

ORGANISER

Faculty of Mass Media Communication
UCM in Trnava

Megatrends & Media 2016

CRITIQUE IN MEDIA, CRITIQUE OF MEDIA

DATE

19th – 20th April 2016

VENUE

Smolenice Castle



Fakulta masmediálnej komunikácie
Faculty of Mass Media Communication

MAIN HALL / HLAVNÁ SÁLA

Tuesday 19th April, 2016

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 representative book: MUUZA 2016
- Introduction of the new issue of the journal EJMAP, 2016, Vol. 4, No. 1
- Introduction of the new issue of the scientific journal Communication Today, 2016, Vol. 7, No. 1
- Award presentation ceremony: Brilliantt 2016
- „Child among Paragraphs – Children's Rights through Children's Eyes " / „Dieťa medzi paragrafmi - Práva detí očami detí": Announcement of the results of Slovak nationwide competition of literary and journalistic contributions on the issue of children's rights

After Media Studies 2.0: The Problems and the Necessity of Media Criticism

Prof. David Buckingham, PhD., MA, BA

Emeritus Professor, Loughborough University; Visiting Professor, Sussex University; Visiting Professor, Norwegian Centre for Child Research, United Kingdom

Media Literacy Education and Criticism in the Modern World

Prof. Dr. Alexander Fedorov

Deputy director for Science, Anton Chekhov Taganrog Institute; Editor in chief, Media Education Journal, Russia

10.45 – 11.00 Coffee break

11.00 – 12.15 Main plenary speeches

Mediatization: Changing Media and Communication, Changing Everyday Life, Culture and Society

Prof. Dr. Friedrich Kotz

Centre for Media, Communication and Information Research, University of Bremen, Germany

The Rise of the New Authoritarian Discourse

Assoc. Prof. Andrei Taranu, PhD.

Political Science Faculty, National School of Political Studies and Public Administration, Bucharest, Romania

PANEL DISCUSSION / PANELOVÁ DISKUSIA:

MAIN HALL / HLAVNÁ SÁLA

Tuesday 19th April, 2016

13.30 – 15.15

Topic / Téma: Critique in Media, Critique of Media /
Kritika v médiách, kritika médií

Participants / Účastníci:

Eduard Chmelár, media analyst

Michal Horský, political scientist

Boris Latta, reporter, Pravda daily

Matúš Sloboda, project manager, Demagog.sk

Panel Discussion Moderator / Moderátor:

doc. PhDr. Slavomír Magál, CSc.,

Chair of the Academic Senate of FMK UCM in Trnava

ACCOMPANYING EVENT / SPRIEVODNÉ PODUJATIE:

LOWER COURTYARD / DOLNÉ NÁDVORIE

LUUK (Labyrinth of Artistic Communication /
Labyrint umeleckej komunikácie)

CONFERENCE PROGRAMME:

Tuesday 19th April 2016

8.00 – 9.00	Registration of participants
9.00 – 10.45	Opening ceremony and main part of the programme
10.45 – 11.00	Coffee break
11.00 – 12.15	Main plenary speeches
12.15 – 13.30	Lunch
13.30 – 15.15	Panel discussion
15.15 – 15.30	Coffee break
15.30 – 18.00	Discussion sessions
18.30	Banquet with entertainment programme

Wednesday 20th April 2016

8.00 – 9.00	Registration of participants
9.00 – 10.30	Discussion sessions
10.30 – 10.45	Coffee break
10.45 – 12.00	Discussion sessions
12.0 – 12.30	Closing ceremony: Announcement of the best conference speakers and award ceremony (Main Hall / Hlavná sála)
12.30 – 13.30	Lunch

Section 1

Media and Literacy / Médiá a gramotnosť

Chairs / Garanti:

doc. PhDr. Dana Petranová, PhD.
doc. Mgr. Norbert Vrabec, PhD.

19. 04. 2016

Room / Miestnosť: Main Hall /Hlavná sála
15.30 – 18.00

Interpretácia výsledkov Národného projektu Aktivizujúce metódy vo výchove s dôrazom na podporu mediálnej gramotnosti v školách a školských zariadeniach
PhDr. Nataša Slavíková
Nezávislý expert, Bratislava, Slovakia

Spoločensko-pedagogické vymedzenie mediálnej gramotnosti na Slovensku
Mgr. Daniel Sívák
Faculty of Mass Media Communication,
UCM in Trnava, Slovakia

Mediální výchova reflektující aktuální mediální kauzy v České republice
Mgr. Pavel Sedláček
Faculty of Arts, Palacký University in Olomouc and Faculty of Social Sciences, Masaryk University in Brno, Czech Republic

Súčasný stav mládežníckych časopisov na Slovensku: Analýza vybraných periódík
Mgr. Mária Moravčíková, PhD.
Faculty of Mass Media Communication,
UCM in Trnava, Slovakia

Česká mládež a média
ThDr. PhDr. Radek Mezulánik, Ph.D.
Department of Media Studies, University of J. A. Comenius in Prague, Czech Republic

Media Literacy and IT Competences of Digital Natives in Polish Information Society
Dr. Katarzyna Ziębakowska-Cecot
Faculty of Philology and Pedagogy, Kazimierz Pulaski University of Technology and Humanities in Radom, Poland

Džihád ako morálna povinnosť moslima a jeho obraz v internetových médiách na Slovensku a v Európe
Mgr. Juraj Skačan, PhD.
Faculty of Arts, Constantine the Philosopher University in Nitra, Slovakia

Vplyv televízie na agresivitu detí
doc. PhDr. Eva Odlerová, PhD. – Mgr. Katarína Hýľlová
Faculty of Mass Media Communication,
UCM in Trnava, Slovakia

20. 04. 2016

Room / Miestnosť: Main Hall /Hlavná sála
09.00 – 12.00

Mediálna výchova a jej propagácia
Mgr. Lucia Brezovská
Faculty of Mass Media Communication,
UCM in Trnava, Slovakia

Rozlišovanie faktov a názorov v kontexte rozvoja mediálnej gramotnosti
doc. Mgr. Norbert Vrabec, PhD.
Faculty of Mass Media Communication,
UCM in Trnava, Slovakia

Politická korektnosť
Dr.h.c. Ing. Tibor Mikuš, PhD.
Trnavský samosprávny kraj, Trnava, Slovakia

#ZYTNIAGATE
Mgr. Łukasz Pawel Wojciechowski, PhD.
Faculty of Mass Media Communication,
UCM in Trnava, Slovakia

Mediální výchova jako způsob regulace médií
Mgr. David Chudoba
Faculty of Social Sciences, Charles University in Prague, Czech Republic

Perception: Determinants and Nature of Direct and Indirect Experience
Martin Ďurko, MBA – prof. Ing. Veronika Stoffová, CSc.
Faculty of Mass Media Communication,
UCM in Trnava, Slovakia
Faculty of Education, University of Trnava, Slovakia

Produktívne zameraná mediálna výchova ako súčasť výučbového procesu na slovenských školách
PhDr. Viera Kačínová, PhD.
Faculty of Mass Media Communication,
UCM in Trnava, Slovakia

Vplyv médií na schopnosť kritického myslenia a selekcie mediálnych obsahov u recipienta
Mgr. Jozef Puškár
Faculty of Arts, Constantine the Philosopher University in Nitra, Slovakia

Integrácia jednotného systému označovania programov na Slovensku
Mgr. Andrej Brník, PhD.
Faculty of Mass Media Communication,
UCM in Trnava, Slovakia

Mediálna gramotnosť študentov VŠ
Mgr. Marek Šimončíč, PhD.
Faculty of Mass Media Communication,
UCM in Trnava, Slovakia

Section 3

Media and Society / Médiá a spoločnosť

Chairs / Garanti:

prof. PhDr. Slavomír Gálik, PhD.
doc. PhDr. Imrich Jenča, PhD.

19. 04. 2016

Room / Miestnosť: Hunting Salon / Poľovnícky salón
15.30 – 18.00

Bytie a čas v komunikácii online

prof. PhDr. Slavomír Gálik, PhD.

Faculty of Mass Media Communication,
UCM in Trnava, Slovakia

Súčasný internet – jeho existenciálna dimenzia a socio-kultúrny efekt

PhDr. Sabína Gáliková Tolnaiová, PhD.

Faculty of Mass Media Communication,
UCM in Trnava, Slovakia

Identita a spôsob identifikácie v mediálnom prostredí

Mgr. Ján Pekarík

Faculty of Mass Media Communication,
UCM in Trnava, Slovakia

Magické kruhy, čierne diery a virtuálna realita

Mgr. Tomáš Farkaš, PhD.

Faculty of Mass Media Communication,
UCM in Trnava, Slovakia

Poznámky k virtualizácii každodenného života

Mgr. Beáta Benczeová, PhD.

Faculty of Arts, Comenius University in Bratislava,
Slovakia

Nové formy komunikácie – videoblogy a nepriama reklama

Mgr. Vladimír Fabian

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

Postfeminizmus, post-romantická situácia a mediálne upeňovanie mýtu „večnej lásky“

PhDr. Zuzana Slušná, PhD.

Faculty of Arts, Comenius University in Bratislava,
Slovakia

Etika a médiá

JUDr. Milan Botík, PhD.

Faculty of Mass Media Communication,
UCM in Trnava, Slovakia

Mladí Rómovia na internete

Mgr. Romana Medvedová – Magdaléna Petrjánošová, PhD.

Institute for Research in Social Communication
at the Slovak Academy of Sciences, Bratislava, Slovakia

Citizen Journalism – Dilemmas of the Future

doc. Mgr. Zbigniew Widera, PhD.

University of Economics in Katowice, Poland

Cyfrizacja radia w Polsce – aspekt społeczny, techniczny, ekonomiczny i medialny

prof. dr. hab. Andrzej Adamski

UKSW Institute of Media Education and Journalism,
Cardinal Stefan Wyszyński University in Warsaw,
Poland

The Hoax Phenomenon in the Context of Internet Media and Communication Platforms

Mgr. Frédérique Hazéová

Faculty of Arts, Comenius University in Bratislava,
Slovakia

The Necessity for Upbringing to be Free in the Con- text of Postmodernism

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

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

20. 04. 2016

Room / Miestnosť: Hunting Salon / Poľovnícky salón
09.00 – 12.00

Záujem určujúci faktor v megatrendoch mediálnej kritiky

doc. Ing. Dušan Turan, CSc.

Slovak Socio-synergistic Company, Žilina, Slovakia

Spotřební kultura a problém volby – proč méně může být více

doc. Mgr. Ondřej Roubal, Ph.D.

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

Circulus vitiosus nedůvěry/hodnosti českých žurnalistů: K některým příčinám ztráty důvěry

**Mgr. et Mgr. Marína Urbániková, Ph.D. – PhDr. Jaromír
Volek, Ph.D.**

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

The Behaviour Strategy Related to Demanding Social Situations in Management of Secondary Art School with the Use of Innovative Predictive Software Tools

**doc. Mgr. Gabriela Gabrhelová, PhD. – doc. Ing. Imrich
Andrejčák, PhD. – Ing. Robert Zeman, Ph.D.**

Dubnica Institute of Technology in Dubnica
nad Váhom, Slovakia, and Institute of Technology
and Business in České Budějovice, Czech Republic

Digital and Traditional: Perception of Contemporary Celebrity by Adolescents

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

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

Violence and Digital Games: Facts beyond Myths

Mgr. Zdenko Mago, PhD.

Faculty of Mass Media Communication,
UCM in Trnava, Slovakia

Contemporary Media: Development of Critical Thinking or Production of Necessary Illusions and Weapons

prof. Denko Skalovski, PhD.

Faculty of Arts, University SS. Cyril and Methodius in Skopje, Republic of Macedonia

The Fetus in the Age of Its Ultrasound Depiction

Mgr. Markéta Dvořáčková

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

Přístupy k analýze kuchařské tematiky v médiích

PhDr. Kristina Zábrodská

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

Kultivácia hodnôt médiami a médií

PhDr. Ladislav Volko, PhD.

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Medial Civilisation Diseases and the Ways of Integral Healing

ThLic. Marián Gavenda, PhD.

Faculty of Arts, Catholic University in Ružomberok, Slovakia

Identity and Alterity in Interreligious and Intercultural Dynamics: The Role of Media in a Globalized Society

Dura Ioan, PhD.

Faculty of Theology, "Ovidius" University in Constanța, Romania

The Relation between Media and Church in Romanian Society

Assoc. prof. Chiriluță Bogdan Florin, PhD.

Faculty of Theology, „Ovidius” University in Constanța, Romania

How Digital Games Can Help Seniors

Mgr. Martin Slivka

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Gamification Possibilities of Education Through Mobile Applications

doc. PhDr. Eva Odlerová, PhD. – Mgr. Magdaléna Švecová

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

"An Inconvenient Truth": Global Issues – Local Perceptions

Dr. Yaroslava Fedoriv, PhD.

National University of Kyiv-Mohyla Academy in Kyiv, Ukraine

Section 4

Media and Creativity /

Médiá a kreativita

Chairs / Garanti:

prof. PhDr. Miloš Mistrík, DrSc.

doc. PhDr. Slavomír Magál, CSc.

19. 04. 2016

Room / Miestnosť: Red Salon / Červený salónik
15.30 – 18.00

Nedeľná chvíľka poézie. Vzostup a pád básnických textov v audiovizuálnom priestore

PhDr. Jozef Puchala, PhD.

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

Obraz súčasných hrdinov zábavných formátov v komerčných televíziách

Mgr. Jana Pazderová

Faculty of Philosophy, Comenius University in Bratislava, Slovakia

The Specifications of Review and Criticism

Mgr. Anna Predmerská, PhD.

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Kritická situácia slovenskej filmovej kritiky. Filmové recenzie v tradičných i v súčasných médiách

Mgr. Tomáš Hučko, ArtD.

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Functional-semantic Types of Speech in Journalistic Messages

prof. PhDr. Nataliya Panasenko, DrSc.

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Médiá a učiteľ: Prezentace učitelské profese v českých médiích

Ing. Jana Gibartí, Ph.D.

Faculty of Economics, VŠB – Technical University of Ostrava, Czech Republic

20. 04. 2016

Room / Miestnosť: Red Salon / Červený salónik
09.00 – 12.00

Klientský brief – základní zdroj efektivní kreativity v marketingové komunikaci

prof. PhDr. Dušan Pavlů, CSc.

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Kreativita v intersemiotickom preklade medzi tradičnými a digitálnymi médiami

Mgr. Peter Getlík

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



Národní reprezentace sémiotického kódu spisovný jazyk

PhDr. Otakar Šoltys, CSc.

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

The Level and the Development of Creative Abilities of Czech and Slovak Students

doc. PaedDr. Jarmila Honzíková Ph.D. – doc. PaedDr. Jana Depešová, PhD.

Faculty of Education, University of West Bohemia, Plzeň, Czech Republic

Špecifiká tvorivého procesu v mediálnej komunikačnej a reklamnej agentúre z hľadiska porovnania s klasicky chápaným tvorivým procesom a reflexie tvorivého procesu kreatívcami

doc. Mgr. Katarína Fichnová, PhD.

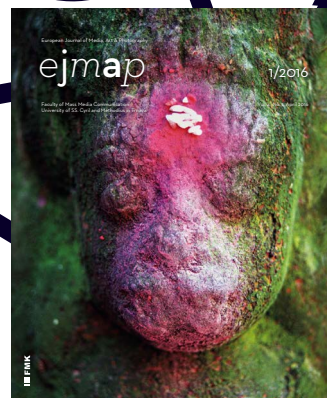
Faculty of Arts, Constantine the Philosopher University in Nitra, Slovakia

Masmediálna ponuka v kontexte kritickej percepcie

Mgr. Boris Brendza, PhD. – Mgr. Soňa Ferencová

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

MUUZA 2016



Ejmap 1/2016

Section 5

Media and Marketing / Médiá a marketing

Chairs / Garanti:

doc. PhDr. Ľudmila Čábyová, PhD.

doc. Ing. Rudolf Rybanský, CSc.

19. 04. 2016

Room / Miestnosť: Small Round Hall / Malá okrúhla sála

15.30 – 18.00

Realita ako nové médium

Mgr. Pavol Minár

Istropolitana Ogilvy, Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Communication of Slovak Universities towards Prospective Students via Social Media

Mgr. Veronika Pizano, PhD. – Mgr. Dáša Mužíková, PhD.

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Špecifiká marketingovej komunikácie vo finančnom sektore

PhDr. Jana Galera Matúšová, PhD.

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Marketingová komunikace a Generace Z v kontextu managementu podniku

PhDr. Ing. Václav Kupec, PhD.

Research Centre, College of Banking in Prague, Czech Republic

Imidž krajiny a budovanie značky štátu

Mgr. Veronika Moravčíková, PhD.

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

Konstruktívny a zodpovedný prístup k využitiu externých interiérových a exteriérových médií

Mgr. Martin Köteleš – prof. Ing. Alena Kusá, PhD.

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Emocionálna rovina textových príspevkov na Facebooku: Rámec pre marketingový výskum

Mgr. Zuzana Bačíková – Mgr. Magdaléna Kačániová, PhD.

Faculty of Arts, Constantine the Philosopher University in Nitra, and Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Vplyv sociálnej siete Snapchat na Generáciu Z

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

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

20. 04. 2016

Room / Miestnosť: Small Round Hall / Malá okrúhla sála
09.00 – 12.00

Na veľkosti záležití – temná strana tvorivosti v marketingovo komunikačnej praxi

doc. Mgr. Katarína Fichnová, PhD.

Faculty of Arts, Constantine the Philosopher University in Nitra

Chat ako komunikačno-marketingová platforma akademických inštitúcií

PhDr. Peter Murár, PhD.

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Influence of Advertising Space Sales on Information Media Content and Financial Performance of Croatian National TV Stations

Iva Buljubašić, Ph.D. – Ivana Bestvina Bukvić, Ph. D. – Asst. prof. Gordana Lesinger, Ph.D.

Department of Cultural Studies, Josip Juraj Strossmayer University of Osijek, Croatia

Pay Per Click Advertising as a Medium for Fraud

Ing. Andrej Trnka, PhD.

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Internal Marketing Communication and Cultural Orientations of University Employees

Małgorzata Koszembar-Wiklik, PhD. – Marek Kranich, PhD.

Humanitas University in Zabrze, Poland

Rola rzecznika prasowego w kreowaniu wizerunku uczelni wyższej na przykładzie Uniwersytetu im. Adama Mickiewicza w Poznaniu

Dominika Narożna, PhD.

Adam Mickiewicz University in Poznań, Poland

Multifactor Analysis of Online Reputation as a Tool for Enhancing Competitiveness of Selected Slovak Towns

PhDr. František Pollák, PhD. – prof. Ing. Róbert Štefko, Ph.D.

Faculty of Management, University of Prešov, Slovakia

An Analytical View of Performance Evaluation in Multinational and Local Organizations Operating in Telecommunication Sector

Mgr. Nella Svetozarovová, PhD. – doc. Ing. Ladislav Sojka, CSc.

Faculty of Management, University of Prešov, Slovakia

The Influence that Practical Scientific Achievements Have on the Marketing Process within Media

Mgr. Wiktor Widera

University of Economics in Katowice, Poland

SCIENTIFIC COMMITTEE

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JUDr. Mgr. Martin Solík, PhD

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Mgr. Jana Hubinová
Mgr. Lenka Chrenková
Mgr. Peter Krajčovič
Mgr. Lucia Škripcová
Mgr. Peter Vaško

SCIENTIFIC PARTNERS:

Centre of Global Studies, Institute of Philosophy, Czech Academy of Sciences (Czech Republic)

Polish Academy of Sciences (Branch in Katowice)

The Institute of Political Science of the Slovak Academy of Sciences

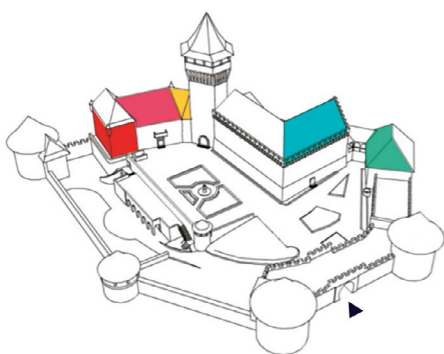
Centre for Innovation, Technology Transfer and Development Foundation of the University of Silesia (Poland)

Polish PR Association

European Journal of Science and Theology (Romania)

CASTLE:

- Library / Knižnica
- Main Hall / Hlavná sála
- Red Salon / Červený salónik
- Hunting Salon / Poľovnícky salón
- Small Round Hall / Malá okrúhla sála



CONTACTS:

e-mail: megatrends-media@fmk.sk

web: <http://fmk.sk/megatrends-and-media>

CONTACT PERSONS:

JUDr. Mgr. Martin Solík, PhD.

Mgr. Lenka Chrenková

ADDRESS:

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University of SS. Cyril and Methodius in Trnava
Nám. J. Herdu 2
917 01 Trnava
SLOVAKIA

GENERAL PARTNER:



I IIFMK

Fakulta masmediálnej komunikácie
Faculty of Mass Media Communication