



THE UNIVERSITY OF SS. CYRIL AND METHODIUS
FACULTY OF MASS MEDIA COMMUNICATION
Námestie Jozefa Herdu 2, 917 01 Trnava

List of previous scientific projects

In the years *2010 – 2012* the Faculty of Mass Media Communication of UCM implemented the project **Implementation of new forms of education for the Faculty of Mass Media Communication of UCM in Trnava**, OPV – 2009/1.2/01 – SORO, funded by the European Social Fund. The project focused on training and development of human resources in research and development in order to achieve continuous adaptation to the needs of university knowledge society. The aim of the project was to create a program of study Media relations in English for the promotion of international cooperation and academic mobilities.

In the years *2010 – 2012* the Faculty of Mass Media Communication of UCM implemented the project **Establishment of the Cluster for Green and Innovative Technologies** which is supported by the EU (ERDF). Main outcomes of the project were: design of the Program on green technologies for the cross-border region West Slovakia/South Moravia; establishment of the Information and Marketing Centers as supporting structures for the Cluster and gathering database of available green technologies having user interface allowing for search and other functionality.

In the years *2010 – 2013* the Faculty of Mass Media Communication of UCM implemented the project **Development and application of e-learning courses at the Faculty of Mass Media Communication, University of Ss. Cyril and Methodius** OPV – 2009/1.2/01 – SORO, funded by the European Social Fund. The project aimed to improve the quality and flexibility of education by means of innovative methods.

In the years *2011 - 2013* the Faculty of Mass Media Communication of UCM implemented the project **Implementation of Innovative Models of Assessment, Monitoring and Quality Assurance in terms of the Faculty of Mass Media Communication of UCM Trnava**, funded by the European Social Fund. The project focused on the development and implementation of innovative measures enhancing the quality of educational processes and environments in terms of higher education.

In the years *2013 – 2015* the Faculty of Mass Media Communication of UCM is implementing the project APVV **Implementation of quantitative and qualitative research strategies for monitoring and evaluating media literacy levels in the Slovak Republic**. The aim of the project is to implement, under Slovak conditions, the most suitable research strategies in line with current global trends and recommendations for researching media literacy and media education.

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Since 2014, the Faculty of Mass Media Communication of UCM has been involved in the pan-European project **European Week of Programming**. This is a progressive activity, the main aim of which is to increase young people's interest in programming and the transfer of programming skills in school education. The initiative is covered by the European Commission and the greatest technological and IT companies are involved in it (Google, Microsoft, SAP, Oracle, Liberty Global and others), as well as members of the initiatives The European School-net and The Great Coalition for Digital Jobs.

In the years 2014 – 2015 the Faculty of Mass Media Communication of UCM implemented the project **The Cyrillo-Methodian route for the development of cultural activities and cultural tourism**, OPSRCR/2013/05, which was funded by the EU (ERDF). The project focused on cultural and educational activities to support and promote not only Ss. Cyril and Methodius' cultural heritage, but also emphasized the possibilities of developing the potential of cultural tourism, which includes the pilgrimage tourism and exploring the religious heritage.

In 2015, the project under the call CBC01 Norway Grants – **Communication to the Prosperity Slovakia - Ukraine border region (COPEs)** started. The project aims to improve the cross-border flow of information – to reduce existing barriers in cross-border cooperation between the Prešov and Košice self-governing region in Slovakia and the Transcarpathian region in Ukraine.

In 2015, the project under the Europe Culture programme started- **Festival of Art and Independent Games LAG**, UNIWERSYTET SLASKI in Poland - main coordinator in partnership with countries Czech Republic and Slovakia. The aim of the project is to support the possibility of European cultural and creative industries in international events related to the support of an independent creation of an artistic game.

In 2016, the project under the call CBC01 Norway Grants – **FOTOROMA - Raising awareness on Roma cultural diversity and building an intercultural dialogue through photography** started. The project aims to contribute to the promotion of cultural diversity and intercultural dialogue between the majority society and representatives of disadvantaged Roma communities. The main means for meeting this objective is to create an attractive platform enabling the exchange of views and meetings between different cultures. The platform will support the active creation and also the presentation of contemporary visual (photographic) art of young Slovak Roma.



2015 was a year when started to be part of **Festival of Art and Independent Games LAG** which is ending in 2019 as a part of **Creative Europe**. The main aim of the project is to support opportunities of European sector of culture and creativity within international actions connected with promotion of independent artistic games creation. Within project, following activities will be held:

- **Lag Arena** – an international competition for high school students for best game concepts,
- **LAG Edu** – an international conference with participation of experts connected with games and art industry, which will be directed to a wide range of audience,
- **LAG Festival** – one-day presentation of independent games for wide audience and
- **LAG Music** – two evening concerts implemented within LAG Edu and LAG Festival.

The project implies implementation of four editions of activities mentioned above, including rotation. Every edition will be devoted to a different subject and technique of artistic activities, what will enable deeper strengthening of sectors of culture and creativity. It will take place as a result of constant contact with international creators who know current market of pieces of art and enabling access to more modern technologies for participants of project activities.

Erasmus + project called Location – based games as a contemporary, original, and innovative method of seniors’ teaching and learning was taking part during two years from *2017 to 2019*. The aim of the project is to develop the didactics of geolocal gaming models dedicated to seniors, to create new knowledge in this field for professionals working with older people and also to cover scientific research in areas such as andragogy, gerontology and psychology. The results of the project will combine scientific research and the practical application of geolocation games to the life of guardians or lecturers working with seniors and retirees.

„**How to prevent SMEs failure**“ (*10/2018 - 06/2019*) is part of V4 projects. The topic of the project will include analyzing the most important factors influencing SMEs failure in Višegrad countries (from Slovakia, Hungary, Czech Republic and Poland) and in Serbia. After that, the participant will make the strategic plan of activities which should be conducted to improve present situation on this issue, e.g. to prevent presently active SMEs from potential failure.