

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Arts</i>	
Code: <i>IISM Km/AAKO1/22</i>	Course title: <i>Acoustic-Auditory Communication 1</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 (MSM)</i>	
Study grade: <i>Master</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 / 1 seminar: 19.5 hours - individual work - preparation for the seminar, elaboration of the seminar work: 75 hours - independent study of professional literature, preparation for testing and oral presentation: 25.5 hours. <i>Course completion conditions:</i> <i>Active participation in seminars. Absences will be replaced by individual work in the phonetic laboratory.</i> <i>Continuous testing of acquired knowledge in the form of a knowledge test.</i> <i>During the semester, the student prepares for an oral presentation related to the analysis of acoustic phenomena of Slovak sounds, which is recorded and evaluated.</i> <i>The student will also process and submit a seminar paper: a recording of a selected radio program together with a graphic and transcript. Part of the work is the analysis of acoustic-auditory phenomena. Seminar work is evaluated.</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 the average of the evaluation of the oral presentation, seminar work and testing.</i>	
Learning outcomes: <i>The graduate of the course can:</i> - analyze and interpret the results of experimental analysis, - apply orthoepic norms on one's own speech, - transcribe the acoustic-auditive text, - to analyze the acoustic-auditive media text from the point of view of the normative requirements of the sound level.	
Course content: - Acoustic verification of the principles of pure tones and their properties. - Construction of composite tones and noises as basic sounds of a speech signal. - Experiments on the nature of resonance and its connection with the articulatory tract. Experiments clarifying other acoustic phenomena. - Analysis of the spectrum of vowels. Formants. Hellwag's triangle and the distribution of Slovak vocals. - Spectrogram, construction of sonagrams. Acoustic analysis of diphthong sonagrams. Spectral composition of sonorant consonants. - Analysis of acoustics of explosives p and b in the time domain. Modeling of fricatives by white and pink noise. - Affiliates in the broadband program. Explanation of the acoustic nature of a syllable on a sonagram. - Communication model of speech. Phonetic acoustics and the subject of its research. - Articulatory, acoustic and perceptual component of phonic speech. Perception and reception. Speech stream segmentation. Segmental plane of a speech signal. - Tone, a composite tone in a speech signal. Acoustic and perceptual characteristics of Slovak vowels I. - Noise and pulse in speech signal. Acoustic and perceptual characteristics of Slovak vowels II. Formants. - Acoustic and perceptual characteristics of Slovak consonants I. - Acoustic characteristics of articulatory organs. Organogenetic and acoustic articulation. - Acoustic characteristics of speech by the percipient. Speech intelligibility and hearing fatigue.	

Recommended literature :

KRÁL, Á., 2016. *Pravidlá slovenskej výslovnosti. Tretie vydanie. Martin: Matica slovenská.*

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

MACHAČ, P. a R. SKARNITZL, 2009. *Fonetická segmentace hlásek. Praha: Epoque.*

SABOL, J. a J. ZIMMERMANN, 1978. *Základy akustickej fonetiky. Košice: Rektorát Univerzity P. J. Šafárika.*

SABOL, J. a J. ZIMMERMANN, 2002. *Akustický signál – semióza – komunikácia. Prešov: Filozofická fakulta Prešovskej univerzity.*

SABOL, J. a J. ZIMMERMANN, 2014. *Akusticko-auditívna komunikácia. Košice: Univerzita Pavla Jozefa Šafárika.*

SABOL, J. a J. ZIMMERMANN, 2015. *Základy akustiky reči. Košice: Univerzita Pavla Jozefa Šafárika v Košiciach.*

ZIMMERMANN, J., 2002. *Spektrografická a škálografická analýza akustického rečového signálu. Prešov: Náuka.*

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: 369

A	B	C	D	E	FX
24%	35%	20%	4%	1%	15%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor Mgr. Viera Smoláková, PhD., co-guarantor, lecturer, examiner, seminary supervisor 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/AAKO2/22</i>	Course title: <i>Acoustic-Auditory 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: <i>4</i>	
Recommended semester: <i>1st year ST Media studies (MSM)</i>	
Study grade: <i>Master</i>	
Prerequisites: <i>IISM Km/AAKO1/22 - Acoustic-Auditory Communication 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 / 1 seminar: 19.5 hours - individual work - preparation for the seminar, elaboration of the seminar work: 76 hours - independent study of professional literature and preparation for the exam: 24.5 hours. <i>During the semester, the work at the seminars is evaluated: the student prepares and implements his / her own presentation of the prepared text and unprepared text. The texts are realized and evaluated in the presence of the public and are recorded. The records are continuously analyzed by students in terms of acoustic-audit phenomena using the Praat program.</i> <i>During the examination period, the oral examination takes place.</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 the average of the evaluation of the oral exam and seminar work.</i>	
Learning outcomes: <i>The graduate of the course can:</i> - analyze and interpret the results of experimental analysis, - apply analysis to the evaluation of foreign as well as personal pronunciation, - apply orthoepic standards on one's own speech, - to make correct oral speech in public communication, - transcribe acoustic-audit text, - apply their theoretical knowledge in working with the program for experimental analysis of the speech signal Praat, - to analyze the acoustic-audit media text from the point of view of the normative requirements of the sound level.	
Course content: - Articulatory nature of the syllable. - Acoustic essence of the syllable. - Perceptual essence of the syllable. - Criteria for determining syllable boundaries. - A syllable as a medium of the suprasegmental component of the signal. Time modulation. - Force modulation. Tone modulation. Qualitative modulation of the articulation flow. - Interaction of suprasegmental phenomena. Possibilities of functional use of suprasegments. - Style, style, stylistics. Sound stylistics and sound stylistics. - Journalistic style. - Art style. - Conversational style. - Intra-, para- and extralingual and intra-, para- and extra-communication features of acoustic-auditory communication in the mass media.	
Recommended literature : <i>HÁLA, B., 1975. Fonetika v teórii a praxi. Praha: SPN, s. 218 – 239.</i> <i>KRAVIAROVÁ, M. 2021. Súčinnosť pauzy a dôrazu v rozhlasových predvolebných diskusiách. In. J. Megreš, L. Regrutová (eds.): Média a text 7. Prešov: Prešovská univerzita v Prešove, s. 93 – 103. Dostupné z: http://www.</i>	

pulib.sk/web/kniznica/elpub/dokument/Merges2

KRÁĽ, Á., 2016. *Pravidlá slovenskej výslovnosti*. Tretie vydanie. Martin: Matica slovenská.

KRÁĽ, Á. a J. SABOL, 1989. *Fonetika a fonológia*. Bratislava: SPN. (vybrané kapitoly)

MACHAČ, P. a R. SKARNITZL, 2009. *Fonetická segmentace hlásek*. Praha: Epoque.

MISTRÍK, J., 1977. *Štylistika slovenského jazyka*. 2. vyd. Bratislava: SPN.

SABOL, J., 1989. *Syntetická fonologická teória*. Bratislava: JÚLŠ SAV. (vybrané kapitoly)

SABOL, J., 1994. *Slovenská slabika (Náčrt problematiky)*. In: *Studia Academica Slovaca*, 23, s. 214 – 224.

SABOL, J., 1997. *K typologickej charakteristike slovenskej slabiky*. In: *Zborník Filozofickej fakulty Univerzity Komenského. Philologica*. 45. Bratislava: UK, s. 27 – 32.

SABOL, J. a J. ZIMMERMANN, 1978. *Základy akustickej fonetiky*. Košice: Rektorát Univerzity P. J. Šafárika.

SABOL, J. a J. ZIMMERMANN, 2002. *Akustický signál – semióza – komunikácia*. Prešov: Filozofická fakulta Prešovskej univerzity.

SABOL, J. a J. ZIMMERMANN, 2014. *Akusticko-auditívna komunikácia*. Košice: Univerzita Pavla Jozefa Šafárika.

SABOL, J. a J. ZIMMERMANN, 2015. *Základy akustiky reči*. Košice: Univerzita Pavla Jozefa Šafárika v Košiciach.

SMOLÁKOVÁ, V., 2010. *Tempo reči mediálnych pracovníkov*. In: *Jazyk a kultúra: internetový časopis Lingvokulturologického a prekladateľsko-tlmočnického centra excelentnosti pri Filozofickej fakulte Prešovskej univerzity v Prešove*, 1/1, 7 s.

SMOLÁKOVÁ, V., 2013. *Suprasegmenty v mediálnom texte*. In: J. Rusnák, L. Regrutová (eds.): *Médiá a text 4. Zborník príspevkov z vedeckého seminára 4. 12. 2012*, Prešov, s. 215-221.

ZIMMERMANN, J., 2002. *Spektrografická a škálografická analýza akustického rečového signálu*. Prešov: Náuka.

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: 324

A	B	C	D	E	FX
29%	30%	20%	12%	4%	6%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor *Mgr. Viera Smoláková, PhD., co-guarantor, lecturer, examiner, seminary supervisor* *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/APMAR/22</i>	Course title: <i>Applied Marketing</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 (MSM)</i>	
Study grade: <i>Master</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Continuous assessment</i> Number of credits and time range for the conditions of passing the course: - 4 credits = 120 hours - course teaching: 13 weeks 2 lecture: 19.5 hours - individual work - preparation for the seminar, work on a marketing project: 60.5 hours - independent study of professional literature: 40 hours The course ends with a continuous evaluation, which the student receives for group work on a marketing project (analysis, planning, organization, implementation, control) and for verifying knowledge orally. 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. The final score is calculated as the arithmetic average of both evaluations. While in case of an ambiguous result, it is inclined to the evaluation from the practical part.	
Learning outcomes: Student is able to: - define and specify terms of marketing and management - manage and participate in the project - analyze, plan and compile marketing tools in consumer markets - create a marketing mix correctly - manage marketing channels - analyze competition, create competitive strategies - interpret standards, legislation and trends in relation to European law and institutions - create experience campaigns and products - implement and optimize social network marketing (and internet marketing)	
Course content: Marketing tools in business practice. Analysis of B2C markets - supply, demand, wishes, needs. STP analysis, an applied tool for creating a marketing mix. Levels of market segmentation. International business and internet tools. Product, innovation and strategies for creating new products. Competition analysis, competitive strategies. Price and value of products. Management of marketing channels. Project management, third and fourth sector. European Union, globalization. Experiential marketing.	
Recommended literature : BĚLOHLÁVEK, F., P. KOŠŤAN a O. ŠULEŘ, 2006. Management. Brno: Computer Press. DORČÁK, P., 2013. eMarketing. Ako osloviť zákazníka na internete. Bratislava: EZO.sk. HESKOVÁ, M. a P. STRACHOŇ, 2009. Marketingová komunikace a moderní trendy v marketingu. Praha: Oeconomica. JANOUC, V., 2010. Internetový marketing. Praha: Computer Press. LI, Ch. a J. BERNOFF, 2010. Spodná vlna. Ako podnikat' a víťaziť vo svete, ktorý zmenili sociálne médiá.	

Bratislava: Eastone Books.

KOTLER, P., a KELLER, K. L., 2009. *Marketing management*. Upper Saddle River.

NÍZKA, H., 2007. *Aplikovaný marketing*. Bratislava: Iura edition.

RICHTEROVÁ, K. a kol., 2009. *Prieskumy pre marketingový manažment*. Bratislava: Sofa.

ROSENAU Milton, D., 2006. *Řízení projektů*, Computer press. Praha.

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.

STERNE, J., 2011. *Měříme a optimalizujeme marketing na sociálních sítích*. Praha: Computer Press.

SVOZILOVÁ, A., 2010. *Projektový manažment*. Praha: Grada Publishing.

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

Notes:

Course evaluation:

Total number of students evaluated: 213

A	B	C	D	E	FX
29%	20%	11%	10%	8%	22%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor Ing. Peter Gallo, PhD., co-guarantor, lecturer, examiner Mgr. Ivana Tomečková, co-guarantor, examiner, seminary supervisor doc. Mgr. Michal Bočák, 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/APMED/22</i>				Course title: <i>Current Problems of Media</i>		
Type, scope and method of educational activity: Type of educational activity: <i>Lecture</i> Scope of educational activity: <i>2 hour per week, 60 per semester</i> Method of educational activity: <i>Combined</i>						
Number of credits: 2						
Recommended semester: <i>2nd year ST Media studies (MSM)</i>						
Study grade: <i>Master</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>- 2 credits = 60 hours</i> <i>- course teaching: 10 weeks x 2 lecture: 15 hours,</i> <i>- individual work - elaboration of seminar work: 25 hours,</i> <i>- independent study of professional literature: 20 hours.</i> <i>The course is evaluated continuously. During the semester, the student prepares, presents and submits a seminar paper - analysis of a selected phenomenon of media functioning according to the scope of the course.</i> <i>The final score is based on the scores of term paper and its presentation.</i>						
Learning outcomes: <i>- define and analyse the problems in production, distribution and reception of media products, - identify and analyze current trends in the field of print, electronic and new media in the context of social and cultural trends, - identify the specific problems of media and formulate adequate policies and methods of their solutions, - describe and explain the working methods of current media in relation to the current trends in the field.</i>						
Course content: <i>- Current trends in production, distribution and reception of media products.</i> <i>- Trends in the current print, electronic and new media in the context of social and cultural changes and their reflection in practical production.</i> <i>- Functioning of particular media and media sectors: identifying specific problems and analysing of the possibilities of their solutions.</i> <i>- Principles of creation and distribution of programme in broadcast media (dramaturgy in radio and television).</i> <i>- Designing the production of the media in relation to media (social, cultural) trends.</i>						
Recommended literature : <i>ČUŘÍK, J. a kol., 2012. Nové trendy v médiích I: Online a tištěná média. Brno: Masarykova univerzita.</i> <i>FORET, M., M. LAPČÍK a P. ORSÁG, eds., 2008. Média dnes: Reflexe mediality, médií a mediálních obsahů. Olomouc: Univerzita Palackého.</i> <i>MORAVČÍKOVÁ, E., 2013. Vybrané megatrendy v súčasnej mediálnej zábave. Nitra: Univerzita Konštantína Filozofa v Nitre.</i> <i>Dostupné z: http://kkult.web2v.ukf.sk/wp-content/uploads/2019/01/Vybran%C3%A9-megatrendy-v-s%C3%BA%C4%8Dasnej-medi%C3%A1lnej-z%C3%A1bave_0.pdf</i> <i>MOTAL, J. a kol., 2012. Nové trendy v médiích II: Rozhlas a televízie. Brno: Masarykova univerzita.</i> <i>MUSIL, J., 2003. Elektronická média v informační společnosti. Praha: Votobia.</i> <i>RADOŠINSKÁ, J. a J. VIŠŇOVSKÝ, 2013. Aktuálne trendy v mediálnej kultúre. Trnava: FMK UCM v Trnave.</i> <i>RUSNÁK, J., 2009. Textúry elektronických médií: Vývoj a súčasný stav. Prešov: FF PU.</i> <i>TUROW, J., 2009. Media Today: An Introduction to Mass Communication. 3. vyd. New York – London: Routledge.</i>						
Language which is necessary to complete the course: <i>Slovak, anglický, český</i>						
Notes:						
Course evaluation: Total number of students evaluated: 29						
	A	B	C	D	E	FX

	31%	24%	21%	7%	0%	17%
Lecturers: <i>prof. PhDr. Juraj Rusnák, CSc., guarantor, co-guarantor, lecturer, examiner</i> <i>Mgr. Lenka Regrutová, PhD., co-guarantor, lecturer, examiner</i> <i>Mgr. Jozef Mergeš, PhD., co-guarantor, lecturer, examiner</i> <i>Mgr. Eva Peknušiaková, PhD., co-guarantor, lecturer, examiner</i> <i>doc. Mgr. Michal Bočák, PhD., co-guarantor, lecturer, examiner</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/DAVPI/22</i>	Course title: <i>History of Audiovisual Production 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 (MSM)</i>	
Study grade: <i>Master</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Continuous assessment</i> Number of credits and time range for the conditions of passing the course: - 4 credits = 120 hours - course teaching: 13 weeks, 1 lecture / 2 seminar: 29.25 hrs. - individual work - preparation for the seminar, elaboration of the seminar work: 45.75 hours - independent study of professional literature: 45 hours <i>The course is completed by continuous assessment. Student in the course of the credit week undergo a knowledge test. The final score is calculated as the average of the evaluation of the knowledge test and evaluation of activities during seminars. 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 50%, will be evaluated as grade FX.</i>	
Learning outcomes: <i>The student is able to:</i> - Recognize intermedia relations in audiovisual discourse before WW2, - Define the basic economic, technological and aesthetic development stage, in film and television, - Define the dynamics of social processes related to the perception of audiovisual content in the socio-cultural practices, - Include specific audiovisual work or group works and its author or authors in the contemporary context and reflect on the contribution of these works to forming the current content of the audiovisual environment. - Classify in terms of the chronological history of film and television history in an international context - Define the development, stabilization and features classic Hollywood narrative film and its alternatives - Define the particularities of individual film schools and movements.	
Course content: <i>Options of audiovisual recording reality. Inventions necessary to construct the cinema and to the application of television. Attractiveness of audiovisual or visual as a social phenomenon of the early 20th century. Audiovisual culture in modernity.</i> - The dynamics of social status of the film in relation to other art in the first half of the 20th century. - Promotional discourse audiovisual media. Movie trailer. Control of film content - film censorship. Film and politics. Newsreels. - Development of audiovisual technologies: audio - cooperation of film and record companies; from black and white to color film; towards widescreen formats; First experimental television broadcasts; continuous development of Editing; animation technology. - When the first film in the US and in France. Italian monumental film, Scandinavian school. The golden age of silent film in Europe: German expressionism, Soviet montage, French impressionism. - Silent film in Hollywood - the economy, the emergence of studio system. The series as a new kind of storytelling. Provision of traditional narrative film. The documentary film. - The Golden Age of Hollywood. New genres of American film (film music, gangster, horror, comedy, epic blockbuster adventure film). "Film noir".	
Recommended literature : <i>CASETTI, F., 2008. Filmové teorie 1945 – 1990. Praha: Akademie múzických umění v Praze.</i> <i>CIEL, M., 2006. Pohyblivé obrázky. Levice: L. C. A.</i> <i>COOKE, M., 2011. Dějiny filmové hudby. Praha: Casablanca a Nakladatelství Akademie múzických umění.</i> <i>MACEK, V. a J. PAŠTĚKOVÁ, 2016. Dejiny slovenskej kinematografie 1896-1969. Bratislava: SFÚ.</i> <i>MERGEŠ, J., 2015. Jánošík, dobou revidovaný (k poetike filmovej postavy). In: M. SOUČKOVÁ, ed. K</i>	

poetologickým a axiologickým aspektom slovenskej literatúry po roku 2000 III. Prešov: Filozofická fakulta Prešovskej univerzity v Prešove, s. 543-553.

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.

MONACO, J., 2004. Jak číst film. Praha: Albatros.

SZCZEPANIK, P., ed., 2004. Nová filmová historie. Praha: Hermann a synové.

THOMPSONOVÁ, K. a D. BORDWELL, 2007. Dějiny filmu. Praha: Akademie múzických umění v Praze, Nakladatelství Lidové noviny.

Časopis Kino-Ikon.

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

Notes:

Course evaluation:

Total number of students evaluated: 295

A	B	C	D	E	FX
3%	15%	32%	23%	23%	5%

Lecturers:

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

PhDr. Peter Karpinský, 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/DAVP2/22</i>	Course title: <i>History of Audiovisual 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, 23,46 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: 3	
Recommended semester: <i>2nd year WT Media studies (MSM)</i>	
Study grade: <i>Master</i>	
Prerequisites: <i>IISMKm/DAVP1/22 - History of Audiovisual Production 1</i>	
Conditions for passing the course: Method of evaluation: <i>Exam</i> Number of credits and time range for the conditions of passing the course: - 3 credits = 90 hours - course teaching: 13 weeks 1 lecture / 2 seminar: 29.25 hours - individual work - preparation for the seminar, elaboration of the seminar work: 30.5 hours - independent study of professional literature: 30.25 hrs. During the semester students are working, attending the seminar and at least 5 working days before the oral examination submit the corresponding seminar papers focusing the subject (range 18,000 - 20,000 characters, Times New Roman, line spacing 1.5). During the examination period students will pass the oral exam. The final score is calculated as the average assessment of seminar work, oral response and assessment activities for seminars (attendance). 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% of the assessed level of FX.	
Learning outcomes: The student is able to: - Interpret intermedia relations discourse in audiovisual media from the period after World War 2 - Define the basic economic, technological and aesthetic development stages in film, television and new media in the second half of the 20th century - To characterize the dynamics of social processes related to the perception of audiovisual content in the socio-cultural practices - Include specific audiovisual work or group of works and its author or authors in the contemporary context and reflect on the contribution of these works to forming the current content of the audiovisual environment - To characterize the specificity of each important film schools and movements after World War 2 - Characterize the relations of film and television history after World War 2 from the chronological point of view and in the international context - Interpret the possibility of applying existing audiovisual media and their intersections with the traditional perception of the media in the socio-cultural practices of the 21st century	
Course content: The post-war period in Hollywood, resurrection of European cinema. Response to post-war state of society - social film. Neorealism in Italy. Postwar development of television in the US and in Europe. Television as a competitor of the film. Formatting and changes in the organization of television companies during the second half of the 20th century. The development of terrestrial, cable and satellite television. Author and independent film. Planning and Development. The new wave in Europe (France, Poland, Czechoslovakia, Hungary). The development of video - new opportunities for film and television. The music industry and its activities in the audiovisual environment. Crisis of Hollywood and attempt for his resurrection. Blockbuster phenomenon. Slovak film position in the European context in the second half of the 20th century. The current state of cinema - postmodernism - cycles of film genres and mixing. Repeater in the film and television landscape - remake, retake, prequel, sequel. Aesthetic, economic and technological ties of TV and movies over digital revolution. Multimedia space: Internet and video games as an extension of audiovisual media.	
Recommended literature :	

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

CASETTI, F., 2008. *Filmové teorie 1945 – 1990*. Praha: Akademie múzických umění v Praze.

CIEL, M., 2006. *Pohyblivé obrázky*. Levice: L. C. A.

COOKE, M., 2011. *Dějiny filmové hudby*. Praha: Casablanca a Nakladatelství Akademie múzických umění.

LUKEŠ, J., 2013. *Diagnózy času. Český a slovenský poválečný film*. Slovart.

MACEK, V. a J. PAŠTÉKOVÁ, 2016. *Dejiny slovenskej kinematografie 1896-1969*. Bratislava: SFÚ.

MERGEŠ, J., 2021. Človek ako krajina. In: *Kabinet pre literatúru a kultúru* [online]. Roč. 3, č. 1, s. 26-32 [cit. 15. januára 2022]. Dostupné z: <https://www.casopiskabinet.sk/2021/02/clovek-ako-krajina>.

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.

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>

MERGEŠ, J., 2015. Jánošík, dobou revidovaný (k poetike filmovej postavy). In: M. SOUČKOVÁ, ed. *K poetologickým a axiologickým aspektom slovenskej literatúry po roku 2000 III*. Prešov: Filozofická fakulta Prešovskej univerzity v Prešove, s. 543-553.

MERGEŠ, J., 2021. Medzi rozprávkou a hollywoodskym 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, Jozef, 2011. Nehanební bastardi nehanebnou obrodou? Vtedy v nacistami okupovanom Francúzsku... okom Quentina Tarantina. In: *Cinepur: časopis pro moderní cinefily*. Roč. 18, č. 74, s. 60-64.

MONACO, J., 2004. *Jak číst film*. Praha: Albatros.

SZCZEPANIK, P., ed., 2004. *Nová filmová historie*. Praha: Hermann a synové.

TAVINOR, G., 2009. *The Art of Videogames*. Singapore: Blackwell Publishing.

THOMPSONOVÁ, K. a D. BORDWELL, 2007. *Dějiny filmu*. Praha: Akademie múzických umění v Praze, Nakladatelství Lidové noviny.

Časopis Kino-Ikon.

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

Notes:

Course evaluation:

Total number of students evaluated: 177

A	B	C	D	E	FX
16%	18%	28%	23%	14%	2%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor Mgr. Jozef Mergeš, PhD., co-guarantor, lecturer, examiner, seminary supervisor doc. PhDr. Peter Karpinský, 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/FITVO/22</i>	Course title: <i>Film Production</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: 2	
Recommended semester: <i>1st year ST Media studies (MSM)</i>	
Study grade: <i>Master</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, 2 seminars, 19.5 hours - individual work - preparation for the seminar, elaboration of the seminar work: 30.5 hours - independent study of professional literature: 10 hours <i>The course is completed by continuous assessment. During the semester students individually or in a group process create and submit a seminar work in the form of short feature or documentary film on digital media along with the script and description of the work in printed form.</i> <i>The final evaluation of the student corresponds with the assessment forwarded to the seminar work.</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 50%, will be evaluated as grade FX.</i>	
Learning outcomes: <i>The student is able to:</i> - Define the position of the film in the present socio-cultural environment, - Define the basic methods and techniques of filmmaking and issues related to the final shape of the film, - Use knowledge of the basics of editing the film while working on a student film, - Clearly define the intended target of inspiration according to student projects, developing flexibility, competence, skills and experience in the organization of work in the audiovisual student projects. - To define and optimize chronological workflow for image - Work in a team and adapt to the needs of the work schedule for the turning the successful student films - Determine the function of different modes of film, - Recognize basic film profession.	
Course content: - Aspects of filmmaking. Relationship between European and American film. - Film as part of the culture. Author film, art film, commercial film. - Pre-production, production and post-production of the film. Basic film professions. - Access to the film formation - the form and style of the film. - Narrative, story, characters, plot, time and space in the film. Mise en scene, shot, editing, sound in the film. - Documentary and Animated Film. - The film adaptation. - Basic knowledge of film genres, relationship author - work - percipient. - The use and impact of technology on the final shape, the basics of film editing. - Practical work on the creation of short student films.	
Recommended literature : BORDWELL, D. a K. THOMPSONOVÁ, 2012. <i>Umění filmu – Úvod do studia formy a stylu.</i> Praha: Akademie múzických umění v Praze. FIELD, S., 2007. <i>Jak napsat dobrý scénář.</i> Praha: Rybka Publishers. OLIVA, L. (preklad), 1987. <i>HITCHCOCK/TRUFFAUT: Rozhovory.</i> Praha: Československý filmový ústav. IRVING, D. K. a P. W. REA, 2006. <i>Producing & Directing the Short Film & Video.</i> Elsevier. KUČERA, J., 2002. <i>Střihová skladba ve filmu a v televizi.</i> Praha: Akademie múzických umění, Filmová a televizní fakulta. LAX, E., 2008. <i>Woody Allen: Hovory o filmu.</i> Praha: Portál. TARKOVSKIJ, A., 2011. <i>Krása je symbolem pravdy. Příbram, Svatá Hora: Camera obscura.</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: 267

A	B	C	D	E	FX
48%	31%	14%	2%	0%	4%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor Mgr. Jozef Mergeš, PhD., co-guarantor, 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/JAMES/22</i>	Course title: <i>Language in Media and Society</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>4</i>	
Recommended semester: <i>1st year ST Media studies (MSM)</i>	
Study grade: <i>Master</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Continuous assessment</i> Number of credits and time range for the conditions of passing the course: - 4 credits = 120 hours - course teaching: 13 weeks, 1 lecture: 9.75 hrs. - individual work - elaboration of continuously assigned tasks: 70.25 hrs. - independent study of professional literature: 40 hours. The mid-term evaluation will consist of a set of written tasks: Comprehensive written project: a) from the issue of the language landscape of the selected municipality (city street) b) carried out in the form of a sociolinguistic survey (including theoretical introduction, evaluation and conclusion); c) analysis of media headlines with regard to the application of precedent texts (d) a written test on the prescribed substance. To obtain grade A the student must obtain at least 90%, to obtain grade B 80%, to grade C at least 70%, to grade D 60%, to grade E at least 50%. A student who obtains less than 50% will be graded FX.	
Learning outcomes: The graduate of the course can: - to orientate oneself in the current Slovak language situation and its theoretical reflection in relation to the media and media production, - master basic sociolinguistic concepts and their application to the media communication sphere, - apply sociolinguistic concepts to the interpretation of a media text.	
Course content: - Language and society. - What and how Slovak sociolinguistics studies (subject and research methods). - Language management (language legislation). - Social institution, language, style, macrosocial communication register, microsocial communication register. - Social differentiation of language (language situation and stratification of the national language). - Attitudes towards language. - Ethnography of language communication, language and culture. - Media language and media macrosocial communication register.	
Recommended literature : DOLNÍK, J., 2009. <i>Všeobecná jazykoveda</i> . Bratislava: Veda, s. 336-365, 2013 (časť Sociolingvistika). DOLNÍK, J., 2010. <i>Jazyk, človek, kultúra</i> . Bratislava: Kalligram. DOLNÍK, J., 2012. <i>Sila jazyka</i> . Bratislava: Kalligram. FINDRA, J., 1988. <i>Jazyk, reč, človek</i> . Bratislava: Q 111. GAVUROVÁ, M., 2021. <i>Dialekt ako prejav identity</i> . Fintice: FACE. MLACEK, J., 2008. <i>Médiá a jazyk</i> . In: <i>Jazyk a jazykoveda v pohybe. Na počesť Slavomíra Ondrejoviča</i> . Ed. S. Mislovičová. Bratislava: Veda, s. 288 – 296. ONDREJOVIČ, S., 2008. <i>Jazyk, veda o jazyku, societa. Sociolingvistické etudy</i> . Bratislava: Veda. ORGOŇOVÁ, O. a J. DOLNÍK, 2010. <i>Používanie jazyka</i> . Bratislava: Univerzita Komenského. SIPKO, J., 2011. <i>Teoretické a sociálno-komunikačné východiská lingvokultúrológie</i> . Prešov: Prešovská univerzita v Prešove Filozofická fakulta. POKORNÝ, J., 2010. <i>Lingvistická antropologie. Jazyk, mysl a kultura</i> . Praha: Grada. SLANČOVÁ, D. a T. SLANČOVÁ, 2014. <i>Reč pohybu, autority a súdržnosti</i> . Prešov: Prešovská univerzita v	

Prešove, Fakulta športu.

SLANČOVÁ, D. a M. SOKOLOVÁ, 2011. Návrat k varietám hovorenej podoby slovenčiny na východnom Slovensku po pätnástich rokoch. In: M. OLOŠTIAK, M. IVANOVÁ a D. SLANČOVÁ (eds.). Vidy jazyka a jazykovedy. Prešov: Filozofická fakulta Prešovskej univerzity v Prešove.

Velký sociologický slovník. Praha: Karolinum, 1996. 1627 s.

Sociolinguistica Slovaca 1-8

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: 177

A	B	C	D	E	FX
10%	11%	34%	26%	9%	10%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor prof. Mgr. Martina Ivanová, PhD., co-guarantor, examiner 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/JMEPO/22</i>	Course title: <i>Language in Media and Knowledge</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: <i>4</i>	
Recommended semester: <i>2nd year WT Media studies (MSM)</i>	
Study grade: <i>Master</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 hour lecture: 9.75 hours - independent study of professional literature + preparation for the continuous assessment test: 80.25 hrs. - preparation of a seminar paper (topic selection, finding an authentic sample of a media text, processing and presentation): 30 hours. <i>The course is completed by continuous assessment. During the semester, the student prepares and submits a seminar paper - analysis of a media text based on cognitive linguistic approaches. During the credit week, they pass a knowledge test including theoretical and practical tasks.</i> <i>To obtain an A rating 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 is able to define the basic principles of cognitive linguistics, explain the basic concepts and apply them in the analysis of media texts, explain the relationship between language and cultural aspects of the language community, apply the cognitive approach in analyzing a specific linguistic phenomenon applied in the media text.</i> <i>The graduate is able to apply theoretical knowledge and analytical methods in cognitive linguistics in their own analysis of a media text; can use the acquired language, communication and presentation skills in practice, can identify global scientific and innovative developments in the field and related fields and use it in the direction and development of the field, with the integration of knowledge from different fields.</i> <i>The graduate has a developed ability of argumentation and critical reflection (in the field of media text language evaluation in terms of postulates of cognitive linguistics), cross-sectional (transferable, key): the graduate has a developed cultural awareness and expression, can assess and modify one's own professional activity in a broader context, in relation to the long-term impact in the field and in terms of social, ethical and other criteria (ability to identify ideological abuses of language in communication practice). He has civic and social competencies, is aware of the role of language and its role in cultivating social communication.</i>	
Course content: <i>Definition of cognitive linguistics. Language in the cognitive framework. Directions and representatives in cognitive linguistics. Corporeality in language. Embodiment and conceptual structure. Basic types of vision schemes and their application in media texts. Cognitive metaphor theory. Metaphor in cognitive linguistics. Typology of metaphors: structural metaphor; orientation metaphor; ontological metaphor. Metaphor and metaphorization in politics. Metaphorical power quotient. Metaphor in discursive analysis. Metonymy in cognitive linguistics. Functions of metonymy in media texts.</i> <i>Linguistic image of the world. Experiential realism and anthropocentrism. Properties of the linguistic image of the world (selectivity, dynamism, anthropocentricity, heterogeneity).</i> <i>Denotation, connotation, myth. Cultural scripts.</i> <i>Categorization in language. Category as containers and category with center and periphery. Fundamentals of prototype theory. Prototype and stereotype. Gender stereotypes in media texts.</i>	
Recommended literature :	

DRULÁK, P., 2009. *Metafory studené války*. Praha: Portál.

GOATLY, A., 2007. *Washing the Brain: Metaphor and Hidden Ideology*. Amsterdam / Philadelphia: John Benjamins.

KYSELOVÁ, M. a M. IVANOVÁ, 2013. *Sloveso vo svetle kognitívnej gramatiky*. Prešov: FF PU.

LAKOFF, G. a M. JOHNSON, 2002. *Metafory, ktorými žijeme*. Prel. M. Čejka. Brno: Host.

LAKOFF, G., 2006. *Ženy, oheň a nebezpečné věci*. Praha: Triáda.

ŠTEFANČÍK, R. a I. DULEBOVÁ, 2017. *Jazyk a politika. Na pomedzi lingvistiky a politológie*. Bratislava: Ekonóm.

VANĚKOVÁ, I., I. NEBESKÁ, L. SAICOVÁ ŘÍMALOVÁ a J. ŠLÉDROVÁ, 2005. *Co na srdci, to na jazyku. Kapitoly z kognitivní lingvistiky*. Praha: Karolinum.

VANĚKOVÁ, I., 2007. *Nádoba plná řeči*. Praha: Karolinum.

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

Notes:

Course evaluation:

Total number of students evaluated: 145

A	B	C	D	E	FX
10%	23%	32%	19%	15%	1%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor prof. Mgr. Martina Ivanová, 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/KUMES/22</i>	Course title: <i>Cultural and 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, 46,23 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: <i>4</i>	
Recommended semester: <i>2nd year WT Media studies (MSM)</i>	
Study grade: <i>Master</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 x 2 lecture / 1 seminar: 29.25 hours - individual work - continuous preparation for seminars: 13 hours - independent study of literature: 26 hours - writing of seminar work: 11.75 hours - preparation for the oral exam: 40 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>The final score will be calculated using the following weights:</i> - 25% participation in class, - 25% term paper, - 50% oral exam. <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> - oral exam (verification of both theoretical knowledge and interpretative skills + defense of the term paper) - student has to pass the exam successfully, i.e. get min. 50% points	
Learning outcomes: - describe the field of cultural and media studies, explain the key concepts and methods, - outline the basic lines of development of the cultural and media studies, - apply theoretical concepts in the analysis and interpretation of the media, - assess the the functioning of culture and media and argue in favor of his/her opinion, - synthesize the knowledge on culture and the media on a transdisciplinary basis, - adequately formulate the academic paper in cultural and media studies, - discuss the issue with knowledge of current topics of cultural and media studies.	
Course content: - Cultural studies, media studies: their objects, development of the fields/paradigms, basic methods. - Cultural and media studies as a de-elitisation of the study of culture: culture as an everyday, popular phenomenon. Status of popular culture. Cultural populism. - Cultural model of communication: the encoding and decoding in the media discourse. Media product as a text and its meanings: textual and auditorial approaches. - Discourse and power: social/media representations as an articulations of ideology. The concept of ideology. Critical discourse analysis. - Media environment, media ecology. Media logic and mediatization. Technological determinism as a paradigm of media studies. - Selected theoretical and methodological resources to contemporary analysis of culture and media: structuralism, post-structuralism, postmodernism (modernity and postmodernity), critical theories (Marxism, neo-Marxism, feminism, queer theory, post-colonial studies, etc.) and their application in the interpretation of culture and the media. - Identity: post-structuralist/postmodernist conceptualisations of identity (multiplicity, intersectionality,	

fluidity) and their application in the interpretation of culture and the media. Identities (gender, sexuality, race/ethnicity, class, etc.) in the systems of power. Strategic essentialism and identity politics. Globalization, intercultural communication, multiculturalism. - Selected concepts of philosophy of the media (simulation, hyperreality, spectacle, etc.) - implications for the analysis of the media.

Recommended literature :

ANGOŤÁ, I., 2018. *Divákem Dallasu: Soap opera a melodramatická imaginace*. Praha: Akropolis.

BARKER, C., 2002. *Making Sense of Cultural Studies: Central Problems and Critical Debates*. London – Thousand Oaks – New Delhi: Routledge.

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

BOČÁK, M., 2012. Diskurz – koncept kritický: nerefléktované riziká používání výrazu mediální diskurz. In: *Jazyk a kultura* [online]. Roč. 3, č. 10. Dostupné z: http://www.ff.unipo.sk/jak/10_2012/bocak.pdf

BOČÁK, M., 2009. Diskurz: neurčitá cesta kulturních, mediálních a komunikačních študií do centra svého zájmu. In: *Kultura – média – komunikace*. Roč. 1, č. 1, s. 117-146.

DURHAM, M. G. a D. M. KELLNER, eds, 2006. *Media and Cultural Studies: KeyWorks*. Upr. vyd. Malden – Oxford – Carlton: Blackwell.

DURING, S., 1999. *The Cultural Studies Reader*. 2. vyd. London – New York: Routledge.

FISKE, J., 2018. *Jak rozumět populární kultuře*. Praha: Akropolis.

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

HALL, S., 2007. Znovunalezení „ideologie“: Návrat potlačeného zpět do mediálních studií. In: *Mediální studia*. Roč. 2, č. 1, s. 68-78. Dostupné z: https://www.medialnistudia.fsv.cuni.cz/front.file/download?file=2007_01_03_preklad.pdf

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

KELLER, J., 2009. Globalizace, virtuální postmoderna a média. In: *Kultura – média – komunikace*. Roč. 1, č. 1, s. 45-54.

McGUIGAN, J., 1992. *Cultural Populism*. London – New York: Routledge.

McROBBIE, A., 2006. *Aktuální témata kulturních studií*. Praha: Portál.

MILLER, T., 2001. *A Companion to Cultural Studies*. Malden – Oxford: Blackwell.

STOKES, J., 2003. *How to Do Media & Cultural Studies*. London – Thousand Oaks – New Delhi: Sage.

TURNER, G., 2003. *British Cultural Studies: An Introduction*. 3. vyd. London: Routledge.

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

Notes:

Course evaluation:

Total number of students evaluated: 155

A	B	C	D	E	FX
14%	35%	28%	12%	3%	8%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor doc. Mgr. Michal Bočák, PhD., co-guarantor, lecturer, examiner doc. Mgr. Pavol Markovič, PhD., co-guarantor, examiner Mgr. Martin Makara, 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/LIKAR/22</i>	Course title: <i>Literary Criticism and Review Studies</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: 2	
Recommended semester: <i>2nd year WT Media studies (MSM)</i>	
Study grade: <i>Master</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 (student workload 60 hours) - course teaching: 13 weeks 1 lecture / 2 seminar: 29.25 hrs. - individual work - preparation for seminars, reading primary literature, studying literary journals, writing ongoing works: 30.75 hrs. During the semester, the student regularly attends lectures, actively participates in the work of the seminar and learns to argue his own opinion on the interpreted works. During the semester, the student submits three literary critical works (for example, review, gloss and annotation). The course is completed by continuous assessment. He must obtain at least 90 % for grade A, 80% for grade B, 70 % for grade C, 60 % for grade D and at least 50 % for grade E. A student who obtains less than 50 % will be graded FX. The final evaluation is calculated as the average of the evaluation of active participation in seminars and three submitted seminar, literary-critical works.	
Learning outcomes: The graduate of the course can: - apply theoretical background from literary science to a specific text, - define the basic concepts of literary criticism, - interpret artistic texts in their own words, taking into account their poetological diversity, - identify the type of metatext and assign it to the genre, - write various literary critical genres, - assess whether the works performed have the characteristics of artistic texts or serve as popular texts in order to entertain the recipient.	
Course content: - Basic characteristics and features of literary criticism, its place in literary science, comparison with literary history and theory. - Subjectivity and objectivity of literary criticism, criteria of evaluation of a work of art (based on various author's concepts: A. Bagin, F. Miko, V. Mikula and others). - Types, functions and meaning of literary criticism in contemporary society. - Literary critical genres (with a focus on reviewing), analysis of metatexts in professional periodicals (especially Romboid and Slovak literature). - The most important literary-critical personalities, even taking into account the context of world criticism (A. Matuška, F. X. Šalda, M. Hamada, V. Mikula, M. Šútovec and others). - Problems of "young" Slovak critics (on the material of Dotyky magazine). - Internet criticism, its functions, differences in literary criticism in blogs and print media. - Presentation of art in audiovisual media, current marginalization of literature.	
Recommended literature : BAGIN, A., 1986. Hľadanie hodnôt. Bratislava: Slovenský spisovateľ. ECO, U., 2004. Meze interpretace. Praha: Karolinum. Fórum literárnej kritiky II., 1994. Bratislava: Fragment. Fórum mládež literárnej kritiky I., 1992. Bratislava: Fragment. FRYE, N., 2003. Anatomie kritiky. Brno: Host. GAVURA, J., 2010. Lyrické iluminácie. Prešov: OZ Slniečkovo. HÁJEK, J., 1986. Teorie umělecké kritiky. Praha: Státní pedagogické nakladatelství. HAMADA, M., 1994. Sisyfovský údel. Bratislava: Slovenský spisovateľ.	

CHMEL, R., 1991. *Dejiny slovenskej literárnej kritiky*. Bratislava: Tatran.
 KAMENČÍK, M., 2011. *Vývin literárnovedného myslenia na Slovensku*. Trnava: Univerzita sv. Cyrila a Metoda.
 KRAUS, C., 1991. *Začiatky slovenskej kritiky*. Bratislava: Veda.
 MATUŠKA, A., 1990. *Dielo I*. Bratislava: Tatran.
 MIKO, F., 1982. *Hodnoty a literárny proces*. Bratislava: Tatran.
 MIKULA, V., 2000. *5x5 a iné kritiky*. Levice: L. C. A.
 MIKULA, V., 1989. *Literárne observatórium*. Bratislava: Slovenský spisovateľ.
 SOUČKOVÁ, M., 2009. *P(r)ózy po roku 1989*. Bratislava: Ars Poetica.
 SOUČKOVÁ, M., J. GAVURA a R. KITTA, (eds.), 2012. *Top 5 2010*. Prešov: FACE.
 SOUČKOVÁ, M., J. GAVURA a R. KITTA, (eds.), 2013. *Top 5 2011*. Prešov: FACE.
 ŠALDA, F. X. , 1987. *Z obdobi zápisníku II*. Praha: Odeon.
 ŠÚTOVEC, M., 1990. *Rekapitulácia nekapitulácie*. Bratislava: Slovenský spisovateľ.
 THIBAUDEUT, A., 1964. *Fyziológia kritiky*. Bratislava: Slovenský spisovateľ.
 THIBAUDEUT, A., 1986. *Román a kritika*. Praha: Odeon.
 ZAJAC, P., 1990. *Tvorivosť literatúry*. Bratislava: Slovenský spisovateľ.

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

Notes:

Course evaluation:

Total number of students evaluated: 33

A	B	C	D	E	FX
48%	45%	6%	0%	0%	0%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor doc. Mgr. Pavol Markovič, PhD., co-guarantor, lecturer, examiner Mgr. Mária Klapáková, 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/MANME/22</i>	Course title: <i>Media Management</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>2nd year ST Media studies (MSM)</i>	
Study grade: <i>Master</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 (student workload 60 hours) - course teaching: 10 weeks 1 lecture: 7.5 hours - individual work - preparation for written evaluations: 32.5 hours - independent study of professional literature: 20 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. Final written test.</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> - understand the essence of motivational theories, - apply motivational theories and on their basis develop a motivational system for one's own organization, - master the principles of achieving performance and link their performance appraisal system with the remuneration system, - define the differences between individual legal forms of business, choose the right form for the assessed business plan, - draw up a business plan, - recruit and select suitable staff according to the requirements of the post, - demonstrate correct managerial behavior and time management.	
Course content: - Material stimulation of workers in the mass media. Motivation theories - Maslow, Herzberg, McClelland, equity theory and expectations theory. - Forms of moral stimulation. Employee benefits, prerequisites for effective stimulation. - Methods of ensuring performance in mass media organizations. System assumptions, human assumptions, culture based on performance. - Methods of performance evaluation in mass media organizations. Determination of indicators at the level of the organization, methods of breakdown of indicators into individuals, methods of evaluation at the individual level. - Managerial ethics in mass media organizations The importance of ethics and definition. Professional ethics in the mass media, tools of corporate ethics, an example of a corporate code of ethics - Legal forms of organizations according to the Commercial Code. Trade business, joint stock company, public trading company, limited partnership. - Advantages and disadvantages of individual legal forms, tax system and tax burden, liability for liabilities, the procedure for establishing a company. - Business plan, creation of business strategy, content of individual parts. - Human resources in the mass media and their management. Requirements for human resources, job analysis, job specification, requirements for the competence of workers in the mass media. - Methods of recruitment and selection of employees, to mass media institutions, forms of interview, organization of the selection process. - Managerial etiquette and professional appearance. The function of managerial etiquette, differences in social strength, practical aspects of managers' behavior in professional life. Components of a manager's personal image.	

- Time management. Purpose of time management. Methods and techniques of time management. Division of tasks. Planning method, planning aids. Principles of day planning. Time usage analysis methods. The right organization of the agenda.
- Management development trends. World trends in management development. Japanese and American approach. Characteristics of the current economic environment, public finances, business economics. The effects of globalization.

Recommended literature :

DOUCEK ,P., 2010. Informačný manažment. Praha: Profesional Publishing.
Koonz, H. a H. Weihrich, 1993. Management. Praha: Victoria Publishing.
KUNCZIK, J., 1995. Základy masové komunikace. Vyd. 1. Praha: Karolinum.
LETTS, W. CH., P. W. RYAN a A. GROSSMAN, 1998. High Performance Nonprofit Organizations. Managing Upstream for greater Impact. London: John Willey and Sons.
LUCY, T., 1996. Management accounting. London: Continuum.
MAJTÁN, M. a kol., 2008. Manažment. Bratislava: Sprint vŕa.
MICHAELIS, E., H. HANDFIELD-JONES a B. AXELROD, 2001. The war for talent. Boston: Harvard Business school press.
NONAKA, I. a H. TAKEUCHI, 1995. The knowledge creating Company - How Japanesse Companie create the Dynamics of Innovations. Oxford: University Press.
PORVAZNÍK, J., 2007. Celostný manažment.
ROOS, J., G. VON KROH a P. SIMCIC BRONN, 1996. Managing Strategy Processes in Emergent Industries. The Case of Media Firms. Basingstoke: Macmillan Business.
SOJKA, L., 2007. Základy manažmentu. Prešov: Prešovská univerzita v Prešove.

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

Notes:

Course evaluation:

Total number of students evaluated: 227

A	B	C	D	E	FX
15%	21%	21%	20%	16%	7%

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/MAPK1/22</i>	Course title: <i>Mass and Popular Culture 1</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 (MSM)</i>	
Study grade: <i>Master</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 hours - individual work - preparation for the seminar, elaboration of the seminar work: 60 hours - independent study of professional literature: 40.5 hours <i>The course ends with an exam. During the semester, the student will process, present at a seminar and submit a seminar paper in which he will interpret a selected problem from the theory of popular culture (50%). During the exam period, he / she performs an oral exam (50%).</i> <i>The subject is finished by the exam. During the semester the student prepares, presents at the seminar and submits a seminar work in which he will interpret the chosen problem from the theory of popular culture (50%). During the exam period, he or she will take an oral exam (50%).</i> <i>To obtain an A rating, you 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> <i>The final grade is calculated as the average of the evaluation of the seminar paper and the oral answer.</i>	
Learning outcomes: <i>Graduate is able to:</i> - define and interpret the basic terms of the theory of culture and the relations between them, - define basic concepts of cultural interpretation (especially popular and mass) at present, - describe the popular and mass culture, to give examples of different types of approaches to the evaluation of mass and popular culture in the media environment, - define, classify and describe the main layers of popular culture and the ways of their manifestation in the media environment, - characterize, classify and give examples of trends affecting the character of popular culture in the media environment.	
Course content: <i>Culture, mass culture, popular culture. Terminological definition, common and distinct features of mass and popular culture. Basic theoretical conceptions and approaches to culture with an emphasis on mass and popular culture. Philosophy, culture and the media. Static and dynamic interpretation models of access to culture.</i> <i>Mainstream and minority culture. Historical roots of relationship, current state, perspectives. The functioning of the slipstream in pop culture and its reflection in the media environment.</i> <i>Culture and Communication: Creating Manuals (Erving Goffmann), socio-cultural isoglosses and the media.</i> <i>Modern aesthetic directions and their use in the media.</i> <i>Popular and Mass Culture as Significant System: The Concept of Myth and Its Reception in a Media Environment (Roland Barthes), Popular Culture and Simulated Reality (Charles Baudrillard) The Concept of Memetics (Douglas Rushkoff).</i> <i>Criticism of mass culture and its reflection in the media environment (Theodor W. Adorno, Neil Postman, Ignacio Ramonet, Guy Debord).</i> <i>Basic trends in the creation, distribution and reception of popculture fabrics in the media environment: celebritization, tabloid production, reality and fiction, infotainment, infantilization of culture.</i>	
Recommended literature : <i>ADORNO, T. W., 1991. The Culture Industry. London: Routledge.</i> <i>BARKER, Ch., 2006. Dictionary of Cultural Studies. Prague: Portal.</i> <i>BOORSTIN, D., 1961. The Image. A Guide to Pseudo-Events in America. New York: Vintage Books.</i>	

DALY, S. a WICE, N., 1999. *Pop culture. Encyclopedia of cultural trends of the 90s.* Prague: Jota.
 DEBORD, G., 2007. *Spectacle Society.* Prague: Intu.
 LAWLESS, R., 1999. *What is culture.* Olomouc: Votobia.
 MALÍČEK, J., 2008. *Vademecum of Pop Culture.* Nitra: FF UKF Nitra.
 McLUHAN, M., 1991. *How to understand the media.* Prague: Odeon.
 MURPHY, R., 2006. *Introduction to cultural and social anthropology.* Prague: Elephant ..
 PRAVDOVÁ, H., 2008. *Determinants of media culture creation.* Trnava: FMK of the Cyril and Methodius University in Trnava.
 POSTMAN, N., 2001. *Having fun to death.* Prague: Mladá fronta.
 RUSHKOFF, D., 2002. *Manipulative coercion.* Prague: Confrontation.
 RUSNÁK, J., 2013. *Homo popularis: homo medialis? Pop culture in electronic media.* Prešov: FF PU.

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

Notes:

Course evaluation:

Total number of students evaluated: 340

A	B	C	D	E	FX
20%	31%	22%	7%	3%	16%

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/MAPK2/22</i>	Course title: <i>Mass and Popular Culture 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: 3	
Recommended semester: <i>1st year ST Media studies (MSM)</i>	
Study grade: <i>Master</i>	
Prerequisites: <i>IISM Km/MAPK1/22 - Mass and Popular Culture 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> - 3 credits = 90 hours - course teaching: 13 weeks 1 lecture / 2 seminar: 29.25 hours - individual work - preparation for the seminar, elaboration of the seminar work: 30 hours - independent study of professional literature: 30.75 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 will interpret a selected problem from the development of popular culture in the media environment (50%). During the credit week, he / she carries out a knowledge-interpretation test (50%).</i> <i>To obtain an A rating 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 and interpret in their own words the basic concepts of cultural theory and the relationships between them, - apply the basic concepts of cultural interpretation (especially popular and mass) to the interpretation of the phenomena of contemporary popular culture, - is able to recognize modern aesthetic and artistic directions and can indicate their manifestations in the media environment, - describe the main trends in the development of mass and popular culture in the 19th, 20th and 21st centuries, - classify and describe specific trends affecting the character of popular culture in the media environment in Slovakia.	
Course content: - The beginnings of creating mass culture and its symptoms in the media environment. Elite and mass culture, yellow press. - Pop art and its role in creating the current form of mass culture. Andy Warhol and the mass media. - Subcultures and their reflection in the media environment. Generation of mods, hippies, punks. X-generation and T-generation and mass media. - Music culture in contemporary media. Modern popular music and its influence on the development of mass media. Sociocultural and decorative features of modern popular music and mass media. The vicissitudes of the development of modern popular music in the media environment. Rock and roll revolution, beatlemania, punk, grunge, hip-hop. From Elvis Presley, The Beatles, Pink Floyd, to Bjork and Radiohead. - Music video in the area of popular culture: characteristics, trends. Imaginative and narrative music videos. - Film art and mass culture. Fantasy, horror, musical: developmental vicissitudes, hybridization. - Serial production of pop culture media texts: soap operas, soap operas, advertising, news. - Mass culture as an expression of communication performance. Music festivals and mass media: Monterey Pop Festival, Woodstock. - Cult products of mass culture and their media distribution: Ed Sullivan Show, Monty Python. - Alternative, parallel and counterculture and its manifestations in the media environment.	
Recommended literature :	

BATCHELOR, B., 2009. *American Pop. Popular Culture Decade By Decade*. Westport - London: Greenwood.

HEBDIGE, R., 2012. *Subculture and style*. Prague, Dauphin.

MALÍČEK, J., 2008. *Vademecum of Pop Culture*. Nitra, FF UKF Nitra.

MALÍČEK, J., 2012. *Populture: Instructions for use*. Nitra: FF UKF.

PENDERGAST, T. a PENDERGAST, S. (eds.), 2000. *St. James Encyclopedia of Popular Culture*. New York: Thomson Gale.

RUSNÁK, J., 2013. *Homo popularis: homo medialis? Pop culture in electronic media*. Prešov: FF PU.

SMOLÍK, J., 2010. *Subcultures of Youth, Introduction to the issue*. Prague, Grada.

TICHI, C., 1991. *Electronic Hearth. Creating An American Television Culture*. New York: Oxford University Press.

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

Notes:

Course evaluation:

Total number of students evaluated: 135

A	B	C	D	E	FX
21%	31%	28%	15%	2%	2%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor, co-guarantor, lecturer, examiner 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/MARVY/22</i>				Course title: <i>Marketing Research</i>														
Type, scope and method of educational activity: Type of educational activity: <i>Lecture</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>2</i>																		
Recommended semester: <i>1st year ST Media studies (MSM)</i>																		
Study grade: <i>Master</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 (student workload 60 hours) - course teaching: 13 weeks 2 seminar: 19.5 hrs. - individual work - preparation for written evaluations: 20.5 hrs. - independent study of professional literature: 20 hours <i>The course is evaluated continuously in the form of a written knowledge test.</i> <i>To obtain an A rating must reach 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> - carry out research, resp. market research, - design a marketing research methodology, - apply marketing research tools in practice, - analyze the media.																		
Course content: - Definition, mission and types of marketing research. Marketing research process. - Secondary research. Secondary data and new technologies. - Primary data collection: Observation, Query, Scales, Experiment. - Selective finding. - Data processing and orientation analysis. Statistical procedures in data processing. Data analysis, detection of differences. - Methods of relationship analysis and multidimensional analysis. - MIS, CRM.																		
Recommended literature : <i>KOTLER, P., V. WONG, J. SAUNDERS a G. ARMSTRONG, 2007. Moderní marketing. Praha: Grada Publishing.</i> <i>KOZEL, R. a kol., 2006. Moderní marketingový výzkum. Praha: Grada Publishing.</i> <i>RICHTEROVÁ, K. a kol., 2007. Marketingový výskum. Bratislava: Ekonóm.</i> <i>RICHTEROVÁ, K. a kol., 2009. Prieskumy pre marketingový manažment. Bratislava: SOFA.</i>																		
Language which is necessary to complete the course: <i>Slovak, český</i>																		
Notes:																		
Course evaluation: Total number of students evaluated: 30 <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 5px;"> <tr> <td style="width: 16.6%;">A</td> <td style="width: 16.6%;">B</td> <td style="width: 16.6%;">C</td> <td style="width: 16.6%;">D</td> <td style="width: 16.6%;">E</td> <td style="width: 16.6%;">FX</td> </tr> <tr> <td style="text-align: center;">27%</td> <td style="text-align: center;">23%</td> <td style="text-align: center;">20%</td> <td style="text-align: center;">10%</td> <td style="text-align: center;">7%</td> <td style="text-align: center;">13%</td> </tr> </table>							A	B	C	D	E	FX	27%	23%	20%	10%	7%	13%
A	B	C	D	E	FX													
27%	23%	20%	10%	7%	13%													
Lecturers: <i>prof. PhDr. Juraj Rusnák, CSc., guarantor Ing. Peter Gallo, PhD., co-guarantor, lecturer, examiner</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/MEDSP/22</i>	Course title: <i>Media and Society</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 (MSM)</i>	
Study grade: <i>Master</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 x 1 lecture / 1 seminar: 15 hrs. - independent study of literature: 50 hours - continuous preparation for seminars: 15 hours - preparation for the final test: 15 hours - writing of seminar work: 20 hours - preparation for the presentation of the work: 5 hours <i>During the semester, the student processes and submits a seminar paper - analysis of a selected problem in the relationship between the media and society. During the credit period, s/he carries out a test based on theory and interpretation of the subject areas and presents a seminar paper.</i> <i>To obtain an A rating 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 (text and its presentation) and the final test.</i>	
Learning outcomes: - define the basic concepts of the relationship between media and society, - describe the process and principles of planning of the activities aimed at strengthening of the cooperation of the media and social environment (both institutional and informal), - analyse and correct the products of public institutions intended for the media, - describe the principles of organization of public events in coordination with the media.	
Course content: - Media and Society: the basic definition of the relationships; social, economic, legal, political and ideological, ethical contours of the relationships. Domestic and international socio-political environment and the media. Legal systems and media systems - mutual relations. - Functionalism in the interpretation of the media. Information and entertainment as functions of media. - Reflection of media by society and reflection of society by media: identification and analysis of the general features. Media and their reflection in the institutional and informal social environment: preparation of the production of media for a public institution. - Public event and its media treatment: basic principles of implementation and outputs. Trends in creating of media image of public events in the world and in Slovakia. Media event, pseudo-event. Formatting information for the media. - Consumer culture: the community and individuality as a means of promotion of the consumer lifestyle. Media products as commodities. Commodification and media. - Celebritisation (of media, politics, etc.) as a cultural trend. "Ordinariness" as an object of media - tabloid media and their products. Personality and its legal protection in relation to the media. The opposition of private and public and the media: comparison of the mass media and new media.	
Recommended literature : <i>BOORSTIN, D., 1961. The Image: A Guide to Pseudo-Events in America. New York: Vintage Books.</i> <i>JAKUBOWICZ, K., 2013. Nová ekologie médií: Konvergence a mediamorfóza. Zlín: VeRBum.</i> <i>JIRÁK, J. a B. ŘÍCHOVÁ, eds., 2000. Politická komunikace a média. Praha: Karolinum.</i> <i>McQUAIL, D., 2016. Žurnalistika a společnost. Praha: Karolinum.</i> <i>MEYROWITZ, J., 2006. Všude a nikde: Vliv elektronických médií na sociální chování. Praha: Karolinum.</i>	

MORAVČÍKOVÁ, E., 2013. *Vybrané megatrendy v súčasnej mediálnej zábave*. Nitra: Univerzita Konštantína Filozofa v Nitre. Dostupné z: http://kkult.web2v.ukf.sk/wp-content/uploads/2019/01/Vybran%C3%A9-megatrendy-v-s%C3%BA%C4%8Dasnej-medi%C3%A1lnej-z%C3%A1bave_0.pdf

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

RADOŠINSKÁ, J., 2016. *Mediálna zábava v 21. storočí: Sociálno-kultúrne aspekty a trendy*. Trnava: FMK UCM v Trnave.

RADOŠINSKÁ, J. a J. VIŠŇOVSKÝ, 2013. *Aktuálne trendy v mediálnej kultúre*. Trnava: FMK UCM v Trnave.

SASSATELLI, R., 2007. *Consumer Culture: History, Theory and Politics*. Los Angeles – London – New Delhi – Singapore: Sage.

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

TURNER, G., 2004. *Understanding Celebrity*. London – Thousand Oaks – New Delhi: Sage.

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

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

Notes:

Course evaluation:

Total number of students evaluated: *144*

A	B	C	D	E	FX
9%	32%	33%	24%	0%	1%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor doc. Mgr. Pavol Markovič, PhD., co-guarantor, lecturer, seminary supervisor doc. Mgr. Michal Bočák, PhD., co-guarantor, lecturer, 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/MESPO/22</i>	Course title: <i>Media and Sport</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>2nd year ST Media studies (MSM)</i>	
Study grade: <i>Master</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: 10 weeks, 1 lecture / 1 seminar, 15 hrs. - individual work - preparation for the seminar, elaboration of the seminar work: 25 hours - independent study of professional literature: 20 hours <i>The course is completed by continuous assessment. During the semester students working on the seminar and submit seminary work focused on the object of study. During the last two weeks of study is realized knowledge test.</i> <i>The final score is calculated as the average assessment of seminar work and knowledge test.</i> <i>To obtain evaluation A the student must obtain 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 50%, will be evaluated as grade FX.</i>	
Learning outcomes: <i>The student is able to:</i> - Independently assess the importance of sports events for the formation of the mass media, - Define sports outlets in the context of print, electronic and new media with an emphasis on differences related to sport manifestation in specific types of media, - Identify basic stages of development of sports imaging and its applications in the media environment, - Define commodity disposition of sport in the media environment, - Analyze current trends in sports reporting and dramaturgy live sport transmissions.	
Course content: - Game and socio-cultural conditionality of sport in the media environment. - The development, current state and prospects of sport in the media environment. - Sport as commercial Artikel - Sport in the media environment. - Sport as an emotional phenomenon - sports psychology in the media environment. - Sport as part of the print media. History - Background. - Sport as part of the radio. History - Background. - Sport as part of the television. History - Background. - Direct TV sports broadcasts. Sports comment. - Sport as part of the film. - Sport as an Internet phenomenon. - Tabloid sport in the media environment.	
Recommended literature : BOYLE, R. a R. HAYNES, 2010. <i>Power Play. Sport, the Media and Popular Culture</i> . Edinburgh University Press. DĚKANOVSKÝ, J., 2008. <i>Sport, média a mýty</i> . Praha: Dokořán. HUIZINGA, J., 1990. <i>Jeseň stredoveku/Homo ludens</i> . Bratislava: Tatran. MERGEŠ, J., 2014. <i>Budovanie príbehu v športovom spravodajstve (na pozadí historického víťazstva slovenskej futbalovej reprezentácie v zápase proti Španielsku)</i> . In: <i>Jazyk a kultúra [online]</i> . Roč. 5, č. 19-20, [cit. 15. januára 2022]. Dostupné z: https://www.ff.unipo.sk/jak/19-20_2014/Merges_studia.pdf MERGEŠ, J., 2016. <i>Esej o skrytom obraze v športovom spravodajstve</i> . In: <i>Jazyk a kultúra [online]</i> . Roč. 7, č. 25-26, [cit. 15. januára 2022]. Dostupné z: https://www.ff.unipo.sk/jak/25-26_2016/Jozef%20Merges_studia.pdf MERGEŠ, J., 2020. <i>Esej o subžánri športového filmu</i> . In: <i>Jazyk a kultúra [online]</i> . Roč. 11, č. 41-42, [cit. 15. januára 2022]. Dostupné z: https://www.ff.unipo.sk/jak/41-42_2020/Jozef_Merges_studia.pdf	

MERGEŠ, J., 2021. Infikovaný obraz-šport (k dočasnej vizuálnej transformácii športového spravodajstva. In: J. MERGEŠ a L. REGRUTOVÁ, eds. *Médiá a text 7 (I. časť)* [online]. Prešov: Prešovská univerzita v Prešove, s. 120-128 [cit. 15. januára 2022]. Dostupné z: <https://www.pulib.sk/web/pdf/web/viewer.html?file=/web/kniznica/elpub/dokument/Merges2/subor/9788055527666.pdf>

MERGEŠ, J., 2018. Jazyk mediálneho športu ako bojisko. In: *Jazyk a kultúra* [online]. Roč. 9, č. 35, [cit. 15. januára 2022]. Dostupné z: https://www.ff.unipo.sk/jak/35_2018/Jozef_Merges_studia.pdf

MERGEŠ, J., 2020. Jazyk mediálneho športu ako odraz jeho vlastností. In: *Jazyk a kultúra* [online]. Roč. 8, č. 31-32, [cit. 15. januára 2022]. Dostupné z: https://www.ff.unipo.sk/jak/31-32_2017/Jozef_Merges_studia.pdf

MERGEŠ, J., 2018. Mediálny šport ako súčasť televízneho vysielania: vývoj a stav [online]. [cit. 2013-07-15]. Dostupné z: <https://www.pulib.sk/web/pdf/web/viewer.html?file=/web/kniznica/elpub/dokument/Bocak5/subor/9788055522524.pdf>

MERGEŠ, J., 2011. Poznámky k bulvarizácii športového spravodajstva. In: *Jazyk a kultúra* [online]. Roč. 2, č. 5, [cit. 15. januára 2022]. Dostupné z: https://www.ff.unipo.sk/jak/5_2011/merges.pdf

MERGEŠ, J., 2017. Šport ako predmet výskumu v kontexte mediálnych, kultúrnych a lingvistických štúdií [online]. In: L. REGRUTOVÁ a J. RUSNÁK, eds. *Médiá a text 4* [online]. Prešov: Prešovská univerzita v Prešove, s. 84-99 [cit. 15. januára 2022]. Dostupné z: <https://www.pulib.sk/web/pdf/web/viewer.html?file=/web/kniznica/elpub/dokument/Rusnak2/subor/9788055510514.pdf>

MERGEŠ, J., 2016. Textové stereotypy komentátorského prejavu v priamych televíznych prenosoch z futbalu. Prešov: Filozofická fakulta Prešovskej univerzity v Prešove.

ROWE, D., 2004. *Sport, Culture and the Media*. Edinburgh: Open University Press.

SEKOT, A., 2008. *Sociologické problémy sportu*. Praha: Grada.

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

Notes:

Course evaluation:

Total number of students evaluated: 59

A	B	C	D	E	FX
22%	17%	32%	17%	10%	2%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor *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/MEVME/22</i>	Course title: <i>Media Research Methods</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 (MSM)</i>	
Study grade: <i>Master</i>	
Prerequisites:	
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 1 lecture / 2 seminar: 29.25 hrs. - continuous study of professional literature: 20 hours - continuous preparation for seminars: 13 hours - elaboration of seminar work: 10 hrs. - preparation for the exam: 47.75 hrs. <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 within the set deadline (at the end of the semester) - the student chooses a specific research technique, which he practically applies in his own analysis of the selected phenomenon (the choice of technique and research problem will be consulted with the teacher in advance), - exam - test of media research methodology (student must pass the exam 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 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 exam.</i>	
Learning outcomes: - explain the theoretical background of methods and techniques applied in media studies, - plan the viable research projects, - choose an adequate methodological approach to solve the problem, - correctly apply the selected methods and techniques in own analysis and interpretation of the media, - evaluate the results of analysis, present them and formulate their possible applications, - independently solve the questions of theoretical and applied media research.	
Course content: - Paradigms of Media Studies - paradigms of media research methodology. - Designing the research. - Sampling. - Grounded Theory and open coding. - Quantitative content analysis and media monitoring. - Discourse analysis and critical discourse analysis (CDA). - Tracking discourse. - Comparative analysis of media production. - Reception analysis: interviews, observation, experiment, oral history. - Using software in quantitative and qualitative analysis of media. (Statistical) processing of research data. - Interpretation, presentation and application of results of the analysis. - A critical look at the current media research. <i>Seminars are based on discussions about reading assignments and application of knowledge in the interpretation of media and communications..</i>	
Recommended literature : ALTHEIDE, D. L., 1996. <i>Qualitative Media Analysis</i> . Sage. BOČÁK, M., 2020. <i>Foucaultovská analýza diskurzu: Teoretické východiská a možnosti využitia: habilitačná práca</i> . Prešov: Filozofická fakulta Prešovskej univerzity. Dostupné z: https://opac.crzp.sk/?fn=detailBiblioForm&sid=FCF30027D35CCE3E0BF033AD486E	

CINGEROVÁ, N. a K. MOTYKOVÁ, 2017. *Úvod do diskurznej analýzy*. Bratislava: Univerzita Komenského v Bratislave.

DEACON, D., M. PICKERING, P. GOLDING a G. MURDOCK, 1999. *Researching Communications: A Practical Guide to Methods in Media and Cultural Analysis*. London: Arnold.

DISMAN, M., 2002. *Jak se vyrábí sociologická znalost*. Dotlač 3. vyd. Praha: Karolinum.

FAIRCLOUGH, N., 2003. *Analysing Discourse: Textual Analysis for Social Research*. London – New York: Routledge.

GUNTER, B., 2000. *Media Research Methods*. London – Thousand Oaks – New Delhi: Sage.

JENSEN, K. B., ed., 2002. *A Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies*. New York – London: Routledge.

SEDLÁKOVÁ, R., 2014. *Výzkum médií: Nejužívanější metody a techniky*. Praha: Grada.

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

STOKES, J., 2003. *How to Do Media a Cultural Studies*. London – Thousand Oaks – New Delhi: Sage.

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

WODAK, R. a M. MEYER, 2001. *Methods of Critical Discourse Analysis*. London – Thousand Oaks – New Delhi: Sage.

Critical Approaches to Discourse Analysis Across Disciplines [online]. Dostupné z: <https://www.lancaster.ac.uk/fass/journals/cadaad/>

FQS: Forum: Qualitative Social Research [online]. Dostupné z: <https://www.qualitative-research.net/index.php/fqs/issue/archive>

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

Notes:

Course evaluation:

Total number of students evaluated: 221

A	B	C	D	E	FX
3%	16%	33%	19%	3%	26%

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/MMTVO/22</i>	Course title: <i>Multimedia Work</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>2nd year WT Media studies (MSM)</i>	
Study grade: <i>Master</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 - 2 seminars: 19.5 hrs. - individual work - preparation for seminars and elaboration of seminar works: 35 hours - independent study of professional literature: 5.5 hours <i>Active participation in seminars.</i> <i>The student submits a semester work, which is based on the submitted scenario the creation of a multimedia work using tools and knowledge acquired during the seminars.</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 and image - practical task.</i> <i>The listener submits the created interactive presentation, which promotes his audiovisual work.</i> <i>To obtain an A rating 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 practical task, which proves the mastery of the programming environment for multimedia creation.</i>	
Learning outcomes: <i>The student is able to:</i> - Analyze and reflect produced audiovisual works - Deeper control of techniques and technologies related to production and postproduction of media communicants, - Use of special effects in audiovisual film making, - To create a modern interactive presentation and is presenting it to the audience.	
Course content: <i>Filling exercise seminar is a practical activity which listeners hone their skill in creating audiovisual works.</i> <i>The students will acquire the skill in the creation of audiovisual works both in the acquisition of material, but also at the splice and final configuration.</i> <i>The department is equipped with Adobe Premiere Pro CS6, in which students will gain practical experience with non-linear editing movies.</i> - Capture video clips and create movies. - Adding transitions and mixing movies. - Subtitling, working with transparency. - Adding effects. - Adding audio tracks. - Export the resulting files to various video formats. <i>The listener is cast in the first third of his seminars scenario under which it will create a short audiovisual works in the forward end of the semester.</i>	
Recommended literature : <i>BLÁHA, I., 2006. Zvuková dramaturgie audiovizuálního díla. Praha: Akademie múzických umění.</i> <i>BRACHTLOVÁ, I., 2000. Dramaturgia nehranej audiovizuálnej tvorby. Bratislava: Vysoká škola múzických umení.</i> <i>FIELD, S., 2007. Jak napsat dobrý scénář. Praha: Rybka Publishers.</i> <i>FINTA, I., 2019. Profesia kameraman. Bratislava: VŠMU.</i>	

KUČERA, J., 1983. *Stříhová skladba ve filmu a v televizi*. Praha: SPN.

LABÍK, L., 2012. *Stříhová 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, L., 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.

PECINOVSKÝ, J., 2009. *Digitální video. Natáčíme, upravujeme, vypalujeme*. Praha: Grada Publishing, a. s.

PLĄŻEWSKI, 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

Materials and information at <http://www.ff.unipo.sk/kraviarova>
 Adobe Premiere, DaVinci Resolve, Prezi product manuals.

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: 180

A	B	C	D	E	FX
43%	35%	14%	6%	1%	1%

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/MTDPR/22</i>	Course title: <i>Methodology of Diploma Thesis Writing</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 (MSM)</i>	
Study grade: <i>Master</i>	
Prerequisites: <i>IISM Km/MEVME/22 - Media Research Methods</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> - 2 credits (student workload 60 hours) - course teaching: 13 weeks 1 seminar: 9.75 hrs. - individual work - preparation for colloquial presentations, elaboration of the theoretical chapter of the final work: 30.25 hrs. - independent study of professional literature for the final work: 20 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 diploma thesis, - colloquial presentation of a selected problem of one's own diploma thesis with a theoretically and methodologically substantiated proposal for solving the problem, - submission of a part of the text of the theoretical chapter of the diploma thesis with a list of used sources in the specified scope and quality (condition of consultation with the supervisor of the final thesis). <i>The student must not obtain from any of the evaluated FX criteria, ie. all evaluated criteria must be met.</i> <i>The final evaluation is calculated as the average of the evaluations of both presentations.</i> <i>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 thesis in creating your own diploma thesis, - develop an adequate scientific project and adhere to the set schedule of activities, - define and solve specific methodological problems of the diploma thesis, - critically use adequate professional sources and quote them correctly, - correct use of linguistic and stylistic means in professional text, - prepare for the defense of the diploma thesis and present it adequately.	
Course content: - Basic requirements for the diploma thesis in the relevant documents of the university: confrontation with other types of theses (bachelor's, dissertation). - Thesis topic, possibilities and ways of specification of theoretical and analytical focus. - Diploma thesis project: research process (research phases), schedule preparation and organization of scientific work. - Specific methodological problems of work and possibilities of their solution. - Data acquisition and processing in research: practical issues. - Sources of information in the creation of professional text: reflection on the quality of sources, verification of information. - Sources in the diploma thesis: reasons for source, basic techniques (citation, paraphrasing). - Technical processing of the diploma thesis manuscript. - Formal and stylistic aspects of the diploma thesis. - Final phase of diploma thesis preparation and defense preparation.	
Recommended literature : <i>ČMEJRKOVÁ, S., F. DANEŠ a J. SVĚTLÁ, 1999. Jak napsat odborný text. Praha: Leda.</i> <i>ECO, U., 1997. Jak napsat diplomovou práci. Praha: Votobia.</i>	

KATUŠČÁK, D., 2007. *Ako písať záverečné a kvalifikačné práce*. Bratislava: Enigma.
 MEŠKO, D., D. KATUŠČÁK a kol., 2005. *Akademická príručka*. 2. dopln. vyd. Martin: Osveta.
 SILVERMAN, D., 2005. *Ako robiť kvalitatívny výskum: Praktická príručka*. Bratislava: Ikar.
 ŠANDEROVÁ, J., 2007. *Jak čítať a písať odborný text vo spoločenských viedach*. Praha: Slon.

Web:

Ako písať záverečné práce. Dostupné na: <http://www.unipo.sk/filozoficka-fakulta/ismks/studenti/zaverecne-prace>
 BOČÁK, M.: *Ako na zdroje v záverečnej práci*. Dostupné na: <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> (Výsvetlivky 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 prístupňovaní, 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 diploma thesis, devoted mainly to the specific topic of the diploma 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 a selected problem of one's own diploma thesis according to current instructions of teachers.

Course evaluation:

Total number of students evaluated: 161

A	B	C	D	E	FX
42%	37%	16%	1%	0%	4%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor *Mgr. Lenka Regrutová, 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/OBDIP/22</i>			Course title: <i>Final 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>14</i>																	
Recommended semester: <i>2nd year ST Media studies (MSM)</i>																	
Study grade: <i>Master</i>																	
Prerequisites:																	
Conditions for passing the course: Method of evaluation: <i>State exam</i> <i>Submission of the final diploma thesis is one of the conditions for entry to the final state examination.</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>Introduction of the basic parts of the final diploma thesis 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: 369 <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 5px;"> <tr> <td style="width: 16.6%;">A</td> <td style="width: 16.6%;">B</td> <td style="width: 16.6%;">C</td> <td style="width: 16.6%;">D</td> <td style="width: 16.6%;">E</td> <td style="width: 16.6%;">FX</td> </tr> <tr> <td>30%</td> <td>35%</td> <td>22%</td> <td>7%</td> <td>5%</td> <td>2%</td> </tr> </table>						A	B	C	D	E	FX	30%	35%	22%	7%	5%	2%
A	B	C	D	E	FX												
30%	35%	22%	7%	5%	2%												
Lecturers: <i>prof. PhDr. Juraj Rusnák, CSc., guarantor, co-guarantor prof. Mgr. Martina Ivanová, PhD., co-guarantor doc. Mgr. Pavol Markovič, 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/ODPXM/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>4 hour per week, 92 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: <i>4</i>	
Recommended semester: <i>2nd year WT Media studies (MSM)</i>	
Study grade: <i>Master</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>4 credits = 120 hours</i> - <i>individual work - preparation of materials, production of media outputs: 90 hours</i> - <i>independent study of professional literature: 30 hours</i> <i>The course is completed by credit. 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> - <i>describe the specific media/marketing institution and how to work in it,</i> - <i>use knowledge of media theory and marketing in creating practical outputs,</i> - <i>actively participate in the preparatory and implementation phase of media output,</i> - <i>control work in the post-production and distribution of media content,</i> - <i>independently work creatively, organizationally and administratively in a media / marketing institution.</i>	
Course content: - <i>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.</i> - <i>Gaining practical skills and experience from the professional work environment in the areas of activity.</i> - <i>Creating / expanding one's own portfolio of media products, secondarily also contacts and good relations with media institutions.</i> - <i>Creation and submission of domestic and foreign grants.</i>	
Recommended literature : <i>BOYD, A., 1995. Příručka pro novináře. Zpravodajství v rozhlasu a televizi. Praha: CNŽ.</i> <i>BURTON, C. a J. JIRÁK, 2001. Úvod do studia médií. Brno: Barristera Principal.</i> <i>HOČELOVÁ, V., 2001. Slovník novinářské teorie 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>McQUAIL, D., 1999. Úvod do teorie masové komunikace. Praha: Portál.</i> <i>MOCHŇACKÁ, B., E. PEKNUŠIAKOVÁ a L. REGRUTOVÁ, 2014. Základy rozhlasové tvorby. Prešov: Prešovská univerzita v Prešove.</i> <i>MRLIAN, R. a kol., 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. a kol., 2004. Slovník mediální komunikace. Praha: Portál.</i> <i>RUSNÁK, J., 2009. Textúry elektronických médií. Prešov: Filozofická fakulta Prešovskej univerzity.</i> <i>RUSNÁK, J. a kol., 2010. Texty elektronických médií. Prešov: Filozofická fakulta Prešovskej univerzity v Prešove.</i> <i>SLANČOVÁ, D., 2001. Základy praktickej rétoriky. Prešov: Náuka.</i> <i>ŠMÍD, M., 1995. Stručný slovník elektronických médií. Praha: Katedra žurnalistiky Fakulty sociálních věd Univerzity Karlovy.</i>	

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

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

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 Mgr. Viera Smoláková, PhD., co-guarantor, examiner Mgr. Eva Peknušiaková, PhD., co-guarantor, examiner doc. PhDr. Peter Karpinský, 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/PMEPm1/22</i>	Course title: <i>Media Production Practicum 1</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>1st year WT Media studies (MSM)</i>	
Study grade: <i>Master</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, 0 lecture / 2 seminar: 19.5 hrs. - individual work - preparation for the seminar, implementation of the practical assignment (graphic, written, audit, audiovisual media content): 30 hours - independent study of professional literature: 10.5 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 their own practical media output (in auditory or audio-visual form: radio documentary / radio joker or television documentary / medallion / presentation video / investigative report; in written form: synopsis (elaboration and submission after the 3rd seminar), conception (submission after the 4th seminar). This output will be 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>-acquaintance with working in a creative team</i> <i>-production in a creative team</i>	
Course content: <i>Basic variables of media production.</i> <i>Characteristics of the creative team. The first phase of media content preparation.</i> <i>Synopsis of the project. Schedule of tasks for individual members of the creative team.</i> <i>Preparation of a comprehensive concept of media content creation.</i> <i>Creation of media content - literary scenario.</i> <i>Creation of media content - technical scenario.</i> <i>Creation of media content - recording I.</i> <i>Creation of media content - recording II.</i> <i>Media content creation - editing I.</i> <i>Creation of media content - editing II.</i>	
Recommended literature : <i>HOCHEROVÁ, V., 2001. Slovník novinárskej teórie a praxe. Nitra: Filozofická fakulta Univerzity Konštantína Filozofa v Nitre.</i> <i>MOCHŇACKÁ, B., E. PEKNUŠIAKOVÁ a L. REGRUTOVÁ, 2014. Základy rozhlasovej tvorby. Prešov: Prešovská univerzita v Prešove.</i> <i>MRLIAN, R. a kol., 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. a kol., 2004. Slovník mediální komunikace. Praha: Portál.</i> <i>RUSNÁK, J., 2008. Textúry elektronických médií. Prešov: Filozofická fakulta Prešovskej univerzity.</i> <i>RUSNÁK, J. a kol., 2010. Texty elektronických médií. Prešov: Filozofická fakulta Prešovskej univerzity v Prešove.</i> <i>SLANČOVÁ, D., 2001. Základy praktickej rétoriky. Prešov: Náuka.</i> <i>STURKEN, M.a L. CARTWRIGHT, 2010. Studia vizuální kultury. Praha: Portál.</i> <i>ŠKVARENINOVÁ, O., 2004. Rečová komunikácia. Bratislava: SPN.</i>	

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

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: *315*

A	B	C	D	E	FX
73%	10%	3%	1%	1%	11%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor Mgr. Ivana Tomečková, 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/PMEPm2/22</i>	Course title: <i>Media Production Practicum 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, 60 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: 2	
Recommended semester: <i>1st year ST Media studies (MSM)</i>	
Study grade: <i>Master</i>	
Prerequisites: <i>IISM Km/PMEPm1/22 - Media Production Practicum 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> - 2 credits = 60 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): 30 hours - independent study of professional literature: 10.5 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 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 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 is able to:</i> - Independently prepare and produce a media output, - To define the technical characteristics necessary to record a formal production of the media output, - Flexible work as a team member and as chief executive / coordinator of the creative team, - Propose the distribution of a media presentation of the media output, - Present their own media output.	
Course content: - Getting to work in a particular field of media / in a particular type of media. - Working in the creative team. Coordinating the creative team. - preparation phase of media production. - Implementation phase of media production. - Post-production. - Proposals to ensure the distribution and presentation.	
Recommended literature : <i>HOCHĚLOVÁ, V., 2001. Slovník novinářské teorie a praxe. Nitra: Filozofická fakulta Univerzity Konštantína Filozofa v Nitre.</i> <i>MOCHŇACKÁ, B., E. PEKNUŠIAKOVÁ a L. REGRUTOVÁ, 2014. Základy rozhlasové tvorby. Prešov: Prešovská univerzita v Prešove.</i> <i>MRLIAN, R. a kol., 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. a kol., 2004. Slovník mediální komunikace. 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>SLANČOVÁ, D., 2001. Základy praktickej rétoriky. Prešov: Náuka.</i> <i>STURKEN, M. a L. CARTWRIGHT, 2010. Studia vizuální kultury. Praha: Portál.</i> <i>ŠKVARENINOVÁ, O., 2004. Rečová komunikácia. Bratislava: SPN.</i> <i>TUROW, J., 2009. Media Today. New York: Routledge.</i>	
Language which is necessary to complete the course: <i>Slovak, anglický, český</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: 273

A	B	C	D	E	FX
72%	14%	8%	3%	1%	3%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor Mgr. Viera Smoláková, 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/POKOM/22</i>	Course title: <i>Political Communication</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>2nd year ST Media studies (MSM)</i>	
Study grade: <i>Master</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 (student load 60 hours) - course teaching: 10 weeks 1 lecture / 1 seminar: 15 hrs. - individual work - preparation for the seminar, preparation and realization of audiovisual media content: 23 hours - independent study of professional literature: 22 hours <i>The course is evaluated continuously in the form of a written test of the studied literature and lectures.</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 define terms in the field of marketing, public relations, media and communication studies, - act in the media, act, respond, communicate in public, - use and apply marketing and public relations tools in politics, - plan and implement a political campaign, - influence the audience and public opinion.	
Course content: - Communication, media, politics. Means of media and media in the public sector. - Globalization - media - marketing. - Public relations as the main tool of political (sub-line marketing) communication. - Political marketing, political advertising, political campaign. - Press release, press conference, press trip, press foyer, astroturfing, spin doctoring. Function and activity of the (press) spokesperson. - Event marketing, public appearances. Diplomatic and business protocol. - Crisis Management. - Lobbying. - Propaganda, persuasion, audience.	
Recommended literature : <i>BEDNÁR, J., 2000. Rola tlačového hovorcu. In: Otázky žurnalistiky. roč. 43, č. 1., s. 43 – 44.</i> <i>BENČIČ, S., 2008. Neverbálna komunikácia v politickom diskurze. 1. vyd. Sládkovičovo: Danubius.</i> <i>BERNE, E., 2011. Jak si lidé hrají. Praha: Portál.</i> <i>CĚVAROVÁ, D., 2019. Politická kultúra v teórii politickej vedy. 1. vyd. Banská Bystrica: Belianum.</i> <i>DŽUPKOVÁ, H., 2012. Etika a politika – vzťahové a interpretačné súvislosti. In: Kríza v politike – politika v kríze? Zborník z medzinárodnej vedeckej konferencie konanej v dňoch 15. – 16. február 2012. Prešov: Filozofická fakulta Prešovskej univerzity v Prešove.</i> <i>GBUROVÁ, M., 2009. Politika v jazyku, jazyk v politike. 1. vyd. Bratislava: KUBKO GORAL.</i> <i>FTOREK, J., 2009. Public relations jako ovlivňování mínění. Praha: Grada.</i> <i>FTOREK, J., 2010. Public relations a politika. Praha: Grada.</i> <i>HESKOVÁ, M. a P. STRACHOŇ., 2009. Marketingová komunikace a moderní trendy v marketingu. Praha: Oeconomica.</i> <i>KOPECKÝ, L., 2013. Public relations (Dějiny – teorie – praxe). Praha: Grada.</i> <i>KŘEČEK, J., 2013. Politická komunikace (Od res publica po public relations). Praha: Grada.</i> <i>MUSIL, J., 2010. Sociální a mediální komunikace. Praha: UJAK.</i> <i>NĚMEC, P. 1993. Public relations. Zásady komunikace s veřejností. Praha, Management Press.</i>	

NĚMEC, P., 1999. *Public relations: Komunikace v konfliktních a krizových situacích*. Praha: Management Press.

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.

SVOBODA, V., 2006. *Public relations – moderně a účinně*. Praha: Grada.

VYBÍRAL, Z., 2009. *Psychologie lidské komunikace*. Praha: Portál.

VYSEKALOVÁ, J. a J. MIKEŠ, 2010. *Jak dělat reklamu. 3. aktual. a doplň. vyd.* Praha: Grada.

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

Notes:

Course evaluation:

Total number of students evaluated: *51*

A	B	C	D	E	FX
43%	39%	12%	6%	0%	0%

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/POSTU/22</i>	Course title: <i>Porn 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: 2	
Recommended semester: <i>2nd year WT Media studies (MSM)</i>	
Study grade: <i>Master</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 x 2 lecture / 0 seminar: 19.5 hours - independent study of professional literature: 25 hours - elaboration of seminar work and preparation of presentation: 15.5 hours <i>In the middle of the semester (the date will be specified by the teacher) student prepares and submits a seminar paper - own analysis of selected pornographic production (focus will be consulted in advance). At the end of the semester, the student presents their analysis at the final colloquium and answers the supplementary questions of the participants.</i> <i>To obtain an A rating, they must obtain at least 90 % of points, to an B rating 80 %, to a C rating 70 %, to a D rating 60 %, to an E rating at least 50 % points. A student who scores less than 50 % will be graded FX.</i> <i>The final score will be calculated as the average of the scores of term paper and its presentation.</i>	
Learning outcomes: - define pornography from different perspectives and define it in respect to related terms, - name the basic aspects of development of academic and cultural reflection of pornography, - describe the range of realisations of pornography in the 20th and 21st century from the production, textual, reception and technological perspectives, - distinguish between the types of pornographic production and compare them, - explain the relationship between pornography and reality, pornography and identity, - apply the theoretical knowledge of pornography research and analytical techniques used in porn studies in own analysis of pornographic products, - critically evaluate the relationship of pornography and culture and relevantly discuss the issue in the academic and the everyday fields.	
Course content: - Pornography - possible definitions in different social (especially scientific) and historical contexts. The definition of related concepts (erotic, hardcore/softcore, etc.). - The "pornography - porn" paradigm shift. Porn studies - the origin and formation of transdisciplinary critical analysis of pornography as a specific research field. Areas and methods of pornography analysis. Pornography as discourse - power interpretation of porn. - Porn and identity. Relationship of media representations and reality - an example of porn and identity. The construction of the subject/object in pornography. Inscribed reader of pornographic product and formulas of the preferred reading of porn products. (Re-)constructions of bodily, gender, sexual, ethnic and class identities in pornographic production; fluidity and intersectionality of represented identities. Central European social identities/spaces in pornography in the global confrontation. - Text analysis of pornography: genres of pornographic production, porn and narrativity (identification and analysis of narrative structures). - Historical interpretation of pornography with emphasis on the 20th century: stag films, porno chic and mainstreamisation of pornography. The media of pornography: theater, VHS/DVD, internet (web, file sharing). The categorization of online porn. Internet and changes in production, distribution and reception of pornographic products. - Typology of pornographic production (content, audience, etc.). The branches of porn industry: straight pornographies; gay, bisexual pornographies; lesbian, female, feminist pornographies; queer porn - its production (professionalism vs. amateurism), textual (genre, narrative, etc.) and reception (linking to identity/subculture/community) specifics.	

- *Feminist interpretations of porn. Anti-porn and pro-porn feminism. Activism in pornographic production: porn as a means of articulating of one's identity, ways and means of subversion of pornographic mainstream (queer, disabilities, etc.).*
 - *Sexualisation/pornographication of culture: the analysis of applications of pornographic logic in a (primarily) non-pornographic environments (advertising, tabloid journalism, sporno, etc.).*

Recommended literature :

- ATTWOOD, F., 2002. *Reading Porn: The Paradigm Shift in Pornography Research*. In: *Sexualities*. Roč. 5, č. 1.
- ATTWOOD, F., 2006. *Sexed Up: Theorizing the Sexualization of Culture*. In: *Sexualities*. Roč. 9, č. 1.
- ATTWOOD, F., 2011. *The Paradigm Shift: Pornography Research, Sexualization and Extreme Images*. In: *Sociology Compass*. Roč. 5, č. 1.
- BOČÁK, M. 2013. *Fragmenty slasti: Úvahy o naratívě v ére porna 2.0*. In: P. URBAN, ed. *Súmraček médií: Problematika narácie v médiách*. Žilina: Žilinská univerzita v Žiline, s. 6-20.
- BOČÁK, M. 2009. *Porno, metro, sporno: súčasná gay/queer kultúra a heterosexuálne maskulinity*. In: *Kultúra – Média – Komunikace Speciál*. Roč. 1, č. 2.
- BOČÁK, M. 2011. *Prečo a ako penetrovat'... významy: zopár úvah o porne a porn studies*. In: *Konstrukt: internetový časopis o kultúrnych štúdiách*. Roč. 2, č. 5. Dostupné z: <https://michalbocak.weebly.com/porno-a-porn-studies.html>
- BOČÁK, M., 2012a. *Říše mužských slasti: heterosexuální porno a gay porno jako prostory konstrukce maskulinit a mužských sexualit*. In: R. ŠVARČÍKOVÁ SLABÁKOVÁ, J. KOHOUTOVÁ, R. PAVLÍČKOVÁ, J. HUTEČKA a kol. *Konstrukce maskulinní identity v minulosti a současnosti: Koncepty, metody, perspektivy*. Praha: Nakladatelství Lidové noviny, s. 383-399.
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- Jump Cut*. Dostupné z: <http://www.ejumpcut.org> (selected papers from 30/1985, 55/2013 and other issues)
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- XBiz.com: The Industry Source* [online]. (or other industry websites)

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

Notes:

The course deals with pornography as an explicit representation of the human body, sex, sexuality. For analytical purposes, samples of pornographic production will be used to the necessary extent; sexually explicit vocabulary may also be the essential part of the analysis.

Taking the course, students confirm their maturity (i.e., they are at least 18 years old), complete familiarity with the content of this course information and the course topics and freely gives their informed consent with their participation in classes and the focus of term paper, involving the analysis of sexually explicit materials. In case of disapproval, it is not possible to engage in the class. If students consider the course contents to be offensive, or otherwise feel that, given the content of the course, their taking of the course could be problematic, teacher strongly recommends them not to take this course.

It is also expected that the students will themselves analyse the selected pornographic product(-s) in their term paper, and in this context, the teacher calls for strict compliance of related legislation (in particular, avoiding the consumption of the legislatively prohibited pornographic content, preventing the access to pornographic content by minors, etc.). Responsibility for their actions in this respect rests solely with students, not the teacher.

Despite the fact that personal contact with audiovisual material of a pornographic nature is an essential part of taking the course, the teacher realises that talking about certain topics or reception of certain content can be uncomfortable for any reason. Therefore, he always inform the students in time about the upcoming topics or content of audiovisual screenings and grants students the right to leave the class for necessary time, even during the projection, if the students will experience any discomfort at the time of viewing. An open mind is considered a good starting point for critical analysis (not just of pornography). The course assumes a reflection of various bodily configurations and sexual expressions (if they are, of course, legal). No hate manifestations, particularly in relation to sexual, gender, sexual, ethnic, racial, class or disabilities, are tolerated.

Course evaluation:

Total number of students evaluated: 12

A	B	C	D	E	FX
25%	42%	33%	0%	0%	0%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor 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/PUSME1/22</i>	Course title: <i>Work in University/Student Massmedia 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, 23 per semester</i> Method of educational activity: <i>Combined</i>	
Number of credits: 2	
Recommended semester: <i>1st year WT Media studies (MSM)</i>	
Study grade: <i>Master</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 ends with a credit, which the student obtains for regular participation and fulfillment of continuous tasks.</i>	
Learning outcomes: <i>Graduate of the subject is able to:</i> - work in selected print or electronic media - independently organize work - forming news and publicity genres (and formats) - acquire skills of sound engineer, lighting and technology in electronic media	
Course content: <i>Editorial work.</i> <i>Creation of practical news and publicity genres and formats in selected media.</i> <i>The photo. Graphics. Cut.</i> <i>Moderation.</i> <i>Technique - 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>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 rozhlasu 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 médiích. 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 spoločnosť. Stručný úvod do studia médií a mediálnych komunikácií. Praha: Portál.</i> <i>LABÍK, E., 2013. Dramaturgia strihovej skladby. Neratovice: Verbum.</i> <i>LABÍK, E., 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 televízia. Brno: Katedra mediálnych štúdií a žurnalistiky.</i> <i>McQUAIL, D., 1999. Úvod do teórie masovej komunikácie. Praha: Portál.</i> <i>MOCHŇACKÁ, B., E. PEKŇUŠIAKOVÁ a L. REGRUTOVÁ. 2014. Základy rozhlasovej tvorby. Prešov: Prešovská univerzita v Prešove.</i> <i>MRLIÁN, R. a kol., 1990. Encyklopédia dramatických umení Slovenska. Bratislava: Veda.</i>	

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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.

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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.

VASIČKOVÁ, 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. Eva Peknušiaková, PhD., co-guarantor, examiner, seminary supervisor Mgr. Jozef Mergeš, PhD., co-guarantor, 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/PUSME2/22</i>	Course title: <i>Work in University/Student Mass Media 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>1st year ST Media studies (MSM)</i>	
Study grade: <i>Master</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>BOYD, A., 1995. Příručka pro novináře - zpravodajství v rozhlasu a televizi. Praha: CNŽ.</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 popsaných 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., 2010a. Ako sa robia noviny. 4. preprac. vyd. Bratislava: Eurokódex.</i> <i>TUŠER, A., 2010b. Praktikum mediálnej tvorby. Bratislava: Eurokódex.</i> <i>VYDROVÁ, J. a kol., 2017. Hlasová terapie. Havlíčkův Brod: Tobiáš.</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. Eva Peknušiaková, PhD., co-guarantor, examiner, seminary supervisor Mgr. Jozef Mergeš, PhD., co-guarantor, 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>IISMKm/PVYP1/22</i>				Course title: <i>Participation in a Research Project 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 (MSM)</i>						
Study grade: <i>Master</i>						
Prerequisites: <i>IISMKm/MEVME/22 - Media Research Methods</i>						
Conditions for passing the course: Method of evaluation: <i>Credit</i> <i>Number of credits and time range of activities required to complete the course:</i> <i>- 2 credits = 60 hours</i> <i>- independent study of literature: 10 hours</i> <i>- consultations with the project leader and research team meetings: 15 hours</i> <i>- fulfillment of analytical tasks determined by the project leader: 35 hours</i> <i>- continuous and active participation in the work of the research team in accordance with the instructions of the head of the research project (including the participation in the organizational meetings),</i> <i>- conscientious work on analytical tasks assigned by the head of the research project,</i> <i>- timely submissions of the specified partial results.</i> <i>A student will receive a credit if he / she meets all the above conditions during the semester.</i>						
Learning outcomes: <i>- effectively cooperate and participate in the work of a research team,</i> <i>- apply advanced methods of media analysis in research,</i> <i>- reproduce the advanced procedures of individual and collective scientific work in own research project.</i>						
Course content: <i>- theoretical preparation for analysis (study of the theoretical context of specific research under the guidance of the head of the research project),</i> <i>- methodological preparation for analysis (methodological context of specific research, understanding of the selection of analytical methods and techniques, collective methodical instruction meetings of the research team),</i> <i>- collection and analysis of data,</i> <i>- final joint reflection of the application of selected analytical procedures.</i>						
Recommended literature : <i>DEACON, D., M. PICKERING, P. GOLDING a G. MURDOCK, 1999. Researching Communications: A Practical Guide to Methods in Media and Cultural Analysis. London: Arnold.</i> <i>SILVERMAN, D., 2005. Ako robiť kvalitatívny výskum: Praktická príručka. Bratislava: Ikar.</i> <i>The recommended literature is specified depending on the specific research (theoretical articles and research reports directly related to the research, especially the work devoted to the analyzed issues published by the relevant research team).</i>						
Language which is necessary to complete the course: <i>Slovak</i>						
Notes: <i>The implementation of the course is tied to the current solution of a research task in the field of media studies at the department or institute. At the beginning of the semester there is an organizational meeting, at the end of the semester a joint evaluation of the course. The time organization of teaching depends on the nature of the specific research task (continuous, block, or combined teaching).</i> <i>The research teams created at the workplace teaching the subject announce their research intentions in advance (usually in the previous semester) (including the number of students who should participate in the research). The teacher ensures the organization of joint meetings, coordination of students' work in research teams and on the basis of continuous feedback from the leaders of individual research teams at the end of the semester registers the evaluation of the subject in MAIS.</i>						
Course evaluation: Total number of students evaluated: <i>0</i>						
	A	B	C	D	E	FX

COURSE DESCRIPTION

University: <i>University of Presov</i>						
Faculty/university workplace: <i>Faculty of Arts</i>						
Code: <i>IISMKm/PVYP2/22</i>				Course title: <i>Participation in a Research Project 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 (MSM)</i>						
Study grade: <i>Master</i>						
Prerequisites: <i>IISMKm/MEVME/22 - Media Research Methods</i>						
Conditions for passing the course: Method of evaluation: <i>Credit</i> <i>Number of credits and time range of activities required to complete the course:</i> <i>- 2 credits = 60 hours</i> <i>- independent study of literature: 10 hours</i> <i>- consultations with the project leader and research team meetings: 15 hours</i> <i>- fulfillment of analytical tasks determined by the project leader: 35 hours</i> <i>- continuous and active participation in the work of the research team in accordance with the instructions of the head of the research project (including the participation in the organizational meetings),</i> <i>- conscientious work on analytical tasks assigned by the head of the research project,</i> <i>- timely submissions of the specified partial results.</i> <i>A student will receive a credit if he / she meets all the above conditions during the semester.</i>						
Learning outcomes: <i>- effectively cooperate and participate in the work of a research team,</i> <i>- apply advanced methods of media analysis in research,</i> <i>- reproduce the advanced procedures of individual and collective scientific work in own research project.</i>						
Course content: <i>- theoretical preparation for analysis (study of the theoretical context of specific research under the guidance of the head of the research project),</i> <i>- methodological preparation for analysis (methodological context of specific research, understanding of the selection of analytical methods and techniques, collective methodical instruction meetings of the research team),</i> <i>- collection and analysis of data,</i> <i>- final joint reflection of the application of selected analytical procedures.</i>						
Recommended literature : <i>DEACON, D., M. PICKERING, P. GOLDING, P. a G. MURDOCK, 1999. Researching Communications: A Practical Guide to Methods in Media and Cultural Analysis. London: Arnold.</i> <i>SILVERMAN, D., 2005. Ako robiť kvalitatívny výskum: Praktická príručka. Bratislava: Ikar.</i> <i>The recommended literature is specified depending on the specific research (theoretical articles and research reports directly related to the research, especially the work devoted to the analyzed issues published by the relevant research team).</i>						
Language which is necessary to complete the course: <i>Slovak</i>						
Notes: <i>The implementation of the course is tied to the current solution of a research task in the field of media studies at the department/institute. At the beginning of the semester there is an organizational meeting, at the end of the semester a joint evaluation of the course. The time organization of teaching depends on the nature of the specific research task (continuous, block, or combined teaching).</i> <i>The research teams created at the workplace teaching the subject announce their research intentions in advance (usually in the previous semester) (including the number of students who should participate in the research). The teacher ensures the organization of joint meetings, coordination of students' work in research teams and on the basis of continuous feedback from the leaders of individual research teams at the end of the semester registers the evaluation of the subject in MAIS.</i>						
Course evaluation: Total number of students evaluated: 0						
	A	B	C	D	E	FX

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Arts</i>	
Code: <i>IISMKm/QUEST/22</i>	Course title: <i>Queer Studies and Analysis of Media Representations</i>
Type, scope and method of educational activity: Type of educational activity: <i>Lecture</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>2</i>	
Recommended semester: <i>1st year ST Media studies (MSM)</i>	
Study grade: <i>Master</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 x 2 lecture / 0 seminar: 19.5 hours - independent study of professional literature: 25 hours - elaboration of seminar work and preparation of presentation: 15.5 hours <i>In the middle of the semester (the date is specified by the teacher) the student prepares and submits a seminar paper - own queer reading of the selected media text (focus will be consulted in advance). At the end of the semester, the student presents their analysis at the final colloquium and answers the supplementary questions of the participants.</i> <i>To obtain an A rating, student must obtain at least 90 % of points, to an B rating 80 %, to a C rating 70 %, to a D rating 60 %, to an E rating at least 50 % 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 (paper + presentation).</i>	
Learning outcomes: - <i>define the concept of queer in its academic and everyday diversity,</i> - <i>define the sex, gender and desire/sexuality from the perspective of queer theory,</i> - <i>name and characterize the basic contours of queer theory and queer studies from the developmental and contemporary perspective,</i> - <i>define and describe the current theories of identity and identity politics,</i> - <i>distinguish between deconstructive queer interpretation and essentialising LGBTI perspective in culture,</i> - <i>define the queer reading as cultural (reception) practice and apply it as a methodological tool in its own analysis of the media and other cultural products,</i> - <i>relevantly and emphatically discuss the issues of sex, gender and desire/sexuality in the academic and the everyday environment.</i>	
Course content: - <i>Queer as dynamic, processual, fluid concept. Queer theory and/vs. queer studies.</i> - <i>Sex, gender and desire: the consequences of Judith Butler's interpretation.</i> - <i>Construction of a subject by means of sex, gender and desire: Eve Kosofsky Sedgwick.</i> - <i>"Normal" vs. "abnormal" in the sex/gender/sexuality: Gayle Rubin. Normativity, transgressivity, subversivity of identities and practices.</i> - <i>Identity: fluidity, intersectionality. Stabilisation and destabilisation of identity: identity politics, strategic essentialism, deconstruction. LGBTI(AQ...) identities vs. queer "identities".</i> - <i>Queer Media Studies. Social and media representations of constructivist/discursive perspective. Basic methods of analysis. Queer reading as both discursive practice and media analysis technique.</i> - <i>Gay and lesbian communities: normativisation vs. variability, mainstream vs. alternative. Socially accepted vs. consumer identities.</i> - <i>Trans vs. cisgender. Sex/gender transitions. Intersex(-uality). Asexuality.</i> - <i>Hegemony of heterosexuality: heteronormativity, heterosexism, homo-/bi-/transphobia.</i> - <i>Mainstream vs. alternative gay and lesbian media production (fictional genres, reality TV, documentaries, pornography). Queer media production.</i> - <i>Pornography as a discursive space of re-/definition of identities. Mainstream vs. alternative pornographic production.</i>	
Recommended literature : <i>BOČÁK, M., 2009. Porno, metro, sporno: súčasná gay/queer kultúra a heterosexuálne maskulinity. In: Kultura – Média – Komunikace Speciál. Roč. 1, č. 2.</i>	

BUTLER, J., 1993. *Critically Queer*. In: *GLQ: A Journal of Lesbian & Gay Studies*. Roč. 1, č. 1. [český překlad: BUTLEROVÁ, J., 1999. Kritické teploušství. In: *Filozofický časopis*. Roč. 47, č. 5.]

BUTLER, J., 1999. *Gender Trouble: Feminism and the Subversion of Identity*. 2. vyd. New York – London: Routledge. [slovenský překlad: BUTLER, J., 2003. *Trampoty s rodem: feminizmus a podryvanie identity*. Bratislava: Aspekt.]

DAVIS, G. a G. NEEDHAM, eds., 2009. *Queer TV: Theories, Histories, Politics*. Abingdon – New York: Routledge.

DIXON, W. W., 2003. *Straight: Constructions of Heterosexuality in the Cinema*. New York: State University of New York Press.

DOTY, A., 1997. *Making Things Perfectly Queer: Interpreting Mass Culture*. 2. vyd. Minneapolis: University of Minnesota Press.

DYER, R., 2002. *The Culture of Queers*. London – New York: Routledge.

HALPERIN, D. M., 2003. *The Normalization of Queer Theory*. In: G. A. YEP, K. E. LOVAAS a J. P. ELIA, eds. *Queer Theory and Communication: From Disciplining Queers to Queering the Discipline(s)*. New York: Harrington Park Press.

JANSOVÁ, I., J. JEDLIČKOVÁ a E. CHLUMSKÁ, 2015. *Boření mýtů: K současné neheteronormativní televizní seriálové produkci*. Olomouc: Univerzita Palackého.

KOBOVÁ, E., 2011. *Queer a podryvanie identity: queer teória a feminizmus*. In: Z. KICZKOVÁ a M. SZAPUOVÁ, eds. *Rodové štúdiá: súčasné diskusie, problémy a perspektívy*. Bratislava: Univerzita Komenského.

MARCUS, S., 2005. *Queer Theory for Everyone: A Review Essay*. In: *Signs: Journal of Women in Culture and Society*. Roč. 31, č. 1.

RUBIN, G. S., 1999. *Thinking Sex: Notes for a Radical Theory of the Politics of Sexuality*. In: R. PARKER a P. AGGLETON, eds. *Culture, Society and Sexuality: A Reader*. London – Philadelphia.

SEDGWICK, E. K., 1994. *Tendencies*. London: Routledge.

SEDLÁČEK, L., 2009. *Asexualita v kontextu genderových stereotypů a očekávání*. In: *Kultura – Média – Komunikace Speciál*. Roč. 1, č. 2.

ŠMAUSOVÁ, G., 2002. *Proti tvrdošíjně představe o ontické povaze gender a pohlaví*. In: *Sociální studia*. č. 2.

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

Notes:

The course focuses on the interpretation of the human body and sexuality in their diverse (even non-normative) forms; a special part aims at the interpretation of media production with the mentioned topic. Samples of sexually explicit media texts (including pornographic production) will be used to the extent necessary 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, he always informs the students well in advance about the prepared topic or content of the audiovisual sample and grants the student the right to leave the teaching space for the necessary time, even during the screening, if the student feels discomfort while watching it.

The subject presupposes the ability of open, critical thinking and reflection on the diversity of body and gender configurations and sexual expressions. Manifestations of any intolerance are not tolerated, especially in relation to sex, gender, sexual, ethnic, racial, class differences, or disability.

Course evaluation:

Total number of students evaluated: 54

A	B	C	D	E	FX
22%	35%	24%	7%	2%	9%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor 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/RETOR/22</i>	Course title: <i>Rhetoric</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 (MSM)</i>	
Study grade: <i>Master</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Continuous assessment</i> <i>Number of credits and time range for course completion conditions:</i> - 3 credits (student workload 90 hours) - course teaching: 13 weeks, 1 lecture/1 seminar: 19.5 hrs. - individual work - preparation for the seminar: 40.5 hrs. - independent study of professional literature: 30 hours <i>Obtaining credits is conditioned by active participation in seminars and regular rhetorical outputs.</i> <i>During the examination period it implemented a knowledge test of lectures.</i> <i>To obtain the rating A (excellent) 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 evaluation is calculated as the average of partial evaluations and active participation in seminars.</i>	
Learning outcomes: <i>The student is able to:</i> - Define the basic concepts of practical rhetoric, - distinguish between argument and opinion, debate and discussion, - structure arguments on the basis of knowledge of individual argumentation components, - compose argumentative speech and refutation, - identify and differentiate argumentation errors, - assess the level of the "Karl Popper" competitive debate, - lead a prepared and improvised debate, - work functionally with non-verbal communication.	
Course content: <i>Features and function of speaking style. Rhetorical style communication sphere. Speaker style genres. Application of speaking style in the competitive debate of the "Karl Popper" format.</i> <i>Explication and differentiation of terms discussion and debate. Debate formats.</i> <i>Suitable and unsuitable creation of the thesis.</i> <i>Argument formation (assertion, explanation, proof, impact). Difference between argument and opinion.</i> <i>Composing argumentative speech and structuring the refutation according to the "Karl Popper" format.</i> <i>Types of refutation (removal, mitigation, overturning).</i> <i>Cross-interrogations (meaning, function, creation).</i> <i>Rules and course of the competition debate of the "Karl Popper" format.</i> <i>Argumentation errors. Logical errors related to causal mechanisms. Argumentation errors linked to irrelevant argumentation.</i> <i>Ethics of debate. Speech persuasion.</i> <i>Working with sources and citation rules.</i> <i>Personality of the speaker. Working with prosodic properties of speech. Non-verbal communication (facial expressions, gestures, postures) "Body language" as a way of manipulating the listener.</i> <i>Improvised debate.</i>	
Recommended literature : <i>ARISTOTELES, 2010. Rétorika. 3. vyd. Praha: Rezek.</i> <i>BILINSKI, W., 2011. Velká kniha rétoriky. Praha: Grada Publishing.</i> <i>FINDRA, J., 1989. Stavba a prednes rečníckeho prejavu. Martin: Osveta.</i> <i>HEINRICHS, J., 2009. Rétorika pro každého. Brno: CPRESS.</i> <i>HIERFOLD, E., 2005. Rétorika a prezentace. Praha: Grada.</i>	

HOLMAN, J., 1983. *Moderní rétorika*. Praha: SPN.

KOHOUT, J., 1995. *Rétorika. Umění mluvit s lidmi*. Praha: Management Press.

KRAUS, J., 2004. *Rétorika a řečová kultura*. Praha: Univerzita Karlova – Nakladatelství Karolinum.

KRAUS, J., 2011. *Člověk mluvící*. Praha: Leda.

MEDLÍKOVÁ, O., 2010. *Presvědčivá prezentace – špičkové rady, tipy a příklady*. Praha: Grada Publishing.

MISTRÍK, J. a O. ŠKVARENINOVÁ, 1992. *Štylistika a rétorika*. Bratislava: Právnická fakulta Univerzity Komenského.

MISTRÍK, J., 1994. *Rečnicke umenie*. Bratislava: Interlingua.

MISTRÍK, J., 1987. *Rétorika*. 3. vyd. Bratislava: SPN.

NEMČOK, M. a kol., 2014. *Debatná príručka pre stredoškolské kluby*. Slovenská debatná asociácia. Dostupné na: https://www.sda.sk/wpcontent/uploads/2021/09/debatna_prirucka.pdf.

PEASE, A. a B. PEASE, 2011. *Řeč těla*. Praha: Portál.

PECH, J., 2014. *Řeč těla a umění komunikace*, Praha: NS Svoboda.

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

SLANČOVÁ, D., 1994. *Praktická štylistika (štylistická príručka)*. Prešov: Slovacontact.

ŠKVARENINOVÁ, O., 1995. *Rečová komunikácia*. Bratislava: SPN.

ŠPAČKOVÁ, A., 2009. *Moderní rétorika – jak mluvit k druhým lidem, aby nám naslouchali a rozuměli*. Praha: Grada Publishing.

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

Notes:

Course evaluation:

Total number of students evaluated: 228

A	B	C	D	E	FX
17%	23%	33%	20%	4%	3%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor Mgr. Lenka Šafranová, 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/RMEKO/22</i>	Course title: <i>Development of Media Competences</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: 3	
Recommended semester: <i>2nd year ST Media studies (MSM)</i>	
Study grade: <i>Master</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: 10 weeks 1 lecture/2 seminar: 22.5 hrs. - individual work - preparation for the seminar, elaboration of a grant and model project: 40.5 hours - independent study of professional literature: 27 hours <i>During the semester, the student submits:</i> 1. proposal for a grant project (target group, budget, goal, time schedule, content) focused on the development of media literacy in a selected audience group, 2. develops and implements in practice a model project associated with increasing media competencies focused on a selected target group in the out-of-school environment. 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. The final evaluation is calculated as the average of the evaluation of the model project and the grant project.	
Learning outcomes: <i>The student is able to:</i> - Use words, phrases and basic sentence models. - To assess and define the current state of development and implementation of media education and the development of media competence in practice, - Identify the possibility of spreading media education in the school environment and the expansion of productive and post-productive age. - Define the legislative framework for the formation of media literacy in Slovakia and abroad, - Demonstrate and convey the acquired media competence in terms of the development of critical thinking and the development of media literacy; - Develop and present a model project for the development of media competencies in an informal environment.	
Course content: - Development and implementation of the current state of media education and media competence development in the world and in Slovakia. - Analysis of key documents, dissemination of media education in Slovakia in the school environment. State Education Programme Ministry of Education and Media Education. - The concept of media education in Slovakia in the context of lifelong learning: expanding media literacy in productive and post-productive age - objectives, content, form. - The subjects of media education in Slovakia: Basic characteristics of the components and the possibility of mutual cooperation. - The legislative framework shaping media literacy and media education in the functioning of the European Union and Slovakia: Characteristics of basic documents regulating the form of increased media literacy. - Media literacy and the possibility of its expansion in informal settings: foundations, public associations. - Media education as a means of developing critical thinking.	
Recommended literature : <i>BÍNA, D. a kol., 2005. Výchova k mediální gramotnosti. České Budějovice: Jihočeská univerzita.</i> <i>BUERMANN, U., 2009. Jak (př)žít s médii. Hranice, Fabula.</i>	

DAVIES, M. M., 2010. *Children, Media and Culture*. Open University Press.

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

Grunwald Declaration on Media Education. http://www.unesco.org/education/pdf/MEDIA_E.PDF

HACEK, J., 2013. Mediálna výchova – vzdelávanie od kolísky po hrob. In: *Otázky žurnalistiky*.

CHAPMAN, G. a A. PELLICANNE, 2016. *Digitálne deti. Výchova vo svete displejov*. Porta libri.

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

KUBÍKOVÁ, S., 2019. *Krotitelia displejov*. Bratislava: Postoj media.

KUNDANIS, R. M., 2003. *Children, Teens, Families and Mass Media*. LEA.

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

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

PETRANOVÁ, D., 2013. *Mediálna výchova a kritické myslenie*. Trnava: Univerzita sv. Cyrila a Metoda v Trnave.

PETRANOVÁ, D., 2013. *Mediálna gramotnosť seniorov*. Trnava: Univerzita sv. Cyrila a Metoda v Trnave.

REGRUROVÁ, 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.

SLAVÍKOVÁ, N., 2013. Mediálna výchova v pohybe: sme na Slovensku v obraze? In: *Učiteľské noviny*.

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

SPITZER, M., 2018. *Digitálna demencia*. Citadella.

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: 162

A	B	C	D	E	FX
45%	36%	13%	2%	1%	3%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor 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/ROTVO/22</i>	Course title: <i>Broadcasting Production</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>1st year WT Media studies (MSM)</i>	
Study grade: <i>Master</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 (student load 60 hours) - course teaching: 13 weeks, 0 lecture / 2 seminar: 19.5 hrs. - individual work - preparation for the seminar, elaboration of practical assignments, production of radio outputs: 30 hours - independent study of professional literature: 10.5 hours <i>Design, processing, presentation of the own radio session together with a elaborated work containing a description of the progress of the individual phases of the creation.</i> <i>Subject is completed by continuous evaluation. During the semester, the student proposes, elaborates, presents at the seminar and submits a seminar work: recording of his own radio session together with a elaborate work containing a description of the course of the individual stages of realization. This output will be evaluated as follows: the formal part of the recording and writing (50 points), the content page of the recording and elaborate (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 acoustic-auditory text creation, - design, prepare and implement a radio session, - define the technical parameters needed to record and formally deliver a radio session, - define the broadcaster and the conditions of placement of the created radio session into the program structure, - present own session.	
Course content: <i>Specific issues of production, reception of radio text.</i> <i>Technique of creating and transmitting information on radio: scenario, dramaturgy, cutting, assembly.</i> <i>Characteristic of the creative team.</i> <i>Creating a radio session: from the subject to the presentation of the resulting form (news, journalism, fiction and artistic genres).</i>	
Recommended literature : <i>BOYD, A., 1995. Příručka pro novináře. Zpravodajství v rozhlasu a televizi. Praha: CNŽ.</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>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>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>PEKNUŠIAKOVÁ, E., 2014. Rozhlasová publicistika. In: Základy rozhlasovej tvorby. Prešov: Prešovská univerzita v Prešove.</i> <i>PEKNUŠIAKOVÁ, E., 2014. Príprava na rozhlasové vysielanie. In: Základy rozhlasovej tvorby. Prešov: Prešovská univerzita v Prešove.</i> <i>PEKNUŠIAKOVÁ, E., 2013. Technika dýchania a dychové cvičenia v procese výučby odboru masmediálne štúdiá</i>	

- 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.
 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.

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: 327

A	B	C	D	E	FX
53%	24%	11%	1%	0%	12%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor Mgr. Viera Smoláková, 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/SEMED/22</i>	Course title: <i>Media Semiotics</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>1st year WT Media studies (MSM)</i>	
Study grade: <i>Master</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> <i>3 credits = 90 hours</i> <i>- course teaching: 13 weeks x 1 lecture / 1 seminar: 19.5 hours</i> <i>- independent study of literature: 40.5 hours</i> <i>- preparation for semiotic analysis: 15 hours</i> <i>- preparation for the final test: 15 hours</i> <i>Fulfillment of the following criteria is included in the evaluation:</i> <i>- active participation in seminars and fulfillment of ongoing tasks during the semester,</i> <i>- semiotic analysis (in the form of written work in the middle of the semester),</i> <i>- final test in the theory of semiotics and media semiotics (the student must pass the final test successfully, ie to obtain at least 50% of points).</i> <i>The final score will be calculated using the following weights:</i> <i>- 25 % participation in class,</i> <i>- 25 % semiotic analysis,</i> <i>- 50 % final test.</i> <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>	
Learning outcomes: <i>- define the basic concepts of semiotics, media semiotics and social semiotics,</i> <i>- apply semiotic concepts in the interpretation of contemporary media culture phenomena,</i> <i>- use the semiotic analysis in analysis of media texts,</i> <i>- define the key signs of media texts in construction of its meaning and explain the concrete meaning making in a broader socio-cultural context,</i> <i>- name and describe the basic lines of development of theoretical reflection of discourse in social sciences and humanities,</i> <i>- apply the basic theoretical knowledge of discourse theory in the analysis of communication, language and media.</i>	
Course content: <i>- Sign: definitions and models. Basic concepts of semiotics (iconicity - arbitrariness, orders of signification: denotation, connotation, myth and ideology, paradigm – syntagm).</i> <i>- Development of semiotic thought (structuralism, poststructuralism) and methods of semiotics.</i> <i>- Beyond the sign: modes, codes (typology of codes), texts, discourses.</i> <i>- Theories of meaning: the meaning in sign vs. difference, text/interpretation; sources of paradigms.</i> <i>- Semiotic analysis as a method of interpretation of (media) texts. The application of semiotic analysis.</i> <i>- Social semiotics: social and power interpretation of meaning making.</i> <i>- Discourse: basic concept in social sciences (Michel Foucault) and humanities (linguistics). (Critical) discourse analysis. The concept of media discourse.</i> <i>- Semiotics of specific communication (media) spheres.</i>	
Recommended literature : <i>BARTHES, R., 2004a. Mytologie. Praha: Dokořán.</i> <i>BARTHES, R., 2004b. Mýtus dnes. In: Barthes, R.: Mytologie. Praha: Dokořán.</i> <i>BARTHES, R., 2006. Smrt autora. In: Aluze. Roč. 10, č. 3. Dostupné z: https://monoskop.org/images/d/de/Barthes_Roland_1968_2006_Smrt_autora.pdf</i> <i>BIGNELL, J., 2002. Media Semiotics: An Introduction. Manchester, New York: Manchester University Press.</i>	

BOČÁK, M., 2009. Diskurz: neurčitá cesta kultúrálhých, mediálných a komunikačných štúdií do centra svojho záujmu. In: *Kultura – média – komunikace*. Roč. 1, č. 1.

BOČÁK, M., 2012. Diskurz – koncept kritický: nereflektované riziká používania výrazu mediálny diskurz. In: *Jazyk a kultúra* [online]. Roč. 3, č. 10. Dostupné z: http://www.ff.unipo.sk/jak/10_2012/bocak.pdf

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>

CERTEAU, M. de, 2010. Čtení jako pytláčení. In: T. DVOŘÁK, ed. *Kapitoly z dějin a teorie médií*. Praha: Akademie výtvarných umění v Praze.

DOUBRAVOVÁ, J., 2002. *Sémiotika v teorii a praxi*. Praha: Portál.

ECO, U., 2009a. *Meze interpretace*. Praha: Karolinum.

ECO, U., 2009b. *Teorie sémiotiky*. Praha: Argo.

HALL, S., 2010. Kódování/dekódování. In: T. DVOŘÁK, ed. *Kapitoly z dějin a teorie médií*. Praha: Akademie výtvarných umění v Praze.

HODGE, R. a G. KRESS, 1988. *Social Semiotics*. Cambridge: Polity Press.

CHANDLER, D. *Semiotics for Beginners* [online]. Dostupné z: <http://visual-memory.co.uk/daniel/Documents/S4B/semiotic.html>

MARCELLI, M., 2004. Text ako sieť, sieť ako text. In: *Česká literatura*. Roč. 52, č. 4. Dostupné z: <http://www.ucl.cas.cz/edicee/data/antologie/kolokvia/2/a2.pdf>

SAUSSURE, F. de, 1996. *Kurs obecné lingvistiky*. Praha: Academia.

Van LEEUWEN, T., 2005. *Introducing Social Semiotics*. New York: Routledge.

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

Notes:

Course evaluation:

Total number of students evaluated: 90

A	B	C	D	E	FX
4%	18%	37%	23%	9%	9%

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/SMACI/22</i>				Course title: <i>Strategic Marketing and Corporate Identity</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 (MSM)</i>						
Study grade: <i>Master</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> <i>- 4 credits (student load 120 hours)</i> <i>- course teaching: 13 weeks; 1 lecture/2 seminar; number of teaching hours: 29.25 hrs.</i> <i>- individual work - preparation for the seminar, elaboration of the seminar work: 55.75 hrs.</i> <i>- independent study of professional literature: 35 hours</i> <i>The student must attend lectures and seminars, from which he will be awarded an evaluation. The condition for the evaluation of the seminar will be the elaboration of a semester work. The distribution of points is 50 points for seminars and 50 points for the exam. The course will be completed by a written exam. The number of points that a student can achieve is 100 and the minimum number of points to complete the course is 51 points.</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%. If less than 50 points are scored, the student is graded FX.</i>						
Learning outcomes: <i>The graduate of the course can:</i> <i>- define and define terms in the field of marketing and management</i> <i>- create, apply, adapt strategy to management processes</i> <i>- plan, implement and control strategic processes</i> <i>- create and adapt a logo, corporate communication, corporate culture in relation to corporate identity</i> <i>- analyze, position, adapt, innovate brands</i> <i>- design and use strategic public relations tools</i>						
Course content: <i>Marketing strategies. Strategic management process. Strategic marketing process - planning, implementation, control.</i> <i>Brand management. Branding. Brand building.</i> <i>Corporate identity. Corporate design. Corporate communication. Corporate culture. Product organization.</i>						
Recommended literature : <i>ADAMSON, A. P., 2011. Digitálna značka. Bratislava: Eastone Books.</i> <i>HESKOVÁ, M. a P. STRACHOŇ, 2009. Marketingová komunikace a moderní trendy v marketingu. Praha: Oeconomica.</i> <i>HORNÁK, P. a kol., 2007. Marketingová komunikácia. Bratislava: Book&Book.</i> <i>KOTLER, P. a K. L. KELLER, 2009. Marketing management. Upper Saddle River.</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>SVOBODA, V., 2003. Corporate Identity. Zlín: Univerzita Tomáše Bati ve Zlíně.</i> <i>SVOBODA, V., 2006. Public relations – moderně a účinně. Praha: Grada Publishing.</i> <i>VYSEKALOVÁ J. a J. MIKEŠ, 2009. Image a firemní identita. Praha: Grada Publishing.</i>						
Language which is necessary to complete the course: <i>Slovak, anglický, český</i>						
Notes:						
Course evaluation: Total number of students evaluated: <i>148</i>						
	A	B	C	D	E	FX

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Arts</i>	
Code: <i>IISM Km/STVCm/22</i>	Course title: <i>Student Research Activity</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>1st year ST Media studies (MSM)</i>	
Study grade: <i>Master</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/STZSKM/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>2nd year ST Media studies (MSM)</i>																		
Study grade: <i>Master</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 master'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> <ul style="list-style-type: none"> - <i>comprehensively explain the creation, dissemination and reception of the media,</i> - <i>analyze and critically evaluate the impact of the media in a broad socio-cultural context using advanced media research methods,</i> - <i>analyze the media text in the light of the various paradigms of the social sciences and humanities, in particular media studies,</i> - <i>create, evaluate and edit cultivated communications in the media,</i> - <i>create and implement strategies for the functioning of media institutions,</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 : <i>The recommended literature is listed in the information sheets of the compulsory subjects of the study program. It can be specified according to the areas of the state final exam.</i>																		
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>144</i> <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 5px;"> <tr> <td style="width: 16.6%;">A</td> <td style="width: 16.6%;">B</td> <td style="width: 16.6%;">C</td> <td style="width: 16.6%;">D</td> <td style="width: 16.6%;">E</td> <td style="width: 16.6%;">FX</td> </tr> <tr> <td>14%</td> <td>19%</td> <td>25%</td> <td>22%</td> <td>17%</td> <td>3%</td> </tr> </table>							A	B	C	D	E	FX	14%	19%	25%	22%	17%	3%
A	B	C	D	E	FX													
14%	19%	25%	22%	17%	3%													
Lecturers: <i>prof. PhDr. Juraj Rusnák, CSc., guarantor, co-guarantor doc. Mgr. Michal Bočák, PhD., co-guarantor doc. Mgr. Pavol Markovič, PhD., co-guarantor prof. Mgr. Martina Ivanová, 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/TDEKO/22</i>	Course title: <i>Theory and History of Comics</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>2nd year WT Media studies (MSM)</i>	
Study grade: <i>Master</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 hrs. - individual work - preparation for classes: 12 hours - independent study of professional literature, elaboration of the final work: 28.5 hours <i>During the semester, the student interprets the assigned comics, presents his analyzes at the seminar and submits a seminar paper consisting of analysis / review / interpretation of any selected comic.</i> <i>The course is completed by continuous assessment.</i> <i>To obtain an A rating 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 active seminar work and evaluation of seminar work.</i>	
Learning outcomes: <i>The graduate of the course can:</i> - based on the knowledge gained at the seminar to analyze the assigned comic, - use knowledge to determine the axiological value of a particular comic, - control the issue of comics from domestic and foreign production, - categorize a specific comic into a certain development type, author's workshop, - describe the works and personalities of the most important representatives of comics.	
Course content: - Comics as a syncretic genre. Opinions on comics. Comic book structure. Comic book classification and sorting. - Comic book history. Comics in the world, the beginnings of comics, until the 1930s, the definitive creations of the comics genre. - Comics in the 1940s. and during II. world war. - The crisis of comics in the USA - 50s of the 20th century. - Comics in Europe. - The development of comics in the 70s of the 20th century. - Psychologization of comics in the 80s of the 20th century. - Comics in Slovakia. - Comics and fine arts. - Comics and movies. - Lineup. Character types. Male and female figure. Use of characters in comics. Character structure. - Fabula, subject, narrator, time and space in comics. - Kája Saudek - Arnal and two dragon teeth. Comic book interpretation. - Art Spiegelman - Mouse. Comic book interpretation. - Neil Gaimen - Matt Wagner: Sandman. Comic book interpretation. - Frank Miller - Sin City. (The customer is always right). Comic book interpretation.	
Recommended literature : CLAIR, R. a J. TICHÝ, 1967. <i>Comics</i> . Praha: Státní nakladatelství dětské knihy, n. p. ECO, U., 2006. <i>Skeptikové a těšitelé</i> . Praha: Argo. GROENSTEEN, T., 2005. <i>Stavba komiksu</i> . Brno: Host. KARPINSKÝ, P., 2014. <i>Poetika komiksu v texte a kontexte</i> . Prešov: Filozofická fakulta Prešovskej univerzity.	

KARPINSKÝ, P., 2008. *Problematika rozprávača v komikse*. In: *Fenomén zla v súčasnom umení pre deti a mládež*. Prešov: Prešovská univerzita v Prešove, Kabinet výskumu detskej reči a kultúry, s. 258 – 281.

KARPINSKÝ, P., 2007. *Zlo ako konštantný prvok komiksu*. In: *Zlo v kontexte súčasných socio-kultúrnych premien*. Zborník materiálov z medzinárodnej vedeckej konferencie, ktorá sa konala 19. 10. – 20. 10. 2006 v Prešove. Prešov, Prešovská univerzita, s. 212-224.

KRUMML, M., 2007. *Comics: Stručné dějiny*. Praha: Comics Centrum.

McCLOUD, S., 2008. *Jak rozumět komiksu*. Praha: BB/art.

MIKUŠŤÁKOVÁ, A., 1993. *Niekoľko poznámok ku „gramatike“ komiksu*. Romboid. 6/1993. s. 33 – 43.

PROKŮPEK, T., M. FORET, P. KOŘÍNEK a M. JAREŠ, 2015. *Dějiny československého komiksu 20. století*. Praha: Akropolis.

SADLONĚ, D., 2000. *Z dějin komiksového umění*. Dotyky 9/1999 – 10/2000.

TOKÁR, M., 2002. *Obrázkové příběhy*. Prešovská univerzita v Prešove, Prešov: Pedagogická fakulta.

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

Notes:

Course evaluation:

Total number of students evaluated: 212

A	B	C	D	E	FX
77%	13%	7%	1%	1%	1%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor *Mgr. Ivana Tomečková, co-guarantor, examiner, seminary supervisor* *doc. PhDr. Peter Karpinský, 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/TOLME/22</i>				Course title: <i>Online Media Production</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: 2																		
Recommended semester: <i>1st year ST Media studies (MSM)</i>																		
Study grade: <i>Master</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>- 2 credits (student load 60 hours)</i> <i>- course teaching: 13 weeks 2 seminars: 19.5 hrs.</i> <i>- individual work (preparation for the seminar, creation of online media output): 30.5 hours</i> <i>- independent study of professional literature: 10 hours</i> <i>The course is completed by continuous assessment. During the semester, the student creates and at the end of the semester presents an online media output, in which he demonstrates in a practical form his skills and knowledge related to the completed media project. 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 activity at the seminars and the evaluation of the project presentation.</i>																		
Learning outcomes: <i>after succesful process of learning, students will be able to:</i> <i>- perceived basic principles of new media and mass online communication</i> <i>- focuse on new media typology and future technology trends</i> <i>- understand of journalist roles on internet and new media context</i> <i>- designing new media for production of media content</i> <i>- use a social networks and internet apps for journalist work</i>																		
Course content: <i>(Post)-information society, cyberculture, technology and society, new media and social change</i> <i>- New media and internet, digitalisation and virtualisation of information, cybertext and virtuality</i> <i>- Journalist in cyberspace, characteristic of internet services users</i> <i>- Internet trends, gamification, infographics, social networks, mobile services, viral...</i> <i>- Presentations of software, apps and internet services</i> <i>- Project online meda product (blog, web, app, multimedia, social networks)</i>																		
Recommended literature : <i>CREEBER, G. a M. ROYSTON, eds., 2009: Digital cultures. Open University Press.</i> <i>JEANNENEY, J-N., 2007: Google and the Myth of Universal Knowledge. University of Chicago Press.</i> <i>KAMENETZ, A., 2011: The Edupunks' Guide To a DIY Credential, Bill & Melinda Gates Foundation.</i> <i>LÉVY, P., 2000: Kyberkultúra. Praha: Karolinum.</i> <i>MACEK, J., 2011: Úvod do nových medií. Ostrava: Ostravská univerzita v Ostravě.</i> <i>McLUHAN, M., 2000: Člověk, média a elektronická kultura. JOTA.</i> <i>NEGROPONTE, N., 2001: Digitální svět. Management Press.</i>																		
Language which is necessary to complete the course: <i>Slovak, anglický, český</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: 84																		
<table><tr><td>A</td><td>B</td><td>C</td><td>D</td><td>E</td><td>FX</td></tr><tr><td>79%</td><td>14%</td><td>4%</td><td>2%</td><td>0%</td><td>1%</td></tr></table>							A	B	C	D	E	FX	79%	14%	4%	2%	0%	1%
A	B	C	D	E	FX													
79%	14%	4%	2%	0%	1%													

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor Mgr. Jana Klingová, 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>Faculty of Arts</i>	
Code: <i>IISM Km/TPRTD1/22</i>	Course title: <i>Theory and Practice of Radio and Television Dramaturgy 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 (MSM)</i>	
Study grade: <i>Master</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 the seminar, elaboration of the seminar work: 40 hours - independent study of professional literature: 50.75 hrs. <i>The course is completed by continuous assessment. During the semester, the student presents a seminar on the topic of his thesis and in a midterm week submit the final evaluation of the thesis of a thesis based on the selected topic (proposal of the topic, structure of the work, theoretical background together with the literature), corresponding to the orientation of the subject. These must contain: author's rationale for the choice of topic, outline of the theoretical background coursework, bibliography, a hypothesis which will be examined, first presumptions associated with the conclusions of the work. A thesis topic must be specific, the theses has to feature already the elements of the survey sample. Format: at least 6 standard pages, font TNR, 12.</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> <i>The final score is calculated as the average of the written work and exams.</i>	
Learning outcomes: <i>The student is able to:</i> <ul style="list-style-type: none"> - Define and interpret the basic concepts of editing electronic media, - Define and describe the basic trends in the imaging properties in the area of electronic media, - Classify and evaluate the format for displaying properties in radio and television, - Identify the possibility of hybridization different genres of reality TV in the current media, - Define and interpret basic lines in the development of radio and television documentary, - Identify and determine the current trends in radio and television documentaries in the world and in Slovakia - Describe and classify sports dramaturgy of programming, - Analyze and interpret the shapes of current sports broadcasts on radio and television, - Identify and classify basic forms of interactivity in today's electronic media dramaturgy, - Determine basic cooperation opportunities in the current environment of electronic media. 	
Course content: <i>Reality and fiction in the area of electronic media. Reality TV program formats and showing reality. Reality show phenomenon: evolution, current state and perspectives.</i> <i>Documentaries in the area of electronic media. Documentary in film, on television, on the radio: cinema verite and stylized documentary. Radio Ficeri.</i> <i>Docudrama and its specifics.</i> <i>Interactivity in the area of electronic media. Interactive program formats and options for their classification. Result of the operation of interactivity in the environment of electronic media.</i> <i>Sport in the environment of electronic media. Sporting events like hybrid formations media texts. Spektakularity, emotionality and sports programs in the electronic media.</i> <i>Dramaturgy moderation in the area of electronic media. The concept of moderation, moderator, editor, broadcaster - common and different characters. Developments in moderation in Slovakia and the Czech Republic. Options moderated classification programs. Hybridization moderated programs.</i> <i>International cooperation in the area of electronic media. The most important international radio and television organizations. Forms of cooperation: Eurovision Eutelsat. Festivals and exhibitions radio and television production: Monte Carlo, Golden Prague, Prix Danube.</i>	

Recommended literature :

COOK, M., 2007. *Write To TV*. London – New York: Focal Press.

FISKE, J. a J. HARTLEY, 1978. *Reading Television*. London: Methuen.

HOLLAND, P., 2000. *Television Handbook Media Practice*. New York: Routledge.

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

LIPKIN, S. N., 2002. *Real, Emotional, Logic: Film and Television Docudrama as Persuasive Practice*. Illinois: Southern Illinois University Press.

MARŠÍK, J., 1995. *Úvod do teorie rozhlasového programu*. Praha: Karolinum, vydavatelství University Karlovy.

MERGEŠ, J., 2014. *Budovanie príbehu v športovom spravodajstve (na pozadí historického víťazstva slovenskej futbalovej reprezentácie v zápase proti Španielsku)*. In: *Jazyk a kultúra* [online]. Roč. 5, č. 19-20. Dostupné z: https://www.ff.unipo.sk/jak/19-20_2014/Merges_studia.pdf

MERGEŠ, J., 2021. *Infikovaný obraz-šport (k dočasnej vizuálnej transformácii športového spravodajstva)*. In: J. MERGEŠ a L. REGRUTOVÁ, eds. *Médiá a text 7 (I. časť)* [online]. Prešov: Prešovská univerzita v Prešove, s. 120-128. Dostupné z: <https://www.pulib.sk/web/pdf/web/viewer.html?file=/web/kniznica/elpub/dokument/Merges2/subor/9788055527666.pdf>

MERGEŠ, J., 2018. *Mediálny šport ako súčasť televízneho vysielania: vývoj a stav* [online]. Dostupné z: <https://www.pulib.sk/web/pdf/web/viewer.html?file=/web/kniznica/elpub/dokument/Bocak5/subor/9788055522524.pdf>

MERGEŠ, J., 2011. *Poznámky k bulvarizácii športového spravodajstva*. In: *Jazyk a kultúra* [online]. Roč. 2, č. 5. Dostupné z: https://www.ff.unipo.sk/jak/5_2011/merges.pdf

MERGEŠ, J., 2015. *Poznámky k dramaturgii priamych televíznych športových prenosov z cyklistiky*. In: *Jazyk a kultúra* [online]. Roč. 6, č. 23-24. Dostupné z: https://www.ff.unipo.sk/jak/23-24_2015/Jozef_Merge%C5%A1_%C5%A1t%C3%BAdia.pdf

MIKULAŠ, P., 2011. *Reality TV*. Bratislava: Iris.

MUSIL, J., 2003. *Elektronická média v informační společnosti*. Praha: Votobia.

NICHOLSON, M., 2007. *Sport and the Media: Managing the Nexus*. London: Elsevier.

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

RUSNÁK, J., 2010. *Textúry elektronických médií. Vývoj a súčasný stav*. Prešov: FF PU v Prešove.

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

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

Notes:

Course evaluation:

Total number of students evaluated: 373

A	B	C	D	E	FX
37%	21%	17%	7%	1%	16%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor, co-guarantor, lecturer, examiner 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/TPRTD2/22</i>	Course title: <i>Theory and Practice of Radio and Television Dramaturgy 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 (MSM)</i>	
Study grade: <i>Master</i>	
Prerequisites: <i>IISM Km/TPRTD1/22 - Theory and Practice of Radio and Television Dramaturgy 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 the seminar work: 40 hours - independent study of professional literature: 50.75 hrs. <i>The course ends with an exam. During the semester, the student presents at the seminar and in the credit week submits to the final evaluation of the year's work according to the selected topic corresponding to the focus of the subject.</i> <i>In the exam period, the student passes the exam in the subject (50%).</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 average of the evaluation of the written work and the exam.</i>	
Learning outcomes: <i>The student is able to:</i> - To define and interpret their own words the basic concepts of editing electronic media, - Describe how to create programming strategies and techniques in public and commercial electronic media environment, - Formulate basic programming strategies for local, regional and nationwide electronic media, - Description of the development content of the program structure and its specific features in the world of radio and television, - To define and interpret the basic functions of music in the area of electronic media, - Assemble playlists of music radio broadcast media, - Classify and describe the nature of programming children.	
Course content: - Radio and Television - the most widely used electronic media. The definition of technological, anthropological, sociological. Other electronic auditory-visual media: video production, interactive media, CD - ROM. - The radio and television. Characteristics of the program. Programming, program structure. The program block and its characteristics. Program formats on radio and television on public and commercial environment. Options classification, hybrid formations. - Programming strategies and techniques in radio and television landscape. Block programming, stripping, bridging, checkerboarding, lead-ins and their application in practice program in Slovak media environment. - Dramaturgy music on the radio and on television. Decorative, socio-cultural features of modern popular music in the electronic media. Ambient nature of modern popular music in the electronic media. Music format and specify its implementation in the Slovak media environment. Dramaturgy spread of modern popular music in the electronic media. Playlists, songs rotation, promotional activities on radio and television. Electronic media and music publishers in Slovakia. - Dramaturgy programs for child audiences: children's character of programming, educational programming, and educational programs. - Interactivity in the area of electronic media. Interactive program formats and options for their classification. Result of the operation of interactivity in the environment of electronic media. - Seriality on radio and television. Dramaturgy contemporary drama production in Slovakia. - Moderation in the environment of electronic media I. The concept of moderation, moderator, editor,	

broadcaster - common and different characters.

- Moderation in the electronic media environment II. Developments in moderation in Slovakia and the Czech Republic.

Recommended literature :

COOK, M., 2007. *Write To TV*. London – New York: Focal Press.

FISKE, J. a J. HARTLEY, 1978. *Reading Television*. London: Methuen.

GINDL-TATÁROVÁ, Z., 2015. *Praktická dramaturgia*. Bratislava: VŠMU.

HOLLAND, P., 2000. *Television Handbook Media Practice*. New York: Routledge.

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

KORDA, J., 2014. *Úvod do studia televízie*. Olomouc: Univerzita Palackého v Olomouci.

MARŠÍK, J., 1995. *Úvod do teórie rozhlasového programu*. Praha: Karolinum, vydavatelství University Karlovy.

PEREBINOSOFF, P. – GROSS, B. a L. S. GROSS, 2005. *Programming For TV, Radio and Internet*. London: Focal Press.

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

RUSNÁK, J., 2010. *Textúry elektronických médií. Vývoj a súčasný stav*. Prešov: FF 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. a kol., 2018. *Elektronický mediálny text a detské publikum*. Prešov: FF PU v Prešove.

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

SVARINSKÝ, P., 2012. *Televízna produkcia*. Bratislava: VŠMU.

ŠTROBLOVÁ, S., 2009. *Filmová a televízna dramaturgia a programová skladba*. Praha: Univerzita Jana Amosa Komenského.

VALČEK, P., 2011. *Slovník teórie médií A - Ž*. Bratislava: Literárne informačné centrum.

COOK, M., 2007. *Write To TV*. London - New York: Focal Press.

FISKE, J. and J. HARTLEY, 1978. *Reading Television*. London: Methuen.

GINDL-TATÁROVÁ, Z., 2015. *Practical dramaturgy*. Bratislava: VŠMU.

HOLLAND, P., 2000. *Television Handbook Media Practice*. New York: Routledge.

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

KORDA, J., 2014. *Introduction to television studies*. Olomouc: Palacký University in Olomouc.

MARŠÍK, J., 1995. *Introduction to the theory of the radio program*. Prague: Karolinum, Charles University publishing house.

PEREBINOSOFF, P. - GROSS, B. and L. S. GROSS, 2005. *Programming For TV, Radio and Internet*. London: Focal Press.

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

RUSNÁK, J., 2010. *Electronic media textures. Development and current state*. Prešov: FF PU in Prešov.

RUSNÁK, J. et al., 2014. *Production and reception of radio and television text*. Presov - Kosice: FF PU Presov - FF UPJS Kosice.

RUSNÁK, J. et al., 2018. *Electronic media text and children's audience*. Prešov: FF PU in Prešov.

RUSNÁK, J., 2019. *New trends in electronic media programming*. Prešov: University of Prešov in Prešov.

SVARINSKÝ, P., 2012. *Television production*. Bratislava: VŠMU.

ŠTROBLOVÁ, S., 2009. *Film and television dramaturgy and program composition*. Prague: Jan Amos Comenius University.

VALČEK, P., 2011. *Dictionary of Media Theory A - Ž*. Bratislava: Literary Information Center.

WILLIS, E. E. and 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: 317

A	B	C	D	E	FX
20%	32%	31%	11%	2%	5%

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/TTMED/22</i>	Course title: <i>Printed Media Production</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>1st year WT Media studies (MSM)</i>	
Study grade: <i>Master</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, 2 seminars: 19.5 hrs. - individual work (preparation for the seminar, creation of media output): 30.5 hours - independent study of professional literature: 10 hours <i>The course is completed by continuous assessment. During the semester students will create a print media output, which in practical form prove their skills and knowledge.</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 student is able to:</i> - Search, select and process information suitable for the production of print media - Control the process of making journalistic editorial work, advertising and promotional outputs and acquire practical production technology of printed media, - Design and create profile of periodicals/output according to its orientation, - Independently create text by genre criteria and its function, - Prepare and implement a print media unit according to the genre and function of the output. - Edit and format the text according to the formal and content criteria - Produce and edit graphic material necessary for the creation of printed media unit, - To design and layout the form of printed media outlet, know the basics of publishing, prepare, build and operate the possibilities of the promotion of printed materials.	
Course content: - The genres of print media units and their practical application. - Editorial work in the media. - Planning, preparation, profile, mind map as the initial phase of the creation of a media unit - The content aspect of journalistic and non-journalistic expressions according to their function and genre. - The formal aspects of printed publications - the form and range. Typography. - Print media and advertising. Promotional materials. - Text formatting and editing before publishing. Editing and proofreading. Editorial and content management systems. - The graphic design and print media. Photo and image content in media texts. The layout of photos, images and media unit before publishing. - The promotion and presentation of print media.	
Recommended literature : CRHA, I. a Z. Krířek, 2012. <i>Jak psát reklamní text.</i> Grada. GLADIŠ, M., 2015. <i>Žáner v prostredí masových médií.</i> Košice: Univerzita Pavla Jozefa Šafárika v Košiciach. FOLLRICHOVÁ, M. a A. TUŠER, 2001. <i>Teória a prax novinárskych žánrov I.</i> Bratislava: Univerzita Komenského v Bratislave. HOČELOVÁ, V., 2011. <i>Slovník novinárskej teórie a praxe.</i> Nitra: Filozofická fakulta Univerzity Konštantína Filozofa v Nitre. HORNÁKOVÁ, M., 2011. <i>Copywriting.</i> Computer Press. KASARDA, M., 2012. <i>Praktická príručka písania pre profesionálov.</i> Žilina: Eurokódex.	

LOFAJ, J., 1996. *Fotografia v novinách*. Bratislava: Univerzita Komenského v Bratislave.

POKORNÁ, D. a M. POKORNÝ, 2011. *Redakční práce*. Grada.

PRAVDOVÁ, H., 2004. *Systém a organizácia práce v tlačovom médiu*. Trnava: Fakulta Masmediálnej komunikácie Univerzity Cyrila a Metoda.

REPKOVÁ, T., 2004. *Ako robiť profesionálne noviny*. Bratislava: Logos.

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

RONČÁKOVÁ, T., 2016. *Súčasný žurnalistický žánre. Nové i staronové modely v slovenských spoločenských týždenníkoch*. Ružomberok: Verbum.

RONČÁKOVÁ, T., 2019. *Žurnalistické žánre. Rozšírené vydanie*. Ružomberok: Verbum.

TUŠER, A. a kol., 2005. *Vydávame školský časopis*. Zvolen.

SLANČOVÁ, D., J. MERGEŠ, J. KLINGOVÁ a J. KIČURA SOKOLOVÁ, 2022. *Úvod do štúdia žurnalistických žánrov v tlačových médiách*. Prešov: Filozofická fakulta Prešovskej univerzity v Prešove.

TUŠER, A., 2010. *Ako sa robia noviny*. Žilina: Eurokódex.

TUŠER, A., 2010. *Praktikum mediálnej tvorby*. Žilina: Eurokódex.

VELAS, P., 2000. *Teória a prax novinárskych žánrov II*. Bratislava: Univerzita Komenského v Bratislave.

VOJTEK, J., 2000. *Úvod do organizácie redakčnej práce a redigovania*. Bratislava: Univerzita Komenského v Bratislave.

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: 152

A	B	C	D	E	FX
64%	10%	1%	0%	0%	24%

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/TV OPI/22</i>	Course title: <i>Creative Writing</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 (MSM)</i>	
Study grade: <i>Master</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 (student load 120 hours)</i> - <i>course teaching: 13 weeks, 2 seminars, consultations: 26 hours</i> - <i>individual work - elaboration of individual works for lessons: 65 hours</i> - <i>independent study of professional literature: 29 hours</i> <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>He must obtain at least 90% for grade A, 80% for grade B, 70% for grade C, 60% for grade D and at least 50% for grade E. 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 active participation in seminars and three submitted own texts.</i>	
Learning outcomes: <i>The graduate of the course masters the theoretical basis of literary science, especially genology (has knowledge of genres and types), differentiates between art and gossip and recognizes the stylistic characteristics of the text.</i> <i>The graduate of the course uses information from the literature to solve practical problems in the course, t. j. applies the theoretical basis for creating his own text, optimizes his writing skills and expresses his own opinion on the texts of his colleagues, who also sufficiently argues.</i> <i>The graduate of the course masters various techniques of text creation, develops his / her individual authorial style and uses creative writing techniques in media practice.</i>	
Course content: - <i>Borders: reflection on our / my borders (in journalism, literature, film, politics or other areas),</i> - <i>Literary species and genres (creation of epic and lyrical text),</i> - <i>Art literature and gych (imitation of genre literature, creation of gossip scene, differentiation between art and gossip),</i> - <i>Publicist and literature (engaged poem from a newspaper, transcription of a journalistic text into an artistic form),</i> - <i>Music and literature (writing by music, song lyrics, subtitling, etc.),</i> - <i>Writing by image / sculpture,</i> - <i>Imitation of the selected poem or short story,</i> - <i>Subversion conclusion of a well-known fairy tale,</i> - <i>Conceptual art (poem - instructions).</i> - <i>Anthropomorphization (talking about objects or animals, for example What the shoe said),</i> - <i>Updating the film scene, creating dialogue,</i> - <i>Creation of a video according to a literary design (demystification of the canon of Slovak or world literature).</i> <i>Individual thematic units are supplemented by exercises related to the given area (for example, surrealist techniques of psychic automatism, sound poem and sound games, tasks related to fine arts, etc.).</i>	
Recommended literature : <i>DACEY, J. S. a K. H. LENNON, 2000. Kreativita. Praha: Grada Publishing.</i> <i>DOČEKALOVÁ, M., 2006. Tvůrčí psaní pro každého 2. Naučte se vyprávět příběhy! Jak se píše povídka, novela a román? Praktická cvičení. Praha: Grada.</i>	

DOČEKALOVÁ, M., 2006. *Tvůrčí psaní pro každého jak psát pro noviny a časopisy: jak vymyslet dobrý příběh: praktická cvičení.* Praha: Grada.

DOČEKALOVÁ, M., 2009. *Tvůrčí psaní pro každého 3: co je televize?* Praha: Grada.

ELIÁŠOVÁ, V., ed., 2006. *Písať tvorivo – učiť (sa) tvorivo.* Bratislava: Metodicko-pedagogické centrum.

FIŠER, Z., 2001. *Tvůrčí psaní. Malá učebnice technik tvůrčího psaní.* Brno: Paido.

HEVIER, D., 2008. *Heviho škola tvorivosti.* Bratislava: Perfekt.

KING, S., 2018. *O písaní.* Bratislava: Ikar.

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

SELZEROVÁ, A. a A. BUBLANOVÁ, 2021. *Cvičebnice tvůrčího psaní.* Praha: Grada Publishing.

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

URBAN, J., 1999. *Utrpenie mladého poeta.* Bratislava: Slovenský spisovateľ.

VIEWEGH, M., 2005. *Lekce tvůrčího psaní.* Brno: Petrov.

WATTS, N., 1998. *Umění psát.* Praha: Grada Publishing.

ZAJAC, P., 1990. *Tvorivosť literatúry.* Bratislava: Slovenský spisovateľ.

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

Notes:

Course evaluation:

Total number of students evaluated: 145

A	B	C	D	E	FX
62%	36%	0%	0%	1%	1%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor doc. PhDr. Peter Karpinský, PhD., co-guarantor, examiner prof. PhDr. Marta Součková, 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/TVTVO/22</i>	Course title: <i>Television Production</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: 2	
Recommended semester: <i>1st year ST Media studies (MSM)</i>	
Study grade: <i>Master</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 (student load 60 hours) - course teaching: 13 weeks 0 lecture/2 seminar: 19.5 hrs. - individual work - preparation for the seminar, preparation and realization of audiovisual media content: 20.5 hours - independent study of professional literature: 20 hours <i>The course ends with a continuous evaluation, which the student receives for regular participation and fulfillment of ongoing tasks, evaluated at seminars. The student works on an audiovisual recording throughout the semester - partial outputs are controlled by the teacher.</i> <i>The final grade is the arithmetic average of continuous evaluations, where to obtain an grade A student must achieve at least 90%, to obtain a grade B 80%, to grade C at least 70%, to grade D 60%, to grade 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> - work as an editor and moderator in television, - edit and create graphics - create news and journalistic genres (and formats).	
Course content: - Editorial work. - Creation of practical television news, journalistic and artistic genres and formats. - Moderation. - Technology - camera, sound, light.	
Recommended literature : <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: Vysoká škola múzických umení.</i> <i>DEUZE, M., 2012. Media Life. Život v médiích. Praha: Karolinum.</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>MRLIAN, R. a kol., 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. a kol., 2004. Slovník mediální komunikace. 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., 2019. Nové trendy v programovaní elektronických médií. Prešov: Vydavateľstvo Prešovskej univerzity.</i> <i>STEWART, P., 2016. Broadcast Journalism. Focal Press.</i> <i>STURKEN, M. a L. CARTWRIGHT, 2010. Studia vizuální kultury. Praha: Portál. TUROW, J., 2009. Media Today. New York: Routledge.</i> <i>VAŠIČKOVÁ, D., 2002. Práca redaktora v televíznom prostredí. Bratislava: Univerzita Komenského v Bratislave.</i>	

Language which is necessary to complete the course: <i>Slovak, český</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>241</i>					
A	B	C	D	E	FX
80%	12%	2%	0%	2%	3%
Lecturers: <i>prof. PhDr. Juraj Rusnák, CSc., guarantor Mgr. Eva Peknušiaková, PhD., co-guarantor, examiner, seminary supervisor PhDr. Vladimír Jurek, co-guarantor, examiner, seminary 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/VISTU/22</i>	Course title: <i>Visual Studies</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 (MSM)</i>	
Study grade: <i>Master</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 the seminar, elaboration of the seminar work: 65 hours - independent study of professional literature: 25.75 hrs. <i>During the semester students shall prepare and transmit seminary work - analysis of selected aspects of culture for visual studies. The final score is calculated as the average assessment of seminar work, oral examination, assessment and evaluation of 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 50%, will be evaluated as grade FX.</i>	
Learning outcomes: <i>The student is able to:</i> - to evaluate the importance of visual studies with contextual thinking on a daily abstracted media content - Utilize and develop knowledge of the theory of visual studies in the examination of visual content in professional work, - Define key aspects of visual communication in the socio-cultural context, <i>chronological limit and define the historical develop technologies conditional breaks in visual communication,</i> - Analysis of the basic aspects of visual perception in relation to the categories of cultural studies, - In your own words explain the impact of print and electronic media, visual character-building and constitution of contemporary visual culture, - To analyze trends and perspectives of globalization visual content.	
Course content: <i>Visual Studies as a subject of interdisciplinary character. Deposit of media, film and history of arts paradigm in visual studies.</i> - Perception of visual content. Assumptions of visual perception of the outside world. <i>Visual technology - reproduction, copy, digital image.</i> - Visual codes and their meanings. Reading visual content and the creation of meaning. Imaging aspects of reality. - Impact of paintings on the life of the company - visual arts, visual culture. Visual communication. Visual narrative. Visual spectacle. - The visual aspects of cultural studies: ideology, power, gender, representation, identity. - Commodification visual: advertising and marketing ideas. - The globalization of visual culture.	
Recommended literature : <i>Aumont, J., 2010. Obraz. Praha: Akademie múzických umění.</i> <i>Kesner, L., 2000. Muzeum umění v digitální době. Vnímání obrazu a prožitek umění v soudobé společnosti. Praha: Argo.</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. Dostupné z: https://espes.ff.unipo.sk/index.php/ESPES/article/view/2/19</i> <i>MERGEŠ, J., 2016. Esej o skrytom obraze v športovom spravodajstve. In: Jazyk a kultúra [online]. Roč. 7, č. 25-26. Dostupné z: https://www.ff.unipo.sk/jak/25-26_2016/Jozef%20Merges_studia.pdf</i>	

MERGEŠ, J., 2021. Infikovaný obraz-šport (k dočasnej vizuálnej transformácii športového spravodajstva). In: J. MERGEŠ a L. REGRUTOVÁ, eds. *Médiá a text 7 (I. časť)* [online]. Prešov: Prešovská univerzita v Prešove, s. 120-128. Dostupné z: <https://www.pulib.sk/web/pdf/web/viewer.html?file=/web/kniznica/elpub/dokument/Merges2/subor/9788055527666.pdf>

MERGEŠ, J., 2015. Jánošík, dobou revidovaný (k poetike filmovej postavy). In: M. SOUČKOVÁ, ed. *K poetologickým a axiologickým aspektom slovenskej literatúry po roku 2000 III*. Prešov: Filozofická fakulta Prešovskej univerzity v Prešove, s. 543-553.

MERGEŠ, J., 2021. Medzi rozprávkou a hollywoodskym 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., 2011. Nehanební bastardi nehanebnou obrodou? Vtedy v nacistami okupovanom Francúzsku... okom Quentina Tarantina. In: *Cinepur: časopis pro moderní cinefilu*. Roč. 18, č. 74, s. 60-64.

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. 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. Dostupné z: <https://espes.ff.unipo.sk/index.php/ESPES/article/download/36/43>

MIRZOEFF, N., 2012. Úvod do vizuální kultury. Praha: Academia.

STURKEN, M. a L. CARTWRIGHT, 2009. *Studia vizuální kultury*. Praha: Portál.

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

Notes:

Course evaluation:

Total number of students evaluated: 170

A	B	C	D	E	FX
24%	25%	26%	14%	7%	5%

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor 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>University of Prešov in Prešov</i>	
Code: <i>9UJK/CUJAM1a/22</i>	Course title: <i>Foreing language 1 (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>2</i>	
Recommended semester: <i>1st year WT Media studies (MSM)</i>	
Study grade: <i>Master</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Continuous assessment</i> <i>Active participation, article, presentation of own short movie.</i> <i>Students present their own short movies.</i> <i>An overall assessment of the students is based on the prepared presentation of their own short movies and articles on a specific topic:</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/40,5 h (individual work: preparation at home, written project, 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 advanced sentence models and structure.</i> - <i>The student is able to provide information about his/her professional life in English.</i> - <i>The student has the general knowledge that serves as a basis for active communication in English.</i> - <i>The student improves his/her sociolinguistic competence C1 level (according to Common European Framework of Reference for Languages) for presenting himself/herself not only in everyday situations but also presenting results of his/her own academic work.</i> - <i>The student develops pragmatic competence to be able to perform meaningful interactions in various situations focused on his/her own professional work.</i> - <i>The student is able to use English in everyday situations and respond appropriately to inter/multicultural linguistic stimuli.</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 various communication problems.</i> - <i>The student has skills to obtain and interpret 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 English for specific purposes.</i> - <i>The student is able to use English in everyday communication effectively and write an article in English.</i> 	
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>English - Latin of today</i> <i>Key vocabulary: expressions and phrases on the topic. Vocabulary and grammar activities.</i> 2. <i>How to write a professional article in English - rules, and basic steps.</i> 3. <i>Current social problems - conditional sentences. Vocabulary and grammar activities</i> 4. <i>Environment - ecological problems, energy sources, alternative sources, climate, weather.</i> 	

Reading graphs and tables. Geographical variants of English.

5. Way of life: globalization vs. national specificities.

Key vocabulary: expressions and phrases on the topic. Punctuation. Present tense and past tense. Adjective suffixes.

6. Generational problems in the past and in the present - wish sentences. Contradictions and suggestions.

Presentation of their own videos in English.

Recommended literature :

HOLMAN, A., et al. 2006. *Move Upper-Intermediate*. MacMillan. ISBN: 1-4050-8616-5.

CERAMELLA, N. – LEE, E., 2008. *Cambridge English for the Media*. Cambridge University Press.

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

CERAMELLA, N. – LEE, E., 2008. *Cambridge English for the Media*. Cambridge University Press.

GAUNTLETT, D., 2015. *Making Media Studies*. Peter Lang Publishing Inc.

HORNBY, A. S., 2001. *Advanced Learner's Dictionary*. Oxford: Oxford University Press.

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

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: 147

A	B	C	D	E	FX
68%	5%	1%	0%	0%	26%

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/CUJAM1n/22</i>	Course title: <i>Foreing language I (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>2</i>	
Recommended semester: <i>1st year WT Media studies (MSM)</i>	
Study grade: <i>Master</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>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 communication approach and activities based on teaching and learning. The content of teaching in the subject includes the following topics:</i> <ul style="list-style-type: none"> - <i>Occupations, employee, employer.</i> - <i>Looking for a job.</i> - <i>Job offers.</i> - <i>Human body.</i> - <i>Health, disease.</i> - <i>At the doctor.</i> - <i>Healthy lifestyle.</i> - <i>Vacation, travel.</i> - <i>The weather.</i> <i>Written work: Curriculum vitae (Europass: CV).</i>	
Recommended literature : <i>LEMCKE, Ch., ROHRMANN, L.: Berliner Platz 1 neu. Deutsch im Alltag. München: Klett – Langenscheidt, 2013. ISBN 978-3-12-606025-7.</i> <i>LEMCKE, Ch., ROHRMANN, L., SCHERLING, T.: Berliner Platz 1 neu. Deutsch im Alltag. Intensivtrainer. München: Klett – Langenscheidt, 2013. ISBN 978-3-12-606029-5.</i>	
Language which is necessary to complete the course: <i>German</i>	

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: 0

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

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/CUJAM1r/22</i>	Course title: <i>Foreing language 1 (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>2</i>	
Recommended semester: <i>1st year WT Media studies (MSM)</i>	
Study grade: <i>Master</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 60 h = 19,5 h/40,5 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. Food. Adjectives. Verb Timing II.</i> <i>2. Transport. Verbs of movement. Serial numbers.</i> <i>3. Travel. The phone call. Proverbs.</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> <i>BELYNTSEVA, O. - JANEK, A., 2009. Učebnice současné ruštiny 1. díl. Brno: CPRESS. ISBN 978-80-251-242-0</i> <i>KLÁTIKOVÁ, E., 2004. Ruština pre začiatočníkov. Bratislava: Univerzita Komenského Bratislava. ISBN 80-223-1873-6.</i>	

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: 0

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

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/CUJAM1s/22</i>	Course title: <i>Spanish 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>2</i>	
Recommended semester: <i>1st year WT Media studies (MSM)</i>	
Study grade: <i>Master</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Continuous assessment</i> <i>Active participation, tests, essay.</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. The course structure comprises the specified topics based on the textbook Fiesta 1 (nueva edición):</i> <i>Unit 1 - phonetics, how to introduce oneself, interrogative pronouns, regular verbs conjugation.</i> <i>Unit 2 - description of a person (appearance and character traits), irregular verbs conjugation.</i> <i>Essay: My life.</i>	
Recommended literature : <i>KRÁLOVÁ, J. a kol., 2011. Fiesta 1. Nueva edición. Plzeň: Fraus. ISBN 978-80-7238-096-1.</i> <i>LENGHARTOVÁ, J., 1995. Conversación Española. Bratislava: SPN. ISBN 80-08-01342-7.</i> <i>SAN JOSÉ, V. B. - DUBSKÝ, J. - KRÁLOVÁ, J., 1999. Moderní gramatika španělštiny. Plzeň: Fraus. ISBN 80-7238-054-0.</i> <i>TRUP, L., 1997. Gramatika španielčiny I. Výslovnosť, pravopis, morfológia. Bratislava: Letra. ISBN 80-967814-4-8.</i>	

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: *15*

A	B	C	D	E	FX
93%	0%	0%	0%	0%	7%

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/CUJAM2a/22</i>	Course title: <i>Foreign language 2 (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>2</i>	
Recommended semester: <i>2nd year WT Media studies (MSM)</i>	
Study grade: <i>Master</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Continuous assessment</i> <i>Active participation, essays, diploma thesis presentation.</i> <i>The student presents his/her diploma thesis at the end of the semester.</i> <i>An overall assessment of the student is based on the prepared presentation and on the essays submitted during the course:</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>The course is focused on improving 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 intermediate level of general and scientific conversation in English.</i> <i>Learning outcomes:</i> <i>The student 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, - work with and understand audio recordings and written texts and write summary of 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, - comprehend the meaning of some unknown words from the context of a scientific text and the complex scientific text – reading comprehension. 	
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. Law and order - professions in the state sector. Bureaucracy. Polite requests. Instructions. Advice and warnings. 2. Interpersonal relationships in the workplace. Discrimination in the workplace and laws. 3. Personal ambitions. Career vs. personal life - key vocabulary: expressions and phrases on the topic. Indirect speech. 4. Cover letter, CV, job interview. 5. Formal and informal English. 6. Work in EU countries - polite phrases. How to fill in a personal questionnaire. Repetition of grammatical tenses. 	

Presentation of their diploma theses.

Recommended literature :

HOLMAN, A., et al., 2006. Move Upper-Intermediate. MacMillan.

CERAMELLA, N. – LEE, E., 2008. Cambridge English for the Media. Cambridge University Press.

GAUNTLETT, D., 2015. Making Media Studies. Peter Lang Publishing Inc.

HORNBY, A. S., 2001. Advanced Learner's Dictionary. Oxford: Oxford University Press.

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

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: *84*

A	B	C	D	E	FX
94%	5%	0%	0%	0%	1%

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/CUJAM2n/22</i>	Course title: <i>Foreign language 2 (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>2</i>	
Recommended semester: <i>2nd year WT Media studies (MSM)</i>	
Study grade: <i>Master</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>student workload is 60 h = 19,5 h/45,5 h (individual work: preparation at home, studying literature)</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 communication approach and activities based on teaching and learning. The content of teaching in the subject includes the following topics:</i> <ul style="list-style-type: none"> - <i>Clothing and fashion</i> - <i>Holidays and customs</i> - <i>Invitation and donation</i> - <i>Expression of feelings</i> - <i>Ask for advice</i> - <i>School and further education</i> - <i>Future plans</i> - <i>New apartment, an expression of desire</i> - <i>Free time activities</i> <i>Written work: My new apartment</i>	
Recommended literature : <i>LEMCKE, Ch., ROHRMANN, L., SCHERLING, T: Berliner Platz 2 neu. Deutsch im Alltag. München: Klett – Langenscheidt, 2013. ISBN 978-3-12-606042-4.</i> <i>LEMCKE, Ch., ROHRMANN, L., SCHERLING, T.: Berliner Platz 2 neu. Deutsch im Alltag. Intensivtrainer. München: Klett – Langenscheidt, 2013. ISBN 978-3-12-606043-1.</i> <i>RODI, M. Berliner Platz 2 neu. Deutsch im Alltag. Testheft zur Prüfungsvorbereitung. München: Klett –</i>	

Langenscheidt, 2013. ISBN 978-3-12-606045-5.

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: 0

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

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/CUJAM2r/22</i>	Course title: <i>Foreign language 2 (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>2</i>	
Recommended semester: <i>2nd year WT Media studies (MSM)</i>	
Study grade: <i>Master</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 60 h = 19,5 h/40,5 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. Professions. The nouns of the middle class. The conditioning method.</i> <i>2. Healthy. Putting down numbers. Timing.</i> <i>3. A hotel. The way of command. Date.</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> <i>BELYNTSEVA, O. - JANEK, A., 2009. Učebnice současné ruštiny 1. díl. Brno: CPRESS. ISBN 978-80-251-242-0</i> <i>KLÁTIKOVÁ, E., 2004. Ruština pre začiatočníkov. Bratislava: Univerzita Komenského Bratislava. ISBN 80-223-1873-6.</i>	

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: 2

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

Lecturers:

Mgr. Lenka Gogová, PhD., guarantor *Mgr. Stanislava Šušćáková, 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/CUJAM2s/22</i>	Course title: <i>Spanish 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>2</i>	
Recommended semester: <i>2nd year WT Media studies (MSM)</i>	
Study grade: <i>Master</i>	
Prerequisites:	
Conditions for passing the course: Method of evaluation: <i>Continuous assessment</i> <i>Active participation, test, essay.</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.</i> <i>1. My house.</i> <i>Vocabulary focused on house description. Rules for using the verbs "estar / hay". Determining directions and adverbs of a place. Orientation in a foreign city using the imperative. Graduation of adjectives.</i> <i>2. My town.</i> <i>3. Traditions.</i> <i>Presentation of traditions, history, and places in Spanish-speaking countries. Compound past tense. Interchangeable shapes that are used with prepositions. Planning.</i> <i>Essay: My town.</i>	

Recommended literature :

KRÁLOVÁ, J. a kol., 2011. *Fiesta 1. Nueva edición.* Plzeň: Fraus. ISBN 978-80-7238-096-1.

LENGHARTOVÁ, J.: 1995. *Conversación Española.* Bratislava: SPN. ISBN 80-08-01342-7.

SAN JOSÉ, V. B. - DUBSKÝ, J. - KRÁLOVÁ, J., 1999. *Moderní gramatika španělštiny.* Plzeň: Fraus. ISBN 80-7238-054-0.

TRUP, L., 1997. *Gramatika španielčiny I. Výslovnosť, pravopis, morfológia.* Bratislava: Letra. ISBN 80-967814-4-8.

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: 17

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

Lecturers:

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

Date of last change: 01.02.2022

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