

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Arts</i>	
Code: <i>IISM Km/AKOME/22</i>	Course title: <i>Alternative and Community Media</i>
Type, scope and method of educational activity: Type of educational activity: <i>Seminar</i> Scope of educational activity: <i>2 hour per week, 46 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: 3	
Recommended semester: <i>2nd year WT Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Continuous assessment</i> Number of credits and time frame for the conditions of passing the course: - 3 credits = 90 hours - course teaching: 13 weeks 0 lecture / 2 seminar: 19.5 hours - individual work - preparation for the seminar, elaboration of the seminar work: 44, 5 hours - independent study of professional literature: 26 hours <i>The course is completed by continuous assessment. During the semester, the student processes, presents at the seminar and submits a seminar paper in which he analyzes the production of selected alternative and community media.</i> <i>To obtain an A rating student must obtain at least 90%, to obtain a B rating 80%, to obtain a C rating at least 70%, to obtain a D rating 60%, to obtain an E rating at least 50%. A student who obtains less than 50% will be graded FX.</i>	
Learning outcomes: <i>The student is able to:</i> - to define the basic concepts of research of alternative and community media, - to describe how the activities and principles of generation, propagation and reception of alternative and community media, - to analyze and identify the basic trends in the development of existing alternative and community media, - to identify the basic formal and content features of the production of alternative and community media, - to define and characterize the basic legal preconditions for the functioning of alternative and community media in a liberal society, - to explain and justify the importance of coexistence between mainstream and alternative media in contemporary communication.	
Course content: - Alternative, minority culture and "counterculture" and their relationship to mainstream culture - basic terminological definition. - Socio-cultural, economic, political and ideological causes of the mainstream opposition - the periphery, their reflection in the media environment. - Mainstream media and their profiling based on the needs of the majority audience: value orientation, formal features. Tabloid journalism, full-format television, commercial radio and their production. - Alternative and community media: terminological boundaries, economic, legal and political frameworks - development, current situation in the world and in Slovakia. - Production of alternative and community media in the world and in Slovakia I. - diachronic view: underground press (<i>International Times</i>), samizdat and dissident media production and its character (<i>UniJazz</i> , <i>Svědectví</i> , <i>Vokno</i>), pirated radio and television stations (<i>Radio Caroline</i>). - Production of alternative and community media in the world and in Slovakia II. - synchronous view: fanzines (<i>The Comet</i> , <i>Deep Plowing</i>), insins and independent internet journalism (<i>Invisible Dog</i> , <i>British Letters</i> , <i>Parliamentary Letters</i>). - Four main areas of research into the creation and dissemination of alternative and community media, depending on which area of knowledge of origin and functioning dominates them: community, alternative, civic and rhizomatic. - Pop culture and community internet portals, forums and blogs: gaming communities, lifestyle. - Student media in Slovakia: press, radio, television, internet student / school / university media, their development, agenda and perspectives in Slovakia. - Civic journalism as part of expanding the possibilities of functioning of civil society - strengthening	

democratic debates, a healthier public sphere, strengthening direct political activities of citizens

- Trends in the grammar of alternative and community media: topic, processing, dissemination.
- Alternative and community media: terminological boundaries, economic, legal and political operating frameworks.
- Community web portals, forums and blogs.
- Mainstream media and their community profiling based on the majority audience
- Historical trends in the development of alternative and community media in the world and in Slovakia: underground press (International Times), samizdat and dissident media production and its character (UniJazz, Svědectví, Vokno), pirate radio and television stations (Radio Caroline), fanzines (The Comet, Insins and Independent Blog Journalism (Invisible Dog, Parliamentary Letters). Student media and their development in Slovakia.
- Grammar of alternative and community media: topic, processing, dissemination.

Recommended literature :

ATTON, Ch., 2001. *Alternative Media*. London: Sage Publications.

BAILEY, O. G., B. CAMMAERTS a N. CARPENTER, 2007. *Understanding Alternative Media*. New York: McGraw Hill Open University Press.

COYER, K., T. DOWMUNT a A. FOUNTAIN, 2007. *The Alternative Media Handbook*. London – New York: Routledge.

DOWNING, J., 2001. *Radical Media. Rebellious Communication and Social Movements*. London: Sage.

HARCUP, T., 2013. *Alternative journalism, alternative voices*. New York, NY: Routledge.

HOWLEY, K., 2005. *Community media. People, places, and communication technologies*. Cambridge: Cambridge University Press.

CHRISTENSEN, K. a D. LEVINSON, 2003. *Encyclopedia of Community*. London: Sage Publications.

KENIX, L. J., 2011. *Alternative and Mainstream Media, The Converging Spectrum*. Bloomsbury Publishing Plc, London – New York.

MALÍČEK, J., 2008. *Vademecum popkultúry*. Nitra: Univerzita Konštantína Filozofa.

PETRJÁNOŠOVÁ, J., 2012. *Nové médiá a lokálne komunity alebo čo ponúka Facebook a web pre občiansku participáciu na lokálnej úrovni*. In: Sadovska – Halamová, J. (ed.): *Komunitná psychológia na Slovensku*. Zborník z 1. ročníka vedeckej konferencie *Komunitná psychológia na Slovensku*. Bratislava: ÚAP FSEV UK, s. 72 – 80.

RUSNÁK, J., 2013. *Homo popularis – homo medialis. Popkultúra v elektronických médiách*. Prešov: Prešovská univerzita v Prešove.

TABING, L., 2002. *How to Do Community Radio. A Primer for Community Radio Operators*. Dillí: UNESCO.

WALKER, J., 2001. *Rebels In the Air: An Alternative History of Radio in America*. New York: New York University Press.

Uznesenie Európskeho parlamentu z 25 . septembra 2008 o komunitných médiách v Európe

Language which is necessary to complete the course: Slovak, anglický

Notes:

Course evaluation:

Total number of students evaluated: 105

A	B	C	D	E	FX
37%	22%	23%	11%	1%	6%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor, co-guarantor, lecturer, examiner, seminary supervisor Mgr. Ivana Tomečková, co-guarantor, examiner, seminary supervisor

Date of last change: 01.02.2022

Approved by: prof. PhDr. Juraj Rusnák, CSc.

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Arts</i>	
Code: <i>IISM Km/AUDST/22</i>	Course title: <i>Audience Studies</i>
Type, scope and method of educational activity: Type of educational activity: <i>Lecture, Seminar</i> Scope of educational activity: <i>1,1 hour per week, 23,23 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: 3	
Recommended semester: <i>3rd year WT Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites: <i>IISM Km/MEDST/22 - Media Studies</i>	
Conditions for passing the course: Method of evaluation: <i>Continuous assessment</i> <i>Number of credits and time frame for the conditions of passing the course:</i> - 3 credits = 90 hours - course teaching: 13 weeks 1 lecture / 1 seminar: 19.5 hrs - individual work - preparation for the seminar, elaboration of the seminar work: 44.5 hrs - independent study of professional literature: 26 hours <i>The course is completed by continuous assessment. During the semester, the student processes, presents at the seminar and submits a seminar paper, focused on the analysis of a selected problem corresponding to the focus of the subject. In the credit week he performs a knowledge-interpretation test (50%).</i> <i>To obtain an A rating student must obtain at least 90%, to obtain a B rating 80%, to obtain a C rating at least 70%, to obtain a D rating 60%, to obtain an E rating at least 50%. A student who obtains less than 50% will be graded FX.</i> <i>The final evaluation is calculated as the average of the evaluation of the seminar work and the knowledge test.</i>	
Learning outcomes: <i>The graduate of the course can:</i> - classify and explain the differences between the terms audience, audience, meat, - define basic approaches to media audience research, - outline the main development lines of media audiences, - describe the procedure and principles for the creation and implementation of a case study aimed at analyzing the media audience, - define majority / minority, active / passive, community audiences and identify indicators of their behavior in the media environment, - describe, classify and analyze the manifestations of subcultures and fan communities in the media environment.	
Course content: - Recipients of media content: audience as a social and psychological category. Audience, audience, mass - common and different characters. - Concepts of the media audience and their outputs in the environment of media studies: Frankfurt School, Birmingham School, concepts of G. Gerbner, N. Postman, D. Rushkoff, I. Ramonet; audience as a discursive construct (I. Ang). - Media audience as a socio-historical phenomenon. Historical development of the audience (J. Dominick). The Origin of Media Pubs (D. McQuail). Baby boomers, generation X, T-generation: from sociology to media theory. - Traditions / paradigms of audience research (structural and behavioral approach; cultural studies - reception analysis, public ethnography). Characteristics of key media reception research. Media audience and leisure organization (reception habits and rituals). - Media reception: process models. Interpretation (reading) of a media text as an active process of arguing meanings. Interpretive positions in S. Hall's communication model and examination of their realizations (D. Morley). - The concept of subculture and its presentation in the media environment: mods, punk, new romantic, emo, hip-hop. Presentation of subcultures in the current media environment in Slovakia. - Fans: fan, fandom; fandom creation: fan fiction. - Media and audience: influences and effects of the media - basic typology.	
Recommended literature :	

ANG, I., 1991. *Desperately Seeking the Audience*. London - New York: Routledge.

BARKER, C., 2006. *Slovník kulturních studií*. Praha: Portál.

BROOKER, W. a D. JERMYN, 2003. *The Audience Studies Reader*. New York: Routledge.

DOMINICK, J. R., 1993. *The Dynamics of Mass Communication*. 4. vyd. McGraw-Hill 1993.

GIDDENS, A., 2000. *Sociologie*. Praha: Argo.

GOFFMAN, E., 1999. *Všichni hrajeme divadlo*. Praha: Nakladatelství Studia Ypsilon.

GUREVITCH, M., T. BENNETT, J. CURRAN, a J. WOOLACOTT, 2005. *Culture, Society and the Media*. London: Routledge.

HALL, S., 2010. Kódování/dekódování. In: Dvořák, T. (ed.): *Kapitoly z dějin a teorie médií*. Praha: Akademie výtvarných umění v Praze, s. 105 – 116.

McNAIR, B., 2004. *Sociologie žurnalistiky*. Praha: Portál.

McQUAIL, D., 1999. *Úvod do teorie masové komunikace*. Praha: Portál.

MORLEY, D., 1992. *Television, Audiences and Cultural Studies*. London - New York: Routledge.

MURPHY, R. F., 2006. *Úvod do kulturní a sociální antropologie*. Praha: Slon – Sociologické nakladatelství.

PROKOP, D., 2005. *Boj o média: Dějiny nového kritického myšlení o médiích*. Praha: Karolinum.

ROSS, K. a V. NIGHTINGALE, 2003. *Media and Audiences: New Perspectives*. Berkshire: Open University Press.

RUSNÁK, J., 2014. Elektronický mediální text a dětské publikum ako interpretačný problém. *Jazyk a kultúra*, 5, 17 – 18. https://www.ff.unipo.sk/jak/17-18_2014/rusnak.pdf

SMOLÍK, J., 2015. Subkultury mládeže: od deviance k fragmentaci. *Sociální pedagogika*, 3, s. 36 – 55.

TURNER, G., 2003. Audiences. In: Turner, G.: *British Cultural Studies: An Introduction*. 3. vyd. London: Routledge, s. 109 – 142.

VOLEK, J., 2015. Televizní publika ve věku digitální transformace. In: KAŇKA P., V. KOFRÁNKOVÁ, I. MAYEROVÁ, M. ŠTOLL a kol.: *Autor, vize - meze - televize*. Praha: Česká televize, s. 133 - 146.

VYMAZAL, J., 1991. *Koncepce masové komunikace v sociologii*. Praha: Univerzita Karlova.

Language which is necessary to complete the course: *Slovak, anglický, český*

Notes:

Course evaluation:

Total number of students evaluated: 27

A	B	C	D	E	FX
19%	19%	44%	4%	7%	7%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor, co-guarantor, lecturer, examiner, seminary supervisor doc. Mgr. Michal Bočák, PhD., co-guarantor, lecturer, examiner, seminary supervisor

Date of last change: 01.02.2022

Approved by: *prof. PhDr. Juraj Rusnák, CSc.*

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Arts</i>	
Code: <i>IISM Km/AVPP1/22</i>	Course title: <i>Audiovisual Production and Post-Production I</i>
Type, scope and method of educational activity: Type of educational activity: <i>Lecture, Seminar</i> Scope of educational activity: <i>1,2 hour per week, 23,46 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: <i>4</i>	
Recommended semester: <i>1st year WT Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Continuous assessment</i> <i>Number of credits and time frame for the conditions of passing the course:</i> - 4 credits = 120 hours - course teaching: 13 weeks - 1 lecture / 2 seminar: 29.25 hours - individual work - preparation for seminars, solving partial tasks and elaboration of seminar work: 55 hours - independent study of professional literature and preparation for testing: 35.75 hrs. <i>Active participation in seminars related to solving partial tasks.</i> <i>The student must demonstrate skill in working with recording and editing technology during the semester, must master the operation of software environments for working with sound (semester assignment).</i> <i>Practical task at the end of the semester realized in the program for nonlinear sound editing.</i> <i>Final knowledge test from the theoretical part.</i> <i>The final assessment is calculated as the sum of the assessment of a written knowledge test, a practical task that demonstrates mastery of the sound editing software environment, term paper and seminar activities.</i> <i>To obtain an A rating, he must obtain at least 90%, to obtain an B rating 80%, to obtain a C rating at least 70%, to obtain a D rating 60%, to obtain an E rating at least 50%. A student who obtains less than 50% will be graded FX.</i>	
Learning outcomes: <i>The student is able to:</i> - Use theoretical knowledge from lectures on acquisition and editing audio material in the area of programs for audio editing, - Work with different types of sound recording devices, - Digitize analog audio, - Capture, record and then edit text, image and audio information, - Control techniques and technologies related to the production and postproduction sound of communicants.	
Course content: <i>Listeners acquire knowledge with the division of the media on the basis of their claim for the transfer, with the methods of digitizing and encoding of text data, still images, audio and video sequences and seminars acquire practical skills to the production and postproduction of audio information.</i> - Multimedia, their parameters and digitization. - The distribution of media: text and graphics, still images, video, speech and audio. - Digitization, encoding, recording, transmission, encryption, data protection. - Digital media parameters. - Multimedia data compression and encoding . - Text and graphics encoding and transmission. - Encoding and transmission of still images. - Encoding and transmission of audio and video content. - Recording, editing, editing and mixing speech signals and audio signals. - Effects and audio compression. - Burning sound recordings on various types of carriers.	
Recommended literature : <i>BOČÁK, M., B. GARBEROVÁ, R. GREGOVÁ, B. MOCHŇACKÁ, P. OBORNÍK, J. RUSNÁK, J. S. SABOL a V. SMOLÁKOVÁ, 2010. Texty elektronických médií: Stručný výkladový slovník. Prešov: Prešovská univerzita v Prešove.</i> <i>HRABČÁK, M., 2008. MULTIMÉDIA NA PC: podpora multimediálneho vzdelávania študentov umeleckých</i>	

smerov. Prešov: Prešovská univerzita v Prešove.

KOPECKÝ, P., 2008. Základy elektronického zvuku a jeho kreativní zpracování. Praha: AMU.

LEXMANN, J. a J. GREŇČÁR, 2020. Teória zvukového majstrovania.

Manuály k produktom na editáciu zvuku: Adobe Audition, Audacity a pod.

MOJŽIŠ, P., 2017. Strih zvuku - príprava zvukového materiálu na zvukovú mixáž. Bratislava: VŠMU FTF.

SAVAGE, T. M. a K. E. VOGEL, 2009. An introduction to digital multimedia. Jones & Bartlett Publishers.

STRONG, J., 2005. PC Recording Studios FOR DUMMIES. Wiley Publishing.

VACULÍK, J., K. ACHIMSKÝ a R. MADLEŇÁK, 2006. Multimédia – Spracovanie textu, fotografia, filmová technika, práca so zvukom. Žilina: Žilinská univerzita.

Language which is necessary to complete the course: Slovak, anglický, český

Notes:

Due to the practical focus of the course, seminars can be taught in smaller study groups.

Course evaluation:

Total number of students evaluated: 250

A	B	C	D	E	FX
11%	26%	31%	14%	2%	16%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor, co-guarantor, examiner Ing. Marianna Kraviarová, PhD., co-guarantor, lecturer, examiner, seminary supervisor

Date of last change: 01.02.2022

Approved by: prof. PhDr. Juraj Rusnák, CSc.

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Arts</i>	
Code: <i>IISMKm/AVPP2/22</i>	Course title: <i>Audiovisual Production and Post-Production 2</i>
Type, scope and method of educational activity: Type of educational activity: <i>Lecture, Seminar</i> Scope of educational activity: <i>1,2 hour per week, 30,60 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: <i>4</i>	
Recommended semester: <i>1st year ST Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites: <i>IISMKm/AVPP1/22 - Audiovisual Production and Post-Production 1</i>	
Conditions for passing the course: Method of evaluation: <i>Exam</i> <i>Number of credits and time frame for the conditions of passing the course:</i> - 4 credits = 120 hours, - course teaching: 13 weeks - 1 lecture / 2 seminar: 29.25 hrs. - individual work - preparation for seminars, solving partial tasks and elaboration of seminar work: 60 hours - independent study of professional literature: 30.75 hrs. <i>Active participation in seminars related to solving partial tasks.</i> <i>During the semester, the student must demonstrate skill in working with recording and editing technology, must master the operation of software environments for nonlinear video editing - a practical task.</i> <i>Evaluation of the script and the short audiovisual work created on the basis of it, in which the acquired skills from the seminars are reflected.</i> <i>Final exam of theoretical knowledge acquired in lectures.</i> <i>During the exam period, a practical exam is demonstrated, which demonstrates mastery of the programming environment for audiovisual signal editing and an oral exam. The final evaluation is calculated as the sum of the evaluation of the semester work, seminar activities, practical task and oral exam.</i> <i>To obtain an A rating, he must obtain at least 90%, to obtain an B rating 80%, to obtain a C rating at least 70%, to obtain a D rating 60%, to obtain an E rating at least 50%. A student who obtains less than 50% will be graded FX.</i>	
Learning outcomes: <i>The student is able to:</i> <i>the pre-production:</i> - Use theoretical knowledge from lectures to prepare technical script, within the production: - Camera work and use proper lighting for interiors and exteriors, - Properly use different types of microphones in the acquisition of audiovisual material, <i>post-production:</i> - To work in a program for non-linear editing movies, - Create titles, add effects, work with tracks. - Export the resulting file to different video formats - Use the acquired skills to create an audiovisual work.	
Course content: <i>The content of the seminars is a practical activity verifying the knowledge gained in lectures. Students will gain skills in creating an audiovisual work from the acquisition of material, through non-linear editing to the final form.</i> <i>Multimedia, their parameters and their digitization.</i> <i>Digitization in Slovakia.</i> <i>Script - choice and tuning topics of audiovisual work, script building and other production documentation.</i> <i>Working with the camera; exposure, light, storage of raw material.</i> <i>Footage composition - recording video clips in the interior and exterior.</i> <i>Sound - Different types of microphones, sound effects, noise, noise.</i> <i>Film Production - digital editing and compilation of the final work.</i>	

Music - meaning, film composers.
Subtitles - distribution, location and use.
Animated film - the basic division and representatives.

Recommended literature :

Manuály k produktu Adobe Premiere, DaVinci Resolve
BLÁHA, I., 2006 Zvuková dramaturgie audiovizuálního díla. Praha: Akademie múzických umění.
FIELD, S., 2007. Jak napsat dobrý scénář. Praha: Rybka Publishers.
FINTA, I., 2019. Profesia kameraman. Bratislava: VŠMU.
KUČERA, J., 1983. Střihová skladba ve filmu a v televizi. Praha: SPN.
LABÍK, E., 2012. Střihová skladba v spravodajských a publicistických televizních žánrech. Učebné texty študijného programu strihovej skladby Filmovej a televíznej fakulty VŠMU. Bratislava. Dostupné z: http://vsmu.sk/resources/labik_strihova_skladba.pdf
LABÍK, E., 2013. Dramaturgia strihovej skladby. VerBum.
LEXMANN, J. a J. GREČNÁR, 2020. Teória zvukového majstrovstva.
LONG, B. a S. SCHENK, 2005. Velká kniha digitálního videa. Brno: CP Books, a. s.
MONACO J., 2004. Jak číst film. Svět filmů, médií a multimédií. Praha: Albatros.
MYSLÍN, J., 2005. Digitální video v praxi. Computer Media.
NICHOLS, B., 2010. Úvod do dokumentárního filmu. Praha: AMU.
PECINOVSKÝ, J., 2009. Digitální video. Natáčíme, upravujeme, vypalujeme. Praha: Grada Publishing, a. s.
PLAŽEWSKI, J. 1967. Filmová řeč. Orbis.
SVARINSKÝ, P., 2013. Televízna produkcia I. – IV. Bratislava: VŠMU. Dostupné z: http://vsmu.sk/resources/svarinsky_televizna_produkcia.pdf
ŠVEC, Š., 2011. Gramatika filmového jazyka. Výklad základných pojmov. Bratislava: VŠMU. Dostupné z: http://vsmu.sk/resources/svec_gramatika_filmoveho_jazyka.pdf

Language which is necessary to complete the course: Slovak, anglický, český

Notes:

Due to the practical focus of the course, seminars can be taught in smaller study groups.

Course evaluation:

Total number of students evaluated: 213

A	B	C	D	E	FX
47%	34%	11%	0%	0%	7%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor, co-guarantor, examiner Ing. Marianna Kraviarová, PhD., co-guarantor, lecturer, examiner, seminary supervisor

Date of last change: 01.02.2022

Approved by: prof. PhDr. Juraj Rusnák, CSc.

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Arts</i>	
Code: <i>IISM Km/DELME/22</i>	Course title: <i>History of Electronic Media</i>
Type, scope and method of educational activity: Type of educational activity: <i>Lecture, Seminar</i> Scope of educational activity: <i>1,2 hour per week, 30,60 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: <i>4</i>	
Recommended semester: <i>2nd year ST Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Continuous assessment</i> Number of credits and time frame for the conditions of passing the course: - 4 credits = 120 hours - course teaching: 13 weeks 1 lecture / 2 seminar: 29.25 hours - individual work - preparation for the seminar, elaboration of the seminar work: 45 hours - independent study of professional literature: 45.75 hrs. <i>The course is completed by continuous assessment. During the semester, the student will process, present at a seminar and submit a seminar paper in which he / she will work on a selected topic in the field of media content development, technology or electronic media programming (50% of the evaluation). During the credit week, they pass a knowledge-interpretation test (50% of the evaluation).</i> <i>To obtain an A rating, he must obtain at least 90%, to obtain an B rating 80%, to obtain a C rating at least 70%, to obtain a D rating 60%, to obtain an E rating at least 50%. A student who obtains less than 50% will be graded FX.</i> <i>The final evaluation is calculated as the average of the evaluation of the seminar work and the knowledge-interpretation test.</i>	
Learning outcomes: <i>The graduate of the course can:</i> - identify major developments in the technological environment of electronic media, - define and interpret basic trends in the development of current electronic media at home and abroad, - to define and describe the differences in the development of electronic media in the European environment and overseas, - describe and classify the basic forms of approaches to programming in electronic media in the 20th and 21st centuries, - search, compare, process and evaluate historical data related to the development of electronic media.	
Course content: - Main terminological background. Electronic media, radio, television, film, video, internet, multimedia. Radio and television broadcasting. Public and private electronic media. Types of radio and television broadcasting: terrestrial radio and television, wired radio, satellite radio and television broadcasting, cable television. Analog and digital electronic media. - Technological discoveries enabling the development of radio and television broadcasting and Internet communication. Electromagnetic waves (Maxwell, Hertz), telegraph, telephone. Mr. Marconi. Radiotelegraphy and radiophony. Electromechanical transmission in television development: P. Nipkow, J. Baird. Electronic transmission in the development of television: D. Sarnoff, V. Zvorykin. - Development of radio and television broadcasting in the USA. The beginnings of radio broadcasting. F. Conrad and KDKA. The golden age of American radio broadcasting: development trends in the structure of broadcasting, in the program, in the interests of the audience. Changes in radio broadcasting in the United States after World War II. The beginnings of television broadcasting in the USA. Advent of NBC, ABC and CBS. The development of television broadcasting in the United States after World War II. The Golden Age of Television Broadcasting in the USA (1949 - 1960): program dominants, creators, shows. The US radio and television system today. - Development of radio and television broadcasting in Europe. Development of radio and television broadcasting in Great Britain. The origin of the BBC and its development. Formation of private radio and television stations in Great Britain. The radio and television broadcasting system in the United Kingdom, Germany, France and other European countries today. International radio and television organizations: their origin, development and position in the present.	

- Development of radio broadcasting in the Czech Republic and Slovakia. The emergence of radio broadcasting in the Czechoslovak Republic. Radiojournal and its functioning in the pre-war republic. Development of radio broadcasting in Slovakia until 1938. Radio broadcasting in Slovakia in the period of the Slovak state. Free Slovak transmitter and its operation during the SNP. Development of radio broadcasting in Slovakia after the Second World War: main events, trends in development. Radio broadcasting in Slovakia after 1989: dual system in radio broadcasting - development of SRO and private radio stations.

- Development of television broadcasting in the Czech Republic and Slovakia. The origin of television broadcasting in Czechoslovakia and its development until 1989: main events, changes in media institutions and in the program. Television broadcasting in Slovakia after 1989: a dual system in television broadcasting - development of STV and private television stations.

Recommended literature :

BÁGEL, V., 1980. Rozhlas. In: Slovensko. Kultúra – II. časť. Bratislava: Obzor.

BEDNÁŘÍK, P., J. JIRÁK a B. KOPPOVÁ, 2011. Dějiny českých médií. Od počátku do současnosti. Praha: Grada Publishing.

BENKOVIČOVÁ, D., 1997. Regionálne a lokálne elektronické médiá. Otázky žurnalistiky, č. 3, s. 203 – 216.

COX, J., 2009. American Radio Networks. A History. London: Mc Farlan Networks.

DIZARD, W. P., 1989. Television History. Global Development. In: BARNOUW, E. a kol.: International Encyclopedia of Communications. 1. vyd. New York – Oxford: Oxford University Press., Vol. IV.

DRAXLER, V., 2006. Príspevky k dejinám rozhlasu. Bratislava: Odbor mediálneho výskumu Slovenského rozhlasu.

HOLINA, V., 1999. Zmeny mediálnej situácie na Slovensku po roku 1989. Otázky žurnalistiky, č. 2, s. 93 – 102.

HOLINA, V., 1999. Zmeny mediálnej situácie na Slovensku po roku 1989 – II. Otázky žurnalistiky, č. 3, s. 183 – 188.

KOŠČO, J., 1980. Televízia. In: Slovensko. Kultúra – II. časť. Bratislava: Obzor, s. 715 – 756.

LEHOCZKÁ, V., 2011. Vývojové determinanty kultúry v rozhlasovej komunikácii na Slovensku. Communication Today, 1, s. 40 – 51.

MRLIAN, R. a kol., 1990. Encyklopédia dramatických umení Slovenska. M – Ž. Bratislava: Veda.

MARŠÍK, J. a kol., 2003. Od mikrofónu k poslucháčom. Z osmi desiatich českého rozhlasu. Praha: Český rozhlas.

PAULU, B., 1956. British Broadcasting. Minneapolis: University of Minnesota Press.

RUSNÁK, J., 2010. Textúry elektronických médií. Vývoj a súčasný stav. II. vydanie. Prešov: FF PU.

STADTRUCKER, I., 2016. Dejiny Slovenskej televízie. Náčrt vývojových tendencií kultúrotovej inštitúcie (1956 – 1989). Bratislava: Perfekt.

Language which is necessary to complete the course: Slovak, anglický, český

Notes:

Course evaluation:

Total number of students evaluated: 328

A	B	C	D	E	FX
18%	32%	29%	11%	5%	4%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor, co-guarantor, lecturer, examiner, seminary supervisor Mgr. Lenka Regrutová, PhD., co-guarantor, examiner, seminary supervisor

Date of last change: 01.02.2022

Approved by: prof. PhDr. Juraj Rusnák, CSc.

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Arts</i>	
Code: <i>IISM Km/DPMED/22</i>	Course title: <i>History of Printed Media</i>
Type, scope and method of educational activity: Type of educational activity: <i>Lecture, Seminar</i> Scope of educational activity: <i>1,1 hour per week, 23,23 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: 3	
Recommended semester: <i>3rd year WT Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Continuous assessment</i> <i>Number of credits and time frame for the conditions of passing the course:</i> - 3 credits = 90 hours - course teaching: 13 weeks 1 lecture / 1 seminar: 19.5 hours - individual work - preparation for the seminar, elaboration of the seminar work: 44.5 hours - independent study of professional literature: 26 hours <i>During the semester, the student will process, present at a seminar and submit a seminar paper in which he / she will work on a selected topic in the field of media content development or print media technologies (50% of the evaluation). During the credit week, they pass a knowledge-interpretation test (50% of the evaluation).</i> <i>The course is completed by continuous assessment. To obtain an A rating student must obtain at least 90%, to obtain a B rating 80%, to obtain a C rating at least 70%, to obtain a D rating 60%, to obtain an E rating at least 50%. A student who obtains less than 50% will be graded FX.</i> <i>The final evaluation is calculated as the average of the evaluation of the seminar work and the knowledge-interpretation test.</i>	
Learning outcomes: <i>The graduate of the course can:</i> - define the main development trends in the technological environment of print media (gravure printing and the use of color, digital technologies, digital graphics and photography, online production), - analyze and interpret basic trends in the development of current print media at home and abroad (with special regard to the development of mainstream media), - identify and characterize differences in the development of opinion-forming and tabloid print media in the European environment and overseas, - classify, describe and analyze the development of basic pop culture topics and their processing in print media (lifestyle, popular music, film, leisure), - search, compare, process and evaluate historical data related to the development of print media.	
Course content: - Print media and culture formation. Terminological background - popular and mass culture, tabloid journalism - origin, development, current state. - Development of print media as part of the development of popular culture. Basic development features in the world: changes in the character of the formal and content side of print media (photography and its status in pop culture-oriented journalism, magazine graphics as a reflection of trends in modern applied art, themes and their representation). Social, sports, film and music periodicals and their development. - Development of print media in the Czech Republic and Slovakia - the emergence of pop culture-oriented journalism in the first Czechoslovakia, the ideology of the 50s and its reflection in popular culture, specialized periodicals and their development in the Czech Republic and Slovakia before 1989. - Current trends in print media - profile segmentation, pan-visualization, globalization, emotionality. Dealing with the category of primary and secondary erotica in contemporary print journalism.	
Recommended literature : BARNOUW, E. et al., 1989. <i>International Encyclopedia of Communications. Vol. I. - IV.</i> New York - Oxford: Oxford University Press. BEDNAŘÍK, P., J. JIRÁK and B. KÖPPLOVÁ, 2011. <i>Dějiny českých médií. From the beginning to the present.</i> Prague: Grada Publishing. LIFE. http://life.time.com/ MISTRÍKOVÁ, Z. and A. ZMEČEK, 2001. <i>Media Yearbook - Slovakia, 1990 - 2000.</i> Bratislava: media institute.	

<http://www.mi.sk/medialna%20rocenka/index.html>

PENDERGAST, S. and T. PENDERGAST, (eds.), 2002. *Bowling, Beatniks and Bell-Bottoms. Pop-Culture of 20th-Century America. Vol. 4. 1960s - 1970s. Detroit - New York - London: Thomson Gale.*

STERLING, Ch. H. (ed.), 2009. *Encyclopedia of Journalism. London - New York: Sage Publications.*

WARREN, L. (ed.), 2006. *Encyclopedia of Twentieth-Century Photography. I. - III. Vol. London - New York: Routledge.*

Language which is necessary to complete the course: *Slovak, anglický, český*

Notes:

Course evaluation:

Total number of students evaluated: 70

A	B	C	D	E	FX
6%	11%	33%	31%	7%	11%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor, co-guarantor, lecturer, examiner, seminary supervisor Mgr. Jozef Mergeš, PhD., co-guarantor, lecturer, examiner, seminary supervisor

Date of last change: 01.02.2022

Approved by: *prof. PhDr. Juraj Rusnák, CSc.*

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Arts</i>	
Code: <i>IISM Km/FTVFZ/22</i>	Course title: <i>Fiction in Television and Movie Genres</i>
Type, scope and method of educational activity: Type of educational activity: <i>Seminar</i> Scope of educational activity: <i>2 hour per week, 46 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: 2	
Recommended semester: <i>3rd year WT Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Continuous assessment</i> <i>Number of credits and time frame for the conditions of passing the course:</i> - 2 credits = 60 hours - course teaching: 13 weeks, 2 seminars: 19.5 hours - individual work - preparation for the seminar, elaboration of the seminar work: 27 hour - independent study of professional literature: 13.5 hrs. <i>During the semester students shall prepare and transmit a seminar work - an analysis relating to the subject of study.</i> <i>The final score is calculated as the average of seminar work evaluation and assessment activities for seminars.</i> <i>To obtain evaluation A must get at least 90%, at the valuations B 80% C rating on at least 70% to 60% of rated D, E for evaluation of at least 50%. A student who receives less than 50%, will be evaluated as grade FX.</i>	
Learning outcomes: <i>The student is able to:</i> - Use acquired knowledge in the final bachelor work related to the subject of study - Exchange and categorize genres of fiction in contemporary film and television landscape - Describe and analyze narrative practices in creating fictional stories - Use knowledge of theory and history of film and TV genres when applied to a characteristic of contemporary film and television products - Include a feature film, television film or television series in the appropriate genre and interpret his position and role in contemporary media - Explain the particularities of individual film and television genres	
Course content: <i>Storytelling. Narrative as a basic form of organization and understanding of the world.</i> <i>Film and television in the contemporary media culture.</i> <i>Fabula and sujet in film and television genres of fiction.</i> <i>Narrative formula of film and television fiction. Construction of a fictional story. Stereotypes.</i> <i>Feature Film - film genres. Possible interpretations of the concept of genre film. Comedy, melodrama, adventure movie.</i> <i>Development.</i> <i>TV genre fiction. Sitcoms, dramatic series. Development.</i> <i>The application of film genres in the television landscape.</i> <i>Syncretism of genres of fiction in film and television landscape.</i>	
Recommended literature : <i>BORDWELL, D. a K. THOMPSONOVÁ, 2012. Umění filmu – Úvod do studia formy a stylu. Praha: Akademie múzických umění v Praze.</i> <i>CHATMAN, S., 2008. Příběh a diskurs. Brno: Host.</i> <i>CLEARY, S., 2008. Filmové žánre. Banská Bystrica: Akadémia umení.</i> <i>KOKEŠ, R. D., 2015. Rozbor filmu. Brno: Filozofická fakulta Masarykovy univerzity.</i> <i>KOKEŠ, R. D., 2016. Světy na pokračování. Rozbor možností serúalového vyprávění. Praha: Akropolis.</i> <i>MERGEŠ, J., 2012. Dvakrát a dost...?: remake ako odraz povahy súčasného amerického filmového priemyslu. In: Cinepur: časopis pro moderní cinefily. Roč. 19, č. 81, s. 53-59.</i> <i>MERGEŠ, J., 2014. Esej o farbách a (ne)farbách vo filme. In: Espes [online]. Roč. 3, č. 1, s. 26-32 [cit. 15. januára 2022]. Dostupné z: https://espes.ff.unipo.sk/index.php/ESPES/article/view/2/19</i> <i>MERGEŠ, J., 2020. Esej o subžánri športového filmu. In: Jazyk a kultúra [online]. Roč. 11, č. 41-42, [cit. 15. januára 2022]. Dostupné z: https://www.ff.unipo.sk/jak/41-42_2020/Jozef_Merges_studia.pdf</i>	

MERGEŠ, J., 2021. Medzi rozprávkou a hollywoodským animovaným filmom – o rozprávke uväznenej v rodinnom filme. In: I. G. DRZEWIECKA, D. DZIAK, S. KOPČÁKOVÁ a B. ŠIMONOVÁ, eds. (Po)etika umeleckej tvorby pre deti a mládež. Prešov: Prešovská univerzita v Prešove, s. 316-326.

MERGEŠ, J., 2017. Priestor ako dištinkatívny prvok v remaku: prípad seriálov Bron/Broen a remaku The Bridge [online]. In: J. MERGEŠ a S. ŠOLTÉSOVÁ, eds. Médiá a text 6: II. časť [online]. Prešov: Prešovská univerzita v Prešove, s. 77-84 [cit. 15. januára 2022]. Dostupné z: <https://www.pulib.sk/web/kniznica/elpub/dokument/Merges1/subor/Merges.pdf>

MERGEŠ, J., 2015. Vizuálna kompozícia farieb ako estetická kvalita filmu. In: Espes [online]. Roč. 4, č. 2 [cit. 15. januára 2022]. Dostupné z: <https://espes.ff.unipo.sk/index.php/ESPES/article/download/36/43>

MIŠÍKOVÁ, K., 2009. Mysl a příběh ve filmové fikci. Praha: Akademie múzických umění.

MITTELL, J., 2019. Komplexní televize. Poetika současného televizního vyprávění. Praha: Akropolis.

STADTRUCKER, I., 1990. Dramaturgia hraného filmu. Bratislava: Tatran.

Language which is necessary to complete the course: *Slovak, český*

Notes:

Alternative (distance learning):

The teacher will provide students with gradually commented lectures and audiovisual demonstrations on individual topics in offline form for download. As a substitute for seminars, students will be required to develop assignments related to specific lectures. In this type of teaching, the requirements for the final seminar work will be reduced (30% fewer characters).

The final evaluation (evaluation of the seminar work with the interview) will take place in person. If the distance form of the final evaluation is necessary, this evaluation will take place in the form of an online interview through MSTEams, resp. through another agreed platform.

Course evaluation:

Total number of students evaluated: 35

A	B	C	D	E	FX
20%	26%	29%	11%	6%	9%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor Mgr. Jozef Mergeš, PhD., co-guarantor, examiner, seminary supervisor

Date of last change: 01.02.2022

Approved by: *prof. PhDr. Juraj Rusnák, CSc.*

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Arts</i>	
Code: <i>IISM Km/HIKMS/22</i>	Course title: <i>Historical Comparison of Media Systems</i>
Type, scope and method of educational activity: Type of educational activity: <i>Lecture, Seminar</i> Scope of educational activity: <i>1,1 hour per week, 23,23 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: <i>4</i>	
Recommended semester: <i>2nd year WT Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Continuous assessment</i> Number of credits and time frame for the conditions of passing the course: - 4 credits = 120 hours - course classes: 13 weeks x 1 lecture / 1 seminar: 19.5 hours - study of literature and preparation for seminars: 70.5 hours - preparation for an essay: 15 hours - preparation for the test: 15 hours Fulfillment of the following criteria is included in the evaluation: - continuous preparation, active participation in seminars and fulfillment of assigned continuous tasks during the semester, - professional essay on a topic from the subject areas (composition during the semester), - final test (student must pass the final test, i.e. get at least 50 % of points). To obtain grade A, the student must obtain at least 90% of points, for grade B 80%, for grade C 70%, for grade D 60%, for grade E at least 50% of points. A student who scores less than 50% will be graded FX. The final evaluation is calculated from the partial evaluations of the above criteria, while the share of partial evaluations in the overall evaluation is 25% for continuous tasks, 25% for professional essays and 50% for the final test.	
Learning outcomes: - identify and explain the main trends of development of the media and journalism, - describe the development of key media in the context of the development of media communication and journalism, - apply the historical perspective on journalism as a specific social institution and cultural practice in own media analysis, - identify and describe the parallels between the history and present of the media and journalism, - discuss the basic themes of history of media, - discuss the material-technological, socio-cultural, legal, ethical aspects of the formation and transformation of media and journalism.	
Course content: - Development of communication and media: theory of transitions (DeFleur & Ball-Rokeach) and the epochs of communication development. Media types and their development. - Historical approach to communication, media, journalism. Subject and object of historical research in journalism: journalism as a subject and object of history. Postmodernism, the end of grand narratives thesis and its implications for the study of history. Discursive approach to history (Foucault). - Freedom of communication: theoretical reflection and historical perspective. The importance of freedom of speech/expression/press/media from the perspective of media studies (discourse studies). Historical and current guarantees and restrictions of freedom of communication. Development of censorship and self-censorship of the media. - Social reflection and regulation of the media: the normative media theories. Key moments in development of media policy and media law. Historical and current comparison of systems of media policy and media law. - Professional ethics in the media: evolution and current status. Systems of (social/ethical) accountability of the media (MAS) and their applications in different countries. - Comparison of the evolution of media and journalism in selected countries. Key aspects of the development of the media in selected countries.	

- *The economic aspects of the media in a historical and contemporary perspective. Commercialization of the media/journalism. Concentration of media ownership in a global perspective: monopolisation vs. oligopolisation, media conglomerates (media moguls) - their portfolios and links to an extra-media sphere.*
- *Development of the relationships of different sectors of the media industry (competition, symbiosis, etc.).*
- *Current trends in media: Comparison of specific media landscapes.*

Recommended literature :

- BALL-ROKEACH, S. a M. L. DeFLEUR, 1996. *Teorie masové komunikace*. Praha: Karolinum.
- BERTRAND, C.-J., 1997. *Media Accountability Systems: An Overview*. In: U. Sonnenberg, ed. *Organising Media Accountability: Experiences in Europe*. Maastricht: European Journalism Centre.
- BERTRAND, C.-J., 2007. *Media Accountability Systems [online]*. Organization for Security and Co-operation in Europe. Dostupné z: <https://www.osce.org/serbia/24858>
- BREČKA, S. a kol., 2009. *Od tamtamov po internet*. Bratislava: Eurokódex.
- DOMINICK, J. R., 1993. *The Dynamics of Mass Communication*. 4. vyd. McGraw-Hill.
- DRGONEC, J., 2008. *Základy masmediálního práva*. Bratislava: Eurokódex.
- DUCHKOWITCH, W., D. SERAFÍNOVÁ a J. VATRÁL, 2007. *Dejiny slovenského novinárstva*. Ružomberok: Katolícka univerzita.
- HALLIN, D. a P. MANCINI, 2008. *Systémy médií v postmoderním světě*. Praha: Portál.
- JIRÁK, J., 2000. *Kontrola médií veřejné služby jako interpretační problém*. In: Česká televize: věc veřejná: Sborník textů k diskusi o roli televize veřejné služby v české společnosti na počátku 21. století [online]. Praha: Česká televize. Dostupné z: http://img.ceskatelevize.cz/boss/image/contents/publikace-ct/pdf/CT_vec_verejna.pdf
- KUNCZIK, M., 1995. *Žurnalistika jako povolání*. In: Kunczik, M.: *Základy masové komunikace*. Praha: Karolinum.
- McNAIR, B., 1996. *News and Journalism in the UK: A Textbook*. 2. vyd. London – New York: Routledge.
- NERONE, J., 2006. *Approaches to Media History*. In: A. N. Valdivia, ed. *A Companion to Media Studies*. Oxford: Blackwell.
- PROKOP, D., 2005. *Boj o média: Dějiny nového kritického myšlení o médiích*. Praha: Karolinum.
- RUTTKAY, F., 1999. *Dejiny slovenského novinárstva do roku 1918*. Bratislava: Veda.
- SCANNELL, P., 2002. *History, Media and Communication*. In: K. B. Jensen, ed. *A Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies*. New York – London: Routledge.
- SERAFÍNOVÁ, D. a J. VATRÁL, 2005. *Náčrt dejín slovenskej žurnalistiky*. Ružomberok: Katolícka univerzita.
- SCHRAMM, W., 1992. *Čtyři koncepty masové komunikace*. In: M. Šmíd: *Úvod a texty ke studiu masových médií*. 2. část: *Vybrané texty o masové komunikaci*. Praha: Fakulta sociálních věd Univerzity Karlovy.
- ŠEFČÁK, L. a J. VOJTEK, J., 2003. *Dejiny svetového novinárstva 1: Dejiny anglického novinárstva*. Bratislava: Univerzita Komenského.
- ŠEFČÁK, L. a J. VOJTEK, J., 1997. *Dejiny svetového novinárstva 3: Dejiny amerického novinárstva*. Bratislava: Univerzita Komenského.
- TUROW, J., 2009. *Media Today: An Introduction to Mass Communication*. 3. vyd. New York – London: Routledge.
- VIŠŇOVSKÝ, J., I. JENČA, I. a J. VOJTEK, 2010. *Dejiny svetových novinárstiev (anglického a amerického)*. Trnava: FMK UCM v Trnave.
- VOJTEK, J., 1999. *Dejiny svetového novinárstva: Dokumenty I: Miltonova Aeropagitika*. Bratislava: Univerzita Komenského.

Language which is necessary to complete the course: *Slovak, anglický, český*

Notes:

Course evaluation:

Total number of students evaluated: 341

A	B	C	D	E	FX
2%	14%	40%	30%	9%	4%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor doc. Mgr. Michal Bočák, PhD., co-guarantor, lecturer, examiner, seminary supervisor

Date of last change: 01.02.2022

Approved by: prof. PhDr. Juraj Rusnák, CSc.

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Arts</i>	
Code: <i>IISM Km/HUDVI/22</i>	Course title: <i>Musical Video Clip</i>
Type, scope and method of educational activity: Type of educational activity: <i>Lecture, Seminar</i> Scope of educational activity: <i>1,1 hour per week, 23,23 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: 3	
Recommended semester: <i>1st year WT Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Continuous assessment</i> <i>Number of credits and time frame for the conditions of passing the course:</i> - 3 credits = 90 hours - course teaching: 13 weeks 1 lecture / 1 seminar: 19.5 hrs. - individual work - preparation for the seminar, elaboration of the seminar work: 44.5 hrs. - independent study of professional literature: 26 hours <i>Analysis and interpretation of choosen music video (or production of a music video).</i> <i>The subject is completed by the assessed credit, which students obtain for their own oral (or written) analysis and interpretation of a music video clip (or similar popculture artifact) continuously, at the latest in the credit week, utilizing a sufficient amount of expertise in interpreting.</i> <i>To obtain an A rating, must reach at least 90%, score B 80%, score C at least 70%, score D 60%, score E at least 50%. A student who earns less than 50% will be rated FX.</i>	
Learning outcomes: <i>Graduate of the subject is able to:</i> - define the issues of popular culture and new media trends in cultural projections - specifically to describe the definitions of media and cultural studies in relation to the analysis of media content, constructs, discourse and semiotics - criticize (positive and negative) current trends in media culture	
Course content: <i>Definition of contemporary media status as a result and as an originator of culture and globalization.</i> <i>Definition of popular culture. Popcultural artifacts. Music video clip. History.</i> <i>Narration and performance of music video clips.</i> <i>Music video clip as a structural communication - Hall's model/Coding-decoding/in the pop culture curve.</i> <i>Analysis of music video clips.</i> <i>Trends in globalization and cultural modification.</i>	
Recommended literature : <i>BARKER, CH., 2006. Slovník kulturních studií. Praha: Portál.</i> <i>HEBDIGE, R., 2012. Subkultura a styl. Podlesí: Dauphin.</i> <i>MALÍČEK, J., 2008. Vademecum popkultúry. Nitra: Univerzita Konštantína Filozofa v Nitre.</i> <i>MALÍČEK, J., 2012. Popkultúra: návod na použitie. Nitra: Univerzita Konštantína Filozofa v Nitre.</i> <i>MALÍČEK, J., 2021. Rozkoš zdanía a poznania (Popkultúra ako skúsenosť). Nitra: Univerzita Konštantína Filozofa v Nitre.</i> <i>MONACO, J. 2006. Jak číst film. Praha: Albatros.</i> <i>OBORNÍK, P., 2013. Hudobný videoklip – teória a trendy. Prešov: FF PU v Prešove.</i> <i>RUSNÁK, J., 2013. Popkultúra v elektronických médiách. Prešov: Filozofická fakulta Prešovskej univerzity v Prešove.</i> <i>RUSNÁK, J. a kol., 2010. Texty elektronických médií. Prešov: Filozofická fakulta Prešovskej univerzity v Prešove.</i> <i>SMOLÍK, J., 2010. Subkultury mládeže. Uvedení do problematiky. Praha: Grada, 2010.</i> <i>THOMPSON, K. – BORDWELL, D., 2007. Dějiny filmu. Praha: Nakladatelství Lidové noviny,</i> <i>VERNALIS, C. 2004. Experiencing Music Video: Aesthetics and Cultural Context. New York Columbia University Press.</i>	
Výber online zdrojov: <i>ANONYM, 2018. MTV. [Cit. 2018-06-10] Dostupné na internete: https://en.wikipedia.org/wiki/MTV</i> <i>ANONYM, 2017. Retro Music Television. [Cit. 2018-03-22] Dostupné na internete: https://cs.wikipedia.</i>	

org/wiki/Retro_Music_Television

ANONYM, 2011. *The Golden Age of MTV and Yes, There Was One*. [Cit. 2018-02-04] Dostupné na internete: <https://www.npr.org/2011/11/06/141991877/the-golden-age-of-mtv-and-yes-there-was-one?t=1534927141991>

JONES, A., 2016. *Major Changes Are Coming To MTV*. [Cit. 2017-09-12] Dostupné na internete: <https://www.cinemablend.com/television/Major-Changes-Coming-MTV-127547.html>

LITTLETON, C., 2017. *MTV's Turnaround Plan: More Music, More Live, More Fun*. [Cit. 2018-03-17] Dostupné na internete: <https://variety.com/2017/tv/news/mtv-turnaround-viacom-chris-mccarthy-mary-and-jane-cancel-1201983349/>

PLENCNER, A., 2005. *Videoklip ako simulakrum*. In: *Médiá a text*. Prešov: Filozofická fakulta Prešovskej univerzity v Prešove.

Language which is necessary to complete the course: *Slovak, anglický, český*

Notes:

Course evaluation:

Total number of students evaluated: 126

A	B	C	D	E	FX
44%	22%	17%	8%	2%	7%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor Mgr. Eva Peknušiaková, PhD., co-guarantor, lecturer, examiner, seminary supervisor

Date of last change: 01.02.2022

Approved by: *prof. PhDr. Juraj Rusnák, CSc.*

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Arts</i>	
Code: <i>IISM Km/INDAS/22</i>	Course title: <i>Information and Database Systems</i>
Type, scope and method of educational activity: Type of educational activity: <i>Lecture, Seminar</i> Scope of educational activity: <i>1,1 hour per week, 23,23 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: 2	
Recommended semester: <i>3rd year WT Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Continuous assessment</i> <i>Number of credits and time frame for the conditions of passing the course:</i> - 2 credits = 60 hours - course teaching: 13 weeks - 1 lecture / 1 seminar: 19.5 hours - individual work - preparation for seminars and solving partial tasks: 13 hours - independent study of professional literature and preparation for testing: 27.5 hrs. <i>Active participation in seminars, solving partial tasks.</i> <i>At the end of the semester there is a knowledge test .</i> <i>At the end of the semester there is a practical task.</i> <i>To obtain an A rating, he must obtain at least 90%, to obtain an B rating 80%, to obtain a C rating at least 70%, to obtain a D rating 60%, to obtain an E rating at least 50%. A student who obtains less than 50% will be graded FX.</i> <i>The final evaluation is calculated as the sum of the evaluation of the knowledge test, a practical task that demonstrates mastery of the database programming environment and seminar activities.</i>	
Learning outcomes: <i>The student is able to:</i> - Apply knowledge of information theory in information systems, - Know the background of information and database systems, - To define and work with the basic concepts of information systems, - Work with the database system through the creation of tables and forms to the creation of reports and print them.	
Course content: - Introduction to information systems, their basic and fundamental concepts of division. - Protection of information systems. - Compress and backup. - Internet and intranet. - Database Systems. - Groupware and outsourcing. <i>Acquire skill in working with the database system:</i> - Database concepts - Tables and working with spreadsheets, - Forms and work with forms, - Sets - creating, editing, and working with assemblies, - Print output - preparation and printing attributes.	
Recommended literature : <i>BASL, J., 2002. Podnikové informační systémy. Praha: Grada.</i> <i>BELKO, P., 2014. Access 2013. Podrobná uživatelská příručka. Praha: Computer Press.</i> <i>GOMBÁR, M. a A. HRICOVÁ, 2007. Databázový systém. Prešov: PU v Prešove. Dostupné z: http://www.unipo.sk/udk/pdf/databazove_systemy.pdf</i> <i>MURRAY, D., 2020. Microsoft Access 2019 Tutorial and Lab Manual. USA: Kendall Hunt Publishing Company. Dostupné z: https://mgt2.buffalo.edu/departments/mss/djmurray/mgs351/Access_2019_Textbook.pdf</i> <i>PÍSEK, S., 2011. Access 2010. Podrobný průvodce. Praha: Grada.</i>	
Language which is necessary to complete the course: <i>Slovak, anglický, český</i>	

Notes:					
Course evaluation:					
Total number of students evaluated: 6					
A	B	C	D	E	FX
50%	33%	0%	17%	0%	0%
Lecturers:					
<i>prof. PhDr. Juraj Rusnák, CSc., guarantor Ing. Marianna Kraviarová, PhD., co-guarantor, lecturer, examiner, seminary supervisor</i>					
Date of last change: 01.02.2022					
Approved by: <i>prof. PhDr. Juraj Rusnák, CSc.</i>					

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Arts</i>	
Code: <i>IISM Km/JMFAF/22</i>	Course title: <i>Language in Media - Phonetics and Phonology</i>
Type, scope and method of educational activity: Type of educational activity: <i>Lecture, Seminar</i> Scope of educational activity: <i>1,1 hour per week, 30,30 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: <i>3</i>	
Recommended semester: <i>1st year ST Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Continuous assessment</i> <i>Number of credits and time frame for the conditions of passing the course:</i> - 3 credits = 90 hours - course teaching: 13 weeks 1 lecture / 1 seminar: 19.5 hours - individual work - preparation for the seminar, elaboration of the seminar work: 44.5 hours - independent study of professional literature: 26 hours <i>The course is completed by continuous assessment. During the semester, the student prepares a seminar paper on a given topic and passes a knowledge test.</i> <i>During the semester student works actively in the seminar and performs the project in the seminar and write the test.</i> <i>To obtain evaluation A must get at least 90%, to obtain evaluation 80% B to C rating of at least 70% to 60% of rated D, E for evaluation of at least 50%. A student who receives less than 50% of the assessed level of FX.</i> <i>The final score is calculated as the average rating of the active work of the student in the seminar, presentation and test.</i>	
Learning outcomes: <i>The graduate of the course can:</i> - define and interpret in their own words the basic concepts of phonetics and phonology, - transcribe a text intended for media presentation according to the principles of Slovak orthoepy, - explain the basic sound phenomena of the Slovak language realized on acoustic-auditory media texts.	
Course content: - Sound expression in the system of language communication. Relationship between phonetics, phonology and morphology. - Phonetics as a science of the sound structure of speech. - Communication as a reflex story. Voice. Description and function of speech organs. - Phon as the smallest articulatory, acoustic and perceptual unit of speech. - Inventory of vocal and consonantal phonos of standard Slovak. - Syllable as a basic unit of continuous sound speech. - Time, force and tone modulation of continuous speech. - Phonetics and phonology. - Phonological opposites. - Phonological neutralizations. - Alternations in Slovak phonology	
Recommended literature : <i>BÓNOVÁ, I., 2019. Orthoepia of sound expression at the segmental level. Košice: Pavel Jozef Šafárik University in Košice.</i> <i>DVONČOVÁ, J., G. JENČA and Á. KRÁL, 1969. Atlas of Slovak Voices. Bratislava: Vydavateľstvo SAV.</i> <i>KRÁL, Á., 2016. Rules of Slovak pronunciation. Third edition. Martin: Matica slovenská.</i> <i>KRÁL, Á. and A. RÝŽKOVÁ, 1990. Basics of language culture. Bratislava: SPN.</i> <i>KRÁL, Á. and J. SABOL, 1989. Phonetics and Phonology. Bratislava: SPN.</i> <i>PAULINY, E., 1979. Slovak phonology. Bratislava: SPN.</i> <i>SABOL, J., D. SLANČOVÁ and M. SOKOLOVÁ, 1990. Kultúra mluveného slovo. Košice: UPJŠ Rectorate.</i> <i>SABOL, J. and J. ZIMMERMANN, 1994. Communication status of accent in standard Slovak. Prešov: FF UPJŠ.</i> <i>SABOL, J. and J. ZIMMERMANN, 2015. Basics of speech acoustics. Košice: Pavel Jozef Šafárik University in Košice.</i> <i>SMOLÁKOVÁ, V., 2010. Speech rate of media workers. In: Jazyk a kultúra: internetový časopis</i>	

Lingvokulturologického a Translation and Interpreting Center of Excellence at the Faculty of Arts of the University of Prešov in Prešov, 1/1, 7 p.

SMOLÁKOVÁ, V., 2013. Suprasegments in Media Text. In: J. Rusnák, L. Regrutová (eds.): Media and text 4. Proceedings from the scientific seminar 4. 12. 2012, Prešov, p. 215-221.

Language which is necessary to complete the course: *Slovak*

Notes:

Course evaluation:

Total number of students evaluated: 389

A	B	C	D	E	FX
18%	24%	24%	12%	14%	8%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor, co-guarantor, lecturer, examiner, seminary supervisor Ing. Marianna Kraviarová, PhD., co-guarantor, lecturer, examiner, seminary supervisor Mgr. Viera Smoláková, PhD., co-guarantor, lecturer, examiner, seminary supervisor

Date of last change: *01.02.2022*

Approved by: *prof. PhDr. Juraj Rusnák, CSc.*

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Arts</i>	
Code: <i>IISM Km/JMLEX/22</i>	Course title: <i>Language in Media - Lexicology</i>
Type, scope and method of educational activity: Type of educational activity: <i>Lecture, Seminar</i> Scope of educational activity: <i>1,1 hour per week, 23,23 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: 3	
Recommended semester: <i>3rd year WT Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Continuous assessment</i> <i>Number of credits and time frame for the conditions of passing the course:</i> - 3 credits (student workload 90 hours) - course teaching: 13 weeks 1 lecture / 1 seminar: 19.5 hrs. - individual work - preparation for the seminar, elaboration of the seminar work: 44.5 hours - independent study of professional literature: 26 hours 25% of the continuous practical task 25% seminar work 50% credit test To obtain evaluation A must get at least 90%, to obtain evaluation 80% B to C rating of at least 70% to 60% of rated D, E for evaluation of at least 50%. A student who receives less than 50% of the assessed level of FX.	
Learning outcomes: <i>The graduate will gain knowledge about linguistic and communication-pragmatic aspects (essence, dynamics, internal division) of the functioning of lexical units and lexicon, as well as their projection into language communication as an implementation of the language system, especially in relation to media texts.</i> <i>The graduate is able to identify the linguistic and communication-pragmatic value of lexical units in the system and in the text, which is an important prerequisite for active acquisition of new knowledge and information, critical analysis, reassessment and use in theory and in practical applications. in this case, especially in a media environment.</i> <i>The graduate is able to analyze professional and practical parameters related to the issue, can independently acquire new knowledge and actively expand knowledge in the field, can identify and evaluate the characteristics and functions of lexical units in relation to the whole communication and the intention of the expedient.</i>	
Course content: <i>Scope of lexicology. Relation of lexicology to other linguistic disciplines. Fundamental notions and terminology. Structure and features of a lexicon. Lexicography. Lexical semantics and semantic motivation. Word-formation motivation. Multi-word expressions. Phraseology and idiomatics. Borrowing. Abbreviation. Expressivity. Social aspect in a lexicon. Lexical registers. Terminology. Temporal, territorial and individual aspects in a lexicon.</i>	
Recommended literature : <i>DOLNÍK, J., 2003. Lexikológia. Bratislava: Univerzita Komenského.</i> <i>HORECKÝ, J., K. BUZÁSSYOVÁ J. BOSÁK a kol., 1989. Dynamika slovnej zásoby súčasnej slovenčiny. Bratislava: Veda.</i> <i>Krátky slovník slovenského jazyka, 2003. Red. J. J. KAČALA, M. PISÁRČIKOVÁ, M. POVAŽAJ. 4. vyd. Bratislava: Veda. Dostupný aj na: http://slovník.juls.savba.sk/</i> <i>OLOŠTIAK, M. a M. IVANOVÁ, 2013. Kapitoly z lexikológie (lexikálna syntagmatika a viacslovné pomenovania). Prešov: FF PU.</i> <i>OLOŠTIAK, M. a L. OLOŠTIAKOVÁ, 2018. Morfematika a slovtvorba slovenčiny. Prešov: FF PU.</i> <i>OLOŠTIAK, M. a kol., 2021. Slovník slovtvorných prostriedkov v slovenčine. Prešov: FF PU. Dostupný aj na: https://www.pulib.sk/web/kniznica/elpub/dokument/Olostiak24</i> <i>Slovník súčasného slovenského jazyka. 4 zv. Bratislava: Veda, 2006, 2011, 2015, 2021. Dostupný aj na: http://slovník.juls.savba.sk/</i> <i>SOKOLOVÁ, M., G. MOŠKO, F. ŠIMON a V. BENKO, 1999. Morfematický slovník slovenčiny. Prešov: Náuka.</i> <i>SOKOLOVÁ, M., M. OLOŠTIAK, M. IVANOVÁ a kol., 2012. Slovník koreňových morfém slovenčiny. 3. vyd.</i>	

Prešov: FF PU.

Synonymický slovník slovenčiny, 2004. Red. M. PISÁRČIKOVÁ. 3. vyd. Bratislava: Veda. Dostupný aj na: <http://slovník.juls.savba.sk/>

Language which is necessary to complete the course: *Slovak*

Notes:

Course evaluation:

Total number of students evaluated: 314

A	B	C	D	E	FX
13%	18%	33%	23%	8%	5%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor prof. Mgr. Martin Ološtiak, PhD., co-guarantor, lecturer, examiner Mgr. Soňa Rešovská, PhD., co-guarantor, examiner, seminary supervisor

Date of last change: 01.02.2022

Approved by: *prof. PhDr. Juraj Rusnák, CSc.*

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Arts</i>	
Code: <i>IISM Km/JMMOR/22</i>	Course title: <i>Language in Media - Morphology</i>
Type, scope and method of educational activity: Type of educational activity: <i>Lecture, Seminar</i> Scope of educational activity: <i>1,1 hour per week, 23,23 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: 3	
Recommended semester: <i>2nd year WT Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Continuous assessment</i> <i>Number of credits and time frame for the conditions of passing the course:</i> - 3 credits = 90 hours - course teaching: 13 weeks / 1 hour lecture, 1 hour seminar: 19.5 hours - independent study of professional literature + preparation for the seminar + preparation for the test: 50.5 hours - preparation of the language window (choice of topic, finding an authentic sample of the media text, processing and presentation): 20 hours <i>The course is completed by continuous assessment. To obtain the evaluation, the student must successfully pass a test that includes application questions in the field of word theory and their communication-pragmatic functions in media texts. At the same time, the student submits an audiovisual language window in which he / she presents the selected language problem of the morphological level of the language in a popularizing way.</i> – final test (remaining word classes) – seminar work (morphological analysis of the chosen media text) <i>To obtain evaluation A must get at least 90%, to obtain evaluation 80% B to C rating of at least 70% to 60% of rated D, E for evaluation of at least 50%. A student who receives less than 50% of the assessed level of FX.</i>	
Learning outcomes: <i>The graduate of the course is able to explain the essence of individual morphological phenomena in their own words, - analyze the use of word types and grammatical categories in the media text, describe their communication-pragmatic functions in the texts, - create correct grammatical forms of units, use knowledge of morphology theory analysis of language material and media texts, to define and define the functions of individual morphological phenomena in the construction of a media text.</i> <i>The graduate is able to apply simple concrete creative and logical thinking required in the evaluation of morphological means of media text construction, can use the acquired language, communication and presentation skills in practice, can actively obtain information and use it to solve practical tasks in the field.</i> <i>The graduate of the course is able to autonomously and independently evaluate the function of morphological language means in the implementation of communication intentions in media texts. Can assess the language level of texts and, in the event of morphological errors, choose strategies and means to improve them. He has civic and social competencies, is aware of the role of language and its role in cultivating social communication.</i>	
Course content: <i>Problems of word classes - homonyms and transpositions in word classes. Word classes and their functions in the text. Distribution of word classes as a style and genre indicator.</i> - Morphological characteristics of the verb. Semantic classification of verbs and their text and communication functions. - Selected problems of grammatical categories of verbs. Congruency as grammatical category of verbs (person and number). Predication categories of verbs (tense and mood). Morphosyntactic categories of verbs (voice). Lexic-grammatical categories verba (aspect and valency). - Morphological characteristics of nouns. Gender, number and case. The role of splitting in communication. Proverbs and sayings from the aspect of feminist linguistics. Differences in languages from the aspect of feminist linguistics. Language as a means of transport for prejudices. Syntactic functions of the cases in Slovak.	

- Declination system of Slovak. The pragmamorphological aspect in the declension of nouns: variants and doublets from frequency, semantic, syntactic and stylistic point of view.
- Morphological characteristics of adjectives. Semantics and operability of adjectives. Functions of adjectives in texts.
- Morphological characteristics of pronouns. Deictic, textual and communication function of pronouns.
- Morphological characteristics and functions of numerals.
- Morphological characteristics and syntactic functions of adverbs.
- Morphological characteristics of prepositions and conjunctions. Text functions of prepositions and conjunctions. Morphological characteristics of particles and interjections. Functions of particles in text.

Recommended literature :

DVONČ, L., 1984. *Dynamika slovenskej morfológie*. Bratislava: Veda, 1984.

HORECKÝ, J., K. BUZÁSSYOVÁ, a J. BOSÁK, 1989. *Dynamika slovnej zásoby súčasnej slovenčiny*. Bratislava: Veda.

IVANOVÁ, M. (ed.), 2009. *Aspektuálnosť a modálnosť v slovenčine*. Prešov: Prešovská univerzita. Dostupné na: <http://www.pulib.sk/elpub2/FF/Ivanova1/index.html>.

IVANOVÁ, M., 2017. *Vybrané aspekty valencie verb v slovenčine*. Prešov: Filozofická fakulta PU v Prešove.

KYSELOVÁ, M. a M. IVANOVÁ, 2013. *Sloveso vo svetle kognitívnej gramatiky*. Prešov: Filozofická fakulta Prešovskej univerzity v Prešove.

KESSELOVÁ, J. a kol., 2013. *Spojky a spájacie prostriedky v slovenčine*. Bratislava: Veda.

MIKO, F., 1962. *Rod, číslo a pád podstatných mien*. Bratislava: Vydavateľstvo Slovenskej akadémie vied.

Morfológia slovenského jazyka, 1966. Ved. red. J. Ružička. Bratislava: SAV.

Morfológické aspekty súčasnej slovenčiny, 2011. Ed. J. Dolník. Bratislava: Veda.

NÁBĚLKOVÁ, M., 1993. *Vztahové adjektíva v slovenčine*. Bratislava: Veda.

ORAVEC, J., E. BAJZÍKOVÁ a J. FURDÍK, 1984, 1988. *Súčasný slovenský spisovný jazyk. Morfológia*. Bratislava: Slovenské pedagogické nakladateľstvo.

SOKOLOVÁ, M., 1995. *Kapitolky zo slovenskej morfológie*. Prešov, Slovacontact. (časť orientovaná na verbum).

SOKOLOVÁ, M., 2007. *Nový deklináčny systém slovenských substantív*. Prešov: Filozofická fakulta Prešovskej univerzity v Prešove.

STANKOVÁ, M., 2021. *Základy morfológie, syntaxe a lexikológie pre žurnalistov – vybrané javy a príklady zo slovenských médií*. Bratislava: Univerzita Komenského v Bratislave.

ZÁVODNÝ, A., 2016. *Prednášky a praktiká z morfológie slovenského jazyka I, II*. Trnava: Typi Universitatis Tyrnaviensis.

Language which is necessary to complete the course: Slovak

Notes:

In case of interruption of full-time teaching from the UVZ / RUVZ regulation / university / faculty management, teaching and examination will take place in the prescribed distance form.

Course evaluation:

Total number of students evaluated: 365

A	B	C	D	E	FX
4%	13%	22%	32%	15%	14%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor prof. Mgr. Martina Ivanová, PhD., co-guarantor, lecturer, examiner, seminary supervisor
Mgr. Veronika Gregová, PhD., co-guarantor, lecturer, examiner, seminary supervisor

Date of last change: 01.02.2022

Approved by: prof. PhDr. Juraj Rusnák, CSc.

COURSE DESCRIPTION

University: <i>University of Presov</i>											
Faculty/university workplace: <i>Faculty of Arts</i>											
Code: <i>IISM Km/JMSTY/22</i>			Course title: <i>Language in Media - Stylistics</i>								
Type, scope and method of educational activity: Type of educational activity: <i>Lecture, Seminar</i> Scope of educational activity: <i>1,1 hour per week, 23,23 per semester</i> Method of educational activity: <i>Combined</i>											
Number of credits: <i>3</i>											
Recommended semester: <i>3rd year WT Media studies (MSB)</i>											
Study grade: <i>Bachelor</i>											
Prerequisites:											
Conditions for passing the course: Method of evaluation: <i>Continuous assessment</i> <i>Number of credits and time frame for the conditions of passing the course:</i> <i>- 3 credits = 90 hours</i> <i>- course teaching: 13 weeks 1 lecture / 1 seminar: 19.5 hrs.</i> <i>- individual work: 44.5 hours</i> <i>- independent study of professional literature: 26 hours</i> <i>The subject is evaluated continuously:</i> <i>on the basis of a set of works focused on the interpretation and practice of texts from the relevant spheres of communication and on the interpretation of the media text in terms of expressive stylistics and the principles and principles of effective communication, on the basis of a knowledge test of a specified subject from both parts of the subject (lecture and seminar).</i> <i>To obtain an A rating, he must obtain at least 90%, to obtain an B rating 80%, to obtain a C rating at least 70%, to obtain a D rating 60%, to obtain an E rating at least 50%. A student who obtains less than 50% will be graded FX.</i> <i>The final evaluation is calculated as the sum of the evaluation for the lecture and seminar part.</i>											
Learning outcomes: <i>Teoretical knowledge on style in the connection with media text</i>											
Course content: <i>Introduction – basic notions – stylistic interpretation – what is style? – the kinds of style – Conversation maxims – conversational style – literary style – academic writing – administrative style, conversational maxims and their application, interpretation of style on the basis of the theory of expressive categories</i>											
Recommended literature : <i>FINDRA, J., 2013. Štylistika súčasnej slovenčiny. Martin: Osveta.</i> <i>HORVÁTH, M., 2016. Štylistika súčasného slovenského jazyka. Bratislava: Univerzita Komenského v Bratislave.</i> <i>MIKO, F. a A. POPOVIČ, 1983. Tvorba a recepcia. Bratislava: Tatran. Prvá časť.</i> <i>MISTRÍK, J., 2021. Štylistika. 4. vyd. Bratislava: Veda.</i> <i>MLACEK, J. 2007. Sedemkrát o štyle a štylistike. Ružomberok: Katolícka univerzita v Ružomberku. Filozofická fakulta.</i> <i>MINAŘÍKOVÁ, E., 2011. Stylistika pro žurnalisty. Praha: Grada.</i> <i>ORGOŇOVÁ, O. a A. BOHUNICKÁ, 2018. Interakčná štylistika. Bratislava: Univerzita Komenského v Bratislave.</i> <i>PLESNÍK, E. a kol., 2011. Tezaurus estetických výrazových kvalít. Nitra: UKF.</i> <i>SLANČOVÁ, D., 1996. Praktická štylistika (Štylistická príručka). 2. vyd. Prešov: Filozofická fakulta UPJŠ.</i>											
Language which is necessary to complete the course: <i>Slovak</i>											
Notes: <i>Basic information is specified in the actual syllabus of the course.</i>											
Course evaluation: Total number of students evaluated: <i>171</i>											
A		B		C		D		E		FX	
4%		15%		22%		39%		7%		13%	
Lecturers: <i>prof. PhDr. Juraj Rusnák, CSc., guarantor prof. PhDr. Daniela Slančová, CSc., co-guarantor, lecturer, examiner Mgr. Jana Klingová, PhD., co-guarantor, examiner, seminarv supervisor</i>											

Date of last change: <i>01.02.2022</i>
Approved by: <i>prof. PhDr. Juraj Rusnák, CSc.</i>

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Arts</i>	
Code: <i>IISM Km/JMSYN/22</i>	Course title: <i>Language in Media - Syntax</i>
Type, scope and method of educational activity: Type of educational activity: <i>Lecture, Seminar</i> Scope of educational activity: <i>1,1 hour per week, 30,30 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: 3	
Recommended semester: <i>2nd year ST Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Continuous assessment</i> <i>Number of credits and time frame for the conditions of passing the course:</i> - 3 credits = 90 hours - course teaching: 13 weeks 1 hour lecture / 1 hour seminar = 19.5 hours - independent study of professional literature + preparation for the seminar + preparation for the test: 50.5 hours - elaboration of syntactic analysis of media text (choice of topic, finding an authentic sample of media text, processing and presentation): 20 hrs. <i>The course is completed by continuous assessment. During the semester, the student prepares and submits a seminar paper - syntactic analysis of a media text. During the credit week, he / she carries out a knowledge test including theoretical and practical tasks.</i> <i>To obtain an A rating, he must obtain at least 90%, to obtain an B rating 80%, to obtain a C rating at least 70%, to obtain a D rating 60%, to obtain an E rating at least 50%. A student who obtains less than 50% will be graded FX. The final evaluation is calculated as the average of the evaluation of the seminar work and the knowledge test.</i>	
Learning outcomes: <i>The graduate of the course can explain in their own words the essence of individual syntactic phenomena, analyze syntactic relations in sentence, sentence and supra-structure structures in the media text, create correct sentence, sentence and supra-structure structures depending on the character and function of the text, use knowledge from theory syntax in the analysis of language material and media texts, to define the functions of individual syntactic phenomena in the construction of a media text, to define the peculiarities of the syntactic construction of written and spoken expressions.</i> <i>The graduate can apply simple concrete creative and logical thinking required in the evaluation of syntactic means of media text construction, can use the acquired language, communication and presentation skills in practice, can actively obtain information and use it to solve practical tasks in the field.</i> <i>The graduate is able to autonomously and independently evaluate the function of syntactic language tools in the implementation of communication intentions in a media text. Can assess the language level of media texts and, in the event of syntactic errors, choose strategies and means to improve them. He has civic and social competencies, is aware of the role of language and its role in cultivating social communication.</i>	
Course content: <i>Selected problems of vet syntax. The center and periphery of the sentence. Disaggregation and inseparability of the grammatical core. Two-part and one-part sentences. One-sentence sentences and their communication-pragmatic functions.</i> - Object and adverbs from a valence point of view. Semantic classification of adverbials. - Attribute and problems of compound name group. - Selected questions of syntax of half-constructions. Condensation, derivation, substitution and transposition operations in sentence construction. Definition and classification of half-structures (PK). Functional aspect of PK in text construction. - Selected problems of sentence syntax. Semantic-pragmatic relations in paratactic and hypotactic sentences. Compound sentence and text construction. Functional-stylistic characteristics of conjugations. Syntactic characteristics as an indicator of style and genre. - Symptomatic and expressive syntactic constructs. Parceling and affiliation processes - symptomatic involved sentence members. Ellipse issues. Ellipse function in text. Ellipse classification. The issue of parentheses. Parentheses classification criteria. Parentheses and quasi-secondary sentences. - Current breakdown of the statement. Means of the current breakdown of the statement. Current breakdown	

methods. Word order of the Slovak sentence. Issues of thematic sequences in the text.

- Syntax of spoken speech. Written and spoken speech. Specifics of spoken speech syntax. Analysis of syntactic-stylistic properties of sentences in acoustic-auditory type of communication.

- Modal construction of sentences. Modal types of sentences in Slovak. Attitude, certainty and voluntary modality. Sentence and statement. Modality and communication function of the statement. Relationship between communication functions and modal sentence types. Direct, primary and secondary expression of intent.

Recommended literature :

GREPL, M. a P. KARLÍK, 1998. Skladba češtiny. Olomouc: Votobia.

HOFFMANNOVÁ, J., J. HOMOLÁČ a K. MRÁZKOVÁ, (eds.), 2019. Syntax mluvené češtiny. Praha: Academia.

IVANOVÁ, M., 2011. Syntax slovenského jazyka. Prešov: Vydavateľstvo PU.

IVANOVÁ, M., 2016. Syntax slovenského jazyka. 2., upr. a dopl. vyd. Prešov: Vydavateľstvo PU.

KAČALA, J., 1998. Syntaktický systém jazyka. Pezinok: Formát.

Mluvnice češtiny III., 1987. Skladba. Praha: Academia.

MOŠKO, G., J. NIŽNÍKOVÁ a J.SABOL, 1993. Súčasný slovenský jazyk. Cvičenia zo syntaxe. 2. vyd. Košice: Rektorát Univerzity P. J. Šafárika.

MÜLLEROVÁ, O., 1994. Mluvený text a jeho syntaktická výstavba. Praha: Academia.

NIŽNÍKOVÁ, J., 1994. Praktická príručka slovenskej skladby. Prešov: Slovacontact.

ORAVEC, J. a E. BAJZÍKOVÁ, 1986. Súčasný slovenský spisovný jazyk. Syntax. Bratislava: SPN.

PANEVOVÁ, J., 2014. Mluvnice současné češtiny 2. Syntax češtiny na základe anotovaného korpusu. Praha: Karolinum.

STANKOVÁ, M., 2021. Základy morfológie, syntaxe a lexikológie pre žurnalistov – vybrané javy a príklady zo slovenských médií. Bratislava: Univerzita Komenského v Bratislave.

Language which is necessary to complete the course: Slovak, český

Notes:

In case of interruption of full-time teaching from the UVZ / RUVZ regulation / university / faculty management, teaching and examination will take place in the prescribed distance form.

Course evaluation:

Total number of students evaluated: 360

A	B	C	D	E	FX
5%	13%	21%	26%	25%	11%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor prof. Mgr. Martina Ivanová, PhD., co-guarantor, lecturer, examiner, seminary supervisor

Date of last change: 01.02.2022

Approved by: prof. PhDr. Juraj Rusnák, CSc.

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Arts</i>	
Code: <i>IISM Km/KLIKU/22</i>	Course title: <i>Chapters from Literature and Culture</i>
Type, scope and method of educational activity: Type of educational activity: <i>Lecture, Seminar</i> Scope of educational activity: <i>1,2 hour per week, 23,46 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: <i>4</i>	
Recommended semester: <i>2nd year WT Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Exam</i> Number of credits and time frame for the conditions of passing the course: - 4 credits (student load 120 hours) - course teaching: 13 weeks 1 lecture / 2 seminar: 29.25 hrs. - individual work - preparation for seminars, reading of art literature, watching films, preparation of continuous written works: 50.75 hrs. - independent study of professional literature: 40 hours During the semester, the student works regularly, actively presents the results of his / her preparations at the seminar and submits a reflection on a selected literary text. During the examination period, the student submits a final thesis - an analysis of the author's texts from Slovak or world literature of the 20th or 21st century, respectively, and passes the examination in the form of a test. Output from the lecture part: elaboration and submission of the analysis of the selected text - transformation of literature into the radio / television / film environment - task assigned and clarified during the semester (range: 3 standard pages, A4 format, Times New Roman, size 12, line spacing 1.5, alignment to the block), submission deadline: at the latest in the credit week of the IB. The final evaluation of the course represents the average evaluation of lectures (30%) and seminars (70%). During the examination period the student shall submit a final thesis - text analysis from Slovak or world literature 20st, respectively, of the 21st century and take the oral exam. To obtain the rating A must obtain at least 90%, to obtain evaluation B 80% to evaluate C 70% D to 60% of the evaluation, the evaluation of E less than 50%. A student who gets less than 50%, will be evaluated as grade FX. The final score is calculated as the average assessment of active participation in seminars, seminar and final work, as well as an oral examination.	
Learning outcomes: The student is able to: - Apply the theoretical basis of cultural and literature on specific text, - Describe and interpret literary text with a view to poetological diversity, - Express their opinion on given topics with application to the medial region, - Assess whether the interpreted works have artistic text properties or serve as popular texts in order to seize the recipient, - Describe and assess the state of contemporary culture in Slovakia.	
Course content: Basic characteristics fiction. Popular literature. National and world literature. Stylistically-poetological direction symbol in the 20th century. - The so-called subject in contemporary lyricism (EJ Groch, T. Hughes and Z. Herbert). - Transformation folk tale in the work of J. Juráňová, feminist and feminine tendencies in contemporary Slovak literature. - The problem of the beneficiary in the author's fairy tale since '89 (D. Taragel, S. Liptáková). - The latest tendencies in Slovakia lyricism (Text generation and anesthetic Genderation). - Language and decription in society (I. Hrubaničová). - Specifies the text of a classic lines modern world prose (V. Woolf). - The poetics of space in recent Slovak prose (topos abroad, rural area, and other binary opposition manifested on specific text Dobrákovová I., J. Benova, D. Dušek, M. Krajňák etc.).	

- *Postmodernism in the Slovak and world literature (P. Viličinský, U. Eco, and others).*
- *The psychology of the characters (Kundera).*
- *Fiction and popular genres (Pišťanek, Klimáček, M. Hvorecký).*
- *Magical realism and the Slovak variant (G.G. Marquez, V. Pankovčín).*

Recommended literature :

BACHTIN, M. B., 1975. *Román jako dialog. ARS Literárněvědná řada.*
 ECO, U. 2006. *Struktura nevkusy. In: Skeptikové a těšitelé, Argo.*
 ECO, U., 2006. *Skeptikové a těšitelé. Praha: Argo.*
 FARKAŠOVÁ, E., 2007. *Na ceste k „vlastnej izbe“. Bratislava: Iris.*
 KULKA, T., 2000. *Umění a kýč. Praha: Torst.*
 MARČOK, V. a kol., 2006. *Dejiny slovenskej literatúry III. Bratislava: Literárne informačné centrum.*
 MILČÁK, M., 2004. *O nezrozumiteľnosti básnického textu. Levoča: Modrý Peter.*
 NÚNNING, A., 2006. *Lexikon teórie literatúry a kultúry. Brno: Host.*
 PAVIS, P., 2004. *Divadelný slovník. Bratislava: Divadelný ústav.*
 PIŠUT, M. a kol., 1963. *Dejiny svetovej literatúry 1, 2. Bratislava: Osveta.*
 PROPP, V. J., 2008. *Morfologie pohádky a jiné studie. Jinočany: Nakladatelství H & H.*
 RAKÚS, S., 2004. *Poetika prozaického textu: (látka, téma, problém, tvar). Prešov: Náuka.*
 REBRO, D., 2011. *Ženy píšú Poéziu, muži tiež. Bratislava: Literárne informačné centrum.*
 SEDLÁK, I. a kol., 2009. *Dejiny slovenskej literatúry II. Bratislava: Literárne informačné centrum, Martin: Matica slovenská.*
 SLIACKY, O., 2007. *Dejiny slovenskej literatúry pre deti a mládež do roku 1960. Bratislava: Literárne informačné centrum.*
 SOUČKOVÁ, M., 2009. *P(r)ózy po roku 1989. Bratislava: Ars Poetica.*
 SOUČKOVÁ, M., 2001. *Personálna téma v prozaickom texte. Prešov: Náuka.*
 STANISLAVOVÁ, Z. a kol., 2010. *Dejiny slovenskej literatúry pre deti a mládež po roku 1960. Bratislava: Literárne informačné centrum.*
 ŠRANK, J., 2013. *Individualizovaná literatúra. Bratislava: Cathedra.*
 ŠTRAUS, F. a Š. MORAVČÍK, 2001. *Princíp hry v slovenskej poézii. Martin: Matica slovenská.*
 ŠTRAUS, F., 2007. *Slovník poetiky. Bratislava: LIC.*
 VALČEK, P., 2011. *Slovník teórie médií A – Ž. Bratislava: Literárne informačné centrum.*

Language which is necessary to complete the course: *Slovak, český*

Notes:

Course evaluation:

Total number of students evaluated: 348

A	B	C	D	E	FX
18%	28%	29%	16%	3%	6%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor Mgr. Mária Klapáková, PhD., co-guarantor, lecturer, examiner, seminary supervisor doc.
 PhDr. Peter Karpinský, PhD., co-guarantor, examiner doc. Mgr. Pavol Markovič, PhD., co-guarantor, lecturer, examiner

Date of last change: 01.02.2022

Approved by: prof. PhDr. Juraj Rusnák, CSc.

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Arts</i>	
Code: <i>IISM Km/MAKO1/22</i>	Course title: <i>Marketing Communication 1</i>
Type, scope and method of educational activity: Type of educational activity: <i>Lecture, Seminar</i> Scope of educational activity: <i>1,2 hour per week, 30,60 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: <i>4</i>	
Recommended semester: <i>1st year ST Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Continuous assessment</i> Number of credits and time frame for the conditions of passing the course: - 4 credits (student workload 120 hours) - course teaching: 13 weeks 1 lecture / 2 seminar: 29.25 hrs. - individual work - preparation for seminars, elaboration of analysis: 50.75 hrs. - independent study of professional literature: 40 hours <i>The course ends with a continuous evaluation, which the student receives for their own oral (or written) practical analysis and interpretation of the selected communication mix tool (advertising, PR campaign / article /, guerrilla marketing, viral video, etc.) no later than in the credit week and for written knowledge test.</i> <i>To obtain a (partial and overall) rating A must achieve at least 90%, to obtain a rating B 80%, to obtain a rating C at least 70%, to obtain a rating D 60%, to obtain an rating E at least 50%. A student who obtains less than 50% will be graded FX.</i> <i>The overall assessment is calculated as the ratio of the assessment of the practical part: 40% to the knowledge part: 60%.</i>	
Learning outcomes: <i>The student is able to:</i> - define and specify the basic terms of marketing communication, - design and develop a marketing communication strategy, - analyze the results of marketing communication, - analyze and interpret current forms of marketing communication, - offer and sell advertising, determine its market value, - evaluate, measure and examine indicators in media institutions.	
Course content: - Marketing communication (promotions), communication mix as a strategic compilation. - Advertising, promotion, marketing communication: from theory to practice. - Advertising in the retrospective of history (predecessors, antiquity, the Middle Ages, book printing, new media, American, Soviet, Czechoslovak, European, Slovak advertising and advertising agencies). - Definition of modern advertising. - Product placement - sales support - public relations. - Sponsorship - exhibitions and fairs - human relations - media relations - packaging. - Marketing communication strategies. - New techniques and trends in marketing. Guerilla - viral - event - mobil - internet marketing. - Personal sales and direct marketing.	
Recommended literature : FORET, M., 2006. <i>Marketingová komunikace</i> . Brno: Computer Press. FREY, P., 2008. <i>Marketingová komunikace: to nejlepší z nových trendů</i> . Praha: Management Press. HESKOVÁ, M. a P. STRACHOŇ, 2009. <i>Marketingová komunikace a moderní trendy v marketingu</i> . Praha: Oeconomica. HORNÁK, P., 2010. <i>Reklama, teoreticko-historické aspekty reklamy a marketingovej komunikácie</i> . Zlín: VeRBuM. KOTLER, P., V. WONG, J. SAUNDERS a G. ARMSTRONG, 2007. <i>Moderní marketing</i> . Praha: Grada Publishing. OGILVY, D., 2007. <i>Ogilvy o reklamě</i> . Praha: Management Press. RICHTEROVÁ, K. a kol., 2007. <i>Marketingový výskum</i> . Bratislava: Ekonóm. SCOTT, D. M., 2010. <i>Nové pravidlá marketingu a PR (Ako efektívne využívať sociálne siete a médiá, blogy, správy, online video a virálny marketing na získavanie zákazníkov)</i> . Bratislava: Easton Books.	

VYSEKALOVÁ, J. a J. MIKEŠ, 2010. *Jak dělat reklamu (3. aktualizované a doplněné vydání)*. Praha: Grada.

VYSEKALOVÁ, J., 2007. *Psychologie reklamy: nové trendy a poznatky*. Praha: Grada.

Language which is necessary to complete the course: *Slovak, český*

Notes:

Course evaluation:

Total number of students evaluated: 379

A	B	C	D	E	FX
25%	22%	23%	16%	8%	6%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor Ing. Peter Gallo, PhD., co-guarantor, lecturer, examiner Mgr. Ivana Tomečková, co-guarantor, seminary supervisor

Date of last change: 01.02.2022

Approved by: *prof. PhDr. Juraj Rusnák, CSc.*

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Arts</i>	
Code: <i>IISM Km/MAKO2/22</i>	Course title: <i>Marketing Communication 2</i>
Type, scope and method of educational activity: Type of educational activity: <i>Lecture, Seminar</i> Scope of educational activity: <i>1,1 hour per week, 30,30 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: 3	
Recommended semester: <i>3rd year ST Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Continuous assessment</i> <i>Number of credits and time frame for the conditions of passing the course:</i> - 3 credits (student workload 90 hours) - course teaching: 13 weeks 1 lecture / 1 seminar: 19.5 hrs. - individual work - preparation for seminars, elaboration of a presentation: 44.5 hours - independent study of professional literature: 26 hours <i>The course ends with a continuous evaluation, which the student receives for the creation of a selected tool MK and its presentation. To obtain evaluation A must get at least 90%, to obtain evaluation 80% B to C rating of at least 70% to 60% of rated D, E for evaluation of at least 50%. A student who receives less than 50% of the assessed level of FX.</i>	
Learning outcomes: <i>The graduate of the course can:</i> - design and create a logo, slogan, advertisement, marketing campaign, PR article, viral video, social network and internet campaign, etc., - creatively create, - demonstrate the ability to present and interpret.	
Course content: - Marketing, advertising and PR campaign. - Corporate identity - practical solutions to issues of corporate design, corporate communication and corporate culture. - Print advertising, advertising, graphics. - Radio advertising - stylistics, work with suprasegments, editing, music playing, mastering. - Television advertising - working with graphics, moving images, text and music, synchronization. - PR through social networks. - Viral videos. Guerilla marketing. Creation and distribution of viral videos on the Internet and social networks.	
Recommended literature : <i>Adobe Photoshop CS6 (Oficiální výukový kurz), 2012. Praha: Computer Press.</i> <i>Adobe Premiere Pro CS4.(Oficiální výukový kurz), 2009. Praha: Computer Press.</i> <i>FORET, M., 2006. Marketingová komunikace. Brno: Computer Press.</i> <i>FREY, P., 2008. Marketingová komunikace: to nejlepší z nových trendů. Praha: Management Press.</i> <i>HESKOVÁ, M. a P. STRACHOŇ, 2009. Marketingová komunikace a moderní trendy v marketingu. Praha: Oeconomica.</i> <i>HORNÁK, P., 2010. Reklama, teoreticko-historické aspekty reklamy a marketingovej komunikácie. Zlin: VeRBuM.</i> <i>KOTLER, P., V. WONG, J. SAUNDERS a G. ARMSTRONG, 2007. Moderní marketing. Praha: Grada Publishing.</i> <i>LI, C. a J. BERNOFF, 2010. Spodná vlna. Ako podnikat' a víťaziť vo svete, ktorý zmenili sociálne médiá. Bratislava: Eastone Books.</i> <i>OGILVY, D., 2007. Ogilvy o reklamě. Praha: Management Press.</i> <i>SCOTT, D. M., 2010. Nové pravidlá marketingu a PR (Ako efektívne využívať sociálne siete a médiá, blogy, správy, online video a virálny marketing na získavanie zákazníkov). Bratislava: Easton Books.</i> <i>STERNE, J., 2011. Měříme a optimalizujeme marketing na sociálních sítích. Praha: Computer Press.</i> <i>VYSEKALOVÁ, J. a J. MIKEŠ, 2010. Jak dělat reklamu (3. aktualizované a doplněné vydání). Praha: Grada.</i> <i>VYSEKALOVÁ, J., 2007. Psychologie reklamy: nové trendy a poznatky. Praha: Grada.</i>	
Language which is necessary to complete the course: <i>Slovak, český</i>	

Notes:					
Course evaluation:					
Total number of students evaluated: 206					
A	B	C	D	E	FX
17%	20%	28%	20%	10%	4%
Lecturers:					
prof. PhDr. Juraj Rusnák, CSc., guarantor Ing. Peter Gallo, PhD., co-guarantor, lecturer, examiner, seminary supervisor					
Date of last change: 01.02.2022					
Approved by: prof. PhDr. Juraj Rusnák, CSc.					

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Arts</i>	
Code: <i>IISM Km/MAMED/22</i>	Course title: <i>Media Marketing</i>
Type, scope and method of educational activity: Type of educational activity: <i>Lecture, Seminar</i> Scope of educational activity: <i>1,1 hour per week, 30,30 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: <i>4</i>	
Recommended semester: <i>2nd year ST Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Exam</i> <i>Number of credits and time frame for the conditions of passing the course:</i> - 4 credits (student load 120 hours) - course teaching: 13 weeks 1 lecture / 1 seminar: 19.5 hrs. - individual work - preparation for seminars, elaboration of seminar work: 55.5 hours - independent study of professional literature: 45 hours <i>The course is completed by an oral exam.</i> <i>To obtain an A rating must reach at least 90%, to obtain a B rating 80%, to a C rating at least 70%, to a D rating 60%, to an E rating at least 50%. A student who obtains less than 50% will be graded FX.</i>	
Learning outcomes: <i>The student is able to:</i> - define and specify terms of marketing and management, - manage and participate in the management of the media institution, - define and describe current legislation in relation to marketing communications, - evaluate and measure marketing and media communication processes, - analyze the results of marketing communication, - creatively create print, radio and television commercials, - offer and sell advertising, determine its market value, - measure and analyze indicators in media institutions, - create, implement, and optimize social network marketing in practice.	
Course content: - Management of a media institution. Processes and internal business environment in connection to micro- and macro-environment. MIS. - Marketing research: market analysis, media and advertising analysis (observation / audimeter, peplemeter, etc./, inquiry - experiment, viewership / readability / listening, rating, share, CPT, etc.). - Planning and organization processes. Audit, human resources, strategy, plan. - Implementation and control of marketing, communication and advertising, PR plans, event marketing. - Advertising and law, advertising and ethics. Current legislation: Act no. 147/2001 Coll. on Advertising, Act no. 308/2000 Coll. on broadcasting and retransmission, the European Union and amendment 498/2009: the definition of "Media commercial communication". - Advertising and journalism. Advertising and media - advertising, radio and television spots. - Creative procedures in advertising and so-called adverbs. - Creation of advertising in professional PC modules (applications) - Adobe Photoshop, Adobe Premiere, Sony Vegas. - Creating an own advertisement - print (advertising poster), radio and television (advertising spot). - Psychology of advertising. - Internet communication, corporate communication on the Internet (e-business, e-commerce, e-marketing). - Social networks and new media - analysis, strategies, plans, implementation.	
Recommended literature : <i>Adobe Photoshop CS6 (Oficiální výukový kurz). 2012. Praha: Computer Press.</i> <i>Adobe Premiere Pro CS4.(Oficiální výukový kurz). 2009. Praha: Computer Press.</i> <i>BEDNÁŘ, V., 2001. Mediální komunikace pro management. Vyd. 1. Praha: Grada Publishing.</i> <i>DORČÁK, P., 2013. eMarketing. Ako osloviť zákazníka na internete. Bratislava: EZO.sk.</i> <i>HESKOVÁ, M. a P. STRACHOŇ, 2009. Marketingová komunikace a moderní trendy v marketingu. Praha: Oeconomica.</i>	

KOTLER, P. a K. L. KELLER, 2009. *Marketing management*. Upper Saddle River.
LI, Ch. a J. BERNOFF, 2010. *Spodná vlna. Ako podnikat' a víťaziť vo svete, ktorý zmenili sociálne médiá*. Bratislava: Eastone Books.
RICHTEROVÁ, K. a kol., 2007. *Marketingový výskum*. Bratislava: Ekonóm.
RICHTEROVÁ, K. a kol., 2009. *Prieskumy pre marketingový manažment*. Bratislava: SOFA.
SCOTT, D. M., 2010. *Nové pravidlá marketingu a PR (Ako efektívne využívať sociálne siete a médiá, blogy, správy, online)*.

Language which is necessary to complete the course: *Slovak, český*

Notes:

Course evaluation:

Total number of students evaluated: 359

A	B	C	D	E	FX
17%	27%	21%	13%	15%	7%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor Ing. Peter Gallo, PhD., co-guarantor, lecturer, examiner, seminary supervisor Mgr. Ivana Tomečková, co-guarantor, examiner, seminary supervisor

Date of last change: 01.02.2022

Approved by: *prof. PhDr. Juraj Rusnák, CSc.*

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Arts</i>	
Code: <i>IISM Km/MEDEP/22</i>	Course title: <i>Media and the Child Audience</i>
Type, scope and method of educational activity: Type of educational activity: <i>Seminar</i> Scope of educational activity: <i>2 hour per week, 46 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: 3	
Recommended semester: <i>1st year WT Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Continuous assessment</i> <i>Number of credits and time frame for the conditions of passing the course:</i> - 3 credits (student workload 90 hours) - course teaching: 13 weeks 2 seminar: 19.5 hrs. - individual work - preparation for the seminar, elaboration of the seminar work: 44.5 hours - independent study of professional literature: 26 hours <i>During the semester students worked, presenting a seminar papers - selected genre of media production for children and youth. To obtain the rating A must obtain at least 90%, to obtain a rating of 80% B, C rating on at least 70% to 60% of the rating D, E for evaluation at least 50%. A student who gets less than 50%, will be evaluated as grade FX. Final score is calculated as the average votes presentation of an essay and a written processing.</i>	
Learning outcomes: <i>The student is able to:</i> - Define the basic features of a media production for children and youth, and define children's audience, - Analysis of past and current position of children's media production in Slovakia, - Interpret chosen genres for children and youth in a different type of media (print, radio, television, Internet), - Apply the acquired knowledges in the work of selected media genre for children and youth, - Create and present an educational program for children of all ages.	
Course content: - Define the main character of media production for children and youth. - History of selected media genres for children's audience in Slovakia and abroad, and the definition of their functions with respect to the historical and social context. - The current state of media production for children and young people in Slovakia. - Children as active participants in the selected pop culture genres. - History and current state of children's production in the print media in Slovakia. Creation of the children's magazine. - Media production for children and youth in a radio environment in Slovakia. Production and presentation of radio program for children and youth. - Television production for children and young people in Slovakia and the Czech Republic. Production and presentation of television shows for children and youth with educational and didactic function. - Online production for children and youth. Analysis of selected websites containing media production for children of all ages. - Presentation of selected media genre for children and youth.	
Recommended literature : DAVIES, M. M., 2010. <i>Children, Media and Culture</i> . London: Open university press. KARPINSKÝ, P., 2007. <i>Zlo ako konštrukčný prvok komiksu</i> . In: <i>Bibiana: revue o umení pre deti a mládež</i> . Roč. 14, č. 2, s. 50-59. KARPINSKÝ, P., 2012. <i>Žánrové, poetologické a axiologické aspekty prekladov literatúry pre deti a mládež I: kontext 60. rokov 20. storočia</i> . Prešov : Prešovská univerzita v Prešove. KOPÁL, J., 1970. <i>Literatúra a detský aspekt</i> . Nitra. KOPÁL, J., 1991. <i>Žánrové aspekty textu literatúry pre deti a mládež</i> . Bratislava: Mladé letá. KUNDANIS, R. M., 2003. <i>Children, Teens, Families, and Mass Media. The Millennial Generation</i> . London: Lawrence Erlbaum Associates.	

MIKOLA, M., 1998. *Rozprávka na javisku a v rozhlase*. Bratislava: Kabinet divadla a filmu SAV.

MINICHOVÁ, A., 1971. *Cesta za televíznou rozprávkou*. Bratislava: Výskumný kabinet televízneho programu v Bratislave.

MITROVÁ, A., 2018. *Pôvodná rozhlasová dramatická tvorba pre deti a mládež na Slovensku (kontext 30. – 50. rokov 20. storočia)*. Prešov: Vydavateľstvo Prešovskej univerzity.

MRLIAN, R. a kol., 1989. *Encyklopédia dramatických umení Slovenska. 1. diel: A – L*. Bratislava: Veda.

MRLIAN, R. a kol., 1990. *Encyklopédia dramatických umení Slovenska. 2. diel: M – Ž*. Bratislava: Encyklopedický ústav SAV a Veda, vydavateľstvo SAV.

REGRUTOVÁ, L., 2015. *Začiatok animovanej tvorby na Slovensku a jej odkaz pre súčasné generácie*. In: *Jazyk a kultúra*, Roč. 6., č. 23-24, s. 324-332.

REGRUTOVÁ, L., 2018. *Pôvodná televízna dramatická tvorba pre deti a mládež na Slovensku (kontext 60. – 80. rokov 20. storočia)*. Prešov: Vydavateľstvo Prešovskej univerzity.

RUSNÁK, J. a kol., 2018. *Elektronický mediálny text a detské publikum*. Prešov: FF PU v Prešove.

STANISLAVOVÁ, Z. a kol., 2010. *Dejiny slovenskej literatúry pre deti a mládež po roku 1960*. Bratislava: Literárne informačné centrum.

TRKOVÁ, Z., 2013. *Hudobno-slovné relácie pre deti a mládež v Slovenskej televízii v Bratislave*. Bratislava: Petrus Publishers.

VAN EVRA, J., 2009. *Television and Child Development*. Routledge.

ŽILKOVÁ, M., 2009. *Komerčnosť ako trend*. In: *Bibiana: revue o umení pre deti a mládež*.

ŽILKOVÁ, M., 2005. *Stav kultúry pre deti a mládež*. Nitra: Filozofická fakulta Univerzity Konštantína Filozofa.

Language which is necessary to complete the course: *Slovak, anglický*

Notes:

Course evaluation:

Total number of students evaluated: 152

A	B	C	D	E	FX
18%	24%	25%	17%	6%	11%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor *Mgr. Lenka Regrutová, PhD., co-guarantor, examiner, seminary supervisor*

Date of last change: 01.02.2022

Approved by: *prof. PhDr. Juraj Rusnák, CSc.*

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Arts</i>	
Code: <i>IISMKm/MEDST/22</i>	Course title: <i>Media Studies</i>
Type, scope and method of educational activity: Type of educational activity: <i>Lecture, Seminar</i> Scope of educational activity: <i>2,1 hour per week, 60,30 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: <i>4</i>	
Recommended semester: <i>2nd year ST Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites: <i>IISMKm/USKOM/22 - Introduction to Communication and Media Studies</i>	
Conditions for passing the course: Method of evaluation: <i>Exam</i> <i>Number of credits and time range of activities required to complete the course:</i> - 4 credits = 120 hours - course teaching: 13 weeks x 2 lecture / 1 seminar: 29.25 hrs. - continuous preparation for the seminar: 13 hours - study of professional literature: 26 hours - elaboration of seminar work: 16.75 hrs. - preparation for the exam: 35 hours <i>Fulfillment of the following criteria is included in the evaluation:</i> - continuous preparation, active participation in seminars and fulfillment of assigned continuous tasks during the semester, - seminar work (submission by the deadline at the end of the semester), - oral exam - verification of theoretical knowledge, interpretive skills and defense of the submitted seminar work (the student must pass the exam successfully, i.e. to obtain at least 50 % of points). <i>Percentage rating scale: A - at least 90 %, B - 80 %, C - 70 %, D - 60 %, E - at least 50 %. A student who scores less than 50 % will be graded FX.</i> <i>The final evaluation is calculated from the partial evaluations of the above criteria, while the share of partial evaluations in the overall evaluation is 25 % for continuous tasks, 25 % for seminar work and 50 % for the oral exam.</i>	
Learning outcomes: - define the key concepts of media studies, - comprehensively explain the position of (mass) media in society/culture and describe their mutual relations, - describe the basic models of (media) communication and critically distinguish their properties, - define and describe the position of media studies and as an academic field of study, - assess the effect of the media in a particular sphere of society/culture and professionally argue in favor of his/her opinion, - synthesize the knowledge on the functioning of the media from the disciplinary and paradigmatically different theoretical sources, - formulate the scholarly text in media studies and correctly apply the acquired theoretical concepts.	
Course content: - Communication, media, culture, society: paradigms of the analysis. - Modeling of communication: basic models of the (media) communication and critical reflection of their features. - Meaning: the referential and relational theory, binary oppositions; textual and auditorial approach to the production of meaning. Signification and the orders of signification (Roland Barthes), naturalisation. - Representation and reality: definitions, essentialism and constructivism, social constructivism (objectification of reality, ethnocentrism). - Mediation and mediatization. Media representation: the concept of reflection/distortion of information and the active construction of meaning. Framing of reality. - The concept of discourse in media analysis: socio-historical understanding (Michel Foucault) and linguistic definition; discourse and power: ideology, hegemony, repressive and ideological state apparatuses. Relations between discourse and reality (definition of the situation, social taboo, exnomination). - (Mass) media as a social institution - the function of the media in society. (Mass) media as business (communications/media industry, financing, ownership and its concentration, commercialisation, commodification).	

- Media products: the forms, production and reception of texts; institutionalisation of media production (media logic, media routines, e.g. news values).
- Cultural and social aspects of the media. Media culture, mass and popular culture, perspectives of the subjects of media culture.
- Media audiences: singular vs. plural use of the term; recipient vs. user/consumer; academic vs. marketing approach to the audience, the audience as a discursive construct (Ien Ang).
- Media studies - development and current situation. Social sciences, humanities and natural sciences in media research; epistemological positions: mono-, inter-, trans- and post-disciplinarity. Paradigms of the media studies: scientific paradigm, discipline vs. field. Media studies in academia: the development and position of the field. Czech and Slovak, European and American traditions in media analysis; the global view of the field. Cultural studies - the cultural turn in media analysis.

Recommended literature :

BARKER, C., 2006. Slovník kulturních studií. Praha: Portál.

BARTHES, R., 2004. Mytologie. Praha: Dokořán.

BERGER, P. L. a T. LUCKMANN, 1999. Sociální konstrukce reality: Pojednání o sociologii vědění. Brno: Centrum pro studium demokracie a kultury.

BOČÁK, M., 2009. Diskurz: neurčitá cesta kulturních, mediálních a komunikačních studií do centra svojho záujmu. In: Kultura – média – komunikace. Roč. 1, č. 1, s. 117-146.

BOČÁK, M., 2006a. Komunikačné modely v komunikačných a mediálnych štúdiách. In: D. SLANČOVÁ, M. BOČÁK a I. ŽARNOVSKÁ, eds. 2. študentská vedecká konferencia. Prešov: Filozofická fakulta Prešovskej univerzity, s. 423-434. Dostupné z: <http://www.pulib.sk/web/kniznica/elpub/dokument/Slancova1>

BOČÁK, M., 2006b. Vývinové paralely komunikačných a mediálnych štúdií. In: S. MAGÁL a M. MISTRÍK, eds. Masmediálna komunikácia v interdisciplinárnom výskume. Trnava: FMK UCM v Trnave, s. 235-237.

BOČÁK, M., 2013a. Mediálne štúdiá: K stavu a perspektívam jednej akademickej (ne-)disciplíny. In: J. RUSNÁK a L. REGRUTOVÁ, eds. Média a text IV. Prešov: Filozofická fakulta Prešovskej univerzity v Prešove, s. 10-23. Dostupné z: <http://www.pulib.sk/web/kniznica/elpub/dokument/Rusnak2/subor/Bocak.pdf>

BOČÁK, M., 2013b. Mediálne štúdiá: Poznámky k aktuálnemu stavu študijného odboru na Slovensku. In: Otázky žurnalistiky. Roč. 56, č. 1-2, s. 37-49.

BOČÁK, M., 2018. Šport v televíznom spravodajstve z perspektívy formátovania. In: M. BOČÁK, J. MERGEŠ a P. SASÁK. Súčasný mediálny šport (Tri prieniky do fungovania športu v televízii). Prešov: Filozofická fakulta Prešovskej univerzity v Prešove, s. 77-161. Dostupné z: <https://www.pulib.sk/web/kniznica/elpub/dokument/Bocak5>

BOČÁK, M., 2019. Od znaku k diskurzu (1. diel – semiologické východiská) [online]. Prešov: Prešovská univerzita v Prešove. Dostupné z: <http://www.pulib.sk/web/kniznica/elpub/dokument/Bocak6>

BURTON, G. a J. JIRÁK, 2003. Úvod do studia médií. Brno: Barrister&Principal.

CAREY, J., 1989. Communication as Culture: Essays on Media and Society. Winchester: Unwin Hyman.

FISKE, J., 1990. Introduction to Communication Studies. 2. vyd. New York: Routledge.

HARTLEY, J., 2002. Communication, Cultural and Media Studies: The Key Concepts. 3. vyd. London – New York: Routledge.

JIRÁK, J. a B. KÖPPLOVÁ, 2009. Masová média. Praha: Portál.

McQUAIL, D., 1999. Úvod do teorie masové komunikace. Praha: Portál.

PLENCNER, A., 2006. Perspektivizmus v mediálnej kultúre. In: S. MAGÁL, a M. MISTRÍK, eds. Masmediálna komunikácia v interdisciplinárnom výskume. Trnava: FMK UCM v Trnave, s. 238-244.

REIFOVÁ, I. a kol., 2004. Slovník mediální komunikace. Praha: Portál.

SEDLÁKOVÁ, R., 2008. Mediální konstrukce reality – reprezentace druhých. In: M. FORET, M. LAPČÍK a P. ORSÁG, eds. Média dnes: Reflexe mediality, médií a mediálních obsahů. Olomouc: Univerzita Palackého, s. 145-160.

SCHULZ, W., 2000. Funkce a důsledky politické komunikace. In: J. JIRÁK a B. ŘÍCHOVÁ, eds. Politická komunikace a média. Praha: Karolinum, s. 24-40.

VOLEK, J., J. JIRÁK a B. KÖPPLOVÁ, 2006. Mediální studia: východiská a výzvy. In: Mediální studia. Roč. 1, č. 1, s. 8-20. Dostupné z: https://medialnistudia.fsv.cuni.cz/front.file/download?file=2006_01_02_volek_jirak_kopplova.pdf

VOLEK, J., 2003. Mediální studia mezi kritikou ideologie a kritikou informace. In: J. VOLEK a P. BINKOVÁ, eds. Média a realita 04: Sborník prací Katedry mediálních studií a žurnalistiky FSS MU Brno. Brno: Masarykova univerzita, s. 11-33.

Language which is necessary to complete the course: Slovak, anglický, český

Notes:

Course evaluation:

Total number of students evaluated: 186

A	B	C	D	E	FX
18%	42%	27%	6%	1%	7%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor doc. Mgr. Michal Bočák, PhD., co-guarantor, lecturer, examiner, seminary supervisor

Date of last change: <i>01.02.2022</i>
Approved by: <i>prof. PhDr. Juraj Rusnák, CSc.</i>

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Arts</i>	
Code: <i>IISM Km/MEDUM/22</i>	Course title: <i>Media and Arts</i>
Type, scope and method of educational activity: Type of educational activity: <i>Lecture, Seminar</i> Scope of educational activity: <i>1,2 hour per week, 30,60 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: <i>3</i>	
Recommended semester: <i>2nd year ST Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites: <i>IISM Km/KLIKU/22 - Chapters from Literature and Culture</i>	
Conditions for passing the course: Method of evaluation: <i>Continuous assessment</i> <i>Number of credits and time frame for the conditions of passing the course:</i> - 3 credits = 90 hours - course teaching: 13 weeks / 1 lecture and 2 seminar, consultations: 29.25 hrs. - individual work - elaboration of individual works for lessons: 42.75 hrs. - independent study of professional literature: 18 hours <i>The course is completed by continuous assessment. During the semester, the student works regularly, actively participates in activities / exercises at the seminar and presents the developed tasks / own texts, which he discusses with other students and the teacher. At the end of the semester, the student submits a set of seven creative tasks.</i> <i>To obtain evaluation A must get at least 90%, to obtain evaluation 80% B to C rating of at least 70% to 60% of rated D, E for evaluation of at least 50%. A student who receives less than 50% of the assessed level of FX.</i> <i>The final evaluation is calculated as the average of the evaluation of active participation in seminars and elaborated own texts.</i>	
Learning outcomes: <i>The graduate of the course masters the basic terminological instruments of art history, literary science and media studies, has knowledge of individual genres and areas of art.</i> <i>The graduate of the course uses information from the literature to solve practical problems in the field, t. j. applies theoretical background to a specific artistic text. He interprets it taking into account its subsequent transformation into radio, theater, television and film genres.</i> <i>The graduate of the course approaches the artistic text and its (radio, theater, television or film) transformation with distance and differentiates between the semiotic aspects of the media and individual arts. The graduate of the course creates their own texts working with an artwork (review, screenplay, imitation of the original work of art, vlog, television input, etc.).</i>	
Course content: - <i>Aesthetics, Art and Culture: Basic peripetia relationship.</i> - <i>Basic characteristics of art and media, signs, differences, types, genres, formations.</i> - <i>Selected problems of adaptation and transformation.</i> - <i>Updated Slovak folk tale (from the collections of P. E. Dobšinského) with an emphasis on current child percipients - literary transcription, transformation into radio and television landscape.</i> - <i>Radio dramatization of prose (I Dobráková - a collection of short stories The first death in the family).</i> - <i>The distinguishing features of literary work in film processing (K. J. Erben - ballad Bouquet).</i> - <i>Transformation of the poem in an environment of acoustic-phonetic communication on the principle of grotesque (K. H. Macha - May).</i> - <i>Processing of literary texts in the genre of fantasy puppet plays (J. R. R. Tolkien and J. Rowling).</i> - <i>Production of a movie inspired by poems (M. Halámová).</i> - <i>Speech Processing literary text (Pišťanek - Rivers of Babylon I).</i> - <i>Dramatic text and author shift in theatrical treatment, alternative theater in Slovakia (analysis of selected theater performances).</i> - <i>Aesthetic aspects of media kitsch and art (theater novel treatment M. Hvorecký Plush).</i>	
Recommended literature :	

BYSTRICKÝ, J., 2009. *Médiá, politika a spoločnosť*. Plzeň: Tiskárna a vydavatelství 999.

FISKE, J., 2017. *Jak rozumět populární kultuře*. Praha: Akropolis.

M. FORET, M. LAPČÍK a P. ORSÁG, (eds.), 2009. *Kultura – Média – Komunikace 1/2009. Spektákl, mizející realita a (ne)bezpečí informací, diskurs(y) o diskursu*. Olomouc: Univerzita Palackého.

GEERTZ, C., 2000. *Interpretace kultur*. Praha: Sociologické nakladatelství.

GERO, Š., 2012. *Komunikácia – umenie – marketing*. Nitra: Univerzita Konštantína Filozofa.

HORÁK, K., 2009. *Metamorfózy alternatívneho divadla*. Levoča: Modrý Peter.

HRABÁK, J., 1973. *Poetika*. Praha: Československý spisovatel.

JAKUBOWICZ, K., 2013. *Nová ekologie médií: Konvergence a mediamorfóza*. Zlín: Verbum.

KASARDA, M., 2013. *Populárna kultúra a masové médiá – Od karnevalovej ulice po virtuálny svet*. Bratislava: EUROKÓDEX.

KULKA, T., 2000. *Umění a kýč*. Praha: Torst.

M. SOUČKOVÁ, (ed.), 2019. *K teoretickým a praktickým aspektom slovenskej literárnej kritiky po roku 2000*. Prešov: Filozofická fakulta PU v Prešove.

McLUHAN, M., 2008. *Člověk, média a elektronická kultura*. Praha: Nakladatelství Jota.

MOCNÁ, D., J. PETERKA a kol., 2004. *Encyklopedie literárních žánrů*, Praha: Paseka.

MONACO, J., 2006. *Jak číst film*. Praha: Albatros.

NÜNNING, A., (ed.), 2006. *Lexikon teorie literatury a kultury. Koncepce/osobnosti/základní pojmy*. Brno: Host.

PALKOVIČ, P., 1986. *Cestami rozhlasovej tvorby*. Bratislava: Československý rozhlas.

PAŠTEKA, J., 1976. *Estetické paralely umenia: štúdie o divadle, dramatiky a filme*. Bratislava: Vydavateľstvo SAV.

PAVIS, P., 2004. *Divadelný slovník*. Bratislava: Divadelný ústav.

PECHLIVANOS, M. a kol., 1999. *Úvod do literárnej vedy*. Praha: Herrmann & synové.

RUSNÁK, J., 2009. *Textúry elektronických médií. Vývoj a súčasný stav*. Prešov: FF PU v Prešove.

SLANČOVÁ, D., 2004. *Praktická štylistika*. Prešov: Náuka.

ŠRANK, J., 2015. *Aktéri a tendencie literárnej kultúry na Slovensku po roku 1989*. Bratislava: Univerzita Komenského v Bratislave.

TUŠER, A., 2010. *Ako sa robia noviny*. Bratislava – Žilina: Bratislavská vysoká škola práva – Eurokódex.

URBAN, P., (ed.), 2013. *Súmrak médií*. Žilina: Žilinská univerzita.

WARREN, A. a R. WELLEK, 1996. *Teorie literatury*. Olomouc: Votobia.

ŽILKOVÁ, M., 2006. *Globalizačné trendy v mediálnej tvorbe*. Nitra: Univerzita Konštantína Filozofa.

Language which is necessary to complete the course: *Slovak, český*

Notes:

Course evaluation:

Total number of students evaluated: 305

A	B	C	D	E	FX
28%	23%	27%	11%	5%	6%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor prof. PhDr. Marta Součková, PhD., co-guarantor, lecturer, examiner, seminary supervisor doc. Mgr. Pavol Markovič, PhD., co-guarantor, examiner

Date of last change: 01.02.2022

Approved by: prof. PhDr. Juraj Rusnák, CSc.

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Arts</i>	
Code: <i>IISM Km/MEGMV/22</i>	Course title: <i>Media Literacy and Media Education</i>
Type, scope and method of educational activity: Type of educational activity: <i>Lecture, Seminar</i> Scope of educational activity: <i>1,2 hour per week, 23,46 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: <i>4</i>	
Recommended semester: <i>1st year WT Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Exam</i> <i>Number of credits and time frame for the conditions of passing the course:</i> - 4 credits (student load 120 hours) - course teaching: 13 weeks 1 lecture / 2 seminar: 29.25 hrs. - individual work - preparation for seminars, elaboration of seminar work: 50.75 hrs. - independent study of professional literature: 40 hours <i>During the semester, the student prepares, presents at the seminar and submits a seminar paper - a model project of a media education class, which he implemented in practice. During the exam period, he takes an oral exam from the lecture part. During the examination period it implemented a knowledge test of lectures.</i> <i>To obtain the rating A must obtain at least 90%, to obtain a rating of 80% B, C rating on at least 70% to 60% of the rating D, E for evaluation at least 50%. A student who gets less than 50%, will be evaluated as grade FX.</i> <i>The final score is calculated as the average assessment of the presentation of a model project, development projects and written knowledge test.</i>	
Learning outcomes: <i>The student is able to:</i> - To define and interpret concepts related to the field of media competencies with regard to education and training, - To assess the current situation of media education in Slovakia and abroad, - Formulate a deliberate process of shaping media competences of individuals, - Apply the lessons learned from the media sector, in practice, - Develop and present a model project before selected audiences (school practice).	
Course content: - The basic framework of the theory of education and training. - Media education, media literacy - terms, development, current status. - Methodology of teaching media education. The structure sample lessons. <i>Percipients from streaming media to the text (recipients and their media habits, rituals, receptionists processes). Relationship between the medium and its users. Application of theoretical knowledge in practice.</i> - Perceive and be perceived - life object in media companies (own website, contests, talk shows, reality shows). - Media art in the context of the Education and Lifelong Learning. Model project. <i>Media art focuses on the theme. Project planning (choice of target groups, media selection, interdisciplinary penetration, the project period).</i> - Media work focuses on topics in the school environment (theory of education and training, project initiation, implementation modalities for the collaboration). Media education pupils enrolled in primary education at primary and secondary schools - aims, methods of implementation, forms. - Presentation of a model project in practice.	
Recommended literature : <i>BEKÉNIOVÁ, Ľ. a M. ŽILKOVÁ, 2013. Mediálna výchova v školskom vzdelávacom programe. Bratislava: Metodicko-pedagogické centrum.</i> <i>BÍŇA, D. a kol., 2005. Výchova k mediální gramotnosti. České Budějovice: Jihočeská univerzita.</i> <i>BÍŇA, D., 2012. Literatura – média – didaktika. České Budějovice.</i> <i>BÍŇA, D., 2011. Texty, média a edukace. České Budějovice.</i> <i>BUERMANN, U., 2009. Jak (př)žít s médii. Hranice, Fabula.</i> <i>DAVIES, M. M., 2010. Children, Media and Culture. Open University Press.</i>	

HOFMANN, E., 2017. *Jak se úspěšně učit: nejlepší strategie a techniky*. Praha: Grada.

HOLLÁ, K., 2013. Mediálna výchova ako prevencia online rizikového správania. In: *Pedagogické rozhľady*. 4-5/2013, s. 19-21.

IŠTVAN, I., 2016. *Vybrané kapitoly z didaktiky*. Prešov: Vydavateľstvo Prešovskej univerzity.

JIRÁSEK, I., 2019. *Zážitková pedagogika: teórie holistické výchovy (v prírode a voľnom čase)*. Praha: Portál.

KACÍNOVÁ, V. a kol., 2015. *Príklady dobrej praxe výučby mediálnej výchovy na základných a stredných školách: metodická príručka pre učiteľov*. Trnava: Univerzita sv. Cyrila a Metoda v Trnave.

KOSTELANSKÝ, A. a kol., 2011. *Implementácia mediálnej výchovy do edukácie v primárnom vzdelávaní*. Ružomberok: Verbum – vydavateľstvo KU.

KOSTRUB, D., 2008. *Dieťa/žiak/štvárnik - učivo - učiteľ, didaktický alebo bermudský trojuholník?* Prešov: Rokus.

MITROVÁ, A. a L. REGRUTOVÁ, 2016. *Začiatky rozhlasového a televízneho vysielania pre deti na Slovensku ako súčasť mediálnej výchovy na primárnom stupni vzdelávania*. In: *Acta Paedagogicae Presovae - Nova Sandes. Annus X*. Prešov: Prešovská univerzita v Prešove, Pedagogická fakulta, s- 47-58.

MIČIENKA, M. a J. JIRÁK a kol., 2007. *Základy mediální výchovy*. Praha: Portál.

NUTIL, P., 2018. *Média, lži a príliš rýchly mozok*. Praha: Grada.

PALA, G. a kol., 2010. *Vybrané praktické prístupy pre mediálnu edukáciu*. Prešov: PU v Prešove.

PEKNUŠIAKOVÁ, E. a L. REGRUTOVÁ, L., 2021. *Zvyšovanie praktických kompetencií študentov odboru mediálne štúdiá metódou learning by doing*. In: *Edukácia orientovaná na študenta VŠ (adaptácia študentov na vysokoškolské štúdium a národný trh práce) [elektronický dokument]*. Košice: Technická univerzita v Košiciach, s. 137-146.

PETRANOVÁ, D. a N. VRABEC, 2011. *Mediálna výchova pre učiteľov stredných škôl*. Trnava: Fakulta masmediálnej komunikácie UCM, International Media Education Centre.

POSPÍŠIL, J. a L. S. ZÁVODNÁ, 2010. *Mediální výchova. Metodika. Computer Media*.

REGRUTOVÁ, L., 2015. *Televízna tvorba pre deti na Slovensku a rozvoj mediálnej gramotnosti*. In: *Otázky žurnalistiky: časopis pre teóriu, výskum a prax prostriedkov masovej komunikácie*. Roč. 58, č. 1-2, s. 94-103.

RUSNÁK, J. a kol., 2018. *Elektronický mediálny text a detské publikum*. Prešov: FF PU v Prešove.

SKALKOVÁ, J., 2007. *Obecná didaktika: vyučovací proces, učivo a jeho výber, metódy, organizační formy vyučování*. Praha: Grada.

SLOBODA, Z., J. KEILHAUER, B. SCHORB, J. HNILICOVÁ a kol., 2011. *Mediální tvorba v kontextu vzdělávání*. Brno: Barrister a Principal.

SLOBODA, Z., 2013. *Mediální výchova v rodině*. Olomouc: Univerzita Palackého v Olomouci.

TÁBORSKÝ, J., 2020. *V síti dezinformací*. Praha: Grada.

Language which is necessary to complete the course: *Slovak, anglický, český*

Notes:

Course evaluation:

Total number of students evaluated: 253

A	B	C	D	E	FX
6%	23%	32%	16%	4%	20%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor, co-guarantor, lecturer, examiner Mgr. Lenka Regrutová, PhD., co-guarantor, lecturer, examiner, seminary supervisor

Date of last change: 01.02.2022

Approved by: *prof. PhDr. Juraj Rusnák, CSc.*

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Arts</i>	
Code: <i>IISM Km/MEIGE/22</i>	Course title: <i>Media – Identity – Gender</i>
Type, scope and method of educational activity: Type of educational activity: <i>Lecture, Seminar</i> Scope of educational activity: <i>1,1 hour per week, 30,30 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: 3	
Recommended semester: <i>1st year ST Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Continuous assessment</i> <i>Number of credits and time range of activities required to complete the course:</i> - 3 credits = 90 hours - course teaching: 13 weeks x 1 lecture / 1 seminar: 19.5 hours - study of literature and preparation for seminars: 26 hours - preparation for the test: 15 hours - elaboration of seminar work: 25 hours - preparation of the presentation: 4.5 hours <i>The course is evaluated on the basis of the following criteria:</i> - continuous test of basic concepts (in the middle of the semester), - elaboration and submission of a seminar paper analyzing a selected aspect of the relationship between gender and the media (second half of the semester; the focus of the work will be consulted in advance), - presentation of the results of the own analysis (point 2) at the final colloquium and answering additional questions from the participants. <i>To obtain grade A, the student must obtain at least 90 % of points, for grade B 80 %, for grade C 70 %, for grade D 60 %, for grade E at least 50 % of points. A student who scores less than 50 % will be graded FX.</i> <i>The final score will be calculated as the average of individual scores (test, essay, presentation).</i>	
Learning outcomes: - define the identity using the basic theoretical concepts, - compare the different definitions of identity, their background and their social/cultural implications, - define the concepts of sex, gender and desire/sexuality from the perspective of gender studies, - generally describe the development of feminism and its differentiation, - identify the ways and means of constructing identity/gender in specific media products and explain their function in a broader social/cultural context, - analyse the media in terms of gender and evaluate the results of the analysis, - relevantly and emphatically discuss the issues of sex, gender and desire/sexuality in both academic and everyday environment.	
Course content: - The concept of identity. Essentialist and constructivist theories of identity. Intersectionality and fluidity of identity. Identity politics, strategic essentialism. - Concepts of gender (sex), gender and desire/sexuality in current and historical perspective. Interpretation of gender by Judith Butler; postmodern understanding gender identity as performative and fluid concepts. Identity and/vs. subjectivity. - Construction of a subject through sex, gender and desire. Eve Kosofsky Sedgwick. "Normal" (normative) vs. "abnormal" (non-normative) in sex/gender/desire. Gayle Rubin. - Basic characteristics and means of constructing of sexes, gender identities, sexualities (and other cultural identities) in the media. - Basic directions in feminism, outline of feminism's development. Feminist interpretations of media. - Looking as a source of power (the male Gaze). Masculine gaze as a means of control and pleasure. Analysis of media from the perspective of gaze. - Media production and consumption in terms of gender, "masculine" vs. "feminine" media/genres (diachronic and synchronous view). - Analysis of gender aspects of various media spheres (lifestyle magazines, television shows, music videos, advertising). - Pornography (porn) as an explicit representation of the body, sex and sexuality. Interpretation of porn as	

depiction vs. model of sex. Pornographisation of culture/sex.

- *Queer. The basic postulates of queer theory. Sexuality as identity. Queer interpretation of media (queer reading).*

Seminars are based on an analysis of media products from the perspective of gender studies and discussions on the reading assignments.

Recommended literature :

BARKER, C., 2006. *Slovník kulturních studií*. Praha: Portál.

BINKOVÁ, P., 2004. *Feministická perspektiva v mediálních studiích*. In: *Revue pro média*. č. 9.

BOČÁK, M., 2011. *Prečo a ako penetrovat... významy: zopár úvah o porne a porn studies*. In: *Konstrukt: internetový časopis o kulturních studiích*. Roč. 2, č. 5. Dostupné z: <http://michalbocak.weebly.com/porno-a-porn-studies.html>

FAFEJTA, M., 2004. *Úvod do sociologie pohlaví a sexuality*. Věrovany: Nakladatelství Jana Piskiewiczze.

FAFEJTA, M., 2016. *Sexualita a sexuální identita*. Praha: Portál.

GAUNTLETT, D., 2002. *Media, Gender, and Identity: An Introduction*. London: Routledge.

HANÁKOVÁ, P., 2002. *Pohled*. In: *Cinepur [online]*. Roč. 11, č. 23-24. Dostupné z: <http://cinepur.cz/article.php?article=6>

CHANDLER, D.: *Notes on "The Gaze" [online]*. Dostupné z: <http://visual-memory.co.uk/daniel/Documents/gaze/>

KICZKOVÁ, Z. a M. SZAPUOVÁ, M., eds. 2011. *Rodové štúdiá: Súčasné diskusie, problémy a perspektívy*. Bratislava: Univerzita Komenského Bratislava.

LIŠKOVÁ, K., 2004. *Dívat se na porno feministickými očima*. In: *Revue pro média*. č. 9.

MULVEY, L., 1998. *Vizuální slast a narativní film*. In: L. Oates-Indruchová, ed. *Dívčí válka s ideologií: Klasické texty angloamerického feministického myšlení*. Praha: Slon, s. 115-131.

RENZETTI, C. M. a D. J. CURRAN, 2003. *Ženy, muži a společnost*. Praha: Karolinum.

SIMPSON, M., 1994. *Here Come the Mirror Men*. In: *The Independent*, 15. 11. 1994. Dostupné z: <https://www.marksimpson.com/here-come-the-mirror-men/>

SIMPSON, M., 2006. *Sporno*. In: *Out [online]*. Dostupné z: <https://www.out.com/entertainment/2006/06/19/sporno>

ŠMAUSOVÁ, G., 2002. *Proti tvrdošíjně představe o ontické povaze gender a pohlaví*. In: *Sociální studia*. č. 7.

van ZOONEN, L., 1994. *Feminist Media Studies*. London: Sage.

ZÁBRODSKÁ, K., 2009. *Variace na gender: Poststrukturalismus, diskurzivní analýza a genderová identita*. Praha: Academia.

Glosár rodovej terminológie [online]. Dostupné z: <http://glosar.aspekt.sk/default.aspx?smi=1&ami=1>

Ružový a modrý svet: Čítareň [online]. Dostupné z: <http://ruzovymodrysvet.sk/sk/hlavne-menu/citaren>

Language which is necessary to complete the course: Slovak, anglický, český

Notes:

Due to the content of the subject, examples of sexually explicit media texts (including pornography) can be used to a minimum (minimal) extent in its teaching for analytical purposes; sexually explicit lexicon may also be an essential part of the analysis.

By enrolling in the course, the student confirms their full age (i.e., they are at least 18 years old), full acquaintance with the content of this information and the content of the course and voluntarily expresses informed consent to their participation in direct teaching, including the analysis of sexually explicit materials. If the above conditions are not met, participation in classes is not possible. If the student considers the content of the course to be offensive or otherwise feels that due to the content of the course they should have the problem to complete it, the teacher strongly recommends that they does not enroll in this course.

Although attendance is an essential part of completing the course, the teacher is aware that talking about certain topics or watching certain content can be uncomfortable for any reason. Therefore, it always informs the students well in advance about the prepared topic or the content of the visual or audiovisual sample and grants the student the right to leave the teaching space for the necessary time, even during the analysis, if the student feels discomfort.

The subject presupposes the abilities of open, critical thinking and reflection on diversity in the field of gender, gender and sexuality. Manifestations of any intolerance are not tolerated, especially in relation to sex, gender, sexual, ethnic, racial, class differences, or disabilities.

Course evaluation:

Total number of students evaluated: 92

A	B	C	D	E	FX
10%	32%	24%	12%	3%	20%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor doc. Mgr. Michal Bočák, PhD., co-guarantor, lecturer, examiner, seminary supervisor

Date of last change: 01.02.2022

Approved by: prof. PhDr. Juraj Rusnák, CSc.

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Arts</i>	
Code: <i>IISM Km/MODER/22</i>	Course title: <i>Moderating</i>
Type, scope and method of educational activity: Type of educational activity: <i>Seminar</i> Scope of educational activity: <i>2 hour per week, 46 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: <i>4</i>	
Recommended semester: <i>3rd year WT Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Continuous assessment</i> <i>Number of credits and time frame for the conditions of passing the course:</i> - 4 credits = 120 hours - course teaching: 13 weeks, 2 seminars: 19.5 hours - individual work - preparation for the seminar, elaboration of the seminar work: 70.25 hours - independent study of professional literature: 30.25 hrs. <i>During the semester the student prepares, presents at the seminar and handles the seminar work in the form of his own moderated speech.</i> <i>Subject is completed by continuous evaluation. During the semester the student prepares, presents at the seminar and handles the seminar work in the form of his own moderated speech. This output will be rated as follows: a formal page (50 points), a content page (50 points).</i> <i>To obtain an A rating, student must earn at least 90%, score B at 80%, score C at least 70%, score D 60%, score E at least 50%. A student who earns less than 50% will be rated FX.</i>	
Learning outcomes: <i>Graduate of the subject is able to:</i> - apply the principles of creating a moderated text, - prepare and implement moderated speech, - define the technical parameters needed to record and formalize the moderated text, - present own moderated text.	
Course content: <i>Moderation: Definitions.</i> <i>Basic features of the moderator.</i> <i>Means of moderation: linguistic, non-linguistic (intonation, gestures).</i> <i>Extra-language means of moderation.</i> <i>Preparation and implementation of the moderator's speech.</i> <i>Performing in the media and the public.</i>	
Recommended literature : <i>BURTON, C. a J. JIRÁK, 2001. Úvod do studia médií. Brno: Barristera Principal.</i> <i>ČERTÍKOVÁ, H., 2012. Abeceda moderátora. Bratislava: Vysoká škola múzických umení.</i> <i>ČERTÍKOVÁ, H., 2008. Moderátor za mikrofónom. Bratislava: Vysoká škola múzických umení.</i> <i>HOACHELOVÁ, V., 2001. Slovník novinárskej teórie a praxe. Nitra: Filozofická fakulta Univerzity Konštantína Filozofa v Nitre.</i> <i>JIRÁK, J. a B. KÖPPLOVÁ, 2003. Média a spoločnosť. Stručný úvod do studia médií a mediálnej komunikácie. Praha: Portál.</i> <i>MOCHŇACKÁ, B., E. PEKNUŠIAKOVÁ a L. REGRUTOVÁ, 2014. Základy rozhlasovej tvorby. Prešov: Prešovská univerzita v Prešove.</i> <i>PEKNUŠIAKOVÁ, E., 2014. Moderovanie v elektronických médiách. In: Tvorba a recepcia rozhlasového a televízneho textu. Prešov: Filozofická fakulta Prešovskej univerzity v Prešove.</i> <i>REIFOVÁ, I. a kol., 2004. Slovník mediálnej komunikácie. Praha: Portál.</i> <i>RUSNÁK, J. a kol., 2010. Texty elektronických médií. Prešov: Filozofická fakulta Prešovskej univerzity v Prešove.</i> <i>RUSNÁK, J., 2008. Textúry elektronických médií. Prešov: Filozofická fakulta Prešovskej univerzity.</i> <i>RUSNÁK, J., 2011. „Soft“ a „hard“ moderovanie: úvahy o komunikačných stratégiách v moderovaných textoch elektronických médií. In: Jazyk a kultúra 5/2011.</i> <i>RUSNÁK, J., 2019. Nové trendy v programovaní elektronických médií. Prešov: Vydavateľstvo Prešovskej</i>	

univerzity.

SLANČOVÁ, D., 2001. *Základy praktickej rétoriky*. Prešov: Náuka.

ŠKVARENINOVÁ, O, 2004. *Rečová komunikácia*. 2. vyd. Bratislava: SPN.

ZVALOVÁ, R., 1999. *Keď si sadáme za mikrofón*. 1. vyd., Bratislava: LOGOS.

ŽANTOVSKÁ, I., 2015. *Rétorika a komunikace*. Praha: Dokořán.

Language which is necessary to complete the course: *Slovak, český*

Notes:

Due to the practical focus of the course, seminars can be taught in smaller study groups.

Course evaluation:

Total number of students evaluated: *118*

A	B	C	D	E	FX
31%	45%	20%	2%	0%	2%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor Mgr. Eva Peknušiaková, PhD., co-guarantor, examiner, seminary supervisor Mgr. Viera Smoláková, PhD., co-guarantor, examiner, seminary supervisor

Date of last change: *01.02.2022*

Approved by: *prof. PhDr. Juraj Rusnák, CSc.*

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Arts</i>	
Code: <i>IISM Km/MTBPR/22</i>	Course title: <i>Methodics of Bachelor Thesis Writing</i>
Type, scope and method of educational activity: Type of educational activity: <i>Lecture</i> Scope of educational activity: <i>1 hour per week, 23 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: 3	
Recommended semester: <i>3rd year WT Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Continuous assessment</i> <i>Number of credits and time frame for the conditions of passing the course:</i> - 3 credits (student workload 90 hours) - course teaching: 13 weeks 1 lecture: 9.75 hrs. - individual work - preparation for colloquial presentation, elaboration of the theoretical chapter of the final work: 45.25 hrs. - independent study of professional literature for the final work: 35 hours. <i>The condition for completing the course is regular participation in teaching. Fulfillment of the following criteria is included in the evaluation:</i> - colloquial presentation of the project of own bachelor thesis, - submission of a part of the text of the theoretical chapter of the bachelor's thesis with a list of used sources in the specified scope and quality (based on the text, the teacher will provide the student with feedback in the field of listing sources and technical level of manuscript processing). <i>The student must not obtain from any of the evaluated FX criteria, ie. both evaluated criteria must be met.</i> <i>The final evaluation is calculated as the average of the partial evaluations of the project presentation and the submitted text. For rating A student must get at least 90%, for rating B 80%, for rating C 70%, for rating D 60%, for rating E at least 50%. A student who obtains less than 50% will be graded FX.</i>	
Learning outcomes: <i>The graduate of the course can:</i> - use theoretical knowledge and practical skills of creating a professional work in creating their own bachelor's thesis, - use adequate professional sources and cite them correctly, - correctly plan the progress of scientific work and adhere to the set timetable, - prepare for the defense of the bachelor's thesis and present it adequately, - to define and solve specific methodological problems of their bachelor thesis.	
Course content: - Basic requirements for the bachelor's thesis in the relevant documents of the university: confrontation with other types of theses (diploma, dissertation). - Thesis topic, possibilities and ways of specification of theoretical and analytical focus. - The process of creating professional work: phases and proper organization of scientific work. - Sources of information in the creation of professional text: types and hierarchy of sources, methods of obtaining information. - Use of resources in the bachelor thesis: reasons for source, basic techniques (citation, paraphrasing). - Technical processing of the bachelor's thesis manuscript. - Formal and stylistic aspects of the bachelor thesis. - Final phase of bachelor thesis preparation and defense preparation.	
Recommended literature : ČMEJRKOVÁ, S., F. DANĚŠ a J. SVĚTLÁ, 1999. <i>Jak napsat odborný text</i> . Praha: Leda. ECO, U., 1997. <i>Jak napsat diplomovou práci</i> . Praha: Votobia. KATUŠČÁK, D., 2007. <i>Ako písať záverečné a kvalifikačné práce</i> . Bratislava: Enigma. MEŠKO, D., D. KATUŠČÁK a kol., 2005. <i>Akademická príručka</i> . 2. dopln. vyd. Martin: Osveta. SILVERMAN, D., 2005. <i>Ako robiť kvalitatívny výskum: Praktická príručka</i> . Bratislava: Ikar. ŠANDEROVÁ, J., 2007. <i>Jak čítať a písať odborný text vo spoločenských viedach</i> . Praha: Slon.	

Web:

Ako písať záverečné práce. Dostupné z: <http://www.unipo.sk/filozoficka-fakulta/ismks/studenti/zaverecne-prace>

BOČÁK, M.: Ako na zdroje v záverečnej práci. Dostupné z: <https://cms.crzp.sk/linky.aspx>

(Ako čítať a interpretovať "Protokol o kontrole originality" v. 2.0 [pdf])

<https://www.pulib.sk/web/kniznica/strana/nazov/zaverecne-prace> (Vysvetlivky k protokolu originality)

<https://www.pulib.sk/web/data/pulib/subory/stranka/ezp-smernica2019.pdf> (Smernica o náležitostiach záverečných prác, ich bibliografickej registrácii, kontrole originality, uchovávaní a sprístupňovaní, 2019)

Language which is necessary to complete the course: Slovak, český

Notes:

The course is focused on a general interpretation of the issue of creating a final thesis in the social sciences and humanities, more specifically in (mass) media studies. It is standardly supplemented by individual consultations with the supervisor of the bachelor's thesis, devoted mainly to the specific topic of the bachelor's thesis.

In the case of concluding an agreement on substitute performance of obligations, participation in at least 50% of tuition is mandatory. Further conditions are set out in the IPA agreement.

In the case of the distance form of teaching, regular fulfillment of continuously assigned tasks; online presentation of the project of own bachelor thesis according to current instructions of teachers.

Course evaluation:

Total number of students evaluated: 142

A	B	C	D	E	FX
16%	46%	26%	4%	0%	8%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor Mgr. Lenka Regrutová, PhD., co-guarantor, lecturer, examiner doc. Mgr. Michal Bočák, PhD., co-guarantor, lecturer, examiner

Date of last change: 01.02.2022

Approved by: prof. PhDr. Juraj Rusnák, CSc.

COURSE DESCRIPTION

University: <i>University of Presov</i>																	
Faculty/university workplace: <i>Faculty of Arts</i>																	
Code: <i>IISM Km/OBBAP/22</i>			Course title: <i>Bachelor Thesis Defense</i>														
Type, scope and method of educational activity: Type of educational activity: Scope of educational activity: <i>per semester</i> Method of educational activity: <i>Attendance</i>																	
Number of credits: <i>10</i>																	
Recommended semester: <i>3rd year ST Media studies (MSB)</i>																	
Study grade: <i>Bachelor</i>																	
Prerequisites:																	
Conditions for passing the course: Method of evaluation: <i>State exam</i> <i>Submission of the final bachelor's thesis is one of the conditions for entry to the final state exam.</i> <i>In determining the final grade, the proposed classification according to assessments (usually training and opponent's) and the course of the thesis defense is taken into account.</i>																	
Learning outcomes: <i>The graduate of the course is able to prepare, submit and defend the text of their final thesis.</i>																	
Course content: <ul style="list-style-type: none"> - <i>Presentation of the basic parts of the final work with special emphasis on the results of own research.</i> - <i>Response to job reviews.</i> - <i>Debate on the work.</i> - <i>Determination of evaluation.</i> 																	
Recommended literature : <i>PU Directive on the requirements for final theses, their bibliographic registration, control of originality, storage and access + related documents on the site - http://www.pulib.sk/web/kniznica/strana/nazov/zaverecne-prace</i>																	
Language which is necessary to complete the course: <i>Slovak</i>																	
Notes:																	
Course evaluation: Total number of students evaluated: <i>451</i> <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 5px;"> <tr> <td style="width: 16.6%; text-align: center;">A</td> <td style="width: 16.6%; text-align: center;">B</td> <td style="width: 16.6%; text-align: center;">C</td> <td style="width: 16.6%; text-align: center;">D</td> <td style="width: 16.6%; text-align: center;">E</td> <td style="width: 16.6%; text-align: center;">FX</td> </tr> <tr> <td style="text-align: center;">33%</td> <td style="text-align: center;">28%</td> <td style="text-align: center;">22%</td> <td style="text-align: center;">7%</td> <td style="text-align: center;">4%</td> <td style="text-align: center;">5%</td> </tr> </table>						A	B	C	D	E	FX	33%	28%	22%	7%	4%	5%
A	B	C	D	E	FX												
33%	28%	22%	7%	4%	5%												
Lecturers: <i>prof. PhDr. Juraj Rusnák, CSc., guarantor, co-guarantor doc. Mgr. Pavol Markovič, PhD., co-guarantor doc. Mgr. Michal Bočák, PhD., co-guarantor doc. PhDr. Peter Karpinský, PhD., co-guarantor prof. Mgr. Martina Ivanová, PhD., co-guarantor</i>																	
Date of last change: <i>01.02.2022</i>																	
Approved by: <i>prof. PhDr. Juraj Rusnák, CSc.</i>																	

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Arts</i>	
Code: <i>IISM Km/ODPX/22</i>	Course title: <i>Practical training</i>
Type, scope and method of educational activity: Type of educational activity: <i>Seminar</i> Scope of educational activity: <i>2 hour per week, 46 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: <i>3</i>	
Recommended semester: <i>3rd year WT Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Credit</i> <i>Number of credits and time frame for the conditions of passing the course:</i> - 3 credits = 90 hours - individual work - preparation of materials, production of media outputs: 60 hours - independent study of professional literature: 30 hours <i>To obtain the credit, it is necessary to complete a one-week internship. To complete it, a consultation is required, especially if you want to work outside of media and marketing companies and organizations.</i> <i>The result of the internship is a specific media output, which serves as a basis for completing the subject of professional internship. Together with the media output, the student submits a written confirmation of completion of the internship, signed by the employee authorized by the internship provider. Other requisites of professional practice in accordance with the binding Guidelines for Professional Practice available on university web.</i>	
Learning outcomes: <i>The graduate of the course can:</i> - describe the specific media/marketing institution and how to work in it, - use knowledge of media theory and marketing in creating practical outputs, - actively participate in the preparatory and implementation phase of media output, - control work in the post-production and distribution of media content, - independently work creatively, organizationally and administratively in a media / marketing institution.	
Course content: - Creation of journalistic texts for the selected type of media / creation of non-journalistic (service, entertainment) texts for the selected type of media / creation of advertising texts for the selected type of media. - Gaining practical skills and experience from the professional work environment in the areas of activity. - Creating / expanding one's own portfolio of media products, secondarily also contacts and good relations with media institutions.	
Recommended literature : <i>BENEŠ, M., 2020. Autorské právo v rozhlasovém vysílání. Praha: Leges.</i> <i>BLAŽEK, B., 1995. Tvář v tvář obrazovce. Praha: Slon.</i> <i>BOYD, A., 1995. Příručka pro novináře. Zpravodajství v rozhlase a televizi. Praha: CNŽ.</i> <i>BURTON, C. a J. JIRÁK, 2001. Úvod do studia médií. Brno: Barristera Principal.</i> <i>ČERTÍKOVÁ, H., 2012. Abeceda moderátora. Bratislava: Vysoká škola múzických umení.</i> <i>ČERTÍKOVÁ, H., 2008. Moderátor za mikrofónom. Bratislava: Vysoká škola múzických umení.</i> <i>DEUZE, M., 2012. Media Life. Život v médiách. Praha: Karolinum.</i> <i>DUBĚDA, T., 2005. Jazyky a jejich zvuky. Praha: Karolinum.</i> <i>HOČELOVÁ, V., 2001. Slovník novinárskej teórie a praxe. Nitra: Filozofická fakulta Univerzity Konštantína Filozofa v Nitre.</i> <i>JIRÁK, J. a B. KÖPPELOVÁ, 2003. Média a společnost. Stručný úvod do studia medií a mediální komunikace. Praha: Portál.</i> <i>LABÍK, L., 2013. Dramaturgia strihovej skladby. Neratovice: Verbum.</i> <i>LABÍK, L., 2013. Strihová skladba v spravodajských a publicistických televíznych žánroch. Bratislava: Filmová a televízna fakulta VŠMU.</i> <i>MACEK, J., 2015. Média v pohybu. Brno: Muni Press.</i> <i>MOTAL, J. a kol., 2012. Trendy v médiích II: Rozhlas a televize. Brno: Katedra mediálních studií a žurnalistiky.</i> <i>McQUAIL, D., 1999. Úvod do teorie masové komunikace. Praha: Portál.</i>	

MOCHŇACKÁ, B., E. PEKNUŠIAKOVÁ a L. REGRUTOVÁ, 2014. *Základy rozhlasovej tvorby*. Prešov: Prešovská univerzita v Prešove.

MRLIAN, R. a kol., 1990. *Encyklopédia dramatických umení Slovenska*. Bratislava: Veda.

PEKNUŠIAKOVÁ, E., 2014. *Rozhlasová publicistika*. In: *Základy rozhlasovej tvorby*. Prešov: Prešovská univerzita v Prešove.

PEKNUŠIAKOVÁ, E., 2014. *Príprava na rozhlasové vysielanie*. In: *Základy rozhlasovej tvorby*. Prešov: Prešovská univerzita v Prešove.

PEKNUŠIAKOVÁ, E., 2013. *Technika dýchania a dychové cvičenia v procese výučby odboru masmediálne štúdiá - predmet Rečové praktikum 3*. In: *Jazyk a kultúra*, roč. 4, č. 15.

PEREBINOSOFF, P., B. GROSS a L. S. GROSS, 2005. *Programming for TV, Radio, and the Internet: Strategy, Development, and Evaluation*. Elsevier Science.

REIFOVÁ, I. a kol., 2004. *Slovník mediální komunikace*. Praha: Portál.

RUSNÁK, J. a kol., 2010. *Texty elektronických médií*. Prešov: Filozofická fakulta Prešovskej univerzity v Prešove.

RUSNÁK, J., 2008. *Textúry elektronických médií*. Prešov: Filozofická fakulta Prešovskej univerzity.

RUSNÁK, J., 2019. *Nové trendy v programovaní elektronických médií*. Prešov: Vydavateľstvo Prešovskej univerzity.

RUSS-MOHL, S. a H. BAKIČOVÁ, 2005. *Žurnalistika: Komplexní průvodce praktickou žurnalistikou*. Praha: Grada Publishing, a. s.

SLANČOVÁ, D., 2001. *Základy praktickej rétoriky*. Prešov: Náuka.

SLOVÁK, L., 1980. *Žánrové špecifiká rozhlasovej žurnalistiky*. Bratislava: Univerzita Komenského v Bratislave.

STEWART, P., 2016. *Broadcast Journalism*. Focal Press.

STURKEN, M. a L. CARTWRIGHT, 2010. *Studia vizuální kultury*. Praha: Portál.

ŠKVARENINOVÁ, O., 2004. *Rečová komunikácia*. Bratislava: SPN.

TUROW, J., 2009. *Media Today*. New York: Routledge.

TUŠER, A., 2010. *Ako sa robia noviny. (4. prepracované vydanie)*. Bratislava, Eurokódex.

TUŠER, A. a kol., 2010. *Praktikum mediálnej tvorby*. Bratislava: EUROKÓDEX, s. r. o.

VAŠIČKOVÁ, D., 2002. *Práca redaktora v televíznom prostredí*. Bratislava: Univerzita Komenského v Bratislave.

ZVALOVÁ, R., 1999. *Keď si sadáme za mikrofón. 1. vyd.*, Bratislava: LOGOS.

ŽANTOVSKÁ, I., 2015. *Rétorika a komunikace*. Praha: Dokořán.

Language which is necessary to complete the course: *Slovak, anglický, český*

Notes:

Course evaluation:

Total number of students evaluated: 0

A	B	C	D	E	FX
0%	0%	0%	0%	0%	0%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor doc. PhDr. Peter Karpinský, PhD., co-guarantor, examiner Mgr. Eva Peknušiová, PhD., co-guarantor, examiner Mgr. Viera Smoláková, PhD., co-guarantor, examiner

Date of last change: 01.02.2022

Approved by: prof. PhDr. Juraj Rusnák, CSc.

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Arts</i>	
Code: <i>IISM Km/OEJAK/22</i>	Course title: <i>Orthoepy and Language Culture</i>
Type, scope and method of educational activity: Type of educational activity: <i>Seminar</i> Scope of educational activity: <i>2 hour per week, 46 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: <i>4</i>	
Recommended semester: <i>1st year WT Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Continuous assessment</i> <i>Number of credits and time frame for the conditions of passing the course:</i> - 4 credits = 120 hours - course teaching: 13 weeks - 2 seminars: 19.5 hours - individual work - preparation for seminars and elaboration of seminar work: 60 hours - independent study of professional literature and preparation for final testing: 40.5 hrs. <i>During the semester, the student prepares, presents at the seminar and submits a seminar paper on a selected issue of Slovak orthoepy and language culture. During the semester, the student takes a knowledge test.</i> <i>To obtain an A rating, he must obtain at least 90%, to obtain an B rating 80%, to obtain a C rating at least 70%, to obtain a D rating 60%, to obtain an E rating at least 50%. A student who obtains less than 50% will be graded FX.</i> <i>The final evaluation is calculated as the average of the evaluation of the seminar work and the knowledge test. Active participation in seminars is a necessary condition for granting credits.</i>	
Learning outcomes: <i>The graduate of the course can:</i> - apply the rules of Slovak pronunciation in their speech, - find and explain the rules of orthoepy in different speech expressions, - transcribe the text according to the principles of Slovak orthoepy.	
Course content: - Orthoepy, orthophony, orthography. Relationship between orthoepy and orthography. Written and spoken language. Language standard, codification, usage. Basic codification manuals - Basic principles of Slovak orthoepy. From the history of Slovak orthoepy - Sound culture, pronunciation styles. Phonetic transcription. <i>Inventory of Slovak phonetic transcription characters</i> - Orthoepic phenomena in vowels (short, long vocals, diphthongs, hiatal connections) - Evil assimilation - general rules. Peculiarities of the course of evil assimilation in Slovak - Pronunciation of double consonants - Pronunciation of hard and soft consonants - Pronunciation of other consonants - Pronunciation of consonant groups - Sound phenomena in the standard form of the national language in confrontation with the orthoepic norm - Accent and rhythm - Sentential accent, emphasis and emphasis - Melody of a sentence in standard Slovak - Interaction of prosodic phenomena. Application of suprasegmental phenomena depending on the language style and stylistic procedure - Phonetic transcription of segmental and suprasegmental speech levels. Sound analysis of read texts. Speak text.	
Recommended literature : <i>BÓNOVÁ, I., 2019. Ortoepia zvukového prejavu na segmentálnej úrovni. Košice: Univerzita Pavla Jozefa Šafárika v Košiciach.</i> <i>DVONČOVÁ, J., G. JENČA a Á. KRÁL, 1969. Atlas slovenských hlások. Bratislava: Vydavateľstvo SAV.</i>	

KRÁĽ, Á., 1996. *Pravidlá slovenskej výslovnosti*. 3. vyd. Bratislava: SPN.

KRÁĽ, Á. a J. SABOL, 1989. *Fonetika a fonológia*. Bratislava: SPN.

Pravidlá slovenského pravopisu. 2000. 3. vyd. Bratislava: Veda.

SABOL, J., I. BÓNOVÁ a M. SOKOLOVÁ, 2006. *Kultúra hovoreného prejavu*. Prešov: FF PU.

Language which is necessary to complete the course: *Slovak*

Notes:

In the case of the transition to the distance form of teaching, the seminars will be realized in the form of video presentations, in which the individual topics of the seminars will be explained and the student will solve partial tasks, which he / she continuously submits electronically to the teacher. The seminar paper will be submitted only electronically, without a personal presentation.

Course evaluation:

Total number of students evaluated: 432

A	B	C	D	E	FX
23%	25%	25%	9%	4%	14%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor doc. PhDr. Peter Karpinský, PhD., co-guarantor, examiner Mgr. Viera Smoláková, PhD., co-guarantor, examiner, seminary supervisor Ing. Marianna Kraviarová, PhD., co-guarantor, examiner, seminary supervisor

Date of last change: *01.02.2022*

Approved by: *prof. PhDr. Juraj Rusnák, CSc.*

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Arts</i>	
Code: <i>IISM Km/OGJAK/22</i>	Course title: <i>Orthography and Proofreading</i>
Type, scope and method of educational activity: Type of educational activity: <i>Seminar</i> Scope of educational activity: <i>2 hour per week, 60 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: <i>4</i>	
Recommended semester: <i>1st year ST Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Continuous assessment</i> Number of credits and time frame for the conditions of passing the course: - 4 credits = 120 hours - course teaching: 13 weeks 2 seminars: 19, 5 hrs. - individual work (preparation for the seminar, elaboration of orthographic exercises and dictations): 59.5 hours - independent study of professional literature: 41 hours <i>The subject is evaluated continuously. During the semester, the student regularly passes all continuous tests - dictations, orthographic and proofreading exercises according to the prescribed topic. During the credit week, the student takes a final test and language proofreading.</i> <i>To obtain the rating A must obtain at least 90%, to obtain a rating of 80% B, C rating on at least 70% to 60% of the rating D, E for evaluation at least 50%. A student who gets less than 50%, will be evaluated as grade FX.</i> <i>The final score is calculated as the average assessment of the continuous tests and final test.</i>	
Learning outcomes: <i>The students will be able to effectively use grammar acquired. They will be able to express their ideas according to orthographic standards and use grammar skills fluently and accurately.</i>	
Course content: <i>PRACTICAL GRAMMAR concentrates on the following areas: formation.</i> <i>Orthography as a science. Orthographic standards.</i> <i>Writing the "i/i" and "y/y" letters in Slovak words.</i> <i>Rhythmic rule and its exemptions.</i> <i>Capital letters.</i> <i>Writing the words of foreign origin. Declination of foreign words.</i> <i>Women's surnames in Slovak language.</i> <i>Punctuation and its functions.</i> <i>Comma in a simple sentence and compound sentence.</i> <i>Writing words separately and together. Hyphenation.</i> <i>Slovak prepositions.</i> <i>Proofreading. Proofreading marks.</i> <i>Comprehensive orthographic text analysis.</i>	
Recommended literature : <i>Pravidlá slovenského pravopisu. 2013. 4 vyd. Bratislava: Jazykovedný ústav Ľudovíta Štúra SAV: Veda.</i> <i>BUZÁSSYOVÁ, K. a A. JAROŠOVÁ, eds., 2006. Slovník súčasného slovenského jazyka A-G Bratislava: VEDA.</i> <i>GIANITSOVÁ-OLOŠTIAKOVÁ, L., M. OLOŠTIAK a M. BELÁKOVÁ, 2013: Píšem bez chýb. Bratislava: Fragment.</i> <i>HLADKÝ, J., J. MACULÁK, Ľ. RENDÁR a E. VESELSKÁ, 2012: Pravopisno-gramatická príručka s cvičebnicou. 4. vydanie. Žilina – Trnava: DUGAPRINT.</i> <i>HLADKÝ, J., 2013: Pravopisné a ortoepické cvičenia. [online] Trnava: PdF TU. Dostupné z: http://pdf.truni.sk/e-ucebnice/poc/</i> <i>JAROŠOVÁ, A. a K. BUZÁSSYOVÁ, eds., 2011. Slovník súčasného slovenského jazyka H – L. Bratislava: VEDA.</i> <i>JAROŠOVÁ, A., ed., 2015. Slovník súčasného slovenského jazyka M – N. Bratislava: VEDA.</i> <i>KAČALA, J., M. PISÁRČIKOVÁ a M. POVAŽAJ, eds., 2003. Krátky slovník slovenského jazyka. Štvrté, doplnené a upravené vydanie. Bratislava: VEDA.</i> <i>KAČALA, J., M. PISÁRČIKOVÁ a M. POVAŽAJ, eds., 2020. Krátky slovník slovenského jazyka. Piate, doplnené a upravené vydanie. Martin: Matica slovenská.</i> <i>PETRÁČKOVÁ, V. a J. KRAUS, eds., 1997. Slovník cudzích slov. Prvé slovenské vydanie. Preklad Ľ. BALÁŽOVÁ et</i>	

al. Bratislava: Slovenské pedagogické nakladateľstvo.

PETRÁČKOVÁ, J., a V. KRAUS, eds., 2005. Slovník cudzích slov (akademický). Druhé, doplnené a upravené vydanie. Bratislava: Slovenské pedagogické nakladateľstvo – Mladé letá.

RIPKA, I., M. IMRICHOVÁ a J. SKLADANÁ, 2008. Praktická pravopisná príručka. Bratislava: Ottovo nakladateľstvo, s. r. o.

RONČÁKOVÁ, T. a Z. VANDÁKOVÁ, 2020. Slovenčina v médiách. 111 najčastejších jazykových chýb v novinárskych textoch. Ružomberok: FF KU, Verbum.

Jazykovedný ústav Ľudovíta Štúra SAV: www.juls.savba.sk

Časopis Kultúra slova (vedecko-popularizačný časopis pre jazykovú kultúru a terminológiu). Dostupný na: <http://www.juls.savba.sk/ediela/ks/>

Jazykovedný časopis (odborný časopis Jazykovedného ústavu Ľudovíta Štúra SAV). Dostupný na: <http://www.juls.savba.sk/ediela/jc/>

Slovenská reč (časopis pre výskum slovenského jazyka). Dostupný na: <http://www.juls.savba.sk/ediela/sr/>

Časopis Jazyk a kultúra (internetový časopis Lingvokulturologického a prekladateľsko-tlmočnického centra excelentnosti pri Filozofickej fakulte Prešovskej univerzity v Prešove). Dostupný na: <http://www.ff.unipo.sk/jak/>

Elektronická jazyková poradňa. Dostupné na: jazykovaporadna.sme.sk

PSP – textová časť. Dostupné na: http://www.juls.savba.sk/psp_2013.html

Language which is necessary to complete the course: Slovak

Notes:

Course evaluation:

Total number of students evaluated: 345

A	B	C	D	E	FX
18%	13%	25%	19%	15%	10%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor prof. Mgr. Martina Ivanová, PhD., co-guarantor, examiner Mgr. Jana Klingová, PhD., co-guarantor, examiner, seminary supervisor

Date of last change: 01.02.2022

Approved by: prof. PhDr. Juraj Rusnák, CSc.

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Arts</i>	
Code: <i>IISM Km/PAZU1/22</i>	Course title: <i>Practicum of News Agency Journalism I</i>
Type, scope and method of educational activity: Type of educational activity: <i>Seminar</i> Scope of educational activity: <i>2 hour per week, 60 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: 3	
Recommended semester: <i>2nd year ST Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Continuous assessment</i> <i>Number of credits and time range of activities required to complete the course:</i> - 3 credits = 90 hours - course teaching: 13 weeks x 0 lecture / 2 seminar: 19.5 hours - independent study of literature: 10.5 hours - individual work - production of agency news: 60 hours <i>The course is evaluated on the basis of the following criteria:</i> - continuous creation of news products (agency reports, etc.) according to the teacher's assignment, - continuous delivery of finished intelligence products in the required quality. <i>To obtain grade A, the student must obtain at least 90% of points, for grade B 80%, for grade C 70%, for grade D 60%, for grade E at least 50% of points. A student who scores less than 50% will be graded FX.</i> <i>The final evaluation is calculated as the average of the partial evaluations according to the stated criteria.</i> <i>The final score will be calculated as the average scores of created news products.</i>	
Learning outcomes: - gain, sort and verify the information necessary to create the news for the news agency, - adequate plan and realise the production of news in the field, - prepare the documentation for the agency news, or other news agency product, in accordance with the requirement of the editor, - produce an agency news, or other news agency product.	
Course content: - journalism in news agency, - specifics of newswire production (types of news products, continuous character of information, news prioritisation, communication with subscribers), - work with sources of information: gaining of information and its verification, - sourcing in agency news, - production of verbal, protographical, audio and audiovisual coverage of news agency with focus on the specifics of the newswire service, - creation of verbal news and other products for the news agency: practical implementation from preparation to the final product, - basic genres as models for the practical creation of the agency news, - newswire as a product; subscribers (media and other organizations) as a specific audience/target group of news agencies; public as direct audience of agency news, - specifics of the public and private news agencies.	
Recommended literature : FORET, M., M. LAPČÍK, M. a P. ORSÁG, 2008. Mediální praxe: Základy žurnalistických profesí. Olomouc: Katedra žurnalistiky Filozofické fakulty Univerzity Palackého v Olomouci. HLAVČÁKOVÁ, S., 2001. Agentúrna žurnalistika. Bratislava: Univerzita Komenského v Bratislave. ŠMÍD, M. a L. TRUNEČKOVÁ, 2009. Novinář a jeho zdroje v digitální éře. Praha: Karolinum. TRUNEČKOVÁ, L., 2011. Zpráva v agentuře. In: Osvaldová, B. a kol.: Zpravodajství v médiích. Praha: Karolinum. Princípy agentúrneho spravodajstva [online]. Dostupné z: http://www.tasr.sk/o-agenture/principy-agenturneho-spravodajstva Standards and Values [online]. Dostupné z: https://www.reutersagency.com/en/about/standards-values/	
Language which is necessary to complete the course: <i>Slovak, český</i>	

Notes:

The core of teaching agency journalism practices is the practical preparation of agency reports and other news products. Teachers organize students' work in accordance with current intelligence tasks so that students in the first semester acquire basic competencies in the field of agency reporting and to develop or specify them in the next semester.

Course evaluation:

Total number of students evaluated: 225

A	B	C	D	E	FX
66%	14%	6%	5%	3%	7%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor doc. Mgr. Michal Bočák, PhD., co-guarantor, examiner, seminary supervisor Mgr. Ivana Tomečková, co-guarantor, examiner, seminary supervisor

Date of last change: 01.02.2022

Approved by: *prof. PhDr. Juraj Rusnák, CSc.*

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Arts</i>	
Code: <i>IISM Km/PAZU2/22</i>	Course title: <i>Practicum of News Agency Journalism 2</i>
Type, scope and method of educational activity: Type of educational activity: <i>Seminar</i> Scope of educational activity: <i>2 hour per week, 46 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: 3	
Recommended semester: <i>3rd year WT Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites: <i>IISM Km/PAZU1/22 - Practicum of News Agency Journalism I</i>	
Conditions for passing the course: Method of evaluation: <i>Continuous assessment</i> <i>Number of credits and time range of activities required to complete the course:</i> - 3 credits = 90 hours - course teaching: 13 weeks x 0 lecture / 2 seminar: 19.5 hours - independent study of literature: 10.5 hours - individual work - production of agency news: 60 hours <i>The course is evaluated on the basis of the following criteria:</i> - continuous creation of news products (agency reports, etc.) according to the teacher's assignment, - continuous delivery of finished intelligence products in the required quality. <i>To obtain grade A, the student must obtain at least 90% of points, for grade B 80%, for grade C 70%, for grade D 60%, for grade E at least 50% of points. A student who scores less than 50% will be graded FX.</i> <i>The final evaluation is calculated as the average of the partial evaluations according to the stated criteria.</i>	
Learning outcomes: - gain, sort and verify the information necessary to create the news for the news agency, - adequate plan and realise the production of news in the field, - prepare the documentation for the agency news, or other news agency product, in accordance with the requirement of the editor, - produce an agency news, or other news agency product, - identify the problems in news reports and solve them, - evaluate and compare the production of news in news agencies and other media, - create specific news reports for various news agencies (public/private) and for different services of news agencies.	
Course content: - journalism in news agency, - specifics of newswire production (types of news products, continuous character of information, news prioritisation, communication with subscribers), - work with sources of information: gaining of information and its verification, - sourcing in agency news, - production of verbal, protographical, audio and audiovisual coverage of news agency with focus on the specifics of the newswire service, - creation of verbal news and other products for the news agency: practical implementation from preparation to the final product, - basic genres as models for the practical creation of the agency news, - newswire as a product; subscribers (media and other organizations) as a specific audience/target group of news agencies; public as direct audience of agency news, - specifics of the public and private news agencies.	
Recommended literature : FORET, M., M. LAPČÍK, M. a P. ORSÁG, 2008. <i>Mediální praxe: Základy žurnalistických profesí.</i> Olomouc: Katedra žurnalistiky Filozofické fakulty Univerzity Palackého v Olomouci. HLAVČÁKOVÁ, S., 2001. <i>Agentúrna žurnalistika.</i> Bratislava: Univerzita Komenského v Bratislave. ŠMÍD, M. a L. TRUNEČKOVÁ, 2009. <i>Novinář a jeho zdroje v digitální éře.</i> Praha: Karolinum. TRUNEČKOVÁ, L., 2011. <i>Zpráva v agentuře.</i> In: Osvaldová, B. a kol.: <i>Zpravodajství v médiích.</i> Praha: Karolinum. <i>Princípy agentúrneho spravodajstva [online]. Dostupné z: http://www.tasr.sk/o-agenture/principy-</i>	

agenturneho-spravodajstva

Standards and Values [online]. Dostupné z: <https://www.reutersagency.com/en/about/standards-values/>

Language which is necessary to complete the course: *Slovak, český*

Notes:

The core of teaching agency journalism practices is the practical preparation of agency reports and other news products. Teachers organize students' work in accordance with current intelligence tasks so that students in the first semester acquire basic competencies in the field of agency reporting and to develop or specify them in the next semester.

Course evaluation:

Total number of students evaluated: 160

A	B	C	D	E	FX
74%	18%	6%	2%	0%	1%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor Mgr. Ivana Tomečková, co-guarantor, examiner, seminary supervisor doc. Mgr. Michal Bočák, PhD., co-guarantor, examiner, seminary supervisor

Date of last change: 01.02.2022

Approved by: *prof. PhDr. Juraj Rusnák, CSc.*

COURSE DESCRIPTION

University: <i>University of Presov</i>						
Faculty/university workplace: <i>Faculty of Arts</i>						
Code: <i>IISM Km/PMEP1/22</i>				Course title: <i>Practicum of Media Production I</i>		
Type, scope and method of educational activity: Type of educational activity: <i>Seminar</i> Scope of educational activity: <i>2 hour per week, 60 per semester</i> Method of educational activity: <i>Combined</i>						
Number of credits: <i>4</i>						
Recommended semester: <i>1st year ST Media studies (MSB)</i>						
Study grade: <i>Bachelor</i>						
Prerequisites:						
Conditions for passing the course: Method of evaluation: <i>Continuous assessment</i> <i>Number of credits and time frame for the conditions of passing the course:</i> <i>- 4 credits = 120 hours</i> <i>- course teaching: 13 weeks 0 lecture / 2 seminar: 19.5 hrs.</i> <i>- individual work - preparation for the seminar, elaboration of the seminar work: 75.5 hours</i> <i>- independent study of professional literature: 25 hours</i> <i>The course is completed by continuous assessment. During the semester, the student processes, presents at the seminar and submits a seminar paper in the form of their own practical media output. This output will be evaluated as follows: formal page (50 points), content page (50 points).</i> <i>To obtain an A rating student must obtain at least 90%, to obtain a B rating 80%, to a C rating at least 70%, to a D rating 60%, to an E rating at least 50%. A student who obtains less than 50% will be graded FX.</i>						
Learning outcomes: <i>The graduate of the course can:</i> <i>- prepare and implement media output,</i> <i>- define the technical parameters necessary for the recording and formal rendering of media output,</i> <i>- design the distribution and media presentation of media output,</i> <i>- present own media output.</i>						
Course content: <i>Getting acquainted with work in a specific media area / in a specific type of media.</i> <i>- Preparatory phase of media production.</i> <i>- Implementation phase of media production.</i> <i>- Postproduction.</i> <i>- Proposals to ensure distribution and presentation.</i>						
Recommended literature : <i>HOCHĽOVÁ, V., 2001. Slovník novinárskej teórie a praxe. Nitra: Filozofická fakulta Univerzity Konštantína Filozofa v Nitre.</i> <i>MOCHŇACKÁ, B., E. PEKŇŠIAKOVÁ a L. REGRUTOVÁ, 2014. Základy rozhlasovej tvorby. Prešov: Prešovská univerzita v Prešove.</i> <i>MRLIAN, R. et al., 1990. Encyklopédia dramatických umení Slovenska. Bratislava: Veda.</i> <i>PEREBINOSOFF, P., B. GROSS a L. S. GROSS, 2005. Programming for TV, Radio, and the Internet: Strategy, Development, and Evaluation. Elsevier Science.</i> <i>REIFOVÁ, I. et al., 2004. Slovník mediální komunikace. Praha: Portál.</i> <i>RUSNÁK, J. et al., 2010. Texty elektronických médií. Prešov: Filozofická fakulta Prešovskej univerzity v Prešove.</i> <i>RUSNÁK, J., 2008. Textúry elektronických médií. Prešov: Filozofická fakulta Prešovskej univerzity.</i> <i>SLANČOVÁ, D., 2001. Základy praktickej rétoriky. Prešov: Náuka.</i> <i>TUROW, J., 2009. Media Today. New York: Routledge.</i>						
Language which is necessary to complete the course: <i>Slovak, English</i>						
Notes: <i>Due to the practical focus of the course, seminars can be taught in smaller study groups.</i>						
Course evaluation: Total number of students evaluated: <i>109</i>						
A		B		C		D
59%		15%		16%		2%
E		FX				
1%		8%				

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor Mgr. Viera Smoláková, PhD., co-guarantor, examiner, seminary supervisor Mgr. Jozef Mergeš, PhD., co-guarantor, examiner, seminary supervisor

Date of last change: 01.02.2022

Approved by: *prof. PhDr. Juraj Rusnák, CSc.*

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Arts</i>	
Code: <i>IISM Km/PMEP2/22</i>	Course title: <i>Practicum of Media Production 2</i>
Type, scope and method of educational activity: Type of educational activity: <i>Seminar</i> Scope of educational activity: <i>2 hour per week, 46 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: <i>4</i>	
Recommended semester: <i>2nd year WT Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites: <i>IISM Km/PMEP1/22 - Practicum of Media Production 1</i>	
Conditions for passing the course: Method of evaluation: <i>Continuous assessment</i> <i>Number of credits and time frame for the conditions of passing the course:</i> - 4 credits = 120 hours - course teaching: 13 weeks, 0 lecture/2 seminar: 19.5 hrs. - individual work - preparation for the seminar, implementation of the practical assignment (graphic, written, audit, audiovisual media content): 59.5 hours - independent study of professional literature: 41 hours <i>The subject is evaluated continuously. During the semester, the student prepares, presents at the seminar and submits a seminar paper in the form of own practical media outputs (in auditory form: news block, commentary, own session; in written form: transcript of news and journalistic recording, own session scenario). evaluated as follows: formal page (50 points), content page (50 points). To obtain an A rating, he must obtain at least 90%, to obtain an B rating 80%, to obtain a C rating at least 70%, to obtain a D rating 60%, to obtain an E rating at least 50%. A student who obtains less than 50% will be graded FX.</i>	
Learning outcomes: <i>know the basics of the selected media</i> <i>apply the knowledge to their own creative process</i>	
Course content: <i>Radio format. Target group. Radio prime time. Broadcasting structure.</i> <i>The characteristics of the radio environment. Dual radio broadcasting. Presentation of commercial broadcasting.</i> <i>The position of public radio. Transmission lines of SRO.</i> <i>Preparation and development of news texts.</i> <i>Preparation and development of publicistic texts.</i> <i>Creation of radio program. Screenplay.</i> <i>Creating radio program. Technical scenario.</i> <i>The creation of radio shows - recording I.</i> <i>The creation of radio shows - recording II and editing.</i>	
Recommended literature : <i>BENEŠ, M., 2020. Autorské právo v rozhlasovém vysílání. Praha: Leges.</i> <i>BLAŽEK, B., 1995. Tváří v tvář obrazovce. Praha: Slon.</i> <i>BOYD, A., 1995. Příručka pro novináře. Zpravodajství v rozhlase a televizi. Praha: CNŽ.</i> <i>BURTON, C. a J. JIRÁK, 2001. Úvod do studia médií. Brno: Barristera Principal.</i> <i>ČERTÍKOVÁ, H., 2012. Abeceda moderátora. Bratislava: Vysoká škola múzických umení.</i> <i>ČERTÍKOVÁ, H., 2008. Moderátor za mikrofónom. Bratislava: Vysoká škola múzických umení.</i> <i>DEUZE, M., 2012. Media Life. Život v médiách. Praha: Karolinum.</i> <i>DUBĚDA, T., 2005. Jazyky a jejich zvuky. Praha: Karolinum.</i> <i>HOČELOVÁ, V., 2001. Slovník novinárskej teórie a praxe. Nitra: Filozofická fakulta Univerzity Konštantína Filozofa v Nitre.</i> <i>JIRÁK, J. a B. KÖPPLOVÁ, 2003. Média a společnost. Stručný úvod do studia medií a mediální komunikace. Praha: Portál.</i> <i>LABÍK, L., 2013. Dramaturgia strihovej skladby. Neratovice: Verbum.</i> <i>LABÍK, L., 2013. Strihová skladba v spravodajských a publicistických televíznych žánroch. Bratislava: Filmová a televízna fakulta VŠMU.</i> <i>MACEK, J., 2015. Média v pohybu. Brno: Muni Press.</i>	

MOTAL, J. a kol., 2012. *Trendy v médiách II: Rozhlas a televízie*. Brno: Katedra mediálnych štúdií a žurnalistiky.

McQUAIL, D., 1999. *Úvod do teórie masovej komunikácie*. Praha: Portál.

MOCHŇACKÁ, B., R. PEKNUŠIAKOVÁ a L. REGRUTOVÁ, 2014. *Základy rozhlasovej tvorby*. Prešov: Prešovská univerzita v Prešove.

MRLIÁN, R. a kol., 1990. *Encyklopédia dramatických umení Slovenska*. Bratislava: Veda.

PEKNUŠIAKOVÁ, E., 2014. *Rozhlasová publicistika*. In: *Základy rozhlasovej tvorby*. Prešov: Prešovská univerzita v Prešove.

PEKNUŠIAKOVÁ, E., 2014. *Príprava na rozhlasové vysielanie*. In: *Základy rozhlasovej tvorby*. Prešov: Prešovská univerzita v Prešove.

PEKNUŠIAKOVÁ, E., 2013. *Technika dýchania a dychové cvičenia v procese výučby odboru masmediálne štúdiá - predmet Rečové praktikum 3*. In: *Jazyk a kultúra*, roč. 4, č. 15.

PEREBINOSOFF, P., B. GROSS a L. S. GROSS, 2005. *Programming for TV, Radio, and the Internet: Strategy, Development, and Evaluation*. Elsevier Science.

REIFOVÁ, I. a kol., 2004. *Slovník mediální komunikace*. Praha: Portál.

RUSNÁK, J. a kol., 2010. *Texty elektronických médií*. Prešov: Filozofická fakulta Prešovskej univerzity v Prešove.

RUSNÁK, J., 2008. *Textúry elektronických médií*. Prešov: Filozofická fakulta Prešovskej univerzity.

RUSNÁK, J., 2019. *Nové trendy v programovaní elektronických médií*. Prešov: Vydavateľstvo Prešovskej univerzity.

RUSS-MOHL, S. a H. BAKIČOVÁ, 2005. *Žurnalistika: Komplexní průvodce praktickou žurnalistikou*. Praha: Grada Publishing, a. s.

SLANČOVÁ, D., 2001. *Základy praktickej rétoriky*. Prešov: Náuka.

SLOVÁK, L., 1980. *Žánrové špecifiká rozhlasovej žurnalistiky*. Bratislava: Univerzita Komenského v Bratislave.

STEWART, P., 2016. *Broadcast Journalism*. Focal Press.

STURKEN, M. a T. L. CARTWRIGHT, 2010. *Studia vizuální kultury*. Praha: Portál.

ŠKVARENINOVÁ, O., 2004. *Rečová komunikácia*. Bratislava: SPN.

TUROW, J., 2009. *Media Today*. New York: Routledge.

TUŠER, A., 2010. *Ako sa robia noviny. (4. prepracované vydanie)*. Bratislava, Eurokódex.

TUŠER, A. a kol., 2010. *Praktikum mediálnej tvorby*. Bratislava: EUROKÓDEX, s. r. o.

ZVALOVÁ, R., 1999. *Keď si sadáme za mikrofón*. 1. vyd., Bratislava: LOGOS.

ŽANTOVSKÁ, I., 2015. *Rétorika a komunikace*. Praha: Dokořán.

VAŠIČKOVÁ, D., 2002. *Práca redaktora v televíznom prostredí*. Bratislava: Univerzita Komenského v Bratislave.

Language which is necessary to complete the course: Slovak, English, Czech

Notes:

Due to the practical focus of the course, seminars can be taught in smaller study groups.

Course evaluation:

Total number of students evaluated: 76

A	B	C	D	E	FX
86%	9%	0%	0%	0%	5%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor Mgr. Viera Smoláková, PhD., co-guarantor, examiner, seminary supervisor Mgr. Eva Peknušiová, PhD., co-guarantor, examiner, seminary supervisor

Date of last change: 01.02.2022

Approved by: prof. PhDr. Juraj Rusnák, CSc.

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Arts</i>	
Code: <i>IISM Km/PSYME/22</i>	Course title: <i>Psychology of Media</i>
Type, scope and method of educational activity: Type of educational activity: <i>Lecture, Seminar</i> Scope of educational activity: <i>1,1 hour per week, 30,30 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: <i>4</i>	
Recommended semester: <i>1st year ST Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Exam</i> <i>Number of credits and time frame for the conditions of passing the course:</i> - 4 credits = 120 hours - course teaching: 13 weeks 1 lecture/1 seminar: 19.5 hrs. - individual work - preparation for the seminar, elaboration of the seminar work: 60 hours - independent study of professional literature: 40.5 hours <i>The course is followed by an examination.</i> <i>Conditions of study results:</i> a) 30% of the successful presentation and defense of individual semestral work (project) in front of a group and active participation in seminars b) 70% written exam <i>To obtain evaluation A must get at least 90%, to get B 80%, to get C at least 70%, 60% to get D, E for evaluation of at least 50%. A student who receives less than 50%, will be evaluated as grade FX.</i>	
Learning outcomes: <i>The student will be able to have a critical and analytical view of the role of the media from the psychological aspect, it can apply psychological theories of media communication in practice and in creating and presenting media products. Acquire basic media competence and develop its media literacy. Can creative use of the media.</i>	
Course content: <i>Psychology as applied psychological disciplines. Mass communication as a psychological phenomenon.</i> <i>Mass communication as part of social communication, its main features from the perspective of social psychology.</i> <i>Theory of mass communication in social psychology.</i> <i>Communicator, communication resources in mass communication. Credibility and objectivity source. Major media types and their characteristics.</i> <i>The influence and impact of the media in the communication process. Persuasion in cognitive, emotional, behavioral, and in attitudes. Desirable and undesirable modes of intervention, media manipulation.</i> <i>Recipient audience in mass communication. Psychological characteristics of the audience, typology of audience polls.</i> <i>Advertising as a media phenomenon from the perspective of social psychology, strategy and advertising effectiveness.</i> <i>Dissemination of media violence and its consequences. Children's recipient and violence.</i> <i>Prospects for the development of media technology and its psychological consequences.</i> <i>Research methods of action of mass media.</i>	
Recommended literature : <i>BERNE, E., 2019. Ako sa ľudia hrajú. Psychológia ľudských vzťahov. Bratislava: Aktuell.</i> <i>GÁLIK, S., 2012. Psychologie přesvědčování. Praha: Grada.</i> <i>GILES, D., 2012. Psychologie médií. Praha: Grada.</i> <i>GREGOR, M. – VEJVODOVÁ, P., 2018. Nejlepší kniha o fake news. Brno: CPress.</i> <i>HALLIN D. C. a P. MANCINI, 2008. Systémy médií v postmoderním světě (Tři modely médií a politiky). Praha: Portál.</i> <i>HRADISKÁ, E., S. BREČKA a Z. VYBÍRAL, 2009. Psychológia médií. Bratislava: Eurokódex.</i> <i>HRADISKÁ, E., 2004. Vplyv médií (kap.XII. 3.), Verejná mienka (kap.XII.2.). In: KOLLÁRIK et al.: Sociálna</i>	

psychológia. Bratislava, FSaEV UK.
HUK, J., 2016. Sociologie médií. Praha: Univerzita J.A. Komenského Praha.
JAKUBOWICZ, K., 2013. Nová ekologie médií. Neratovice: Verbum.
JIRÁK, J. a B. KÖPPLOVÁ, 2009. Masová média. Praha: Portál.
Le BON, G., 2016. Psychológia davov. Bratislava: Eko-konzult
McQUAIL, D., 2002. Úvod do teorie masové komunikace. Praha: Portál.
NOVOTNÁ, E., 2010. Sociologie sociálních skupin. Praha: Grada.
REIFOVÁ, I. a kol., 2004. Slovník mediální komunikace. Praha: Portál.
REMIŠOVÁ, A., 2010. Etika médií. Bratislava: Kalligram.
SMOLÍK, J., 2010. Subkultury mládeže. Praha: Grada
URBAN, L. a kol., 2011. Masová komunikace a veřejné mínění. Praha: Grada.
VYBÍRAL, Z., 2009. Psychologie komunikace. Praha: Portál.
VYSEKALOVÁ, J. a R. KOMÁRKOVÁ, 2000. Psychologie reklamy. Praha: Grada.
VÝROST, J. a I. SLAMĚNÍK, 1998. Člověk a média: Psychologie masové komunikace. In: Aplikovaná sociální psychologie I. Praha: Portál.

Language which is necessary to complete the course: *Slovak, český*

Notes:

Course evaluation:					
Total number of students evaluated: 387					
A	B	C	D	E	FX
35%	21%	17%	9%	9%	9%

Lecturers:
prof. PhDr. Juraj Rusnák, CSc., guarantor *Mgr. Eva Peknušiaková, PhD., co-guarantor, lecturer, examiner, seminary supervisor*

Date of last change: *01.02.2022*

Approved by: *prof. PhDr. Juraj Rusnák, CSc.*

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Arts</i>	
Code: <i>IISM Km/PUBRE/22</i>	Course title: <i>Public Relations</i>
Type, scope and method of educational activity: Type of educational activity: <i>Lecture, Seminar</i> Scope of educational activity: <i>1,1 hour per week, 23,23 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: 3	
Recommended semester: <i>2nd year WT Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Continuous assessment</i> Number of credits and time frame for the conditions of passing the course: - 3 credits = 90 hours - course teaching: 13 weeks, 1 lecture / 1 seminar: 19.5 hrs. - individual work - preparation for the seminar, implementation of the practical assignment (graphic, written, audit, audiovisual media content), group project: 44.5 hours - independent study of professional literature: 26 hours <i>The course ends with a continuous assessment, which the student receives for group work on a PR project - analysis, planning, organization, implementation, control - evaluation and for a written knowledge test.</i> <i>To obtain a rating (partial and total) A must achieve at least 90%, to obtain a rating B 80%, to obtain a rating C at least 70%, to obtain a rating D 60%, to obtain an rating E at least 50%. A student who obtains less than 50% will be graded FX.</i> <i>The overall evaluation is calculated as the ratio of the evaluation of the practical part (results from the PR project): 40% to the knowledge part: 60%.</i>	
Learning outcomes: <i>The graduate of the course can:</i> - define the terms public relations - apply practical solutions of active and reactive PR (crisis management) - create a PR agenda using traditional and modern PR tools - analyze, plan, organize and implement a PR project - work as a speaker - manage reputation and image	
Course content: <i>Terminology and categorization of public relations, differentiation and participation of journalism and marketing, PR goals.</i> <i>History of public relations.</i> <i>Communication tools, media coverage, audience, community, third sector.</i> <i>Active and reactive PR.</i> <i>Effective communication of the company in cooperation with traditional and new PR tools.</i> <i>Organizational identity, system and organization of advertising agencies.</i> <i>PR management.</i> <i>Crisis communication.</i> <i>PR and propaganda (PSYOPS, PSYWAR)</i> <i>Intra- and extra-corporate public relations.</i> <i>CI - corporate identity. Corporate design, corporate communication, corporate culture, product organization.</i> <i>Public affairs and lobbying.</i> <i>New strategies in public relations.</i> <i>Interactive marketing and internet.</i> <i>Media relations.</i> <i>Project management, PR project, PR campaign. Measurement.</i>	
Recommended literature : <i>BAJČAN, R. 2003. Techniky Public Relations. Praha: Management Press.</i> <i>FTOREK, M. A. 2009. Public relations jako ovlivňování mínění. Praha: Grada Publishing.</i> <i>SVOBODA, V. 2006. Public relations – moderně a účinně. Praha: Grada Publishing.</i> <i>ŽÁRY, I. 1995. Public relations – cesta k úspěchu. Bratislava: Hevi.</i>	

ACHARYA, L. 1985. *Public Relations Environments. Journalism Quarterly.*
 BLACK, S. 1994. *Najúčinnější propagace – public relations. Praha: Grada Publishing.*
 GREEN, A. 2005. *Effective Communication Skills for Public Relations. London: Kogan Page.*
 JEFKINS, F. 1992. *Public Relations. 4th edition. Business M+E Handbooks. London: Pitman Publishing.*
 NĚMEC P. 1999. *Public relations: komunikace v konfliktních a krizových situacích. Praha: Management Press.*
 NĚMEC, P. 1993. *Public relations. Zásady komunikace s veřejností. Praha: Management Press.*
 SCOTT, D. M. 2008. *Nové pravidlá marketingu a PR (Ako efektívne využívať sociálne siete a médiá, blogy, správy, online video a virálny marketing na získavanie zákazníkov). Bratislava: Easton Books.*

Language which is necessary to complete the course: *Slovak, anglický, český*

Notes:

Course evaluation:

Total number of students evaluated: 93

A	B	C	D	E	FX
52%	24%	16%	4%	0%	4%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor Mgr. Eva Peknušiaková, PhD., co-guarantor, lecturer, examiner, seminary supervisor

Date of last change: *01.02.2022*

Approved by: *prof. PhDr. Juraj Rusnák, CSc.*

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Arts</i>	
Code: <i>IISM Km/PUSM1/22</i>	Course title: <i>Work in University/Student Mass Media 1</i>
Type, scope and method of educational activity: Type of educational activity: <i>Seminar</i> Scope of educational activity: <i>1 hour per week, 30 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: <i>2</i>	
Recommended semester: <i>1st year ST Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Credit</i> <i>Number of credits and time frame for the conditions of passing the course:</i> - <i>2 credits (student workload 60 hours)</i> - <i>individual work - preparation of outputs to student media and their editing: 45 hours</i> - <i>independent study of professional literature: 15 hours</i> <i>To complete the course, regular editorial work in the university media (Unipo Press, Rádio PaF, Mediálka TV) is necessary. The course is completed by credit, which the student receives for regular participation and fulfillment of ongoing tasks.</i>	
Learning outcomes: <i>The graduate of the course can:</i> - <i>work in a selected print or electronic medium,</i> - <i>organize work flexibly independently,</i> - <i>create news and journalistic genres (and formats),</i> - <i>acquire and demonstrate in practice the competencies of a sound engineer, lighting engineer and technician in an electronic medium.</i>	
Course content: - <i>Editorial work.</i> - <i>Creation of practical news and journalistic genres and formats in selected media.</i> - <i>The photo. Graphics. Cut.</i> - <i>Moderation.</i> - <i>Technology - camera, sound, light.</i>	
Recommended literature : <i>Adobe Photoshop CS6 (Oficiální výukový kurz), 2012. Praha: Computer Press.</i> <i>Adobe Premiere Pro CS4.(Oficiální výukový kurz), 2009. Praha: Computer Press.</i> <i>BUSSELLE, M., 2002. Jak lépe fotografovat barvu: kompozice & harmonie. Praha: Slovart.</i> <i>ČERTÍKOVÁ, H., 2012. Abeceda moderátora. Bratislava: VŠMU.</i> <i>Kolektiv autorov, 2003. Od mikrofonu k posluchačům. Praha: Český rozhlas.</i> <i>Kolektiv autorov, 2003. Kreativní fotografie od A do Z: více než 70 detailně popsanych fotografických technik. Brno: Computer Press.</i> <i>MISTRÍK, J., 2021. Štylistika. Bratislava: Veda.</i> <i>RONČÁKOVÁ, T. a Z. VANDÁKOVÁ, 2020. Slovenčina v médiách. Ružomberok: Verbum.</i> <i>TUŠER, A., 2010. Ako sa robia noviny. 4. preprac. vyd. Bratislava: Eurokódex.</i> <i>TUŠER, A., 2010. Praktikum mediálnej tvorby. Bratislava: Eurokódex.</i> <i>VYDROVÁ, J. a kol., 2017. Hlasová terapie. Havlíčkův Brod: Tobiaš.</i>	
Language which is necessary to complete the course: <i>Slovak, anglický, český</i>	
Notes: <i>To secure the course, university / student media managed by the workplace guaranteeing the course (department or institute), resp. with which the workplace cooperates. These media can also set their own conditions for working in them (eg bankruptcy, registration) and the student must comply with their internal regulations. The possibilities of working in the university / student medium are specified by the teacher of the subject.</i>	

Course evaluation:

Total number of students evaluated: 0

A	B	C	D	E	FX
0%	0%	0%	0%	0%	0%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor Mgr. Lenka Regrutová, PhD., co-guarantor, examiner, seminary supervisor Mgr. Eva Peknušiaková, PhD., co-guarantor, examiner, seminary supervisor Mgr. Jozef Mergeš, PhD., co-guarantor, examiner, seminary supervisor

Date of last change: 01.02.2022**Approved by:** *prof. PhDr. Juraj Rusnák, CSc.*

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Arts</i>	
Code: <i>IISM Km/PUSM2/22</i>	Course title: <i>Work in University/Student Massmedia 2</i>
Type, scope and method of educational activity: Type of educational activity: <i>Seminar</i> Scope of educational activity: <i>1 hour per week, 23 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: 2	
Recommended semester: <i>2nd year WT Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Credit</i> <i>Number of credits and time frame for the conditions of passing the course:</i> - 2 credits (student workload 60 hours) - individual work - preparation of outputs to student media and their editing: 45 hours - independent study of professional literature: 15 hours <i>To complete the course, regular editorial work in the university media (Unipo Press, Rádio PaF, Mediálka TV) is necessary. The course is completed by credit, which the student receives for regular participation and fulfillment of ongoing tasks.</i>	
Learning outcomes: <i>The graduate of the course can:</i> - work in a selected print or electronic medium, - organize work flexibly independently, - create news and journalistic genres (and formats), - acquire and demonstrate in practice the competencies of a sound engineer, lighting engineer and technician in an electronic medium.	
Course content: - Editorial work. - Creation of practical news and journalistic genres and formats in selected media. - The photo. Graphics. Cut. - Moderation. - Technology - camera, sound, light.	
Recommended literature : <i>Adobe Photoshop CS6 (Oficiální výukový kurz), 2012. Praha: Computer Press.</i> <i>Adobe Premiere Pro CS4.(Oficiální výukový kurz), 2009. Praha: Computer Press.</i> <i>BENEŠ, M., 2020. Autorské právo v rozhlasovém vysílání. Praha: Leges.</i> <i>BLAŽEK, B., 1995. Tváří v tvář obrazovce. Praha: Slon.</i> <i>BOYD, A., 1995. Příručka pro novináře. Zpravodajství v rozhlase a televizi. Praha: CNŽ.</i> <i>BURTON, C. a J. JIRÁK. 2001. Úvod do studia médií. Brno: Barristera Principal.</i> <i>ČERTÍKOVÁ, H., 2012. Abeceda moderátora. Bratislava: Vysoká škola múzických umení.</i> <i>ČERTÍKOVÁ, H., 2008. Moderátor za mikrofónom. Bratislava: Vysoká škola múzických umení.</i> <i>DEUZE, M., 2012. Media Life. Život v médiách. Praha: Karolinum.</i> <i>DUBĚDA, T., 2005. Jazyky a jejich zvuky. Praha: Karolinum.</i> <i>HOČELOVÁ, V., 2001. Slovník novinárskej teórie a praxe. Nitra: Filozofická fakulta Univerzity Konštantína Filozofa v Nitre.</i> <i>JIRÁK, J. a B. KÖPPLOVÁ, 2003. Média a společnost. Stručný úvod do studia medií a mediální komunikace. Praha: Portál.</i> <i>LABÍK, L., 2013. Dramaturgia strihovej skladby. Neratovice: Verbum.</i> <i>LABÍK, L., 2013. Strihová skladba v spravodajských a publicistických televíznych žánroch. Bratislava: Filmová a televízna fakulta VŠMU.</i> <i>MACEK, J., 2015. Média v pohybu. Brno: Muni Press.</i> <i>MOTAL, J. a kol., 2012. Trendy v médiách II: Rozhlas a televize. Brno: Katedra mediálních studií a žurnalistiky.</i> <i>McQUAIL, D., 1999. Úvod do teórie masové komunikace. Praha: Portál.</i> <i>MOCHŇACKÁ, B., E. PEKNUŠIAKOVÁ a L. REGRUTOVÁ. 2014. Základy rozhlasovej tvorby. Prešov: Prešovská univerzita v Prešove.</i>	

MRLIAN, R. a kol., 1990. *Encyklopédia dramatických umení Slovenska*. Bratislava: Veda.

PEKNUŠIAKOVÁ, E., 2014. Rozhlasová publicistika. In: *Základy rozhlasovej tvorby*. Prešov: Prešovská univerzita v Prešove.

PEKNUŠIAKOVÁ, E., 2014. Príprava na rozhlasové vysielanie. In: *Základy rozhlasovej tvorby*. Prešov: Prešovská univerzita v Prešove.

PEKNUŠIAKOVÁ, E., 2013. *Technika dýchania a dychové cvičenia v procese výučby odboru masmediálne štúdiá - predmet Rečové praktikum 3*. In: *Jazyk a kultúra*, roč. 4, č. 15.

PEREBINOSOFF, P., B. GROSS a L. S. GROSS. 2005. *Programming for TV, Radio, and the Internet: Strategy, Development, and Evaluation*. Elsevier Science.

REIFOVÁ, I. a kol., 2004. *Slovník mediální komunikace*. Praha: Portál.

RUSNÁK, J. a kol., 2010. *Texty elektronických médií*. Prešov: Filozofická fakulta Prešovskej univerzity v Prešove.

RUSNÁK, J., 2008. *Textúry elektronických médií*. Prešov: Filozofická fakulta Prešovskej univerzity.

RUSNÁK, J., 2019. *Nové trendy v programovaní elektronických médií*. Prešov: Vydavateľstvo Prešovskej univerzity.

RUSS-MOHL, S. a H. BAKIČOVÁ, 2005. *Žurnalistika: Komplexní průvodce praktickou žurnalistikou*. Praha: Grada Publishing, a. s.

SLANČOVÁ, D., 2001. *Základy praktickej rétoriky*. Prešov: Náuka.

SLOVÁK, L., 1980. *Žánrové špecifiká rozhlasovej žurnalistiky*. Bratislava: Univerzita Komenského v Bratislave.

STEWART, P., 2016. *Broadcast Journalism*. Focal Press.

STURKEN, M. a L. CARTWRIGHT. 2010. *Studia vizuální kultury*. Praha: Portál.

ŠKVARENINOVÁ, O., 2004. *Rečová komunikácia*. Bratislava: SPN.

TUROW, J., 2009. *Media Today*. New York: Routledge.

TUŠER, A., 2010. *Ako sa robia noviny. (4. prepracované vydanie)*. Bratislava, Eurokódex.

TUŠER, A. a kol., 2010. *Praktikum mediálnej tvorby*. Bratislava: EUROKÓDEX, s. r. o.

VAŠIČKOVÁ, D., 2002. *Práca redaktora v televíznom prostredí*. Bratislava: Univerzita Komenského v Bratislave.

ZVALOVÁ, R., 1999. *Keď si sadáme za mikrofón. 1. vyd.*, Bratislava: LOGOS.

ŽANTOVSKÁ, I., 2015. *Rétorika a komunikace*. Praha: Dokořán..

Language which is necessary to complete the course: *Slovak, anglický, český*

Notes:

To secure the course, university / student media managed by the workplace guaranteeing the course (department or institute), resp. with which the workplace cooperates. These media can also set their own conditions for working in them (eg bankruptcy, registration) and the student must comply with their internal regulations. The possibilities of working in the university / student medium are specified by the teacher of the subject.

Course evaluation:

Total number of students evaluated: 0

A	B	C	D	E	FX
0%	0%	0%	0%	0%	0%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor Mgr. Lenka Regrutová, PhD., co-guarantor, examiner, seminary supervisor Mgr. Jozef Mergeš, PhD., co-guarantor, examiner, seminary supervisor Mgr. Eva Peknušiaková, PhD., co-guarantor, examiner, seminary supervisor

Date of last change: 01.02.2022

Approved by: *prof. PhDr. Juraj Rusnák, CSc.*

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Arts</i>	
Code: <i>IISM Km/REPRI/22</i>	Course title: <i>Speech Practicum I</i>
Type, scope and method of educational activity: Type of educational activity: <i>Seminar</i> Scope of educational activity: <i>1 hour per week, 23 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: 2	
Recommended semester: <i>2nd year WT Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites: <i>IISM Km/OEJAK/22 - Orthoepy and Language Culture</i>	
Conditions for passing the course: Method of evaluation: <i>Credit</i> <i>Number of credits and time frame for the conditions of passing the course:</i> - 2 credits = 60 hours - course teaching: 13 weeks, 1 seminar: 9.75 hrs. - individual work - preparation for seminars and elaboration of partial tasks: 35 hours - independent study of professional literature: 15.25 hrs. - regular and active participation in learning, - conscientious performance of assigned tasks in accordance homework instructions from teacher, - continuous and adequate presentation of the results of preparation for teaching. <i>The student will receive a credit if he / she meets all the above conditions during the semester.</i>	
Learning outcomes: <i>The student is able to:</i> - Correctly articulate the implementation of their own spoken language; - Distinction between literary and non-literary phenomena in pronunciation, especially strongly distinguish between correct and incorrect articulation; - Perceived quality of spoken language themselves and others; - To recognize errors in the spoken language and to remedy them.	
Course content: <i>Course content consists mainly of the following areas:</i> - Introduction (and continuous) evaluation of speech and individual identification of the bottlenecks. - Preparation for speaking skills. - Orthoepic training segments. - Orthoepic training suprasegmental. - Practicing correct pronunciation in a prepared speech. - Practicing correct pronunciation in spontaneous speech	
Recommended literature : <i>ČERTÍKOVÁ, H., 2001. Ako zvládnuť...hlasovú techniku, ortoepiu, interpretáciu textov. Bratislava: Slovenský rozhlas.</i> <i>ČERTÍKOVÁ, H., 2012. Abeceda moderátora. Bratislava: VŠMU.</i> <i>DVONČOVÁ, J., 1980. Fyziologická fonetika. Bratislava: Slovenské pedagogické nakladateľstvo.</i> <i>FINDRA, J., 2013. Jazyková komunikácia a kultúra vyjadrovania. Martin: Osveta.</i> <i>FINDRA, J., 1989. Stavba a prednes rečníckeho prejavu. Martin: Osveta.</i> <i>GROHOVÁ, E., 2004. Vademecum prednesu II – praktické cvičenia, reč, prednes. Košice: Krajské osvetové stredisko v Košiciach.</i> <i>KRÁL, Á., 2016. Pravidlá slovenskej výslovnosti. 3. vyd. Martin: Matica slovenská.</i> <i>SABOL, J., I. BÓNOVÁ a M. SOKOLOVÁ, 2006. Kultúra hovoreného prejavu. Prešov: Filozofická fakulta Prešovskej univerzity v Prešove.</i> <i>SLANČOVÁ, D., 2001. Základy praktickej rétoriky. Prešov: Náuka.</i> <i>VYDROVÁ, J. a kol., 2017. Hlasová terapie. Havlíčkův Brod: Tobiáš.</i> <i>ZVALOVÁ, J., 1999. Keď si sadáme za mikrofón. Bratislava: Logos.</i> <i>ZVALOVÁ, J., 2007. Čo musíme vedieť ešte predtým, ako začneme hovoriť. Trnava: FMK UCM.</i>	
Language which is necessary to complete the course: <i>Slovak</i>	
Notes: <i>Due to the practical focus of the course, seminars can be taught in smaller study groups.</i>	

Course evaluation:

Total number of students evaluated: 0

A	B	C	D	E	FX
0%	0%	0%	0%	0%	0%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor Ing. Marianna Kraviarová, PhD., co-guarantor, examiner, seminary supervisor doc. Mgr. Michal Bočák, PhD., co-guarantor, examiner, seminary supervisor Mgr. Lenka Regrutová, PhD., co-guarantor, examiner, seminary supervisor Mgr. Eva Peknušiaková, PhD., co-guarantor, examiner, seminary supervisor

Date of last change: 01.02.2022**Approved by:** *prof. PhDr. Juraj Rusnák, CSc.*

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Arts</i>	
Code: <i>IISM Km/REPR2/22</i>	Course title: <i>Speech Practicum 2</i>
Type, scope and method of educational activity: Type of educational activity: <i>Seminar</i> Scope of educational activity: <i>1 hour per week, 30 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: <i>2</i>	
Recommended semester: <i>2nd year ST Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites: <i>IISM Km/REPR1/22 - Speech Practicum 1</i>	
Conditions for passing the course: Method of evaluation: <i>Credit</i> <i>Number of credits and time frame for the conditions of passing the course:</i> - 2 credits = 60 hours - course teaching: 13 weeks, 1 seminar: 9.75 hrs. - individual work - preparation for seminars and elaboration of partial tasks: 35 hours - independent study of professional literature: 15.25 hrs. - regular and active participation in teaching, - conscientious fulfillment of assigned homework tasks in accordance with the teacher's instructions, - continuous and adequate presentation of the results of the preparation for teaching. <i>A student will receive a credit if he / she meets all the above conditions during the semester.</i>	
Learning outcomes: <i>The graduate of the course can:</i> - master the literary form of the Slovak language in spoken speech, - apply in a speech the principles of its adequate preparation and proper implementation, - distinguish between different styles of spoken expressions and be able to apply them in the realization of one's own speech, - deliver a prepared and improvised speech in the required quality, - use the nonverbal side of speech adequately and effectively.	
Course content: <i>The content of the course consists mainly of the following areas:</i> - Initial (and ongoing) evaluation of individual speech expressions and identification of their problem areas. - Fixation of acquired speech (articulation) skills. - Training of more complex speech skills. - Training in contextual, situationally adequate nonverbal communication. - Improvisation training in spoken expression. - Practice of differentiation of spoken expressions (according to style, medium, etc.).	
Recommended literature : <i>DVONČOVÁ, J. 1980. Fyziologická fonetika. Bratislava: Slovenské pedagogické nakladateľstvo.</i> <i>FINDRA, J., 2013. Jazyková komunikácia a kultúra vyjadrovania. Martin: Osveta.</i> <i>FINDRA, J., 1989. Stavba a prednes rečníckeho prejavu. Martin: Osveta.</i> <i>GROHOVÁ, E., 2004. Vademecum prednesu II – praktické cvičenia, reč, prednes. Košice: Krajské osvetové stredisko v Košiciach.</i> <i>KRÁL, Á., 2016. Pravidlá slovenskej výslovnosti. 3. vyd. Bratislava: Slovenské pedagogické nakladateľstvo.</i> <i>MISTRÍK, J., 1997. Štylistika. 3. upr. vyd. Bratislava: Slovenské pedagogické nakladateľstvo.</i> <i>SABOL, J., I. BÓNOVÁ a M. SOKOLOVÁ, 2006. Kultúra hovoreného prejavu. Prešov: Filozofická fakulta Prešovskej univerzity v Prešove.</i> <i>SLANČOVÁ, D., 1996. Praktická štylistika. (Štylistická príručka). 2. vyd. Prešov: Filozofická fakulta UPJŠ a Slovacontact.</i> <i>SLANČOVÁ, D., 2001. Základy praktickej rétoriky. Prešov: Náuka.</i> <i>ZVALOVÁ, J., 2007. Čo musíme vedieť ešte predtým, ako začneme hovoriť. Trnava: FMK UCM.</i> <i>ZVALOVÁ, J., 1999. Keď si sadáme za mikrofón. Bratislava: Logos.</i>	
Language which is necessary to complete the course: <i>Slovak</i>	
Notes: <i>Due to the practical focus of the course, seminars can be taught in smaller study groups.</i>	

Course evaluation:

Total number of students evaluated: 0

A	B	C	D	E	FX
0%	0%	0%	0%	0%	0%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor Mgr. Lenka Regrutová, PhD., co-guarantor, examiner, seminary supervisor Ing. Marianna Kraviarová, PhD., co-guarantor, examiner, seminary supervisor Mgr. Eva Peknušiaková, PhD., co-guarantor, examiner, seminary supervisor doc. Mgr. Michal Bočák, PhD., co-guarantor, examiner, seminary supervisor

Date of last change: 01.02.2022**Approved by:** *prof. PhDr. Juraj Rusnák, CSc.*

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Arts</i>	
Code: <i>IISM Km/RETME/22</i>	Course title: <i>Advertising Text in Media</i>
Type, scope and method of educational activity: Type of educational activity: <i>Lecture, Seminar</i> Scope of educational activity: <i>1,1 hour per week, 30,30 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: <i>4</i>	
Recommended semester: <i>1st year ST Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Continuous assessment</i> Number of credits and time frame for the conditions of passing the course: - 4 credits (student load 120 hours) - course teaching: 13 weeks 1 lecture/1 seminar: 19.5 hrs. - individual work - preparation for the seminar, elaboration of the seminar work: 60 hours - independent study of professional literature: 40.5 hours <i>The course is completed by continuous assessment. During the semester, the student processes, presents at the seminar and submits the final work (interpretation of a selected phenomenon from the environment of advertising communication in the media environment or their own advertising campaign project designed for implementation in the media environment).</i> <i>To obtain evaluation A must get at least 90%, to get B 80%, to get C at least 70%, 60% to get D, E for evaluation of at least 50%. A student who receives less than 50%, will be evaluated as grade FX.</i>	
Learning outcomes: <i>The graduate of the course can:</i> - identify the main problems with the dissemination of advertising in the media environment, - define and interpret basic concepts of advertising communication, - identify basic trends in the development of advertising in the mass media environment, - identify and analyze the basic components of the text of the advertising communication, - describe and implement the basic principles in the creation, dissemination and reception of advertising campaigns in the media environment, - analyze the nature of the work of advertising agencies and measure the effectiveness of their activities in the media environment.	
Course content: <i>Traditional and modern definitions of advertising communication. Specific features of advertising dissemination in print and electronic media environments. Division of advertising communication according to the area of life in which it is applied (commercial, political and social advertising) and according to function (informative, persuasive, comparative and long-term advertising).</i> <i>Basic stages of the development of advertising communication in the media environment. Advertising text in the period before the advent of mass media. Advertising and advertising agencies. Merger of advertising and media communication in XX. century. The structure of the advertising text: advertising slogan, copy, logo. Basic definition, characteristics. Basic properties of advertising texture: idealization, simplification, stereotyping. Basic algorithms of advertising communication. Rules of slogan creation. The process of creating, distributing and receiving advertising. Advertising campaign and its stages. Promotion, branding, rebranding, positioning, briefing. Teasing and new forms of advertising in the media environment.</i> <i>Advertising agencies and their role in the dissemination of advertising in the media environment. Basic characteristics, activities of an advertising agency and its department.</i> <i>Electronic media programming and advertising. Programming techniques and advertising strategy of commercial media. Genres of ad texts in the media environment. Advertisement, advertising interview, advertising spot. Infomercials and their forms in contemporary media. Trailer, jingle. Trailer, teaser.</i> <i>Persuasion and propaganda and their use in the advertising environment. Types of propaganda: economic, military, cultural. Escapism.</i>	

Research of advertising texts in mediologically oriented literature. Advertising text as a semiotic structure. Social, psychological and cultural aspects of interpretation of advertising text.

Recommended literature :

CRHA, J. a Z. KŘÍŽEK, 1998. *Jak psát reklamní text.* Praha: Grada Publishing.

EWEN, S. B., 1989. *Advertising. 2. History of Advertising.* In: BARNOUW, E. et al. *International Encyclopedia of Communications.* I. vyd. New York – Oxford: Oxford University Press. Vol. I. – IV. Vol. I.

HORŇÁK, P., 2001. *Reklama.* Bratislava: Verbum.

OGILVY, D., 2007. *O reklamě.* Praha: Management Press.

Radio-Television Terms & Definitions, 2006. *Traffic Directors Guild of America: San Juan Capistrano CA.*

RUSNÁK, J., 2002. *Správy z druhej ruky. Komunikačné stereotypy a ich fungovanie v médiách.* Prešov: FF PU v Prešove.

SCHELLMANN, B., P. GAIDA, M. GLASER a T. KEGEL, 2004. *Média. Základní pojmy, návrhy, výroba.* Praha: Sobotáles.

TELLIS, G., 2000. *Reklama a podpora prodeje.* Praha: Grada Publishing.

TOSCANI, O., 1996. *Reklama je navoňaná zdochlina.* Bratislava: Slovart.

VYSEKALOVÁ, J. a R. KOMÁRKOVÁ, 2000. *Psychologie reklamy.* Praha: Grada Publishing.

Language which is necessary to complete the course: *Slovak, anglický, český*

Notes:

Course evaluation:

Total number of students evaluated: 239

A	B	C	D	E	FX
41%	33%	14%	2%	1%	8%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor, co-guarantor, lecturer, examiner Mgr. Eva Peknušiaková, PhD., co-guarantor, examiner, seminary supervisor

Date of last change: 01.02.2022

Approved by: *prof. PhDr. Juraj Rusnák, CSc.*

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Arts</i>	
Code: <i>IISM Km/STVC1/22</i>	Course title: <i>Student Research Activity 1</i>
Type, scope and method of educational activity: Type of educational activity: <i>Seminar</i> Scope of educational activity: <i>1 hour per week, 30 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: 2	
Recommended semester: <i>2nd year ST Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Credit</i> <i>Number of credits and time frame for the conditions of passing the course:</i> - 2 credits (student workload 60 hours) - individual work - preparation of a contribution to a scientific event: 30 hours - completion of consultations of the paper with the selected teacher: 10 hours - independent study of professional literature: 20 hours <i>The conditions for completing the course are:</i> - continuous individual preparation of the contribution to the (student) scientific event, - consulting the paper with the selected teacher and following the relevant recommendations, - personal presentation of one's own contribution at a (student) scientific event. <i>A student will receive a credit if he / she meets all the above conditions during the semester.</i>	
Learning outcomes: <i>The graduate of the course can:</i> - work on their own media research, - present and defend the results of their own analytical work in front of a professional audience.	
Course content: - Selection of the topic of the paper for a (student) scientific event. - Study of theoretical and methodological resources. - Ongoing individual consultations. - Realization of research. - Preparation of the paper. - Presentation of a paper at a (student) scientific event.	
Recommended literature : <i>ČMEJRKOVÁ, S., F. DANEŠ a J. SVĚTLÁ, 1999. Jak napsat odborný text. Praha: Leda.</i> <i>MEŠKO, D., D. KATUŠČÁK a kol., 2005. Akademická příručka. 2. dopln. vyd. Martin: Osveta.</i> <i>SILVERMAN, D., 2005. Ako robiť kvalitatívny výskum: Praktická príručka. Bratislava: Ikar.</i> <i>ŠANDEROVÁ, J., 2007. Jak číst a psát odborný text ve společenských vědách. Praha: Slon.</i> <i>TRAMPOTA, T. a M. VOJTĚCHOVSKÁ, 2010. Metody výzkumu médií. Praha: Portál.</i> <i>Smernica PU o náležitostiach záverečných prác, ich bibliografickej registrácii, kontrole originality, uchovávaní a sprístupňovaní [online]. https://www.pulib.sk/web/data/pulib/subory/stranka/ezp-smernica2019.pdf</i>	
Language which is necessary to complete the course: <i>Slovak, český</i>	
Notes: <i>The student usually presents his / her contribution at the Student Scientific Conference, regularly organized at the Faculty of Arts of the University of Prešov in Prešov, as well as its individual workplaces (institutes) during the summer semester of the academic year. With the prior consent of the subject teacher, it may also be a performance at a similar event of scientific / professional focus. In accordance with the focus of his / her contribution, the student chooses a consultant from the teachers at the institute, with whom he / she regularly or according to the agreement consults primarily the content of his / her presentation. He is also obliged to follow the current information and instructions for the organization of the event on the website of the faculty and the institute and to follow them. The schedule of teaching is adapted to the preparation of the paper (continuous, block, or combined teaching) and the date of the scientific event.</i> <i>The teacher of the course ensures the coordination of students' work and the registration of the course evaluation in the MAIS.</i>	

Course evaluation:

Total number of students evaluated: 0

A	B	C	D	E	FX
0%	0%	0%	0%	0%	0%

Lecturers:*prof. PhDr. Juraj Rusnák, CSc., guarantor Mgr. Lenka Regrutová, PhD., co-guarantor, examiner***Date of last change:** 01.02.2022**Approved by:** *prof. PhDr. Juraj Rusnák, CSc.*

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Arts</i>	
Code: <i>IISM Km/STVC2/22</i>	Course title: <i>Student Research Activity 2</i>
Type, scope and method of educational activity: Type of educational activity: <i>Seminar</i> Scope of educational activity: <i>1 hour per week, 30 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: 2	
Recommended semester: <i>3rd year ST Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Credit</i> <i>Number of credits and time frame for the conditions of passing the course:</i> - 2 credits (student workload 60 hours) - individual work - preparation of a contribution to a scientific event: 30 hours - completion of consultations of the paper with the selected teacher: 10 hours - independent study of professional literature: 20 hours <i>The conditions for completing the course are:</i> - continuous individual preparation of the contribution to the (student) scientific event, - consulting the paper with the selected teacher and following the relevant recommendations, - personal presentation of one's own contribution at a (student) scientific event. <i>A student will receive a credit if he / she meets all the above conditions during the semester.</i>	
Learning outcomes: <i>The graduate of the course can:</i> - work on their own media research, - present and defend the results of their own analytical work in front of a professional audience.	
Course content: - Selection of the topic of the paper for a (student) scientific event. - Study of theoretical and methodological resources. - Ongoing individual consultations. - Realization of research. - Preparation of the paper. - Presentation of a paper at a (student) scientific event.	
Recommended literature : <i>ČMEJRKOVÁ, S., F. DANEŠ a J. SVĚTLÁ, 1999. Jak napsat odborný text. Praha: Leda.</i> <i>MEŠKO, D., D. KATUŠČÁK a kol., 2005. Akademická příručka. 2. dopln. vyd. Martin: Osveta.</i> <i>SILVERMAN, D., 2005. Ako robiť kvalitatívny výskum: Praktická príručka. Bratislava: Ikar.</i> <i>ŠANDEROVÁ, J., 2007. Jak číst a psát odborný text ve společenských vědách. Praha: Slon.</i> <i>TRAMPOTA, T. a M. VOJTĚCHOVSKÁ, 2010. Metody výzkumu médií. Praha: Portál.</i> <i>Web:</i> https://www.pulib.sk/web/data/pulib/subory/stranka/ezp-smernica2019.pdf (Smernica o náležitostiach záverečných prác, ich bibliografickej registrácii, kontrole originality, uchovávaní a sprístupňovaní, 2019)	
Language which is necessary to complete the course: <i>Slovak, český</i>	
Notes: <i>The student usually presents his / her contribution at the Student Scientific Conference, regularly organized at the Faculty of Arts of the University of Prešov in Prešov, as well as its individual workplaces (institutes) during the summer semester of the academic year. With the prior consent of the subject teacher, it may also be a performance at a similar event of scientific / professional focus. In accordance with the focus of his / her contribution, the student chooses a consultant from the teachers at the institute, with whom he / she regularly or according to the agreement consults primarily the content of his / her presentation. He is also obliged to follow the current information and instructions for the organization of the event on the website of the faculty and the institute and to follow them. The schedule of teaching is adapted to the preparation of the paper (continuous, block, or combined teaching) and the date of the scientific event.</i> <i>The teacher of the course ensures the coordination of students' work and the registration of the course evaluation in the MAIS.</i>	

Course evaluation:

Total number of students evaluated: 0

A	B	C	D	E	FX
0%	0%	0%	0%	0%	0%

Lecturers:*prof. PhDr. Juraj Rusnák, CSc., guarantor Mgr. Lenka Regrutová, PhD., co-guarantor, examiner***Date of last change:** 01.02.2022**Approved by:** *prof. PhDr. Juraj Rusnák, CSc.*

COURSE DESCRIPTION

University: <i>University of Presov</i>					
Faculty/university workplace: <i>Faculty of Arts</i>					
Code: <i>IISM Km/STZSKB/22</i>			Course title: <i>Final State Exam</i>		
Type, scope and method of educational activity: Type of educational activity: Scope of educational activity: <i>per semester</i> Method of educational activity: <i>Attendance</i>					
Number of credits: <i>6</i>					
Recommended semester: <i>3rd year ST Media studies (MSB)</i>					
Study grade: <i>Bachelor</i>					
Prerequisites:					
Conditions for passing the course: Method of evaluation: <i>State exam</i> <i>Successful completion of university studies is conditional on passing a state exam or state exams. This exam will complete full-time study in bachelor's degree programs. The schedule for the implementation of exams is determined by the internal regulations of the faculty. The student is obliged to register for the next date of the state exam after graduation. Failure to apply for this deadline is considered a failure to comply with the obligations of the study regulations, for which the student may be expelled from the study. The state examination will be performed before the examination commission for the state examination.</i> <i>To obtain an A rating, he must obtain at least 90%, to obtain an B rating 80%, to obtain a C rating at least 70%, to obtain a D rating 60%, to obtain an E rating at least 50%. A student who obtains less than 50% will be graded FX.</i>					
Learning outcomes: <i>The graduate of the course can:</i> <i>- identify and explain the basic aspects of media production, dissemination and reception,</i> <i>- analyze and evaluate the operation of the media in a socio-cultural context and analyze the media text using basic media analysis techniques,</i> <i>- present the ability to create, evaluate and edit cultivated communications in the media,</i> <i>- use acquired communication skills when working in the media.</i>					
Course content: <i>Answering questions from the areas of the state final exam. The topics will be specified on the faculty's website in the relevant academic year - http://www.unipo.sk/filozoficka-fakulta/isms/studenti/statne-skusky-obhajoby/</i>					
Recommended literature :					
Language which is necessary to complete the course: <i>Slovak</i>					
Notes: <i>Prerequisites and co-requisites: all compulsory subjects of the study program, obtaining a sufficient number of credits in the required composition and submission of the final thesis.</i> <i>The conditions are characterized in the document - http://www.unipo.sk/public/media/16713/info_FF_statnice.pdf</i>					
Course evaluation: Total number of students evaluated: <i>161</i>					
A		B		C	
11%		21%		24%	
D		E		FX	
17%		16%		11%	
Lecturers: <i>prof. PhDr. Juraj Rusnák, CSc., guarantor, co-guarantor doc. Mgr. Pavol Markovič, PhD., co-guarantor prof. Mgr. Martina Ivanová, PhD., co-guarantor doc. Mgr. Michal Bočák, PhD., co-guarantor doc. PhDr. Peter Karpinský, PhD., co-guarantor</i>					
Date of last change: <i>01.02.2022</i>					
Approved by: <i>prof. PhDr. Juraj Rusnák, CSc.</i>					

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Arts</i>	
Code: <i>IISM Km/TEPSP/22</i>	Course title: <i>Theory of Politics, State and Law</i>
Type, scope and method of educational activity: Type of educational activity: <i>Lecture, Seminar</i> Scope of educational activity: <i>1,1 hour per week, 30,30 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: <i>4</i>	
Recommended semester: <i>3rd year ST Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Continuous assessment</i> Number of credits and time frame for the conditions of passing the course: - 4 credits = 120 hours - course teaching: 10 weeks; 1 lecture/1 seminar, number of teaching hours: 15 hours - individual work - preparation for the seminar, preparation for testing: 68 hours - independent study of professional literature: 37 hours The final grade from the subject takes into account: a) active participation in seminar classes (preparation, activity in lectures and seminars) (b) the result of the final test c) evaluation from the oral debate Evaluation: A (100 – 90 %) – excellent B (89 – 80 %) – very good C (79 – 70 %) – good D (69 – 60 %) – satisfactory E (59 – 50 %) – enough FX (49 a less %) – failed	
Learning outcomes: Course objectives: The course's lectures and seminars aim to introduce media studies students to a basic knowledge of the theory of politics, state and law in the broader context of social sciences. First, students will analyse the basic terminology used in political and legal science. Second, they will acquaint themselves with the subject and content of political and legal science. Third, they will overview essential topics and approaches in contemporary political science. The central topics of lectures and seminars are: issues of the state, democracy, political systems and elections, analysis and classification of democratic forms of government, development and function of political parties and interest groups, the position and power of the media in a democratic system. The course is realised for the third year of bachelor level in abbreviated mode (10 weeks). Students will individually prepare for the seminar lessons selected terms in law, political science and sociology, which will be the subject of the final written or the online test, which will take place in the last week of the semester. Practical benefits of the course: Media studies students can apply individual knowledge in practice as potential moderators or journalists. By gaining a basic overview of particular topics, they can understand individual concepts, relationships and contexts within political and legal issues.	
Course content: <i>State</i> <i>The Constitution</i> <i>Democracy and various forms of democracy</i> <i>Totalitarianism and other forms of non-democratic regimes</i> <i>Forms of government and state structure</i> <i>Parliaments</i> <i>Political and electoral systems, political parties</i> <i>Ideologies and Political Sciences</i>	

Recommended literature :

BALÍK, S. a M. KUBÁT, 2012. *Teorie a praxe nedemokratických režimů*. Praha: Dokořán.

BARDOVIČ, J., 2021. *Volby a volebné systémy*. Trnava: UCM FSV.

DANČIŠIN, V., 2014. *Volby a volebné systémy. Terminologické penzum*. Prešov: Prešovská univerzita v Prešove.

DANICS, Š., J. DUBSKÝ a L. URBAN, 2019. *Základy sociologie a politologie*. 4. vyd. Plzeň: Vydavatelství a nakladatelství Aleš Čeněk, s.r.o.

DUDINSKÁ, I. a kol., 2018. *Politologické penzum*. 2 vyd. Prešov: Vydavateľstvo Prešovskej univerzity.

HEYWOOD, A., 2008. *Politologie*. 3. vyd. Plzeň: Vydavatelství Aleš Čeněk, s.r.o.

CHOVANEK, J. a V. S. HOTÁR, 2019. *Politológia: terminologický a výkladový slovník*. 2. vyd. Bratislava: Procom / Martin: Vydavateľstvo Matice slovenskej.

JAKUBOWICZ, K., 2017. *Média a demokracie v 21. století: hledání nových modelů*. Brno: Masarykova univerzita.

KROŠLÁK, D. a D. ŠMIHULA, 2013. *Základy teórie štátu a práva*. Bratislava: Iura edition.

KYSELA, J., 2019. *Dělbá moci v kontextu věčného hledání dobré vlády*. Praha: Leges.

KYSELA, J., 2019. *Populismus v demokratickém právním státě: hrozba nebo výzva?* Praha: Leges.

MIHÁLIK, J., 2021. *Kapitoly z porovnávacej politológie*. Trnava: UCM FSV.

MILLER, D., 2003. *Blackwellova encyklopedie politického myšlení*. 2. vyd. Brno: Barrister & Principal.

NOVÁK, M. et al., 2019. *Úvod do studia politiky*. 2. vyd. Praha: SLON.

PROCHÁZKA, R. a M. KÁČER, 2019. *Teória práva*. Bratislava: C. H. Beck, s.r.o.

REMIŠOVÁ, A., 2010. *Etika médií*. Bratislava: Kalligram.

RESCHOVÁ, J. a kol., 2019. *Státověda: stát, jednotlivec, konstitucionalismus*. Praha: Wolters Kluwer.

RŮŽIČKA, V., 2011. *Politika a média v konzumní společnosti*. Praha: Grada.

SPÁČ, P., 2010. *Priama a zastupiteľská demokracia na Slovensku: volebné reformy a referendá po roku 1989*. Brno: CDK.

ŽALOUDEK, K., 2004. *Encyklopedie politiky*. 3. vyd. Praha: Libri.

ŽANTOVSKÝ, P., 2018. *Média a politika v digitálním světě*. Vendryně: Nakladatelství Beskydy.

Language which is necessary to complete the course: *Slovak, český*

Notes:

If necessary, the course will be completed by remote (online) exam via MS Teams.

Course evaluation:

Total number of students evaluated: 232

A	B	C	D	E	FX
52%	23%	11%	6%	5%	2%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor doc. PhDr. Irina Dudinská, CSc., co-guarantor, lecturer, examiner Mgr. Gabriel Székely, PhD., co-guarantor, lecturer, examiner, seminary supervisor

Date of last change: 01.02.2022

Approved by: *prof. PhDr. Juraj Rusnák, CSc.*

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Arts</i>	
Code: <i>1ISM Km/TIZST/22</i>	Course title: <i>Theory of Information and Fundamentals of Statistics</i>
Type, scope and method of educational activity: Type of educational activity: <i>Lecture, Seminar</i> Scope of educational activity: <i>1,1 hour per week, 30,30 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: <i>3</i>	
Recommended semester: <i>2nd year ST Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Continuous assessment</i> <i>Number of credits and time frame for the conditions of passing the course:</i> - 3 credits = 90 hours - course teaching: 13 weeks, 1 lecture/1 seminar: 19.5 hrs. - individual work - preparation for seminars and solving partial tasks: 30 hours - independent study of professional literature and preparation for final testing: 40.5 hours 1. Attendance at lectures and seminars 2. Final knowledge test from the theoretical part 3. Practical calculation of entropy and coding in a PC classroom 4. Practical task in statistics All tests must be mastered to more than 50%. To obtain an A rating, he must obtain at least 90%, to obtain an B rating 80%, to obtain a C rating at least 70%, to obtain a D rating 60%, to obtain an E rating at least 50%. A student who obtains less than 50% will be graded FX. The final evaluation is calculated as the sum of the evaluation of sub-tasks, which demonstrates mastering the basics of statistics and the use of knowledge from information theory and knowledge test.	
Learning outcomes: <i>The student is able to:</i> - Explain the principles of the communication act in terms of information theory, - Describe the flow of information and its limitations - Apply knowledge from theory to compute the entropy and redundancy in various media texts - Explain the reasons and principles of encoding and decoding information in the communication process, - Apply basic statistical functions in solving specific tasks related to the modern communications research, - Work in statistical programs (Statistica, Excel, etc.).	
Course content: <i>Historical development of communication systems.</i> <i>Types of communication, information, message, signal. Information - data - knowledge. Introduction to information processing using ICT.</i> <i>Information and entropy. Real and relative entropy, redundancy. The role of mathematics in extracting information from systems and processes. Calculation of real and relative entropy and redundancy.</i> <i>Noise, transmission channel and bandwidth.</i> <i>Relationship between information, bandwidth and noise.</i> <i>Information capacity, information flow. Investigation of information in texts. Information capacity calculation.</i> <i>Coding, transmission and decoding of information. Continuous and discrete signal.</i> <i>Optimal, security and confidentiality codes and coding information. Shannon - Fan code construction. Construction of Huffman optimal code. Calculation of the average length of code words.</i> <i>Basics of statistics for linguists: statistical characteristics, parametric and nonparametric tests. Work in statistical programs and the use of basic statistical functions in solving specific tasks related to media research.</i>	
Recommended literature : <i>BIOLEK, D., 2002. Datová komunikace – Úvod do teorie informace a kódování. Brno: VUT v Brně.</i> <i>KRAVIAROVÁ, M., 2012. Entropia a súčasná slovenská literárna tvorba. In: Genologické a medziliterárne štúdie 6. Genologické konfrontácie. Prešov: Filozofická fakulta Prešovskej univerzity v Prešove, s. 145 – 152.</i> <i>RIMARČÍK, M., 2007. Štatistika pre prax. Košice: Marián Rimarčík.</i>	

SABOL, J., 1983. *Teória literatúry. Základy slovenskej verzológie*. Košice: Rektorát Univerzity P. J. Šafárika v Košiciach.

SABOL, J. a F. ŠTRAUS, 1969. *Základy exaktného rozboru verša*. Bratislava: SPN.

SABOL, J. a J. ZIMMERMANN, 1986. *Štatistika. Exaktné metódy v jazykovede a v literárnej vede*. Prešov: FF UPJŠ.

SHANNON, C. E., 1948. *A Mathematical Theory of Communication*. In: *Bell System Technical Journal*, r. 27, č. 3, s. 379 – 423, 623 – 656.

SINGH, S., 2009. *Kniha kódů a šifer*. Praha: Dokořán a Agro.

STATISTICA, 2021. *Global No.1 Business Data Platform*. Dostupné z: <https://www.statista.com/>

VANĀKO, J., 1999. *Komunikácia a jazyk*. Nitra: FF UKF.

WIENER, N., 1963. *Kybernetika a společnost*. Praha: Academia.

Language which is necessary to complete the course: *Slovak, anglický, český*

Notes:

Course evaluation:

Total number of students evaluated: 188

A	B	C	D	E	FX
32%	34%	21%	8%	2%	3%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor Ing. Marianna Kraviarová, PhD., co-guarantor, lecturer, examiner, seminary supervisor

Date of last change: 01.02.2022

Approved by: *prof. PhDr. Juraj Rusnák, CSc.*

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Arts</i>	
Code: <i>IISM Km/TPREP/22</i>	Course title: <i>Creation and Presentation of Projects</i>
Type, scope and method of educational activity: Type of educational activity: <i>Seminar</i> Scope of educational activity: <i>1 hour per week, 23 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: 2	
Recommended semester: <i>3rd year WT Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Continuous assessment</i> Number of credits and time frame for the conditions of passing the course: - 2 credits = 60 hours - course teaching: 13 weeks; 1 seminar, number of teaching hours 9.75 hrs. - individual work - preparation for the seminar, elaboration of the seminar work: 34.25 hrs. - independent study of professional literature: 16 hours <i>The course is completed by continuous assessment.</i> <i>To obtain an A rating, the student must obtain at least 90%, to obtain a B rating 80%, to obtain a C rating at least 70%, to obtain a D rating 60%, to obtain an E rating at least 50%. A student who obtains less than 50% will be graded FX.</i>	
Learning outcomes: <i>The graduate of the course can:</i> - define and interpret in their own words and interpret concepts from project management, - describe managerial and project skills and apply them to practical examples, - determine the content and structure of project management and its role in the development of culture, - create a business plan and plan and document its reality and risks, - describe and apply project planning in its individual phases, - draw up a feasibility study, - classify, characterize and provide examples of risk identification and risk management of cultural projects, - explain and justify the role of the financial plan in the project activity, - discuss the issue of evaluating the effectiveness of projects and the procedures for their calculation, - know and use the methodology of evaluation of CBA and CVP projects, present their ideas and opinions in the field and justify their rationality.	
Course content: - Project, project management, project controlling - basic concepts and contexts. - Managerial and project skills in project management in culture and media. - Project - content, creation, categories of projects. Design management. Design principles. Specifics of design for the field of culture. - Mission and purpose of the project. - Project planning. Pre-investment phase of the project. Structure of activities in the project planning phase. - Feasibility study. - Project evaluation criteria. Static and dynamic evaluation of project efficiency and throughput. - Project risk identification. Risks and determining their strength with a focus on culture and media. - The role of the financial plan in design. ex ante financial analysis, predictions in project activities. - Project realisation. Change management. Completion and evaluation of the project. - Cost Volume Profit methodology and evaluation of profitability of projects in the field of culture and media. - Costs and Benefits analysis as one of the important methodologies for the creation and evaluation of public benefit projects and projects supporting regional development. Content of the CBA project and procedures for its creation and evaluation. Evaluation of investment profitability through CBA analysis.	
Recommended literature : DOLEŽAL, J., P. MÁCHAL a B. LACKO, 2012. Projektový management podle IPMA, 2. aktualizované a doplněné vydání. Praha: Grada Publishing. GALLO, P., J. BABINSKÝ et al., 2009. Lexikón agropodnikateľa v čase krízy. Dudince: EZAT. GALLO, P., J. BABINSKÝ et al., 2013. Poradca podnikateľa vo vidieckej turistike a agroturistike. Dudince: EZAT.	

GUITEREZ, E., 2009. *Project Development for Sustainable Tourism*. London: USAID.
 HAWKINS, S., 2008. *Tourism Sustainability Scorecard for Private Sector Projects*. Singapore: KhoKho.
 MAJTÁN, M., 2009. *Projektový manažment*. Bratislava: Sprint dva.
 NEWTON, R., 2005. *Úspešný projektový manažér*. Praha: Grada Publishing.
 SVOZILOVÁ, A., 2011. *Projektový management: Systémový prístup k řízení projektů. 2. aktualizované a doplnené vydanie*. Praha: Grada Publishing.
 WEISBORD, S., 2007. *Developing a Causal Model for Private Sector Development Programs*. New York.

Language which is necessary to complete the course: *Slovak, anglický, český*

Notes:

Course evaluation:

Total number of students evaluated: 0

A	B	C	D	E	FX
0%	0%	0%	0%	0%	0%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor Ing. Peter Gallo, PhD., co-guarantor, examiner, seminary supervisor

Date of last change: 01.02.2022

Approved by: *prof. PhDr. Juraj Rusnák, CSc.*

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Arts</i>	
Code: <i>IISM Km/TWEBS/22</i>	Course title: <i>Web Design</i>
Type, scope and method of educational activity: Type of educational activity: <i>Seminar</i> Scope of educational activity: <i>2 hour per week, 60 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: <i>3</i>	
Recommended semester: <i>2nd year ST Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Continuous assessment</i> Number of credits and time frame for the conditions of passing the course: - 3 credits = 90 hours - course teaching: 13 weeks - 2 seminars: 19.5 hrs. - individual work - preparation for seminars and elaboration of seminar work: 50 hours - independent study of professional literature and preparation for testing: 20.5 hours <i>Participation in seminars.</i> <i>Activity at seminars - solving partial tasks.</i> <i>During the semester, the student will prepare and submit a term paper, which will be the creation of their own website.</i> <i>At the end of the semester there is a final testing - practical task.</i> <i>To obtain an A rating, student must obtain at least 90%, to obtain an B rating 80%, to obtain a C rating at least 70%, to obtain a D rating 60%, to obtain an E rating at least 50%. A student who obtains less than 50% will be graded FX.</i> <i>The final evaluation is calculated as the sum of the evaluation of the semester work and the final testing, which demonstrates the mastery of creating websites in a specific programming environment.</i>	
Learning outcomes: <i>The student is able to:</i> - Work in HTML language and control structure of web pages, - Use basic tags and attributes needed for creating websites. - Know the HTML editors environment - Working with content management systems (CMS) - Independently make your own website using various web programming environment	
Course content: - History of web pages and HTML. - Orientation in the environment of web pages. - Description and use of basic tags and attributes in HTML. - Cascading style sheets for creating web pages. - Creating web pages using HTML editors - basic properties of the font and page formatting. - Creating web pages using HTML editors - Web and multimedia - inserting and editing images and hyperlinks. - Creating web pages using HTML editors - creating tables, lists and forms. - Content Management Systems (CMS) - the distribution, installation, use and actual work on the CMS. - Website creation - create your own website.	
Recommended literature : <i>JANOVSKÝ, D. Jak psát web. Dostupné z: http://www.jakpsatweb.cz</i> <i>KOSEK, J., 1998. HTML tvorba dokonalých www stránek. Podrobný průvodce. Praha: Grada Publishing. Dostupné z: http://www.kosek.cz</i> <i>MUSCIANO, CH. a B. KENNEDY, 2001. HTML a XHTML Kompletní průvodce. Praha: Computer Press.</i> <i>SCHAFER, S. M., 2009. HTML, XHTML a CSS. Bible pro tvorbu www stránek. Praha: GRADA.</i> <i>STANÍČEK, P., 2003. CSS kaskádové styly: kompletní průvodce. Praha: Computer Press.</i> <i>Online html tutorials. Available from: https://www.w3schools.com/html/</i>	
Language which is necessary to complete the course: <i>Slovak, anglický, český</i>	

Notes:

Due to the practical focus of the course, seminars can be taught in smaller study groups.

Course evaluation:

Total number of students evaluated: 109

A	B	C	D	E	FX
69%	20%	4%	0%	0%	7%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor Ing. Marianna Kraviarová, PhD., co-guarantor, examiner, seminary supervisor

Date of last change: 01.02.2022

Approved by: *prof. PhDr. Juraj Rusnák, CSc.*

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Arts</i>	
Code: <i>IISM Km/UMAMA/22</i>	Course title: <i>Introduction to Marketing and Management</i>
Type, scope and method of educational activity: Type of educational activity: <i>Lecture</i> Scope of educational activity: <i>2 hour per week, 46 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: <i>4</i>	
Recommended semester: <i>1st year WT Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Exam</i> <i>Number of credits and time frame for the conditions of passing the course:</i> - 4 credits = 120 hours - course teaching: 13 weeks; 2 lecture number of teaching hours: 19.5 hrs. - individual work - preparation for the seminar, elaboration of the seminar work: 64.5 hours - independent study of professional literature: 36 hours <i>The course ends with an exam, which the student implements during the exam period in the form of a written knowledge test, in which he demonstrates sufficient knowledge of the subject. About 85% of the test consists of basic literature, the remaining 15% of information is obtained by the student in the form of additional innovative knowledge (from professional studies) in lectures and in the recommended literature.</i> <i>To obtain evaluation A must get at least 90%, to get B 80%, to get C at least 70%, 60% to get D, E for evaluation of at least 50%. A student who receives less than 50%, will be evaluated as grade FX.</i>	
Learning outcomes: <i>The graduate of the course can:</i> - define and apply general marketing terms - reproduce marketing relationships in B2B, B2C, C2C, C2B and B2E markets - construct basic marketing strategies and compare them with methods of strategic marketing and management (give examples from practice) - perceive the connection between marketing and the media - use knowledge of marketing in addressing issues of consumer behavior and its psycho-social factors - explain the peculiarities of marketing philosophies - define the principles, advantages (and disadvantages) of the global market and business - determine the principles of marketing processes and communication on the Internet	
Course content: <i>Definition of 21st century marketing and its problems. Demand, supply, demand, consumption.</i> <i>Marketing mix and its use (4P, 7P, 9P, 4C)</i> <i>Strategic planning, strategic plan, portfolio, SWOT analysis and BCG.</i> <i>Marketing management. Demand management, philosophical approaches to management.</i> <i>Management as a scientific discipline.</i> <i>Manager functions: / analysis /, planning, organizing, decision making.</i> <i>Human resources. Human resource management, stimulation, motivation, motivational theories, leadership styles.</i> <i>Marketing microenvironment.</i> <i>Marketing macro environment.</i> <i>Internet age marketing - digitization, connectivity, internet boom, intermediary, customization, customerization, e-commerce, e-business, e-marketing.</i> <i>Marketing communication on the Internet (presentation of corporate, marketing websites, facebook).</i> <i>Marketing responsibility and ethics, market regulation and deregulation, enlightened marketing.</i> <i>Global marketing in the 21st century. Forms of business.</i> <i>Joint venturing, licensing, franchising, forfeiting.</i> <i>Marketing management of global marketing, decision to enter international markets, aspects and principles.</i> <i>Consumer markets and their factors (cultural, social, personal, psychological).</i> <i>Purchasing decisions, typology and decision-making process.</i> <i>B2B marketing. Markets, purchasing behavior of organizations, government and institutional markets.</i>	

Recommended literature :

ARMSTRONG, M., 2008. *Management a leadership*. Praha: Grada Publishing.
BEDNÁŘ, V., 2001. *Mediální komunikace pro management*. Vyd. 1. Praha: Grada Publishing.
DORČÁK, P., 2013. *eMarketing. Ako osloviť zákazníka na internete*. Bratislava: EZO.sk.
GALLO, P., 2020. *Digitálny manažment*. Prešov: Dominanta.
HESKOVÁ, M. a P. STRACHOŇ, 2009. *Marketingová komunikace a moderní trendy v marketingu*. Praha: Oeconomica.
KOONZ, H. a H. WEHRICH, 1993. *Management*. Praha: Victoria Publishing.
KOTLER, P. a K. L. KELLER, 2009. *Marketing management*. Upper Saddle River.
KOTTER, J. P., 2000. *Vedení procesu změny*. Praha: Management Press.
RICHTEROVÁ, K. a kol., 2009. *Prieskumy pre marketingový manažment*. Bratislava: SOFA.
SCOTT, D. M., 2010. *Nové pravidlá marketingu a PR (Ako efektívne využívať sociálne siete a médiá, blogy, správy, online)*.
SEDLÁK, M., 2009. *Manažment*. Bratislava: Iura Edition.

Language which is necessary to complete the course: *Slovak, český*

Notes:

Course evaluation:

Total number of students evaluated: 431

A	B	C	D	E	FX
19%	16%	15%	12%	23%	14%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor Ing. Peter Gallo, PhD., co-guarantor, examiner

Date of last change: 01.02.2022

Approved by: *prof. PhDr. Juraj Rusnák, CSc.*

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Arts</i>	
Code: <i>IISMKm/USKOM/22</i>	Course title: <i>Introduction to Communication and Media Studies</i>
Type, scope and method of educational activity: Type of educational activity: <i>Lecture</i> Scope of educational activity: <i>2 hour per week, 46 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: <i>4</i>	
Recommended semester: <i>1st year WT Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Continuous assessment</i> <i>Number of credits and time range of activities required to complete the course:</i> - 4 credits = 120 hours - course teaching: 13 weeks x 2 hrs. lecture: 19.5 hours - independent study of literature: 55 hours - preparation for the terminological test: 10 hours - preparation for the final text: 20 hours - writing of seminar work: 15.5 hours <i>The condition for completing the course is regular participation in teaching. Fulfillment of the following criteria is included in the evaluation:</i> - elaboration of a seminar work related to the subject of teaching and its submission within the set deadline, - continuous test (during the semester), - final test (student must pass the final test successfully, ie get at least 50% of points). <i>To obtain grade A, the student must obtain at least 90% of points, for grade B 80%, for grade C 70%, for grade D 60%, for grade E at least 50% of points. A student who scores less than 50% will be graded FX.</i> <i>The final evaluation is calculated as the average of the partial evaluations of the above criteria.</i>	
Learning outcomes: - explain the basic concepts of media studies, - organize the theoretical bases of various spheres of media studies into a synthetic whole, - identify and categorize the different types of media and of the relationship between them, - explain the basic principles of semiotics, narratology and genre theory and its application to the media, - combine the basic theoretical knowledge with the analysis of selected products of electronic, print and new media, - name the major scientific disciplines forming media studies, - distinguish journalism from (mas-) media communication, but also to name their inter-connections, - define and defend the interdisciplinarity (transdisciplinarity) of media studies.	
Course content: - Communication: definitions; transmissive and ritual view (James Carey); communication as social interaction, typology of interactions (John Thompson). - Media and mediation: definitions; mass, mass media, media communication; levels of communication. - Categorization of media: media typologies. - Culture: anthropological and axiological view, the consequences for the study of the media. - Semiotic approach to communication: sign, semiotic triangle, basic semiotic concepts. - Media production: media enterprises and their functioning - organization of work and creative processes. - Journalism: definition, relationship to (mas-) media communication. - The audience in media communication: definition, audience development, basic typology, the question of activity. - Basic concepts of media texts analysis: narrative, genre. Distinctive features of media products (schematism, conventionality, seriality). - Perception of audiovisual media content: image, shot, mise-en-scène, editing, sound. - Fiction and non-fiction narrative in the media. - Analysis of communication and media: basic historical overview. Media studies as an academic field.	
Recommended literature : BERGER, A. A., 1997. <i>Narratives in Popular Culture, Media and Everyday Life</i> . Sage Publications. BOČÁK, M., B. GARBEROVÁ, R. GREGOVÁ, B. MOCHŇACKÁ, P. OBORNÍK, J. RUSNÁK, J. S. SABOL a V.	

SMOLÁKOVÁ, 2010. *Texty elektronických médií: Stručný výkladový slovník*. Prešov: Prešovská univerzita v Prešove.

BOČÁK, M. 2006. *Vývinové paralely komunikačných a mediálních štúdií*. In: S. Magál a M. Mistrík, eds. *Masmediálna komunikácia v interdisciplinárnom výskume*. Trnava: FMK UCM, 2006, s. 235-237.

BORDWELL, D. a K. THOMPSONOVÁ, 2012. *Umění filmu – Úvod do studia formy a stylu*. Praha: Akademie múzických umění v Praze.

BURTON, G. a J. JIRÁK, 2003. *Úvod do studia médií*. Brno: Barrister&Principal.

FISKE, J., 1990. *Introduction to Communication Studies*. 2. vyd. New York: Routledge.

JIRÁK, J. a B. KPPOVÁ, 2009. *Masová média*. Praha: Portál.

JIRÁK, J. a B. KPPOVÁ, 2003. *Média a společnost: Stručný úvod do studia médií a mediální komunikace*. Praha: Portál.

ORLEBAR, J., 2012. *Kniha o televizi*. Praha: Akademie múzických umění.

REIFOVÁ, I. et al., 2004. *Slovník mediální komunikace*. Praha: Portál.

ŠVEC, Š., 2011. *Gramatika filmového jazyka: Výklad základných pojmov*. Bratislava: VŠMU.

THOMPSON, J. B., 2004. *Média a modernita: Sociální teorie médií*. Praha: Karolinum.

TRAMPOTA, T. a M. VOJTĚCHOVSKÁ, 2010. *Metody výzkumu médií*. Praha: Portál.

TUROW, J. 2009. *Media Today. An Introduction to Mass Communication*. 3. vyd. New York – London: Routledge.

VOLEK, J., 2003. *Mediální studia mezi kritikou ideologie a kritikou informace*. In: J. VOLEK a P. BINKOVÁ, eds. *Média a realita 04: Sborník prací Katedry mediálních studií a žurnalistiky FSS MU Brno*. Brno: Masarykova univerzita, s. 11-33.

Language which is necessary to complete the course: *Slovak, anglický, český*

Notes:

Course evaluation:

Total number of students evaluated: 461

A	B	C	D	E	FX
5%	12%	25%	28%	9%	20%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor doc. Mgr. Michal Bočák, PhD., co-guarantor, lecturer, examiner Mgr. Jozef Mergeš, PhD., co-guarantor, lecturer, examiner

Date of last change: 01.02.2022

Approved by: prof. PhDr. Juraj Rusnák, CSc.

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Arts</i>	
Code: <i>IISM Km/ZAEKO/22</i>	Course title: <i>Fundamentals of Economics</i>
Type, scope and method of educational activity: Type of educational activity: <i>Lecture, Seminar</i> Scope of educational activity: <i>1,1 hour per week, 30,30 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: 2	
Recommended semester: <i>3rd year ST Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Continuous assessment</i> <i>Number of credits and time frame for the conditions of passing the course:</i> - 2 credits = 60 hours - course teaching: 10 weeks; 1 lecture/1 seminar: 15 hours - individual work - preparation for the seminar, elaboration of the seminar work: 28 hours - independent study of professional literature: 17 hrs. <i>The course is completed by continuous assessment. Individual evaluated activities (such as semester work, assignment, project) will be announced in advance by the lecturer.</i> <i>To obtain evaluation A must get at least 90%, to get B 80%, to get C at least 70%, 60% to get D, E for evaluation of at least 50%. A student who receives less than 50%, will be evaluated as grade FX.</i> <i>The condition for successful evaluation is to obtain the final sum of points from the partial evaluation to at least 50%. The final grade will consist of partial evaluation activities according to a pre-announced key by the lecturer.</i>	
Learning outcomes: <i>The graduate of the course can:</i> - define and interpret basic concepts in the field of economics and economics, describe and interpret the relationships between the various variables of economics and economics, - explain and justify the meaning and impact of individual quantities in the application on media practice.	
Course content: - Introduction to the study of economics. - Basic directions in the development of economic theories. - Types of economies. - Macroeconomics and microeconomics. - Market mechanism and its operation. - Factors of production. - Basic forms of business. - Economics. - The economic role of the state. - Money and the banking system in a market economy. - National economy and world economy. - International Trade. - Main characteristics of the development of the national economy of the Slovak Republic.	
Recommended literature : BERNANKE, B. S. a R. H. FRANK, 2009. <i>Principles of Economics</i> . 4. ed. New York: Mcgraw-Hill Education. BRADLEY, R. S., 2004. <i>Makroekonómie</i> . Brno: Computer Press. FRANK, R. H. a B. S. Bernanke, 2003. <i>Ekonomie</i> . Praha: Grada Publishing. HOLMAN, R., 2004. <i>Makroekonómie</i> . 1. vyd. Praha: C. H. Beck. JUREČKA, V. a I. Janošiková, 2006. <i>Makroekonómie</i> . 1. vyd. Ostrava: VŠB – Technická univerzita Ostrava. KLÍMA, J., 2002. <i>Makroekonómie</i> . Brno: B.I.B.S., a.s.. KOTULIČ, R. a R. Madzinová, 2005. <i>Cvičebnica zo základov ekonómie a ekonomiky</i> . Bratislava: Iura Edition. KOTULIČ, R. a kol., 2008. <i>Vybrané okruhy z ekonómie a ekonomiky k príprave na štátne skúšky</i> . Prešov: Univerzitná knižnica PU. KOTULIČ, R. a kol., 2012. <i>Basic Principles of Economics for Managers</i> . Prešov: Bookman, s.r.o. KOTULIČ, R., 2009. <i>Praktické cvičenia z makroekonómie</i> . Prešov: Univerzitná knižnica PU.	

LISÝ, J. a kol., 2011. *Ekonomía*. 1. vyd. Bratislava: Iura Edition.

MACÁKOVÁ, L. a kol., 2000. *Mikroekonómie základní kurs*. 1. vyd. Slaný: Melandrium.

MANKIW, N. G., 2011. *Principles of Economics*. 6. ed. Cengage Learning.

PROVAZNÍKOVÁ, R. a J. VOLEJNÍKOVÁ, 1998. *Makroekonómie – cvičebnice pro základní a středně pokročilý kurz*. Slaný: Melandrium.

SALVATORE, D., 2011. *Managerial Economics in a Global Economy*. 7. ed., Oxford University Press.

SAMUELSON, P. A. a W. D. NORDHAUS, 2004. *Economics*. New York: McGraw-Hill Education.

SCHILLER, B. R., 2004. *Makroekonómie dnes*. Brno: Computer Press.

Language which is necessary to complete the course: Slovak, anglický, český

Notes:

Course evaluation:

Total number of students evaluated: 35

A	B	C	D	E	FX
83%	9%	6%	0%	0%	3%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor Ing. Peter Gallo, PhD., co-guarantor, lecturer, examiner, seminary supervisor

Date of last change: 01.02.2022

Approved by: prof. PhDr. Juraj Rusnák, CSc.

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Arts</i>	
Code: <i>IISM Km/ZAPRO/22</i>	Course title: <i>Fundamentals of Work in the Radio</i>
Type, scope and method of educational activity: Type of educational activity: <i>Lecture, Seminar</i> Scope of educational activity: <i>1,1 hour per week, 23,23 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: <i>4</i>	
Recommended semester: <i>1st year WT Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Continuous assessment</i> Number of credits and time frame for the conditions of passing the course: - 4 credits (student load 120 hours) - course teaching: 13 weeks 1 lecture/1 seminar: 19.5 hrs. - individual work - preparation for seminars, elaboration of a seminar work: 54.5 hrs. - independent study of professional literature: 46 hours Subject is completed by continuous evaluation. Student works throughout the semester on an auditory recording - partial outputs are supervised by the tutor. The record represents 50% of the student's assessment, it is submitted and presented at the end of the semester as a group project. The remaining 50% of the assessment consists of a radio project scenario - the student develops the technical and literary scenario of the selected genre. To obtain evaluation A must get at least 90%, to get B 80%, to get C at least 70%, 60% to get D, E for evaluation of at least 50%. A student who receives less than 50%, will be evaluated as grade FX.	
Learning outcomes: Graduate of the subject is able to: - define the basic genre classification of journalistic texts in a radio environment; - prepare a text that meets the genre criteria, - adapt the prepared written text on the basis of acquired theoretical knowledge in a form suitable for presentation in a radio environment, - apply basic knowledge of radio studio work (work with microphone, collaboration with technician, application of suprasegmental phenomena, etc.) - create an audio form of written text suitable for presentation in radio broadcasting, - edit recorded recording in postproduction (cutting, embedding other audio files, etc.) - know the basic legislative norms conditioning the Slovak media area (radio), - analyze and interpret other components of radio broadcasting and their structure (musical component, advertising texts, etc.).	
Course content: <i>Basic genre classification in a radio environment.</i> <i>Basic working rules in the radio environment.</i> <i>Psychohygienic, physiological and articulation preparation for broadcasting. Practice of correct body posture, breathing, correct articulation, articulation exercises.</i> <i>Preparation of news and publicity texts.</i> <i>Practice reading of news and publicity texts.</i> <i>Recording of news and publicity texts.</i> <i>Legal framework for the functioning of the media in Slovakia (statute and functioning of public and commercial radio stations).</i> <i>Programming in a radio environment.</i> <i>Dramaturgy in the radio environment (music dramaturgy, music formats).</i> <i>Creation of radio products of a public-law character.</i> <i>Advertising and its features in radio broadcasting.</i> <i>Editing Audit Entries.</i> <i>Trends and perspectives of electronic media.</i> <i>Internal division of radio institutions (system and organization of work).</i>	
Recommended literature :	

BENEŠ, M., 2020. *Autorské právo v rozhlasovém vysílání*. Praha: Leges.

BOYD, A., 1995. *Příručka pro novináře. Zpravodajství v rozhlase a televizi*. Praha: CNŽ.

BURTON, C. a J. JIRÁK, 2001. *Úvod do studia médií*. Brno: Barristera Principal.

ČERTÍKOVÁ, H., 2012. *Abeceda moderátora*. Bratislava: Vysoká škola múzických umení.

ČERTÍKOVÁ, H., 2008. *Moderátor za mikrofónom*. Bratislava: Vysoká škola múzických umení.

DEUZE, M., 2012. *Media Life. Život v médiách*. Praha: Karolinum.

DUBĚDA, T., 2005. *Jazyky a jejich zvuky*. Praha: Karolinum.

HOCHÉLOVÁ, V., 2001. *Slovník novinárskej teórie a praxe*. Nitra: Filozofická fakulta Univerzity Konštantína Filozofa v Nitre.

JIRÁK, J. a B. KÖPPLOVÁ, 2003. *Média a spoločnosť. Stručný úvod do studia médií a mediálnej komunikácie*. Praha: Portál.

MACEK, J., 2015. *Média v pohybu*. Brno: Muni Press.

McQUAIL, D., 1999. *Úvod do teórie masovej komunikácie*. Praha: Portál.

MOCHŇACKÁ, B., E. PEKNUŠIAKOVÁ a L. REGRUTOVÁ, 2014. *Základy rozhlasovej tvorby*. Prešov: Prešovská univerzita v Prešove.

MRLIÁN, R. a kol., 1990. *Encyklopédia dramatických umení Slovenska*. Bratislava: Veda.

PEREBINOSOFF, P., B. GROSS a L. S. GROSS, 2005. *Programming for TV, Radio, and the Internet: Strategy, Development, and Evaluation*. Elsevier Science.

REIFOVÁ, I. a kol., 2004. *Slovník mediálnej komunikácie*. Praha: Portál.

RUSNÁK, J. a kol., 2010. *Texty elektronických médií*. Prešov: Filozofická fakulta Prešovskej univerzity v Prešove.

RUSNÁK, J., 2008. *Textúry elektronických médií*. Prešov: Filozofická fakulta Prešovskej univerzity.

RUSNÁK, J., 2019. *Nové trendy v programovaní elektronických médií*. Prešov: Vydavateľstvo Prešovskej univerzity.

SLANČOVÁ, D., 2001. *Základy praktickej rétoriky*. Prešov: Náuka.

SLOVÁK, L., 1980. *Žánrové špecifiká rozhlasovej žurnalistiky*. Bratislava: Univerzita Komenského v Bratislave.

STEWART, P., 2016. *Broadcast Journalism*. Focal Press.

TUROW, J., 2009. *Media Today*. New York: Routledge.

ZVALOVÁ, R., 1999. *Keď si sadáme za mikrofón*. 1. vyd., Bratislava: LOGOS.

ŽANTOVSKÁ, I., 2015. *Rétorika a komunikácia*. Praha: Dokořán.

Language which is necessary to complete the course: *Slovak, anglický, český*

Notes:

An active participation in seminars and lectures (attendance is obligatory, possible absence / max. 2 during the semester / must be reasonably substantiated and confirmed) is also a prerequisite for the granting of credits.

Course evaluation:

Total number of students evaluated: 432

A	B	C	D	E	FX
13%	34%	31%	10%	0%	11%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor Mgr. Eva Peknušiaková, PhD., co-guarantor, lecturer, examiner, seminary supervisor

Date of last change: 01.02.2022

Approved by: *prof. PhDr. Juraj Rusnák, CSc.*

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Arts</i>	
Code: <i>IISM Km/ZAPTV/22</i>	Course title: <i>Fundamentals of Work in the Television</i>
Type, scope and method of educational activity: Type of educational activity: <i>Lecture, Seminar</i> Scope of educational activity: <i>1,1 hour per week, 30,30 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: <i>4</i>	
Recommended semester: <i>1st year ST Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Continuous assessment</i> Number of credits and time frame for the conditions of passing the course: - <i>4 credits (student load 120 hours)</i> - <i>course teaching: 13 weeks 1 lecture/1 seminar: 19.5 hrs.</i> - <i>individual work - preparation for the seminar, preparation and realization of audiovisual media content: 54.5 hours</i> - <i>independent study of professional literature: 46 hours</i> <i>The student works on an audiovisual recording throughout the semester - partial outputs are controlled by the teacher.</i> <i>The recording makes up 50% of the student's evaluation, is handed over and presented at the end of the semester as a group project.</i> <i>The remaining 50% of the evaluation is a screenplay of a television project - the student will develop a technical and literary screenplay of a show of a selected genre.</i> <i>To obtain evaluation A must get at least 90%, to get B 80%, to get C at least 70%, 60% to get D, E for evaluation of at least 50%. A student who receives less than 50%, will be evaluated as grade FX.</i>	
Learning outcomes: <i>The graduate of the course can:</i> - <i>define the basic genre classification of journalistic texts in the television environment;</i> - <i>prepare text that meets genre criteria,</i> - <i>to adapt the prepared written text on the basis of the acquired theoretical knowledge into a form suitable for presentation in a television environment (practice of verbal and non-verbal expression),</i> - <i>apply basic knowledge of working in a television studio (working with a microphone, working with a camera, applying suprasegmental phenomena, etc.),</i> - <i>create written text in a form suitable for presentation on television,</i> - <i>edit the recorded audiovisual recording in post-production (editing, incorporation of other audiovisual files, application of visual effects, etc.),</i> - <i>know the basic legislative norms conditioning the Slovak media (television),</i> - <i>analyze and interpret other components of television broadcasting and their structure.</i>	
Course content: - <i>Basic genre classification in the television environment.</i> - <i>Basic rules of work in a television environment.</i> - <i>Psychohygienic, physiological and articulatory preparation for broadcasting. Training in correct body posture, breathing, correct articulation, articulation exercises.</i> - <i>Preparation of news and journalistic text.</i> - <i>Practice reading news and journalistic text.</i> - <i>Recording of news and journalistic text.</i> - <i>Legal framework of the functioning of the media in Slovakia (status and functioning of public and commercial television stations).</i> - <i>Programming in a television environment, program format, creating a program structure using programming techniques.</i> - <i>Dramaturgy in the television environment.</i> - <i>Creation of television products of a public law nature.</i> - <i>Music and its functions in television broadcasting.</i> - <i>Advertising and its functions in television broadcasting.</i> - <i>Specifics of television audience, issues of media influence.</i> - <i>Editing audiovisual recordings.</i>	

- Internal division of television institutions (system and organization of work).

Recommended literature :

BOYD, A., 1995. *Příručka pro novináře. Zpravodajství v rozhlasu a televizi*. Praha: CNŽ.
BURTON, C. a J. JIRÁK, 2001. *Úvod do studia médií*. Brno: Barristera Principal.
ČERTÍKOVÁ, H., 2012. *Abeceda moderátora*. Bratislava: Vysoká škola múzických umení.
ČERTÍKOVÁ, H., 2008. *Moderátor za mikrofónom*. Bratislava: Vysoká škola múzických umení.
DEUZE, M., 2012. *Media Life. Život v médiách*. Praha: Karolinum.
HOCHLOVÁ, V., 2001. *Slovník novinářské teorie a praxe*. Nitra: Filozofická fakulta Univerzity Konštantína Filozofa v Nitre.
JIRÁK, J. a B. KÖPPLOVÁ, 2003. *Média a spoločnosť. Stručný úvod do studia médií a mediálnej komunikácie*. Praha: Portál.
LABÍK, E., 2013. *Dramaturgia strihovej skladby*. Neratovice: Verbum.
LABÍK, E., 2013. *Strihová skladba v spravodajských a publicistických televíznych žánroch*. Bratislava: Filmová a televízna fakulta VŠMU.
MACEK, J., 2015. *Média v pohybu*. Brno: Muni Press.
McQUAIL, D., 1999. *Úvod do teórie masovej komunikácie*. Praha: Portál.
MOCHŇACKÁ, B., E. PEKNUŠIAKOVÁ a L. REGRUTOVÁ, 2014. *Základy rozhlasovej tvorby*. Prešov: Prešovská univerzita v Prešove.
MRLIAN, R. a kol., 1990. *Encyklopédia dramatických umení Slovenska*. Bratislava: Veda.
PEREBINOSOFF, P., B. GROSS a L. S. GROSS, 2005. *Programming for TV, Radio, and the Internet: Strategy, Development, and Evaluation*. Elsevier Science.
REIFOVÁ, I. a kol., 2004. *Slovník mediální komunikace*. Praha: Portál.
RUSNÁK, J. a kol., 2010. *Texty elektronických médií*. Prešov: Filozofická fakulta Prešovskej univerzity v Prešove.
RUSNÁK, J., 2008. *Textúry elektronických médií*. Prešov: Filozofická fakulta Prešovskej univerzity.
RUSNÁK, J., 2019. *Nové trendy v programovaní elektronických médií*. Prešov: Vydavateľstvo Prešovskej univerzity.
SLANČOVÁ, D., 2001. *Základy praktickej rétoriky*. Prešov: Náuka.
SLOVÁK, L., 1980. *Žánrové špecifiká rozhlasovej žurnalistiky*. Bratislava: Univerzita Komenského v Bratislave.
STEWART, P., 2016. *Broadcast Journalism*. Focal Press.
STURKEN, M. a L. CARTWRIGHT, 2010. *Studia vizuálnej kultúry*. Praha: Portál.
ŠKVARENINOVÁ, O., 2004. *Rečová komunikácia*. Bratislava: SPN.
TUROW, J., 2009. *Media Today*. New York: Routledge.
ZVALOVÁ, R., 1999. *Keď si sadáme za mikrofón*. 1. vyd., Bratislava: LOGOS.
ŽANTOVSKÁ, I., 2015. *Rétorika a komunikácia*. Praha: Dokořán.
VAŠÍČKOVÁ, D., 2002. *Práca redaktora v televíznom prostredí*. Bratislava: Univerzita Komenského v Bratislave.

Language which is necessary to complete the course: *Slovak, anglický, český*

Notes:

Course evaluation:

Total number of students evaluated: 387

A	B	C	D	E	FX
28%	38%	21%	6%	1%	5%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor Mgr. Eva Peknušiaková, PhD., co-guarantor, lecturer, examiner, seminary supervisor

Date of last change: 01.02.2022

Approved by: prof. PhDr. Juraj Rusnák, CSc.

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Arts</i>	
Code: <i>IISM Km/ZAVME/22</i>	Course title: <i>Fundamentals of Media Research</i>
Type, scope and method of educational activity: Type of educational activity: <i>Lecture, Seminar</i> Scope of educational activity: <i>1,2 hour per week, 23,46 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: <i>4</i>	
Recommended semester: <i>3rd year WT Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Continuous assessment</i> <i>Number of credits and time range of activities required to complete the course:</i> - 4 credits = 120 hours - course teaching: 13 weeks x 1 lecture / 2 seminar: 29.25 hours - continuous study of literature: 20 hours - continuous preparation for seminars: 13 hours - elaboration of seminar work: 20 hours - preparation for the test: 37.75 hours <i>Fulfillment of the following criteria is included in the evaluation:</i> - active participation in seminars and fulfillment of ongoing tasks during the semester, - seminar work submitted by the deadline (at the end of the semester) - the student chooses a specific research technique, which would be practically applied in their own analysis of the selected phenomenon (choice of technique and research problem will be consulted with the teacher; it is recommended that it matches the focus of their bachelor thesis), - test of the basics of media research methodology at the end of the semester (the student must pass the test successfully, ie to obtain at least 50% of points). <i>To obtain grade A, the student must obtain at least 90% of points, for grade B 80%, for grade C 70%, for grade D 60%, for grade E at least 50% of points. A student who scores less than 50% will be graded FX.</i> <i>The final score will be calculated as the average of participation, paper and test scores.</i>	
Learning outcomes: - explain the theoretical basis of basic methods and techniques of media research, - choose an adequate analytical technique and apply it in own analysis of the media, - solve the basic analytical tasks in media practice.	
Course content: - Methodology, methods and techniques of research; stages of research; validity and reliability. - Media research paradigms (positivism, interpretativism, critical realism). - Quantitative, qualitative and mixed research; basic and applied media research. - Quantitative content analysis of media texts. - Introduction to the semiotic and narrative analysis. - Dialogic communication and conversation analysis. - Discourse analysis as a means of uncovering of ideologies. - Alternative approaches: Marxist, feminist and queer media analysis. - Questionnaire, interview, focus groups. - Researching the audiences and reception, media ethnography. - Examination of media organizations: archive work, participant observation. <i>Seminars are based on discussions about assigned readings and application of knowledge in the interpretation of media and communications.</i>	
Recommended literature : BERGER, A. A., 1998. <i>Media Research Techniques</i> . 2. vyd. Sage. BERGER, A. A., 2000. <i>Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches</i> . Sage. BERGER, A. A., 2004. <i>Media Analysis Techniques</i> . 3. vyd. Sage. DISMAN, M., 2002. <i>Jak se vyrábí sociologická znalost</i> . Dotlač 3. vyd. Praha: Karolinum. SEDLÁKOVÁ, R., 2014. <i>Výzkum médií: Nejužívanější metody a techniky</i> . Praha: Grada. SCHERER, H., 2004. <i>Úvod do metody obsahové analýzy</i> . In: W. SCHULTZ, H. SCHERER, L. HAGEN, I. REIFOVÁ a	

J. KONČELÍK. Analýza obsahu mediálních sdělení. Praha: Karolinum, s. 29-50.

SILVERMAN, D., 2005. Ako robiť kvalitatívny výskum: Praktická príručka. Bratislava: Ikar.

STRAUSS, A. a J. CORBINOVÁ, 1999. Základy kvalitativního výzkumu: Postupy a techniky metody zakotvené teorie. Brno: Sdružení Podané ruce – Boskovice: Nakladatelství Albert.

TRAMPOTA, T. a M. VOJTĚCHOVSKÁ, 2010. Metody výzkumu médií. Praha: Portál.

Language which is necessary to complete the course: *Slovak, anglický, český*

Notes:

Course evaluation:

Total number of students evaluated: 156

A	B	C	D	E	FX
4%	33%	47%	11%	0%	4%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor doc. Mgr. Michal Bočák, PhD., co-guarantor, lecturer, examiner, seminary supervisor

Date of last change: 01.02.2022

Approved by: *prof. PhDr. Juraj Rusnák, CSc.*

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Arts</i>	
Code: <i>IISM Km/ZEME1/22</i>	Course title: <i>Electronic Media Genres 1</i>
Type, scope and method of educational activity: Type of educational activity: <i>Lecture, Seminar</i> Scope of educational activity: <i>1,2 hour per week, 23,46 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: <i>4</i>	
Recommended semester: <i>2nd year WT Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Continuous assessment</i> Number of credits and time frame for the conditions of passing the course: - 4 credits (student load 120 hours) - course teaching: 13 weeks 1 lecture / 2 seminar: 29.25 hrs. - individual work - preparation for seminars, preparation of a recording of a selected genre, elaboration of a seminar work: 50.75 hrs. - independent study of professional literature: 40 hours <i>The course is completed by continuous assessment. During the semester, the student will process, present at the seminar and submit a recording of the selected genre of electronic media and seminar work no later than in the credit week, in which he will analyze the selected genre of electronic media production.</i> <i>To obtain an A rating, student must obtain at least 90%, to obtain an B rating 80%, to obtain a C rating at least 70%, to obtain a D rating 60%, to obtain an E rating at least 50%. A student who obtains less than 50% will be graded FX.</i>	
Learning outcomes: <i>A student is able to:</i> - to define common and different attributes of the term: genre, tv show, programme, - to identify and classify basic genre dominants in the texts of electronic mass media, - to define and interpret basic trends of creating and programming the electronic media by the genre - to characterize the dynamics of genres connecting, to quantify the extent of syncretism and hybridization of genres in present electronic media production - to classify and to describe form of genre emitation in the environment of multimedia and Internet - to identify and to analyze the specific attributes of electronic media texts aimed to child recipients - to explain and to justify the operation of the genres of electronic media as indicative action of popular culture	
Course content: <i>Genres in electronic media: the development of electronic media, current status, future trends. Media content and genre of media texts.</i> <i>Journalistic genres in electronic media - sorting options: the traditional classification, the theory of cold and hot media of M. McLuhan in relation to the genre of electronic media. News and opinion journalism media texts. Other sorting options: information and entertainment and leisure genres of electronic media.</i> <i>The electronic media and genre typology. Programming, types of programming (stripping, checkerboarding, lead-ins and so on.). Program format, the program block dramaturgy in the electronic media. Premiere and repeat in the electronic media. Editing shows, jingle, signature tune.</i> <i>Interactivity and genre of electronic media: the contact shows, public records, reality shows, videoconferencing, chat rooms.</i> <i>Gender and genres of electronic media. Category of gender, in terms of electronic media. Femininity and masculinity in the genres of electronic mass media (soap opera, wrestling, advertising).</i> <i>Genre specifications in the relation of electronic media and child recipient. Dynamics, model setting, freagmentary. Programs aimed to child recipient - fairy tale in radio and television, cartoon.</i>	
Recommended literature : <i>BURNS L. S., 2004. Žurnalistika: praktická príručka pro novináře. Praha: Portál.</i> <i>HOČELOVÁ, V., 2001. Slovník novinářské teorie a praxe. Nitra: Filozofická fakulta Univerzity Konštantína Filozofa v Nitre.</i> <i>GLADIŠ, M., 2015. Žáner v prostredí masových médií. Košice: Univerzita Pavla Jozefa Šafárika v Košiciach.</i> <i>HALADA, J. a B. OSVALDOVÁ, 2017. Slovník žurnalistiky. Praha: Karolinum.</i>	

CHANTLER, P. a P. STEWART, 2003. *Basic Radio Journalism*. Oxford: Focal Press.

JACZ, L. a kol., 1982. *Malá encyklopédia žurnalistiky*. Bratislava: Obzor.

MRLIAN, R. a kol., 1990. *Encyklopédia dramatických umení Slovenska*. 2. diel: M – Ž. Bratislava: Veda.

OSVALDOVÁ, B. a kol., 2020. *Zpravodajství v médiích*. Praha: Karolinum.

RONČÁKOVÁ, T., 2011. *Žurnalistické žánre*. Ružomberok: Verbum.

RUSNÁK, J. a kol., 2010. *Texty elektronických médií. Stručný výkladový slovník*. Prešov: Vydavateľstvo PU v Prešove.

RUSNÁK, J. a kol., 2014. *Tvorba a recepcia rozhlasového a televízneho textu*. Prešov - Košice: FF PU Prešov - FF UPJŠ Košice.

RUSNÁK, J., 2019. *Nové trendy v programovaní elektronických médií*. Prešov: Prešovská univerzita v Prešove.

WILLIS, E. E. a H. B. ALDRIDGE, 1992. *Television, Cable and Radio. A Communication Approach*. New Jersey: Prentice-Hall. Inc.

Language which is necessary to complete the course: *Slovak, anglický, český*

Notes:

Course evaluation:

Total number of students evaluated: 341

A	B	C	D	E	FX
52%	15%	20%	6%	3%	4%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor, co-guarantor, lecturer, examiner, seminary supervisor Mgr. Lenka Regrutová, PhD., *co-guarantor, examiner, seminary supervisor*

Date of last change: 01.02.2022

Approved by: *prof. PhDr. Juraj Rusnák, CSc.*

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Arts</i>	
Code: <i>IISM Km/ZEME2/22</i>	Course title: <i>Electronic Media Genres 2</i>
Type, scope and method of educational activity: Type of educational activity: <i>Lecture, Seminar</i> Scope of educational activity: <i>1,2 hour per week, 30,60 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: <i>4</i>	
Recommended semester: <i>2nd year ST Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites: <i>IISM Km/ZEME1/22 - Electronic Media Genres 1</i>	
Conditions for passing the course: Method of evaluation: <i>Exam</i> Number of credits and time frame for the conditions of passing the course: - 4 credits (student load 120 hours) - course teaching: 13 weeks 1 lecture/2 seminar: 29.25 hrs. - individual work - preparation for seminars, preparation of a recording of a selected genre: 45.75 hrs. - independent study of professional literature: 45 hours During the semester, the student will prepare and present as part of the evaluation a short (up to 5 minutes) auditory, respectively. audiovisual output of a selected genre from the radio, resp. TV productions. The course ends with an exam. During the exam period, the student takes an oral exam from lectures. To obtain an A rating, student must obtain at least 90%, to obtain an B rating 80%, to obtain a C rating at least 70%, to obtain a D rating 60%, to obtain an E rating at least 50%. A student who obtains less than 50% will be graded FX. The final evaluation is calculated as the average of the evaluation of the presented output and the oral exam.	
Learning outcomes: - to define and characterize the basic legal preconditions for the functioning of alternative and community media in a liberal society, - to explain and justify the importance of coexistence between mainstream and alternative media in contemporary communication.	
Course content: - Multimedia technology and digitalization of electronic media in relation to the genre: the Internet, mobile communication, SMS, MMS, video game, off-line and on-line communications, spam and virus in digital media. - Humor in electronic media - shaped forms humoristic programs. Radio and television shows, radio and television cabaret. sketch, sitcom. - Music in the electronic media - midstream and minority genres. Music programs on radio and television. Playlist and music format. - Ad text genres in the electronic media. Developmental stages, the current state and perspectives. The structure of the advertising spot: copy, logo, slogan. Commercials on radio and television. Teleshopping, trailer, teasing forms of advertising. Internet advertising, banner advertising. - News genres on radio and television: Radio and television news, news block. - Analytical genres in the electronic media: radio and television commentary, radio / television reviews, band. Radio and television interviews, radio / television montage. - Fiction genres in electronic media: radio and TV reports, radio drama, radio feature. Television production. - Moderated programs in electronic media: radio and television discussion, talk show.	
Recommended literature : BURNS L. S., 2004. <i>Žurnalistika: praktická príručka pro novináře</i> . Praha: Portál. HOČELOVÁ, V., 2001. <i>Slovník novinářské teorie a praxe</i> . Nitra: Filozofická fakulta Univerzity Konštantína Filozofa v Nitre. GLADIŠ, M., 2015. <i>Žáner v prostredí masových médií</i> . Košice: Univerzita Pavla Jozefa Šafárika v Košiciach. HALADA, J. a B. OSVALDOVÁ, 2017. <i>Slovník žurnalistiky</i> . Praha: Karolinum. CHANTLER, P. a P. STEWART, 2003. <i>Basic Radio Journalism</i> . Oxford: Focal Press. JACZ, L. a kol., 1982. <i>Malá encyklopédia žurnalistiky</i> . Bratislava: Obzor. MRLIAN, R. a kol., 1990. <i>Encyklopédia dramatických umení Slovenska. 2. diel: M – Ž</i> . Bratislava: Veda.	

OSVALDOVÁ, B. a kol., 2020. Zpravodajství v médiích. Praha: Karolinum.
 RONČÁKOVÁ, T., 2011. Žurnalistické žánre. Ružomberok: Verbum.
 RUSNÁK, J. a kol., 2010. Texty elektronických médií. Stručný výkladový slovník. Prešov: Vydavateľstvo PU v Prešove.
 RUSNÁK, J. a kol., 2014. Tvorba a recepcia rozhlasového a televízneho textu. Prešov - Košice: FF PU Prešov - FF UPJŠ Košice.
 RUSNÁK, J., 2019. Nové trendy v programovaní elektronických médií. Prešov: Prešovská univerzita v Prešove.
 VALČEK, P., 2011. Slovník teórie médií A – Ž. Bratislava: Literárne informačné centrum.
 WILLIS, E. E. a H. B. ALDRIDGE, 1992. Television, Cable and Radio. A Communication Approach. New Jersey: Prentice-Hall. Inc.

Language which is necessary to complete the course: *Slovak, anglický, český*

Notes:

Course evaluation:

Total number of students evaluated: 330

A	B	C	D	E	FX
32%	24%	26%	9%	6%	3%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor, co-guarantor, lecturer, examiner Mgr. Lenka Regrutová, PhD., co-guarantor, examiner, seminary supervisor

Date of last change: 01.02.2022

Approved by: *prof. PhDr. Juraj Rusnák, CSc.*

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Arts</i>	
Code: <i>1ISMKm/ZFK20S/22</i>	Course title: <i>Fundamental Philosophical Concepts of the 20th Century</i>
Type, scope and method of educational activity: Type of educational activity: <i>Lecture, Seminar</i> Scope of educational activity: <i>2,1 hour per week, 46,23 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: <i>4</i>	
Recommended semester: <i>3rd year WT Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Exam</i> <i>Number of credits and time frame for the conditions of passing the course:</i> - 4 credits = 120 hours - course teaching: 13 weeks 2 lecture / 1 seminar: 29.25 hrs. - individual work - preparation for the seminar, elaboration of the seminar work: 51.75 hrs. - independent study of professional literature: 39 hours <i>Attendance at lectures and seminars is mandatory. A student can apply for the exam only if he / she has obtained at least 50% of each of the following activities:</i> - Continuous student activity at seminars. - At least one separate presentation on the assigned problem. - At the end of the semester the student submits a seminar paper. <i>The course ends with a written exam, in which it is necessary to obtain at least 50%.</i> <i>Classification:</i> A: 100.00 - 90.00% B: 89.99 - 80.00% C: 79.99 - 70.00% D: 69.99 - 60.00% E: 59.99 - 50.00% FX: 49.99 and less%	
Learning outcomes: <i>The graduate of the course can:</i> - distinguish classical logic systems from non-classical ones, - work with the system of classical propositional logic, - identify the types of arguments (deductive, inductive, circular, etc.), - show syllogisms according to Venn diagrams, - determine the logical relationships between statements, - distinguish correctly formed expressions of the language of propositional logic from incorrectly formed ones, - determine the truth values of compound propositional forms, - formally represent statements from natural language (using the apparatus of propositional logic), - distinguish correct arguments from incorrect, resp. misleading arguments, - identify logically correct arguments and uncover some of the most common persuasive manipulation techniques, - ask questions about the problems presented, - engage in a dialogue on basic philosophical attitudes, - effectively present the results of their own study, - orientation in the basic philosophical concepts of the 20th century.	
Course content: <i>The course is aimed at acquiring basic knowledge of logic, theory of argumentation and to get acquainted with some basic philosophical concepts of the 20th century (logical atomism, logical positivism, philosophy of natural language, analytical philosophy, speech theory, philosophy of science, historical-systematic probes to the philosophy of L. Wittgenstein, B. Russell, A. Schopenhauer, F. Nietzsche, S. Kierkegaard, W. Dilthey, HG Gadamer, E. Husserl, M. Heidegger, J.-P. Sartre and others).</i>	

Recommended literature :

BOSTROM, N., 2018. *Superintelligence. Až budou stroje chytřejší než lidé*. Praha: Prostor.

DEWEY, J., 2001. *Rekonštrukcia liberalizmu*. Bratislava: Kalligram.

FEYERABEND, K. P., 2001. *Rozprava proti metodě*. Praha: Aurora.

FOUCAULT, M., 2007. *Rád diskurzu*. Bratislava: Agora.

FOUCAULT, M., 2010. *Moc, subjekt a sexualita. Články a rozhovory*. Bratislava: Kalligram.

FROMM, E., 2015. *Mať či byť?* Bratislava: Citadella.

GAHÉR, F., 2003. *Logika pre každého*. Bratislava: Iris.

HARARI, Y. N. 2018. *Sapiens: stručná história ľudstva*. Bratislava: Aktuell.

KUHN, T. S., 2008. *Struktura vědeckých revolucí*. Praha: Oikymen.

MIHINA, F., T. SEDOVÁ a M. ZOUHAR (eds.), 2006. *Logický pozitivizmus. Malá antológia filozofie 20. storočia. Zväzok III*. Bratislava: Iris.

RANDOVÁ, A., 2018. *Ctnost sobectví. Nové pojetí egoismu*. Praha: Jiří Kinkor/Dauphin.

RORTY, R., 2006. *Filozofické orchidey*. Bratislava: Kalligram.

SAČKOVÁ, M. a I. DERAJ, 2013. *Učebné texty z logiky I.: (aristotelovská logika, výroková logika, dejiny logiky)*. Prešov: Prešovská univerzita v Prešove.

SCHOPENHAUER, A., 2019. *Umění dostát v každé debatě za pravdu*. Praha: Portál.

SHUSTERMAN, R., 2003. *Estetika pragmatizmu. Krása a umenie života*. Bratislava: Kalligram.

SLOTEDIJK, P., 2013. *Kritika cynického rozumu*. Bratislava: Kalligram.

SOUSEDÍK, P., 2008. *Logika pro studenty humanitních oborů*. Praha: Vyšehrad.

SUCHAREK, P., 2012. *Súčasná filozofia: instantné dejiny kontinentálnej filozofie 20. storočia*. Prešov: FF PU.

ŠVIHURA, L., 2018. *Od plurality indivíduí k pluralitnému indivíduu: variant estetiky existencie*. In: O. Sisáková, ed. *Umenie života vo filozofickej reflexii*. Prešov: FF PU, s. 111–123.

ŠVIHURA, L., 2018. *Etika ako estetika existencie v prieniku súčasnej kultúry a filozofie*. In: O. SISÁKOVÁ, ed. *Umenie života vo filozofickej reflexii*. Prešov: FF PU, s. 57–78.

ŠVIHURA, L., 2019. *Musíš sa stať umeleckým dielom*. In: *Filozofia*. Roč. 74, č. 3, s. 223–237.

ŠVIHURA, L., 2019. *Umenie života a liberálna kultúra*. Prešov: FF PU.

VÍŠŇOVSKÝ, E. a F. MIHINA, (eds.), 1998. *Malá antológia filozofie 20. storočia: Pragmatizmus*. Bratislava: Iris.

Language which is necessary to complete the course: Slovak, český

Notes:**Course evaluation:**

Total number of students evaluated: 154

A	B	C	D	E	FX
87%	6%	3%	3%	1%	1%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor Mgr. Lukáš Arthur Švihura, PhD., co-guarantor, lecturer, examiner, seminary supervisor
doc. Mgr. Pavol Markovič, PhD., co-guarantor, examiner

Date of last change: 01.02.2022

Approved by: prof. PhDr. Juraj Rusnák, CSc.

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Arts</i>	
Code: <i>IISM Km/ZMAME/22</i>	Course title: <i>Fundamentals of Management in Media</i>
Type, scope and method of educational activity: Type of educational activity: <i>Lecture</i> Scope of educational activity: <i>1 hour per week, 30 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: <i>2</i>	
Recommended semester: <i>3rd year ST Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Continuous assessment</i> <i>Number of credits and time frame for the conditions of passing the course:</i> - 2 credits = 60 hours - course teaching: 10 weeks; 1 lecture, number of teaching hours: 7.5 hours - individual work - preparation for the seminar, elaboration of the seminar work: 42.5 hours - independent study of professional literature: 10 hours <i>The course is completed by continuous assessment. During the semester, there is one partial written evaluation, the result of which is included in the overall evaluation.</i> <i>To obtain evaluation A must get at least 90%, to get B 80%, to get C at least 70%, 60% to get D, E for evaluation of at least 50%. A student who receives less than 50%, will be evaluated as grade FX.</i>	
Learning outcomes: <i>The graduate of the course can:</i> - define and interpret basic terms and definitions, in the field of management, explain the possible meanings of the term management, - define and characterize individual schools of management, explain differences, interpret the contribution to current management, - describe the individual functions of management, the roles of managers the necessary skills in terms of use in mass media management, - describe the division of organizational structures, describe the process of creating organizational structures, explain and defend the advantages and disadvantages of various types of structures, structures implemented in a mass media environment, - define and characterize individual leadership theories, leadership styles, give examples of people leadership in mass media institutions, - explain individual motivational theories, draw implications for the practice of motivation in the mass media, - master time management techniques and specify the ways in which they are used.	
Course content: - Definitions and terms from the field of management, characteristics of management as a scientific discipline. - History of the development of management as a scientific discipline, the school of management. Main lines of thought. Classical school, behavioral school, modern school and pragmatic school. - Management positions. Breakdown of functions. Managerial roles, types of managers, managerial skills. - Planning in management The essence and tasks of planning. Bases of creating plans. Types of plans, planning process. Forms of elaboration of plans in mass media institutions. - Decision making. Definition of the concept and function of decision making. Decision making process. Decision making methods. - Organization I. Definitions of organization. Purpose and mission of the organization. Procedures for creating an organization. Criteria for grouping activities. Basic types of organizational structures. Characteristics of organizational structures. - Organizing II. Procedures of creating organizational structures in the mass media environment, advantages and disadvantages of individual types of structures. - Control. Concepts and purpose of control. The control process. Setting standards, types of standards. Specifics of control in a mass media environment - Leadership as a function of management. Leadership definition and purpose, leadership theories. The types of authority that managers have at their disposal. - Implementation of leadership theories in the mass media environment. Leadership of individuals, groups	

and organizations.

- *Managers and leaders. Common and distinct features. Main characteristics and typology of leadership.*

- *Communication in management. Importance and role of information, model of communication process. Types of communication, barriers to communication in management.*

- *Selected techniques of managerial work in a mass media environment. Conflict resolution, delegation of tasks, praise and criticism.*

Recommended literature :

ARMSTRONG, M., 2008. Management a leadership. Praha: Grada Publishing.

BEDNÁŘ, V., 2001. Mediální komunikace pro management. Vyd. 1. Praha: Grada Publishing.

GALLO, P., 2020. Digitálny manažment. Prešov: Dominanta.

JIRÁK, J. a B. KÖPPLOVÁ, 2003. Média a spoločnosť. Praha: Portál.

KOONZ, H. a H. WEIHRICH, 1993. Management. Praha: Victoria Publishing.

KOTTER, J.P., 2000. Vedení procesu změny. Praha: Management Press.

KUNCZIK, J., 1995. Základy masové komunikace. Vyd. 1. Praha: Karolinum.

MAJTÁN, M., 2003. Manažment. Bratislava: Sprint.

PORVAZNÍK, J., 2007. Celostný manažment.

SEDLÁK, M., 2009. Manažment. Bratislava: Iura Edition.

Language which is necessary to complete the course: *Slovak, anglický, český*

Notes:

Course evaluation:

Total number of students evaluated: 5

A	B	C	D	E	FX
100%	0%	0%	0%	0%	0%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor Ing. Peter Gallo, PhD., co-guarantor, lecturer, examiner

Date of last change: 01.02.2022

Approved by: *prof. PhDr. Juraj Rusnák, CSc.*

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Arts</i>	
Code: <i>IISM Km/ZZTM1/22</i>	Course title: <i>Journalistic Genres in Press Media 1</i>
Type, scope and method of educational activity: Type of educational activity: <i>Lecture, Seminar</i> Scope of educational activity: <i>1,2 hour per week, 30,60 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: <i>4</i>	
Recommended semester: <i>1st year ST Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Continuous assessment</i> <i>Number of credits and time frame for the conditions of passing the course:</i> - 4 credits (student load 120 hours) - course teaching: 13 weeks 1 lecture/2 seminar: 29.25 hrs. - individual work - preparation for the seminar, preparation of news texts: 45 hours - independent study of professional literature: 45.75 hrs. <i>The continuous assessment is carried out:</i> - written checks, - production of designated news texts, - final test on the specified substance (lecture part). <i>To obtain an A rating, he must obtain at least 90%, to obtain an B rating 80%, to obtain a C rating at least 70%, to obtain a D rating 60%, to obtain an E rating at least 50%. A student who obtains less than 50% will be graded FX.</i> <i>The final evaluation is calculated as the sum of points for seminars and lectures.</i>	
Learning outcomes: <i>The basic knowledge on text as a communicative unit and linguistic-thematic unit. The basic knowledge on genre based on the concept of model text structure (as a part of axiological competence) and at the same time of a genre norm. Practical exercising based on theoretically defined and analysed genres.</i>	
Course content: <i>Text as a part of verbal communication; text theories: communicative, structural, contextual, semiotical; macro-text strategies, genre definition (criteria); dichotomic and trichotomic genre taxonomy . News. types of news.</i>	
Recommended literature : <i>BURNS L. S., 2004, Žurnalistika: praktická príručka pro novináře. Praha: Portál.</i> <i>DOLNÍK, J. a E. BAJZÍKOVÁ, 1998. Textová lingvistika. Bratislava: Stimul.</i> <i>FINDRA, J., 2013. Štylistika súčasnej slovenčiny. Martin: Osveta.</i> <i>HACEK, J., 2020. Otvorené zdroje a dáta. Bratislava: Univerzita Komenského v Bratislave.</i> <i>HOCHÉLOVÁ, V., 2001. Slovník novinárskej teórie a praxe. Nitra: Filozofická fakulta UKF.</i> <i>JENČA, I., 2014. Úvod do teórie žánrov. Trnava: UCM v Trnave.</i> <i>MISTRÍK, J., 2021. Štylistika. 4. vyd. Bratislava: Veda.</i> <i>MISTRÍK, J., 1975. Žánre vecnej literatúry. Bratislava: SPN.</i> <i>OSVALDOVÁ, B. (ed.) a kol., 2020. Zpravodajství v médiích. Vydání třetí, revidované. Praha: Univerzita Karlova, nakladatelství Karolinum.</i> <i>OSVALDOVÁ, B., J. HALADA a kol., 2007. Praktická encyklopedie žurnalistiky a marketingové komunikace. Praha: Libri.</i> <i>RONČÁKOVÁ, T., 2019. Žurnalistické žánre. Rozšírené vydanie. Ružomberok: Verbum.</i> <i>SLANČOVÁ, D., 1996. Praktická štylistika (Štylistická príručka). Prešov: Slovacontact.</i> <i>SLANČOVÁ, D., 2001. Základy praktickej rétoriky. Prešov: Náuka.</i> <i>SLANČOVÁ, D., 2012. Slohový postup ako textová makrostratégia. In: A. BOHUNICKÁ (ed.). Jazykoveda v pohybe. Bratislava: Univerzita Komenského, s. 117-128.</i> <i>SLANČOVÁ, D., MERGEŠ, J., KLINGOVÁ, J. a J. KIČURA-SOKOLOVÁ, 2021. Úvod do štúdia žurnalistických žánrov v tlačových médiách. Prešov: Prešovská univerzita v Prešove.</i> <i>ŠMÍD, M. a L. Trunečková, 2009. Novinář a jeho zdroje v digitální éře. Praha: Karolinum.</i> <i>TRAMPOTA, T., 2006. Zpravodajství. Praha: Portál.</i> <i>TUŠER, A. a M. Foltrichová, 2001. Teória a prax novinárskych žánrov I. Bratislava: UK.</i>	

TUŠER, A., 2010. *Ako sa robia noviny*. Bratislava: EUROKÓDEX.

VELAS, Š., 1997. *Teória a prax novinárskych žánrov II*. Bratislava: UK.

Language which is necessary to complete the course: *Slovak, český*

Notes:

Basic information is specified in the actual syllabus of the course.

Course evaluation:

Total number of students evaluated: 468

A	B	C	D	E	FX
3%	10%	20%	24%	16%	26%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor Mgr. Lenka Regrutová, PhD., co-guarantor, examiner, seminary supervisor prof. PhDr. Daniela Slančová, CSc., co-guarantor, lecturer, examiner

Date of last change: 01.02.2022

Approved by: *prof. PhDr. Juraj Rusnák, CSc.*

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Arts</i>	
Code: <i>IISM Km/ZZTM2/22</i>	Course title: <i>Journalistic Genres in Press Media 2</i>
Type, scope and method of educational activity: Type of educational activity: <i>Lecture, Seminar</i> Scope of educational activity: <i>1,2 hour per week, 23,46 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: <i>4</i>	
Recommended semester: <i>2nd year WT Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites: <i>IISM Km/ZZTM1/22 - Journalistic Genres in Press Media 1</i>	
Conditions for passing the course: Method of evaluation: <i>Exam</i> <i>Number of credits and time frame for the conditions of passing the course:</i> - 4 credits (student load 120 hours) - course teaching: 13 weeks, 1 lecture/2 seminar: 29.25 hrs. - individual work - preparation for the seminar, elaboration of seminar works: 55 hours - independent study of professional literature: 35.75 hrs. <i>The interim evaluation shall be carried out:</i> - creation of designated journalistic texts (4x) with home preparation and without preparation (1x). - by creating a journalistic text on a predetermined topic - analysis of own text based on genre-creating parameters <i>The final evaluation is done: oral exam.</i> <i>To obtain an A rating, student must obtain at least 90%, to obtain an B rating 80%, to obtain a C rating at least 70%, to obtain a D rating 60%, to obtain an E rating at least 50%. A student who obtains less than 50% will be graded FX.</i> <i>The final evaluation is calculated as the sum of partial evaluations from the lecture and seminar part and active participation in lectures and seminars.</i> <i>Alternative (distance learning):</i> <i>The teacher will provide students with gradually commented lectures on individual topics.</i> <i>If a distance form is necessary, written checks will be replaced by individual examinations through MSTeams, and the creation of a designated journalistic text will take place online.</i> <i>The final evaluation will take place in person. If a distance form of the final evaluation is necessary, this evaluation will take place in the form of a test by MSTeams / in the form of an individual oral examination by MSTeams.</i>	
Learning outcomes: <i>The graduate of the course can:</i> - master the theoretical basis of text construction as the basis of journalistic genres, - learn the theoretical basis of the separation and classification of genres, - interpret the journalistic content of current journalistic communications in the press, - analyze language and compositional practices in the production of current journalistic communications in the press, - to create a journalistic communication of a journalistic type with emphasis on the linguistic and compositional aspects of its creation, - use knowledge of the theory and history of journalistic genres when applied to the characteristics of current journalistic communications, - to classify a certain current journalistic communication into the relevant genre and to interpret its function in the journalistic unit, - explain the peculiarities of individual journalistic genres.	
Course content: <i>Monological and dialogical text, persuasion and argumentation in media texts. Monologue and dialogue in media texts, epistolary style. Micro-composition of the journalistic text,. text typology. Text intelligibility. Theory and practice of the given genres: cometary, editorial, column, essay, review, report, story</i>	
Recommended literature : <i>DOLNÍK, J, 2009. Všeobecná jazykoveda. Bratislava: Veda, s. 290 – 334 (časť: Analýza rozhovoru).</i> <i>DOLNÍK, Juraj a Eugénia BAJŽÍKOVÁ, 1998. Textová lingvistika. Bratislava: Stimul.</i>	

FINDRA, J., 2013. Štylistika súčasnej slovenčiny. Martin: Osveta.
 HOCHÉLOVÁ, Vlasta, 2001. Slovník novinárskej teórie a praxe. Nitra: Filozofická fakulta UKF.
 JACZ, L. et al., 1982. Malá encyklopédia žurnalistiky. Bratislava: Obzor.
 MISTRÍK, J, 2021. Štylistika. 4. vyd. Bratislava: Veda..
 MISTRÍK, J, 1975. Žánre vecnej literatúry. Bratislava: SPN.
 MÜLLEROVÁ, Olga a Jana HOFFMANNOVÁ, 1994. Kapitoly o dialogu. Praha: Pansofia.
 HALADA, J. a B. OSVALDOVÁ, eds., 2017. Slovník žurnalistiky. Výklad pojmov a teorie odboru. Praha: Karolinum.
 OSVALDOVÁ, Barbora a Alice TEJKALOVÁ, 2010. O reportáži, o reportérech. Praha: Karolinum.
 RONČÁKOVÁ, T., 2019. Žurnalistické žánre. Rozšírené vydanie. Ružomberok: Verbum.
 SLANČOVÁ, D., 1996. Praktická štylistika (Štylistická príručka). Prešov: Slovacontact.
 SLANČOVÁ, D., MERGEŠ, J., KLINGOVÁ, J. a J. KÍČURA-SOKOLOVÁ, 2021. Úvod do štúdia žurnalistických žánrov v tlačových médiách. Prešov: Prešovská univerzita v Prešove.
 TUŠER, A, 2010. Ako sa robia noviny. Bratislava: Eurokódex.
 TUŠER, Andrej a Mária FOLLRICHOVÁ, 2001. Teória a prax novinárskych žánrov. I. Bratislava: Univerzita Komenského.
 VELAS, Š., 1997. Teória a prax novinárskych žánrov. II. Bratislava: Univerzita Komenského.

Language which is necessary to complete the course: *Slovak*

Notes:

Basic information are specified in the actual syllabus of the course.

Course evaluation:

Total number of students evaluated: 369

A	B	C	D	E	FX
1%	8%	17%	38%	22%	14%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor prof. PhDr. Daniela Slančová, CSc., co-guarantor, lecturer, examiner Mgr. Jozef Mergeš, PhD., co-guarantor, examiner, seminary supervisor prof. Mgr. Martina Ivanová, PhD., co-guarantor, examiner

Date of last change: 01.02.2022

Approved by: prof. PhDr. Juraj Rusnák, CSc.

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>University of Prešov in Prešov</i>	
Code: <i>9UJK/AJKOS/22</i>	Course title: <i>Professional communication in English</i>
Type, scope and method of educational activity: Type of educational activity: <i>Seminar</i> Scope of educational activity: <i>26 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: <i>4</i>	
Recommended semester: <i>3rd year WT Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Exam</i> <i>Active participation, final test, project.</i> <i>The student writes a final test from the studied materials. The student must gain at least 50.00 % to pass the course.</i> <i>An overall assessment of the student is based on the submitted written essays and on the calculation of the percentage obtained in the test:</i> <i>A: 100,00 – 90,00 %</i> <i>B: 89,99 – 80,00 %</i> <i>C: 79,99 – 70,00 %</i> <i>D: 69,99 – 60,00 %</i> <i>E: 59,99 – 50,00 %</i> <i>FX: 49,99 and less %.</i> <i>The course ends with an exam.</i>	
Learning outcomes: <i>student workload is 120 hrs. = 19,5 hrs./100,5 hrs.(individual work: preparation at home, written project: 74,5 hrs. studying literature: 26 hrs.)</i> <i>The course is focused on acquiring and developing/extending communication skills and understanding language structures of the English language. Students are provided training in the use of the English language vocabulary and grammar structures and in the main communication skills (speaking, listening, reading, writing) specifically tailored to media studies. Students are expected to be able to use language accurately and to sustain the intermediate level of general and scientific conversation in English.</i> Learning outcomes: <i>Students will be competent to:</i> <ul style="list-style-type: none"> - use words, word phrases, and required sentence models, - communicate in situations requiring information exchange, - communicate and make discussion on topics included in syllabus in oral and written forms, - use vocabulary to express one's opinion, attitude, and description of processes, activities, and events, - comprehend the meaning of some unknown words from the context of a text – reading comprehension, - work with and understand audio and written texts independently, - make oral and written texts containing and using required grammar structures in general and scientific language, -search for information in printed general and scientific texts. 	
Course content: <i>The content of the course is based on the principles of the communicative approach and activity-based teaching and learning. The course structure comprises the following specified topics:</i> <ol style="list-style-type: none"> 1. <i>Media communication - verbal, nonverbal, communication scheme, types of media.</i> 2. <i>Traditional and social media - history, characteristics, advantages/disadvantages.</i> 3. <i>Media bias - basic types, discussion.</i> 4. <i>History of journalism and its types - W. R. Hearst.</i> 5. <i>Principles of journalism - analysis, and discussion. Reading and writing articles and their analysis. The language of newspaper headlines.</i> 6. <i>Advertising - types, techniques, and analysis of advertising texts. Marketing.</i> <i>Project: analysis of commercials.</i>	
Recommended literature : <i>CERAMELLA, N. – LEE, E., 2008. Cambridge English for the Media. Cambridge University Press.</i>	

MURPHY, R., 2004. *English Grammar in Use*. Cambridge: Cambridge University Press.
HORNBY, A. S., 2001. *Advanced Learner's Dictionary*. Oxford: Oxford University Press.
GAUNTLETT, D., 2015. *Making Media Studies*. Peter Lang Publishing Inc.
PAXSON, P., 2018. *Mass Communications and Media Studies. An Introduction*. 2nd edition. Bloomsbury Publishing, Plc.
Internet sources.

Language which is necessary to complete the course: *English*

Notes:

The course is provided by UJK CCKV PU as a specialized workplace of language training for future graduates.

Course evaluation:

Total number of students evaluated: *109*

A	B	C	D	E	FX
93%	2%	2%	1%	1%	2%

Lecturers:

Mgr. Lenka Gogová, PhD., guarantor, co-guarantor, lecturer, examiner

Date of last change: *01.02.2022*

Approved by: *Mgr. Lenka Gogová, PhD.*

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>University of Prešov in Prešov</i>	
Code: <i>9UJK/AJPS1/22</i>	Course title: <i>English language 1</i>
Type, scope and method of educational activity: Type of educational activity: <i>Seminar</i> Scope of educational activity: <i>26 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: <i>3</i>	
Recommended semester: <i>1st year WT Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Continuous assessment</i> <i>Continuous assessment.</i> <i>Students are required the passing score 50 % minimum to get credits</i> <i>The final assessment is set as a total of a written test, regular attendance, and active participation in the course activities. All assessment elements are compulsory (in case of absence some additional assignments are given).</i> <i>The percentage requirements to achieve final credits are as follows:</i> <i>A 100–90,00%</i> <i>B 89,99–80%</i> <i>C 79,99–70,00%</i> <i>D 69,99–60,00%</i> <i>E 59,99–50,00%</i> <i>FX 49,99% and less % (unsatisfactory).</i>	
Learning outcomes: <i>Hours per semester: 19,5 h</i> <i>Student workload: 90 h = 19,5 h / 70,5 h (individual work, studying of literature).</i> <i>The course is focused on acquiring and developing communication skills and understanding the language structures of the English language. Students are provided training in the use of the English language vocabulary and grammar structures and in the main communication skills (speaking, listening, reading, writing) specifically tailored to media studies. Students are expected to be able to use language accurately and to sustain pre-intermediate level of general and scientific conversation in English.</i> Learning outcomes: <i>Students will be competent to:</i> <ul style="list-style-type: none"> - use words, word-phrases and more complex sentence models, - communicate in situations requiring information exchange, - communicate on topics included in syllabus in oral and written forms, - use vocabulary to express one's opinion and attitude and describe more complex processes, activities and events, - make texts containing present, past, future actions and events of general and scientific character, - use nouns, verbs, adjectives, adverbs, numbers, pronouns and prepositions correctly and appropriately in general and scientific type of foreign language, - use correct word-order in the sentence structure, - make sentence structures typical for scientific texts, - write summary of audio and written text, - work with and understand audio and written texts independently be able to interpret them, - search for information in printed general and scientific texts. 	
Course content: <i>The content of the course is based on the principles of the communicative approach and activity-based teaching and learning. The course structure comprises the following specified topics:</i> <ol style="list-style-type: none"> 1. Monitoring systems (CCTV) in public places and buildings. Readers' responses to newspaper article. Common social expressions. 2. Global English. Different variants of English. Formal and informal written styles. Abbreviations in various 	

media and written communication.

3. Going viral – music video analysis; terminology of the online platforms (social networks, video sharing websites)

4. Newspapers – types of newspapers, history, terminology

5. Radio – ‘on air’ terminology

6. Genres of radio stations

7. Radio broadcast schedule

8. Formats of slots

9. Commissioning Brief – searching for producers to commission various programmes

Recommended literature :

CLANDFIELD, L., 2010. *GLOBAL Pre - Intermediate Coursebook*. Macmillan, ISBN 978-0-230-03309-2.

CERAMELLA, N. – LEE, E., 2008. *Cambridge English for the Media*. Cambridge University Press, ISBN 978-0-521-72457-9.

MURPHY, R., 2004. *English Grammar in Use*. Cambridge: Cambridge University Press.

Internet resources

Language which is necessary to complete the course: *English*

Notes:

An individualized approach is provided for students with special needs based on the recommendation of the faculty coordinator for students with special needs.

google-translate

The course is provided by UJK CCKV (The Institute of Language Competencies, Center of Competencies and Lifelong Learning) PU as a specialized organizational unit for language training of future graduates.

Course evaluation:

Total number of students evaluated: 539

A	B	C	D	E	FX
39%	21%	18%	12%	5%	6%

Lecturers:

Mgr. Lenka Gogová, PhD., guarantor Mgr. Jana Mačáková, co-guarantor, lecturer, examiner

Date of last change: 01.02.2022

Approved by: Mgr. Lenka Gogová, PhD.

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>University of Prešov in Prešov</i>	
Code: <i>9UJK/AJPS2/22</i>	Course title: <i>English language 2</i>
Type, scope and method of educational activity: Type of educational activity: <i>Seminar</i> Scope of educational activity: <i>26 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: <i>3</i>	
Recommended semester: <i>2nd year WT Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Continuous assessment</i> <i>Continuous assessment.</i> <i>Students are required the passing score 50% minimum to get credits</i> <i>Final assessment is set as total of written final test, oral presentation of the specific topic, regular attendance, and active participation in the course activities. All assessment elements are compulsory (in case of absence some additional assignments are given).</i> <i>The percentage requirements to achieve final credits are as follows:</i> <i>A 100–90,00%</i> <i>B 89,99–80%</i> <i>C 79,99–70,00%</i> <i>D 69,99–60,00%</i> <i>E 59,99–50,00%</i> <i>FX 49,99% and less % (unsatisfactory).</i>	
Learning outcomes: <i>Hours per semester: 19,5 h (presential)</i> <i>Student workload: 90 h = 19,5 h / 70,5 h (individual work, studying of literature).</i> <i>The course is focused on acquiring and developing communication skills and understanding the language structures of the English language. Students are provided training in the use of the English language vocabulary and grammar structures and in the main communication skills (speaking, listening, reading, writing) specifically tailored to media studies. Students are expected to be able to use language accurately and to sustain pre-intermediate level of general and scientific conversation in English.</i> Learning outcomes: <i>Students will be competent to:</i> <ul style="list-style-type: none"> - use words, word-phrases and more complex sentence models, - communicate in situations requiring information exchange, - communicate on topics included in syllabus in oral and written forms, - use vocabulary to express one's opinion and attitude and describe more complex processes, activities and events, - make texts containing present, past, future actions and events of general and scientific character, - use nouns, verbs, adjectives, adverbs, numbers, pronouns and prepositons correctly and appropriately in general and scientific type of foreign language, - use correct word-order in the sentence structure, - make sentence structures typical for scientific texts, - write summary of audio and written text, - work with and understand audio and written texts independently be able to interpret them, - search for information in printed general and scientific texts - deepen theoretical and practical communication skills in English based on the previous semester <i>Number of credits: 3 ECTS</i> <i>Student workload: 90 h = 19,5 h / 70,5 h (individual work, studying literature).</i>	
Course content: <i>The content of the course is based on the principles of the communicative approach and activity-based</i>	

teaching and learning. The course structure comprises the following specified topics:

1. Global issues – terminology, 'An Inconvenient Truth' film analysis
2. Global issues – natural catastrophes all over the world; future predictions – future tense use
3. Celebrity magazines – topic coverage in the lighter form of magazines
4. Magazines – types of magazines and topic coverage; terminology and phrases
5. Layout of the magazine cover
6. Language of the media – writing headlines
7. Websites – technical vocabulary, design of websites, orientation on web pages

Recommended literature :

CLANDFIELD, L., 2010. *GLOBAL Pre - Intermediate Coursebook*. Macmillan, ISBN 978-0-230-03309-2.

CERAMELLA, N. – LEE, E., 2008. *Cambridge English for the Media*. Cambridge University Press, ISBN 978-0-521-72457-9.

MURPHY, R., 2004. *English Grammar in Use*. Cambridge: Cambridge University Press.

Internet resources.

Language which is necessary to complete the course: *English*

Notes:

An individualized approach is provided for students with special needs based on the recommendation of the faculty coordinator for students with special needs.

The course is provided by UJK CCKV (The Institute of Language Competencies, Center of Competencies and Lifelong Learning) PU as a specialized organizational unit for language training of future graduates.

Course evaluation:

Total number of students evaluated: 479

A	B	C	D	E	FX
42%	21%	20%	10%	2%	5%

Lecturers:

Mgr. Lenka Gogová, PhD., guarantor Mgr. Jana Mačáková, co-guarantor, lecturer, examiner

Date of last change: 01.02.2022

Approved by: *Mgr. Lenka Gogová, PhD.*

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>University of Prešov in Prešov</i>	
Code: <i>9UJK/CUIPSf/22</i>	Course title: <i>Foreign Language (French)</i>
Type, scope and method of educational activity: Type of educational activity: <i>Seminar</i> Scope of educational activity: <i>26 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: <i>3</i>	
Recommended semester: <i>2nd year WT Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Continuous assessment</i> <i>Activity, work with tests and written tests.</i> <i>Students are required the passing score 50 % minimum to get credits</i> <i>The final assessment is set as a total of 2 written tests, work with texts on different issues, regular attendance, active participation in the course activities. All assessment elements are compulsory (in case of absence some additional assignments are given).</i> <i>A 100–90,00%</i> <i>B 89,99–80%</i> <i>C 79,99–70,00%</i> <i>D 69,99–60,00%</i> <i>E 59,99–50,00%</i> <i>FX 49,99% and less %(unsatisfactory).</i> <i>Continuous assessment</i>	
Learning outcomes: <i>Student workload is 90 h = 19,5 h / 70,5 h (individual work: preparation at home, studying literature).</i> <i>The course is focused on acquiring and developing communication skills and understanding language structures of French language. Students are provided training in the use of French language vocabulary and grammar structures and in the main communication skills (speaking, listening, reading, writing) specifically tailored to Media studies. Students are expected to be able to use language accurately and to sustain elementary level of general and scientific conversation in French language.</i> Learning outcomes: <i>Students will be competent to:</i> <ul style="list-style-type: none"> - use words, word-phrases and simple sentence models, - communicate in simple situations requiring information exchange, - communicate on topics included in syllabus in oral and written forms, - use vocabulary to express one's opinion and, attitude and describe simple processes, activities and events, - make texts containing present, past, future actions and events of general character, - use nouns, verbs, adjectives, adverbs, numbers, pronouns and prepositions correctly and appropriately, - use correct word-order in the sentence structure, - make definitions, - work with and understand audio and written texts independently, - work with short and simple audio recordings and texts and be able to interpret them, - search for information in printed general and simple scientific texts 	
Course content: <i>1. Me and my family</i> <i>Basic rules of French pronunciation.</i> <i>Common conversational phrases. Introduce yourself and your family. Descriptions of people.</i> <i>Professions. Friends and relationships.</i> <i>Personal and possessive pronouns. Present simple of the verbs avoir and être. Place of adjectives in French language. Definite and indefinite articles. Numeral from 0 to 69.</i> <i>2. Free time</i> <i>Activities: Television. Sport. Animals.</i> <i>Description of a day. Weather.</i> <i>Partitive article "du/de la" that follows the verb "faire"+ name of a sport.</i>	

Prepositions. Pronouns “y” and “en”. Negation.

3. Eating

Food – French dishes.

At a restaurant – table reservation, order food.

Partitive articles: “du/de la/des”. Present simple of regular verbs.

Recommended literature :

David Sprake, Steve Harrison: FRANCOSCOPE pour AQA, Oxford University Press, ISBN: 0 - 19 - 912309 - 8, 2001.

Christian Baylon: FORUM 1, Méthode de français, Hachette, ISBN: 2 01 15 5085-8. 2000.

H. Mináriková, I. Liščáková: Francúzsko/slovenský, slovensko/francúzsky slovník, Slovenské pedagogické nakladateľstvo, ISBN: 80 10 006 72 6, 2004.

Language which is necessary to complete the course: *French*

Notes:

The course is provided by UJK CCKV PU as a specialized workplace of language training for future graduates.

Course evaluation:

Total number of students evaluated: 89

A	B	C	D	E	FX
42%	21%	3%	7%	8%	19%

Lecturers:

Mgr. Lenka Gogová, PhD., guarantor Mgr. Barbora Olejárová, PhD., co-guarantor, lecturer, examiner

Date of last change: 01.02.2022

Approved by: *Mgr. Lenka Gogová, PhD.*

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>University of Prešov in Prešov</i>	
Code: <i>9UJK/CUIPSn/22</i>	Course title: <i>Foreign Language (German)</i>
Type, scope and method of educational activity: Type of educational activity: <i>Seminar</i> Scope of educational activity: <i>26 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: <i>3</i>	
Recommended semester: <i>2nd year WT Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Continuous assessment</i> <i>Continuous assessment</i> <i>The final evaluation of the subject is based on the continuous assessment "PH". Course: Students write a final test from the studied materials. The student must gain at least 50.00 % to pass the course. An overall assessment of the student is based on essays submitted during the semester and on the calculation of the percentage obtained in the test: A 100,00 – 90,00 % B 89,99 – 80,00 % C 79,99 – 70,00 % D 69,99 – 60,00 % E 59,99 – 50,00 % FX 49,99 and less %</i>	
Learning outcomes: <i>Number of credits: 3 ECTS</i> <i>student workload is 90 h = 19,5 h/70,5 h</i> <i>The student is competent in:</i> <i>After getting acquainted with the basic information, the student has an adequate level of understanding and skills at a declarative level.</i> <ul style="list-style-type: none"> - <i>The student uses words, phrases, and grammatical categories as a basis for basic sentence models and structure.</i> - <i>The student is able to provide basic information about his/her life in German.</i> - <i>The student has general knowledge that serves as a basis for active communication in German.</i> - <i>The student can use German in simple and everyday situations.</i> - <i>The student is able to demonstrate social competencies in a foreign language environment.</i> - <i>The student uses his/her knowledge to solve basic communication problems.</i> - <i>The student has basic skills to obtain and interpret basic information in the target language.</i> - <i>The student is able to make the right decisions and act responsibly.</i> - <i>The student is able to demonstrate critical and creative thinking in predictable and unpredictable situations that they may occur in his/her professional practice.</i> - <i>The student is able to identify and use creative problem solving in new or unfamiliar environments.</i> - <i>The student improves his/her self-study skills which are needed for further education in German.</i> 	
Course content: <i>The content of the course is based on the principles of the communicative approach and activity-based teaching and learning. All topics are aimed at the development of basic communication skills important in everyday communication in the German language. The course structure comprises the following specified topics:</i> <ul style="list-style-type: none"> - <i>Greetings, introduction.</i> - <i>How are u? Dating.</i> - <i>What does it cost?</i> - <i>Shopping.</i> - <i>What time is it?</i> - <i>Daily regimen.</i> - <i>Free time, work.</i> - <i>Types of food.</i> - <i>Food preparation.</i> - <i>Me and my family.</i> - <i>Birthday, invitation to the party.</i> <i>Oral part: Me and my family</i>	

Recommended literature :

LEMCKE, Ch., ROHRMANN, L.: *Berliner Platz 1 neu. Deutsch im Alltag*. München: Klett – Langenscheidt, 2013. ISBN 978-3-12-606025-7.

LEMCKE, Ch., ROHRMANN, L., SCHERLING, T.: *Berliner Platz 1 neu. Deutsch im Alltag. Intensivtrainer*. München: Klett – Langenscheidt, 2013. ISBN 978-3-12-606029-5.

RODI, M. *Berliner Platz 1 neu. Deutsch im Alltag. Testheft*. München: Klett – Langenscheidt, 2013. ISBN 978-3-12-606031-8. *Grammatik – aktuell*. Ismaning: Hueber Verlag. 2002. ISBN 978-3-19-007255-2.

Internetové zdroje:

<http://www.achtung-deutsch.com>

<https://slovniky.lingea.sk/nemecko-slovensky>

Language which is necessary to complete the course: German**Notes:**

An individualized approach is provided for students with special needs based on the recommendation of the faculty coordinator for students with special needs.

the course is provided by UJK CCKV (The Institute of Language Competencies, Center of Competencies and Lifelong Learning) PU as a specialized organizational unit for language training of future graduates.

Course evaluation:

Total number of students evaluated: 72

A	B	C	D	E	FX
21%	28%	13%	7%	1%	31%

Lecturers:

Mgr. Lenka Gogová, PhD., guarantor PaedDr. Zdenka Uherová, PhD., co-guarantor, lecturer, examiner

Date of last change: 01.02.2022

Approved by: Mgr. Lenka Gogová, PhD.

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>University of Prešov in Prešov</i>	
Code: <i>9UJK/CUIPSr/22</i>	Course title: <i>Foreign Language (Russian)</i>
Type, scope and method of educational activity: Type of educational activity: <i>Seminar</i> Scope of educational activity: <i>26 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: <i>3</i>	
Recommended semester: <i>2nd year WT Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Continuous assessment</i> <i>The final evaluation of the subject is based on the continuous assessment "PH".</i> <i>Course:</i> <i>Students write a final test from the studied materials. The student must gain at least 50.00 % to pass the course.</i> <i>An overall assessment of the student is based on essays submitted during the semester and on the calculation of the percentage obtained in the test:</i> <i>A 100,00 – 90,00 %</i> <i>B 89,99 – 80,00 %</i> <i>C 79,99 – 70,00 %</i> <i>D 69,99 – 60,00 %</i> <i>E 59,99 – 50,00 %</i> <i>FX 49,99 and less %</i>	
Learning outcomes: <i>student workload is 90 h = 19,5 h / 70,5 h</i> <i>The student is competent in:</i> <i>After getting acquainted with the basic information, the student has an adequate level of understanding and skills at a declarative level.</i> <ul style="list-style-type: none"> - <i>The student uses words, phrases, and grammatical categories as a basis for basic sentence models and structure.</i> - <i>The student is able to provide basic information about his/her life in Russian.</i> - <i>The student has general knowledge that serves as a basis for active communication in Russian.</i> - <i>The student can use Russian in simple and everyday situations.</i> - <i>The student is able to demonstrate social competencies in a foreign language environment.</i> - <i>The student uses his/her knowledge to solve basic communication problems.</i> - <i>The student has basic skills to obtain and interpret basic information in the target language.</i> - <i>The student is able to make the right decisions and act responsibly.</i> - <i>The student is able to demonstrate critical and creative thinking in predictable and unpredictable situations that may occur in his/her professional practice.</i> - <i>The student is able to identify and use creative problem solving in new or unfamiliar environments.</i> - <i>The student improves his/her self-study skills which are needed for further education in Russian.</i> 	
Course content: <i>The content of the course is based on the principles of the communicative approach and activity-based teaching and learning. All topics are aimed at the development of basic communication skills important in everyday communication in the Russian language.</i> <i>1. Introduction to the study of the Russian language. Phonetics. Alphabet.</i> <i>2. Notification. Greetings. A verb to have. The nouns of womankind.</i> <i>3. The plan of the day. Verb Timing I.</i>	
Recommended literature : <i>JANEK, A. - MAMONOVA, J., 2019. Učebnice současné ruštiny 2. díl. Brno: Edika. ISBN 978-80-266-1376-3</i> <i>LINGEA rusko-slovenský, slovensko-ruský veľký slovník nielen pre prekladateľov, 2011, Bratislava: Lingea. ISBN 978-80-89323-27-2</i>	

BELYNTSEVA, O. - JANEK, A., 2009. *Učebnice současné ruštiny I. díl*. Brno: CPRESS. ISBN 978-80-251-242-0
 KLÁTIKOVÁ, E., 2004. *Ruština pre začiatočníkov*. Bratislava: Univerzita Komenského Bratislava. ISBN 80-223-1873-6.
 BRČÁKOVÁ, D. – MISTROVÁ, V. – ARAPOVA, N., 2000. *Ruská konverzace. Govorite po-russky*. Praha: LEDA. ISBN 80-85927-63-2
 BALÁŽ, G. – ČABALA, M. – SVETLÍK, J., 1995. *Gramatika ruštiny*. Bratislava: Slovenské pedagogické nakladateľstvo. ISBN 80-08-00986-1

Language which is necessary to complete the course: *Russian*

Notes:

An individualized approach is provided for students with special needs based on the recommendation of the faculty coordinator for students with special needs.

he course is provided by UJK CCKV (The Institute of Language Competencies, Center of Competencies and Lifelong Learning) PU as a specialized organizational unit for language training of future graduates.

Course evaluation:

Total number of students evaluated: 95

A	B	C	D	E	FX
71%	13%	4%	0%	0%	13%

Lecturers:

Mgr. Lenka Gogová, PhD., guarantor Mgr. Stanislava Šušťáková, PhD., co-guarantor, lecturer, examiner

Date of last change: 01.02.2022

Approved by: *Mgr. Lenka Gogová, PhD.*

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>University of Prešov in Prešov</i>	
Code: <i>9UJK/CUIPSs/22</i>	Course title: <i>Foreign language (Spanish)</i>
Type, scope and method of educational activity: Type of educational activity: <i>Seminar</i> Scope of educational activity: <i>26 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: <i>3</i>	
Recommended semester: <i>2nd year WT Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Continuous assessment</i> <i>Active participation, essay, test.</i> <i>Students write a final test from the studied materials. The student must gain at least 50.00 % to pass the course.</i> <i>An overall assessment of the student is based on essays submitted during the semester and on the calculation of the percentage obtained in the test:</i> <i>A 100,00 – 90,00 %</i> <i>B 89,99 – 80,00 %</i> <i>C 79,99 – 70,00 %</i> <i>D 69,99 – 60,00 %</i> <i>E 59,99 – 50,00 %</i> <i>FX 49,99 and less %.</i> <i>Continuous assessment.</i>	
Learning outcomes: <i>student workload is 60 h = 19,5 h/45,5 h (individual work: preparation at home, studying literature)</i> <i>After getting acquainted with the basic information, the student has an adequate level of understanding and skills at a declarative level.</i> <ul style="list-style-type: none"> - <i>The student uses words, phrases, and grammatical categories as a basis for basic sentence models and structure.</i> - <i>The student is able to provide basic information about his/her life in Spanish.</i> - <i>The student has the general knowledge that serves as a basis for active communication in Spanish.</i> - <i>The student can use Spanish in simple and everyday situations.</i> - <i>The student is able to demonstrate social competencies in a foreign language environment.</i> - <i>The student uses his/her knowledge to solve basic communication problems.</i> - <i>The student has basic skills to obtain and interpret basic information in the target language.</i> - <i>The student is able to make the right decisions and act responsibly.</i> - <i>The student is able to demonstrate critical and creative thinking in predictable and unpredictable situations that may occur in his/her professional practice.</i> - <i>The student is able to identify and use creative problem-solving in new or unfamiliar environments.</i> - <i>The student improves his/her self-study skills which are needed for further education in Spanish.</i> 	
Course content: <i>The content of the course is based on the principles of the communicative approach and activity-based teaching and learning. All topics are aimed at the development of basic communication skills important in everyday communication in the Spanish language. The course structure comprises the following specified topics:</i> <ol style="list-style-type: none"> <i>1. Making contact. Formal and informal communication – greetings, self-introduction, conjugation of regular verbs.</i> <i>2. Providing and getting information about you and your family – asking questions, responses, requests, conjugation of irregular verbs.</i> <i>3. Expression of opinions – polite phrases, disagreement, opinion, beliefs, telling the time.</i> <i>4. Description of a person (static and dynamic) – expressing emotions, physical appearance, characteristics, description of the place using adjectives.</i> <i>Essay: My best friend.</i>	
Recommended literature :	

KRÁLOVÁ, J. a kol. 2011. *Fiesta I. Nueva edición. Plzeň: Fraus.*
LENGHARTOVÁ, J. 1995. *Conversación Española. Bratislava: SPN.*
SAN JOSÉ, V. B. – DUBSKÝ, J. – KRÁLOVÁ, J. 1999. *Moderní gramatika španělštiny. Plzeň: Fraus.*
TRUP, L. 1997. *Gramatika španielčiny I. Výslovnosť, pravopis, morfológia. Bratislava: Letra.*
TRUP, L. 1996. *Úvod do štúdia španielčiny. Bratislava: FF UK.*

Language which is necessary to complete the course: *Spanish*

Notes:

The course is provided by UJK CCKV PU as a specialized workplace of language training for future graduates.

Course evaluation:

Total number of students evaluated: 177

A	B	C	D	E	FX
58%	15%	8%	4%	2%	13%

Lecturers:

Mgr. Lenka Gogová, PhD., guarantor, co-guarantor, lecturer, examiner

Date of last change: 01.02.2022

Approved by: *Mgr. Lenka Gogová, PhD.*

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>University of Prešov in Prešov</i>	
Code: <i>9UJK/UKOSf/22</i>	Course title: <i>Foreign Language (French)</i>
Type, scope and method of educational activity: Type of educational activity: <i>Seminar</i> Scope of educational activity: <i>26 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: <i>4</i>	
Recommended semester: <i>2nd year ST Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Continuous assessment</i> <i>Students are required the passing score 50 % minimum to get credits</i> <i>The final assessment is set as a total of 2 written tests, seminar work, regular attendance, and active participation in the course activities. All assessment elements are compulsory (in case of absence some additional assignments are given).</i> <i>An overall assessment of the student is based on the submitted written essays and on the calculation of the percentage obtained in the test:</i> <i>A: 100,00 – 90,00 %</i> <i>B: 89,99 – 80,00 %</i> <i>C: 79,99 – 70,00 %</i> <i>D: 69,99 – 60,00 %</i> <i>E: 59,99 – 50,00 %</i> <i>FX: 49,99 and less %.</i> <i>Continuous assessment</i>	
Learning outcomes: <i>student workload is 120 h = 19,5 h/100,5 h (individual work: preparation at home, written seminar work: 74,5 h, studying literature: 26 h)</i> <i>The course is focused on acquiring and developing communication skills and understanding language structures of French language. Students are provided training in the use of French language vocabulary and grammar structures and in the main communication skills (speaking, listening, reading, writing) specifically tailored to Media studies. Students are expected to be able to use language accurately and to sustain elementary level of general and scientific conversation in French language.</i> Learning outcomes: <i>Students will be competent to:</i> <ul style="list-style-type: none"> - use words, word-phrases and simple sentence models, - communicate in simple situations requiring information exchange, - communicate on topics included in syllabus in oral and written forms, - use vocabulary to express one's opinion and, attitude and describe simple processes, activities and events, - make texts containing present, past, future actions and events of general character, - use nouns, verbs, adjectives, adverbs, numbers, pronouns and prepositions correctly and appropriately, - use correct word-order in the sentence structure, -make definitions, - work with and understand audio and written texts independently, - work with short and simple audio recordings and texts and be able to interpret them, - search for information in printed general and simple scientific texts 	
Course content: <i>The content of the course is based on the principles of the communicative approach and activity-based teaching and learning. The course structure comprises the following specified topics:</i> <ol style="list-style-type: none"> 1. <i>Types of house and location</i> <i>Dis/advantages of house/flat. Description of region/town. The "il y a" expression. Prepositions of place. Cardinal numbers from 69 upwards.</i> <i>Writing: Newspaper advertisement.</i> 2. <i>Daily routine</i> <i>Weekdays and weekends. Meals and mealtimes. Housework and part-time jobs.</i> 	

Reflexive verbs. Present tense of irregular verbs. Time and prepositions of time.

3. Map of France

French regions. Cardinal points.

Interrogative pronoun "quel". Formation of questions by means of interrogative pronouns: Quel?, Qui?, Où?, etc..

Seminar work: advertisement on one of the French regions: location, history, food, activities, famous people, etc.

Recommended literature :

David Sprake, Steve Harrison: FRANCOSCOPE pour AQA, Oxford University Press, ISBN: 0 - 19 - 912309 - 8, 2001.

Christian Baylon: FORUM 1, Méthode de français, Hachette, ISBN: 2 01 15 5085-8. 2000.

H. Mináriková, I. Liščáková: Francúzsko/slovenský, slovensko/francúzsky slovník, Slovenské pedagogické nakladateľstvo, ISBN: 80 10 006 72 6, 2004.

Language which is necessary to complete the course: *French*

Notes:

The course is provided by UJK CCKV PU as a specialized workplace of language training for future graduates.

Course evaluation:

Total number of students evaluated: *41*

A	B	C	D	E	FX
29%	39%	12%	7%	7%	5%

Lecturers:

Mgr. Lenka Gogová, PhD., guarantor

Date of last change: *01.02.2022*

Approved by: *Mgr. Lenka Gogová, PhD.*

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>University of Prešov in Prešov</i>	
Code: <i>9UJK/UKOSn/22</i>	Course title: <i>Foreign Language (German)</i>
Type, scope and method of educational activity: Type of educational activity: <i>Seminar</i> Scope of educational activity: <i>26 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: <i>4</i>	
Recommended semester: <i>2nd year ST Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Continuous assessment</i> <i>Continuous assessment</i> <i>The final evaluation of the subject is based on the continuous assessment "PH". Course: Students write a final test from the studied materials. The student must gain at least 50.00 % to pass the course. An overall assessment of the student is based on the presentation on the specific topic and on the calculation of the percentage obtained in the test: A 100,00 – 90,00 % B 89,99 – 80,00 % C 79,99 – 70,00 % D 69,99 – 60,00 % E 59,99 – 50,00 % FX 49,99 and less %.</i>	
Learning outcomes: <i>Number of credits: 4 ECTS</i> <i>student workload is 120 h = 19,5 h/100,5 h (individual work: preparation at home, presentation: 74,5 h, studying literature: 26 h)</i> <i>The student is competent in:</i> <i>After getting acquainted with the basic information, the student has an adequate level of understanding and skills at a declarative level.</i> <ul style="list-style-type: none"> - <i>The student uses words, phrases, and grammatical categories as a basis for basic sentence models and structure.</i> - <i>The student is able to provide basic information about his/her life in German.</i> - <i>The student has general knowledge that serves as a basis for active communication in German.</i> - <i>The student can use German in simple and everyday situations.</i> - <i>The student is able to demonstrate social competencies in a foreign language environment.</i> - <i>The student uses his/her knowledge to solve basic communication problems.</i> - <i>The student has basic skills to obtain and interpret basic information in the target language.</i> - <i>The student is able to make the right decisions and act responsibly.</i> - <i>The student is able to demonstrate critical and creative thinking in predictable and unpredictable situations that they may occur in his/her professional practice.</i> - <i>The student is able to identify and use creative problem solving in new or unfamiliar environments.</i> - <i>The student improves his/her self-study skills which are needed for further education in German.</i> 	
Course content: <i>The content of the course is based on the principles of the communicative approach and activity-based teaching and learning. All topics are aimed at the development of basic communication skills important in everyday communication in the German language. The content of teaching in the subject includes the following topics:</i> <ul style="list-style-type: none"> - <i>Welcome to Berlin</i> - <i>In a foreign city</i> - <i>Orientation in the city</i> - <i>Means of transport</i> - <i>Providing information</i> - <i>Room, kitchen and bathroom facilities</i> - <i>Finding an apartment</i> - <i>Moving into an apartment</i> - <i>What has happened?</i> - <i>Curriculum vitae</i> <i>Written work: My plans for the future.</i>	
Recommended literature :	

LEMCKE, Ch., ROHRMANN, L.: *Berliner Platz 1 neu. Deutsch im Alltag*. München: Klett – Langenscheidt, 2013. ISBN 978-3-12-606025-7.

LEMCKE, Ch., ROHRMANN, L., SCHERLING, T.: *Berliner Platz 1 neu. Deutsch im Alltag. Intensivtrainer*. München: Klett – Langenscheidt, 2013. ISBN 978-3-12-606029-5.

RODI, M. *Berliner Platz 1 neu. Deutsch im Alltag. Testheft*. München: Klett – Langenscheidt, 2013. ISBN 978-3-12-606031-8.
Grammatik – aktuell. Ismaning: Hueber Verlag. 2002. ISBN 978-3-19-007255-2.

Internetové zdroje:

<http://www.achtung-deutsch.com>

<https://slovniky.lingea.sk/nemecko-slovensky>

Language which is necessary to complete the course: *German*

Notes:

An individualized approach is provided for students with special needs based on the recommendation of the faculty coordinator for students with special needs.

The course is provided by UJK CCKV (The Institute of Language Competencies, Center of Competencies and Lifelong Learning) PU as a specialized organizational unit for language training of future graduates.

Course evaluation:

Total number of students evaluated: 39

A	B	C	D	E	FX
54%	21%	8%	8%	0%	10%

Lecturers:

Mgr. Lenka Gogová, PhD., guarantor PaedDr. Zdenka Uherová, PhD., co-guarantor, lecturer, examiner

Date of last change: 01.02.2022

Approved by: *Mgr. Lenka Gogová, PhD.*

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>University of Prešov in Prešov</i>	
Code: <i>9UJK/UKOSr/22</i>	Course title: <i>Foreign Language (Russian)</i>
Type, scope and method of educational activity: Type of educational activity: <i>Seminar</i> Scope of educational activity: <i>26 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: <i>4</i>	
Recommended semester: <i>2nd year ST Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Continuous assessment</i> <i>Students write a final test from the studied materials. The student must gain at least 50.00 % to pass the course.</i> <i>An overall assessment of the student is based on essays submitted during the semester and on the calculation of the percentage obtained in the test:</i> <i>A 100,00 – 90,00 %</i> <i>B 89,99 – 80,00 %</i> <i>C 79,99 – 70,00 %</i> <i>D 69,99 – 60,00 %</i> <i>E 59,99 – 50,00 %</i> <i>FX 49,99 and less %</i> <i>The final evaluation of the subject is based on the continuous assessment “PH”.</i>	
Learning outcomes: <i>student workload is 120 h = 19,5 h/100,5 h (individual work: preparation at home, written essays: 74,5 h, studying literature: 26 h)</i> <i>The student is competent in:</i> <i>After getting acquainted with the basic information, the student has an adequate level of understanding and skills at a declarative level.</i> <ul style="list-style-type: none"> - <i>The student uses words, phrases, and grammatical categories as a basis for basic sentence models and structure.</i> - <i>The student is able to provide basic information about his/her life in Russian.</i> - <i>The student has general knowledge that serves as a basis for active communication in Russian.</i> - <i>The student can use Russian in simple and everyday situations.</i> - <i>The student is able to demonstrate social competencies in a foreign language environment.</i> - <i>The student uses his/her knowledge to solve basic communication problems.</i> - <i>The student has basic skills to obtain and interpret basic information in the target language.</i> - <i>The student is able to make the right decisions and act responsibly.</i> - <i>The student is able to demonstrate critical and creative thinking in predictable and unpredictable situations that may occur in his/her professional practice.</i> - <i>The student is able to identify and use creative problem solving in new or unfamiliar environments.</i> - <i>The student improves his/her self-study skills which are needed for further education in Russian.</i> 	
Course content: <i>The content of the course is based on the principles of the communicative approach and activity-based teaching and learning. All topics are aimed at the development of basic communication skills important in everyday communication in the Russian language.</i> <i>The course structure comprises the following specified topics:</i> <ol style="list-style-type: none"> 1. <i>Free time. Basic numbers. Proprietary brands.</i> 2. <i>Family. Personal trademarks. The timing of verbs.</i> 3. <i>Hobbies. The essential names of the masculine. Past tense.</i> 	
Recommended literature : <i>JANEK, A. - MAMONOVA, J., 2019. Učebnice současné ruštiny 2. díl. Brno: Edika. ISBN 978-80-266-1376-3</i> <i>LINGEA rusko-slovenský, slovensko-ruský veľký slovník nielen pre prekladateľov, 2011, Bratislava: Lingea. ISBN 978-80-89323-27-2</i>	

BELYNTSEVA, O. - JANEK, A., 2009. *Učebnice současné ruštiny I. díl*. Brno: CPRESS. ISBN 978-80-251-242-0
 KLÁTIKOVÁ, E., 2004. *Ruština pre začiatočníkov*. Bratislava: Univerzita Komenského Bratislava. ISBN 80-223-1873-6.
 BRČÁKOVÁ, D. – MISTROVÁ, V. – ARAPOVA, N., 2000. *Ruská konverzace. Govorite po-russky*. Praha: LEDA. ISBN 80-85927-63-2
 BALÁŽ, G. – ČABALA, M. – SVETLÍK, J., 1995. *Gramatika ruštiny*. Bratislava: Slovenské pedagogické nakladateľstvo. ISBN 80-08-00986-1

Language which is necessary to complete the course: *Russian*

Notes:

An individualized approach is provided for students with special needs based on the recommendation of the faculty coordinator for students with special needs.

The course is provided by UJK CCKV (The Institute of Language Competencies, Center of Competencies and Lifelong Learning) PU as a specialized organizational unit for language training of future graduates.

Course evaluation:

Total number of students evaluated: 59

A	B	C	D	E	FX
75%	8%	3%	0%	5%	8%

Lecturers:

Mgr. Lenka Gogová, PhD., guarantor Mgr. Stanislava Šuščáková, PhD., co-guarantor, lecturer, examiner

Date of last change: 01.02.2022

Approved by: *Mgr. Lenka Gogová, PhD.*

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>University of Prešov in Prešov</i>	
Code: <i>9UJK/UKOSs/22</i>	Course title: <i>Foreign language (Spanish)</i>
Type, scope and method of educational activity: Type of educational activity: <i>Seminar</i> Scope of educational activity: <i>26 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: <i>4</i>	
Recommended semester: <i>2nd year ST Media studies (MSB)</i>	
Study grade: <i>Bachelor</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Continuous assessment</i> <i>Active participation, essay, and test.</i> <i>Students write a final test from the studied materials. The student must gain at least 50.00 % to pass the course.</i> <i>An overall assessment of the student is based on the essay and on the calculation of the percentage obtained in the test:</i> <i>A 100,00 – 90,00 %</i> <i>B 89,99 – 80,00 %</i> <i>C 79,99 – 70,00 %</i> <i>D 69,99 – 60,00 %</i> <i>E 59,99 – 50,00 %</i> <i>FX 49,99 and less %.</i> <i>Continuous assessment.</i>	
Learning outcomes: <i>Student workload is 120 h = 19,5 h/100,5 h (individual work: preparation at home, written project: 74,5 h, studying literature: 26 h).</i> <i>After getting acquainted with the basic information, the student has an adequate level of understanding and skills at a declarative level.</i> <ul style="list-style-type: none"> - <i>The student uses words, phrases, and grammatical categories as a basis for basic sentence models and structure.</i> - <i>The student is able to provide basic information about his/her life in Spanish.</i> - <i>The student has the general knowledge that serves as a basis for active communication in Spanish.</i> - <i>The student can use Spanish in simple and everyday situations.</i> - <i>The student is able to demonstrate social competencies in a foreign language environment.</i> - <i>The student uses his/her knowledge to solve basic communication problems.</i> - <i>The student has basic skills to obtain and interpret basic information in the target language.</i> - <i>The student is able to make the right decisions and act responsibly.</i> - <i>The student is able to demonstrate critical and creative thinking in predictable and unpredictable situations that may occur in his/her professional practice.</i> - <i>The student is able to identify and use creative problem-solving in new or unfamiliar environments.</i> - <i>The student improves his/her self-study skills which are needed for further education in Spanish.</i> 	
Course content: <i>The content of the course is based on the principles of the communicative approach and activity-based teaching and learning. All topics are aimed at the development of basic communication skills important in everyday communication in the Spanish language. The course structure comprises the following specified topics:</i> <i>1. My family</i> <i>Introducing the members of the family. The use of reflexive verbs in daily routine. Direct and indirect object in the sentence. Reflexive pronouns.</i> <i>2. My house</i> <i>Vocabulary aims at the description of the house or flat. Verbs “estar/hay” in sentences. Directions and adverbs of places. Orientation in a foreign city using imperative. Comparative adjectives.</i> <i>3. Holidays</i> <i>Introducing holidays and traditions in Spanish-speaking countries. Present perfect tense. Adverbs with prepositions. Planning.</i>	

Essay: My family and my typical day.

Recommended literature :

KRÁLOVÁ, J. a kol., 2011. Fiesta I. Nueva edición. Plzeň: Fraus.

LENGHARTOVÁ, J., 1995. Conversación Española. Bratislava: SPN.

SAN JOSÉ, V. B. – DUBSKÝ, J. – KRÁLOVÁ, J., 1999. Moderní gramatika španělštiny. Plzeň: Fraus.

TRUP, L., 1997. Gramatika španielčiny I. Výslovnosť, pravopis, morfológia. Bratislava: Letra.

TRUP, L., 1996. Úvod do štúdia španielčiny. Bratislava: FF UK.

Language which is necessary to complete the course: *Spanish*

Notes:

The course is provided by UJK CCKV PU as a specialized workplace of language training for future graduates.

Course evaluation:

Total number of students evaluated: 122

A	B	C	D	E	FX
69%	7%	11%	4%	0%	9%

Lecturers:

Mgr. Lenka Gogová, PhD., guarantor, co-guarantor, lecturer, examiner

Date of last change: 01.02.2022

Approved by: *Mgr. Lenka Gogová, PhD.*