

DESCRIPTION OF THE STUDY PROGRAM

University: *Prešovská univerzita v Prešove*

Faculty: *Filozofická fakulta*

Faculty seat (address): *ul. 17. novembra č. 1, 080 01 Prešov, Slovenská republika*

Orgán vysokej školy na schvaľovanie študijného programu:

Dátum schválenia študijného programu alebo úpravy študijného programu:

Dátum ostatnej zmeny¹ opisu študijného programu:

Odkaz na výsledky ostatného periodického hodnotenia študijného programu vysokou školou:

Odkaz na hodnotiacu správu k žiadosti o akreditáciu študijného programu podľa § 30 zákona č. 269/2018 Z. z.²:

1. Basic information about the study program	
a) Name of the study program and number according to the register of study programs.	Media Studies, 102090
b) University degree and ISCED-F level code.	Degree 3, level 8 code
c) Place (s) of the study program.	Prešovská univerzita v Prešove, Filozofická fakulta, Ul. 17. novembra č. 1, 080 01 Prešov
d) Name and number of the field of study in which the university is obtained by completing the study program, or a combination of two fields of study in which the university is obtained by completing the study program, ISCED-F codes of the field / fields ³ .	Media and Communication Studies 7218 https://www.cvtisr.sk/buxus/docs//PKvs/vyh243_12.pdf
e) Type of study program: academically oriented, professionally oriented; translation, combined translation (with indication of approvals); teacher, teacher combination study program (with indication of approvals); artistic, engineering, doctoral, preparation for regulated profession, joint study program, interdisciplinary studies.	academically oriented
f) Awarded academic degree.	doctor (PhD.) Graduates of doctoral studies are awarded the academic title "Doctor of Philosophy" (abbreviated to "PhD."). By completing the doctoral study program in media studies, graduates will obtain a qualification corresponding to level 8 of education according to the Slovak Qualifications Framework (SKKR). This qualification is awarded upon successful completion of the 3rd level of higher education in academically oriented doctoral study programs. The diploma and the diploma supplement are proof of qualification.
g) Form of study ⁴ .	Full-time / part-time
h) In the case of joint study programs, the cooperating universities and the definition of which study obligations the student fulfills at which university (Section 54a of the Higher Education Act).	–

¹ Ak zmena nie je úpravou študijného programu podľa § 30 zákona č. 269/2018 Z. z.

² Uvádza sa len vtedy, ak bola udelená akreditácia študijného programu podľa § 30 zákona č. 269/2018 Z. z.

³ Podľa Medzinárodnej štandardnej klasifikácie vzdelávania. Odbory vzdelávania a praxe 2013.

⁴ Podľa § 60 zákona č. 131/2002 Z. z. o vysokých školách.

i) The language or languages in which the study program takes place ⁵ .	slovak
j) Standard length of study expressed in academic years.	4 in full-time study, 5 in part-time study
k) Capacity of the study program (planned number of students), actual number of applicants and number of students.	Planned number of students: 5 Actual number of candidates: 5 Number of students: 1

2. Graduate profile and goals of education

- a) The university will describe the learning objectives of the study program as the student's abilities at the time of completion of the study program and the main learning outcomes ⁶.

STRATEGIC OBJECTIVE A.1 Quality education. Implement the quality of education as an integral part of building the PU brand in Prešov

Measures:

- Develop competence, lifelong and distance learning (A.1.1).
- Understand the professional and qualification growth of teachers as a condition for increasing quality education processes (A.1.2).
- Regularly re-evaluate study programs with the participation of stakeholders (A.1.3).
- Monitor the share of students in teaching staff in order to increase accessibility and intensity of education (A.1.4).
- Improve conditions for students from vulnerable groups and students with specific needs (A.1.5).

STRATEGIC OBJECTIVE A.2 Training for practice

- Adapt the offer of study programs to the national needs and interests of applicants (A.2.1).
- Increase the share of independent and autonomous students (A.2.2).
- Build an intensive connection with practice (A.2.3).
- In the context of lifelong learning, to map the needs of the labor market and, in cooperation with the external environment, to offer study programs for the expansion of education, resp. supplementation of education (A.2.4).

STRATEGIC OBJECTIVE A.3 The European dimension of higher education in cooperation with universities and academic mobility

- Support the intensification of student and staff mobility through schemes other than ERASMUS + (A.3.1).

Indicators:

- number of registered, enrolled and accepted students,
 - the share of enrolled students in the total number of admitted students,
 - number of students,
 - proportion of students from vulnerable groups and students with special needs,
 - the proportion of students who have completed part of their studies at another university (mobility and traineeships),
 - average number of students per university teacher,
 - share of successful completion of education,
 - number of graduates,
 - employment rate,
 - number of cooperating companies and institutions involved in providing internships
- students,
- number of revised study programs,
 - number of lifelong learning courses,
 - the number of participants in lifelong learning involved,
 - number of student mobilities.

Within the descriptors (i.e. the units characterizing the expected learning outcomes achieved at the relevant level of the national qualifications framework), the level 8 outcomes are:

⁵ Rozumejú sa jazyky, v ktorých sú dosahované všetky výstupy vzdelávania, uskutočňované všetky súvisiace predmety študijného programu aj štátna skúška. Vysoká škola samostatne uvedie informácie o možnosti štúdia parciálnych častí/predmetov v iných jazykoch v časti 4 opisu.

⁶ Ciele vzdelávania sú v študijnom programe dosahované prostredníctvom merateľných vzdelávacích výstupov v jednotlivých častiach (moduloch, predmetoch) študijného programu. Zodpovedajú príslušnej úrovni Kvalifikačného rámca v Európskom priestore vysokoškolského vzdelávania.

Knowledge (individual):

- The graduate has comprehensive professional and methodological knowledge from several areas of the field, which serves as a basis for innovation and originality in practice or research and is necessary for the design of research and development or professional practice.
- Masters the broader theoretical and methodological background of the department, has mastered and is able to correctly choose specific scientific methods of basic and applied research in the theory and practice of media, marketing and information institutions and systems.
- Understands the broader social, ethical, economic, psychological, political, legal, aesthetic and other contexts of social communication, especially at the level of information creation and use, and can apply them correctly in research and practice in the context of the socio-cultural situation of today's society.

Skills (which an individual can demonstrate):

- The graduate is able to create and formulate new hypotheses, judgments and strategies for the further development of the theory and practice of media and communication studies, evaluate theories, concepts and innovations in the field.
- Can apply his / her own findings resulting from theoretical analysis and his / her own scientific research of a complex and / or interdisciplinary nature, design, verify and implement new research, working and creative practices, including media production in the field of media and communication studies.
- Practically masters the chosen research methods and uses them in an independent creative search for new procedures, technologies, methods of implementation, identification of patterns of behavior and solutions to other research problems of the department.

Competences (which characterize the individual):

- The graduate is characterized by independent, critical and analytical thinking, which he applies in unpredictable and changing conditions.
- He is able to independently present the results of research and development to the professional community in the Slovak Republic and abroad.
- Takes into account social, scientific and ethical aspects when formulating research intentions and interpreting research results, with an emphasis on understanding broader societal contexts and needs.
- Can determine the focus of research and take the lead in research, design and application activities in the field.
- Is able to plan his own professional development, manage the progress of the department in the context of current trends in scientific and technical progress.
- Can effectively coordinate the work team in the scientific and application spheres of the field.

b) The university indicates the professions for which the graduate is prepared at the time of graduation and the potential of the study program from the point of view of graduates' employment.

The doctoral study program in media studies prepares students for careers in academia, research and management positions in media, marketing and information institutions. The study program is designed so that the graduates of the third degree of the media studies study program become experts - specialists in the researched issues with the assumption of further scientific growth, able to integrate experts from interdisciplinary teams and thus reflect and research the subject of research. By completing the doctoral study program, students will acquire knowledge, skills and competencies that will enable them to apply themselves especially in the environment of media content creation, dissemination and reception, while the graduate is expected to be able to identify, analyze and correct. Prerequisites for such work are independent scientific research, publishing analytical studies on the state, trends and perspectives of the media, creating projects aimed at improving the functioning of the media environment and co-creating critical thinking about the media environment in Slovakia and the world.

Based on the National Qualifications Framework, the completion of the study program will enable graduates within the corresponding level of the Slovak Qualifications Framework (level 8) to perform the following professions:

- Media analyst,
- Media theorist,
- Manager of commercial and public media institutions,
- Advisor for evaluation reports on the functioning of the media environment.

The graduate profiles himself as an expert in the competent use of media and new communication technologies in various positions in various spheres of social reality and as a professional in the implementation of programs of intentional formation of media competence of individuals in the system of media institutions, but also in teaching, methodological and advisory-consulting. activities. The acquired qualification enables graduates to perform professions such as:

- Expert in the scope of preparation and creation of commercial, public, educational and awareness-raising media and marketing projects and products;
- Media project manager;
- Media consultant and advisor for the corporate, public, state and non-profit sectors;
- Creator and lecturer of courses and programs of further education of employees and citizens in the field of media communication, marketing, development of media and presentation competencies.

After completing the study program, graduates will have the necessary knowledge and practical skills needed to:

- Employment of graduates in the academic sphere, research and managerial positions in media, information and marketing institutions.
- These are positions as a manager (manager) in the field of research, development and marketing, researcher, senior researcher, university teacher, marketing manager, media, information analyst and marketing communication analyst, manager and specialist in the field of information technology, libraries, culture and media, specialist in the field of advertising and marketing, specialist and researcher in librarianship, journalist, editor and specialist in journalism, editor, editor-in-chief, digital curator, librarian, information specialist.
- Graduates will be employed in the state sphere, media, culture, but also in the commercial sphere and social marketing.

c) Relevant external stakeholders who have provided an opinion or a favorable opinion on the compliance of the acquired qualification with the sector-specific requirements for the exercise of the profession ⁷.

Radio Košice <https://www.radiokosice.sk/>,
Košice online <https://www.kosiceonline.sk/>

3. Applicability

a) Evaluation of the applicability of graduates of the study program.

The graduate of the study program will acquire the following knowledge and acquire the following skills and competencies:

Knowledge:

- The graduate is able to further develop the theory of mass media studies and all basic and applied areas of research (research of institutions, research of content, research of groups of beneficiaries and research of media effects and influences).
- Gain an overview of the latest knowledge, hypotheses, concepts, problems and unresolved issues in the field of mass media studies with a special focus on mass media and marketing communication.

During their studies, the graduate acquired:

1. methods of scientific problem formulation,
2. general ethical principles and principles of scientific activity,
3. principles of scientific work with the ability to apply research results in practice,
4. methods of scientific problem formulation,
5. general ethical principles and principles of scientific activity,
6. from the point of view of theoretical reflection and achieved knowledge on the basis of empirical research activities, the ability to develop the knowledge board and the conceptual apparatus of the study and scientific department of mass media studies,
7. ability to work pedagogically and to pass on their knowledge and results of scientific research activities.

Skills:

- Is able to recognize and clearly define the position of media and marketing communication and related scientific disciplines in the system of sciences, demonstrates knowledge of interdisciplinary and transdisciplinary research.
- At a high level, he / she masters individual descriptive, analytical, interpretive and other related research methods used in the field and related fields, which he / she can adequately apply and apply in the research of the given issue, he / she has the ability to cooperate interdisciplinary.
- Is able to acquire critical thinking, select, name, thematize current and at the same time relevant research problems and find creative and constructive solutions.

⁷ Ak ide o regulované povolania v súlade s požiadavkami pre získanie odbornej spôsobilosti podľa osobitného predpisu.

· The indicated general goal of the study program, acquired knowledge, methods, methodological and creative skills are applied in the process of creating a dissertation and related research, systematization of knowledge and finding new connections between them or designing effective solutions.

During their studies, the graduate acquired:

- Ability to participate in joint research with other research institutions at home and abroad,
- The ability to scientifically create, bring new ideas, insights, abstract and apply connections between social, mass media, media and marketing communication and other humanities and social sciences,
- The ability to present the results of one's own and collective research activities at home and abroad in conferences and other scientific forums, but also through one's own publishing activities,
- Ability to participate in joint research with other research institutions at home and abroad.

Competences:

- The graduate is capable of independent research work, identification of research problems, determination of research goals, selection and application of suitable methods and implementation of research on the subject.
- The doctoral student demonstrates the ability to realistically and scientifically reflect, describe, analyze new phenomena in social, media, mass media and marketing communication.
- Concentrates its research efforts and activities on process research in media and mass media institutions, marketing and public relations agencies, but also in other institutions operating in domestic and transnational or multinational conditions.

During their studies, the graduate acquired:

1. ability to scientifically create, bring new ideas, insights,
2. abstract and apply the connections between social, mass media, media and marketing communication and other humanities and social sciences.

b) If applicable, indicate successful graduates of the study program.

Mgr. Blažena Ambróz Sedrovičová

- years of study in the field of (mass) media studies in Prešov: 2005 - 2010
- in the past she worked in the media in the following positions: editor of Slovak Radio in Košice, Marketing Manager Košice - ECOC 2013, Account Manager Neopublic Porter Novelli
- currently works in the media in the position of: Managing Director PS: Digital, s.r.o.

Mgr. Katarína Čopáková

- years of study in the field of (mass) media studies in Prešov: 2007 - 2012
- in the past she worked in the media in the position of: production manager in the non-profit organization Kosice 2013, event manager in an event agency, account manager in an advertising agency, marketing communication specialist - VÚB banka, a.s.
- currently works in the media in the position of: Senior Copywriter BAUER MEDIA SLOVAKIA

Mgr. Lenka Leláková, b. Dzobová

- years of study in the field of (mass) media studies in Prešov: 2009 - 2014
- In the past, she worked in the media as a presenter at PaF Radio
- currently works in the media in the position of: editor of journalism at Radio Slovakia

Mgr. Olga Dzupinkova

- years of study in the field of (mass) media studies in Prešov: 2007 - 2012
- in the past she worked in the media in the position of: presenter at PaF Radio, presenter of news, transport service and editor at Radio KISS
- currently works in the media in the position of: editor of foreign news, moderator of news and transport service at Rádio Expres, own section about Slovaks and Slovaks abroad, member of the morning show Hemendex of Rádio Expres

Mgr. Andrea Imrichová

- years of study in the field of (mass) media studies in Prešov: 2011 - 2016
- in the past she worked in the media in the position of: presenter at PaF Radio, Radio Prešov, SKY Radio, presenter and production morning show at Radio Europa 2
- currently works in the media in the position of: presenter at Fun Radio

Mgr. Marek Kotulak

- years of study in the field of (mass) media studies in Prešov: 2010 - 2015
- in the past he worked in the media in the position of: broadcast technician and presenter on PaF radio, cameraman on Mediálka Television
- currently works in the media in the position of: production and cinematographer at Lux Television (Prešov branch)

Mgr. Mária Pihuličová, b. Dudová-Bašistová

- years of study in the field of (mass) media studies in Prešov: 2008 - 2013
- in the past she worked in the media in the position of: external contributor in the position of editor - Korzár, Slovo, AHA Magazine, Katolícke noviny, language proofreader - Korzár, Svadba
- currently works in the media in the position of: editor of the daily Korzár and editor of the weekly MY

Prešovské noviny (both titles belong to the Petit Press publishing house)

Mgr. Katarína Stojná, b. Birková

- years of study in the field of (mass) media studies in Prešov: 2006 - 2011
- In the past, she worked in the media in the position of: presenter and editor of TV Región
- currently works in the media in a position: continuously since 2006 as the host of the show Kapura RTVS

Mgr. Dajana Székelyová

- years of study in the field of (mass) media studies in Prešov: 2011 - 2016
- in the past she worked in the media in the position of: moderator and leader of the creative team at IRŠ PaF, editor for Mediálne.sk, Copywriter at the advertising agency MUW Saatchi & Saatchi
- currently works in the media in the positions of: Copywriter and Ideamaker at the Zaraguza advertising agency

Mgr. Peter Zagiba

- years of study in the field of (mass) media studies in Prešov: 2005 - 2010
- in the past he worked in the media in the position of: moderator (news and journalism) and head of the issue of TV TV News, editor of profutbal.sk, hokej.sk and others
- currently works in the media in the position of: external editor of RTVS (television and radio), editor-in-chief of the Šport radio program, editor of several sports websites (fortunliga.sk, slovakbasket.sk)

Mgr. Ján Žgravčák

- years of study in the field of (mass) media studies in Prešov: 1999 - 2004
- in the past he worked in the media in the position of: sports editor at STV Košice, editor at Radio Twist, moderator of the traffic service at Rádio Expres, editor of sports and news at Rádio Okey, moderator of the Slovak Radio show Pozor, zákruť!
- currently works in the media in the position of: sports editor, moderator and commentator of RTVS

Mgr. and Mgr. Beatrice Szábová

years of study in the field: 1999-2006

In the past, he worked in the media in the position of: Office of the Government of the Slovak Republic, Spokeswoman of the Prime Minister, Spokeswoman of the City of Bratislava, Reporter at TV Markíza, Reporter RTVS

He currently holds the position of: Diplomat at the Ministry of Foreign and European Affairs of the Slovak Republic, Madrid Area, Spain

Mgr. Martina Koval' Kakaščíková

years of study in the field: 2011-2016

in the past she worked in the media in the position of: moderator of various local events. She also worked as a journalist at the regional SKY radio in Prešov, in Prešovský Večerník and in the TASR press agency.

currently working in the position of: Spokeswoman of the Ministry of Defense of the Slovak Republic

c) Evaluation of the quality of the study program by employers (feedback).

As the deputy employer (editor of Rádio Košice), I state that the graduates of the study program Media Studies are, thanks to a comprehensive framework of theoretical knowledge and practical skills, sufficiently prepared to work in the media in various job positions.

As a graduate of the Media Studies study program, I state that studying at the Institute of Slovak Studies and Media Studies of the Faculty of Arts of the University of Prešov in Prešov has sufficiently prepared me for the work of a journalist, including theoretical knowledge and practical skills. I also use seemingly theoretically focused subjects (eg acoustic-auditory communication) on a daily basis in my work (editing of sound material).

4. Structure and content of the study program ⁸

a) The university will describe the rules for the creation of study plans in the study program.

The study program is designed so that the content, structure and sequence of profile study subjects and other educational activities of the study program enable the employment of graduates in lower management positions in media, information and marketing institutions in accordance with the graduate profile, which was created based on experience, experience teachers and on the basis of stakeholder suggestions. Target knowledge, skills and competencies, defined in the graduate profile, are based on partial knowledge, skills and competencies, defined in individual information sheets of profile subjects, and other key topics of the core of the field of study. A mandatory part of all information sheets of the subjects of the new study program is the specification of knowledge, skills and competencies that the student will acquire by completing the course.

University document The Directive on the creation, modification, approval, cancellation of study programs and submission of applications for accreditation of study programs and departments of habilitation and inauguration proceedings at the University of Prešov in Prešov (Article 6, point 3) also defines the obligation to propose a new The study program also contained a list of stakeholders (Article 12, paragraph 32 of the SAAVŠ accreditation standards - Standards for SP), which will participate in its creation, including the identification of their needs and expectations. In the case of a proposal by

⁸ Vybrané charakteristiky obsahu študijného programu môžu byť uvedené priamo v Informačných listoch predmetov alebo doplnené informáciami Informačných listov predmetov.

employers as one of the stakeholders, an objective link between the content of the new TEN and the employer's field of activity must be demonstrated, and the employer should be a recognized authority in relation to the new TEN.

Art. 12

Approval of the application for the adjustment of the SP in the Faculty Quality Board

1. Requests for adjustment of the SP referred to in Art. 11 par. 1 letter a) to f) of this directive shall be approved by the Quality Council of the relevant faculty.
2. In the case of a combination grade, the application for the modification of the combination grade is approved by the Faculty Quality Council at which the given approval, common teaching or translation basis is carried out.
3. The participation of interested parties must be ensured in the process of approving the application for the modification of the SP, who in a written opinion expresses the consent of the guarantor of the SP to participate in its modification.
4. The SP guarantor is obliged to update the description of the SP, publish it on the PU website and ensure the updating of information sheets in the PU academic information system.

Art. 13

Approval of the application for the adjustment of the SP in the Council for VSK

1. Requests for adjustment of the SP referred to in Art. 11 par. 1 letter c), e) and g) of this directive are discussed and approved by the VSK Council on the proposal of the Quality Council of the relevant faculty.
2. Stakeholder participation is identical to Art. 12 par. 3 of this Directive.
3. The Chairman of the Council for VSK shall submit a request for the amendment of the SP to the Chairman of the SSO to which the SC is competent.
4. In the case of an application for the modification of an environment in a combination of two pests or primary education groups carried out as interdisciplinary studies, the chairman of the VSK Council shall submit the processed application to the presidents of the secondary schools that are professionally competent for the given environmental programs.
5. The chairman of the SSO distributes the submitted request for modification of the SP to the members of the SSO and convenes its meeting at which the request is voted on. The voting is governed by the statute of the VSK Council and the chairman of the relevant SSO announces the result of the voting to the chairman of the VSK Council.
6. In the event that the shortcomings of the submitted application are eliminated before its approval at the SSO meeting, the chairman of the SSO shall send an opinion justifying the shortcomings to the Secretary of the VSK Council. The secretary will then forward them to the chairman of the Faculty Quality Council that submitted the request.
7. The Secretary of the VSK Council, or a person authorized by him, shall send the minutes of the VSK Council voting to the Chairman of the Quality Council of the faculty that submitted the application.

b) The university will compile recommended study plans for individual study paths ⁹.

The study program has a specified standard length of study, a determined workload for individual study subjects expressed in ECTS credits and the number of hours of contact teaching, unless required by the nature of the educational activity. The standard length of study, workload and number of hours of contact teaching enable the achievement of learning outcomes and correspond to the form of the study program.

Pursuant to Act no. 131/2002 Coll. on Higher Education Institutions and on Amendments to Certain Acts (Section 52), the doctoral study program as a third-degree study program focuses on the acquisition of extended theoretical knowledge and practical knowledge based on the current state of science or art. Graduates of the doctoral study program will receive a university degree. The standard length of study, including professional practice for a full-time doctoral study program, is four academic years in the full-time form of study and five years in the external form of study; the number of credits, the achievement of which is a condition for the proper completion of studies, is 240 credits. In accordance with the law, the submitted doctoral study program is designed for a standard length of study of 4 years in the full-time form of study, 5 years in the external form of study; the standard study load of 60 credits per academic year is observed and the total number of credits for the entire study is 240 credits. Pursuant to the PU Study Regulations in Prešov (Article 2), the recommended study plan defines the list of compulsory and optional subjects and the recommended range of elective subjects, their credit and hourly allowance and recommended semesters. The main topics of the core of the third degree knowledge consist of the study and scientific part. They are focused and linked to the theory of media, marketing and socio-cultural communication, while the core also contains other relevant topics and disciplines. The knowledge stated in the core is in the range of 1/3 of the study part and 2/3 of the scientific-research part. They contain professional and interdisciplinary research approaches, apply the methodology of theoretical, empirical and historical research.

c) As a rule, the study plan shall state:

- *individual parts of the study program (modules, subjects and other relevant school and extracurricular activities, provided that they contribute to the achievement of the desired learning outcomes and bring*

The study program Media Studies is assigned to the study field Media and Communication Studies. The study program is in accordance with the description of the study field, as the main topics of the core knowledge of the study field in the field of social, economic and legal sciences, set out in Decree no. 244/2019 Coll.
The main topics of the core of the study field of media and communication studies in the field of social, economic and

⁹ V súlade s vyhláškou č. 614/2002 Z. z. o kreditovom systéme štúdia a zákonom č. 131/2002 Z. z. o vysokých školách a o zmene a doplnení niektorých zákonov.

<i>credits) in the structure of compulsory, compulsory elective and elective subjects,</i>	legal sciences are represented in the subjects of the study program as follows: 1. theory and history of communication (social and media including economic, social, psychological, legal, cultural, political, aesthetic and ethical aspects), recipient: regularities of information reception, decoding and effects are represented in the subject of current media theory and philosophical concepts of communication and their application in the media environment; 2. media, multimedia and information content / products in traditional, digital and internet environment - analysis and interpretation, methods of creation, own creation, techniques and technologies of pre-production, production and post-production of media and information products and copyright works, communication media - traditional and new genre types and methods of creating, using and making available information, media and multimedia products are represented in the subject trends in the production of contemporary print and electronic media; 3. management of organizations and projects in the environment of media, marketing and information institutions and systems, marketing communication and marketing communication tools, information, knowledge and resource management are represented in the subject of modern trends in marketing communication and media management; 4. organization and retrieval of information in traditional and digital systems, theoretical and practical aspects of information and media competences and literacy, media and information policy and ethics are represented in the subject of media and their functioning in the information society; 5. semiotic research and methods are represented in the subjects applied semiotics and its use in the media environment I. and applied semiotics and its use in the media environment II. ; 6. linguistic, stylistic, auditory, visual and audiovisual contexts of the creation of media media-artistic and information products are represented in the subjects media and culture I., media and culture II. and media and culture III. ; 7. Theory and methodology of research in the field is represented in the subject of theoretical-methodological aspects of contemporary communication and study or research stay abroad. The stated main topics of the core of the study field are included among the compulsory and optional subjects of the study program (some among the profile subjects). The main topics of the core of the study field reflect current trends in the field of study and the requirements of social practice.
<i>- indicate in the study program the profile subjects of the relevant path in the study (specialization),</i>	During the study, students will be thoroughly acquainted with the profile subjects: Theoretical and methodological aspects of contemporary communication Contemporary media theories Trends in the production of current print and electronic media

	Philosophical concepts of communication and their application in the media environment Study or research stay abroad.
- <i>for each educational part / subject defines the learning outcomes and related criteria and rules of their evaluation so that all educational goals of the study program are met (they can be stated only in the Course Information Sheets in the Learning Outcomes section and in the Course completion conditions),</i>	Teaching is provided by a team of professionally qualified and experienced teachers. The flexibility of learning trajectories and the autonomy of achieving learning objectives / outcomes is ensured by the possibility of choosing one's own pace of study so that the student obtains a sufficient number of credits (240 for the entire study). The offer of compulsory elective as well as elective courses (offered by the Faculty of Arts of the University of Prešov and within the university-wide range of courses) allows students to choose their own path in studying and achieving educational outcomes. The student can also enroll in elective courses, while the rules of their enrollment are defined by the Study Regulations of PU in Prešov (Article 13) as follows: the student enrolls in elective courses so that the sum of their credit grant is a maximum of 5% of the total number of credits max. 9 credits, in the second stage of study max. 6 credits), the achievement of which is a condition for the proper completion of studies. Elective courses completed, resp. recognized above 5% are not included in the number of credits required for proper completion of studies. All completed courses are listed in the Diploma Supplement. For more information, see the annex Fact Sheets - Media Studies (PhD.)
- <i>prerequisites, co-requisites and recommendations in the creation of the study plan,</i>	The full-time study of the 3rd degree consists of a study part and a scientific part. Teaching is based on connecting theoretical-analytical and practical-interpretive skills. The combination of knowledge-based tasks and practical tasks and projects will enable third-level students to improve their expertise and develop theoretical knowledge, practical skills and competences. The university ensures the implementation of study programs with an emphasis on the fact that students play an active role in creating the learning process and that this approach is also reflected in their evaluation in accordance with the established procedure. Active involvement of students in creative activities is implemented in the program in several forms: - participation of third-level students in the organization of conferences, - presentations and publications at domestic and foreign conferences, - experience in the media and advertising agencies, - active programming in radio and television studio. Teachers in individual subjects will use a whole range of methods and forms of teaching - in addition to classical methods (such as interpretation, storytelling, etc.), emphasis will be placed on the use of activating teaching methods (eg dialogical methods, situational methods, group teaching methods and cooperative learning, project methods, simulation methods, staging methods, methods developing critical thinking, problem methods, etc.) in order to arouse, respectively. strengthen students' interest in the topics covered, increase student activity, enable students to

	apply and develop their professional knowledge, skills, competences and key competencies (eg creativity, independence, responsibility, flexibility, critical thinking). As part of their pedagogical activities, third-level students participate in teaching with their supervisor or other responsible pedagogue, lead independently or are assistant pedagogues at seminars, doctoral students are supervisors of final theses at the first level of study (bachelor's theses), are members of SWVOA, secretaries at state examinations in bachelor's or master's degree, they are involved in KEGA projects, the faculty supports their creative activity in the form of textbooks or study texts. Within the scientific activities, the profile of the program leads students to support publishing and artistic activities (monographs, scientific studies, professional articles, exhibitions, etc.), support participation in domestic and foreign scientific conferences, doctoral students participate and are an important part of organizational teams of scientific events organized by the University of Prešov every year. The university also supports the acquisition of new knowledge and experience through mobility - completing at least one mobility during doctoral studies is a condition for the successful completion of full-time students. FF PU in Prešov has been organizing the Student Scientific and Art Conference (ŠVUK) for a long time. Every year, several dozen students take part in the event, who present the results of their scientific and professional research, resp. their artistic creation in the relevant section depending on their study program or the focus of their contribution. The commissions in the individual sections are made up of scientific and pedagogical staff of the relevant institutes of the Faculty of Arts, Faculty of Arts, who provide students with feedback contributing to their individual scientific, professional or artistic formation. Several study programs make it possible to obtain credits for active participation in ŠVUK. A peer-reviewed collection of papers is published from individual years, which is available in electronic form in the Digital Library section of the PU University Library website in Prešov. Through active participation in the faculty event, students can gain not only experience in presenting the results of their creative activities at the professional event during their university studies, but also valuable output in the case of publishing, which they can later declare their activities and competencies in further study, resp. when applying for a job. For more information, see the annex Fact Sheets - Media Studies (PhD.)
- <i>for each educational part of the study plan / subject determines the used educational activities (lecture, seminar, exercise, final work, project work, laboratory work, internship, excursion, field practice,</i>	For information, see the annex Information Sheets - Media Studies (PhD.)

<i>professional practice, state exam and others, or combinations thereof) suitable for achieving educational outcomes,</i>	
- <i>methods by which the educational activity is carried out - full-time, distance, combined (in accordance with the Course Information Sheets),</i>	For information, see the annex Information Sheets - Media Studies (PhD.)
- <i>syllabus / syllabi of the subject</i> ¹⁰ ,	For information, see the annex Information Sheets - Media Studies (PhD.)
- <i>student workload ("scope" for individual subjects and educational activities separately)</i> ¹¹ ,	For information, see the annex Information Sheets - Media Studies (PhD.)
- <i>credits allocated to each part based on the learning outcomes achieved and the workload involved,</i>	For information, see the appendix Information sheets - media studies (PhD.) And the appendix Recommended study plan - media studies (PhD.)
- <i>the person providing the item (or the partner organization and the person) with an indication of the contact,</i>	For information, see the annex Information Sheets - Media Studies (PhD.)
- <i>subject teachers (or participating partner organizations and individuals) (may also be listed in IL subjects),</i>	For information, see the annex Information Sheets - Media Studies (PhD.)
- <i>place of the course (if the study program is carried out at several workplaces).</i>	For information, see the annex Information Sheets - Media Studies (PhD.)
d) <i>The university shall state the number of credits, the achievement of which is a condition for proper completion of studies and other conditions that the student must meet during the study program and for its proper completion, including the conditions of state examinations, rules for re-studies and rules for extension, interruption</i>	
Pursuant to Act no. 131/2002 Coll. on Higher Education Institutions and on Amendments to Certain Acts (Section 52), the doctoral study program as a third-degree study program focuses on the acquisition of extended theoretical knowledge and practical knowledge based on the current state of science or art. Graduates of the doctoral study program will receive a university degree. The standard length of study, including professional practice for a full-time doctoral study program, is four academic years in full-time form of study and five years in external form of study; the number of credits, the achievement of which is a condition for the proper completion of studies, is 240 credits. In accordance with the law, the submitted doctoral study program is designed for a standard length of study of 3 years in the full-time form of study; the standard study load of 60 credits per academic year is observed and the total number of credits for the entire study is 240 credits. Pursuant to the PU Study Regulations in Prešov (Article 2), the recommended study plan defines the list of compulsory and optional subjects and the recommended range of elective subjects, their credit and hourly allowance and recommended semesters. The main topics of the core of the third degree knowledge consist of the study and scientific part. They are focused and linked to the theory of media, marketing and socio-cultural communication, while the core also contains other relevant topics and disciplines. The knowledge stated in the core is in the range of 1/3 of the study part and 2/3 of the scientific-	

¹⁰ Učítelia zabezpečujúci predmet počas posudzovania umožnia prístup pracovnej skupiny k študijným materiálom predmetu a obsahu jednotlivých vzdelávacích činností.

¹¹ Odporúčame uvádzať záťaž súvisiacu s kontaktnou aj nekontaktnou výučbou v súlade s ECTS Users' Guide 2015.

research part. They contain professional and interdisciplinary research approaches, apply the methodology of theoretical, empirical and historical research.	
e) <i>For individual study plans, the university shall state the conditions for completing the individual parts of the study program and the student's progress in the study program in the structure:</i>	
- <i>number of credits for compulsory subjects required for proper completion of studies / completion of part of studies,</i>	For information, see the appendix Information sheets - media studies (PhD.) And the appendix Recommended study plan - media studies (PhD.)
- <i>number of credits for compulsory elective courses required for the proper completion of the study / completion of a part of the study,</i>	For information, see the appendix Information sheets - media studies (PhD.) And the appendix Recommended study plan - media studies (PhD.)
- <i>number of credits for elective courses required for the proper completion of the study / completion of a part of the study,</i>	For information, see the appendix Information sheets - media studies (PhD.) And the appendix Recommended study plan - media studies (PhD.)
- <i>the number of credits required for the completion of the study / completion of part of the study for the common basis and for the relevant approval, in the case of a teacher combined study program or a translation combined study program,</i>	
- <i>the number of credits for the final thesis and the defense of the final thesis required for the proper completion of the study,</i>	For information, see the appendix Information sheets - media studies (PhD.) And the appendix Recommended study plan - media studies (PhD.)
- <i>number of credits for professional practice required for proper completion of studies / completion of part of studies,</i>	
- <i>the number of credits required for the proper completion of studies / completion of part of the study for project work with the indication of relevant subjects in engineering study programs,</i>	
- <i>the number of credits required for the proper completion of studies / completion of part of the study for artistic performances in addition to</i>	

<i>the final work in art study programs.</i>	
<i>f) The university will describe the rules for verifying the learning outcomes and the evaluation of students and the possibilities of corrective procedures against this evaluation.</i>	
Verification of learning outcomes and evaluation of students is carried out in accordance with the PU Rules of Procedure (Article 16), which states: "Evaluation of a student's learning outcomes within a study subject is carried out: (b) an examination for a given period of study (with classification); (c) graduation - graduated (abs. without classification). The dates of continuous examinations are determined by the teacher in agreement with the students in the first week of the semester. Completion of the course is evaluated. The assessment expresses the quality of the acquisition of knowledge or skills in accordance with the learning outcomes of the course in the course information sheet. " evaluation and completion of the course. The evaluation of the student's study results within the study of the subject is carried out according to the classification scale, which consists of six classification levels: A - excellent (excellent results: numerical value 1); B - very good (above average results: 1.5); C - good (average results: 2) D - satisfactory (acceptable results: 2.5); E - sufficient (results meet the minimum criteria: 3); FX - insufficient (further work required: 4). Success criteria (percentage expression of results in the evaluation of the course) are for the classification levels as follows: A: 100.00 - 90.00% B: 89.99 - 80.00% C: 79.99 - 70.00% D: 69.99 - 60.00% E: 59.99 - 50.00% FX: 49.99 and less% The classification scale and success criteria for classification levels are set by the PU Study Regulations. The results of the evaluation are recorded in the MAIS; in print form are archived in the form of reports, which are generated at the end of the examination period and stored in the education department. After the examination period, the teacher is obliged to submit to the head of the department a printed and signed record of the final evaluation, which the head of the department, after checking and summarizing the report, hands it over to the study department (PU Rules of Procedure, Art. 16, point 13). Objectives, content focus and methods of evaluation of individual study subjects are stated in detail in the information sheets of the subjects. The evaluation of subjects is possible either in the form of continuous evaluation, final or combined evaluation or by completing the subject with the result "completed". The evaluation criteria are also included in the individual information sheets of the subjects. The most common methods of continuous assessment include: knowledge test, seminar work, educational project, paper, individual or group presentation at a seminar. The teacher is obliged to record the evaluation of the courses, the obtained credits and the fulfillment of the conditions for completing the courses in the MAIS within three working days at the latest. The student is obliged to check the correctness of the recorded results, obtained credits and fulfilled conditions of completing the courses in MAIS no later than three working days after the end of the respective semester. In case of detected discrepancies, the student turns to the teacher (Study Rules PU, Art. 16, point 13). For students with special needs, FF PU teachers choose appropriate forms and methods of teaching and evaluation of study results and proceed in accordance with the recommendations of the Methodological Guide for Students with Special Needs, as well as the recommendations of the Faculty Coordinator for working with students with special needs. Students are informed about this possibility at the beginning of the study, or. also in individual information sheets of subjects. The status of a student with special needs allows to verify the acquired knowledge in a different than standard way in the subject (if necessary, based on an external expert opinion, it is possible to provide students with alternative assessment methods, longer development time, use of tools, etc.). The University Document Methodological Guide for Students with Special Needs (Article 7) specifies the rights of a student with special needs, which include the right to: a. use of specific educational resources; b. individual educational approaches; c. special conditions for the performance of study obligations without reducing the requirements for study performance; d. individual approach of university teachers.	
<i>g) Conditions for recognition of the study or part of the study.</i>	
Pursuant to the PU Study Regulations (Article 15, points 6 and 7), a faculty student has the right to complete part of his / her studies at another university in the Slovak Republic or abroad. Depending on the type of mobility, the dean / rector, or Vice-Rector for External Relations and is a matter of a tripartite agreement between the student, the sending faculty and the receiving faculty. Upon return to the student, the faculty will recognize part of the study in accordance with the	

contract, the European standard and the European Credit Transfer System. If a student has completed part of his / her studies at a university that does not have a compatible credit system implemented, the recognition of credits will be assessed by the guarantor of the study program and the credits will be awarded by the faculty ECTS coordinator. The student is obliged to sign a Credit Transfer Agreement with the responsible department and the relevant vice-dean before leaving for mobility at the sending faculty.

The conditions for the recognition of studies or parts of studies and the rules for the recognition of subjects and credits are defined by the Study Regulations of the PU in Prešov (Article 20):

1. A student may apply for recognition of subjects and credits completed in another or identical study program no later than seven days after enrollment in the relevant academic year.
2. A student may only apply for recognition of a subject which he / she has already successfully completed in previous academic years and has obtained the appropriate number of credits for it, and if no more than five years have elapsed since his / her completion.
3. The application for recognition of the subject and granting of credits for the relevant subject is submitted by the student to the Department for Education.
4. The student is obliged to enclose with the application for recognition of the course and the award of credits for the relevant course a document on the examination (statement) and an information sheet, or syllabi of the subject.
5. The Dean's decision is preceded by an assessment of the information letter by the guarantor of the study program for education.
6. Only a subject with a minimum content agreement of 60% with the subject from the current study program can be recognized. Recognition of a subject that has already been completed in a previous study is in the competence of the guarantor of the study program for education.
7. Recognition of a subject taken in another study program and recognition of the relevant number of credits can be recognized for it if the conditions stated in the previous points are met if the student studies in only one study program in the part of the academic year in which he / she applies for recognition of the subject and credits. Courses from the parallel study are not recognized.
8. Recognize the course and award credits for a course that the student completed in the previous period by studying in a study program that duly completed, t. j. he has been awarded the relevant academic degree, it is not possible.
9. The number of credits can be recognized in the range of the number of credits determined by the current study program. The above rule of recognition of the number of credits applies to all subjects (compulsory, compulsory elective and elective).
10. Recognition of state examination subjects is not possible.

In the Rector's Measure 8/2014 Procedure for the Implementation of Outgoing Student Mobility within the Erasmus + Program (Chapter 5.2), the section on the recognition of results abroad sets out the rules for the recognition of results abroad:

- a. Upon return, the student immediately contacts the faculty ECTS coordinator and provides him with a copy of the Study Agreement and the Transcript of records.
 - b. On the basis of the Study Agreement and the Transcript of records, the ECTS coordinator will ensure the recording of the results in the MAIS system.
 - c. The ÚVV RPU will issue a Certificate of Participation in Mobility to the student who submitted the documentation to the Department of External Relations of the Rectorate of the University of Prešov in Prešov (ÚVV RPU).
 - d. ÚVV RPU will report to the authorized person to the faculty information about the exact date of student mobility.
 - e. The authorized employee at the faculty will record the information about the termination of the mobility in the MAIS.
- Rector's Measure 9/2014 The procedure for the implementation of outgoing student internships within the Erasmus + program (Chapter 5.2) the rules for the recognition of results abroad are defined as follows:
- a. Upon return, the student will immediately contact the faculty ECTS coordinator and provide him with a copy of the Europass-Mobility document and a copy of the Internship Agreement.
 - b. On the basis of Europass - Mobility, the faculty ECTS coordinator will ensure the recording of the internship in the MAIS system.
 - c. The student submits the necessary documents to the ÚVV RPU and fills in the questionnaire in the Mobility Tool.
 - d. ÚVV RPU will issue a Certificate of Completion of the Internship and send it to the relevant faculty, which will archive it in the student's file.
 - e. ÚVV RPU informs the authorized employees of the faculty about the exact date of the internship, who will register this information in the MAIS.
- ÚVV RPU, after checking the fulfillment of the conditions, will ensure the sending of the 2nd grant installment to the student's account.

h) The university will state the topics of the final theses of the study program (or a link to the list).

	https://www.unipo.sk/public/media/16498/media%20studia%20-%20temy%20zaverecnych%20prac%202020-2021.pdf
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i) The university will describe or refer to:

- rules for assignment, processing, opposition,	The university has developed a comprehensive system of processes ensuring the process of preparation and organization of final theses at all levels of study. The basic document is the Directive on the requirements of final
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<i>defense and evaluation of final theses in the study program</i>	theses, their bibliographic registration, control of originality, storage and access, which specifies the general provisions, basic concepts, characteristics and formal arrangement of final theses, ethics and technique of citation and bibliographic references, structure of work, submission, control of originality. and access, competence of the university, its parts and competence of the author of the final thesis, information about the Central Register of Final Theses and the competence of the Ministry and the University, final provisions. According to her, the dissertation has the character of a scientific work in which the doctoral student demonstrates the ability and readiness to work independently scientifically and creatively in the field of research or development, resp. readiness for independent theoretical and creative artistic activity, for solving theoretical and practical problems of the scientific field. The author demonstrates the ability to process the chosen professional problem with an interdisciplinary approach and drawing a conclusion. The Directive further states that each dissertation must be original, created by the author in compliance with the rules of work with information sources, must not have the character of plagiarism and must not infringe the copyrights of other authors (which sets the rules for compliance with academic ethics). Specific procedures for the definition of final theses in the bachelor's and master's degree, their processing, defense and evaluation are set out in the PU Study Regulations. During their studies in the seminar papers, assigned to individual subjects, seminars for the final work, students are continuously guided to respect the principles and rules applicable to the writing of final theses (including correct citation and listing of bibliographic sources, respecting ethical principles), thus gaining the necessary knowledge and skills usable in writing the final thesis.
- <i>opportunities and procedures for participation in student mobility</i>	Rector's Measure 9/2014 The procedure for the implementation of outgoing student internships within the Erasmus + program (Chapter 5.2) the rules for the recognition of results abroad are defined as follows: - Upon return, the student will immediately contact the faculty ECTS coordinator and provide him with a copy of the Europass-Mobility document and a copy of the Internship Agreement. - On the basis of Europass - Mobility, the faculty ECTS coordinator will ensure the recording of the internship in the MAIS system. - The student submits the necessary documents to the ÚVV RPU and fills in the questionnaire in the Mobility Tool. - ÚVV RPU will issue a Certificate of Completion of the Internship and send it to the relevant faculty, which will archive it in the student's file. - ÚVV RPU informs the authorized employees of the faculty about the exact date of the internship, who will register this information in the MAIS. ÚVV RPU, after checking the fulfillment of the conditions, will ensure the sending of the 2nd grant installment to the student's account.
- <i>rules for adherence to academic ethics and inference</i>	Educators are encouraged to permanently strengthen students' inner motivation to improve. Students are initially acquainted with the principles of academic ethics at the Introduction to Studies at the beginning of the 1st year of study and by teachers permanently during the entire educational process and in the ending years during consultations for final theses. The basic principles of academic ethics are part of the document Code of Ethics of PU in Prešov - Scientific Integrity and Ethics. The Code of Ethics sets out the basic ethical principles and requirements for the conduct of members of the academic community and other employees of the university regarding their academic and professional activities, especially the implemented educational, scientific research, development, artistic and other creative activities as well as management and support activities. Each member of the academic community of the university within the implementation of educational activities except general principles of ethical conduct: respects and adheres to this code of ethics, study regulations and other internal regulations the university, including the internal regulations of the faculties and other parts of the university,

	b) is tolerant, honest, towards members of the academic community and other employees of the university, loyal, tactful and behaving so as not to disrupt mutual relations created to maintain an academically correct atmosphere, c) freely expresses his or her own professional opinions, which do not limit human dignity, respect, principles of humanism, freedom and democracy, d) does not use the services of writing professional, scientific and final theses on order (so - called academic ghostwriting) does not violate ethics in the creation of these works, e) does not disparage the results of the work of members of the academic community, f) observes pre-established rules for the organization of teaching, g) does not come to teaching and work under the influence of alcohol or other drugs, taking full responsibility for any consequences of any inappropriate behavior. Member of the academic community of the university - student within the implementation of educational activities except general principles of ethical conduct: a) does not cheat during any form of verification of study knowledge and skills dishonest practices and works only with the examiner's approved study aids and materials, (b) for teaching and assessment comes prepared in accordance with the requirements set out in the course information sheet, which were set at the beginning of the semester, and as required the teacher, (c) does not disturb the course of teaching or assessment by its late arrival or early arrival leaving, disrupting the teacher and other students by an activity that is not directly associated with teaching, d) uses the information and communication means available during the teaching process technique and other means of recording image or sound only with the consent of the teacher and for teaching needs, e) does not provide teaching and other resources and materials intended for its study to third parties and thus respects that it is the know-how of the workplace or the teacher.
- <i>procedures applicable to students with special needs</i>	University document Methodological guide for students with special needs in Art. 7 Rights and responsibilities of a student with special needs specifies the rights of a student with special needs, which include e.g. the right to: (a) the use of specific educational resources; (b) individual learning approaches; c) special conditions for the performance of study obligations without reducing the requirements for study performance; d) individual approach of university teachers. Teachers reflect the diversity and individual needs of students when choosing forms and methods of teaching and evaluation of study results. They provide support in relation to the individual needs of students together with the Department for Education and Doctoral Studies, as well as study advisors (tutors) for a specific study program. They are in accordance with Art. 19 of the Study Regulations of the PU in Prešov will help especially in compiling study plans, clarifying the principles of credit study, interpretation of the study regulations and other regulations and in solving various practical problems related to the study. They keep in touch with students and provide them with the necessary information about the course of their studies. In the case of students with special needs, they proceed in accordance with the recommendations of the Methodological Guide for students with special needs, as well as the specific recommendations of the faculty coordinator for

	working with students with special needs. Students are informed about the possibility to apply for the status of a student with special needs at the beginning of the study, as well as through the website of the university and faculty. University document Methodological guide for students with special needs in Art. 7 Rights and responsibilities of a student with special needs specifies the rights of a student with special needs, which include e.g. the right to: a) the use of specific educational resources, b) individual educational approaches, c) special conditions for the performance of study duties without reducing the requirements for study performance, d) individual approach of university teachers. FF PU in Prešov takes into account the specific needs of students in such a way that in demonstrable cases the teacher of the subject can conclude an agreement with the student on substitute fulfillment of obligations within 2 weeks from the beginning of teaching in the respective semester. The agreement stipulates the scope of fulfillment of study obligations and may be concluded in the case of: a) long-term sick, resp. hospitalized (based on the confirmation of the attending physician), b) a student sent by the faculty to another faculty or university in Slovakia or abroad, c) an active (professional) athlete, d) a student in a very unfavorable family or social situation, e) a student studying at two universities, f) a student from another faculty or another university who has not been recognized for the course, but may, on the basis of the teacher's decision, complete the course in part, h) for reasons worthy of special consideration.
- <i>procedures for filing complaints and appeals by the student.</i>	In order to ensure maximum objectivity and fairness, students are allowed to look into the test and consult with teachers regarding evaluation. These issues are addressed in the consultation hours of teachers. Students are guaranteed the possibility of commission examination; in the Study Regulations of the PU in Prešov it is stated: "If a student so requests, the Vice-Dean / Vice-Rector for Education may, in justified cases, allow an examination to be taken in a corrective term before a commission appointed by the Dean / Rector. The commission examination can be requested at the study department of the faculty no later than five working days after the regular date or the first corrective date of the examination. " Students are guaranteed the possibility of commission examination; in the Study Regulations of the PU in Prešov it is stated: "If a student so requests, the Vice-Dean / Vice-Rector for Education may, in justified cases, allow an examination to be taken in a corrective term before a commission appointed by the Dean / Rector. The commission examination can be requested at the study department of the faculty no later than five working days after the regular date or the first corrective date of the examination. " The effort to ensure the maximum objectivity of students' assessment at state exams is also reflected in the composition of state commissions, which are at least four members. Code of Ethics of the University of Prešov: Prešov Integrity and Ethics sets out the basic ethical principles and requirements for the conduct of members of the academic community and other university staff regarding their academic and professional activities, especially educational, scientific research, development, artistic and other creative activities, as well as management and support activities. The consequences of violating the Code of Ethics are addressed by the Ethics Committee at the university level, resp. faculty. Violation of ethical principles, which are a disciplinary offense, is dealt with by the University Disciplinary Commission, resp. faculty. The PU's Rules of Procedure (Article 43) state that plagiarism is considered an offense and is subject to disciplinary action. The use of unauthorized documents and aids, obtaining information from other persons, providing information to other examiners and cheating are grounds for exclusion from the evaluation of the subject by examination or continuous assessment (Article 16 point 10 of the Study Regulations of the University of Prešov in Prešov).

5. Information sheets of study program subjects
In the structure according to Decree no. 614/2002 Coll.

For information, see the annex Information Sheets - Media Studies (PhD.)

6. Current academic year schedule and current schedule (or hypertext link).

Current schedule of the academic year: [Harmonogram AR 2024 25 final.pdf](#)

7. Staffing of the study program

a) Person responsible for the implementation, development and quality of the study program (indicating function and contact).	Article 4 Guidelines for the creation, modification, approval, cancellation of study programs and submission of applications for accreditation of study programs and departments of habilitation and inauguration proceedings at the University of Prešov in Prešov stipulates that the person responsible for implementation, development and quality assurance of SP must meet qualification requirements according to Art. 6, par. 4 SAAVŠ accreditation standards - Standards for SP. This requirement is complied with in the master's study program media studies - the person responsible for the implementation, development and quality assurance of the environment (Prof. PhDr. Juraj Rusnák, CSc.) Acts as a professor. At the same time, the said person does not bear the main responsibility for the implementation, development and quality assurance in another study program. juraj.rusnak@unipo.sk
b) List of persons providing profile subjects of the study program with assignment to the subject with a link to the central Register of University Employees, with contact (they may also be listed in the study plan).	Il profile subjects in the bachelor's study program media studies are provided by university teachers in the position of professor or associate professor who work at the university in the relevant field of study for a set weekly working time. prof. PhDr. Juraj Rusnák, CSc. https://www.portalvs.sk/regzam/detail/6416 prof. Mgr. Martina Ivanová, PhD. https://www.portalvs.sk/regzam/detail/6378 doc. Mgr. Michal Bočák, CSc. https://www.portalvs.sk/regzam/detail/6333 doc. PhDr. Peter Karpinský, PhD., https://www.portalvs.sk/regzam/detail/6388 doc. Mgr. Pavol Markovič, CSc. https://www.portalvs.sk/regzam/detail/6330 doc. PhDr. Miron Pukan, PhD. https://www.portalvs.sk/regzam/detail/20433?mode=full prof. PhDr. Marta Součková, PhD. https://www.portalvs.sk/regzam/detail/6424 Mgr. Jotef Mergeš, PhD., univ. docent https://www.portalvs.sk/regzam/detail/21629?mode=full&do=filterForm-submit&surname=Merge%C5%A1&employment_state=yes&filter=Vyh%C4%BEada%C5%A5
c) Reference to the scientific / artistic-pedagogical characteristics of persons providing profile subjects of the study program.	See the appendix Scientific / artistic and pedagogical characteristics of persons providing profile subjects of the study and trainers of the media studies - PhD program.
d) List of teachers of the study program with assignment to the subject and links to the central register of university staff, with contacts (may be part of the study plan).	The requirement that the professional qualification of teachers providing the study program is at least one level higher than the qualification achieved by its completion is fully respected and enshrined in the Study Regulations of PU in Prešov, namely: the dissertation may be conducted by a university teacher who has at least one level higher education, such as the degree obtained by the author of the dissertation after its defense and other experts approved by the scientific council of the faculty (Article 23, point 1). All teachers who will provide the study program Media Studies (PhD.) Have a professional qualification at least one degree higher than the qualification achieved by its completion. For more information, see the Appendix Recommended Study Plan - Media Studies (PhD.)
e) List of supervisors of final theses with assignment to topics (with contacts).	All teachers participating in the teaching within the study program Media Studies (PhD.) Can and conduct final theses. Final theses can also be led by other teachers who do not directly participate in teaching in the secondary school, but have a professional qualification in the relevant field of study. All persons who conduct the final theses carry out active creative activity or practical activity at

	the level corresponding to the level of the study program in the issue of professional and thematic focus of the supervised theses. List of supervisors and assigned topics of work in the current academic year: prof. PhDr. Magdaléna Bilá, PhD. (magdalena.bila@unipo.sk) British Media Representations of Muslim Communities doc. Mgr. Michal Bočák, PhD. (michal.bocak@unipo.sk) Media Construction of Slovak National Cuisine The Discursive Construction of “Normalcy” in Alternative Media News Formats in Slovak News Production prof. PhDr. Ľubomír Guzi, PhD. (ľubomir.guzi@unipo.sk) Genre peculiarities of contemporary Russian media discourse (focusing on genres of television discourse) prof. Mgr. Martina Ivanová, PhD. (martina.ivanova@unipo.sk) Media Representations of Otherness in Publicistic Discourse doc. Mgr. Pavel Izrael, PhD., FF KU Ružomberok (Pavel.Izrael@ku.sk) The concept of alternative media in diachrony and their current form in the Slovak environment doc. PhDr. Peter Karpinský, PhD. (peter.karpinsky@unipo.sk) History of Slovak Comics prof. PhDr. Peter Káša, CSc. (peter.kasa@unipo.sk) Slovak Literature and Culture of the First Half of the 19th Century in the Visual Media Space prof. PhDr. Martina Kášová, PhD. (martina.kasova@unipo.sk) Migration in Political and Media Discourse doc. PhDr. Miron Pukan, PhD. (miron.pukan@unipo.sk) Media Aspects of Slovak Theatre Culture of the New Millennium Characteristics and Functions of Slovak Student Media and Art Bodies in the Contemporary University Environment prof. Mgr. Terézia Rončáková, PhD., FF KU Ružomberok (Terezia.Roncakova@ku.sk) The image of Christianity and Christians in Slovak media prof. PhDr. Juraj Rusnák, CSc. (juraj.rusnak@unipo.sk) Interactive Media as a Part of Popular Culture prof. Mgr. Ján Sabol, PhD., ArtD., FF UPJŠ Košice (jan.sabol1@upjs.sk) Between literature, film and theater prof. PhDr. Jozef Sipko, CSc. (jozef.sipko@unipo.sk) Values and Pseudo-values in Language of Contemporary Media prof. PhDr. Marta Součková, PhD. (martasouckova@gmail.com) From Literature to Film On Slovak Reviewers After the Year 2000
f) Reference to the scientific / artistic-pedagogical characteristics of the final thesis supervisors.	See the appendix Scientific / artistic and pedagogical characteristics of persons providing profile subjects of the study program and supervisors of media studies - PhD.
g) Student representatives representing the interests of the students of the study program (name and contact).	Senate members (student part): Bc. Emma DZURJOVA PAVLOVA - emma.pavlova@mail.unipo.sk PhDr. Róbert KIRÁLY – robert.kiraly@mail.unipo.sk Bc. Pavol KLIMKO - pavol.klimko@mail.unipo.sk Bc. Kinga MÉSZÁROSOVÁ - kinga.mesarosova@mail.unipo.sk Bc. Kristína ORAVCOVÁ - kristina.oravcova@mail.unipo.sk

	Bc. Nikola PELOŽATOVÁ - nikola.pelozatova@smail.unipo.sk
h) Study advisor to the study program (with contact details and information on access to counseling and consultation schedule).	Tutor for the study program media studies: Mgr. Lenka Regrutová, Ph.D. (https://www.unipo.sk/filozoficka-fakulta/vzdelavanie/tutori-tutorky/) Dr. Regrutová acts as a study advisor for media studies continuously, and since October 2021 she has also been the head of the Department of Communication and Media Studies. In solving students' problems, he cooperates intensively with doc. Bočák, who was her predecessor in the position of head of the department (2012 - 2021) and currently works as the vice-dean of FF PU for educational activities. The Institute of Slovak Studies and Media Studies publishes the current dates of consultations, valid for the respective semester, on the website: https://www.unipo.sk/filozoficka-fakulta/isms/kontakty-konzultacie/
i) Other support staff of the study program - assigned study officer, career counselor, administration, accommodation department, etc. (with contacts).	The Department for Education and Doctoral Studies (abbreviated as the Study Department) is a workplace that comprehensively ensures the administration of studies, including student support, at the Faculty of Arts, University of Prešov. The department is managed by the vice-dean for educational activities. There are 5 study assistants in the department. The head of the department, together with three other clerks, ensures the functioning of the administrative side of the bachelor's and master's degree studies at the faculty, the special clerk manages doctoral studies and rigorous proceedings. The study department is located on the ground floor of the building, so it is easily accessible to students with reduced mobility; The office of the study assistant for doctoral studies and rigorous procedures is located on the 1st floor of the building (also accessible by a large elevator), which is effective in terms of cooperation with the Department of Science, Research and Arts, as well as other parts of the faculty. Study assistants have published page days and hours published on the faculty's website, primarily intended for personal handling of study matters. In addition, they are available to students as well as teachers by telephone and e-mail. In the absence of any of the clerks, a system of mutual representation is created at the faculty. The study assistants for the bachelor's and master's degree have assigned specific years and study programs in their agenda, which allows them to better know the potential problems of specific SPs and years, as well as assigned students, and can promptly address specific study issues. In accordance with Art. 19 of the PU Study Regulations in Prešov, study counselors (also called tutors) also provide counseling in the field of study at FF PU. They advise bachelor's and master's degree students on study issues and help them solve study problems (eg compiling study plans, clarifying the principles of credit study, interpreting study regulations and other regulations, and solving various practical problems related to study). They provide students with various current information (eg guidelines for enrollment, selection of final thesis topics, etc.). Study advisers are selected from among teachers (usually assistant professors) of a particular workplace (the Institute of the Faculty of Arts or its department) so that they know the specific study program (or programs) and can advise students adequately. At the beginning of the first year of bachelor's study, the tutors participate in an introductory information meeting, which is held at the faculty level as an Introduction to University Studies. Introductory instructional meetings, more closely focused on studies in specific study programs, are also carried out by individual institutes and departments as needed. Support for students with special needs is coordinated at the University by the PU Student Support Center in Prešov, while faculty coordinators work at individual faculties, with the exception of FF PU. Support for student mobility and internships is managed by the Vice-Dean for Development and International Relations. In cooperation with him, the department coordinators implement the support of mobilities and internships in relation to specific SPs.

8. Spatial, material and technical provision of the study program and support

a) List and characteristics of the study program and their technical equipment with assignment to the	The modernization of classrooms is ongoing at the University of Prešov. The new equipment was installed in a total of 165 seminar, lecture and professional classrooms.
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outputs of education and subject (laboratories, design and art studios, studios, workshops, interpreting booths, clinics, priestly seminars, science and technology parks, technology incubators, school enterprises, practice centers, training schools, classroom-training facilities, sports halls, swimming pools, sports grounds).

Specifically, there were 136 computers for lecture and seminar rooms, another 406 computers for computer and professional classrooms, 132 data projectors and electric screens, 17 interactive whiteboards and other small equipment. In 2020, the 25 largest classrooms at the university were further modernized, ICT equipment and video presentation technology were innovated. In recent years, as part of projects from the SF, modern metallic and optical computer wiring has been built and expanded in 14 university buildings, including the initial wiring in the rooms of students accommodated in the ŠDJ PU. A total of 1,694 computer sockets were installed. In all buildings, there are high-speed networks, which typically operate at 1 Gbit / s, but are also ready to introduce 10 Gbit / s in the future. In the years 2017 to 2020, the university underwent a complete replacement and reconstruction of the centrally managed Wi-Fi network worth EUR 154,000, a total of 298 new access points were installed in all buildings. At present, more than 2,880 personal computers, 98 servers, almost 1,000 printers, 300 data projectors, and 20 interactive whiteboards are available at the PU, which are available to teachers.

The faculty has 781 computers in its register, of which 356 have a connection to WIFI, 12 computers are available to students within the scope of hobby activities. There are also 278 printers and 58 separate scanners in the faculty records. All computers are connected to the Internet and can use the e-mail service. FF PU manages a website within a university-wide website, some institutes of the faculty have created their own websites under the domain unipo.sk or ff.unipo.sk. The faculty also manages the websites alumni (alumni.ff.unipo.sk), espes (espes.ff.unipo.sk), unipopress (unipopress.ff.unipo.sk), Academic Prešov (http: //ff.unipo) on its own servers. .sk / ap /), moodle (e.ff.unipo.sk) and others.

FF PU students have at their disposal six computer technology courses, one of which is used for free entry by students. Lecture rooms are equipped with projectors and computer technology, network elements (switches) are manageable, they offer greater opportunities for network administration and management. Servers use virtual technologies. A WiFi network has been built in the VŠA building.

The material and technical provision of the study program at the University of Prešov in Prešov is varied and sufficient for the implementation of practical tasks associated with the teaching and professional practice of students, as well as the conducted scientific research.

Most of the specialized premises (phonetic laboratory, media laboratory, internet student television Mediálka, editorial center of UnipoPress magazine) are under the direct administration of the Department of Communication and Media Studies (resp. The Institute of Slovak, Media and Library Studies). Other workplaces, usable (and actually used) for practical training of students, are managed by parts of the university (Audiovisual Studio of the Center for Lifelong and Competent Education PU in Prešov, editorial staff of the university magazine Na PULze) or students themselves (boarding radio studio Rádio PaF, located in nearby student dormitory). Students directly participate in the management of student television together with the teachers, which helps the department to ensure adequate

	availability of this workplace for the fulfillment of study tasks. The division of technology into several areas allows for flexible adaptation of individual rooms to the requirements of teaching and professional practice, and since not all areas of television are used for regular teaching, they can be easily made available to a specific circle of students, e.g. to perform the tasks assigned in the course. The financially demanding project of a television studio at the University of Prešov is also developing: the already purchased technical equipment (computers, cameras, lighting and sound technology, scanning, editing and editing software) were installed after the reconstruction of the premises allocated by the faculty.
b) Characteristics of information provision of the study program (access to study literature according to information sheets of subjects), access to information databases and other information sources, information technologies and the like).	The PU University Library is a scientific-information, bibliographic, coordination and advisory department of the university, which provides library and information services primarily to students and employees of the university and, within its capabilities, to the other professional public. UK PU develops its activities on the historical basis of the development of education and library culture of the region and builds on the traditions established by the Collegiate Library and the Eparchial Library. The main mission of the library is to ensure free access to information; to help meet the cultural, information, scientific research and educational needs and interests of the university; to support the lifelong learning and spiritual development of the university. Then the library provides the following basic and special library information services: lending services, bibliographic information services, consulting services, reprographic services and other services (processing of records of publishing activities of university staff; bibliographic registration of final and qualification theses; operation of Digital Library UK PU; exhibitions of scientific literature, exhibitions of works of art, concerts, presentations, professional library events, etc.). The library fund contains a total of almost 225,000 library units (annual increase of the library fund is about 4,000 books and 250 titles of periodicals, while the purchase of documents is carried out on the basis of faculty requirements for equal purchase for the needs of all study programs at PU). Since 2004, the library has been building a Digital Library (a database of electronic full-text publications created by university staff, which contains more than 800 publications. Since 1997, it has been building a database of PU publishing activities in which it registers more than 66,000 documents. The total area of the library is over 2,600 m², of which 1,150 m² is for users, 303 study places are available in 6 study rooms (2 of which are databases), more than 70,000 readers visit the library every year, and more than 70,000 websites. 500,000 readers. The library has its own computer network (PULIBnet) with 4 servers, 84 computers, of which 45 computers are reserved for users. It annually publishes a bibliography of PU publishing activities. The library provides access to 9 paid full-text database centers (EBSCO, Gale, ProQuest, Science Direct, Scopus, Springer, Taylor and Francis, Web of Knowledge, Wiley). The University of Prešov in Prešov ensures the operation of individual parts of the university in its own premises or in rented premises. The Faculty of Arts is located in the largest building, in the University Campus on Ul. November 17 1 in Prešov. The whole complex of buildings consists of five interconnected parts, in which the facilities of the faculties

	are located and teaching takes place (lecture halls, lecture halls, seminar rooms and professional workplaces). The building meets all the conditions necessary to ensure quality teaching of individual study programs. The total usable area of the building is 25,060 m². It is a building built in the 80s of the 20th century, whose premises are continuously being repaired for the needs of study departments and faculties. There are laboratories and centers of excellence in science and research in the building. FF PU, in an effort to ensure a spatial standard with the perspective of increasing the culture of teaching and study at the faculty during 2020, continued to reconstruct the room. In accordance with the repair plan, the rooms in which it was necessary to ensure hygienic painting were painted. Furniture for office and teaching rooms was also added. At one institute, in room 234, custom-made furniture for the Polish library could be made. As the distance form of teaching took place, there was a need to equip the rooms with computer and didactic technology. 37 pieces of webcams, 31 laptops, 4 tablets, 13 pieces of computers were purchased. The MAIS (Modular Academic Information System) study management information system provides support for the entire study life cycle. MAIS is designed mainly for: processing and registration of the admission procedure, processing and registration of studies, processing of study programs, processing of the timetable. PU has leased a multi-license of the statistical software Statistica. All teachers, students and university staff are authorized users of the license. Projects focused on distance learning in the environment of e-learning education mostly use LMS Moodle, but also LMS system EKP purchased within projects from the EU SF. Students also have free Internet access on campus and the student dormitory, which is fully covered by Wi-Fi. There is also a phonetic laboratory available to students and teachers, in which it is possible to carry out experimental phonetic research. It is equipped with the latest software for analyzing various aspects of the speech signal.
c) Characteristics and scope of distance education applied in the study program with assignment to subjects. Approaches, manuals of e-learning portals. Procedures for the transition from full-time to distance learning.	In 2020, the faculty provided maintenance, service, computer and network upgrades. All computers at the faculty are connected to a 1 Gbit / s network. Local networks (study department, staff network, student network and linguistic and translation-interpreting center of excellence) at FF PU are protected by firewalls and are in separate VLANs The University of Prešov in Prešov uses the e-learning system to support online education in the Moodle environment. It is available at https://elearning.unipo.sk/, where you will find basic information, courses and manuals. The electronic e-learning system in the Moodle environment is available to all students, teachers and employees of the University of Prešov. Existing courses are used in the following forms: 1. Slovak mutations as support for full-time courses, 2. Slovak and English versions as support for students who study full-time at PU and whose mother tongue is different from Slovak, and the teaching of the courses is in Slovak, 3. English mutations as support for Erasmus students who complete part of their studies at PU,

	4. Slovak mutations as a distance form for PU students who complete part of their studies abroad, 5. some Slovak students also request entry to English versions of courses, so that they can obtain mainly English professional terminology in case they would work abroad, resp. to be able to study professional literature in English in the preparation of qualification theses. Office 365 is also used for distance learning, of which MS Teams and MS Forms in particular. All PU employees and students have an Office 365 account.
d) University partners in providing educational activities for the study program and the characteristics of their participation.	The Department of Communication and Media Studies, as a part of the Institute of Slovak Studies and Media Studies, continuously cooperates with state administration bodies, secondary schools, scientific research institutions, civic associations and business entities in the Slovak Republic. Of the state administration bodies, it maintains cooperation with municipal and city authorities, especially with the Ministry of Education of Prešov, the Departments of Education and Culture of the Regional Office in Prešov, the Regional Office of the Košice Self-Governing Region in Košice, the National Council of the Slovak Republic, the Ministry of Labor, Social Affairs and Family, Ministry of Education of the Slovak Republic, Ministry of Culture of the Slovak Republic, Office of the Government of the Slovak Republic, Central Office of Labor, Social Affairs and Family, Regional Court in Prešov and Košice, Constitutional Court of the Slovak Republic in Košice, Consulate General of Ukraine, Regional Office in Prešov, District Office in Prešov, Labor Office, with crisis centers and other state administration and self-government bodies. This cooperation concerns the elaboration of expertise, project solutions, the work of our employees in committees and committees at these institutions, participation in joint projects, participation in author groups in the publication of professional and study literature, teaching and other activities. Of the universities in the Slovak Republic, the department cooperates mainly with faculties with a similar focus (FiF UK, FF UMB, FF UKF, FMK UCM, etc.). The workplace cooperates with business entities in securing financing for scientific events, such as congresses, conferences and the publication of publications. The workplace cooperates with non-governmental organizations especially in the implementation of various scientific research projects. In addition to the above, there is a very close cooperation of the Department of Communication and Media Studies, FF PU, with other institutions. These are: Radio and Television Slovakia in Košice, Prešov City Hall, Šariš Gallery in Prešov and others. The workplace cooperates with them in the form of internships of our students, in providing lectures, programs, participation in their pedagogical and other professional activities.
e) Characteristics of the possibilities of social, sports, cultural, spiritual and social life.	PU students are accommodated in four separate facilities (ŠD - Ul. 17. novembra No. 11; ŠD - Ul. 17. novembra No. 13; ŠD - Nám. Mládeže No. 2; ŠD - Exnárova No. 36) and 2 specialized workplaces (Orthodox Priestly Seminary; Greek Catholic Priestly Seminary). The student house creates conditions for independent study and rest of accommodated students, development of cultural, social and sports life and development of hobby activities of accommodated students. Accommodation for PU students is provided in double to quadruple rooms with complete

sanitary facilities in the cellular system. In 2018, the reconstruction of ŠD began on 17 November 11 and 13, which was completed at the end of 2019. In all operations, an internet connection is introduced directly in the rooms. There is a TV lounge, laundry facilities and kitchenettes on each floor. The University Pastoral Center is available to students on the 11th floor. The resort offers hairdressing, cosmetics and a health center. There are vending machines for coffee and sweets.

University students have the opportunity for leisure sports activities in PU sports facilities, such as a swimming pool, gym, multi-purpose sports complex or multifunctional playground. In both semesters of the calendar year 2019, FŠ organized the University Mix-Volleyball League and the PU Football Mini-League for university students, which are of constant interest. University Sports Days, organized by the Faculty of Sports, in which almost 600 students were actively involved in 2019, also have a long tradition. University students can also develop their sports interests in several sports departments and clubs of TJ Slávia PU Prešov. Its membership base consists of about 300 athletes every year. Every year, FŠ also organizes several periodic and non-periodic sports and sports-educational activities not only for students, but also for the general public of various ages (Spring Run; Children's Sports Olympics of Kindergartens; Olympic Pentathlon for Seniors;). In the implementation of these activities, FŠ cooperates organizationally with students, the Olympic Club in Prešov and the city of Prešov.

There are 11 art ensembles at the PU in Prešov, which are members of the Council for Artistic Activities of the University. They work at individual faculties of the university and their professional guarantors are artistic leaders. The members of the ensembles are mostly university students. The art ensembles of the university are an example of the use of free time of university students, they represent the university at domestic and foreign art events, such as academic competitions, shows, festivals, television and radio appearances, recordings; they significantly influence the cultural and social life at the university with independent performances at university and faculty ceremonial events, they represent and create the image of the university within the city of Prešov, the Prešov region, on a national and international scale.

During your studies you can work in the student media working at the PU in Prešov: PaF Radio, Internet Television Media and the online magazine Unipo Press.

University Pastoral Center Dr. Štefan Hések in Prešov (hereinafter UPC; <http://upc.unipo.sk/>) is a part of the nationwide network of university pastoral centers. Its main task is to take care of the spiritual needs of university students and teachers. UPC uses a chapel in ŠD on Ul. November 17, TV room in ŠD Exnárova 36 and hall no. 100 on FHPV. The Greek Catholic Youth Pastoral Center (GMPC; www.gmpc.grkatpo.sk), founded by the Archbishop's Office in Prešov, also develops spiritual activities on the grounds of the PU. GMPC cooperates very intensively with GTF PU and offers various leisure activities. The role of the center is to offer mostly young

	people working and studying in the city of Prešov a space for meeting together, establishing dialogue, a fuller experience of their faith, as well as reciprocity between themselves and the world. It takes place on the basis of friendship, conversations, discussions, invited lectures, spiritual and leisure activities.
f) Possibilities and conditions of participation of students of the study program in mobilities and internships (with indication of contacts), instructions for registration, rules for recognition of this education.	The procedures and processes for applying for mobility, selection, participation in mobility and recognition of results obtained abroad describe the individual measures of the Rector, which are available on the university's website. Information campaigns on the possibilities of mobility and internships are regularly carried out - at the university and faculty level. Information on mobility opportunities is published on the website of the university and the faculty. A faculty student has the right to complete part of his / her studies at another university in the Slovak Republic or abroad. Depending on the type of mobility, the dean / rector, or Vice-Rector for External Relations and is a matter of a tripartite agreement between the student, the sending faculty and the receiving faculty. Upon return to the student, the faculty will recognize part of the study in accordance with the contract, the European standard and the European Credit Transfer System. If a student has completed part of his / her studies at a university that does not have a compatible credit system implemented, the recognition of credits will be assessed by the guarantor of the study program and the credits will be awarded by the faculty ECTS coordinator. The student is obliged to sign an Agreement on the transfer of credits before leaving for mobility at the sending faculty with the responsible department and the relevant vice-dean (Article 15 of the Study Regulations of the PU in Prešov). At the University of Prešov in Prešov, full recognition of the learning outcomes obtained at the host institution is guaranteed in accordance with the Learning Agreement, which the student hands over before leaving for mobility. Art. 20 of the PU Rules of Procedure in Prešov lays down the rules and procedures for the recognition of subjects and credits: 1. A student may apply for recognition of subjects and credits completed in another or identical study program no later than seven days after enrollment in the relevant academic year. 2. A student may only apply for recognition of a subject which he / she has already successfully completed in previous academic years and has obtained the appropriate number of credits for it, and if no more than five years have elapsed since his / her completion. 3. The application for recognition of the subject and the award of credits for the relevant subject is submitted by the student at the study department of the tribal faculty or university. 4. The student is obliged to enclose with the application for recognition of the course and the award of credits for the relevant course a document on the examination (statement) and an information sheet, or syllabi of the subject. 5. The decision of the Dean / Rector is preceded by an assessment of the information letter by the guarantor of the study program. In the case of university study programs, the assessment of recognized subjects is ensured by the guarantor of the relevant university study program.

6. Only a subject with a minimum content agreement of 60% with the subject from the current study program can be recognized. Recognition of a subject that has already been completed in a previous study is in the competence of the guarantor of the study program.
7. Recognition of a subject taken in another study program and recognition of the relevant number of credits can be recognized for it if the conditions stated in the previous points are met if the student studies in only one study program in the part of the academic year in which he / she applies for recognition of the subject and credits. Courses from the parallel study are not recognized.
8. Recognize the course and award credits for a course that the student completed in the previous period by studying in a study program that duly completed, t. j. he has been awarded the relevant academic degree, it is not possible.
9. The number of credits can be recognized in the range of the number of credits determined by the current study program. The above rule of recognition of the number of credits applies to all subjects (compulsory, compulsory elective and elective).
10. Recognition of state examination subjects is not possible.

The implementation of study mobilities and internships is the content of two measures of the Rector, which respond to the main ideas of the Bologna Process, to create an internationally recognized European common higher education area on the basis of commonly accepted standards and norms of quality of education. In designing the quality of education, PU applies the approaches declared in the current concepts of determining and evaluating educational outcomes. The Rector's measure is prepared in accordance with Section 87a of the Higher Education Act. In the Rector's Measure 8/2014 Procedure for the Implementation of Outgoing Student Mobility within the Erasmus + Program (Chapter 5.2), the section on the recognition of results abroad sets out the rules for the recognition of results abroad:

- a. Upon return, the student immediately contacts the faculty ECTS coordinator and provides him with a copy of the Study Agreement and the Transcript of Records.
- b. Based on the Study Agreement and the Transcript of Records, the ECTS Coordinator will ensure the recording of the results in the MAIS system.
- c. The ÚVV RPU will issue a Certificate of Participation in Mobility to the student who submitted the documentation to the Department of External Relations of the Rectorate of the University of Prešov in Prešov (ÚVV RPU).
- d. ÚVV RPU will report to the authorized person to the faculty information about the exact date of student mobility.
- e. The authorized employee at the faculty will record the information about the termination of the mobility in the MAIS.

Rector's measure 9/2014 The procedure for the implementation of outgoing student internships within the Erasmus + program (Chapter 5.2) the rules for the recognition of results abroad are defined as follows:

- a. Upon return, the student will immediately contact the faculty ECTS coordinator and provide him with a copy of the Europass-Mobility document and a copy of the Internship Agreement.

	b. On the basis of Europass - Mobility, the faculty ECTS coordinator will ensure the recording of the internship in the MAIS system. c. The student submits the necessary documents to the ÚVV RPU and fills in the questionnaire in the Mobility Tool. d. ÚVV RPU will issue a Certificate of Completion of the Internship and send it to the relevant faculty, which will archive it in the student's file. e. ÚVV RPU informs the authorized employees of the faculty about the exact date of the internship, who will register this information in the MAIS. ÚVV RPU, after checking the fulfillment of the conditions, will ensure the sending of the 2nd grant installment to the student's account.
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9. Required abilities and prerequisites of the applicant for the study program	
a) Required abilities and prerequisites for admission to study.	The long-term intention and strategic goal of the university is to prepare quality graduates in accredited study programs. The prerequisite for achieving this goal is to admit to study those students who meet demanding quality criteria. The university has developed a system of procedures for admitting students, developed in the PU Study Regulations in Art. 3 to 9 and in the Rector's Measure on the Admission Procedure. Each faculty has elaborated specific conditions of the admission procedure, corresponding to the specifics and peculiarities of study programs. The admission procedure for the applicant begins with the delivery of his / her written application for study to the faculty or university that implements the relevant study program. In addition to the written application, which is mandatory, the faculty will allow to deliver the application in electronic form without a guaranteed electronic signature, using an information system that allows the applicant to verify its registration in the information system from the date of submission to the end of the admission procedure. The Dean may decide whether the admission procedure will include an entrance examination or whether the applicants will be admitted without an entrance examination. In justified cases, the dean of the faculty may announce the second round of the admission procedure. In the case of a study program carried out at a university, in matters in which the dean decides, the rector decides the course and the schedule of the entrance examination is determined by the dean of the faculty. The faculty will determine the form and content of the entrance exam. The Dean appoints the chairmen of the examination commissions and admission commissions. The entrance exam takes place on a specified date, but the faculty may also set an alternative date. Applicants who complete secondary school abroad in the relevant year may request an extraordinary date for the entrance examination. The dean decides on admission to study. The Dean's advisory body is the Admissions Committee, whose members are appointed by the Dean. The Rector decides on admission to the study program carried out at the university. The Rector's advisory body is the Admissions Committee, whose members are appointed by the Rector. The decision on the result of the admission procedure must be made in writing within 30 days of the verification of the fulfillment of the conditions for admission to study. The decision must contain an opinion, a statement of reasons and an

	indication of the possibility of requesting a review of the decision. An applicant who does not prove the fulfillment of the basic conditions for admission to the study at the time of verification of the fulfillment of the conditions for admission may be admitted to the study conditionally provided that he / she is obliged to prove the fulfillment of the basic conditions of admission to the study no later than on the day of enrollment.
b) Admission procedures.	All processes and procedures related to the admission procedure are defined by the Study Regulations of the PU in Prešov, namely: · Basic conditions for admission to study (Article 3), · Additional conditions for admission to study (Article 4), · Publication of conditions for admission to study (Article 5), · Admission procedure (Article 6), · Decision on admission to study (Article 7), · Review of the decision (Article 8). The procedure for admission to university studies at all three levels of study is set out in Rector's Measure no. 5/2021 Admission procedure. With regard to students with special needs, all processes from the admission procedure, through education to the completion of studies are carried out in accordance with the Methodological Guide for students with special needs. The organization of educational activities, which includes the publication of information sheets, the course of teaching, participation in teaching and completion of part of studies at another university, is contained in the Study Regulations of the PU in Prešov (No. 15). The rules related to the evaluation of study results and the organization of all levels and forms of university study are set out in the Study Regulations of the PU in Prešov - Art. 16 Study control and evaluation of study results and Art. 17 Credits, their collection and transfer. The criteria and rules for student evaluation are also contained in the Rector's Measure no. 21/2014, which states, inter alia: "Student assessment is carried out in such a way as to make it possible to measure the educational outcomes achieved according to the specifics of the subject and study program. The control of the correctness and procedures of student evaluation is performed by the teacher, the subject, the guarantor of the study program, the head of the department and the relevant vice-dean; from the administrative point of view, the study department of the faculty, resp. PU components. PU and its components undertake to ensure within the quality system of education a fair and objective measurement and evaluation of the achieved educational results with regard to the expected knowledge, skills / abilities and competencies of the student according to the profile of the graduate, study program and subjects. " Rules, procedures and processes related to the recognition of subjects and credits completed in another or identical study program are the content of Art. 20 of the PU Study Regulations in Prešov. Rector's measure no. 5/2021 The admission procedure stipulates the procedure for the admission procedure for university studies at all three levels of study and applies to all parts of the PU (faculties and institutes) that carry out the admission procedure. Faculties have the right, if necessary, to specify their own conditions for individual points of the said Rector's measure.

	All information about the admission procedure is published on the faculty's website in the Applicants - Study Options section. All processes and procedures related to the admission procedure are defined by the Study Regulations of the PU in Prešov, namely: · Basic conditions for admission to study (Article 3), · Additional conditions for admission to study (Article 4), · Publication of conditions for admission to study (Article 5), · Admission procedure (Article 6), · Decision on admission to study (Article 7), · Review of the decision (Article 8). The procedure for admission to university studies at all three levels of study is set out in Rector's Measure no. 5/2021 Admission procedure. With regard to students with special needs, all processes from the admission procedure, through education to the completion of studies are carried out in accordance with the Methodological Guide for students with special needs. The organization of educational activities, which includes the publication of information sheets, the course of teaching, participation in teaching and completion of part of studies at another university, is contained in the Study Regulations of the PU in Prešov (No. 15). The rules related to the evaluation of study results and the organization of all levels and forms of university study are set out in the Study Regulations of the PU in Prešov - Art. 16 Study control and evaluation of study results and Art. 17 Credits, their collection and transfer. The criteria and rules for student evaluation are also contained in the Rector's Measure no. 21/2014, which states, inter alia: "Student assessment is carried out in such a way as to make it possible to measure the educational outcomes achieved according to the specifics of the subject and study program. The control of the correctness and procedures of student evaluation is performed by the teacher, the subject, the guarantor of the study program, the head of the department and the relevant vice-dean; from the administrative point of view, the study department of the faculty, resp. PU components. PU and its components undertake to ensure within the quality system of education a fair and objective measurement and evaluation of the achieved educational results with regard to the expected knowledge, skills / abilities and competencies of the student according to the profile of the graduate, study program and subjects. " Rules, procedures and processes related to the recognition of subjects and credits completed in another or identical study program are the content of Art. 20 of the PU Study Regulations in Prešov. Rector's measure no. 5/2021 The admission procedure stipulates the procedure for the admission procedure for university studies at all three levels of study and applies to all parts of the PU (faculties and institutes) that carry out the admission procedure. Faculties have the right, if necessary, to specify their own conditions for individual points of the said Rector's measure. All information about the admission procedure is published on the faculty's website in the Applicants - Study Options section. The basic condition for admission to doctoral studies is a second-level university education and completion of the admission procedure. This degree can be studied by a
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	graduate of the second degree in the following fields of study: mass media studies, journalism, library and information studies, sociology, political science, psychology, film art and multimedia, design, management, business and marketing. Within the scope of the third degree of study, it is assumed that the graduate has already demonstrated exceptional skills and knowledge during the master's study. He is capable of independent research work, identification of research problems, determination of research goals, selection and application of suitable methods and implementation of research on the subject. The admission procedure takes place in three parts: 1. Presentation of own research project according to the topic from the list of proposed works of the trainers of the media studies program (PhD.) In the prepared academic year. The applicant will present in the project an outline of the methodology and objectives of the prepared research. A part of the research project formulated in writing is also a list of published works in the field of media studies, resp. from related disciplines according to established rules (see above). 2. Colloquial debate aimed at discussing knowledge in the field of media theory. The discussion will examine the level of knowledge of the candidate's knowledge and ability to formulate problematic questions of scientific research. 3. Language exam. The applicant will present the basic outlines of his project in one of the four world languages (English, French, German, Russian). All information about the admission procedure is published on the faculty's website in the Applicants - Study Options section.
c) Results of the recruitment procedure for the last period.	Number of students enrolled, accepted and enrolled in the field of media studies (3rd degree) in the last 5 years 2017: 4 - 2 - 2 2018: 3 - 1 - 1 2019: 2 - 1 - 1 2020: 2 - 1 - 1 2021: 0 - 0 - 0

10. Feedback on the quality of education provided	
a) Procedures for monitoring and evaluating students' views on the quality of the study program.	Teachers stimulate and support students to an active and autonomous approach to study by helping them, in addition to basic information about the study and interpretation of the curriculum, to orient themselves in the academic sphere and the way of university study. The teaching methods used are aimed not only at mastering the content of the environment and its individual subjects, but also at strengthening independence in the organization of studies and solving specific tasks, cooperation in the study group, critical thinking about the problems of theory and practice in relevant knowledge and related areas, self-reflexivity and self-evaluation capabilities. Support from teachers is, among other things, also provided in the form of individual or group consultations. Students profile themselves more significantly by selecting and processing the topics of their final theses, in which they are encouraged to work

	independently and original processing of the selected problem. The sense of independence and self-evaluation of a student of the study program of the 3rd degree will be supported and developed in cooperation mainly by his supervisor, but also by teachers of individual subjects. The Departmental Committee for Doctoral Studies in the given study program in cooperation with the Vice-Deans for Education and Science and Research ensures that doctoral students regularly have the opportunity to confront the results of their work with other doctoral students and get feedback from teachers, especially in the annual Scientific and Artistic Conference held on the grounds of the University of Prešov in Prešov. The creation, approval, monitoring and regular evaluation of study programs sets out a uniform procedure for the creation, processing, approval, monitoring and regular evaluation of study programs and is valid for PUs, faculties and other components of PUs. The main goal is to provide study programs profiling graduates prepared for the national and European labor market. The starting point for the implementation of the main goal is the analysis of the needs of the labor market and the system of professions for which PU graduates are preparing, and the analysis of the internal environment for the creation of study programs. The content of the study program in accordance with the description of the relevant field of study reflects the profile of the graduate and is reflected in the curriculum of subjects, learning outcomes, teaching methods and forms of teaching. Each applicant / student for the study program must demonstrate that they have mastered the level of general and specific knowledge, skills / abilities and competencies acquired through previous study. The quality of education is influenced by the outputs in science and research, in which the field of study is evaluated, the professional quality of the guarantor of the study program - especially its real commitment and activity in guaranteeing sufficient personnel, material, information and study background. The content of monitoring is the procedural nature of the creation and changes of study programs, organizational and content character, documentation, satisfaction with the study (content, conditions), finding out the opinions of internal and external customers on the offered study programs, placement of graduates in practice, etc. In addition to the standard resources, the specific resources are set out in the document specifying the study program. Regarding quality assurance in the educational process, the faculties evaluate the educational methods used at least once a year (in the context of the specifics of the study programs), which the teachers apply, identify possible shortcomings and recommendations for remediation). The main methods and procedures of continuous monitoring and regular evaluation of the study program include in particular: · Continuous assessment and evaluation of students' knowledge and skills and at the same time / or final assessment and evaluation of students' knowledge and skills in subjects (evaluation criteria and standards, evaluation of successful quality of knowledge and skills by subjects, publication of evaluation results - eg percentage of evaluation A, B, C, D, E, FX in the subject);
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- Evaluation of achieved knowledge and skills after completing a complex of educational activities - quality of final theses, level of academic knowledge (state exams, defenses);
- Involvement of students in scientific activities, student awards, student mobility;
- Self-assessment of workplaces (departments) - success in achieving the goals and objectives set for the education of students in the field of study, progress and study approach of students (data from institutes, institutes and departments that provide the study program);
- Self-diagnostic questionnaires for teachers - teaching conditions (financial, technical, administration), management of the faculty, department, care of the employer for the employee - comments, suggestions, recommendations;
- Observations - analysis of identified shortcomings and recommendations for improvement, a change to reflect on previous measures taken;
- The connection of university studies with the needs of practice (employment of graduates in the labor market as a manifestation of the university's competitiveness).

The mentioned evaluation criteria of the quality of education specify the possibilities of their systematic implementation from the level of university management through faculties, departments, teachers to the subject level. Their ongoing presentation and analysis is part of the meetings of the Rector's committees, the dean's committees and the management of the institutes.

PU strives to involve students more significantly in the process of self-evaluation and evaluation of content and implementation of study programs, not only in the field of direct teaching, but also support services, technologies, opportunities to engage in scientific, cultural, sports and other extracurricular activities. We must state that, in general, students make very little use of their ability to interpret their proposals proposals through the senators who represent them in the academic senates, through feedback or by directly contacting competent staff. In accordance with the Act on Higher Education Institutions, students have the opportunity to express their opinion on the subjects of study and their teachers, as well as their opinion on the processes and conditions of study in the form of anonymous questionnaires - internal evaluation as well as external evaluation. Evaluations are carried out at least twice a year, always after the end of the semester using the information system. Two surveys are used, namely 1) Evaluation of study programs in MAIS (general survey) and 2) Evaluation of subjects in MAIS (subject survey). Several workplaces also carry out the evaluation of study programs by graduates. The evaluation of programs is also carried out from the point of view of teachers, while the suitability of the composition of subjects or the classification of subjects within the PWD is re-evaluated. The outputs that are obtained are discussed by the faculty management, then presented and discussed at the dean's college meetings. Feedback from students is relatively low, its informational value is unreliable, and therefore new tools are being sought to motivate students to provide feedback, as well as tools for its delivery.

	Students are part of ensuring the internal quality system. They are involved in the processes and threads in the form of feedback for the teacher in the following ways: a) membership of students in the Council for VSK of the University of Prešov in Prešov and in others PU boards; b) direct interpretation of suggestions by student representatives in the academic senate, to the dean's board, communication with the study advisor - tutor, guarantor, informal meetings with OZŠP, UZPP and teachers; c) surveys and questionnaires, which are carried out in various forms at different levels: through the MAIS (subject evaluation, study program evaluation); through questionnaires at the level of faculties, fields of study and programs; through individual teacher activities (assessment of individual subjects); feedback is obtained continuously during the study (after the end of the semester) as well as after graduation; d) discussions on electronic portals, social networks serving as an information channel; e) student complaint handling system; f) feedback after passing the state exams - evaluation of the completed study program.
b) Results of student feedback and related measures to improve the quality of the study program.	An important source of information for improving the study program is the feedback from students, which is carried out on a regular basis. PU strives to involve students more significantly in the process of self-evaluation, not only in the field of direct teaching, but also support services, technologies, opportunities to engage in scientific, cultural, sports and other extracurricular activities (Annual Report of PU activities in Prešov in 2019). One of the main goals of the Education Development Strategy of the University of Prešov in Prešov is to understand the educational process and study conditions as a space for building university status and acquiring students' competencies for employment in society (C3). Part of this goal is to obtain feedback from students and graduates as a means of improving the quality of education processes (C3.g.) at the university. The Annual Report on the Educational Activities of the University of Prešov in Prešov for 2019 also declares an effort to significantly involve students in the process of self-evaluation, not only in the field of direct teaching, but also support services, technologies, opportunities to engage in scientific, cultural, sports and other extracurricular activities. Students are part of the internal quality system. They are involved in the processes and threads in the form of feedback for the teacher in the following ways: a. surveys and questionnaires, which are implemented in different forms and at different levels: through the Modular Academic Information System (subject evaluation, study program evaluation); through questionnaires at the level of faculties, fields of study and programs; through individual teacher activities (assessment of individual subjects); feedback is obtained continuously during the study (after the end of the semester) as well as after graduation; student representatives in the Academic Senate, representative of the student council to the dean's college, communication with the study advisor (tutor), guarantor, informal meetings with teachers; b. discussions on online portals - e.g. Facebook as an information channel;

	c. student complaint handling system; d. membership of students in the Board of Education Quality of the University of Prešov in Prešov and in other bodies of the PU; feedback after passing the state exams - evaluation of the completed study program (Rector's Measure No. 5/2017 Involvement of students in the internal quality system). During the study, students are allowed to provide feedback in various forms. Each end of the semester, the evaluation of completed courses is made available to them through an anonymous questionnaire in the student interface of the Modular Academic Information System (MAIS). The subject feedback questionnaire provides an opportunity to take a position on 20 claims using a five-element scale: 1 - very high level of agreement (very high quality), 2 - high level of agreement (high quality), 3 - medium level of agreement (medium quality), 4 - low level of agreement (low quality), 5 - very low level of agreement (very low quality). The evaluation criteria are oriented e.g. to determine the professional competence of teachers, the ability of comprehensible and targeted interpretation, the use of practical examples or information and communication technologies in demonstrating the problem, encouraging student participation, creating a positive learning atmosphere and taking into account students' needs or willingness to advise in consultations. The university responded to the pandemic situation by adding specific criteria, the purpose of which is to evaluate the quality of distance education. In addition to standardized scaled questions, the subject questionnaire offers the opportunity to provide a verbal evaluation of the subject. After concluding the survey, its results are available to teachers of relevant subjects and department heads. In the MAIS system, students have the opportunity to anonymously evaluate the study program as a whole. In this case, too, scaling is used, as well as an open-ended question with the possibility of verbal evaluation. The questions focus on the interest, complexity or logic of the composition of the school, the compliance of compulsory elective courses and elective courses with the interests of students, but also the material and technical support, scope and adequacy of the book collection of the University Library PU in Prešov, satisfaction with the study services. department or with the help of a study advisor, as well as with a timetable and academic information system. The evaluation is accessible to the heads of workplaces, who can use it to improve the quality of the environment. Due to the natural limitations of scaling as an assessment method, as well as the uniqueness of study programs, several teachers or heads of workplaces (institutes, departments) also use their own forms of feedback to allow students to express themselves more freely on the quality of individual aspects of study. It goes e.g. o own questionnaires distributed at the end of the semester, which take into account the uniqueness of the study program and its subjects.
c) Results of graduate feedback and related measures to improve the quality of the study program.	The results of the feedback evaluation are discussed at various levels of management (departments, dean's college, education board, rector's college; the content of the annual reports, which are submitted to scientific councils and academic senates, which include students). Subsequently, they are published on the websites of faculties and universities.

11. References to other relevant internal regulations and information concerning the study or student of the study program (eg study guide, accommodation regulations, fees directive, guidelines for student loans, etc.).

In 2013, the University of Prešov received the Diploma Supplement Label award, awarded to higher education institutions that strictly follow the principles of internationalization of European higher education according to the principles of the Bologna Declaration. The Diploma Supplement Label confirms that the structure of the Diploma Supplement issued by the University of Prešov in Prešov to all its graduates bilingually and free of charge meets all the requirements set by the European Commission. Evidence of completion of studies in the study program is: a) university degree; (b) a State examination certificate; c) Diploma Supplement (Study Rules of the PU in Prešov, Art. 24, point 3). The PU University Library is a scientific-information, bibliographic, coordination and advisory department of the university, which provides library and information services primarily to students and employees of the university and, within its capabilities, to the other professional public. UK PU develops its activities on the historical basis of the development of education and library culture of the region and builds on the traditions established by the Collegiate Library and the Eparchial Library. The main mission of the library is to ensure free access to information; to help meet the cultural, information, scientific research and educational needs and interests of the university; to support the lifelong learning and spiritual development of the university. Then the library provides the following basic and special library information services: lending services, bibliographic information services, consulting services, reprographic services and other services (processing of records of publishing activities of university staff; bibliographic registration of final and qualification theses; operation of Digital Library UK PU; exhibitions of scientific literature, exhibitions of works of art, concerts, presentations, professional library events, etc.). The library fund contains a total of almost 225,000 library units (annual increase of the library fund is about 4,000 books and 250 titles of periodicals, while the purchase of documents is carried out on the basis of faculty requirements for equal purchase for the needs of all study programs at PU). Since 2004, the library has been building a Digital Library (a database of electronic full-text publications created by university staff, which contains more than 800 publications. Since 1997, it has been building a database of PU publishing activities in which it registers more than 66,000 documents. The total area of the library is over 2,600 m², of which 1,150 m² is for users, 303 study places are available in 6 study rooms (2 of which are databases), more than 70,000 readers visit the library every year, and more than 70,000 websites. 500,000 readers. The library has its own computer network (PULIBnet) with 4 servers, 84 computers, of which 45 computers are reserved for users. It annually publishes a bibliography of PU publishing activities. The library provides access to 9 paid full-text database centers (EBSCO, Gale, ProQuest, Science Direct, Scopus, Springer, Taylor and Francis, Web of Knowledge, Wiley).