

## COURSE DESCRIPTION

<b>University:</b> <i>University of Presov</i>	
<b>Faculty/university workplace:</b> <i>Faculty of Arts</i>	
<b>Code:</b> <i>IISMSm/AAKM/22</i>	<b>Course title:</b> <i>Acoustic-Auditory Communication and Communication in Media Environment</i>
<b>Type, scope and method of educational activity:</b> Type of educational activity: <i>Lecture, Seminar</i> Scope of educational activity: <i>13,0 per academic year</i> Method of educational activity: <i>Combined</i>	
<b>Number of credits:</b> <i>5</i>	
<b>Recommended semester:</b>	
<b>Study grade:</b> <i>PhD. Study</i>	
<b>Prerequisites:</b>	
<b>Conditions for passing the course:</b> <b>Method of evaluation:</b> <i>Continuous assessment</i> <b>Number of credits and time frame for the conditions of passing the course:</b> - 5 credits = 150 hours - course teaching: 13 weeks / 1 lecture / consultations: 13 hours - individual work - elaboration of seminar work: 40 hours - independent study of professional literature: 40 hours - individual lesson preparation: 57 hours  During the semester, the student prepares a seminar paper on a chosen topic and at the end of it passes a colloquial conversation, which verifies theoretical knowledge in the areas covered and practical knowledge of the discussed phenomena. 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.	
<b>Learning outcomes:</b> Graduate of the course can: - can clarify the essence of acoustic-audit communication, - understands the functioning of the phenomena of acoustic-auditory communication in media communication, - interpret the basic concepts related to acoustic-audit communication in their own words and can characterize their functioning in a media text, - describe individual segmental and suprasegmental phenomena of speech and their functioning in the media environment, - explain the functioning of intralinguals, extralinguals and paralinguals in media communication, - chooses to use a specific speech signal phenomenon based on an assessment of the communication situation in the media environment, - identifies and interprets the manifestations of the speech signal in media communication.	
<b>Course content:</b> The concept of verbal communication, its components and its implementation in the media environment. Sound as a physical and linguistic entity and its relation to meaning. Intralingual, paralingual and extralingual means in acoustic-audit communication, their implementation and functional use in the media environment. Segmental subsystem of English: articulatory, acoustic and auditory properties of vocals and consonants, their implementation and functional use in media text. Quality and quantity of vocals. Syllable - the basic unit of continuous speech. Phonotactic rules. Suprasegments created by temporal, force and tonal modulation of speech signal (verbal and sentence stress and emphasis, silent and filled pause - types of pauses and their functional use, rhythmic arrangement of speech and its tempo), their realization and functional use in media text. Phonetic-phonological phenomena of continuous speech: assimilation, elize, flowing pronunciation and juncture (types of junctures), their implementation and functional use in the media text. Speech melody and its functional use in the sound realization of a media text.	
<b>Recommended literature :</b> BEEBE, S. A., S. J. BEEBE and D. K. IVY, 2012. <i>Communication: Principles for a Lifetime / Edition 5</i> , Person. BILÁ, M., 2010. <i>Perception and production of a second language and the concept of a foreign accent</i> . In: <i>Modernization of teaching foreign languages: CLIL, inclusive and intercultural education</i> . Brno: Masaryk University, Faculty of Education, str. 123-143. BILÁ, M. and A. KAČMÁROVÁ, 2013. <i>When Pragmatics Meets Prosody (Discovering what text means to the speaker)</i> , Brno.	

BRAZIL, D., 1997. *The Communicative value of Intonation in English*. CUP.

BRAZIL, D., 1994. *Pronunciation for advanced Learners of English*. CUP.

CRUTTENDEN, A., 2008. *Intonation*. CUP.

CRYSTAL, D., 2008. *A Dictionary of Linguistics and Phonetics*. Malden: Blackwell.

CLARK, J. and C. YALLOP, 2000. *English Phonetics and Phonology*. Blackwell Publishers Ltd.

DOMINICK, J., 2012. *Dynamics of Mass Communication: Media in Transition / Edition 12*. McGraw-Hill Higher Education.

DVONČOVÁ, J., 1980. *Fyziologická fonetika*. Bratislava: SPN.

FREY, L. R., C. H. BOTAN and G. L. KREPS, 2000. *Investigating Communication: An Introduction to Research Methods (2nd Edition)*.

GREGOVÁ, R., 2022. *Comparative Phonetics and Phonology of the English and the Slovak Language A Practical Coursebook*. Košice: UPJŠ.

LAVER, J., 1994. *Principles of Phonetic*. CUP.

LULL, J., 2000. *Media, Communication, Culture: A Global Approach / Edition 2*, Wiley.

SABIROVA, D. R., S. S. BODNAR and G. S. YATSENKO, 2020. *Prosodic characteristics of the speech of hosts in the media communication (examples of British and American talk shows)*. DEFIN '20: Proceedings of the III International Scientific and Practical Conference March 2020 Article No.: 7, pp. 1–4.

SKARNITZL, R. and J. VOLÍN, 2018. *Fonetický aspekt verbální komunikace*. In: NEUBAUER, K. a kol.: *Kompendium klinické logopedie*, 122–169. Praha: Portál.

SKARNITZL, R., P. ŠTORM and J. VOLÍN, 2016. *Zvuková báze řečové komunikace: Fonetický a fonologický popis řeči*. Praha: Karolinum.

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

**Notes:**

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

**Course evaluation:**

Total number of students evaluated: *1*

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

**Lecturers:**

*prof. PhDr. Juraj Rusnák, CSc., guarantor prof. PhDr. Magdaléna Bilá, PhD., co-guarantor, lecturer, examiner*

**Date of last change:** *01.02.2022*

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

## COURSE DESCRIPTION

<b>University:</b> <i>University of Presov</i>	
<b>Faculty/university workplace:</b> <i>Faculty of Arts</i>	
<b>Code:</b> <i>IISMSm/ASMP1/22</i>	<b>Course title:</b> <i>Applied Semiotics and Its Use in Media Environment I.</i>
<b>Type, scope and method of educational activity:</b> Type of educational activity: <i>Lecture, Seminar</i> Scope of educational activity: <i>13,0 per academic year</i> Method of educational activity: <i>Combined</i>	
<b>Number of credits:</b> <i>5</i>	
<b>Recommended semester:</b>	
<b>Study grade:</b> <i>PhD. Study</i>	
<b>Prerequisites:</b>	
<b>Conditions for passing the course:</b> <b>Method of evaluation:</b> <i>Continuous assessment</i> <i>Number of credits and time frame for the conditions of passing the course:</i> - 5 credits = 150 hours - course teaching: 13 weeks 1 lecture / 0 seminar: 13 hrs. - individual work: 60 hours - independent study of professional literature: 77 hrs.  <i>The student will prepare a work designed for the interpretation of a media text in terms of the relationship of sociolinguistic phenomena in the media text (press, auditory, audiovisual, Internet). The work will be the starting point for the test colloquial debate. To obtain an A rating he 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 seminar work and the colloquium.</i>	
<b>Learning outcomes:</b> <i>The graduate of the course can:</i> - to understand language as a dynamic phenomenon and at the same time as a standard way of social behavior of people, - analyze the relationship between language and society, - analyze sociolinguistic phenomena in relation to the media environment.	
<b>Course content:</b> <i>Language and society: theoretical foundations of the relationship between language and society; subject of sociolinguistics</i> <i>Language policy, language management, language legislation.</i> <i>Social institution, language, style, macrosocial communication register, microsocial communication register.</i> <i>Media as a social institution, macrosocial and microsocial communication register in media communication.</i> <i>Social status, social role, social distance, social deiza in media communication</i> <i>Social differentiation of language: linguistic situation, linguistic stratification, literary language, dialect, common standard variety, substandard variety, colloquial Slovak, city language / urban language, social differentiation of language in media communication.</i> <i>Attitudes towards language and media practice.</i> <i>Ethnography of language communication: language and culture, language stereotype, taboo and euphemization in language, political correctness; language and age, language and gender (feminist stylistics). Socioethnography of media communication.</i>	
<b>Recommended literature :</b> <i>DOLNÍK, J., 2009. Všeobecná jazykoveda. Bratislava: Veda, s. 336-365, (časť Sociolingvistika).</i> <i>DOLNÍK, J., 2010. Jazyk, človek, kultúra. Bratislava: Kalligram.</i> <i>DOLNÍK, J., 2010. Teória spisovného jazyka so zreteľom na spisovnú slovenčinu. Bratislava: Veda.</i> <i>DOLNÍK, J., 2012. Sila jazyka. Bratislava: Kalligram.</i> <i>DOLNÍK, J., 2021. Jazyk v sociálnej praxi. Bratislava: Veda.</i> <i>FINDRA, J., 1998. Jazyk, reč, človek. Bratislava: Q 111.</i> <i>GAVUROVÁ, M., 2021. Dialekt ako prejav identity. Fintice: FACE.</i> <i>KRALČÁK, L., 2008. K aktuálnej stratifikácii slovenského národného jazyka a jej dynamike. In: S. MISLOVIČOVÁ, S. (ed.). Jazyk a jazykoveda v pohybe. Na počesť Slavomíra Ondrejoviča. Bratislava: Veda, s. 278 – 287.</i> <i>MLACEK, J., 2008. Médiá a jazyk. In: S. MISLOVIČOVÁ, S. (ed.). Jazyk a jazykoveda v pohybe. Na počesť Slavomíra Ondrejoviča. Bratislava: Veda, s. 288 – 296.</i>	

ONDREJOVIČ, S., 2008. *Jazyk, veda o jazyku, societa. Sociolingvistické etudy*. Bratislava: Veda.

ORGOŇOVÁ, O. a J. DOLNÍK, 2010. *Používanie jazyka*. Bratislava: Univerzita Komenského.

SIPKO, J., 2011. *Teoretické a sociálno-komunikačné východiská lingvokulturológie*. Prešov: Prešovská univerzita v Prešove Filozofická fakulta.

POKORNÝ, J., 2010. *Lingvistická antropologie. Jazyk, mysl a kultura*. Praha: Grada.

SLANČOVÁ, D. a T. SLANČOVÁ, 2014. *Reč pohybu, autority a súdržnosti*. 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.

*Sociolinguistica Slovaca 1-8*

*Velký sociologický slovník, 1996. Praha: Karolinum.*

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

**Notes:**

**Course evaluation:**

Total number of students evaluated: 2

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

**Lecturers:**

*prof. PhDr. Juraj Rusnák, CSc., guarantor prof. PhDr. Daniela Slančová, CSc., co-guarantor, lecturer, examiner doc. Mgr. Michal Bočák, PhD., co-guarantor, examiner*

**Date of last change:** 01.02.2022

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

## COURSE DESCRIPTION

<b>University:</b> <i>University of Presov</i>	
<b>Faculty/university workplace:</b> <i>Faculty of Arts</i>	
<b>Code:</b> <i>IISMSm/ASMP2/22</i>	<b>Course title:</b> <i>Applied Semiotics and Its Use in Media Environment II.</i>
<b>Type, scope and method of educational activity:</b> Type of educational activity: <i>Lecture, Seminar</i> Scope of educational activity: <i>13,0 per academic year</i> Method of educational activity: <i>Combined</i>	
<b>Number of credits:</b> <i>5</i>	
<b>Recommended semester:</b>	
<b>Study grade:</b> <i>PhD. Study</i>	
<b>Prerequisites:</b>	
<b>Conditions for passing the course:</b> <b>Method of evaluation:</b> <i>Continuous assessment</i> <b>Number of credits and time frame for the conditions of passing the course:</b> - 5 credits = 150 hours - course teaching: 13 weeks 1 lecture / 0 seminar: 13 hrs. - individual work: 60 hours - independent study of professional literature: 77 hrs.  <i>The student will prepare a work designed for the interpretation of a media text in terms of the relationship of sociolinguistic phenomena in the media text (press, auditory, audiovisual, Internet). The work will be the starting point for the test colloquial debate. To obtain an A rating he 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 seminar work and the colloquium.</i>	
<b>Learning outcomes:</b> <i>The graduate of the course has knowledge in the field of research in pragmalinguistics and is able to relate it to the subjects of research in other areas of linguistics (morphology, lexical semantics, syntax). He knows the conceptual and key pragmalinguistic theories (Theory of speech acts. Presupposition. Implicative. Cooperative principle. Courtesy principle) and understands them, knows the methods, tools and procedures of analysis of the use of language in narration.</i> <i>The graduate has the ability to find, process and use information about the subject of pragmalinguistics and integrate it in identifying pragmatic phenomena in the use of language. Can use and interpret the acquired knowledge to identify, describe and explain sources of explicit and implicit meaning in any language use. By applying them in solving new tasks, it contributes to the development of the department.</i> <i>The graduate of the course is able to apply the acquired knowledge and skills in developing solutions to problems and tasks assigned in the study literature as well as examples from their own speech practice. He develops his own project, in which he analyzes and interprets the original and current speech data of his choice. He will present it for a critical discussion in which he is able to defend it. The graduate is able to use a set of knowledge and skills in their own real receptive and productive communication practice, in which they critically-analytically assess and evaluate the processes of meaning creation, which is an observer and / or participant, as well as in the analysis of examples from the mass media environment.</i>	
<b>Course content:</b> <i>Pragmalinguistics in the system of human, society and language sciences. Pragmalinguistics and semantics.</i> <i>Presupposition.</i> <i>Theory of speech acts.</i> <i>Conversational implicature and cooperation principle. Deixa.</i> <i>Pragmalinguistic courtesy theory.</i>	
<b>Recommended literature :</b> <i>BOUSFIELD, D. and M. LOCHER (eds.), 2008. Impoliteness in Language. Mouton de Gruyter.</i> <i>BROWN, P. and S. LEVINSON, 1987. Politeness, Some Universals in Language Usage. Cambridge: Cambridge University Press.</i> <i>CLARK, H. H., 1996. Using Language. Cambridge: Cambridge University Press.</i> <i>CUTTING, J., 2002. Pragmatics and Discourse. Routledge.</i> <i>DOLNÍK, J., 1999. Základy lingvistiky. Bratislava: STIMUL.</i> <i>DOLNÍK, J., 2013. Všeobecná jazykoveda. Bratislava: VEDA.</i> <i>DOLNÍK, J., 2018. Jazyk v pragmatike. Bratislava: VEDA.</i> <i>EDEN, G., 2001. A Critique of Politeness Theories. Manchester: St. Jerome Publishing.</i>	

FERENČÍK, M., 2007. *Exercising politeness: membership categorisation in a radio phone-in programme*. *Pragmatics*, Vol. 17 (3), 351-370.

FERENČÍK, M., 2011. *(Im)politeness in the media*. Prešov: FF PU v Prešove.

FERENČÍK, M., 2015. *Je ne suis pas Charlie. Metadiscourses of impoliteness following the 'France's 9/11' in selected print media*. *Topics in Linguistics*, 16/1, pp.42-58.

FERENČÍK, M., 2017. *I'm not Charlie: (im)politeness evaluations of the Charlie Hebdo attack in an internet discussion forum*. *Journal of pragmatics*, 111, 54-71.

FERENČÍK, M., 2018. *Im/politeness on the move: a study of regulatory discourse practice in Slovakia's centre of tourism*. *Journal of pragmatics* 134. 183–198.

FERENČÍK, M., 2020. *Politeness and social change. The metapragmatics of Slovakia's 2018 'decent revolution'*. *Journal of pragmatics*, 169, 165-178.

HICKEY, L. and M. STEWART (eds.), 2005. *Politeness in Europe*. Clevedon: Multilingual Matters Ltd.

HUANG, Y., 2007. *Pragmatics*. Oxford: Oxford University Press.

KÁDÁR, D. and M. HAUGH, 2013. *Understanding Politeness*. Cambridge: Cambridge University Press.

LAKOFF, R., 1973. *The logic of politeness; or minding your p's and q's. Papers from the Ninth Regional Meeting of the Chicago Linguistic Society*, pp. 292-305. Chicago.

LEECH, G., 1983. *Principles of Pragmatics*. London: Longman.

LEECH, G., 2014. *The Pragmatics of Politeness*. Oxford: Oxford University Press.

LEVINSON, S., 1983. *Pragmatics*. Longman.

LOCHER, M. A. and R. J. WATTS, 2005. *Politeness theory and relational work*. *Journal of Politeness Research: Language, Behaviour, Culture* 1(1): 9-33.

MEY, J., 1993. *Pragmatics*. 2nd Ed. Blackwell.

NEKVAPIL, J. and J. V. NEUSTUPNÝ, 2005. *Politeness in the Czech Republic: Distance, Levels of Expression, Management and Intercultural Contact*. In: HICKEY, L. and M. STEWART (eds.). *Politeness in Europe*. Clevedon: Multilingual Matters Ltd., 247-263.

OGIERMAN, E. and M. SUSZCZYNSKA, 2011. *On Im/politeness behind the iron curtain*. In: BARGIELA-CHIAPPINI, F. and D. Z. KÁDÁR (eds.). *Politeness Across Cultures*. Macmillan, 194-213.

PECCEI, J. S., 1999. *Pragmatics*. London and New York: Routledge.

SEARLE, J., 1975. *A taxonomy of speech acts*. In Gunderson (ed.) *Minnesota studies in philosophy of science 9: language, mind and knowledge*, 344-69.

TÁRNYIKOVÁ, L., 2000. *Pragmatics*. In: P. ŠTEKAUER (ed.). *Rudiments of English Linguistics*. Prešov: Slovacontact.

VERSCHUEREN, J., 1999. *Understanding Pragmatics*. Arnold.

WATTS, R. J., 2003. *Politeness*. Cambridge: Cambridge University Press.

YULE, G., 1996. *Pragmatics*. OUP.

YOUNG, R. F., 2008. *Language and Interaction*. Routledge.

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

**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 prof. PhDr. Milan Ferenčík, PhD., co-guarantor, lecturer, examiner*

**Date of last change:** 01.02.2022

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

## COURSE DESCRIPTION

<b>University:</b> <i>University of Presov</i>	
<b>Faculty/university workplace:</b> <i>Faculty of Arts</i>	
<b>Code:</b> <i>IISMSm/FKKM/22</i>	<b>Course title:</b> <i>Philosophical Communication Concepts and Their Application in Media Environment</i>
<b>Type, scope and method of educational activity:</b> Type of educational activity: <i>Lecture, Seminar</i> Scope of educational activity: <i>13,0 per academic year</i> Method of educational activity: <i>Combined</i>	
<b>Number of credits:</b> <i>5</i>	
<b>Recommended semester:</b>	
<b>Study grade:</b> <i>PhD. Study</i>	
<b>Prerequisites:</b>	
<b>Conditions for passing the course:</b> <b>Method of evaluation:</b> <i>Continuous assessment</i> <i>Number of credits and time frame for the conditions of passing the course:</i> - 5 credits = 150 hours - course teaching: 13 weeks 1 lecture / 0 seminar: 13 hrs. - individual work: 60 hours - independent study of professional literature: 77 hrs.  <i>Active participation, elaboration of a written work on one of the topics determined by the teacher.</i> <i>To obtain an A rating he 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>	
<b>Learning outcomes:</b> <i>After completing the course, the student obtains:</i> <i>Knowledge of the philosophy of language - analytical philosophy; knows their history and acquires the ability to compare, analyze and apply them to the current communication situation; acquires a methodology for recognizing basic considerations about language in philosophical theories and can assess their contribution to semantic and pragmatic analysis of language;</i> <i>Gains skills to notice and develop knowledge, to recognize the essential, main and decisive features and aspects of speech phenomena; is able to deal critically with many theoretical approaches in language theory and has the skills to independently search for relevant connections and connections between them; considers, accepts, accepts, mediates, but also critically systematizes, shapes and promotes its own opinion; has strong communicative skills and motivation focused on responsibility and further education related to research issues;</i> <i>Has competences of the acquired principles of scientific work and the ability to use research methods of the communication sphere of life and to present new and correct strategies in the media sphere; is able and ready to systematically analyze the linguistic dimensions of life and prepare their expertise; acquires the competencies of independent research work and is ready to choose the right methodological approach and apply it to the media practice of assessment and application; acquires methodological ability to recognize and methodically systematize knowledge, prepare, select, recommend and coordinate approaches based on them, organize and recognize the right solutions and propose ways of their assessment and application in media practice</i>	
<b>Course content:</b> <i>The phenomenon of language and its historical and current definition in philosophy. Specifics of philosophical reflection on language.</i> <i>Definition of analytical philosophy (Wittgenstein-language games).</i> <i>The word and its meaning in reflections on philosophy; About style and meaning - philosophical reflections; Hermeneutics and Language (Gadamer, Ricoeur;)</i> <i>Theory of Speech Acts (J. L. Austin, J. R. Searle).</i> <i>Communication and communicative competence (J. Habermas).</i> <i>Language and Responsibility (N. Chomsky).</i> <i>Ethics and communication - ethical communication - discourse; Philosophical basis of communication in the media space.</i>	
<b>Recommended literature :</b> <i>AUSTIN, J. L. 1998. Význam slova. In: Organon F. roč.V./č.3 (preklad)</i> <i>BORECKÝ, V. 2003. Porozumění symbolu. Praha: Triton</i> <i>CASSIRER, E. 1996. Filosofie symbolických forem. I (jazyk). Praha: Oikomenh</i> <i>K filozofii jazyka, vedy a iným problémom., 1998. In: Organon F – príloha, Bratislava: Infopress.</i>	

PEREGRIN, J. 2003. *Filosofie a jazyk*. Praha: Triton.

PEREGRIN, J., 2004. *Kapitoly z analytické filosofie*. Praha.

VALENTA, L.: *Problémy analytické filozofie*. Olomouc.

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

**Notes:**

**Course evaluation:**

Total number of students evaluated: *1*

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

**Lecturers:**

*prof. PhDr. Juraj Rusnák, CSc., guarantor prof. PhDr. Viera Bilasová, CSc., co-guarantor, lecturer, examiner*

**Date of last change:** *01.02.2022*

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



## COURSE DESCRIPTION

<b>University:</b> <i>University of Presov</i>	
<b>Faculty/university workplace:</b> <i>Faculty of Arts</i>	
<b>Code:</b> <i>IISMSm/MEKO/22</i>	<b>Course title:</b> <i>Media and Communication</i>
<b>Type, scope and method of educational activity:</b> Type of educational activity: Scope of educational activity: <i>per academic year</i> Method of educational activity: <i>Combined</i>	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b>	
<b>Study grade:</b> <i>PhD. Study</i>	
<b>Prerequisites:</b>	
<b>Conditions for passing the course:</b> <b>Method of evaluation:</b> <i>State exam (doctoral)</i> <i>The student will present the basic problems in the field of relations between media communication, communication and language in the form of an exam colloquial discussion.</i> <i>To obtain an A rating e 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>	
<b>Learning outcomes:</b> <i>The graduate of the course can:</i> <ul style="list-style-type: none"> <li>- to understand language as a dynamic phenomenon and at the same time as a standard way of social behavior of people,</li> <li>- analyze the relationship between language and society,</li> <li>- analyze sociolinguistic phenomena in relation to the media environment,</li> <li>- name the areas of pragmalinguistic research, define and explain the concepts and approaches in the field of pragmalinguistics and apply them in the analysis of examples from mass media discourse,</li> <li>- identify, describe, justify and use analytical tools and procedures of pragmalinguistics</li> <li>- competently discuss pragmalinguistic aspects of language use in a mass media environment.</li> </ul>	
<b>Course content:</b> <i>Language and society: theoretical foundations of the relationship between language and society; subject sociolinguistics.</i> <i>Language policy, language management, language legislation.</i> <i>Social institution, language, style, macrosocial communication register, microsocial communication register.</i> <i>Media as a social institution, macrosocial and microsocial communication register in media communication.</i> <i>Social status, social role, social distance, social deïxa in the media communication.</i> <i>Social differentiation of language: language situation, language stratification, literary language, dialect, common standard variety, substandard variety, colloquial Slovak, language cities / urban language, social differentiation of language in media communication.</i> <i>Attitudes towards language and media practice.</i> <i>Ethnography of language communication: language and culture, language stereotype, taboo and euphemization in language, political correctness; language and age, language and gender (feminist stylistics). Socioethnography of media communication.</i> <i>Pragmalinguistics in the system of human, society and language sciences. Pragmalinguistics and semantics. Presupposition. Theory of speech acts. Conversational implicature. Deïxia. Cooperation principle. Pragmalinguistic courtesy theory.</i>	
<b>Recommended literature :</b> <i>BROWN, P. and S. LEVINSON, 1987. Politeness, Some Universals in Language Usage. Cambridge: Cambridge University Press.</i> <i>DOLNÍK, J., 2009. Všeobecná jazykoveda. Bratislava: Veda, s. 336 – 365 (časť Sociolingvistika).</i> <i>DOLNÍK, J., 2010. Jazyk, človek, kultúra. Bratislava: Kalligram.</i> <i>DOLNÍK, J., 2010. Teória spisovného jazyka so zreteľom na spisovnú slovenčinu. Bratislava: Veda.</i> <i>DOLNÍK, J., 2013. Všeobecná jazykoveda. Bratislava: VEDA.</i> <i>FERENČÍK, M., 2011. (Im)politeness in the media. FF PU Prešov.</i> <i>FINDRA, J., 2008. Jazyk, reč, človek. Bratislava: Q 111, 1998. In: S. MISLOVIČOVÁ (ed). Jazyk a jazykoveda v pohybe. Na počesť Slavomíra Ondrejoviča. Bratislava: Veda.</i> <i>HICKEY, L. and M. STEWART (eds.), 2005. Politeness in Europe. Clevedon: Multilingual Matters Ltd.</i> <i>HUANG, Y., 2007. Pragmatics. Oxford: Oxford University Press.</i> <i>KÁDÁR, D. and M. HAUNG, 2013. Understanding Politeness. Cambridge: Cambridge University Press.</i> <i>KRALČÁK, L., 2008. K aktuálnej stratifikácii slovenského národného jazyka a jej dynamike. In: S. MISLOVIČOVÁ</i>	

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MEY, J., 1993. *Pragmatics*. Blackwell.

MLACEK, J., 2008. *Médiá a jazyk*. In: S. MISLOVIČOVÁ (ed). *Jazyk a jazykoveda v pohybe. Na počesť Slavomíra Ondrejoviča*. Bratislava: Veda, s. 288 – 296.

NEKVAPIL, J. and J. V. NEUSTUPNÝ, 2005. *Politeness in the Czech Republic: Distance, Levels of Expression, Management and Intercultural Contact*. In: HICKEY, L. and M. STEWART (eds.). *Politeness in Europe*. Clevedon: Multilingual Matters Ltd., 247-263.

OGIERMAN, E. and M. SUSZYNSKA, 2011. *On Im/politeness behind the iron curtain*. In BARGIELA-CHIAPPINI, F. and D. Z. KÁDÁR (eds.). *Politeness Across Cultures*. Macmillan, 194-213.

ONDREJOVIČ, S., 2008. *Jazyk, veda o jazyku, societa. Sociolingvistické etudy*. Bratislava: Veda.

ORGOŇOVÁ, O. a J. DOLNÍK, 2010. *Používanie jazyka*. Bratislava: Univerzita Komenského.

PECCEI, J. S., 1999. *Pragmatics*. London and New York: Routledge.

POPOVIČOVÁ SEDLÁČKOVÁ, Z., 2013. *Slang v mládežníckom diskurze*. Bratislava: Univerzita Komenského.

SIPKO, J., 2011. *Teoretické a sociálno-komunikačné východiská lingvokulturológie*. Prešov: Prešovská univerzita v Prešove Filozofická fakulta.

SLANČOVÁ, D. a M. SOKOLOVÁ, 2011. *Návrat k varietám hovorenej podoby slovenčiny na východnom Slovensku po pätnástich rokoch*. In: *Vidy jazyka a jazykovedy. Na počesť Miloslavy Sokolovej*. Prešov: Filozofická fakulta Prešovskej univerzity v Prešove, s. 341 – 357.

SLANČOVÁ, D. a M. SOKOLOVÁ, 1994. *Variety hovorenej podoby slovenčiny*. In: *Studia Academica Slovaca*. 23. *Prednášky XXX. letného seminára slovenského jazyka a kultúry*. Red. J. Mlacek. Bratislava: Stimul.

SLANČOVÁ, D., 1994. *Praktická štylistika*. Prešov: Slovacontact.

*Sociolinguistica Slovaca* 1 – 7.

TÁRNYIKOVÁ, L., 2000. *Pragmatics*. In: P. ŠTEKAUER (ed.) *Rudiments of English Linguistics*. Prešov: Slovacontact.

*Velký sociologický slovník*, 1996. Praha: Karolinum.

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

**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, co-guarantor, examiner doc. Mgr. Michal Bočák, PhD., co-guarantor, examiner prof. Mgr. Martina Ivanová, PhD., co-guarantor, examiner doc. Mgr. Pavol Markovič, 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

<b>University:</b> <i>University of Presov</i>	
<b>Faculty/university workplace:</b> <i>Faculty of Arts</i>	
<b>Code:</b> <i>IISMSm/MEKU/22</i>	<b>Course title:</b> <i>Media and Culture</i>
<b>Type, scope and method of educational activity:</b> Type of educational activity: Scope of educational activity: <i>per academic year</i> Method of educational activity: <i>Combined</i>	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b>	
<b>Study grade:</b> <i>PhD. Study</i>	
<b>Prerequisites:</b>	
<b>Conditions for passing the course:</b> <b>Method of evaluation:</b> <i>State exam (doctoral)</i> <i>The student will present the basic problems in the field of relations between media communication and culture in the form of an exam colloquial discussion.</i> <i>To obtain an A rating he 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>	
<b>Learning outcomes:</b> <i>The graduate of the course can:</i> <ul style="list-style-type: none"> <li>- analyze the relationships between the production, distribution and reception of media production and popular culture,</li> <li>- analyze the basic phenomena of media correlation and popular culture,</li> <li>- describe the basic concepts of cultural interpretation (especially popular and mass) nowadays,</li> <li>- characterize popular and mass culture, give examples of different types of approaches to evaluation of mass and popular culture in the media environment,</li> <li>- define and interpret in their own words the basic concepts of linguistics,</li> <li>- to integrate linguistic phenomena into the overall system of ethnoculture,</li> <li>- will master these concepts at the comparative Slovak-Russian level,</li> <li>- break down language units from the position of basic linguistic categories,</li> <li>- analyze the corresponding linguistic units from the position of foreign language communication,</li> <li>- analyze language units from the position of Russian-Slovak linguistic cultural analogies, Translate the various types of Russian linguistic units (linguistic cultivars) into Slovak / Russian,</li> <li>- apply linguistic phenomena in the analysis of language units at other levels of the language,</li> <li>- be familiar with the basic theoretical literature on linguistics,</li> <li>- independently analyze the linguistic components of the Russian text,</li> <li>- comment on contemporary Russian journalistic text from linguistic and cultural positions,</li> <li>- comment on analogous texts from contemporary Slovak media,</li> <li>- apply knowledge from art history, literary science, semiology and media studies to the field of culture and media,</li> <li>- evaluate the influence of the media on culture, understand the relationship between the media and culture as mutually conditioned correlation,</li> <li>- interpret the literary text taking into account its subsequent transformation into radio, theater, television and film genres,</li> <li>- to diagnose the state of artistic culture presented in the media,</li> <li>- to differentiate between the semiotic aspects of the media and individual arts,</li> <li>- to evaluate the influence of the media on culture, to understand the relationship between media and culture as a mutually conditioned correlation.</li> </ul>	
<b>Course content:</b> <i>Different codes of individual arts and media.</i> <i>Transformation, adaptation, subversion, dramatization.</i> <i>On selected problems of hybridization of contemporary culture (on the examples of video clip, video performance, video comic book story, etc.).</i> <i>Pop culture, gossip and art in the context of mass media.</i> <i>Poetics of beginning authors in "new" media.</i> <i>Basic theoretical concepts and approaches to culture with emphasis on mass and popular culture. Static and dynamic interpretive models of approach to culture. Visual communication in contemporary culture: image and its interpretation in contemporary media.</i> <i>Media, society and culture: the socio-cultural situation in late modern society and current issues of media culture.</i> <i>Popular and mass culture as a sign system: concepts and interpretive perspectives: media, culture and myth,</i>	

popular culture and simulated reality, expansive models of the relationship between media and culture: the concept of memetics. Mass culture, mediated culture.

Critique of mass culture and its reflection in the media environment.

Basic trends in the creation, spread and reception of pop culture tissue in the media environment: celebrity, tabloid production, the intertwining of reality and fiction, infotainment, infantilization of culture.

Linguistics. History of the origin and development of this philological discipline. Object of linguistics research. Basic concepts of linguistics. Linguistics - the basic unit of linguistics. Concept - basic principles. word conceptualization.

Basic ethnocultural sources of concepts. The conceptosphere of language - the ethnocultural content of the word. Lexema in ethnocultural associations and connotations. Basic concepts in Russian culture. Their comparison with analogous Slovak concepts.

Associative experiment as an objectifying cognitive means of ethnoculture. Choice of objective stimuli for an associative experiment. Reactions in associative experiments.

Hierarchization of reactions. Russian-Slovak differences in basic ethnocultural associations.

Linguistic image of the world. Basic terms. Linguistic image of the world and image of the world in non-linguistic systems. Bases of cognitive linguistics. Cognitive function of language. Its application at various language levels.

Objective and subjective image of the world. Conditions for creating an image of the world. Application of theoretical knowledge in a specific linguistic image of the world.

Linguistic image of the world in the media. Sources of creating the said language image. History, culture, politics, mutual contacts, current events and its language representation.

Hierarchy of cognitive knowledge. The position of anthropocentric images of the world at home and abroad. The role of literature in the linguistic image of the world in Slovakia.

Fragments of the linguistic image of the world in contemporary Slovak media. Precedent phenomena - model ethnocultural social and communication units.

Classification of precedent phenomena. Precedent names as a basic axiological source of ethnoculture. Precedent texts and their specification in a specific (Russian) ethnocultural environment. Precedent expressions and their classification.

Precedent situations and their sources. The linguistic image of the world as a basic cognitive base. Objective and subjective image of the world. Specific starting points of the language image of Russia in Slovakia.

#### **Recommended literature :**

- ADORNO, T. W., 1991. *The Culture Industry*. London, Routledge.
- ALEFIRENKO, N.F., 2010. *Lingvokulturologija. Cennostno-smyslovoje prostranstvo jazyka*. Moskva: Izdatel'stvo „Flinta“, Izdatel'stvo „Nauka“.
- ARUŤUNOVA, N.D., 1988. *Tipy jazykovych značeníj. Ocenka. Sobytijs. Fakt*. Moskva: Nauka.
- BARKER, Ch., 2006. *Slovník kulturních studií*. Praha, Portál.
- BOORSTIN, D., 1961. *The Image. A Guide to Pseudo-Events in America*. New York, Vintage Books.
- BYSTRICKÝ, J., 2009. *Médiá, politika a společnost*. Plzeň: Tiskárna a vydavatelství 999.
- DALY, S. and N. WICE, 1999. *Pop culture*. Encyklopedie kulturních trendů 90. let. Praha: Jota.
- DEBORD, G., 2007. *Společnost spektaklu*. Praha: Intu.
- DOLNÍK, J., 2010. *Jazyk – Člověk – Kultura*. Bratislava: Kalligram.
- FORET, M., M. LAPČÍK and P. ORSÁG (eds.), 2009. *Kultura–Média–Komunikace 1/2009. Spektákl, mizející realita a (ne)bezpečí informací, diskurs(y) o diskursu*. Olomouc: Univerzita Palackého.
- GACĚV, G., 1995. *Nacional'nyje obrazy mira. Kosmo. Psycho. Logos*. Moskva: Progress, Kultura.
- GEERTZ, C., 2000. *Interpretace kultur*. Praha: Sociologické nakladatelství.
- GERO, Š., 2012. *Komunikácia – umenie – marketing*. Nitra: UKF.
- GUMILOV, L. N., 1993. *Etnosféra: Istorija l'udej i istorija prirody*. Moskva: Ekopros.
- GUZI, L., 2009. *Formovanie Ruska ako mnohonárodnostného štátu – jeho zahraničná politika, zabezpečenie štátnej bezpečnosti, spoločnosť (Východiská pre historicko-kulturologickú analýzu v ruskom jazyku)*. Prešov: FF PU.
- CHROLENKO, A. T., 2005. *Osnovy lingvokulturologiji*. Moskva: „Flinta“, „Nauka“.
- KARAULOV, J. N., 2002. *Russkij asociativnyj slovar. Tom I. Ot stimula k reakcijam. Tom II. Ot reakcii k stimulam*. Moskva: AST. Astrel.
- KASARDA, M., 2013. *Populárna kultura a masové médiá – Od karnevalovej ulice po virtuálny svet*. Bratislava: EUROKÓDEX.
- KOLLÁROVÁ, E., 2007. *Russkije kulturnyje issledovanija*. Banská Bystrica: FHV UMB.
- KOLŠANSKIJ, G. V., 2006. *Objektivnaja kartina mira v poznanii i v jazyke*. Moskva: KomKniga.
- KRASNYCH, V. V., 2002. *Etnopsicholingvistika i lingvokulturologija*. Moskva: Gnozis.
- KULKA, T., 2000. *Umění a kýč*. Praha: Torst.
- LAWLESS, R., 1999. *Co je to kultura*. Olomouc, Votobia.
- MAJEROV, A. M., 1968. *Vtorženije. Českoslovakija*.
- MALÍČEK, J., 2008. *Vademecum popkultúry*. Nitra, FF UKF Nitra.
- MASLOVA, V. A., 2004. *Lingvokulturologija*. Moskva: Academia.
- McLUHAN M., 1991. *Jak rozumět médiím*. Praha: Odeon.
- McLUHAN, M., 2008. *Člověk, média a elektronická kultura*. Praha: Nakladatelství Jota.
- MURPHY, R., 2006. *Úvod do kulturní a sociální antropologie*. Praha: Slon.
- PAŠTEKA, J., 1976. *Estetické paralely umenia: štúdie o divadle, dramatiky a filme*. Bratislava: VEDA.
- POSTMAN, N., 2001. *Ubovit se k smrti*. Praha: Mladá fronta.

RUSHKOFF, D., 2002. *Manipulativní nátlak. Praha: Konfrontace.*  
 RUSNÁK, J., 2009. *Textúry elektronických médií. Vývoj a súčasný stav. Prešov: FF PU v Prešove.*  
 SIPKO, J., 2008. *V poiskach istinnovo smysla – Hľadanie ozajstného zmyslu. Prešov: FF PU.*  
 SIPKO, J., 2011. *Teoretické a sociálno-komunikačné východiská lingvokulturológie. Prešov: FF PU.*  
 SIPKO, J., 2013. *Precedentnyje imena v pozicii ocenočnych sredstv. Prešov: FF PU.*  
 STEPANOV, J. S., 1987. *Konstanty: Slovar russoj kul'tury. Moskva, 2004. VOROBJOV: Lingvokulturologija. Teorija i metody. Moskva.*  
 URBAN, P. (ed.), 2013. *Súmrak médií. Žilina: Žilinská univerzita.*  
 ŽILKOVÁ, M., 2006. *Globalizačné trendy v mediálnej tvorbe. Nitra: Univerzita Konštantína Filozofa.*

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

**Notes:**

**Course evaluation:**

Total number of students evaluated: *1*

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

**Lecturers:**

*prof. PhDr. Juraj Rusnák, CSc., guarantor, co-guarantor, examiner doc. Mgr. Michal Bočák, PhD., co-guarantor, examiner doc. Mgr. Pavol Markovič, PhD., co-guarantor, examiner doc. PhDr. Peter Karpinský, PhD., co-guarantor, examiner prof. Mgr. Martina Ivanová, PhD., co-guarantor, examiner*

**Date of last change:** *01.02.2022*

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

## COURSE DESCRIPTION

<b>University:</b> <i>University of Presov</i>	
<b>Faculty/university workplace:</b> <i>Faculty of Arts</i>	
<b>Code:</b> <i>IISMSm/MESP/22</i>	<b>Course title:</b> <i>Media and Society</i>
<b>Type, scope and method of educational activity:</b> Type of educational activity: Scope of educational activity: <i>per academic year</i> Method of educational activity: <i>Combined</i>	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b>	
<b>Study grade:</b> <i>PhD. Study</i>	
<b>Prerequisites:</b>	
<b>Conditions for passing the course:</b> <b>Method of evaluation:</b> <i>State exam (doctoral)</i> <i>The student will present the possibilities of correlations between the media and society in the form of an exam colloquial discussion. To obtain an A rating, they must obtain at least 90%, to obtain an B rating 80%, to obtain a C rating at least 70%, to obtain an evaluation D 60%, for evaluation E at least 50%. A student who obtains less than 50% will be graded FX.</i>	
<b>Learning outcomes:</b> <i>The graduate of the course can:</i> - <i>analyze the relationship between the media and society,</i> - <i>analyze social phenomena in relation to the media environment.</i>	
<b>Course content:</b> <i>Media, their functions and impact on society (information society).            Economization of the media system.            Media, mass media and marketing communication and application of information systems.            Media literacy and competences.            Digital literacy.            Legislative, institutional and informal possibilities of media education.            Media products - suitability and unsuitability of including media content in broadcasting.            The impact of media content on family life resp. family climate.            Media education in the family environment and the possibilities of its implementation.            Theoretical and methodological basis of social communication: socio-political basis of media communication.            Historical concepts of socio-political thinking and their reflection in the media environment.            Current socio-political systems and media systems: possibilities of correlation (propaganda and ideological concepts in the media environment, the functioning of censorship and self-censorship in the media environment).            Multiculturalism, society and the media.            Legal bases of social and media communication: formal (legislative) and informal standards.            Public communication.            Audience as an object and subject in media communication.            Advertising communication, advertising text and its functioning in the media environment.            Pragmalinguistic analysis of advertising text and its optimization.            Persuasion in media text. How to inform and persuade.            Target group - social status; language design and differentiation of social groups.            Basic sociological aspects of target group research. Overestimating social research in the field of advertising. - Media and modal advertising forms, semiotic potential of advertising.            Marketing - advertising as a means of sales policy. Demonstrative consumption.            Intercultural differences and transcultural advertising. Subcultures and advertising.            Linguistics of lying.</i>	
<b>Recommended literature :</b> <i>BARBERO, J. M., 1993. Communication, Culture and hegemony. London: Sage Publications.            BEARD, A., 2000. The Language of Politics. London: Routledge.            BUCKINGHAM, D., 2003. Media Education: Literacy, Learning and Contemporary Culture. Cambridge: Polity Press (Blackwell Publishing Ltd.).            BROKLOVÁ, Z., 2008. Média tvorivě pro II. stupeň ZŠ a střední školy: Metodická příručka mediální výchovy. Kladno: AISIS.            COLLIN, P. H., 2004. Disctionary of Politics and Government. London: Bloomsbury.            DEBORD, G., 2007. Společnost spektáklů. Praha: INTU.            FELSER, G., 2011. Werbe- und Konsumentenpsychologie. Heidelberg: Spektrum Akademischer Verlag;</i>	

*Auflage: 3. Aufl, 2007. Nachdruck.*

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*HANULÁKOVÁ, E., 2002. Reklama a etika. Bratislava: Eurounion.*

*HRADISKÁ, E., 2009. Psychológia médií. Bratislava: Eurokódex.*

*IŁOWIECKI, M. and T. ZASEPA, 2003.: Moc a nemoc médií. Bratislava: Veda.*

*JANICH, N., 2005. Werbesprache. Ein Arbeitsbuch. Tübingen: Gunter Narr.*

*JIRÁK, J. and B. KÖPPOVÁ, 2009. Masová médiá. Praha: Portál.*

*KNAPP, K., 2004. Angewandte Linguistik. Tübingen und Basel: A. Francke.*

*LEE-KAID, L. and CH. HOLTZ-BACHA, 2008. Encyclopedia of Political Communication. London: Sage Publications.*

*MAYER, H. and T. ILLMANN. Markt- und Werbepsychologie. Stuttgart: Schäffer-Poeschel Verlag; Auflage: 3., überarbeitete und ergänzte Auflage.*

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

*SCHNIERER, T., 1999. Soziologie der Werbung. Ein Überblick zum Forschungsstand einschließlich zentraler Aspekte der Werbepsychologie. Opladen: Leske u. Budrich.*

*SCHWEIGER, G. and G. SCHRATTENECKER, 2005. Werbung. Eine Einführung. Tübingen: UTB.*

*SPARKS, C., 2007. Globalisation Development and the Mass Media. London: Sage Publications.*

*STÖCKL, H., 2001. Werbekommunikation – Linguistische Analyse und Textoptimierung. In: WAGNER, K. R. Pragmatik der deutschen Sprache. Frankfurt am M.: Peter Lang.*

*WEINRICH, H. Linguistik der Lüge. München: C.H.Beck; Auflage: 2., 7., unveränderte Auflage.*

*WIEBKE, A., 2001. Soziolinguistische Untersuchung zur Terminologie der Fachsprache. Hamburg: Verlag: Diplomica.*

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

**Notes:**

**Course evaluation:**

Total number of students evaluated: *1*

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

**Lecturers:**

*prof. PhDr. Juraj Rusnák, CSc., guarantor, co-guarantor, examiner prof. Mgr. Martina Ivanová, PhD., co-guarantor, examiner doc.*

*PhDr. Peter Karpinský, PhD., co-guarantor, examiner doc. Mgr. Pavol Markovič, PhD., co-guarantor, examiner doc. Mgr. Michal*

*Bočák, PhD., co-guarantor, examiner*

**Date of last change:** *01.02.2022*

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

## COURSE DESCRIPTION

<b>University:</b> <i>University of Presov</i>	
<b>Faculty/university workplace:</b> <i>Faculty of Arts</i>	
<b>Code:</b> <i>IISMSm/MFIS/22</i>	<b>Course title:</b> <i>Media and Information Society</i>
<b>Type, scope and method of educational activity:</b> Type of educational activity: <i>Lecture, Seminar</i> Scope of educational activity: <i>13,0 per academic year</i> Method of educational activity: <i>Combined</i>	
<b>Number of credits:</b> <i>5</i>	
<b>Recommended semester:</b>	
<b>Study grade:</b> <i>PhD. Study</i>	
<b>Prerequisites:</b>	
<b>Conditions for passing the course:</b> <b>Method of evaluation:</b> <i>Continuous assessment</i> <i>Number of credits and time frame for the conditions of passing the course:</i> - 5 credits = 150 hours - course teaching: 13 weeks / 1 lecture / consultations: 13 hours - individual work - elaboration of seminar work: 40 hours - independent study of professional literature: 40 hours - individual lesson preparation: 57 hours  <i>During the semester, the student attends lectures and prepares work on a selected topic. For grade A he must get at least 90%, for grade B 80%, for grade C 70%, for grade D 60%, for grade E 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 work and the oral conversation.</i>	
<b>Learning outcomes:</b> <i>The graduate of the course should:</i> - be able to critically assess media content depending on the attributes of the audience; - be able to reflect the influence of the media on society in a relevant positive and negative context; - understand the principles of commercialization of the media space (moral dilemmas); - know the definitions and master the competencies of media and digital literacy; - be able to reflect on and take critical attitudes towards media content in the context of the family climate; - master the basic principles of media education in the environment of the family and other groups.	
<b>Course content:</b> <i>Media, their functions and impact on society (information society).            Economization of the media system.            Media, mass media and marketing communication and application of information systems.            Media literacy and competences.            Digital literacy.            Legislative, institutional and informal possibilities of media education.            Media products - suitability and unsuitability of including media content in broadcasting.            The influence of media content on family life, resp. family climate.            Media education in the family environment and possibilities of its implementation.</i>	
<b>Recommended literature :</b> <i>BROKLOVÁ, Z., 2008. Média tvorivě pro II. stupeň ZŠ a střední školy: Metodická příručka mediální výchovy. Kladno: AISIS.            BUCKINGHAM, D., 2010. Media education. Literacy, learning and contemporary culture. Cambridge: Polity Press.            BUCKINGHAM, D., 2003. Media Education: Literacy, Learning and Contemporary Culture. Cambridge: Polity Press (Blackwell Publishing Ltd.).            HRADISKÁ, E., 2009. Psychológia médií. Bratislava: Eurokódex.            IŁOWIECKI, M. and T. ZASEPA, 2003. Moc a nemoc médií. Bratislava: Veda.            JIRÁK, J. and B. KOPPLOVÁ, 2009. Masová médiá. Praha: Portál.            KAČINOVÁ, V., 2015. Teória a prax mediálnej výchovy. Trnava: Fakulta masmediálnej komunikácie UCM v Trnave.            Koncepcia mediálnej výchovy v SR v kontexte celoživotného vzdelávania. Ministerstvo kultúry SR. (dostupné on-line)            MIČIENKA, M. and J. JIRÁK, 2007. Základy mediální výchovy. Praha: Portál.            PETRANOVÁ, D., 2013. Mediálna výchova a kritické myslenie. Trnava: Fakulta masmediálnej komunikácie UCM v Trnave.            POTTER, W. J., 2010. Theory of Media Literacy. A Cognitive Approach. Sage Publications: Thousand Oaks.</i>	



*VRABEC, N., 2013. Mediálna výchova: teoretické východiská a trendy. Trnava: Fakulta masmediálnej komunikácie UCM v Trnave*

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

**Notes:**

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

**Course evaluation:**

Total number of students evaluated: *0*

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

**Lecturers:**

*prof. PhDr. Juraj Rusnák, CSc., guarantor prof. ThDr. PaedDr. Gabriel Paľa, PhD., co-guarantor, lecturer, examiner*

**Date of last change:** *01.02.2022*

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

## COURSE DESCRIPTION

<b>University:</b> <i>University of Presov</i>	
<b>Faculty/university workplace:</b> <i>Faculty of Arts</i>	
<b>Code:</b> <i>IISMSm/MMKU1/22</i>	<b>Course title:</b> <i>Mass Media and Culture I.</i>
<b>Type, scope and method of educational activity:</b> Type of educational activity: <i>Lecture, Seminar</i> Scope of educational activity: <i>13,0 per academic year</i> Method of educational activity: <i>Combined</i>	
<b>Number of credits:</b> <i>5</i>	
<b>Recommended semester:</b>	
<b>Study grade:</b> <i>PhD. Study</i>	
<b>Prerequisites:</b>	
<b>Conditions for passing the course:</b> <b>Method of evaluation:</b> <i>Continuous assessment</i> <i>Number of credits and time frame for the conditions of passing the course:</i> - 5 credits = 150 hours - course teaching: 13 weeks / 1 lecture / consultations: 13 hours - individual work - elaboration of seminar work: 40 hours - independent study of professional literature: 40 hours - individual lesson preparation: 57 hours  <i>During the semester, the student attends lectures and prepares work on a selected topic.</i> <i>For grade A he must get at least 90%, for grade B 80%, for grade C 70%, for grade D 60%, for grade E 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 work and the oral conversation.</i>	
<b>Learning outcomes:</b> <i>The graduate of the course masters the basic terminological instruments of art history, literary science, semiology and media studies, has knowledge of individual genres and areas of art.</i> <i>The graduate of the course uses information from the literature to solve practical problems in the field, t. j. applies theoretical background to a specific artistic text. He interprets it taking into account its subsequent transformation into radio, theater, television and film genres.</i> <i>The graduate of the course is aware of and evaluates the state of artistic culture presented in the media, approaches the text and its (radio, theater, television or film transformation) with distance and differentiates between the semiotic aspects of the media and individual arts. The graduate of the course will evaluate the influence of the media on contemporary culture.</i>	
<b>Course content:</b> <i>Different codes of individual arts and media.</i> <i>Transformation, adaptation, dramatization.</i> <i>Subversion of the canon (literary work).</i> <i>On selected problems of hybridization of contemporary culture (on the examples of video clip, video performance, video short story, comic book, docudrama, etc.).</i> <i>Pop culture in the context of mass media.</i> <i>Gossip and art in the context of mass media.</i> <i>Poetics of beginning authors in "new" media.</i>	
<b>Recommended literature :</b> <i>BYSTRICKÝ, J., 2009. Média, politika a spoločnosť. Plzeň: Tiskárna a vydavateľství 999.</i> <i>FISKE, J., 2017. Jak rozumět populární kultuře. Praha: Akropolis.</i> <i>FORET, M., M. LAPČÍK and P. ORSÁG (eds.), 2009. Kultura – Média – Komunikace 1/2009. Spektákl, mizející realita a (ne)bezpečí informací, diskurs(y) o diskursu. Olomouc: Univerzita Palackého.</i> <i>GEERTZ, C., 2000. Interpretace kultur. Praha: Sociologické nakladatelství.</i> <i>GERO, Š., 2012. Komunikácia – umenie – marketing. Nitra: Univerzita Konštantína Filozofa.</i> <i>HORÁK, K., 2009. Metamorfózy alternatívneho divadla. Levoča: Modrý Peter.</i> <i>HRABÁK, J., 1973. Poetika. Praha: Československý spisovatel.</i> <i>JAKUBOWICZ, K., 2013. Nová ekologie médií: Konvergence a mediamorfóza. Zlín: Verbum.</i> <i>KASARDA, M., 2013. Populárna kultúra a masové médiá – Od karnevalovej ulice po virtuálny svet. Bratislava: EUROKÓDEX.</i> <i>KULKA, T., 2000. Umění a kýč. Praha: Torst.</i> <i>LAKOFF, G. a M. JOHNSON, 2002. Metafory, kterými žijeme. Brno: Host.</i> <i>McLUHAN, M., 2008. Člověk, média a elektronická kultura. Praha: Nakladatelství Jota.</i> <i>SOUČKOVÁ, M. (ed.), 2019. K teoretickým a praktickým aspektom slovenskej literárnej kritiky po roku 2000. Prešov: Filozofická fakulta PU v Prešove.</i>	

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

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

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

PAŠTEKA, J., 1976. *Estetické paralely umenia: štúdie o divadle, dramatike a filme*. Bratislava: VEDA.

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

PECHLIVANOS, M. a kol., 1999. *Úvod do literární vědy*. Praha: Herrmann a synové.

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

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

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

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

**Notes:**

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

**Course evaluation:**

Total number of students evaluated: 4

A	B	C	D	E	FX
50%	25%	0%	0%	0%	25%

**Lecturers:**

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

**Date of last change:** 01.02.2022

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

## COURSE DESCRIPTION

<b>University:</b> <i>University of Presov</i>	
<b>Faculty/university workplace:</b> <i>Faculty of Arts</i>	
<b>Code:</b> <i>IISMSm/MMKU2/22</i>	<b>Course title:</b> <i>Mass Media and Culture II.</i>
<b>Type, scope and method of educational activity:</b> Type of educational activity: <i>Lecture, Seminar</i> Scope of educational activity: <i>13,0 per academic year</i> Method of educational activity: <i>Combined</i>	
<b>Number of credits:</b> <i>5</i>	
<b>Recommended semester:</b>	
<b>Study grade:</b> <i>PhD. Study</i>	
<b>Prerequisites:</b>	
<b>Conditions for passing the course:</b> <b>Method of evaluation:</b> <i>Continuous assessment</i> <i>Number of credits and time frame for the conditions of passing the course:</i> - 5 credits = 150 hours - course teaching: 13 weeks 1 lecture / 0 seminar: 9.75 hrs - individual work - preparation for the seminar, elaboration of the seminar work: 70 hours - independent study of professional literature: 70.25 hrs  <i>During the course, the student will prepare and present a written work designed for the interpretation of a media text in terms of the relationship between media and culture according to the scope of the subject (50%). At the end of the semester, he / she will receive 50% on the basis of successful completion of a knowledge-interpretation test according to the scope of the course.</i> <i>To obtain an A rating he 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 result of the knowledge-interpretation test.</i>	
<b>Learning outcomes:</b> <i>The graduate of the course can:</i> - understand the relationship between media and culture as a mutually conditioned correlation, - analyze the relationships between the production, distribution and reception of media production and popular culture, - analyze the basic phenomena of media correlation and popular culture - describe the basic concepts of interpretation of culture (especially popular and mass) today; - characterize popular and mass culture, give examples of different types of approaches to the evaluation of mass and popular culture in the media environment.	
<b>Course content:</b> <i>Basic theoretical concepts and approaches to culture with emphasis on mass and popular culture. Static and dynamic interpretive models of approach to culture. Visual communication in contemporary culture: image and its interpretation in contemporary media. Media, society and culture: the socio-cultural situation in postmodern society and current issues of media culture.</i> - Popular and mass culture as a sign system: concepts and interpretive perspectives: media, culture and myth, popular culture and simulated reality, expansive models of the relationship between media and culture: the concept of memetics. Mass culture, media and mediated culture. - Critique of mass culture and its reflection in the media environment. - Basic trends in the creation, spread and reception of pop culture tissue in the media environment: celebrity, tabloid production, the intertwining of reality and fiction, infotainment, infantilization of culture.	
<b>Recommended literature :</b> <i>ADORNO, T. W., 1991. The Culture Industry. London: Routledge.</i> <i>BOORSTIN, D., 1961. The Image. A Guide to Pseudo-Events in America. New York: Vintage Books.</i> <i>DEBORD, G., 2007. Společnost spektáklů. Praha: Intu.</i> <i>KLOSKOWSKA, A., 1967. Masová kultura. Kritika a obhajoba. Praha: Svoboda.</i> <i>LAWLESS, R., 1999. Co je to kultura. Olomouc: Votobia.</i> <i>MALÍČEK, J., 2012. Popkultúra: návod na použitie. Nitra: Univerzita Konštantína Filozofa v Nitre.</i> <i>MORAVČÍKOVÁ, E., 2013. Vybrané megatrendy v mediálnej zábave. Nitra: Univerzita Konštantína Filozofa.</i> <i>MURPHY, R., 2006. Úvod do kulturní a sociální antropologie. Praha: Slon.</i> <i>POSTMAN, N., 2001. Ubavit se k smrti. Praha: Mladá fronta.</i> <i>M. McLUHAN, 1991. Jak rozumět médiím. Praha: Odeon.</i>	

PRAVDOVÁ, H., 2009. *Determinanty kreovania mediálnej kultúry*. Trnava: FMK UCM.

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

RUSHKOFF, D., 2002. *Manipulativní nátlak*. Praha: Konfrontace.

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

**Notes:**

**Course evaluation:**

Total number of students evaluated: *1*

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

**Lecturers:**

*prof. PhDr. Juraj Rusnák, CSc., guarantor, co-guarantor, lecturer, examiner*

**Date of last change:** *01.02.2022*

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

## COURSE DESCRIPTION

<b>University:</b> <i>University of Presov</i>	
<b>Faculty/university workplace:</b> <i>Faculty of Arts</i>	
<b>Code:</b> <i>IISMSm/MMKU3/22</i>	<b>Course title:</b> <i>Mass Media and Culture III.</i>
<b>Type, scope and method of educational activity:</b> Type of educational activity: <i>Lecture, Seminar</i> Scope of educational activity: <i>13,0 per academic year</i> Method of educational activity: <i>Combined</i>	
<b>Number of credits:</b> <i>5</i>	
<b>Recommended semester:</b>	
<b>Study grade:</b> <i>PhD. Study</i>	
<b>Prerequisites:</b>	
<b>Conditions for passing the course:</b> <b>Method of evaluation:</b> <i>Continuous assessment</i> <i>Number of credits and time frame for the conditions of passing the course:</i> - 5 credits = 150 hours - course teaching: 13 weeks 1 lecture / 0 seminar: 13 hrs. - individual work: 60 hours - independent study of professional literature: 77 hrs.  <i>During the semester, the doctoral student will receive:</i> - max. 10 points for active participation in all lectures and the so-called reflexive seminars devoted to the analysis of lessons learned. - max. 30 points for the knowledge test - max. 20 points for the written elaboration of the selected issue in the thematic areas and for the elaboration of the whole project of linguistic-cultural analyzes - max. 40 points for the elaboration of the final thesis and its colloquial defense. <i>Credits will be awarded on the basis of meeting all the above requirements according to the classification scale (A, B, C, D, E, FX) of the PU Study Regulations in Prešov.</i>  <i>During the semester, the student prepares, presents at the seminar and submits a syllabus of seminar work on the topic of the peculiarities of the language image of Russia in a particular ethnocultural (Slovak) environment. Finally, he prepares 10 practical texts with a separate analysis, in which he demonstrates his ability to apply theoretical knowledge in the analysis of specific linguistic and linguistic cultures. In addition, he will take a knowledge test on the basics of the linguistic image of the world and present a final thesis on one of the selected topics from the discipline. Prerequisite for obtaining the exam is a successfully passed test according to the following evaluation:</i> <i>To obtain grade A 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.</i> <i>The final evaluation is calculated as the average of the evaluation of the seminar work, its colloquial defense, knowledge test and from the evaluation of the analysis of 10 practical cultural texts.</i>	
<b>Learning outcomes:</b> <i>The graduate of the course can:</i> - define and interpret in their own words the basic concepts of linguistics, - to integrate linguistic phenomena into the overall system of ethnoculture, - will master these concepts at the comparative Slovak-Russian level, - break down language units from the position of basic linguistic categories, - analyze the corresponding linguistic units from the position of foreign language communication, - analyze language units from the position of Russian-Slovak linguistic cultural analogies, - translate the various types of the said Russian linguistic units (linguistic cultures) into Slovak / Russian, - apply linguistic phenomena in the analysis of language units at other levels of the language, - be familiar with the basic theoretical literature on linguistics, - independently analyze the linguistic components of the Russian text, - comment on contemporary Russian journalistic text from linguistic and cultural positions, - comment on analogous texts from contemporary Slovak media.	
<b>Course content:</b> <i>Linguistics. History of the origin and development of this philological discipline. Object of linguistics research. Basic concepts of linguistics. Linguistics - the basic unit of linguistics. Concept - basic principles. word conceptualization. Basic ethnocultural sources of concepts. The conceptosphere of language - the ethnocultural content of the word. Lexema in ethnocultural associations and connotations. Basic concepts in Russian culture. Their</i>	

comparison with analogous Slovak concepts.

Associative experiment as an objectifying cognitive means of ethnoculture. Choice of objective stimuli for an associative experiment.

Reactions in associative experiments. Hierarchization of reactions. Russian-Slovak differences in basic ethnocultural associations.

Linguistic image of the world. Basic terms. Linguistic image of the world and image of the world in non-linguistic systems. Bases of cognitive linguistics. Cognitive function of language. Its application at various language levels.

Objective and subjective image of the world. Conditions for creating an image of the world. Application of theoretical knowledge in a specific linguistic image of the world.

Linguistic image of the world in the media. Sources of creating the said language image. History, culture, politics, mutual contacts, current events and its language representation.

Hierarchy of cognitive knowledge. The position of anthropocentric images of the world at home and abroad. The role of literature in the linguistic image of the world in Slovakia.

Fragments of the linguistic image of the world in contemporary Slovak media. Precedent phenomena - model ethnocultural social and communication units.

Classification of precedent phenomena. Precedent names as a basic axiological source of ethnoculture. Precedent texts and their specification in a specific (Russian) ethnocultural environment. Precedent expressions and their classification.

Precedent situations and their sources. Linguistic image of the world as a basic cognitive base. Objective and subjective image of the world. Specific starting points of the language image of Russia in Slovakia.

#### Recommended literature :

ALEFIRENKO, N. F., 2010. Lingvokulturologija. Cennostno-smyslovoje prostranstvo jazyka. Moskva: Izdatel'stvo „Flinta“, Izdatel'stvo „Nauka“.

ARUŤUNOVA, N. D., 1988. Typy jazykovych značení. Ocenka. Sobytiye. Fakt. Moskva: Nauka.

DOLNÍK, J., 2010. Jazyk – Človek – Kultúra. Bratislava: Kalligram.

GAČEV, G., 1995. Nacionalnyje obrazy mira. Kosmo. Psycho. Logos. Moskva: Progress, Kul'tura.

GUMILOV, L. N., 1993. Etnosféra: Istorija l'udej i istorija prirody. Moskva: Ekopros.

GUZI, E., 2009. Formovanie Ruska ako mnohonárodnostného štátu – jeho zahraničná politika, zabezpečenie štátnej bezpečnosti, spoločnosť (Východiská pre historicko-kulturologickú analýzu v ruskom jazyku). Prešov: FF PU.

CHROLENKO, A. T., 2005. Osnovy lingvokulturologiji. Moskva: „Flinta“, „Nauka“..

KARAULOV, J. N., 2002. Russkij asociativnyj slovar. Tom I. Ot stimula k reakcijam. Tom II. Ot reakcii k stimulam. Moskva: AST. Astrel.

KOLLÁ ROVÁ, E., 2007. Russkije kul'turnyje issledovanija. Banská Bystrica: FHV UMB.

KOLŠANSKIJ, G., 2007. Objektivnaja kartina mira v poznanii i v jazyke. Moskva: KomKniga.

KRASNYCH, V. V., 2002. Etnopsicholingvistika i lingvokulturologija. Moskva: Gnozis.

MAJEROV, A. M., 1998. Vtorženije. Čechoslovakija, 1968. Svidetel'stvo komandarma. Moskva: Prava čeloveka.

MASLOVA, V. A., 2005. Kognitivnaja lingvistika. Minsk: „Tetra-Sistems“.

MASLOVA, V. A., 2004. Lingvokulturologija. Moskva: Academia.

SIPKO, J., 2008. V poiskach istinnovo smysla – Hľadanie ozajstného zmyslu. Prešov: FF PU.

SIPKO, J., 2011. Teoretické a sociálno-komunikačné východiská lingvokulturológie. Prešov: FF PU.

SIPKO, J., 2013. Precedentnyje imena v pozicii ocenočnych sredstv. Prešov: FF PU.

STEPANOV, J. S., 2004. Konstanty: Slovar ruskoj kul'tury. Moskva.

VOROBOV, V. V., 1987. Lingvokulturologija. Teorija i metody. Moskva.

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

**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 prof. PhDr. Jozef Sipko, PhD., co-guarantor, lecturer, 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

<b>University:</b> <i>University of Presov</i>	
<b>Faculty/university workplace:</b> <i>Faculty of Arts</i>	
<b>Code:</b> <i>IISMSm/MSSS/22</i>	<b>Course title:</b> <i>Media as a Component of Social System</i>
<b>Type, scope and method of educational activity:</b> Type of educational activity: <i>Lecture, Seminar</i> Scope of educational activity: <i>13,0 per academic year</i> Method of educational activity: <i>Combined</i>	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b>	
<b>Study grade:</b> <i>PhD. Study</i>	
<b>Prerequisites:</b>	
<b>Conditions for passing the course:</b> <b>Method of evaluation:</b> <i>Continuous assessment</i> <i>Number of credits and time frame for the conditions of passing the course:</i> - 5 credits = 150 hours - course teaching: 13 weeks 1 lecture / 0 seminar: 13 hrs. - individual work: 60 hours - independent study of professional literature: 77 hrs.  <i>During the course, the student will prepare and present a written work designed for the interpretation of a media text in terms of the relationship between public communication, politics and the media according to the subject areas (50%). At the end of the semester, he / she will receive 50% on the basis of successful completion of a knowledge-interpretation test according to the scope of the course.</i> <i>To obtain an A rating he 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 seminar work and the result of the knowledge-interpretation test.</i>	
<b>Learning outcomes:</b> <i>The graduate of the course can:</i> - understand the interdependence of the socio-political and media situation, - analyze the relationship between the media and the social environment, - analyze the phenomena of correlation of social ties (ideology, politics, censorship, propaganda) and media production.	
<b>Course content:</b> <i>Theoretical and methodological basis of social communication: socio-political basis of media communication.</i> <i>Historical concepts of socio-political thinking and their reflection in the media environment.</i> <i>Current socio-political systems and media systems: possibilities of correlation (propaganda and ideological concepts in the media environment, functioning of censorship and self-censorship in the media environment).</i> <i>Multiculturalism, society and the media.</i> <i>Legal bases of social and media communication: formal (legislative) and informal standards.</i>	
<b>Recommended literature :</b> <i>BARBERO, J. M., 1993. Communication, Culture and hegemony. London: Sage Publications.</i> <i>BEARD, A., 2000. The Language of Politics. London: Routledge.</i> <i>BRESTOVANSKÝ, M., 2010. Úvod do mediálnej výchovy. Trnava: Trnavská univerzita v Trnave.</i> <i>COLLIN, P. H., 2004. Dictionary of Politics and Government. London: Bloomsbury.</i> <i>DAVIS, A. et al., 2020. Media, Democracy and Social Change: Re-Imagining Political Communications. London: SAGE Publications Ltd.</i> <i>DEBORD, G., 2007. Společnost spektáklů. Praha: INTU.</i> <i>DOBROTKOVÁ, M. et al., 2019. Slovak Mass Media in the 21st Century: Current Challenges.</i> <i>GREGOR, M. and P. MLEJNKOVÁ (eds.), 2021. Challenging Online Propaganda in the 21st Century. Cham: Palgrave Macmillan.</i> <i>KENSKI, K. and K. HALL JAMIESON, 2019. The Oxford Handbook of Political Communication. New York: Oxford University Press.</i> <i>KREČEK, J., 2013. Politická komunikace. Praha: Grada.</i> <i>LEE-KAID, L. and CH. HOLTZ-BACHA, 2008. Encyclopedia of Political Communication. London: Sage Publications.</i> <i>McNAIR, B., 2017. An Introduction to Political Communication (Communication and Society). 6th edition. New York: Routledge.</i>	



PERLOFF, R. M., 2022. *The Dynamics of Political Communication. Media and Politics in a Digital Age. 3rd edition.* New York: Routledge.

SPARKS, C., 2007. *Globalisation Development and the Mass Media.* London: Sage Publications.

WATSON, J., 2008. *Media Communication: An Introduction to Theory and Process.* New York: Palgrave Macmillan.

ŽANTOVSKÝ, P., 2016. *Politická komunikace – propaganda.* Praha: Vysoká škola mezinárodních a veřejných vztahů.

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

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

**Notes:**

**Course evaluation:**

Total number of students evaluated: 0

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

**Lecturers:**

*prof. PhDr. Juraj Rusnák, CSc., guarantor doc. PhDr. Irina Dudinská, CSc., co-guarantor, lecturer, examiner*

**Date of last change:** 01.02.2022

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

## COURSE DESCRIPTION

<b>University:</b> <i>University of Presov</i>	
<b>Faculty/university workplace:</b> <i>Faculty of Arts</i>	
<b>Code:</b> <i>IISMSm/MTMM/22</i>	<b>Course title:</b> <i>Modern Trends in Marketing Communication and Media Management</i>
<b>Type, scope and method of educational activity:</b> Type of educational activity: <i>Lecture, Seminar</i> Scope of educational activity: <i>13,0 per academic year</i> Method of educational activity: <i>Combined</i>	
<b>Number of credits:</b> <i>5</i>	
<b>Recommended semester:</b>	
<b>Study grade:</b> <i>PhD. Study</i>	
<b>Prerequisites:</b>	
<b>Conditions for passing the course:</b> <b>Method of evaluation:</b> <i>Continuous assessment</i> <i>Number of credits and time frame for the conditions of passing the course:</i> - 5 credits = 150 hours - course teaching: 13 weeks 1 lecture / 0 seminar: 13 hrs. - individual work: 60 hours - independent study of professional literature: 77 hrs.  <i>To obtain an A rating he 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>	
<b>Learning outcomes:</b> <i>The graduate of the course can:</i> - identify and describe the main features of current social and economic developments - draw conclusions for the theory and practice of management in the media field, - generate a competitive advantage for the mass media entity resp. for a business entity, - identify changes in value orientation and in the social and business sphere and respond with inadequate managerial methods of managerial practice, - understand new technologies in media and mass media communication and know how to implement them correctly in their area of competence, - design, implement and innovate appropriate organizational structures for managed media entities, - evaluate individual aspects of the knowledge economy and knowledge management and draw conclusions for media management, - analyze the components of talent management and creatively implement it in the media field, - creatively demonstrate the knowledge gained in case studies and creatively apply it in practice, - to solve problems and issues of practice in the given area with a direct link to practice.	
<b>Course content:</b> <i>Basic conceptual apparatus of managerial practice used in media management and managerial communication.</i> <i>Characteristics of the hypercompetitive environment and its impact on marketing communication and communication in mass media management.</i> <i>Basic trends in communication and management of media, mass media and marketing institutions.</i> <i>Methods of generating a competitive advantage based on the generation of new resources and procedures.</i> <i>Trends in value orientation in the social and business spheres and the resulting implications for mass media management.</i> <i>New trends in information and communication technologies. Digital technologies and their use in mass media management.</i> <i>Characteristics of communication management in a crisis period. Crisis management and communication policy. Practical examples from practice.</i> <i>Brand management and its relation to communication and media management.</i> <i>Organizational structures of globalized multinational companies in the field of mass media. Organizational culture and organizational structure.</i> <i>Organization of media, artistic and performative performances.</i> <i>Event management, principles and methods. Event controlling, event marketing as modern trends in event policy development.</i> <i>The advent of the knowledge economy of knowledge management and the resulting implications for mass media activities and institutions. Knowledge systems and knowledge management and its role in mass media communication.</i>	

*Interorganizational and intraorganizational transfer of knowledge in the media field. Knowledge processing procedures and creation of knowledge databases.*

*Talent management in the field of mass media. Generations X, Y and Z. Generations and specifics of the labor market. HR Scorecard and importance for mass media management.*

*Aspects of economic efficiency of mass media. Mass media policy controlling, goals and plans, deviations and solutions with a focus on practice.*

*Practical issues and examples of media management in case studies and practical conditions.*

**Recommended literature :**

*BEDNÁŘ, V., 2011. Mediální komunikace pro management. Praha: Grada.*

*CLOW, K. E. and D. BACK, 2012. Integrated advertising, promoting and marketing communications. (Fifth Edition) Prentice Hall: Pearson.*

*COULDRY, N. and J. CURRAN, 2003. Contesting Media Power: Alternative Media in a Networked World. Lanham, Maryland: Roman and Littlefield.*

*DOUCEK, P., 2010. Informačný manažment. Praha: Profesional Publishing.*

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

*GALLO, P. et al., 2018. Znalostné systémy ako cesta zvyšovania konkurencieschopnosti slovenskej ekonomiky. Prešov: Bookman.*

*KOONZ, H. and H. WEHRICH, 1993. Management. Praha: Victoria Publishing.*

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

*MICHAELIS, E., H. HANDFIELD-JONES and B. AXELROD, 2001. The war for talent. Boston: Harvard Business School Press.*

*MUSIL, J., 2010. Sociální a mediální komunikace. Praha: Univerzita J. A. Komenského.*

*NONAKA, I. and H. TAKEUCHI, 1995. The knowledge creating Company- How Japanesse Companie create the Dynamics of Innovations. Oxford: University Press.*

*RAUP, J. and B. VAN RULER, 2006. Trends in public relations and communication management research. A comparison between Germany and Netherlands. In: Journal of communication management.*

*ROBBIN, P. S. and M. COULTER, 2004. Management. Praha: Grada.*

*ROSEBERRY, J. and L. VICKER, 2017. Applied Mass Communication Theory. A Guide for Media Practitioners. Routledge.*

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

**Notes:**

**Course evaluation:**

Total number of students evaluated: 0

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

**Lecturers:**

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

**Date of last change:** 01.02.2022

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

## COURSE DESCRIPTION

<b>University:</b> <i>University of Presov</i>																	
<b>Faculty/university workplace:</b> <i>Faculty of Arts</i>																	
<b>Code:</b> <i>IISMSm/OBDIP/22</i>			<b>Course title:</b> <i>Defense of Dissertation Thesis</i>														
<b>Type, scope and method of educational activity:</b> Type of educational activity: Scope of educational activity: <i>per academic year</i> Method of educational activity: <i>Attendance</i>																	
<b>Number of credits:</b> <i>40</i>																	
<b>Recommended semester:</b>																	
<b>Study grade:</b> <i>PhD. Study</i>																	
<b>Prerequisites:</b>																	
<b>Conditions for passing the course:</b> <b>Method of evaluation:</b> <i>State exam (doctoral)</i>  <i>State exam</i>																	
<b>Learning outcomes:</b>																	
<b>Course content:</b>																	
<b>Recommended literature :</b>																	
<b>Language which is necessary to complete the course:</b>																	
<b>Notes:</b>																	
<b>Course evaluation:</b> Total number of students evaluated: <i>2</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 style="text-align: center;">100%</td> <td style="text-align: center;">0%</td> <td style="text-align: center;">0%</td> <td style="text-align: center;">0%</td> <td style="text-align: center;">0%</td> <td style="text-align: center;">0%</td> </tr> </table>						A	B	C	D	E	FX	100%	0%	0%	0%	0%	0%
A	B	C	D	E	FX												
100%	0%	0%	0%	0%	0%												
<b>Lecturers:</b> <i>prof. PhDr. Juraj Rusnák, CSc., guarantor, co-guarantor doc. Mgr. Michal Bočák, PhD., co-guarantor doc. Mgr. Pavol Markovič, PhD., co-guarantor doc. PhDr. Peter Karpinský, PhD., co-guarantor prof. Mgr. Martina Ivanová, PhD., co-guarantor</i>																	
<b>Date of last change:</b> <i>01.02.2022</i>																	
<b>Approved by:</b> <i>prof. PhDr. Juraj Rusnák, CSc.</i>																	

## COURSE DESCRIPTION

<b>University:</b> <i>University of Presov</i>																	
<b>Faculty/university workplace:</b> <i>Faculty of Arts</i>																	
<b>Code:</b> <i>IISMSm/PPDIS/22</i>			<b>Course title:</b> <i>Written Work for Dissertation Exam</i>														
<b>Type, scope and method of educational activity:</b> Type of educational activity: Scope of educational activity: <i>per academic year</i> Method of educational activity: <i>Combined</i>																	
<b>Number of credits:</b> <i>20</i>																	
<b>Recommended semester:</b>																	
<b>Study grade:</b> <i>PhD. Study</i>																	
<b>Prerequisites:</b>																	
<b>Conditions for passing the course:</b> <b>Method of evaluation:</b> <i>State exam (doctoral)</i>  <i>State exam</i>																	
<b>Learning outcomes:</b>																	
<b>Course content:</b>																	
<b>Recommended literature :</b>																	
<b>Language which is necessary to complete the course:</b>																	
<b>Notes:</b>																	
<b>Course evaluation:</b> Total number of students evaluated: <i>2</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>0%</td> <td>50%</td> <td>50%</td> <td>0%</td> <td>0%</td> <td>0%</td> </tr> </table>						A	B	C	D	E	FX	0%	50%	50%	0%	0%	0%
A	B	C	D	E	FX												
0%	50%	50%	0%	0%	0%												
<b>Lecturers:</b> <i>prof. PhDr. Juraj Rusnák, CSc., guarantor prof. Mgr. Martina Ivanová, PhD., co-guarantor doc. PhDr. Peter Karpinský, PhD., co-guarantor doc. Mgr. Pavol Markovič, PhD., co-guarantor doc. Mgr. Michal Bočák, PhD., co-guarantor</i>																	
<b>Date of last change:</b> <i>01.02.2022</i>																	
<b>Approved by:</b> <i>prof. PhDr. Juraj Rusnák, CSc.</i>																	

## COURSE DESCRIPTION

<b>University:</b> <i>University of Presov</i>	
<b>Faculty/university workplace:</b> <i>Faculty of Arts</i>	
<b>Code:</b> <i>IISMSm/SPAK/22</i>	<b>Course title:</b> <i>Sociological and Psychological Aspects of Contemporary Communication</i>
<b>Type, scope and method of educational activity:</b> Type of educational activity: <i>Lecture, Seminar</i> Scope of educational activity: <i>13,0 per academic year</i> Method of educational activity: <i>Combined</i>	
<b>Number of credits:</b> <i>5</i>	
<b>Recommended semester:</b>	
<b>Study grade:</b> <i>PhD. Study</i>	
<b>Prerequisites:</b>	
<b>Conditions for passing the course:</b> <b>Method of evaluation:</b> <i>Continuous assessment</i> <i>Number of credits and time frame for the conditions of passing the course:</i> - 5 credits = 150 hours - course teaching: 13 weeks 1 lecture / 0 seminar: 13 hrs. - individual work: 60 hours - independent study of professional literature: 77 hrs.  <i>During the semester, the student processes, presents at the seminar and submits a seminar paper. During the exam period, he carries out a knowledge test and an oral exam.</i> <i>For grade A he must get at least 90%, for grade B 80%, for grade C 70%, for grade D 60%, for grade E 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, knowledge test and oral answer.</i>	
<b>Learning outcomes:</b> <i>Learning outcomes:</i> <i>The graduate of the course knows the basic terminology in the subject area. Understands theories and concepts in the subject area.</i> <i>Has information on the connections and differences between linguistic philosophy and language philosophy.</i> <i>The graduate of the course is able to adequately respond to sociological and psychological language stimuli in communication. He is able to really use the appropriate language in a given situation, taking into account the relationship of communication partners and the goal of communication. He develops his critical language thinking and critical analysis.</i> <i>Has adequate sociological and psychological competencies. He / she will achieve competencies with which he / she will be able to interact meaningfully in various situations related to his / her professional profiling. He has developed interpretive competencies.</i> <i>In the cognitive area, the student can:</i> - master the concepts and basic terminology of critical thinking - have an overview of strategies and methods of communication perception - master the technique of organization of language expression and apply its principles and ethics of speech - master audience analysis - self-critically evaluate your speech - integrate relevant information and resources into communication according to established principles <i>In the affective area, the student can:</i> - respect the principles of communication in a multicultural space - construct different types of speeches and, based on experience, be able to adequately evaluate the speeches of others, etc. - show self-reflection and self-criticism <i>In the psychomotor field the student:</i> - will be able to process relevant resources and through thought maps.	
<b>Course content:</b> <i>Public communication.</i> <i>Audience as an object and subject in media communication.</i> <i>Advertising communication, advertising text and its functioning in the media environment.</i> <i>Pragmalinguistic analysis of advertising text and its optimization.</i> <i>Persuasion in media text.</i> <i>How to inform and persuade.</i> <i>Target group - social status. Linguistic design and differentiation of social groups.</i>	

Basic sociological aspects of target group research. Overestimating social research in the field of advertising.  
Media and modal advertising forms, semiotic potential of advertising.  
Marketing - advertising as a means of sales policy. Demonstrative consumption.  
Intercultural differences and transcultural advertising. Subcultures and advertising.  
Linguistics of lies.

**Recommended literature :**

AUSTIN, J.-L., 2004. *Ako niečo robiť so slovami*. Bratislava: Kalligram.  
BÜHLER, K., 1982. *Sprachtheorie*. Stuttgart, New York.  
DOLNÍK, J., 2012. *Síla jazyka*. Bratislava: Kalligram.  
FELSER, G., 2011. *Werbe- und Konsumentenpsychologie*. Heidelberg: Spektrum Akademischer Verlag; Auflage: 3. Aufl. 2007. Nachdruck.  
GRÁC, J., 1985. *Persuázia. Oplyvňovanie človeka človekom*. Martin: Osveta.  
HANULÁKOVÁ, E., 2002. *Reklama a etika*. Bratislava: Eurounion.  
JANICH, N., 2005. *Werbesprache. Ein Arbeitsbuch*. Tübingen: Gunter Narr.  
KÁŠOVÁ, M., 2011. *Môj volič – môj pán! Lingvokulturologické reflexie o politickej reklame*. Prešov: Vydavateľstvo Prešovskej univerzity.  
KNAPP, K., 2004. *Angewandte Linguistik*. Tübingen und Basel: A. Francke.  
MAYER, H. and T. ILLMANN, 1999. *Markt und Werbepsychologie*. Stuttgart: Schäffer-Poeschel Verlag; Auflage: 3., überarbeitete und ergänzte Auflage.  
MERTEN, K., 1999. *Grundlagen der Kommunikationswissenschaft*. Münster.  
SCHNIERER, T., 1999. *Soziologie der Werbung. Ein Überblick zum Forschungsstand einschließlich zentraler Aspekte der Werbepsychologie*. Opladen: Leske u. Budrich.  
SCHWEIGER, G. and G. SCHRATTENECKER, 2005. *Werbung. Eine Einführung*. Tübingen: UTB.  
STÖCKL, H., 2001. *Werbekommunikation – Linguistische Analyse und Textoptimierung*. In: WAGNER, K. R.: *Pragmatik der deutschen Sprache*. Frankfurt am M.: Peter Lang.  
WEINRICH, H., 2007. *Linguistik der Lüge*. München: C.H.Beck; Auflage: 2., 7., unveränderte Auflage.  
WIEBKE, A., 2001. *Soziolinguistische Untersuchung zur Terminologie der Fachsprache*. Hamburg: Verlag: Diplomica.

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

**Notes:**

**Course evaluation:**

Total number of students evaluated: 0

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

**Lecturers:**

*prof. PhDr. Juraj Rusnák, CSc., guarantor doc. PhDr. Martina Kášová, PhD., co-guarantor, lecturer, examiner*

**Date of last change:** 01.02.2022

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

## COURSE DESCRIPTION

<b>University:</b> <i>University of Presov</i>	
<b>Faculty/university workplace:</b> <i>Faculty of Arts</i>	
<b>Code:</b> <i>IISMSm/SUMT/22</i>	<b>Course title:</b> <i>Contemporary Media Theories</i>
<b>Type, scope and method of educational activity:</b> Type of educational activity: <i>Lecture, Seminar</i> Scope of educational activity: <i>13,0 per academic year</i> Method of educational activity: <i>Combined</i>	
<b>Number of credits:</b> 7	
<b>Recommended semester:</b>	
<b>Study grade:</b> <i>PhD. Study</i>	
<b>Prerequisites:</b>	
<b>Conditions for passing the course:</b> <b>Method of evaluation:</b> <i>Exam</i> <i>Number of credits and time frame for the conditions of passing the course:</i> - 7 credits = 210 hours - course teaching: 13 weeks 1 lecture / 0 seminar: 9.75 hrs - individual work - preparation for the seminar, elaboration of the seminar work: 100 hours - independent study of professional literature: 100.25 hrs  <i>Part of the evaluation is the preparation and submission of a written work analyzing a selected problem from the subject areas (50% of the evaluation). The work will be the starting point for the test colloquial debate (50%).</i> <i>To obtain an A rating he 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 colloquium.</i>	
<b>Learning outcomes:</b> <i>The graduate of the course can:</i> - understand and further develop the theory of mass media studies and all basic areas of research (institutional research, content research, beneficiary group research and media effects research), - analyze problems and unresolved issues in the field of mass media studies with a special focus on mass media and marketing communication, - compare and evaluate the latest knowledge, hypotheses and concepts of media studies.	
<b>Course content:</b> <i>Media, mass media and marketing communication in the system of sciences, possibilities of interdisciplinary research in the field of media theory.</i> <i>Basic hypotheses, concepts, problems, solved and unresolved issues in the field of mass media studies.</i> <i>Mediocentric, culturological and semiotic concepts of perception of current media traffic.</i> <i>Frankfurt School, Birmingham School, Toronto School and their interpretive perspectives in evaluating the creation, distribution and reception of media content.</i> <i>Anthropological and sociocultural media concepts: media as a manual, paradigms of competition.</i> <i>Communication theory, information theory as stimuli for research of media theory.</i>	
<b>Recommended literature :</b> <i>ADORNO, T., 2005. The Culture Industry. Selected Essays on Mass Culture. New York, Routledge.</i> <i>BARKER, CH., 2006. Slovník kulturních studií. Praha: Portál.</i> <i>BOČÁK, M., 2009. Diskurz: neurčitá cesta kulturních, mediálních a komunikačních studií do centra svého zájmu. Kultura – média – komunikace (Spektákl, mijející realita a (ne)bezpečí informací. Diskurs(y) o diskursu), 1, č. 1, s. 117 – 146.</i> <i>DeFLEUR, M. L. and S. BALL-ROKEACH, 1996. Teorie masové komunikace. Praha: Karolinum.</i> <i>FLUSSER, V., 2002. Komunikológia. Bratislava: Mediálny inštitút.</i> <i>JIRÁK, J. and B. KÖPPOVÁ, 2003. Média a společnost. Stručný úvod do studia médií a mediální komunikace. Praha: Portál.</i> <i>KUNCZIK, M., 1995. Základy masové komunikace. Praha: Karolinum.</i> <i>LAMSER, V., 1969. Komunikace a společnost. Úvod do teorie společenské komunikace. Praha: Academia.</i> <i>McLUHAN, M., 1991. Jak rozumět médiím. Extenze člověka. 1. vyd. Praha: Odeon.</i> <i>McNAIR, B., 2004. Sociologie žurnalistiky. Praha: Portál.</i> <i>McQUAIL, D., 2005. Mass Communication Theory. Fifth Edition. London: Sage Publications.</i> <i>REIFOVÁ, I. a kol., 2004. Slovník mediální komunikace. Praha: Portál.</i> <i>TOROW, J., 2009. Media Today. An Introduction to Mass Communication. New York: Routledge.</i>	



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

**Notes:**

**Course evaluation:**

Total number of students evaluated: 6

A	B	C	D	E	FX
33%	17%	17%	0%	0%	33%

**Lecturers:**

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

**Date of last change:** *01.02.2022*

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

## COURSE DESCRIPTION

<b>University:</b> <i>University of Presov</i>	
<b>Faculty/university workplace:</b> <i>Faculty of Arts</i>	
<b>Code:</b> <i>IISMSm/TMAK/22</i>	<b>Course title:</b> <i>Theoretical and Methodological Aspects of Contemporary Communication</i>
<b>Type, scope and method of educational activity:</b> Type of educational activity: <i>Lecture, Seminar</i> Scope of educational activity: <i>13,0 per academic year</i> Method of educational activity: <i>Combined</i>	
<b>Number of credits:</b> <i>8</i>	
<b>Recommended semester:</b>	
<b>Study grade:</b> <i>PhD. Study</i>	
<b>Prerequisites:</b>	
<b>Conditions for passing the course:</b> <b>Method of evaluation:</b> <i>Exam</i> <i>Number of credits and time frame for the conditions of passing the course:</i> - 8 credits = 240 hours - course teaching: 13 weeks / 1 hour lecture: 13 hours. - preparation for teaching: 39 hrs. - independent study of professional literature: 118 hours - preparation of seminar work and collaborative presentation - elaboration of linguistic analysis of media text (choice of topic, finding an authentic sample of media text, processing and presentation): 40 hrs. - preparation for the test: 30 hours  <i>During the semester, the student takes a knowledge test including theoretical and practical tasks. At the end of the semester, the student prepares a seminar paper and presents it in a colloquial discussion.</i> <i>To obtain an A rating he 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>	
<b>Learning outcomes:</b> <i>Acquired knowledge: the graduate of the course is able to name and characterize the paradigms of communication and media research methodology in the social sciences and humanities, explain the theoretical background of methods and techniques used in media studies, design feasible research projects, choose an adequate methodological approach to the problem.</i> <i>Acquired skills: the graduate can apply simple concrete creative and logical thinking required in the evaluation of language means of media text construction, can use the acquired language, communication and presentation skills in practice, can actively obtain information and use it to solve practical tasks in the field.</i> <i>Acquired competencies: graduates apply selected methods and techniques in their own analysis and interpretation of communication, language and media, independently address issues of theoretical (basic) and applied media research. He is also able to use communication competence in cooperation with communication partners in solving problems related to the field of study and in presenting professional topics to the public. He has civic and social competencies, is aware of the role of language and its role in cultivating social communication.</i>	
<b>Course content:</b> <i>Theoretical and methodological basis of the analysis of social, media, mass media and marketing communication. Paradigms of media studies and paradigms of media research methodology. Interpretive vs. objectivist approach to communication. The role of language in given communication approaches.</i> <i>Basic communication theories: process and semiotic school.</i> <i>Current research methods of media, mass media and marketing communication.</i> <i>Qualitative and quantitative methodological approaches to the analysis of communication and media.</i> <i>General information theory, communication theory, cybernetics. Communication model.</i> <i>Basic concepts of communication studies (information, redundancy, entropy, feedback, communication noise) and their application in media research.</i> <i>Media content (product) research: qualitative content analysis; grounded theory and open coding. Quantitative content analysis and media monitoring.</i> <i>Issues of social categorization of selected (social) phenomena. Linguistic construction of social categories in the media. The influence of (non-linguistic) factors on the construction of linguistic meanings.</i> <i>Theory of speech acts; illocutionary and perlocutionary potential of communication acts; illocutionary (sociocommunication) functions of the text, performative paradoxes.</i>	

The problem of relevance of language behavior: conversational maxims and implications, conventional vs. conversational implications. Non-cooperative communication; irony; conflict communication. Pragmatics. Grice and Novogrice pragmatics. Theory of relevance. Theory of speech acts. Implication theory. Deixy theory. Intercultural pragmatics. Manipulative strategies; the language of advertising and propaganda; the media and method of handling the recipient; communication strategies in advertising communications. Communication strategies in the media. Discourse analysis and critical discourse analysis, tracking discourse; forms and methods of conversational analysis; specifics (analysis) of media discourse. Research of public / media recipients. Audience structural analysis, use of audience statistics. Behavioral approaches to media audience research: media effects research, observation and experiment. Media reception analysis: media ethnography; forms of interviews and its applications (focus groups, oral history). Research of media organizations (institutions): interviews, (participatory) observation and archival research in media organizations. - Historiography of communication and media: modernist and postmodernist perspective in research of media history and their applications. Research design. Sampling design approaches. Data acquisition and processing. Ethics of scientific work with application to the study of communication and media. Linguistic situation as a network of cultural units. Linguistic situation and national nature. Foreignness as a component of the language situation. Language as a social institution. Social conditionality of communication. Languages and ideologies. Language as an anonymous power.

#### Recommended literature :

ALTHEIDE, D. L., 1996. *Qualitative Media Analysis*. Sage.  
 BUDIL, I. T., 2003. *Mýtus, jazyk a kulturní antropologie*. Praha: Triton.  
 DEACON, D., M. PICKERING, P. GOLDING and 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.  
 DOLNÍK, J., 2010. *Jazyk – Človek – Kultúra*. Bratislava: Kalligram.  
 DOLNÍK, J., 2017. *Jazyk v sociálnej kultúre*. Bratislava: Veda.  
 DOLNÍK, J., O. ORGOŇOVÁ, A. BOHUNICKÁ, A. FARAGULOVÁ and K. PIATKOVÁ, 2015. *Cudzost', jazyk, spoločnosť*. Bratislava: Iris.  
 FAIRCLOUGH, N., 2003. *Analysing Discourse: Textual Analysis for Social Research*. London – New York: Routledge.  
 FINNEGAN, R., 2002. *Communicating. The Multiple Modes of Human Interconnection*. London: Routledge.  
 GEERTZ, C., 2000. *Interpretace kultur*. Praha: Sociologické nakladatelství.  
 GRIFFIN, E., 2008. *A First Look at Communication Theory*. New York: McGraw-Hill Companies.  
 GUNTER, B., 2000. *Media Research Methods*. London – Thousand Oaks – New Delhi: Sage.  
 HAGÈGE, C., 2008. *Člověk a řeč*. Praha: Karolinum.  
 HENDL, J., 2005. *Kvalitativní výzkum: Základní metody a aplikace*. Praha: Portál.  
 HIRSCHOVÁ, M., 2006. *Pragmatika češtiny*. Olomouc: Votobia.  
 JENSEN, K. B. (ed.), 2002. *A Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies*. New York – London: Routledge.  
 LOTMAN, J. M., 2013. *Kultura a exploze*.  
 PLESNÍK, E. et al., 2008. *Tezaurus estetických výrazových kvalit*. Nitra: Univerzita Konštantína Filozofa, Filozofická fakulta, Ústav literárnej a umeleckej komunikácie.  
 POKORNÝ, J., 2010. *Lingvistická antropologie. Jazyk, mysl a kultura*. Praha: Grada.  
 SILVERMAN, D., 2005. *Ako robiť kvalitatívny výskum: Praktická príručka*. Bratislava: Ikar.  
 STRAUSS, A. and J. CORBINOVÁ, 1999. *Základy kvalitatívneho výskumu: Postupy a techniky metódy zakotvené teórie*. Brno: Sdružení Podané ruce – Boskovice: Nakladatelství Albert.  
 ŠTEFANČÍK, R. and I. DULEBOVÁ, 2017. *Jazyk a politika. Na pomedzi lingvistiky a politológie*. Bratislava: Ekonóm.  
 WODAK, R. and M. MEYER (eds.), 2001. *Methods of Critical Discourse Analysis*. London – Thousand Oaks – New Delhi: Sage Publications.

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

#### Notes:

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

#### Course evaluation:

Total number of students evaluated: 6

A	B	C	D	E	FX
50%	0%	0%	0%	0%	50%

#### Lecturers:

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

**Date of last change:** 01.02.2022

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

## COURSE DESCRIPTION

<b>University:</b> <i>University of Presov</i>	
<b>Faculty/university workplace:</b> <i>Faculty of Arts</i>	
<b>Code:</b> <i>IISMSm/TPEP/22</i>	<b>Course title:</b> <i>Tendencies in Production of Contemporary Print and Electronic Media</i>
<b>Type, scope and method of educational activity:</b> Type of educational activity: <i>Lecture, Seminar</i> Scope of educational activity: <i>26,0 per academic year</i> Method of educational activity: <i>Combined</i>	
<b>Number of credits:</b> <i>10</i>	
<b>Recommended semester:</b>	
<b>Study grade:</b> <i>PhD. Study</i>	
<b>Prerequisites:</b>	
<b>Conditions for passing the course:</b> <b>Method of evaluation:</b> <i>Exam</i> <i>Number of credits and time frame for the conditions of passing the course:</i> - <i>10 credits = 300 hours</i> - <i>course teaching: 13 weeks 2 lecture / 0 seminar: 19.5 hrs</i> - <i>individual work - preparation for the seminar, elaboration of the seminar work: 141 hours</i> - <i>independent study of professional literature: 140.5 hours</i>  <i>50% of the score is obtained by the doctoral student during the semester by preparing, presenting and submitting their own year's work focused on the analysis of the selected problem according to the course areas.</i> <i>To obtain an A rating he 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>	
<b>Learning outcomes:</b> <i>The graduate of the course can:</i> - <i>independently and comprehensively describe the system of preparation, creation and reception of communications from the environment of print, radio, television and multimedia production,</i> - <i>comprehensively define the forms and methods of production of the latest genres of print and electronic production, analyze their specifics and evaluate the importance of their use in interpersonal communication,</i> - <i>to comprehensively, in interrelations and interconnections, to define the basic concepts related to the creation of units in the print media and to the programming of electronic media (creation and innovative processes in the programming of electronic media,</i> - <i>design comprehensive solutions for the operation of print and electronic production, taking into account the latest trends in the public and commercial media,</i> - <i>monitor current issues in media research, with an emphasis on media production research,</i> - <i>develop their own critical thinking and argumentation skills in the analysis of media communications.</i>	
<b>Course content:</b> <i>Historical roots and current issues of creation, dissemination and reception of media texts in print and electronic media. Text and genre in the media environment. Trends in the development of journalistic genres.</i> <i>Media format and journalistic genres: possibilities of interpretation.</i> <i>New trends in the production of journalistic genres in the Internet environment.</i> <i>Programming in radio and television - developmental adventures of programming in public and commercial environment in Slovakia and in the world. Transformations in the character of the program structure. Program formats in radio and television in public and commercial environments. Classification options, hybrid units. Current trends in the creation of genres in radio and television.</i> <i>Dramaturgy in radio and television - current trends. Playlists, song rotations, promo activities on radio and television.</i> <i>Reality and fiction in the electronic media environment. Reality TV and reality programming programs. Reality show phenomenon: development, current state, perspectives. Tabloid production in electronic media and its current character.</i> <i>Documentary in the environment of electronic media. Documentary in film, on television, on radio: cinema verite and stylized documentary. Radio joker. Dokudrama and its specifics. Interactivity in the electronic media environment. Interactive program formats, program-creating, genological and technological consequences of interactivity in the electronic media environment.</i> <i>Spectacularity and emotionality in electronic media programs.</i> <i>Dramaturgy of moderation in the electronic media environment. Development trends in moderation in Slovakia and the Czech Republic. Hybridization of moderated programs.</i>	

**Recommended literature :**

BOLTER, J. D. and R. GRUSIN, 2000. *Remediation: Understanding New Media*. Cambridge: MIT Press.

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

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

GLADIŠ, M., 2015. *Žáner v prostredí masových médií*. Košice: Univerzita Pavla Jozefa Šafárika v Košiciach.

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

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

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

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

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

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

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

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

SLANČOVÁ, D., J. MERGEŠ, J. KLINGOVÁ a J. KIČURA-SOKOLOVÁ, 2021. *Úvod do štúdia žurnalistických žánrov v tlačových médiách*. Prešov: Prešovská univerzita v Prešove.

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

**Notes:****Course evaluation:**

Total number of students evaluated: 4

A	B	C	D	E	FX
50%	0%	0%	0%	0%	50%

**Lecturers:**

prof. PhDr. Juraj Rusnák, CSc., guarantor, lecturer, examiner prof. PhDr. Daniela Slančová, CSc., lecturer, examiner doc. PhDr. Peter Karpinský, PhD., examiner

**Date of last change:** 01.02.2022

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

## COURSE DESCRIPTION

<b>University:</b> <i>University of Presov</i>	
<b>Faculty/university workplace:</b> <i>Faculty of Arts</i>	
<b>Code:</b> <i>IISMSm/TPMK/22</i>	<b>Course title:</b> <i>Theory and Practise of Media Communication</i>
<b>Type, scope and method of educational activity:</b> Type of educational activity: Scope of educational activity: <i>per academic year</i> Method of educational activity: <i>Combined</i>	
<b>Number of credits:</b> <i>5</i>	
<b>Recommended semester:</b>	
<b>Study grade:</b> <i>PhD. Study</i>	
<b>Prerequisites:</b>	
<b>Conditions for passing the course:</b> <b>Method of evaluation:</b> <i>State exam (doctoral)</i> <i>The student will present basic problems in the field of theory and practice of media communication in the form of an exam colloquial discussion.</i> <i>To obtain an A rating, they must obtain at least 90%, to obtain an B rating 80%, to obtain a C rating at least 70%, to obtain an evaluation D 60%, for evaluation E at least 50%. A student who obtains less than 50% will be graded FX.</i>	
<b>Learning outcomes:</b> <i>The graduate of the course can:</i> <ul style="list-style-type: none"> <li>- <i>understand and further develop the theory of mass media studies and all basic areas of research (institution research, content research, beneficiary group research and media research).</i></li> <li>- <i>analyze problems and unresolved issues in the field of mass media studies with a special focus on mass media and marketing communication,</i></li> <li>- <i>compare and evaluate the latest knowledge, hypotheses and concepts of media studies,</i></li> <li>- <i>name and characterize the paradigms of communication and media research methodology in the social sciences and humanities,</i></li> <li>- <i>explain the theoretical background of the methods and techniques used in media studies,</i></li> <li>- <i>design feasible research projects,</i></li> <li>- <i>choose an adequate methodological approach in relation to the problem,</i></li> <li>- <i>apply selected methods and techniques in their own analysis and interpretation of communication, language and media,</i></li> <li>- <i>independently solve the issues of theoretical (basic) and applied media research.</i></li> </ul>	
<b>Course content:</b> <i>Media, mass media and marketing communication in the system of sciences, possibilities interdisciplinary research in the field of media theory.</i> <i>Basic hypotheses, concepts, problems, solved and unresolved issues in the field mass media studies.</i> <i>Mediocentric, culturological and semiotic conceptions of contemporary media perception operation.</i> <i>Frankfurt School, Birmingham School, Toronto School and their interpretive perspectives in evaluating the creation, distribution and reception of media content.</i> <i>Anthropological and sociocultural media concepts: media as a manual, paradigms competition.</i> <i>Communication theory, information theory as stimuli for research of media theory.</i> <i>Theoretical and methodological basis of the analysis of social, media, mass media and marketing communication. Paradigms of media studies and paradigms of media research methodology. Interpretive vs. objectivist approach to communication. The role of language in given communication approaches. Basic communication theories: process and semiotic school.</i> <i>Current research methods of media, mass media and marketing communication. Qualitative and quantitative methodological approaches to the analysis of communication and media.</i> <i>Research on media content (products): qualitative content analysis; grounded theory and open coding. Quantitative content analysis and media monitoring.</i> <i>Research of public / media recipients. Audience structural analysis, use of audience statistics. Behavioral approaches to media audience research: media effects research, observation and experiment. Media reception analysis: media ethnography; forms of interviews and its applications (focus groups, oral history).</i> <i>Research of media organizations (institutions): interviews, (participatory) observation and archival research in media organizations.</i>	
<b>Recommended literature :</b> <i>ADORNO, T., 2005. The Culture Industry. Selected Essays on Mass Culture. New York: Routledge.</i> <i>BARKER, CH., 2006. Slovník kulturních studií. Praha: Portál.</i>	

BOČÁK, M., 2009. *Diskurz: neurčitá cesta kultúrnych, mediálnych a komunikačných štúdií do centra svojho záujmu. Kultura – média – komunikace (Spektákl, mijející realita a (ne)bezpečí informací. Diskurs(y) o diskursu)*, 1, č. 1.

DeFLEUR, M. L. and S. BALL-ROKEACH, 1996. *Teorie masové komunikace*. Praha: Karolinum.

FLUSSER, V., 2002. *Komunikológia*. Bratislava: Mediálny inštitút.

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

KUNCZIK, M., 1995. *Základy masové komunikace*. Praha: Karolinum.

LAMSER, V., 1969. *Komunikace a společnost. Úvod do teorie společenské komunikace*. Praha: Academia.

McLUHAN, M., 1991. *Jak rozumět médiím. Extenze člověka*. 1. vyd. Praha: Odeon.

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

McQUAIL, D., 2005. *Mass Communication Theory. Fifth Edition*. London: Sage Publications.

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

ALTHEIDE, D. L., 1996. *Qualitative Media Analysis*. London: Sage.

DEACON, D., M. PICKERING, P. GOLDING and 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.

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

GRIFFIN, E., 2008. *A First Look at Communication Theory*. New York: McGraw-Hill Companies.

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

HENDL, J., 2005. *Kvalitativní výzkum: Základní metody a aplikace*. Praha: Portál.

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

PLESNÍK, L. et al., 2008. *Tezaurus estetických výrazových kvalit*. Nitra: Univerzita Konštantína Filozofa, Filozofická fakulta, Ústav literárnej a umeleckej komunikácie.

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

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

WODAK, R. and M. MEYER (eds.), 2001. *Methods of Critical Discourse Analysis*. London – Thousand Oaks – New Delhi: Sage Publications.

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

**Notes:**

**Course evaluation:**

Total number of students evaluated: 2

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

**Lecturers:**

prof. PhDr. Juraj Rusnák, CSc., guarantor, co-guarantor, examiner doc. PhDr. Peter Karpinský, PhD., co-guarantor, examiner doc. Mgr. Pavol Markovič, PhD., co-guarantor, examiner doc. Mgr. Michal Bočák, PhD., co-guarantor, examiner prof. Mgr. Martina Ivanová, PhD., co-guarantor, examiner

**Date of last change:** 01.02.2022

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