

ORGANISER

Faculty of Mass Media Communication
UCM in Trnava

MEGATRENDS AND MEDIA 2(+)⁺17

**MEDIA FUTURE
PROGRAMME**



DATE

25th – 26th April 2017

VENUE

Smolenice

MAIN HALL / HLAVNÁ SÁLA

Tuesday 25th April 2017

09.00 – 10.45 Opening ceremony
and main plenary speeches

Opening speech

doc. PhDr. Dana Petranová, PhD.

Dean of FMK UCM in Trnava

- Award presentation ceremony: "Marián Matyáš's Pomegranate"/„Granátové jablko Mariána Matyáša"
- Introduction of the new issue of Media Literacy Student Magazine, 2017, Vol. 4, No. 1
- Introduction of the new representative book: MUUZA 2017
- Introduction of the new issue of European Journal of Media, Art & Photography, 2017, Vol. 5, No. 1
- Introduction of the new issue of the scientific journal Communication Today, 2017, Vol. 8, No. 1
- Award presentation ceremony: Brilliantt 2017
- "Children's Rights through Children's Eyes"/„Práva detí očami detí": Announcement of the results of Slovak nationwide competition of literary and journalistic contributions on the issue of children's rights

A Japanese and Video Game

Prof. Masayuki Uemura

Ritsumeikan University Kinugasa Research Organisation, Japan

10.45 – 11.00 Coffee break

11.00 – 12.15 Main plenary speeches

Budúcnosť je dnes

Andrej Buchamer

ASBIS SK Ltd., Bratislava, Slovakia

International Experts about the Trends for Media Education Curricula

Prof. Dr. Alexander Fedorov

Honorable President of Russian Association for Film & Media Education; Deputy Director for Science, Anton Chekhov Taganrog Institute; Editor-in-Chief, Media Education Journal, Russia

12.15 – 13.30 Lunch

PANEL DISCUSSION / PANELOVÁ DISKUSIA:

MAIN HALL / HLAVNÁ SÁLA

Tuesday 25th April 2017

13.30 – 15.00

Topic / Téma: Media Future

Participants / Účastníci:



Peter Bielik, Moderator and Deputy Managing Editor, TA3 television



Lukáš Diko, Director of the Section of News, Sport and Opinions, RTVS



Jakub Filo, Deputy Managing Editor, the daily newspaper SME



Júlia Kováčová, Managing Editor, the daily newspaper Nový čas



Henrich Krejča, Head of the Centre of News and Opinions, TV Markíza



Tibor Eliot Rostas, Managing Editor, Zem a vek magazine

Panel Discussion Moderator / Moderátor:



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

15.00 – 15.15 Opening of the artistic exhibition LUUK

15.15 – 15.30 Coffee break

15.30 – 18.30 Discussion sessions

19.00 Banquet with entertainment programme

MAIN HALL / HLAVNÁ SÁLA

Wednesday 26th April 2017

09.00 - 10.15 Main plenary speeches

Smart Technologies or Smart Users? Youngsters and Technology

doc. Dra. Charo Sádaba

School of Communication, University of Navarra, Spain

Dnešný pohľad na mediálnu scénu SR vs. Mediamix zajtraška - Akí sme a akí budeme ako konzumenti mediálneho obsahu

Braňo Polák

STARMEDIA Co., CEO and Co-owner, Bratislava, Slovakia

10.15 - 10.30 Coffee break

10.30 - 12.30 Discussion sessions

12.30 - 12.45 Closing Ceremony: Announcement of the best conference speakers and award ceremony

12.45 - 13.30 Lunch

CONFERENCE PROGRAMME:

Tuesday 25th April 2017

8.00 - 9.00 Registration of participants

9.00 - 10.45 Opening ceremony and main plenary speech

10.45 - 11.00 Coffee break

11.00 - 12.15 Main plenary speeches

12.15 - 13.30 Lunch

13.30 - 15.00 Panel discussion

15.00 - 15.15 Opening of the artistic exhibition LUUK

15.15 - 15.30 Coffee break

15.30 - 18.30 Discussion sessions

19.00 Banquet with entertainment programme

Wednesday 26th April 2017

8.00 - 9.00 Registration of participants

9.00 - 10.15 Main plenary speeches

10.15 - 10.30 Coffee break

10.30 - 12.30 Discussion sessions

12.30 - 12.45 Closing ceremony: Announcement of the best conference speakers and award ceremony (Main Hall / Hlavná sála)

12.45 - 13.30 Lunch

CASTLE:

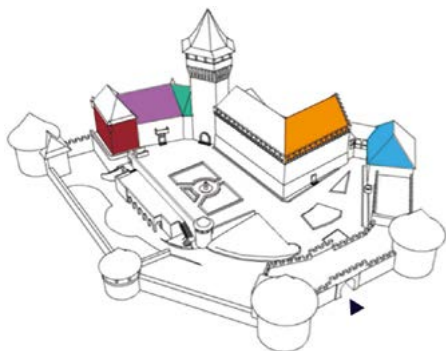
■ Main Hall / Hlavná sála

■ Library / Knižnica

■ Red Salon / Červený salónik

■ Hunting Salon / Poľovnícky salón

■ Small Round Hall / Malá okrúhla sála



SCIENTIFIC PARTNERS:

Institute of Theatre and Film Research of the Slovak Academy of Sciences

Institute of Political Science of the Slovak Academy of Sciences

The Polish Academy of Sciences (Branch in Katowice)

Centre for Innovation, Technology Transfer and Development Foundation of the University of Silesia (Poland)

Polish PR Association

European Journal of Science and Theology (Romania)



Section 1

Future of Media Terminology

Chairs:

prof. PhDr. Hana Pravdová, PhD.

prof. PhDr. Nataliya Panasenko, DrSc.

PhDr. Jana Radošinská, PhD.

25th April 2017

Room / Miestnosť: Library / Knižnica

15.30 – 18.30

Topics WAR and WEDDING in Slovak and British Journalism of Emotional Type

prof. PhDr. Nataliya Panasenko, DrSc. – Bc. Paula Grochalová – Linda Grochalová

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Infotainment, democratainment a iné „tainmenty“: Uplatnenie zábavných hybridov v súčasnej mediálnej kultúre

PhDr. Jana Radošinská, PhD.

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Semiotic Study of Ethnocultural Signs and Symbolic Messages Realised in the Combination of Syntactic Constructions in Modern Prosaic Texts

PhDr. Svitlana Volkova, DrSc.

Faculty of Foreign Philology, Kherson State University, Ukraine

Stancetaking on Risk as Manipulation in Media Discourse

Dr. Valentyna Ushchyna, PhD.

Lesya Ukrainka Eastern-European National University, Ukraine

Štandardizácia terminológie v manažérskej komunikácii

prof. Ing. Jarmila Šalgovičová, CSc.

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

26th April 2017

Room / Miestnosť: Library / Knižnica

10.30 – 12.30

No Future

Mgr. Łukasz Wojciechowski, PhD.

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

„Zajtra to je dnes, ibaže včera“

prof. Mgr. Katarína Fichnová, PhD.

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

The Future is Now? Marginal Groups in the Context of Media and Society – The Case of International „Big Brother“ Television Reality Show

Snježana Barić Šelmić, Mag. cult. – Barbara Balen

Domazetović, Mag. cult. – Tomislav Levak, Mag. cult.

University Josip Juraj Strossmayer in Osijek, Croatia

Slovakia on Map by Hallin and Mancini: A Theoretical Problem of Future Media Systems Terminology

Mgr. Peter Hanák

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

Infotainment a jeho funkcia v mediálnom diskurze

Mgr. Barbara Volková

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

MUZZA 2017

UNIVERZITA SV. CYRILA A METODA V TRNAVE – FAKULTA MASEMEDIÁLNEJ KOMUNIKÁCIE
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EJMAP:
European Journal
of Media, Art
& Photography
(Vol. 5, No. 1)

Section 2

Future of Media Education

Chairs:

doc. PhDr. Dana Petranová, PhD.

doc. Mgr. Norbert Vrabec, PhD.

Mgr. Mária Moravčíková, PhD.

25th April 2017

Room / Miestnosť: Small Round Hall / Malá okrúhla sála

15.30 - 18.30

Neuroveda vo svetle mediálnej výchovy

PhDr. Nataša Slavíková

eSlovensko, o.z, Bratislava, Slovakia

Virtuálna realita ako nový edukačný postup, jej výhody a nedostatky

Mgr. Vladimír Fabian

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

K virtuálnej realite náboženstva

Mgr. Juraj Skačan, PhD.

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

Tanec a tanečný film ako vhodná forma vzdelávania praktickej mediálnej výchovy

doc. Mgr. Anton Szomolányi, ArtD.

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

Educating Academicians in Turkish Higher Education System and Accreditation (An Analysis of Communication Faculties)

Prof. Sacide Vural, PhD.

Faculty of Communication, İstanbul Yeni Yüzyıl University, Turkey

Úloha debaty v rozvoji kritického myslenia

Mgr. Zuzana Bačíková, PhD.

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

Obraz východných tradícií v slovenskom a českom mediálnom priestore

Mgr. Slavomíra Rapčanová – Mgr. Katarína Henčová

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

26th April 2017

Room / Miestnosť: Main Hall / Hlavná sála

10.30 - 12.30

Minulost, súčasnosť a budúcnosť mediálneho vzdelávania v Českej republike – čo prinesou inštitucionálne akreditácie?

PhDr. Jakub Končelík, PhD.

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

Aktuálny stav televíznych programových služieb určených pre detského a dospelujúceho percipienta v podmienkach Slovenskej republiky

doc. Mgr. Norbert Vrabec, PhD. – Mgr. Marija Hekelj

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Perspektívy rozvoja mediálnej výchovy v podmienkach Slovenska

PhDr. Viera Kačínová, PhD.

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Learning about the World Faked by Facts

Mgr. Pavel Sedláček

Masaryk University in Brno, Palacký University in Olomouc, Czech Republic

Koncepty a mechanizmy kritického myslenia a prekážky pri jeho uplatňovaní

Mgr. František Rigo

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Využitie rozšírenej reality pri vzdelávaní detí

Mgr. Dušan Blahút, PhD.

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Implementácia mobilných aplikácií do vzdelávania a digitalizácia vzdelávacieho procesu

Mgr. Martin Graca

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Vývoj a tvorba metodických materiálov pre praktickú časť výučby

Mgr. Slávka Gracová, PhD.

Faculty of Mass Media Communication, UCM in Trnava, Slovakia



Section 3

Future of Media Influence

Chairs:

prof. PhDr. Slavomír Gálik, PhD.

doc. PhDr. Zora Hudíková, PhD.

doc. PhDr. Ján Višňovský, PhD.

25th April 2017

Room / Miestnosť: Hunting Salon / Poľovnícky salón
15.30 – 18.30

Budúcnosť možných vplyvov médií po transformácii mediálneho prostredia

PhDr. Jana Galera Matúšová, PhD. –

Dr. h. c. doc. Ing. Jozef Matúš, CSc., mim. prof.

Faculty of Mass Media Communication, UCM
in Trnava, Slovakia

Transformácia spravodajstva RTVS 2012 – 2017

Lukáš Diko

RTVS, Bratislava, Slovakia

DOUBLEWORLD

Tibor Eliot Rostas

Zem a vek magazine, Bratislava, Slovakia

The Power and Limitations of the Social Media in Human Rights Activism

Mgr. Magda Petrjánošová, PhD. – Mgr. Zuzana Pešťanská

Institute for Research in Social Communication,
Slovak Academy of Sciences, Bratislava, Slovakia –
Faculty of Arts, Comenius University in Bratislava,
Slovakia

Celebritization of Religious Leaders in Contemporary Culture

doc. Mgr. Peter Mikuláš, PhD. – Mgr. Oľga Chalányová

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

Janusova tvár spotrební kultury

doc. Mgr. Ondřej Roubal, Ph.D.

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

Rozhodující kvantifikace mediálního dialektu

PhDr. Otakar Šoltys, CSc.

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

Profesia novinára v budúcnosti

Mgr. Michaela Satkeová

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

New Media Audience: Narrowcasting vs. Broadcasting for Generation Z

Marija Slijepčević, Ec.S – Mia Herljević

VERN' University of Applied Sciences, Zagreb, Croatia

Identita človeka v kontexte selfie

Mgr. Marek Šimončíč, PhD. – Bc. Juliána Odziomková

Faculty of Mass Media Communication, UCM
in Trnava, Slovakia

Perspektívy novej etiky médií

JUDr. Milan Botík, PhD.

Faculty of Mass Media Communication, UCM
in Trnava, Slovakia

Perspektívy novej etiky médií na Slovensku

Mgr. Oľga Hujčáková – Mgr. Lenka Halamová

Faculty of Arts and Letters, Catholic University
in Ružomberok, Slovakia

Premeny tela, telesnosti a mysle v kyberpriestore

PhDr. Ladislav Volko, PhD.

Faculty of Mass Media Communication, UCM
in Trnava, Slovakia

Vplyv digitálnych hier na kognitívne procesy

Mgr. Henrieta Hubináková

Faculty of Mass Media Communication, UCM
in Trnava, Slovakia

Audiovizuálne dielo ako súčasť moderných didaktických pomôcok

Mgr. art. Jana Szabóová, ArtD.

Faculty of Education, Comenius University
in Bratislava, Slovakia

Analysis of User Preferences When Searching for Information Online in Case of Generation X and Y

doc. PhDr. Radovan Bačík, PhD., MBA – Mgr. Richard

Fedorko, PhD. – Mgr. Mária Oleárová – Mgr. Jakub Horváth

Faculty of Management, University of Prešov,
Slovakia

Truth as the Value for Consumer in Marketing Communication – New Perspectives

Prof. Marek Prymon

Faculty of Life Sciences and Technology, Wrocław
University of Environmental and Live Science, Poland

Terrorism and Its Media Interpretation

Mgr. Eva Karasová

Faculty of Electrical Engineering and Information
Technology, Slovak University of Technology
in Bratislava, Slovakia

Migration Crisis in the European Union in Major Web News Services in Poland

Mgr. Wiktor Widera

University of Economics in Katowice, Poland

New Media in University Education Process

Mgr. et Bc. Jana Hubinová

Faculty of Mass Media Communication, UCM
in Trnava, Slovakia

Využívanie mediálnej manipulácie pri zverejňovaní informácií o Ľudovítovi Štúrovi

doc. PhDr. Eva Odlerová, PhD. – Mgr. Katarína Hýľlová

Faculty of Mass Media Communication, UCM
in Trnava, Slovakia

MOJO a mobilná žurnalistika ako súčasť mediálnych zmien

Mgr. Erika Obertová

Faculty of Mass Media Communication, UCM
in Trnava, Slovakia

26th April 2017

Room / Miestnosť: Hunting Salon / Poľovnícky salón
10.30 – 12.30

The Future of Community Broadcasting in a Converging World

Henry Loeser, PhD.

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

Teologie komunikace a médií

ThDr. PhDr. Radek Mezulánik, Ph.D.

Department of Media Studies, University
of J. A. Komenský in Prague, Czech Republic

V džungli veľkomiest a sociálnych sietí: Kultúrne trendy začiatku Milénia

PhDr. Zuzana Slušná, PhD.

Faculty of Arts, Comenius University in Bratislava,
Slovakia

Telo a telesnosť v kontexte rozvoja informačno-komunikačných technológií

PhDr. Sabína Gáliková Tolnaiová, PhD.

Faculty of Mass Media Communication, UCM
in Trnava, Slovakia

Na počiatku bol internet...

prof. PhDr. Slavomír Gálik, PhD.

Faculty of Mass Media Communication, UCM
in Trnava, Slovakia

Funkcia moderátora v diskurze súčasných trendov

doc. PhDr. Zora Hudíková, PhD.

Faculty of Mass Media Communication, UCM
in Trnava, Slovakia

Blockchain and Academia : Prospects and Potential!

Christian de Vartavan, B.A., M.Sc., Ph.D

DECENT, Bratislava, Slovakia

Future of Media Influence on Human Capital Management

Ing. Natália Tarišková, PhD.

Faculty of Business Management, University
of Economics in Bratislava, Slovakia

Fotografia v médiách

Mgr. Eva Barnišinová

Faculty of Mass Media Communication, UCM
in Trnava, Slovakia

Teoretický a myšlienkový základ estetiky Deadpan

Mgr. Peter Lančarič

Faculty of Mass Media Communication, UCM
in Trnava, Slovakia

Vojenské médiá – papier a videá

PhDr. Pavol Virko

Armed Forces Academy of General Milan Rastislav
Štefánik, Slovakia

New Business Paradigm of Czech Media

Ing. arch. Ing. Petr Štěpánek, Ph.D.

Czech Technical University in Prague, Czech Republic

Milo Urban – novinár prítomnosti (profesia novinára v budúcnosti)

Mgr. Boris Brendza, PhD. – Mgr. Mária Stanková

Faculty of Mass Media Communication, UCM
in Trnava, Slovakia

Communication Today:

Scientific Journal
from the Mass Media
and Marketing
Communication Field
(Vol. 8, No. 1)



Media Literacy Student Magazine



Section 4

Future of Marketing in Media

Chairs:

doc. PhDr. Ľudmila Čábyová, PhD.

doc. Ing. Andrej Trnka, PhD.

PhDr. Peter Murár, PhD.

25th April 2017

Room / Miestnosť: Red Salon / Červený salónik

17.30 – 18.30

Budovanie vzťahov so zákazníkom ako alternatíva k tradičným komerčným nástrojom

Mgr. Diana Karaffová – prof. Ing. Alena Kusá, PhD.

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Percepcia preferencií marketingovej komunikácie vybraných internetových kníhkupectiev čitateľmi v cieľovej skupine generácie Y

Mgr. Zuzana Záziková – prof. Ing. Alena Kusá, PhD.

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Marketingové informácie a jejich vliv na generaci Z

PhDr. Ing. Václav Kupec, Ph.D.

Banking Institute Research Center in Prague, Czech Republic

From Feedback to Direct Marketing: On Consumer Advertising of Prescription Drugs in Mass Media

MSc. Ewa Dudzic

CITTRFUŚ, University of Silesia in Katowice, Poland

Digitálna komunikácia – cesta k spoločensky zodpovednému výkonu verejnej správy

Mgr. Peter Velický

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Marketing of Religious Tourism

Ing. Jana Černá, PhD.

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

26th April 2017

Room / Miestnosť: Red Salon / Červený salónik

10.30 – 12.30

The Influence of Selected Factors on the Effectiveness of Print Media Advertising

Mgr. Peter Krajčovič, PhD. – doc. PhDr. Ľudmila Čábyová, PhD.

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Elektroencefalografia ako nástroj výskumu reklamy v kontexte MAC modelu

Mgr. Magdaléna Kačániová, PhD. – Mgr. Veronika Vargová

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Některé historické trendy v přístupech k efektivní reklamě

prof. PhDr. Dušan Pavlů, CSc.

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Komunikační nástroje sociálních podniků

Ing. Petra Koudelková, Ph.D. – Ing. František

Milichovský, Ph.D., MBA, Dis.

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

Šport predávajújú dobré správy

PhDr. Michal Frank

Faculty of Arts, University of Prešov, Slovakia

Reputation of Slovak Teaching Hospitals – Selected Perspectives

PhDr. František Pollák, PhD. – MUDr. Katarína

Belovodská – RNDr. Bozka Malinak, M.Sc.

Faculty of Management, University of Prešov, Slovakia

Nové formy komunikácie v praxi neziskových organizácií

Ing. Jana Šmotlákova

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Zl'avové portály ako fenomén internetovej doby

Mgr. Igor Piatrov – prof. Ing. Alena Kusá, PhD.

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Prezentácia environmentálnych produktov slovenských podnikateľských subjektov v mediálnom prostredí z pohľadu podnikov a zákazníkov

prof. Ing. Anna Zaušková, PhD. – Mgr. Lukáš Grib

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Pozitívny, negatívny alebo neutrálny obraz nemocníc v internetových spravodajských portáloch

Mgr. Matej Martovič

Faculty of Mass Media Communication, UCM in Trnava, Slovakia



Section 5

Future of Games

Chairs:

doc. PhDr. Slavomír Magál, CSc.

Mgr. Zdenko Mago, PhD.

Mgr. Michal Kabát, PhD.

25th April 2017

Room / Miestnosť: Red Salon / Červený salónik
15.30 – 17.30

Collaborative Serious Games as a Mediatonal Means for Cross-Cultural Learning

Mitsuyuki Inaba

Ritsumeikan University Kinugasa Research Organisation, Kyoto, Japan

New Trends of Marketing Communication Based on Digital Games

Mgr. Zdenko Mago, PhD.

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Rola gier wideo w nauce obywatelskiej

dr. Remigiusz Kopoczek

Faculty of Fine Arts and Music in Cieszyn, University of Silesia in Katowice, Poland

Naratívne možnosti virtuálnej reality: Medzi hrou, filmom a divadlom

Mgr. Peter Getlík

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

Hra na rázcestí. Forma alebo obsah?

Mgr. Tomáš Farkaš, PhD.

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Game jam ako prostriedok tvorby inovácií v hernom priemysle

Mgr. Barbara Klimeková – prof. Ing. Anna Zaušková, PhD.

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Možnosti začlenenía digitálnych hier do výučby odbornej komunikácie anglického jazyka

Mgr. Monika Porubanová, PhD.

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Future of Games and Tourism

Mgr. Andrej Kóna

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Games as a Tool for Future Education and Development of Pupil Abilities

Ing. Ondřej Pešek – Ing. Jan Mísař

Faculty of Business Administration, University of Economics in Prague, Czech Republic

ACCOMPANYING EVENTS / SPRIEVODNÉ PODUJATIA:

Artistic exhibition LUUK (Labyrinth of Artistic Communication / Labyrint umeleckej komunikácie)
Exhibition of lecturers affiliated with FMK UCM in Trnava

Smolenice Castle

Curator: PhDr. Marián Pauer, ESFIAP

Opening of the exhibition: Tuesday 25th April 2017 at 15.00

Authors:

Dušan Blahút

Andrej Brník

Petra Cepková

Ivan Čaniga

Ivan Dudáš

Tomáš Farkaš

Tomáš Hučko

Zora Hudíková

Michal Kabát

Andrea Koltaiová

Peter Lančarič

Jozef Sedlák

Marek Šimončík

Lucia Škripcová

Antonios Vlachou



Exhibition of students of FMK UCM in Trnava affiliated with KEFA (Creative and Experimental Photographic Studio / Kreatívno-experimentálny fotografický ateliér)

Smolenice Castle

Supervised by: Mgr. et Bc. Lucia Škripcová and Mgr. Antonios Vlachou

Authors:

Simona Beňová

Miroslava Dudášová

Lucia Kvašňovská

Júlia Heldová

Jana Mikysová

Andrej Nguyen

Kristián Pribila

Patrik Sopóci

Michal Staník

Aneta Štefkovičová



SCIENTIFIC AND PROGRAMME COMMITTEE:

prof. PhDr. Miloš Mistrík, DrSc.
prof. PhDr. Nataliya Panasenko, DrSc.
prof. Diab Al-Badayneh (JO)
prof. Dr. Peter A. Bruck, Ph.D. (AT)
prof. David Buckingham, Ph.D., MA, BA (UK)
prof. Dr. Alexander Fedorov (RU)
prof. PhDr. Slavomír Gálik, PhD.
prof. dr. hab. Iwona Hofman (PL)
prof. Małgorzata Łuszczak (PL)
prof. PhDr. Dušan Pavlů, CSc. (CZ)
prof. Jozef M. M. Ritzen (NL)
prof. PhDr. Hana Pravdová, PhD.
prof. José Manuel Pérez Tornero, PhD. (ES)
prof. Ing. Anna Zaušková, PhD.
Dr. h. c. doc. Ing. Jozef Matúš, CSc.
doc. PhDr. Ľudmila Čábyová, PhD.
doc. PhDr. Marek Hrubec, Ph.D. (CZ)
doc. PhDr. Zora Hudíková, PhD.
doc. PhDr. Slavomír Magál, CSc.
doc. PhDr. Dana Petranová, PhD.
doc. Mgr. Ondřej Roubal, Ph.D. (CZ)
doc. Mgr. Art. Jozef Sedlák
doc. Ing. Andrej Trnka, PhD.
doc. PhDr. Ján Višňovský, PhD.
doc. Mgr. Norbert Vrabec, PhD.
Mgr. Michal Kabát, PhD.
PhDr. Jakub Končelík, Ph.D. (CZ)
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