	
• 100 % - 93 % = A	
• 92 % - 85 % = B	
• 84 % - 76 % = C	
• 75 % - 68 % = D	
• 67 % - 60 % = E	
• 59 % a menej = FX.	
Educational outcomes:	
After participating in class discussions and completing the assignment students should be able to:	
- Talk about covered topics in context of praxis,	
- To give constructive criticism in the areas that will be covered.	
- The students will also improve presentation skills.	

Brief content of the subject:

The aim of this course is to put theory from other subjects to praxis through case studies. Introduce students to the subject of marketing. The aim of the course is to show how theory is implemented with different approaches.

The course aims are as follows:

- To expand students' knowledge about different subjects so they are able to connect its theory with problems from the current praxis.

- To show practical approaches to journalistic and marketing topics.

1. Product - what people need? Analysis of current situation.
2. Disinformation and critical thinking in the marketing.
3. Native advertisement
4. Viral marketing
5. CSR
6. Event marketing
7. Who is your competitor? - market research
8. Target Group.
9. Communication = promotion.
10. How to provide online communication.
11. Graphic Design in the Event Marketing, Event Production, SWOT analysis.

Recommended literature:

1. SCOTT, D. M.: The New Rules of Marketing and PR. New Jersey : John Wiley & Sons, 2015.
2. KAWASAKI, G.: The Art of Social Media, Penguin LCC US, 2014

Recommended sources:

1. <http://www.ted.com/talks>
2. <http://www.marketingonline.sk/>
3. <https://cb.hbsp.harvard.edu/cbmp/pages/content/cases>

Language, knowledge of which is necessary to complete the subject: English

Subject evaluation

A	B	C	D	E	FX
0,00	0,00	0,00	0,00	0,00	0,00

Notes: - student time load: X hours, of which: 80 hours

Presence / Combined study (L, S, T):

self-study:

other:

Teacher: lectures/consultations/seminars: Mgr. Alexandra Rysul'ová, PhD.

language of lectures: English

Date of last change: 30.1.2022

Approved: doc. PhDr. Jana Galera Matúšová, PhD.

Creation of Media Release I.

University: University of Ss. Cyril and Methodius in Trnava	
Faculty/institute: Faculty of Mass Media and Communication	
Subject code:	Subject name: Creation of Media Release I.
Type, scope, and method of educational activities:	
Subject type (C, CO, O): C	
Recommended scope of teaching (in hours): 3h/week	
Study method: full time	
Study form: full time	
Number of credits: 3	
Recommended semester/trimester of study: third	
Level of study: first	
Prerequisite subjects:	
Conditions for completing the subject:	
80% attendance, seminar presentations, oral tasks (interview, reportage, radio commentary, etc.), written tasks (advertisement, comminogue, newspaper article, etc.). Final evaluation scale: 100 % - 93 % = A, 92 % - 85 % = B, 84 % - 76 % = C, 75 % - 68 % = D, 67 % - 60 % = E, 59 % and less = FX.	
Educational outcomes:	
The aim of this course is to support and to master preliminary experience and the skills of the students to analyze peculiarities of various journalistic messages and hereby to accomplish further development of their culture as PR managers and journalists. After completing the course, students will acquire the following knowledge, skills, abilities, competences:	
<ul style="list-style-type: none"> • know how to identify and analyze journalistic genres in the print media in terms of genre dominants, compositional rules, syntax and lexicon, • know how to define and analyze the specifics of published journalistic genres in print media with regard to their typological characteristics, • are able to analyze journalistic texts in terms of the wider social context as well as the aspect reading needs and media literacy levels of reading target groups, • are competent to assess the degree of objectivity as well as the degree of subjectivity in analyzed journalistic genres according to journalistic and ethical criteria, • are competent to assess the choice and level of application of individual text composition methodologies typical of writing different types of news and journalistic genres in periodicals. 	
Brief content of the subject:	

Lectures are combined with seminars during which the main following topics are offered for detailed learning:

- Media system today. Anglo-American and European news style. Digital mass media.
- Genres and subgenres of newspaper. Hard news. Soft news.
- Information theory and journalism.
- The notion of style and its types. Classification of styles. Media stylistics. Means of stylistic syntax and semasiology. Discursive style, reflective style, news style.
- Journalism of rational type (analytical journalism) in periodical press and its properties. Its varieties: commentary, investigative reportage, editorial, journalistic research.
- Journalism of emotional type (literary journalism) in periodical press and its properties. Its varieties: reportage, feuilleton, essay, column.

Recommended literature:

Hana Pravdova CREATION OF JOURNALISTIC MESSAGES I and II. In: MEDIA RELATIONS II. Trnava: FMK, 2012.

Joseph Turow: Media today An Introduction to Mass Communication. New York and London: Routledge, 2011.

Beaugrande, Robert-Alain de and Dressler, Wolfgang. Introduction to Text Linguistics. London and New York: Longman, 1981.

Galperin I.R. Stylistics. Moscow: Vysshaya Shkola Publ., 1971.

Language, knowledge of which is necessary to complete the subject: English

Subject evaluation

A	B	C	D	E	FX
0,00	0,00	0,00	0,00	0,00	0,00

Notes: - student time load: X hours, of which: 90 hours

Presence / Combined study (L, S, T):

self-study:

other:

Teacher: lectures/consultations/seminars: prof. PhDr. Nataliya Panasenka, DrSc.

language of lectures: English

Date of last change: 30.1.2022

Approved: doc. PhDr. Jana Galera Matúšová, PhD.

Creation of Media Release II.

University: University of Ss. Cyril and Methodius in Trnava	
Faculty/institute: Faculty of Mass Media and Communication	
Subject code:	Subject name: Creation of Media Release II.
Type, scope, and method of educational activities:	
Subject type (C, CO, O): C	
Recommended scope of teaching (in hours): 3h/week (1C + 2S)	
Study method: full time	
Study form: full time	
Number of credits: 3	
Recommended semester/trimester of study: fourth	
Level of study: first	
Prerequisite subjects: Production of Media Release I.	
Conditions for completing the subject:	
80% attendance, seminar presentations, oral tasks (interview, reportage, radio commentary, etc.), written tasks (advertisement, comminogue, newspaper article, etc.). Final evaluation scale: 100 % - 93 % = A; 92 % - 85 % = B; 84 % - 76 % =C; 75 % - 68 % =D; 67 % - 60 % =E; 59 % and less = FX.	
Educational outcomes:	
The aim of this course is to support and to master preliminary experience and the skills of the students to analyze peculiarities of various journalistic messages and hereby to accomplish further development of their culture as PR managers and journalists. After completing the course, students will acquire the following knowledge, skills, abilities, competences:	
<ul style="list-style-type: none"> • know how to identify individual journalistic genre types in the print media, know them name correctly, to include in the appropriate genre group. They know how to professionally evaluate them at based on the analysis of genre dominants, macrocompositions, microcompositions, syntax, lexicon published texts in periodicals, • know how to independently identify and name genre dominants, methods of construction communications in radio, television and multimedia journalistic genres, • know how to classify individual journalistic genres within the relevant genre groups within audits in the radio medium, audiovisual units in the television medium or multimedia speeches in web media, • are able to independently analyze individual journalistic genres in the media in terms of level 	

implementation and adherence to the required procedures related to compositional, lexical, speech, image and ethical criteria,
 • are able to competently and independently create individual journalistic genres applicable in the current periodical so that they meet the required qualitative criteria in terms of the peculiarities of genre dominants, specific procedures in the construction of texts, in the choice of syntax and in the selection of adequate lexical means.

Brief content of the subject:

Lectures are combined with seminars during which the main following topics are offered for detailed learning:

- On-line journalism. Journalistic genres on the Internet.
- The English vocabulary and different approaches to its study. Special literary vocabulary. Special colloquial vocabulary. Lexical resources in the journalistic genres. Notional and emotive-expressive words and phrases.
- Text structure, text constructing and text categories. Ways of construction of the text: chronological, logical, and dynamic (emphatic) ones. Text features and text strong positions (the title, the headline, epigraph). The headline of the text. Types of headline / titles according to their importance, expression, function and information saturation.
- Different types of functional and semantic types of the speech. Typology of the narration, description and reasoning in journalism.

Recommended literature:

1. Crystal D. The Cambridge encyclopedia of the English language. 2nd edition. – Cambridge: Cambridge University Press, 2005.
2. Miššiková G. Linguistic stylistics. Nitra: FF UKF, 2003.
3. Quinn, Arthur Figures of speech. A Peregrine Smith book, 1982.
4. Simpson, Paul Stylistics. London and New York: Routledge, 2009.
5. Verdonk P. Stylistics. Oxford, OUP, 2002.

Language, knowledge of which is necessary to complete the subject: English

Subject evaluation

A	B	C	D	E	FX
0,00	0,00	0,00	0,00	0,00	0,00

Notes: - student time load: X hours, of which: 90 hours

Presence / Combined study (L, S, T):

self-study:

other:

Teacher: lectures/consultations/seminars: prof. PhDr. Nataliya Panasenko, DrSc.

language of lectures: English

Date of last change: 30.1.2022

Approved: doc. PhDr. Jana Galera Matúšová, PhD.

Data collection and data processing in Media Relations

University: University of Ss. Cyril and Methodius in Trnava	
Faculty/institute: Faculty of Mass Media and Communication	
Subject code:	Subject name: Data collection and data processing in Media Relations
Type, scope, and method of educational activities: Subject type (C, CO, O): C Recommended scope of teaching (in hours): 2h/week Study method: full time Study form: full time	
Number of credits: 4	
Recommended semester/trimester of study: fourth	
Level of study: first	
Prerequisite subjects:	
Conditions for completing the subject: Elaboration of 5 group assignments related to working with data = 100 points (5 x 20 points) To successfully complete the course, the student must obtain at least 60% of points. Final valuating scale: 100 - 93 = A; 92 - 85 = B; 84-76 = C; 75 - 68 = D; 67 - 60 = E; 59 and less = FX.	
Educational outcomes: After completing the course, the student will acquire the following knowledge, abilities, skills, competencies: <ul style="list-style-type: none"> • acquire theoretical and practical knowledge on the issue of information and data literacy and its importance for the individual and society, • gain orientation in current systems and platforms for working with data, • learn the relationship between the theoretical framework of data literacy and the digital platforms and systems used in the environment, • is able to apply in practice complex knowledge related to the processes of acquisition, sorting, creation, analysis, evaluation, distribution, visualization, presentation and sharing of data, • is able to use advanced tools, systems and platforms to work with data, information and their application to a wide range of tasks in the field of media relations, • acquire independence in organizing and planning work with data and the ability to independently solve and analyze problems related to information management in media relations. 	
Brief content of the subject: <ol style="list-style-type: none"> 1. Information and data literacy as a part of the model of digital competencies - definition, goals 2. Models of information and data literacy 3. Defining information needs, data search and filtering, data types. 4. Search personalization and content clustering 5. Data processing and organization 	

6. Data evaluation and interpretation
7. Statistical literacy - definition, goals and related competencies
8. Organization of personal information and personal information management
9. Visualization, presentation and data sharing
10. Digital tools for data acquisition, organization, sorting, evaluation and interpretation
11. Digital tools for visualization, presentation, creation and sharing of data
12. Ethical aspects of working with data.

Recommended literature:

AIKEN, P. : Data Literacy: Achieving Higher Productivity for Citizens, Knowledge Workers, and Organizations, 2021, 429 s. ISBN 978-1634629584.

CARLSON, J. - STOWELL BRACKE, M. : Planting the Seeds for Data Literacy: Lessons Learned from a Student-Centered Education Program. In International Journal of Digital Curation. 2015, Vol. 10, No 1. ISSN 1746-8256.

MORROW, J. : Be Data Literate: The Data Literacy Skills Everyone Needs To Succeed. London: Kogan Page, 2021, 237 s. ISBN 978-1789668018.

PRADO, J.C. - MARZAL, M.A. : Incorporating Data Literacy into Information Literacy Programs: Core Competencies and Contents. In Libri, 2013, Vol 63, No 2, pp. 123-134. ISSN 0024-2667.

RANKOV, P. : Znalostní pracovník v informační společnosti. Opava: Slezská univerzita v Opavě, 2014. 156 s. ISBN 978-80-7510-123-5.

SCHIELD, M. : Information literacy, statistical literacy and data literacy. In IASSIST Quarterly, 2004, Vol. 28, No. 2-3, pp. 6-11, Available at: <http://www.statlit.org/pdf/2005SchieldIASSIST.pdf>.

SCHNEIDER, R. : . Research Data Literacy. In: KURBANOĞLU, S., E. et al. (Eds.) Worldwide Commonalities and Challenges in Information Literacy Research and Practice: ECIL 2013. New York: Springer, 2013, s. 134-140.

Language, knowledge of which is necessary to complete the subject: English

Subject evaluation

A	B	C	D	E	FX
0,00	0,00	0,00	0,00	0,00	0,00

Notes: - student time load: X hours, of which: 120 hours

Presence / Combined study (L, S, T):

self-study:

other:

Teacher: lectures/consultations/seminars: doc. Mgr. Norbert Vrabc, PhD. PhDr. Vladimíra Hladíková, PhD.

language of lectures: English

Date of last change: 30.1.2022

Approved: doc. PhDr. Jana Galera Matúšová, PhD.

Digital Communication in PR

University: University of Ss. Cyril and Methodius in Trnava	
Faculty/institute: Faculty of Mass Media and Communication	
Subject code:	Subject name: Digital Communication in PR
Type, scope, and method of educational activities:	
Subject type (C, CO, O): C	
Recommended scope of teaching (in hours): 2h/week	
Study method: full time	
Study form: full time	
Number of credits: 4	
Recommended semester/trimester of study: third	
Level of study: first	
Prerequisite subjects:	
Conditions for completing the subject:	
<p>The final evaluation consists of a sum of compulsory submitted assignments throughout the academic year. Adequate quality level, proven ability to apply theoretical background to solve problems are the basis for successful completion of the course. In the case of insufficient quality of the assigned assignments, it is not possible to complete the course. Assignments will always be scored, according to the criteria announced by the student and the final grade will be calculated as 100% of the sum of possible points obtained for all assignments (usually it is possible to get a maximum of 10 points for one assignment), where the grade will be calculated in the context of the evaluation scale. In order to successfully complete the course, the student must obtain at least 60% of points in their assignments.</p> <p>Successful completion of the course is also conditioned by regular participation in teaching. A maximum of 2 absences (i.e. 4 teaching hours) are allowed without giving a reason. In the case of a large number of absences (3-4 absences), it is necessary to submit a copy of the medical documentation, which testifies to the more serious nature of the student's health problems, or another document containing relevant reasons for non-participation in lectures. Individual cases will be assessed on a case-by-case basis, taking into account the circumstances. In the case of an approved individual study schedule, a minimum of 50% participation is required (see UCM Study Regulations, §13). To successfully complete the course, the student must obtain at least 60% of points. Final evaluating scale: 100 - 93 = A; 92 - 85 = B; 84-76 = C; 75 - 68 = D; 67 - 60 = E; 59 and less = FX.</p>	
Educational outcomes:	
<p>After completing the course, the student will acquire the following knowledge, abilities, skills, competencies:</p> <ul style="list-style-type: none"> • practical habits and skills in the field of Online PR, • ability to actively solve problems related to the issue of communication on social networks, 	

- knows the specifics of individual social networks and is able to create a strategy of communication of the company / organization on social networks and implement it.

Brief content of the subject:

1. Basics of Photoshop (seminars)
2. Implementation of work results in Photoshop
3. Proposal of communication strategy on social networks
4. Assignment - creation of promotional content of the school on social networks
5. Specifics of communication on Instagram
6. Specifics of communication on FB
7. Specifics of communication on TikTok
8. Specifics of communication on LI
9. Video creation on SoMe
10. Online PR
11. Digital communication within internal communication

Recommended literature:

ARGENTI, P.A.: Corporate communication. Newbury Park, CA: Sage Publications, 2012
 BINSHAIKH, O., ALBALOUSHI, A., ALMANSORI, A., & HUSANI, M. A.: Social media in PR. Higher Education of Social Science, 10(1), pp. 1-8, 2016
 KARANI, G. G., (2012) The Role Of Public Relations In Enhancing Institutional Image: A Case Study Of The Ministry Of Lands. Unpublished Master Thesis, University of Nairobi.
 L'ETANG, J.: Public relations. Praha: Portál. 2009. 344 s.
 ROSENBERG, A.: A Modern Guide to Public Relations: Unveiling the Mystery of PR: Including: Content Marketing, SEO, Social Media & PR Best Practices. Veracity Marketing, 2021.
 SEITEL, F., P.: The practice of public relations. New Jersey: Prentice Hall, 2010.
 ZAPPALA, J.M., CARDEN, A.R. 2004. Public Relations Worktext. A Writing and Planning Resource. 2004. New Jersey: LEA, 369 s.

Language, knowledge of which is necessary to complete the subject: English

Subject evaluation

A	B	C	D	E	FX
0,00	0,00	0,00	0,00	0,00	0,00

Notes: - student time load: X hours, of which: 150 hours

Presence / Combined study (L, S, T):

self-study:

other:

Teacher: lectures/consultations/seminars: Mgr. Andrej Brník, PhD., doc. PhDr. Jana Galera Matúšová, PhD.

language of lectures: English

Date of last change: 30.1.2022

Approved: doc. PhDr. Jana Galera Matúšová, PhD.

Media Relations I.

University: University of Ss. Cyril and Methodius in Trnava	
Faculty/institute: Faculty of Mass Media and Communication	
Subject code:	Subject name: Media Relations I.
Type, scope, and method of educational activities:	
Subject type (C, CO, O): C	
Recommended scope of teaching (in hours): 2h/week	
Study method: full time	
Study form: full time	
Number of credits: 5	
Recommended semester/trimester of study: third	
Level of study: first	
Prerequisite subjects:	
Conditions for completing the subject:	
<ul style="list-style-type: none"> • participation in the lecture (during the semester is allowed maximum 2 absences), for students with the individual study plan is requested minimum 50 % participation - this does not apply if the student does not participate in the lecture due to health reasons) • writing of seminar thesis (35 points) • presentation of partial task (15 points) • written knowledge examinations (50 points) Student can get a total of 50 points: <ul style="list-style-type: none"> • 15 points for solving partial tasks • 30 points for presentation of seminar thesis 	
Evaluation score is:	
100 % - 93 % A	
92 % - 85 % B	
84 %- 76 % C	
75 % - 68 % D	
67 % - 60 % E	
59 % Fx	
Educational outcomes:	
Students will get acquainted with the classification of media and individual media types in terms of their specifics in building media relations. They will also get acquainted with media ownership, media groups and the personnel structure of individual media. They get to know the current state of the media market, get acquainted with the reading, listening and viewing of the most important media, as well as the use of social media. They will also get acquainted with the position of media relations in marketing and marketing communication. They will learn to distinguish between public relations and media relations tools, they will be able to name and specify individual media relations tools, as well as describe their use in practice.	

Brief content of the subject:

The course Media Relations offers theoretical as well as practical basis related to the topic of Media Relations. The students gain the overview about current situation on the Slovak media market; the content of the lectures will be also media classification. During the term we will discuss the essence of Media Relations, its goals and functions, later we will focus our attention to the job of a spokesperson and the tools of media relations that are used by communication with media.

1. Introduction to the course - syllabus, conditions for completing the course, explanation of basic concepts.
2. Media system, classification and characteristic of media, system and organization of work in the media.
3. Media market, its specifics and factors that affect it. Media market players, media ownership and ownership groups. The relationship between the media and agencies.
4. Media market in Slovakia - viewership of individual types of media, possibilities of their use in MC and PR.
5. Introduction to Media Relations (MR) - characteristics, MR in the context of MC and PR, MR versus PR.
6. MR functions, principles of communication with the media, crisis communication
7. MR tools - traditional tools, new tools, controversial tools.
8. The speaker and his position in society.
9. Monitoring of media outputs, evaluation of efficiency and success of communication with the media.
10. Ethical aspects of media relations and principles of communication with the media.
11. New trends in communication with the media, paradigm shift and innovation in the field of MR
12. Case studies.
13. Presentation of final theses.

Recommended literature:

1. PETRANOVÁ D., ČÁBYOVÁ, L.: MEDIA RELATIONS I., Trnava : FMK UCM, 2011.
2. PETRANOVÁ D., ČÁBYOVÁ, L.: MEDIA RELATIONS II., Trnava : FMK UCM, 2011.
3. SCOTT, D.: The New Rules of Marketing and PR, New Jersey : John Wiley & Sons, Inc., 2011.
4. KRAJČOVIČ, P., ČÁBYOVÁ, L.: *Influence of selected factors on the effectiveness of print media advertising* In: European Journal of Science and Theology. - ISSN 1841-0464, Vol. 13, no. 6 (2017), pp. 133-144.
5. ČÁBYOVÁ, L. - KRAJČOVIČ, P.: The role of SoLoMo marketing and media in the communication of eco-innovations. Budapešť : Wolters Kluwer, 2020.

Language, knowledge of which is necessary to complete the subject: English

Subject evaluation

A	B	C	D	E	FX
0,00	0,00	0,00	0,00	0,00	0,00

Notes: - student time load: X hours, of which:

Presence / Combined study (L, S, T):

self-study:

other:

Teacher: lectures/consultations/seminars: Mgr. Peter Krajčovič, PhD.



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917 01 Trnava

language of lectures: English
Date of last change: 30.1.2022
Approved: doc. PhDr. Jana Galera Matúšová, PhD.

Media Relations II.

University: University of Ss. Cyril and Methodius in Trnava	
Faculty/institute: Faculty of Mass Media and Communication	
Subject code:	Subject name: Media Relations II.
Type, scope, and method of educational activities:	
Subject type (C, CO, O): C	
Recommended scope of teaching (in hours): 2h/week	
Study method: full time	
Study form: full time	
Number of credits: 5	
Recommended semester/trimester of study: fourth	
Level of study: first	
Prerequisite subjects: Media Relations I.	
Conditions for completing the subject:	
<ul style="list-style-type: none"> • participation in the course (max. 2 absences are allowed) - this does not apply if the student is unable to attend due to health problems or symptoms of COVID-19 • preparing and presenting 5 practical outputs: (1) press release, (2) plan for organizing press conference or press briefing, (3) plan for organising media breakfast, (4) crisis scenario plan for communication, (5) proposal for media section at the web site. • written knowledge examination 	
The evaluation scale:	
100 % - 93 % = A	
92 % - 85 % = B	
84 % - 76 % = C	
75 % - 68 % = D	
67 % - 60 % = E	
59 % and less = FX.	
Student can get a total of 100 points:	
<ul style="list-style-type: none"> • 50 points for preparing and presenting partial outputs aimed at the practical using of selected media relation tools (10 points for each output) • 50 points for written knowledge examination. 	
Ongoing evaluation: 50 %	
Final evaluation: 50 %	
Educational outcomes:	
After completing the course, the student will acquire the following knowledge, abilities, skills, competencies:	
<ul style="list-style-type: none"> • Student will build on a wide range of theoretical knowledge in the field of marketing communication, public relations, and media relations. 	

- Student will deep the acquired theoretical knowledge in the field of media relations with additional knowledge with emphasis on current trends.
- Student can connect and apply the acquired theoretical knowledge in practice.
- Student can independently use individual media relations tools in various situations and conditions, develop media relations strategies and implement them in practice.
- Student gains experience and skills in creating media outputs in various situations, including crisis situations.
- Student will master the basic and advanced techniques of crisis communication with the media, processing, and presentation of media output.
- Student is able to organize press conferences, press briefings and media breakfasts.
- Student masters the speaker's techniques, prepares for interviews and provides statements for the media.
- Student is able to analyse media outputs.

Brief content of the subject:

- Basic points and aspects of practical implementation of media relations tools in practice.
- Preparing and sending variety types of press releases.
- Press conference and press briefing – organization, preparation of press materials, and monitoring of outputs.
- Press conference and media breakfast – organization, preparation of press materials, and monitoring of outputs.
- Individual communication with journalists, answering questions from journalists, preparation of press materials, organization of press events.
- Spokesperson competencies, preparing of written and oral statements, preparing for interviews.
- Crisis communication with the media I. – principles of successful communication and crisis management, media relations tools in crisis.
- Crisis communication with the media II. – scenario building, crisis preparation, opinion processing.
- Use of media monitoring in building media relations.
- Use of digital media relations tools in practice.
- Creating a section for the media on the website – structure and content.
- Analysis of case studies.

Recommended literature:

- BROWN, L.: *Media Relations for Public Safety Professionals*. Jones & Bartlett Learning, 2004. 92 p.
- PETRANOVÁ, D., ČÁBYOVÁ, L.: *MEDIA RELATIONS I*. Trnava : FMK UCM, 2011.
- PETRANOVÁ, D., ČÁBYOVÁ, L.: *MEDIA RELATIONS II*. Trnava : FMK UCM, 2011.
- REDDI, C.V. NARASIMHA: *Effective media relations*. PHI Learning Pvt. Ltd., 2020. 272 p.

SCOTT, D.: *The New Rules of Marketing and PR*, New Jersey : John Wiley & Sons, Inc., 2011.
SCHENKLER, I., HERRLING, T.: *Guide to Media Relations*. Pearson : Prentice Hall, 2004. 124 p.
WILCOX, D. L.: *Public Relations Writing and Media Techniques*. Pennsylvania State University : Longman, 2001. 570 p.

Language, knowledge of which is necessary to complete the subject: English

Subject evaluation

A	B	C	D	E	FX
0,00	0,00	0,00	0,00	0,00	0,00

Notes: - student time load: X hours, of which:

Presence / Combined study (L, S, T):

self-study:

other:

Teacher: lectures/consultations/seminars: Mgr. Peter Krajčovič, PhD.

language of lectures: English

Date of last change: 30.1.2022

Approved: doc. PhDr. Jana Galera Matúšová, PhD.

Media Marketing

University: University of Ss. Cyril and Methodius in Trnava	
Faculty/institute: Faculty of Mass Media and Communication	
Subject code:	Subject name: Media Marketing
Type, scope, and method of educational activities:	
Subject type (C, CO, O): C	
Recommended scope of teaching (in hours): 2h/week	
Study method: full time	
Study form: full time	
Number of credits: 5	
Recommended semester/trimester of study: third	
Level of study: first	
Prerequisite subjects:	
Conditions for completing the subject:	
participation in the lecture (during the semester is allowed maximum 2 absences), for students with the individual study plan is requested minimum 50 % participation - this does not apply if the student does not participate in the lecture due to health reasons)	
<ul style="list-style-type: none"> • writing of seminar thesis (35 points) • presentation of partial task (15 points) • written knowledge examinations (50 points) 	
Student can get a total of 50 points:	
<ul style="list-style-type: none"> • 15 points for solving partial tasks • 35 points for presentation of seminar thesis 	
Evaluation score is:	
100 % - 93 % A	
92 % - 85 % B	
84 %- 76 % C	
75 % - 68 % D	
67 % - 60 % E	
59 % Fx	
Educational outcomes:	
Students will get acquainted with the importance, position and use of marketing in the media. They will get acquainted with the classification of the media market and media. They get to know the media subjects on the media and the basic relations between these subjects. Students will be able to define the various tools of the marketing mix in media marketing and their specifics, as well as practical use. They will get acquainted with their use in media communication in the consumer and advertising market, as well as with other aspects of media marketing, such as corporate social responsibility in the media and the brand in media marketing. After completing the course, students will be able to apply these tools into the media environment.	

Brief content of the subject:

- Theoretical basis of media marketing
- Marketing mix in media marketing
- Product in media marketing
- Award in media marketing
- Distribution in media marketing.
- Marketing communication in media marketing.
- Communication strategy in media marketing
- Advertising in media marketing.
- Sales support in media marketing
- Public relations, direct marketing, personal sales in media marketing.
- Communication strategy process.
- Media strategy in media marketing.
- Media market testing.
- Use of new trends in media marketing.
- Media marketing sponsorship.
- Brand awareness in media marketing.
- Case studies from the textbook Media Marketing.

Recommended literature:

NEWTON, G.: Marketing radio. In: EASTMAN,S. – FERGUSON, D. – KLEIN,R. (eds.) *Media promotion & marketing. For broadcasting, cable & the internet.* 5. vydanie. Oxford, UK : Elsevier, 2006. 335 s. ISBN 978-0-240-80762-1.

KUYUCU, M.: Marketing of Radio Stations: A Research about how Radio Stations Market Themselves in Turkey. In: GRIGORIOU, N. – VELOUTSOU, C. (eds.) *Theoretical and Empirical Reflections in Marketing.* 1st ed. Athens Greece : Athens Institute for Education and Research, 2014. 180 s.

KRAJČOVIČ, P., ČÁBYOVÁ, L.: *Influence of selected factors on the effectiveness of print media advertising* In: *European Journal of Science and Theology.* - ISSN 1841-0464, Vol. 13, no. 6 (2017), pp. 133-144.

KRAJČOVIČ, P.: *Strategies in media planning* / Peter Krajčovič, 2015. In: *Communication Today.* - ISSN 1338-130X, Vol. 6, no. 2 (2015), pp. 21-30.

SCOTT, D.: *The New Rules of Marketing and PR*, New Jersey : John Wiley & Sons, Inc., 2011.

Language, knowledge of which is necessary to complete the subject: English

Subject evaluation

A	B	C	D	E	FX
0,00	0,00	0,00	0,00	0,00	0,00

Notes: - student time load: X hours, of which:

Presence / Combined study (L, S, T):

self-study:

other:



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Teacher: lectures/consultations/seminars: Mgr. Peter Krajčovič, PhD.

language of lectures: English

Date of last change: 30.1.2022

Approved: doc. PhDr. Jana Galera Matúšová, PhD.

Public relations

University: University of Ss. Cyril and Methodius in Trnava	
Faculty/institute: Faculty of Mass Media and Communication	
Subject code:	Subject name: Public relations
Type, scope, and method of educational activities:	
Subject type (C, CO, O): C	
Recommended scope of teaching (in hours): 2h/week	
Study method: full time	
Study form: full time	
Number of credits: 4	
Recommended semester/trimester of study: third	
Level of study: first	
Prerequisite subjects:	
Conditions for completing the subject:	
<ul style="list-style-type: none"> - 50 percent of the evaluation consists of a final test (20 points) + presentation (30 points), - 50 percent oral exam during the trial period. <p>Hourly activity - 5 points (bonus points)</p> <p>To successfully complete the course, the student must obtain at least 60% of the total assessment. Final evaluating scale: 100 - 93 = A; 92 - 85 = B; 84-76 = C; 75 - 68 = D; 67 - 60 = E; 59 and less = FX.</p>	
Educational outcomes:	
<p>After completing the course, the student will acquire the following knowledge, skills and competencies:</p> <ul style="list-style-type: none"> - understands the position and specifics of PR in the communication mix and can explain the difference of this tool from other tools of marketing communication, - can define PR, understands its starting points, goals, functions, understands the concept of the public, can name and describe the various target groups with which PR works, - can describe and give examples of individual PR techniques, - is able to perform a simple analysis of PR techniques, - expands communication and presentation skills - speaking in front of the audience (part of the course is presentation), strengthens the ability to cooperate in the team, - strengthens the ability to communicate in a foreign language. 	
Brief content of the subject:	
<ol style="list-style-type: none"> 1. Introduction to the subject. Basic terms: marketing, marketing mix, marketing communication, communication mix. 2. Marketing communication tools and the place of PR in the communication mix. 3. Defining PR, connection with other scientific disciplines. 4. PR goals, PR functions, PR classification. 5. Target groups in PR. 	

6. PR agencies
7. PR techniques
8. Media Relations
9. Sponsorship. Philanthropy. Lobbying.
10. Corporate social responsibility. Crisis communication.
11. Events. Working with celebrities. Online PR.
12. Repetition.

Recommended literature:

ARGENTI, P.A.: Corporate communication. Newbury Park, CA: Sage Publications, 2012 KA-
RANI, G. G., (2012) The Role Of Public Relations In Enhancing Institutional Image: A Case Study Of
The Ministry Of Lands. Unpublished Master Thesis, University of Nairobi.
L'ETANG, J.: Public relations. Praha: Portál. 2009. 344 s.
PETRANOVÁ D., ČÁBYOVÁ, L.: MEDIA RELATIONS I., Trnava : FMK UCM, 2011.
PETRANOVÁ D., ČÁBYOVÁ, L.: MEDIA RELATIONS II., Trnava : FMK UCM, 2011.
ROSENBERG, A.: A Modern Guide to Public Relations: Unveiling the Mystery of PR: In-
cluding: Content Marketing, SEO, Social Media & PR Best Practices. Veracity Marketing,
2021.
SCOTT, D.: The New Rules of Marketing and PR, New Jersey : John Wiley & Sons, Inc., 2011.

Language, knowledge of which is necessary to complete the subject: English

Subject evaluation

A	B	C	D	E	FX
0,00	0,00	0,00	0,00	0,00	0,00

Notes: - student time load: X hours, of which:

Presence / Combined study (L, S, T):

self-study:

other:

Teacher: lectures/consultations/seminars: doc. PhDr. Jana Galera Matúšová, PhD., Mgr. Dáša
Franić, PhD.

language of lectures: English

Date of last change: 30.1.2022

Approved: doc. PhDr. Jana Galera Matúšová, PhD.

Creative writing I.

University: University of Ss. Cyril and Methodius in Trnava	
Faculty/institute: Faculty of Mass Media Communication	
Subject code:	Subject name: Creative writing I.
Type, scope, and method of educational activities:	
Subject type (C, CO, O): CO	
Recommended scope of teaching (in hours): 2h/week	
Study method: full time	
Study form: full time	
Number of credits: 2	
Recommended semester/trimester of study: third	
Level of study: first	
Prerequisite subjects:	
Conditions for completing the subject:	
The final evaluation is based on:	
<ul style="list-style-type: none"> • active participation in classes (maximum 2 absences are allowed - i.e. 4 teaching hours); • elaboration of assigned tasks and exercises (minimum 60%). The cycle of tasks and exercises is divided into basic thematic blocks, which follow each other. Each of the tasks and exercises is graded; • compulsory submission of the final semester work (compulsory part). The evaluation of the final work is based on: evaluation of the form of the text (whether it meets the characteristics of the chosen literary type and genre, technical mastery of the construction of the text); language and stylistic assessments of the text; degree of creativity and originality of the text. 	
Final evaluation scale:	
100 - 93 = A	
92 - 85 = B	
84 - 76 = C	
75 - 68 = D	
67 - 60 = E	
59 and less = FX	
Educational outcomes:	
After completing the course, students will acquire the following knowledge, abilities, skills, competencies:	
<ul style="list-style-type: none"> • creation of space for independent and creative student work, • development of creativity, imagination and creativity. Assignments allow students to discover their own creativity by requiring the involvement of the whole personality, experience, emotions, intelligence, imagination and creativity, • Improving stylistic writing skills. Activities motivate the original manipulation of language material, encourage the use of language creatively, 	

- development of students' creative abilities, use of theoretical knowledge directly in the author's creative writing,
- they learn to perceive a literary work / text more deeply and, based on their own experience, they better understand individual artistic procedures and means,
- special emphasis is placed on feedback, for which a separate space is created on the lessons. All student works (exercises, assignments, texts) are analyzed in class so that the author has a direct and multifaceted response to the created text, not only in terms of content, but also in terms of language and style,
- the course is designed to include a range of strategies, techniques, procedures and methods that, by guiding and stimulating the writing experience, lead students to self-reflection and creative self-expression.

Brief content of the subject:

1. Literature and literary text - the introductory set of exercises is devoted to the text as a statement, focusing on art literature.
2. A work of art as a part of the communication process and its relation to reality, literary tradition, the inner experience complex of the author and the reader.
3. The position of the author in interaction with the reader - what and for whom to write, target group, genre.
4. Working with the three most basic components of the story - character, environment, plot.
5. Literary figure - a block of exercises focused on ways of modeling a literary figure.
6. Work with the physical, external side of the character - ways of rendering, the possibility of using static description.
7. Character building - character as a fictional personality, fictional biography, curriculum vitae.
8. The character of a literary character - motivation and development of the character, the connection of elements of physical description and character elements.
9. Stereotypical figures versus archetypes.
10. The character and its credibility and accuracy, the capacity of the character.
11. Final author reading.

Recommended literature:

Magal, S.: Creative writing. in: Media relations ii.Trnava: fmk, 2012.
The cambridge companion to creative writing. edited by David Morley and Philip Neilsen. cambridge: cup, 2012.
Creativity in language and literature. Edited by Joan Swann, Rob Pope and Ronald Carter. Palgrave Macmillan, 2011.
Runco, M. A. (Ed.). (1991). Theories of Creativity. Sage, Newbury Park, CA

Language, knowledge of which is necessary to complete the subject: English

Subject evaluation

A	B	C	D	E	FX
0,00	0,00	0,00	0,00	0,00	0,00

Notes: - student time load: X hours, of which: 80 hours
Presence / Combined study (L, S, T):

self-study: other:
Teacher: lectures/consultations/seminars: prof. PhDr. Nataliya Panasenko, DrSc. language of lectures: English
Date of last change: 30.1.2022
Approved: doc. PhDr. Jana Galera Matúšová, PhD.

Creative writing II.

University: University of Ss. Cyril and Methodius in Trnava	
Faculty/institute: Faculty of Mass Media Communication	
Subject code:	Subject name: Creative writing II.
Type, scope, and method of educational activities:	
Subject type (C, CO, O): CO	
Recommended scope of teaching (in hours): 2h/week	
Study method: full time	
Study form: full time	
Number of credits: 2	
Recommended semester/trimester of study: fourth	
Level of study: first	
Prerequisite subjects: Creative writing I.	
Conditions for completing the subject:	
The final evaluation is based on:	
<ul style="list-style-type: none"> • active participation in classes (maximum 2 absences are allowed - i.e. 4 teaching hours); • elaboration of assigned tasks and exercises (minimum 60%). The cycle of tasks and exercises is divided into basic thematic blocks, which follow each other. Each of the tasks and exercises is graded; • compulsory submission of the final semester work (compulsory part). The evaluation of the final work is based on: evaluation of the form of the text (whether it meets the characteristics of the chosen literary type and genre, technical mastery of the construction of the text); language and stylistic assessments of the text; degree of creativity and originality of the text. 	
Final evaluation scale:	
100 - 93 = A	
92 - 85 = B	
84 - 76 = C	
75 - 68 = D	
67 - 60 = E	
59 and less = FX	
Educational outcomes:	
After completing the course, students will acquire the following knowledge, abilities, skills, competencies:	
<ul style="list-style-type: none"> • creation of space for independent and creative student work, • development of creativity, imagination and creativity. Assignments allow students to discover their own creativity by requiring the involvement of the whole personality, experience, emotions, intelligence, imagination and creativity, • Improving stylistic writing skills. Activities motivate the original manipulation of language material, encourage the use of language creatively, 	

- development of students' creative abilities, use of theoretical knowledge directly in the author's creative writing,
- they learn to perceive a literary work / text more deeply and, based on their own experience, they better understand individual artistic procedures and means,
- special emphasis is placed on feedback, for which a separate space is created on the lessons. All student works (exercises, assignments, texts) are analyzed in class so that the author has a direct and multifaceted response to the created text, not only in terms of content, but also in terms of language and style,
- the course is designed to include a range of strategies, techniques, procedures and methods that, by guiding and stimulating the writing experience, lead students to self-reflection and creative self-expression.

Brief content of the subject:

1. Obstacles to creativity (boredom, banality, pseudo-, gossip, kalk, clichés).
2. Audience needs and expectations. Cultural, socio-economic and political context.
3. Environment - the role of the environment in a literary text, three-dimensionality of space, credibility and the impression of authenticity.
4. The role of detail in evoking the atmosphere of a particular place, the method of observation, the creation of fictitious environments in order to achieve the highest degree of credibility.
5. Working with specific details, the difference between describing the environment and capturing the atmosphere.
6. Dialogue, speeches of characters - narrative style procedure.
7. Artistic storytelling, dramatic gradation of the plot.
8. Narrator's band and character's band, direct speech, improper direct speech, semi-direct speech.
9. Topic, tension. Project and floor plan of the work.
10. Final author reading.

Recommended literature:

Magal, S.: Creative writing. in: Media relations ii.Trnava: fmk, 2012.
The cambridge companion to creative writing. edited by David Morley and Philip Neilsen. cambridge: cup, 2012.
Creativity in language and literature. Edited by Joan Swann, Rob Pope and Ronald Carter. Palgrave Macmillan, 2011.
Runco, M. A. (Ed.). (1991). Theories of Creativity. Sage, Newbury Park, CA

Language, knowledge of which is necessary to complete the subject: English

Subject evaluation

A	B	C	D	E	FX
0,00	0,00	0,00	0,00	0,00	0,00

Notes: - student time load: X hours, of which: 80 hours

Presence / Combined study (L, S, T):

self-study:

other:

Teacher: lectures/consultations/seminars: prof. PhDr. Nataliya Panasenka, DrSc.

language of lectures: English



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Date of last change: 30.1.2022
Approved: doc. PhDr. Jana Galera Matúšová, PhD.

Nonverbal Communication in media Practice

University: University of Ss. Cyril and Methodius in Trnava	
Faculty/institute: Faculty of Mass Media and Communication	
Subject code:	Subject name: Nonverbal Communication in media Practice
Type, scope, and method of educational activities: Subject type (C, CO, O): C Recommended scope of teaching (in hours): 2h/week Study method: full time Study form: full time	
Number of credits: 4	
Recommended semester/trimester of study: fourth	
Level of study: first	
Prerequisite subjects:	
Conditions for completing the subject: <ul style="list-style-type: none"> - Regular participation in classes - max. 2 absences (i.e. max. 2 teaching units). In addition, for each absence, the student's final evaluation is reduced by one grade. The student must complete at least 50% of the teaching units during the semester. In the case of an individual study plan, a minimum of 50 percent attendance is required (UCM Study Regulations). - Practical individual analysis of body language based on a photo or video from the mass media, which makes up one third of the final evaluation. - Theoretical-practical written test, which is written at the end of the semester and makes up two-thirds of the final evaluation. A student who has not completed at least 50% of the teaching units and who has not carried out a practical individual analysis of body language cannot take part in this test. A student who does not write a theoretical-practical test for serious reasons at the end of the semester, or the evaluation of his test will be Fx, will pass an oral exam during the examination period. The oral exam can also be taken by a student who has met all the conditions for passing the course during the semester, but wants to improve the final evaluation. - In addition to the evaluation of body language analysis and the results of the written test, the overall evaluation takes into account active participation in teaching and extra-curricular activities (each activity max. 1 point depending on quality, creativity, adequacy and effectiveness of communication and presentation techniques). The overall evaluation of the subject also takes into account the passivity in teaching and failure to present the analysis of body language within the set deadline. For each week of unreasonable delay, the final evaluation of the subject is reduced by one degree. - Final rating scale: 100 - 93 = A; 92 - 85 = B; 84-76 = C; 75 - 68 = D; 67 - 60 = E; 59 and less = FX. 	
Educational outcomes: After completing the course, the student will acquire the following knowledge, abilities, skills, competencies:	

- gain a systemic view of non-verbal means of communication, the possibilities of their use and correction, as well as their meaning and application in media practice, including various ways of presenting body language in visual mass media communication, including digital mass media;
- learn to effectively "read" body language, better understand the non-verbal behavior of another person, and thus their own, at the same time be able to practically apply non-verbal means of body language in a mass media communication environment;
- acquires non-verbal communication skills used in the mass media, also acquires the ability to identify as quickly and as accurately as possible the ways in which the mass media create the language of communicants for the purpose of their media presentation, these methods can be used professionally in media practice;
- acquires competencies to communicate professionally on a non-verbal level, manage their own nonverbal communication, use various ways of creating non-verbal communication in the media space and professionally interpret the body language of communicators from visual mass media products depending on the communicator's type, experience and context and co-text of media communication.

Brief content of the subject:

1. Non-verbal communication, its systematization from the point of view of important authors. The difference between body language and nonverbal communication. Basic concepts of nonverbal communication in media practice. Categories of nonverbal communication and body language in media practice.
2. Proxemics. Territory. Human personal space. Types of distances. Proxemics and seating of communicators in selected television and online discussion and entertainment programs.
3. Posturika. Basic positions during communication in the media. Copying positions and its importance in media practice.
4. Kinetics. Motion mirroring. Types of cinemas in mass media communication.
5. Gesticulation. Types of gestures in the media. Gesticulation in personal communication versus gesticulation in mass media communication. Gesticulation space in media practice.
6. Touch as an intimate element in contacts. Touch "bars" in moderation practice. Handshake. Handshake in a dynamic and static presentation in the media.
7. Facial facial expressions. Facial parts and their telling power in media communication. A view in mass media communication. Types of views in mass media communication.
8. Ways of presenting body language in visual media: transparent, hyperbolic, trivialized, fictional and fictional nonverbal presentation. Basic ways of creating body language in mass media communication with regard to the purpose / goal of presentation in the media.
9. Color in mass media communication and its non-verbal meaning.
10. Partners in mass media communication. The role of image as a non-verbal component of media communication.
11. Complexity of non-verbal communication in the media. Manifestations of nonverbal behavior, which can be most often identified in mass media communication, analysis of these manifestations.
12. Final written test.

NOTE: Part of the teaching is interactive work focusing on detailed analyzes of non-verbal communication from the mass media.

Recommended literature:

1. ARGYLE, M.: Bodily Communication. 2nd Ed. UK : Routledge, 2007. 384 p. ISBN 978-0415051149.
2. KNAPP, M. L., HALL, J. A., HORGAN, T. G.: Nonverbal Communication in Human Interaction. 8th Ed. Boston, MA : Wadsworth Cengage Learning, 2014. 510 p. ISBN 978-1-133-31159-1.
3. Højbjerg, L.: The Moving Image: Body Language and Media Context. [online]. 2014. Available at: <<https://www.kosmorama.org/en/kosmorama/artikler/moving-image-body-language-and-media-context>>.
4. HRISCA, A. M.: Online Communication and Body Language In: Acta Universitatis Danubius. Communicatio, 2011, Vol 5, No 2, p. 74-91. **ISSN 1844-7562**.
5. MORRIS, D.: People Watching. 2nd Ed. London : Random House, 2002. 544 p. ISBN 978-0099429784.

Language, knowledge of which is necessary to complete the subject: English

Subject evaluation

A	B	C	D	E	FX
0,00	0,00	0,00	0,00	0,00	0,00

Notes: - student time load: 30 hours, of which: 150 hours

Presence / Combined study (L, S, T):

self-study:

other:

Teacher: lectures/consultations/seminars: PhDr. Oľga Škvareninová, CSc.

language of lectures: English

Date of last change: 30.1.2022

Approved: doc. PhDr. Jana Galera Matúšová, PhD.



3rd year of study
Courses description

Media Research

University: University of Ss. Cyril and Methodius in Trnava	
Faculty/institute: Faculty of Mass Media and Communication	
Subject code:	Subject name: Media Research
Type, scope, and method of educational activities:	
Subject type (C, CO, O): C	
Recommended scope of teaching (in hours): 2h/week	
Study method: full time	
Study form: full time	
Number of credits: 4	
Recommended semester/trimester of study: fifth	
Level of study: first	
Prerequisite subjects:	
Conditions for completing the subject:	
<p>The student must demonstrate mastery of media research, the ability to work independently with domestic and foreign literature recommended by the teacher. The student must demonstrate practical mastery of research methods and techniques in activities aimed at applying theoretical knowledge to research practice.</p> <p>To successfully complete the course, the student must obtain at least 60% of points. Final evaluating scale: 100 - 93 = A; 92 - 85 = B; 84-76 = C; 75 - 68 = D; 67 - 60 = E; 59 and less = FX.</p>	
Educational outcomes:	
<p>After completing the course, the student will acquire the following knowledge, abilities, skills, competencies:</p> <ul style="list-style-type: none"> • Acquire the essence of evaluation and research of media, media communication and various types of media communications. • Gain the ability to design, organize and implement research processes, apply selected methods and forms of media research and measuring the level of media literacy. • Upon successful completion of the educational process, the student should be able to apply in practice complex knowledge related to media research, design the main stages of media research from the preparatory, through the implementation to the evaluation phase. • From a trend point of view, emphasis is placed on the use of modern methods and techniques of media research and their applications to a wide range of problems and research requirements in the current media environment. 	
Brief content of the subject:	
<ol style="list-style-type: none"> 1. Introduction to science methodology, research process and its characteristics 2. Characteristics of the basic phases of the research process 3. Research of media systems and their functioning 4. Basic types of media research 5. Quantitative and qualitative strategies in media research 6. Research of the journalistic profession and demands on media workers 	

7. Research of the thematic agenda of the media
8. Research of media objectivity
9. Recipient research (audience)
10. Research of media effects
11. Research of readability of print media
12. Electronic media audience research
13. Audience attention research

Recommended literature:

- BERGER, A.A. Media Research Techniques. Thousand Oaks: Sage Publications, 1998. 175 s. ISBN 978-07-6191-537-9.
- BERGER, A.A. Media and Communication Research Methods. An Introduction to Qualitative and Quantitative Approaches. Thousand Oaks: Sage Publications, 2011, 341 p.
- BERGER, A. A.: Media Analysis Techniques. Third Edition. Sage Publications, 2005. ISBN 1-4129-0683-0
- JOSEPH T.: Media Today: Mass Communication in a converging world. NY: Taylor and Francis, 2019.
- LUSTED, D.: Media Studies Book. New York: Taylor and Francis, 2016
- PRIEST, S. Doing Media Research: An Introduction. Thousand Oaks: Sage Publications, , 2009. 272 s. ISBN:978-1412-96097-7.

Language, knowledge of which is necessary to complete the subject: English

Subject evaluation

A	B	C	D	E	FX
0,00	0,00	0,00	0,00	0,00	0,00

Notes: - student time load: X hours, of which: 120 hours

Presence / Combined study (L, S, T):

self-study:

other:

Teacher: lectures/consultations/seminars: doc. Mgr. Norbert Vrabec, PhD., Mgr. Marija Hekelj, PhD.

language of lectures: English

Date of last change: 30.1.2022

Approved: doc. PhDr. Jana Galera Matúšová, PhD.

Professional Communication in English Language I.

University: University of Ss. Cyril and Methodius in Trnava	
Faculty/institute: Faculty of Mass Media Communication	
Subject code:	Subject name: Professional Communication in English Language I.
Type, scope, and method of educational activities: Subject type (C, CO, O): CO Recommended scope of teaching (in hours): 2h/week Study method: full time Study form: full time	
Number of credits: 2	
Recommended semester/trimester of study: fifth	
Level of study: first	
Prerequisite subjects:	
Conditions for completing the subject: - active participation in seminars (max. 2 justified absences) - passing min. 5 continuous tests (minimum 70% success rate) - presentation of selected topics in pairs (marketing topics - follow-up to topics during seminars) To successfully complete the course, the student must obtain at least 60% of points (a total of 60 points out of 100). Final rating scale: 100 - 93 = A; 92 - 85 = B; 84-76 = C; 75 - 68 = D; 67 - 60 = E; 59 and less = FX.	
Educational outcomes: To successfully complete the course, the student must meet the following conditions: - acquires, understands, can explain and functionally use the acquired specific vocabulary in the given field - marketing mix, ethical and legal aspects, research and development of a new product, brainstorming (500 words and idiomatic connections); - acquires, understands, can explain and functionally use the acquired grammatical structures characterizing the academic and professional style; - acquires, understands, can explain, functionally use and assess the suitability of specific professional-academic terms, can work with specialized literature; - acquires and is able to functionally use the acquired specific micro-skills of academic writing (abstract, syllabus, written evaluation, ppt presentation), reading comprehension, interaction and monologue conversation (presentation, discussion paper).	
Brief content of the subject: 1. Introductory seminar. Assignment of seminar work topics. Needs analysis. 2. SWOT analysis. 3. Strategic marketing. 4. Ethics in marketing. 5. Logos. Creation of a company logo. 6. TV radio. 7. Internet. Internet shopping. Webpages. 8. Internet. Formal informal e-mail. Basic phrases used in email communication. 9. Branding. 10. Products and services.	

11. PR lobbying (basic terminology, PR and media relations, types of lobbying).
12. Repetition of vocabulary. Conversational activities.
13. Evaluation of tests, seminar papers, active participation in classes and granting credits.

Recommended literature:

FARELL, C. - LINDSLEY, M.: *Professional English in Use (Marketing)*. Cambridge University Press, 2008.

GORE, S.: *English for Marketing and Advertising*. Nakladatelství Fraus, 2007.

SWEENEY, S.: *Test Your Professional English*. Longman, 2002.

CHUDÝ, T. - CHUDÁ, J.: *Topics for English Conversation*. Fragment, 1996.

Language, knowledge of which is necessary to complete the subject: English

Subject evaluation

A	B	C	D	E	FX
0,00	0,00	0,00	0,00	0,00	0,00

Notes: - student time load: X hours, of which: 80 hours

Presence / Combined study (L, S, T):

self-study:

other:

Teacher: lectures/consultations/seminars prof. PhDr. Nataliya Panasenko, DrSc., Bc. Michael Valek

language of lectures: English

Date of last change: 30.1.2022

Approved: doc. PhDr. Jana Galera Matúšová, PhD.

Professional Communication in English Language II.

University: University of Ss. Cyril and Methodius in Trnava	
Faculty/institute: Faculty of Mass Media Communication	
Subject code:	Subject name: Professional Communication in English Language II.
Type, scope, and method of educational activities: Subject type (C, CO, O): CO Recommended scope of teaching (in hours): 2h/week Study method: full time Study form: full time	
Number of credits: 2	
Recommended semester/trimester of study: sixth	
Level of study: first	
Prerequisite subjects: Professional Communication in English Language I.	
Conditions for completing the subject: - active participation in seminars (max. 2 justified absences) - passing min. 5 continuous tests (minimum 70% success rate) - presentation of selected topics in pairs (marketing topics - follow-up to topics during seminars) To successfully complete the course, the student must obtain at least 60% of points (a total of 60 points out of 100). Final rating scale: 100 - 93 = A; 92 - 85 = B; 84-76 = C; 75 - 68 = D; 67 - 60 = E; 59 and less = FX.	
Educational outcomes: To successfully complete the course, the student must meet the following conditions: - acquires, understands, can explain and functionally use the acquired specific vocabulary in the given field - branding, products and services, market segmentation, CRM (500 words and idiomatic connections); - acquires, understands, can explain and functionally use the acquired grammatical structures characterizing the academic and professional style; - acquires, understands, can explain, functionally use and assess the suitability of specific professional-academic terms, can work with specialized literature; - acquires and is able to functionally use the acquired specific micro-skills of academic writing (abstract, syllabus, written evaluation, ppt presentation), reading comprehension, interaction and monologue conversation (presentation, discussion paper).	
Brief content of the subject: 1. Introductory lesson. Needs assessment questionnaire (ESP) 2. Marketing mix. 3. Marketing mix. 4. PR and lobbying. 5. SWOT analysis.	

6. Vocabulary revision.
7. Marketing ethics.
8. Customer needs and behaviour.
9. Loyalty programmes.
10. Events and sports sponsorship.
11. Vocabulary revision.
12. Videos dealing with the topics mastered - discussion, activities.
13. Final evaluation of the course, extra activities (conversation).

Recommended literature:

FARELL, C. - LINDSLEY, M.: *Professional English in Use (Marketing)*. Cambridge University Press, 2008.

GORE, S.: *English for Marketing and Advertising*. Nakladatelství Fraus, 2007.

SWEENEY, S.: *Test Your Professional English*. Longman, 2002.

CHUDÝ, T. - CHUDÁ, J.: *Topics for English Conversation*. Fragment, 1996.

Language, knowledge of which is necessary to complete the subject: English

Subject evaluation

A	B	C	D	E	FX
0,00	0,00	0,00	0,00	0,00	0,00

Notes: - student time load: X hours, of which: 80 hours

Presence / Combined study (L, S, T):

self-study:

other:

Teacher: lectures/consultations/seminars prof. PhDr. Nataliya Panasenko, DrSc., Bc. Michael Valek

language of lectures: English

Date of last change: 30.1.2022

Approved: doc. PhDr. Jana Galera Matúšová, PhD.

Creation of PR Campaigns

University: University of Ss. Cyril and Methodius in Trnava	
Faculty/institute: Faculty of Mass Media Communication	
Subject code:	Subject name: Creation of PR Campaigns
Type, scope, and method of educational activities: Subject type (C, CO, O): CO Recommended scope of teaching (in hours): 2h/week Study method: full time Study form: full time	
Number of credits: 2	
Recommended semester/trimester of study: sixth	
Level of study: first	
Prerequisite subjects:	
Conditions for completing the subject: <p>The final evaluation consists of a sum of compulsory submitted assignments throughout the academic year. Adequate quality level, proven ability to apply theoretical background to solve problems are the basis for successful completion of the course. In the case of insufficient quality of the assigned assignments, it is not possible to complete the course. Assignments will always be scored, according to the criteria announced by the student and the final grade will be calculated as 100% of the sum of possible points obtained for all assignments (usually it is possible to get a maximum of 10 points for one assignment), where the grade will be calculated in the context of the evaluation scale. In order to successfully complete the course, the student must obtain at least 60% of points in their assignments.</p> <p>Successful completion of the course is also conditioned by regular participation in teaching. A maximum of 2 absences (i.e. 4 teaching hours) are allowed without giving a reason. In the case of a large number of absences (3-4 absences), it is necessary to submit a copy of the medical documentation, which testifies to the more serious nature of the student's health problems, or another document containing relevant reasons for non-participation in lectures. Individual cases will be assessed individually, taking into account the circumstances. In the case of an approved individual study schedule, a minimum of 50% participation is required (see UCM Study Regulations, §13).</p> <p>To successfully complete the course, the student must obtain at least 60% of points. Final rating scale: 100 - 93 = A; 92 - 85 = B; 84-76 = C; 75 - 68 = D; 67 - 60 = E; 59 and less = FX.</p>	
Educational outcomes: <p>After completing the course, the student will acquire the following knowledge, abilities, skills, competencies:</p> <ul style="list-style-type: none"> • practical habits and skills in the field of Public Relations, • ability to actively solve problems related to the issue of communication with the public, • acquisition of knowledge of the basic rules of the operation of PR in television and radio broadcasting, together with the active involvement of one's person as a PR specialist in the preparation of media content in these types of media. 	

Brief content of the subject:

1. PR on television - Preparation of communication statements, Communication training in front of the camera
2. PR on the radio (2 hours) - Voice preparation, recording of expressions, simple editing in the editing program. Interview in a radio studio
3. Solution of assignments in the field of employer branding
4. Solving tasks in the field of crisis communication
5. Creation of PR article and press release
6. Creating an event for students (assignment for several hours)
7. Design and preparation of internal communication tools
8. Proposal of PR strategy of a small company (assignment for several hours)
9. Awards in PR – Prokop.

Recommended literature:

GORE, S.: *English for Marketing and Advertising*. Nakladatelství Fraus, 2007.

ROSENBERG, A.: *A Modern Guide to Public Relations: Unveiling the Mystery of PR: Including: Content Marketing, SEO, Social Media & PR Best Practices*. Veracity Marketing, 2021. ISBN 978-1736514009

SEITEL, F., P.: *The practice of public relations*. New Jersey: Prentice Hall, 2010. ISBN 978-0-13-608890-5

Language, knowledge of which is necessary to complete the subject: English

Subject evaluation

A	B	C	D	E	FX
0,00	0,00	0,00	0,00	0,00	0,00

Notes: - student time load: X hours, of which: 80 hours

Presence / Combined study (L, S, T):

self-study:

other:

Teacher: lectures/consultations/seminars: Mgr. Andrej Brník, PhD., doc. PhDr. Jana Galera Matúšová, PhD.

language of lectures: English

Date of last change: 30.1.2022

Approved: doc. PhDr. Jana Galera Matúšová, PhD.

Public Affairs

University: University of Ss. Cyril and Methodius in Trnava	
Faculty/institute: Faculty of Mass Media Communication	
Subject code:	Subject name: Public Affairs
Type, scope, and method of educational activities:	
Subject type (C, CO, O): CO	
Recommended scope of teaching (in hours): 2h/week	
Study method: full time	
Study form: full time	
Number of credits: 2	
Recommended semester/trimester of study: fifth	
Level of study: first	
Prerequisite subjects:	
Conditions for completing the subject:	
To successfully complete the course, the student must obtain at least 60% of points. Final rating scale: 100 - 93 = A; 92 - 85 = B; 84-76 = C; 75 - 68 = D; 67 - 60 = E; 59 and less = FX. Active participation in lessons, max. 2 absences per semester.	
Educational outcomes:	
After completing the course, the student will gain the following abilities, skills and competencies:	
<ul style="list-style-type: none"> • acquires an overview of public affairs issues, and thus understands terms such as public relations, shareholder, interest group, lobbying, lobbyist, etc., • acquire the ability to interconnect individual terms into units and understand the role of lobbyists in the communication process of companies outwards, • will also be able to distinguish external communication from internal, corporate, • the course will provide the graduate with the ability to critically look at public relations, media relations, their structure and strategies, social responsibility is also marginally part of the subject areas, • the student will strengthen communication and argumentation skills. 	
Brief content of the subject:	
<ol style="list-style-type: none"> 1. Public affairs - definition, PA tools. 2. Media relations vs. Public relations 3. Lobbying as one of the tools of PA. 4. Participants in the lobbying process. 5. Lobby typology. 6. Lobbying strategies (grassrooting, etc.) 7. History and current legislation governing lobbying abroad 1/3 (US) 8. History and current legislation governing lobbying abroad 2/3 (GB, Canada) 9. History and current legislation governing lobbying abroad 3/3 (EU) 10. Lobbying vs. corruption, nepotism, clientelism 11. Social media partnerships. 12. Sponsorship and its role in building public affairs. 	
Recommended literature:	
<i>International standards for lobbying regulation.</i> 2015. Transparency International. 2015. Transparency and integrity in lobbying. https://www.oecd.org/corruption/ethics/Lobbying-Brochure.pdf	

CARPENTER, DANIEL/ MOSS, DAVID (eds.) 2013: Preventing Regulatory Capture, Special Interest Influence and How to Limit It, Cambridge: Cambridge University Press.

STAUBER, JOHN, RAMPTON, SHELDON, 1995: Toxic Sludge Is Good For You: Lies, Damn Lies and the Public Relations Industry, Common Courage Press, Monroe, Maine

SCHENDELEN, R.: *More Machiavelli in Brussels: The Art of Lobbying EU*. Amsterdam: Amsterdam University Press. 2010.

Language, knowledge of which is necessary to complete the subject: English

Subject evaluation

A	B	C	D	E	FX
0,00	0,00	0,00	0,00	0,00	0,00

Notes: - student time load: X hours, of which: 80 hours

Presence / Combined study (L, S, T):

self-study:

other:

Teacher: lectures/consultations/seminars: Mgr. Jana Hubinová, PhD.

language of lectures: English

Date of last change: 30.1.2022

Approved: doc. PhDr. Jana Galera Matúšová, PhD.

Media Content Analysis and critical Thinking

University: University of Ss. Cyril and Methodius in Trnava	
Faculty/institute: Faculty of Mass Media and Communication	
Subject code:	Subject name: Media Content Analysis and critical Thinking
Type, scope, and method of educational activities: Subject type (C, CO, O): C Recommended scope of teaching (in hours): 2h/week Study method: full time Study form: full time	
Number of credits: 4	
Recommended semester/trimester of study: sixth	
Level of study: first	
Prerequisite subjects:	
Conditions for completing the subject: During the semester, students are required to prepare a selected type of analysis of a selected media communication (analysis of an article from a newspaper or magazine - print or online version, analysis of audiovisual work, analysis of a news block or TV commercial, analysis of advertising materials from magazines, analysis of digital games and similar). Each analysis must have a title page according to FMK requirements. Thesis title: e.g. Narrative analysis of a film work (article title); Basic description of the selected research method and definition of relevant analytical categories: brief and short (2 A4); Media content analysis itself; Attachments: screenshots, copies of articles or related materials, etc. - they do not count to the required number of pages. Each student should demonstrate an understanding of the subject matter and create meaningful connection of own analysis with individual types of theoretical analyzes and concepts with which he became acquainted during the semester; The ratio between self-analysis and supporting materials should not be exceeded value 70:30; Copying texts from external sources, even quoted ones, will result the final grade FX. Submission of a written analysis at the last hour in the current semesters; Final grade = analysis evaluation + attendance. To successfully complete the course, the student must obtain at least 60% of points. Final rating scale: 100 - 93 = A; 92 - 85 = B; 84-76 = C; 75 - 68 = D; 67 - 60 = E; 59 and less = FX.	
Educational outcomes: After completing the course, the student will acquire the following knowledge, abilities, skills, competencies:	

- They will get acquainted with the basics of media content analysis and at the same time gain knowledge about which facts affect their internal dynamics, focus and character.
- The analysis itself is carried out through optics and approach from the position of theoretical concepts and starting points such as. semiotic analysis, discursive analysis, narrative theory and the like.
- Critical analysis of media content, their connection with existing social relations, norms and values form a basic starting position and provide students with the opportunity to acquire skills and abilities that will provide them with a more objective and, above all, more critical view of the media and the content they convey.

Brief content of the subject:

1. Introduction to the issue, organizational instructions. Concepts of cognitive and pro-paedeutic skills development in the age of digital media.
2. Media communications and basic principles of their analysis. Qualitative versus quantitative analysis of media content.
3. Exploring content meanings. Semiotic analysis.
4. Examining the structure of media content. Narrative analysis.
5. Critical analysis of discourse.
6. Analysis of marketing strategies of media content.
7. Exploration of visual content. Qualitative image analysis.
8. Theory of genres and media content.
9. Focus groups. Group interview and its qualitative significance.
10. Qualitative approach to the study of media content based on the study of contexts. Contextualization.
11. Exploration of visual content. Quantitative content (image) analysis.
12. Focus groups. Group interview and its quantitative significance.
13. Questionnaire survey as a quantitative research method.
14. Final evaluation of the course - open discussion. Submission of term papers.

Recommended literature:

- ALLEN, R. C. ed.: Channels of Discourse, Reassembled. Television and Contemporary Criticism. Second edition. The University of North Carolina Press, 1992. ISBN 978-0-8078-4374-1
- BERGER, A. A.: Media Analysis Techniques. Third Edition. Sage Publications, 2005. ISBN 1-4129-0683-0
- BIOCCA, F. A.: Opposing Conceptions of the Audience: The Active and Passive Hemispheres of Mass Communication Theory. In ANDERSON, James A. ed. 1988. Communication Yearbook 11, Newbury Park, CA : Sage, p. 51-80.
- EVANS, J, NIXON, S.: Representation. Edited by HALL, S. 2 nd edition. The Open University Press. 2013. ISBN 978-1-84920-563-4
- CHANDLER, D.: Semiotics for beginners. 2 nd edition, New York, Routledge. 2007. ISBN 0-415-36375-6
- Available at: < <http://visual-memory.co.uk/daniel/Documents/S4B/>>
- FISKE, J.: 2006. Understanding Popular Culture. London; New York : Routledge, 2006. ISBN 0-415-07876-8.

Language, knowledge of which is necessary to complete the subject: English					
Subject evaluation					
A	B	C	D	E	FX
0,00	0,00	0,00	0,00	0,00	0,00
<p>Notes: - student time load: X hours, of which: 120 hours Presence / Combined study (L, S, T): self-study: other:</p>					
<p>Teacher: lectures/consultations/seminars: Prof. PhDr. Nataliya Panasenko, DrSc., Mgr. Marija Hekelj, PhD. language of lectures: English</p>					
Date of last change: 30.1.2022					
Approved: doc. PhDr. Jana Galera Matúšová, PhD.					