

List of Course Descriptions

COMPULSORY SUBJECTS:

Analysis and Interpretation of a Work of Art
Art Studio 1
Art Studio 2
Art Studio 3
Audience Studies
Bachelor Thesis Defence
Basic of Cultural Theory
Cultural Management and Contemporary Art Practice
Cultural Policy
Dramaturgy of Artistic Activities 1
Dramaturgy of Artistic Activities 2
Ethics for Managers
Excursion in Art and Culture
Final Thesis Seminar 1
Final Thesis Seminar 2
Fundamentals of Economics
Gallery Animation 1
Gallery Animation 2
Human Resource Management
Internship in a Cultural Institution
Introduction to Marketing and Management
Introduction to the Study
Law for Managers
Management of Cultural Institutions 1
Management of Cultural Institutions 2
Management of Independent Culture
Multimedia Studio 2
Practice 1
Practice 2
Practice 3
Practice 4
Propaedeutics of Fine Arts
Propaedeutics of Music
Propaedeutics of Performing Arts

COMPULSORY ELECTIVE SUBJECTS:

Applied Aesthetics
Audience Development
Creative Drama
Creation of Music-Experiential Projects
Culture of Vocal Expression
English language – for Specific Purposes 1
English language – for Specific Purposes 2
Folk Culture
Chapters from the History of Art of Eastern Slovakia
Introduction to Aesthetics
Information and Database System
Interpretation of Film Work
Media, Adversiment and Mass Culture
Marketing Communication
Multimedia Studio 1
Proseminar in Movie
Public Relation
Spanish Language 1
Spanish Language 2
Visual Communication
Web Design

COURSE DESCRIPTION

University: University of Presov	
Faculty/university workplace: Faculty of Arts	
Code: 1IHVU/UK/ANIUD/24	Course title: Analysis and Interpretation of a Work of Art
Type, scope and method of educational activities: Type of educational activity: lecture, seminar Scope of educational activities: 1.1 hours per week, 13.13 per semester Method of educational activities: combined	
Number of credits: 2	
Recommended semester of study: 3.	
Recommended year of study: 2.	
Study grade: 1.	
Prerequisites: -	
Conditions for passing the course: The course is completed with an continuous assessment. Interim evaluation: Number of credits and time range for the course completion requirements: - 2 credits = 60 hours - teaching of the course: 13 weeks 1 lecture / 1 seminar: 26 h - independent work - preparation of one analysis of music and a seminar paper in fine arts: 14 h - independent study of literature: 20 h The student presents in class that he/she is familiar with the partial and holistic analysis of a musical work and with musical terminology. He/she can distinguish between musical form and musical type, and presents an analysis of minor and major forms. Seminar paper on a single artist, artistic problem, phenomenon, or artifact that students will analyze and interpret in its cultural and historical context. In order to pass the course, it is necessary to achieve a minimum of 50% in each part. The evaluation of the student's performance in the course is carried out according to a classification scale consisting of six classification levels and the following success criteria (in percentage of the results in the course evaluation): A - excellent (excellent results: numerical value 1) / 100.00 - 90.00 % B - very good (above average results: 1.5) / 89.99 - 80.00 % C - good (average results: 2) / 79.99 - 70.00 % D - satisfactory (acceptable results: 2.5) / 69.99 - 60.00 % E - sufficient (results meet the minimum criteria: 3) / 59.99 - 50.00 % FX - Inadequate (additional work required: 4) / 49.99 % or less.	
Learning outcomes: students will acquire basic knowledge of musical forms and types The graduate of the subject acquires: Knowledge : - knows and understands basic music-form terminology - theoretical knowledge of partial and holistic analysis - defines the basic procedures of analysis and interpretation of a work of art Skills: - knows the symbolism of musical form analysis - reassesses own experience of musical style on the basis of acquired knowledge - to realize systematic perception of the artwork, its analysis and interpretation. Competencies: - analyses musical forms - can recognise the proportionality of a musical work, its formative <i>elements</i> - perceive and use relevant methods of analysing and interpreting a work of art with a focus on artistic practice.	
Course content: - Sub-analyses in the analysis of a musical work: genetic, semantic, structural (music-theoretical), axiological-functional, aesthetic-experiential and holistic analysis in listening to music - The concept of musical form and the concept of musical type. Types and forms of vocal, instrumental and vocal-instrumental music (concerto, opera, ballet, symphony, oratorio). Examples.	

- Basic elements of musical form: motif, theme, phrase, clause and other formative elements. Proportionality of a musical work. Static and dynamic form.
- Small musical forms (song) in different genres of music and major musical forms (sonatas, fugues, variations, rondo forms). Expression of musical form in symbols: letters and numbers.
- Cycle in music, making song cycle, suite, symphonic cycle.
- Analysis of a piece of music based on musical memory, style, and knowledge of music history.

Formal interpretation. Content interpretation. Iconographic and iconological interpretation. Interpretation in terms of psychology. Structuralist interpretation. Semiotic interpretation. Systemic interpretations. Interpretation of avant-garde, modern and postmodern artworks.

Recommended literature:

BURLAS, L. 2006. *Formy a druhy hudobného umenia*. Žilina: EDIS.
 Kol. autorov. Encyklopédický atlas hudby.
 COOK, N. A 1987. *Guide to musical Analysis*. Oxford: University Press.
 HARASHIN,S.-CHYLIŃSKA,T.-SCHAFFER, B. 1983. *Sprievodca koncertmi*. Bratislava: OPUS.
 JIRÁK, K.B. 1985. *Nauka o hudebních formách*. Praha: Panton.
 MICHELS, U. 2000. Encyklopédický atlas hudby. Praha: Lidové noviny.
 ZENKL, L. 1990. *ABC hudebních forem*. Praha: Editio Supraphon.
 SCHNIERER,M. 1995-1999. *Svět orchestru 20. století*. I.-III. diel, Brno: M a M.
 HOSTOMSKÁ, A. 1993. Průvodce operní tvorbou. Praha: Libertas.
 Doplňující notový materiál, antológie, súborné vydania nôť.
 BAKOŠ, J., 2000. Štyri trasy metodológie dejín umenia. Bratislava: Veda;
 DANIEL, L., 2008. Umění vidět umění. Úvod do interpretace obrazu. Olomouc: Univerzita Palackého;
 GERO, Š., TROPP, S., 2000. Interpretácia výtvarného diela. Banská Bystrica: Pedagogická fakulta UMB.
 GERO, Š., 1992. Recepcia a interpretácia výtvarného diela (Z história a súčasnosti). Nitra: VŠP;
 GOMBRICH, E. H., 1985. Umění a iluze. Praha: Odeon;
 HLAVÁČEK, J., 1997. Kompozice podle Rudolfa Arnheima. Praha: Ped F UK;
 HLAVÁČEK, L., 1984. Řeč tvarů. Praha: Horizont;
 KAPSOVÁ, E., 1997. Výrazové osobitosti výtvarného diela. Nitra: UKF;
 KESNER, L. (ed.), 1997. Vizuální teorie. Současné anglo-americké myšlení o výtvarních dílech. Praha, HaH;
 LANGEROVÁ, M., 1983. Klíče k obrazu. Praha: Albatros;
 MEDKOVÁ, J., 1990. Řeč věcí (Umění vnímat umění). Praha: Horizont;
 PANOFSKY, E., 1981. Význam ve výtvarném umění. Praha: Odeon;
 POSPISZYL, T. (ed.), 1998. Před obrazem. Antologie americké výtvarné teorie a kritiky. Praha: OSVU.

Language required for the course: slovak

Notes: ----

Course evaluation:

Total number of students assessed: -

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

Lecturers: doc. Mgr. Renáta Kočišová, PhD. a Mgr. art. Katarína Šantová, PhD. lecturer, examiner, seminar leader

Date of last change: 18. 11. 2025

Approved by: doc. Mgr. Eva Kušnírová, PhD.

COURSE DESCRIPTION

University: University of Presov													
Faculty/university workplace: Faculty of Arts													
Code: 1IHVU/UK/UMAT1/24	Course title: Art Studio 1 (profile course)												
Type, scope and method of educational activities: Type of training activity: seminar Scope of educational activities: 0.2 hours per week, 26 per semester Method of educational activities: combined													
Number of credits: 4													
Recommended semester of study: 1.													
Recommended year of study: 1.													
Study grade: 1.													
Prerequisites : -													
Conditions for passing the course: The course is assessed by continuous assessment.													
The student will produce a term paper in the form of an artefact (artistic, digital or textual according to the teacher's assignment) on the chosen topic. Study of the literature during the semester. Preparation of a group project on the assigned topic.													
In order to pass the course, it is necessary to achieve a minimum of 50% in each part. The evaluation of the student's performance in the course is carried out according to a classification scale consisting of six classification levels and the following success criteria (in percentage of the results in the course evaluation):													
A - excellent (excellent results: numerical value 1) / 100.00 - 90.00 % B - very good (above average results: 1.5) / 89.99 - 80.00 % C - good (average results: 2) / 79.99 - 70.00 % D - satisfactory (acceptable results: 2.5) / 69.99 - 60.00 % E - sufficient (results meet the minimum criteria: 3) / 59.99 - 50.00 % FX - Inadequate (additional work required: 4) / 49.99 % or less.													
Number of credits and time range for course completion requirements: 1. Each week of the semester teaching of the course: 1 lecture / 1 seminar: 13 weeks x 2 h = 26 h 2. Study of sources and preparation of presentation: 30 h 3. Report from the exhibition: 28 h 4. Study of resources, group project development: 36 h Total - 4 credits - time commitment - 120 hours													
Learning outcomes: <i>Knowledge:</i> the graduate will gain a general basic overview of visual arts concepts related to the subject of education. The student will be familiar with the principles of design, graphic design, animation graphics, creation of intermedia work and output. Recognizes different levels of aesthetic and artistic quality of art and artistic culture and interprets them for the needs of practice. Is competent to create artefacts required for practical use. <i>Skills:</i> graduate students are proficient in the procedures of creating work for the needs of institutional practice and its specifics, independently develops creative ideas and practices <i>Competences:</i> ability to work in institutions involved in making visual arts and artistic culture in general accessible													
Course content: Issues in design and intermedia with emphasis on the ability to develop analytical thinking, institutional critique, and reflection. Emphasis on the development of the subject matter in the 20th and 21st centuries, the emergence of new media, digital culture, the relevance of artistic strategies and their sustainability. Practical skills are developed in working with graphic programs, creating conceptual strategies - sound art, video art, artistic intervention, land art, creating art objects and artifacts for usability in institutional practice.													
Language required for the course: slovak													
Notes: -----													
Course evaluation: Total number of students assessed: -													
<table border="1"><tr><td>A</td><td>B</td><td>C</td><td>D</td><td>E</td><td>FX</td></tr><tr><td>0%</td><td>0%</td><td>0%</td><td>0%</td><td>0%</td><td>0%</td></tr></table>		A	B	C	D	E	FX	0%	0%	0%	0%	0%	0%
A	B	C	D	E	FX								
0%	0%	0%	0%	0%	0%								
Lecturers: Dr. hab. Peter Kocák, PhD., Mgr. art. Vladimír Ganaj, ArtD. lecturer, examiner, seminar leader													
Date of last change: 18. 11. 2025													
Approved by: doc. Mgr. Eva Kušnírová, PhD.													

COURSE DESCRIPTION

University: University of Presov	
Faculty/university workplace: Faculty of Arts	
Code: 1IHVU/UK/UMAT2/24	Course title: Art Studio 2 (profile course)
Type, scope and method of educational activities:	
Type of training activity: seminar	
Scope of educational activities: 0.2 hours per week, 26 per semester	
Method of educational activities: combined	
Number of credits: 4	
Recommended semester of study: 2.	
Recommended year of study: 1.	
Study grade: 1.	
Prerequisites : -	
Conditions for passing the course:	
The course is completed with an exam.	
During the semester the student studies the recommended literature in order to acquire full knowledge in the final evaluation. The interim assessment is 50% of the overall grade.	
In order to receive an assessment, the student must demonstrate cognitive knowledge of art techniques and materials to be able to describe the selected artworks in terms of image-making technology and artistic expression. The student must understand the meaning and nomenclature of the different materials used in art production in the past and today. The depth of knowledge acquired is assessed along with creative thinking in interpreting the answers to each question. The student's approach to teaching and the theoretical knowledge and understanding acquired in the process of teaching will be an elementary criterion in the student's examination for the Art Studio 2 course.	
In order to pass the course, it is necessary to achieve a minimum of 50% in each part. The evaluation of the student's performance in the course is carried out according to a classification scale consisting of six classification levels and the following success criteria (in percentage of the results in the course evaluation):	
A - excellent (excellent results: numerical value 1) / 100.00 - 90.00 %	
B - very good (above average results: 1.5) / 89.99 - 80.00 %	
C - good (average results: 2) / 79.99 - 70.00 %	
D - satisfactory (acceptable results: 2.5) / 69.99 - 60.00 %	
E - sufficient (results meet the minimum criteria: 3) / 59.99 - 50.00 %	
FX - Inadequate (additional work required: 4) / 49.99 % or less.	
Learning outcomes:	
<i>Knowledge:</i> The student will acquire knowledge in the media of painting, drawing and printmaking at a level appropriate to the nature and form of study that directs him/her to a professional occupation. The student should exhibit creative thinking and the ability to use correct terminology in describing each art technique.	
<i>Skills:</i> the student can justify the technological solution in the realization of artworks through the description and characterization of individual art techniques.	
<i>Competency:</i> the student can describe the meaning and qualities of the different materials used in artwork when describing artefacts.	
Course content:	
<ul style="list-style-type: none">- The division of painting techniques, their application within the history of art- Painting techniques of hanging paintings- Wall painting techniques- Structure of the hanging painting and preparation of individual painting substrates- Colour pigments and binders- Drawing techniques and materials- Non-traditional drawing techniques e.g. frottage and monotype- How to store finished drawings signing, mountings, framing- Classical graphic techniques, history- Technological procedures of individual techniques- Lithography, offset and serigraphy as reproductive graphic techniques applied in artistic creation.	
Recommended literature:	
SMITH, Ray, 2000. <i>Encyklopédie výtvarných techník a materiálu</i> . Praha: Slovart. ISBN 80-7209-245-6.	
PARRAMON, José, M. 1998. <i>Teorie barev</i> . Praha: Svojtka a Vašut. ISBN 80-7236-046-9.	
SLÁNSKÝ, Bohuslav, 1975. <i>Technika v malířské tvorbě</i> . Praha: SNTL.	
LOSOS, Ludvík, 1992. <i>Techniky malby</i> . Bratislava: Pallas. ISBN 80-7095-014-5.	
TEISSIG, Karel, 1986. <i>Technika kresby</i> . Praha: Artia.	
Language required for the course: slovak	
Notes: ----	

Course evaluation:

Total number of students assessed: -

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

Lecturers: doc. Martin Zbojan, PhD. lecturer, examiner, seminar leader**Date of last change:** 30. 05. 2024**Approved by:** doc. Mgr. Eva Kušnírová, PhD.

COURSE DESCRIPTION

University:: University of Presov	
Faculty/ university workplace: Faculty of Arts	
Code: 1IHVU/UK/UMAT3/24	Course title: Art Studio 3 (profile course)
Type, scope and method of educational activities: Type of educational activities: seminar Extent of educational activities: 0, 2 hours per week, 26 per semester Method of educational activities: combined	
Number of credits: 5	
Recommended year of study: 3.	
Recommended semester: 6.	
Study grade: 1.	
Prerequisites : -	
Conditions for passing the course: The course is completed with an continuous assessment.	
In order to pass the course, it is necessary to achieve a minimum of 50% in each part. The evaluation of the student's performance in the course is carried out according to a classification scale consisting of six classification levels and the following success criteria (in percentage of the results in the course evaluation): A - excellent (excellent results: numerical value 1) / 100.00 - 90.00 % B - very good (above average results: 1.5) / 89.99 - 80.00 % C - good (average results: 2) / 79.99 - 70.00 % D - satisfactory (acceptable results: 2.5) / 69.99 - 60.00 % E - sufficient (results meet the minimum criteria: 3) / 59.99 - 50.00 % FX - Inadequate (additional work required: 4) / 49.99 % or less.	
Learning outcomes: Knowledge gained: Graduate of the discipline - defines the principles, themes and techniques of photography - defines the principles and genres of film art Skills acquired: Graduate of the discipline - knows how to suggest themes for photographs - knows how to create a film script, plot and story structure Acquired competences: Graduate of the discipline - creates proofreading, implementation and evaluation of the photo - analyses the structure of the film - create a short film documentary	
Course content: - film art - film genres - expressive means of film - specifics of film art - the creation of a film story: - film theme - film script, plot, story construction - author's story, proofreading, realization, evaluation - preparation of a project on a given topic in the field of film art - preparation of a project on a given topic in the field of photography	
Recommended literature: CAPUTO, R. Škola fotografovania Ľudia. Slovart, 2004. CAPUTO, R. Škola fotografovania Krajina. Slovart, 2005. BURIAN, P., CAPUTO, R. Škola fotografovania Techniky a triky majstrov. Slovart, 2003. FROST, L. Kreatívne fotografie. Computer press, 2005. MYŠKA, M. Světlo a osvětlení v digitální fotografii. Computer Press, 2008. MULLIGAN, TH., WOOTERS, D. Dějiny fotografie. Taschen, 2010. RUFFAUT, F. Rozhovory Hitchcock-Truffaut. Praha: Československý filmový ústav, 1987. BERNARD, J. Jazyk, kinematografie, komunikace. O mezeře mezi světy. Praha: Národní filmový archív, 1995. DRVOTA, M. Základní složky filmu. Praha: Národní filmový archív, 1994.	

PLAŽEWSKI, J. Filmová reč. Praha: Orbis, 1967.

Notes: ----

Course evaluation:

Total number of evaluated students: -

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

Lecturers: Mgr. Jaroslav Ondo, PhD. lecturer, examiner, seminar leader

Date of last change: 30. 05. 2024

Approved by: doc. Mgr. Eva Kušnírová, PhD.

COURSE DESCRIPTION

University: University of Presov	
Faculty/university workplace: Faculty of Arts	
Code: 1IHVU/UK/AUSTU/24	Course title: Audience Studies
Type, scope and method of educational activity:	
Type of educational activity: Lecture, Seminar	
Scope of educational activity: 1,1 hour per week, 13,13 per semester	
Method of educational activity: combined	
Number of credits: 2	
Recommended semester: 3.	
Recommended year of study: 2.	
Study grade: 1.	
Prerequisites : -	
Conditions for passing the course:	
The course is completed with an continuous assessment.	
Number of credits and time frame for the conditions of passing the course:	
- 2 credits = 60 hours	
- course teaching: 13 weeks 1 lecture / 1 seminar: 26 h	
- individual work - preparation for the seminar, elaboration of the seminar work: 17 h	
- independent study of professional literature: 17 h	
The course is completed by continuous assessment. During the semester, the student processes, presents at the seminar and submits a seminar paper, focused on the analysis of a selected problem corresponding to the focus of the subject. In the credit week he performs a knowledge-interpretation test (50%).	
In order to pass the course, it is necessary to achieve a minimum of 50% in each part. The evaluation of the student's performance in the course is carried out according to a classification scale consisting of six classification levels and the following success criteria (in percentage of the results in the course evaluation):	
A - excellent (excellent results: numerical value 1) / 100.00 - 90.00 %	
B - very good (above average results: 1.5) / 89.99 - 80.00 %	
C - good (average results: 2) / 79.99 - 70.00 %	
D - satisfactory (acceptable results: 2.5) / 69.99 - 60.00 %	
E - sufficient (results meet the minimum criteria: 3) / 59.99 - 50.00 %	
FX - Inadequate (additional work required: 4) / 49.99 % or less.	
The final evaluation is calculated as the average of the evaluation of the seminar work and the knowledge test.	
Learning outcomes:	
The graduate of the course can:	
- classify and explain the differences between the terms audience, audience, meat,	
- define basic approaches to media audience research,	
- outline the main development lines of media audiences,	
- describe the procedure and principles for the creation and implementation of a case study aimed at analyzing the media audience,	
- define majority / minority, active / passive, community audiences and identify indicators of their behavior in the media environment,	
- describe, classify and analyze the manifestations of subcultures and fan communities in the media environment.	

Course content:

- Recipients of media content: audience as a social and psychological category. Audience, audience, mass - common and different characters.
- Concepts of the media audience and their outputs in the environment of media studies: Frankfurt School, Birmingham School, concepts of G. Gerbner, N. Postman, D. Rushkoff, I. Ramonet; audience as a discursive construct (I. Ang).
- Media audience as a socio-historical phenomenon. Historical development of the audience (J. Dominick). The Origin of Media Pubs (D. McQuail). Baby boomers, generation X, T-generation: from sociology to media theory.
- Traditions / paradigms of audience research (structural and behavioral approach; cultural studies - reception analysis, public ethnography). Characteristics of key media reception research. Media audience and leisure organization (reception habits and rituals).
- Media reception: process models. Interpretation (reading) of a media text as an active process of arguing meanings. Interpretive positions in S. Hall's communication model and examination of their realizations (D. Morley).
- The concept of subculture and its presentation in the media environment: mods, punk, new romantic, emo, hip-hop. Presentation of subcultures in the current media environment in Slovakia.
- Fans: fan, fandom; fandom creation: fan fiction.
- Media and audience: influences and effects of the media - basic typology.

Recommended literature :

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

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

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

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

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

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

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

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

MCNAIR, B., 2004. Sociologie žurnalistiky. Praha: Portál.

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

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

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

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

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

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

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

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

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

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

Language which is necessary to complete the course: Slovak, English, Czech**Notes:** -----**Course evaluation:**

Total number of students evaluated: -

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

Lecturers:

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

Date of last change: 30. 05. 2024**Approved by:** doc. Mgr. Eva Kušnírová, PhD.

COURSE DESCRIPTION

University: University of Presov	
Faculty/university workplace: Faculty of Arts	
Code: 1IHVU/UK/OBBAP/24	Course title: Bachelor Thesis Defence
Type, scope and method of educational activities: thesis defence	
Number of credits: 10	
Recommended semester: 6.	
Study grade: 1.	
Prerequisites: 1IHVU/UK/SZP1/24 Final thesis seminar 1 1IHVU/UK/SZP2/24 Final thesis seminar 2	
Conditions for passing the course: When preparing the bachelor thesis, the student is guided by the instructions of his/her supervisor and the Directive on the requisites of final theses, their bibliographic registration, originality control, preservation and accessibility issued by the University of Presov in Presov. The length of the thesis may be determined by the supervisor, the recommended length being 30 to 40 standard pages (54 000 - 72 000 characters) without appendices (from the introduction to the conclusion inclusive). The structure of the thesis and the formal layout of the thesis are determined in agreement with the supervisor by the Directive on the requirements of the final thesis. The final version of the bachelor thesis bound in hardcover is handed in by the student to the department that has written the thesis topic. The deadline for the submission of the thesis is set out in the timetable for the academic year concerned. <ul style="list-style-type: none">• The bachelor's thesis is submitted in two printed copies; the electronic version, which must be identical to the printed version, is uploaded by the student to the thesis filing system in PDF format within seven days of the submission of the printed version. The originality of the thesis is assessed in the central thesis register. A report on the originality of the thesis shall be drawn up on the result of the originality check. The originality check is a prerequisite for the defence. On the basis of the result of the overlap of the thesis with other theses, the supervisor decides whether the thesis can be the subject of the defence.• As part of the submission of the thesis, a licence agreement for the use of the digital copy of the thesis is concluded between the author and the Slovak Republic on behalf of the University. After uploading the thesis to the PU EHR, the author shall immediately submit to the training institute a draft licence agreement signed by him/her, which must be signed by an authorised representative of the University (the head of the training institute) within 30 days of the thesis being sent to the CRZP.• The bachelor's thesis is assessed by the thesis supervisor and the thesis referee, who draw up evaluations according to the criteria set. <p>The State Final Examination Board shall evaluate the course of the defence and decide on the classification in a closed session. When classifying, it comprehensively assesses the quality of the thesis and its defence, taking into account the opinions and the course of the defence, and gives one common mark. The final grade may be the same as in the evaluations, but it may also be better or worse, depending on the course of the defence. The decision on the result of the defence shall be announced publicly by the chairman of the board together with the result of the relevant final examination.</p> <p>In order to pass the course, it is necessary to achieve a minimum score of 50% in each part of the course. The evaluation of the student's performance in the course of study is carried out according to a grading scale consisting of six grading levels and the following success criteria (in terms of the percentage of the results in the course evaluation):</p> <p>A - excellent (excellent results: numerical value 1) / 100.00 - 90.00 % B - very good (above average results: 1.5) / 89.99 - 80.00 % C - good (average results: 2) / 79.99 - 70.00 % D - satisfactory (acceptable results: 2.5) / 69.99 - 60.00 % E - satisfactory (results meet the minimum criteria: 3) / 59.99 - 50.00 % FX - Inadequate (further work required: 4) / 49.99 % and below.</p> <p>Learning outcomes:</p> <p><i>Knowledge</i> - Graduate of the course:</p> <ul style="list-style-type: none">- independently and creatively uses professional sources- analyses and evaluates the current state of the problem <p><i>Skills</i> - Graduate of the course:</p> <ul style="list-style-type: none">- synthesizes and applies the acquired theoretical knowledge in the bachelor thesis- presents and defends his/her position in terms of the aim of the thesis and its contribution <p><i>Competencies</i> - The graduate of the course:</p> <ul style="list-style-type: none">- Demonstrates his/her linguistic and professional culture and his/her own attitude towards the professional problems of his/her studies. <p>Course content:</p> <ol style="list-style-type: none">1. The defence of the bachelor thesis has a steady course:2. Introductory speech of the graduate, presentation of the results of the thesis.3. Presentation of the main points from the written opinions of the supervisor and the opponent.4. The student's answers to the questions of the supervisor and the opponent.	

5. A professional discussion of the undergraduate thesis with questions to the student.

The bachelor thesis is available to the committee during the defense. The introduction should include, in particular, the following points:

1. A brief justification of the choice of the topic, its topicality, practical contribution.
2. Clarification of the objectives and methods used in the elaboration of the thesis.
3. The main content problems of the thesis.
4. Conclusions and practical recommendations reached by the author of the thesis.

During the presentation, the student has at his/her disposal his/her own copy of the bachelor's thesis or a written introduction. The speech will be delivered independently. He/she may use computer technology. The introductory speech should be short, not exceeding ten minutes.

Recommended literature:

GONDA, V.: Ako napísať a úspešne obhájiť diplomovú prácu. Bratislava: Iura Edition, spol.s.r.o. ISBN 978-80-8078-472-0.

KATUŠČÁK, D.: Ako písat vysokoškolské a kvalifikačné práce. Ako písat seminárne práce, ročníkové práce, práce ŠVOČ, diplomové práce, záverečné a atestačné práce a dizertácie. Bratislava: Stimul, 1998. ISBN 80-85697-57-2.

ŠVEC, Š. a kol.: Metodológia vied o výchove. Bratislava: IRIS, 1998. ISBN 80-88778-73-5.

VIŠŇOVSKÝ, L., ZOLYOMIOVÁ, P., BRINCKOVÁ, J.: Metodika diplomovej práce. 2007. ISBN 978-80-8083-374-9.

Smernica o náležitostiach záverečných prác, ich bibliografickej registrácií, kontrole originality, uchovávaní a sprístupňovaní.[online]. Prešov: PU. [cit.30.5.2024]. Dostupné z: <https://www.pulib.sk/web/data/pulib/subory/stranka/ezp-smernica2019.pdf>

Language with is necessary to complete the course: slovak

Notes: ----

Course evaluation

Total number of evaluated students: -

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

Lecturer: doc. Mgr. Eva Kušnírová, PhD. garantor

Date of last change: 30. 05. 2024

Approved by: doc. Mgr. Eva Kušnírová, PhD.

COURSE DESCRIPTION

University: University of Presov	
Faculty /university workplace: Faculty of Arts	
Code: 1IHVU/UK/ZAKTK/24	Course title: Basic of Cultural Theory
Type, scope and method of educational activities:	
Type of educational activities: Lecture, Seminar	
Scope of educational activities: 1.1 hours. weekly, 13,13 per semester	
Method of educational activities: combined	
Number of credits: 3	
Recommended semester: 2	
Study grade: 1.	
Prerequisites: -	
Conditions for passing the course:	
The course is completed by continuous assessment.	
To successfully complete the course, it is necessary to complete 3 components:	
1. Joint lectures and seminar meetings.	
2. Continuous fulfillment of assigned tasks and duties presented and submitted according to the schedule, published at the beginning of the semester. Part of the preparation for the seminar and the final project is active participation in cultural and / or artistic activities in accordance with the theme of the final project. The student presents the final project orally in the credit week. The weight of the evaluation is 70%, t. j. without the successful implementation of continuously fulfilled activities and their oral presentation, it will not be possible to give an evaluation, resp. rating will be FX.	
3. The student studies the assigned professional literature and study materials.	
In accordance with the Study Regulations of the Faculty of Arts of the Slovak Republic, the evaluation of the student's study results within the course study is carried out according to the classification scale, which consists of six classification levels and the following success criteria (in percentage of results in the course evaluation):	
A - excellent (excellent results: numerical value 1) / 100.00 - 90.00%	
B - very good (above average results: 1.5) / 89.99 - 80.00%	
C - good (average results: 2) / 79.99 - 70.00%	
D - satisfactory (acceptable results: 2.5) / 69.99 - 60.00%	
E - sufficient (results meet the minimum criteria: 3) / 59.99 - 50.00%	
FX - insufficient (additional work required: 4) / 49.99 and less%.	
Number of credits and time frame for the conditions of passing the course:	
1. Every week semester course teaching: 1 lecture / 1 seminar: 13 weeks' x 2 h = 26 h	
2. Submission of seminar work - 20h	
3. Independent individual study of study materials - 22 h	
4. Work on a semester project – 22 h	
Total - 3 credits - time consuming - 90 hours	
Learning outcomes:	
<i>Knowledge</i> - Graduate of the course Aesthetics and Culture:	
<ul style="list-style-type: none">- knows key concepts in the field of thinking about culture and society;- is familiar with concepts of thinking about culture and society;- understands the basic principles of the departmental approach to culture;- is able to actively obtain information about art, culture and cultural policy in the period under review and uses it in a broader context in the context of aesthetics;	
<i>Skills</i> - Graduate of the course Aesthetics and Culture:	
<ul style="list-style-type: none">- critically discusses the problems of the read texts of individual thinkers dealing with the issue of culture;- creatively applies the acquired knowledge and skills to the teaching process,- analyzes the importance and relationship of artistic (cultural and wider) tradition and artistic innovation,- reproduces knowledge from artistic, pedagogical and organizational activities,- compiles educational and training programs for target groups on the basis of identified interests and goals- collects, analyzes and evaluates the needs of target groups.	
<i>Competences</i> - Graduate of the course Aesthetics and Culture:	
<ul style="list-style-type: none">- has a cultivated verbal and written expression;- independently plans its activities and activities,- approaches the target groups in a partnership and inclusive way and helps them to become self-sufficient,- is sensitive to intercultural diversity in the group.	
The educational outcomes of knowledge are verified in writing in the 12th week of the semester.	
The educational outcomes of skill and competence are verified in the seminar work, which the student submits in the 12th week of the semester at the latest. The educational outcomes of knowledge and competence are also verified during the student's outing at the seminar.	

Course content:

1. Culturology as a scientific discipline. Arts and culture sciences.
2. Basic concepts of art and culture sciences. Culture in theoretical reflection.
3. Departmental perception of culture. Culture and art in cultural policy documents.
4. Cultural tradition and cultural heritage as current phenomena from the point of view of theory and practice.
5. Social and cultural diversity in the era of globalization: an overview of basic concepts.
6. Cultural diversity in theoretical reflection: key concepts, theories and approaches. An accessible and inclusive culture as a principle of cultural policy within the EU. Cultural diversity in European cultural policies.
7. Cultural diversity and its consequences for the field of cultural practice.
8. Models of coexistence and integration of diversity in politics and practice: integration, inclusion, assimilation, segregation.
9. Issues of cultural status of art at the turn of the millennium
10. Art and artistic expressions in a globalized world.
11. Cultural diversity in the era of globalization. Identity in a globalized world.
12. Colloquium.

Recommended literature:

Gažová, V., 2010. Úvod do kulturológie. Acta Culturologica č. 17, Bratislava: Národné osvetové centrum

Slušná, Z., 2013. Trendy a aspekty miestnej a regionálnej kultúry. Bratislava: Národné osvetové centrum.

Slušná, Z., 2015. Súčasná kultúrna situácia z pohľadu teórie a praxe. Bratislava: Univerzita Komenského.

Harrington, A., 2008 Moderní sociální teorie. Praha: Portál

Eriksen, T., 2007. Antropologie multikulturních společností. Rozumět identitě. Praha: Triton

Eriksen, T., 2008. Sociální a kulturní antropologie. Praha: Portál

Petrusek, M. – Balon, J., 2013. Společnost naší doby. Praha: Academia

Singer, Ben. 2004. Modernita, hyperstimuly a vzestup populárni senzačnosti. In: P. Szczepanik, ed.: Nová filmová historie. Antologie současného myšlení o dějinách kinematografie a audiovizuální kultury. Praha: Herrmann & synové. Str. 190–205.

Language with is necessary to complete the course: slovak**Notes: ----****Course evaluation**

Total number of students evaluated: -

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

Lecturers: doc. PhDr. Zuzana Slušná, PhD. lecturer, examiner, seminary supervisor

Date of last change: 30. 05. 2024

Approved by: doc. Mgr. Eva Kušnírová, PhD.

COURSE DESCRIPTION

University: University of Presov
Faculty/university workplace: Faculty of Arts
Code: 1IHVU/UK//KUMAPSU/24 Course title: Cultural Management and Contemporary Art Practice
Type, scope and method of educational activities: subject of the state examination
Number of credits: 6
Recommended semester of study: 6.
Recommended year of study: 3.
Study grade: 1.
Prerequisites: -----
Conditions for passing the course: A student may register for the Bachelor's State Final Examination if he/she has completed the prescribed compulsory and compulsory elective disciplines and has obtained the prescribed number of credits. Each part of the state examination is assessed separately. The individual parts of the state examination shall be graded with the classification grades A to FX. The overall grade of the state examination shall be calculated from the average of the grades of the individual subjects of the state examination and the grade of the final thesis defence. A - excellent (excellent results: numerical value 1) / 100.00 - 90.00 % B - very good (above average results: 1.5) / 89.99 - 80.00 % C - good (average results: 2) / 79.99 - 70.00 % D - satisfactory (acceptable results: 2.5) / 69.99 - 60.00 % E - sufficient (results meet the minimum criteria: 3) / 59.99 - 50.00 % FX - Inadequate (additional work required: 4) / 49.99 % or less.
Learning outcomes: During the studies, the graduate of the first degree has acquired basic knowledge about the specifics of management in the field of culture and arts, has gained a basic overview of the specifics of arts and culture. It focuses on organizing and producing activities and activities in culture and arts and creative industry institutions. The graduate of the Bachelor's programme profiles as a professional worker in teams and has the prerequisites to work in cultural and artistic institutions, organisations and creative arts centres, cultural and artistic foundations, as well as in assistant - professional positions at lower levels in various artistic and cultural institutions (such as museums and galleries, exhibition halls, cultural houses, publishing houses, professional editorial offices in the media, etc.). The student can independently apply the approaches and principles of management and marketing to the field of culture and arts, knows and can explain the specifics of artistic culture in a broader cultural context, knows and uses the conceptual apparatus of the disciplines of the core of the program, can recognize the aesthetic and artistic qualities of works of art. The student has the ability to keep in touch with current trends in artistic cultures and culture. The student will demonstrate theoretical knowledge in the field of management and marketing, have an overview of various forms of artistic culture, demonstrate creative abilities to design and implement adequate strategies of communication between the creator and the audience in cultural and artistic practice, can apply basic methodological approaches to the presentation of works of artistic culture and cultural activities.
Course content: The curriculum of the discipline is implemented on the basis of the curricula of the disciplines of the following subjects: 1IHVU/UK/ZAKTK/24 Fundamentals of Cultural Theory 1IHVU/UK/KULPO/24 Cultural Policy 1IHVU/UK/MANKU/24 Management of independent culture 1IHVU/UK/MAKI1/24 Management of cultural institutions 1 1IHVU/UK/MAKI2/24 Management of cultural institutions 2
Recommended literature: Recommended literature is defined by the course description: 1IHVU/UK/PROVU/24 Propaedeutics of Fine Arts 1IHVU/UK/PROHU/24 Propaedeutics of Music 1IHVU/UK/PROSU/24 Propaedeutics of Performing Arts 1IHVU/UK/ZAKTK/24 Basic of Cultural Theory 1IHVU/UK/KULPO/24 Cultural Policy 1IHVU/UK/MANKU/24 Management of independent culture 1IHVU/UK/MAKI1/24 Management of cultural institutions 1 1IHVU/UK/MAKI2/24 Management of cultural institutions 2
Language required for the course: slovak
Notes: -----

Course evaluation:

Total number of students assessed: -

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

Lecturers: doc. Mgr. Eva Kušnírová, PhD., garantor

Date of last change: 30. 05. 2024

Approved by: doc. Mgr. Eva Kušnírová, PhD.

COURSE DESCRIPTION

University: University of Presov	
Faculty/ university workplace: Faculty of Arts	
Code: 1IHVU/UK/KULPO/24	Course title: Cultural Policy
Type, scope and method of educational activities: Type of educational activity: lecture, seminar Scope of educational activities: 1.1 hours per week, 13.13 per semester Method of educational activities: combined	
Number of credits: 3	
Recommended semester of study: 4.	
Study grade: 1.	
Prerequisites: -	
Conditions for passing the course: The course is completed with by exam.	
In order to pass the course you need to pass : 1. Joint lectures and seminar meetings. 2. Ongoing completion of assignments and responsibilities presented and submitted according to the schedule posted at the beginning of the semester. 3. Participation in cultural and artistic activities as part of preparation for seminars. 4. Preparation of the final project, its oral presentation in the credit week and written processing 5. The student will study the assigned literature and study materials.	
In accordance with the Study Rules of the Faculty of Arts UP, the evaluation of the student's study results in the course of studying the subject is carried out according to the classification scale, which consists of six classification levels and the following success criteria (in percentage of results in the course evaluation): A - excellent (excellent results: numerical value 1) / 100.00 - 90.00 % B - very good (above average results: 1.5) / 89.99 - 80.00 % C - good (average results: 2) / 79.99 - 70.00 % D - satisfactory (acceptable results: 2.5) / 69.99 - 60.00 % E - sufficient (results meet the minimum criteria: 3) / 59.99 - 50.00 % FX - Inadequate (additional work required: 4) / 49.99 % or less.	
Number of credits and time range for course completion requirements: 1. Each week of the semester teaching of the course: 1 lecture / 1 seminar: 13 weeks x 2 h = 26 h 2. Ongoing tasks and duties: 12 weeks / 3 h = 36 h 3. Individual self-study of study materials: 12 weeks x 2h = 28 h	
Total - 3 credits - time commitment - 90 hours	
Learning outcomes: <i>Knowledge</i> - Graduate of the course Cultural Policy: - knows the basic concepts of cultural policy and the basic types of cultural policy documents, - is oriented in the basic documents of cultural policy in the domestic and European environment; - knows the specifics of cultural infrastructure in Slovakia with emphasis on artistic culture, - is familiar with the legislative framework governing the exercise of public administration in the field of cultural and artistic institutions, - is familiar with the content, principles, forms, instruments and mechanisms of EU and Slovak culture and arts support schemes. <i>Skills</i> - Graduate of Cultural Policy: - applies the acquired knowledge and insights in the field of cultural policy in practice, - processes documentation and can create analytical documents for cultural and artistic institutions; - communicates with representatives of cultural and artistic entities and organisations, local cultural and artistic actors and volunteers, - develops effective cooperation with representatives of cultural and artistic organisations, local cultural and artistic actors and volunteers, - creates and plans cultural and artistic activities, - prepares, processes, implements and evaluates project, subsidy and grant applications in the field of culture and art, or in relevant cross-cutting areas.	
<i>Competences</i> - Graduate of the subject Cultural Policy: - can conduct negotiations and discussions with representatives of cultural and artistic entities, - organises and plans its activities, - can formulate the objectives of activities and actions in the field of culture and art, with emphasis on the legislative framework and cultural policy, - takes decisions and is accountable for its decisions, - applies the principles of teamwork; - has a refined language expression.	

Learning Outcomes *knowledge* is tested in a written examination in week 12 of the semester. The learning outcomes of *skills* and *competences* are verified in a seminar paper, which the student submits no later than the 12th week of the semester. The learning outcomes of knowledge and competence are also verified during the student's exit seminar and examination.

Course content:

1. Public policies, public expenditure planning. Cultural policy in the context of other national economic policies of the state. Managing the Satellite Account of Culture.
2. Basic sources of financing of the cultural system in the Slovak Republic. Functioning of public entities. Public, non-profit and private spheres and their functions and specifics.
3. Basic principles of cultural policy. Basic models and concepts of cultural policies. Implementation of cultural policies.
4. The role of the State in formulating the objectives of cultural policies. The role of the European institutions in formulating the objectives of the cultural policies of nation states.
5. Creating cultural policies. Basic principles of cultural policies in the Slovak Republic.
6. Cultural policy makers. Analysis of the current state of the cultural and creative sector in the Slovak Republic. Classification of cultural policy makers according to basic criteria.
7. Cultural policy strategy papers in the European Union: trends, challenges, starting points and objectives. Overview of key documents.
8. Strategic documents of cultural policies in the Slovak Republic. trends, challenges, starting points and objectives. Overview of key documents.
9. Objectives of cultural policies of the Slovak Republic, their implementation and evaluation.
10. Influences on cultural policy, current trends in cultural policy.
11. Analysis of key cultural policy documents.

Recommended literature:

SLUŠNÁ, Z., 2023. *Aspekty a trendy súčasnej kultúry*. Bratislava: NOC.

<http://www.nocka.sk/vzdelavanie/publikacie/2013/aspekty-a-trendy>

CHOMOVÁ, S., 2015. *Vádemékum lokálnej a regionálnej kultúry*. Bratislava: Univerzita Komenského v Bratislave.

Revízia výdavkov na kultúru. Dostupné na: <https://www.culture.gov.sk/ministerstvo/institut-kulturnej-politiky/revizia-vydavkov/>

Plán obnovy. Dostupné na: <https://www.mfsr.sk/sk/media/tlacove-spravy/predstavujeme-dalsie-detaile-planu-obnovy.html>

Stratégia kultúry a kreatívneho priemyslu Slovenskej republiky 2030, Ministerstvo kultúry Slovenskej republiky, 2023. Dostupné z: www.strategiakultury.sk

O BRIEN, D., 2015. *Kulturní politika: management, hodnota a modernita*. Praha: Divadelní ústav.

MATARASSO, F. – LANDRY, Ch., 2015. *Hledání rovnováhy: 21 strategických dilemat v kulturní politice*. Praha: Divadelní ústav.

PERNICA, P. 2017. *Nový pohled na kultúru*. Praha: Academia

SMOLÍKOVÁ, M. 2008. *Manažment umění*. Praha: VŠUP.

Materiály Ministerstva kultúry SR dostupné na www.culture.gov.sk/ministerstvo/legislativa/

Language required for the course: slovak, czech

Notes: ----

Course evaluation

Total number of students assessed: -

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

Lecturers: doc. PhDr. Zuzana Slušná, PhD. lecturer, examiner, seminar leader

Date of last change: 30. 05. 2024

Approved by: doc. Mgr. Eva Kušnírová, PhD.

COURSE DESCRIPTION

University: University of Presov	
Faculty / university workplace: Faculty of Arts	
Code: 1/IHVU/UK/DRUC1/24	Course title: Dramaturgy of Artistic Activities 1
Type, scope and method of educational activities: Type of educational activity: lecture, seminar Scope of educational activities: 1.2 hours per week, 13.26 per semester Method of educational activities: combined	
Number of credits: 3	
Recommended semester of study: 2.	
Recommended year of study: 1.	
Study grade: 1.	
Prerequisites: -	
Conditions for passing the course: The course is assessed by continuous assessment.	
Number of credits and time range for the course completion requirements: - 3 credits = 90 hours - teaching of the course: 13 weeks 1 lecture / 2 seminar: 39 hours - independent work - elaboration of two dramaturgical assignments: 30 hours - independent study of literature: 20 hours - independent study of literature: 21 hours - independent study of literature.	
During the semester, the preparation, theoretical knowledge and creative activity of the student is continuously evaluated. The evaluation in seminars contributes 50% to the overall evaluation. The semester ends with the presentation of a dramaturgical project in which the student demonstrates the ability to integrate and creatively apply the acquired theoretical knowledge. (50%)	
In order to pass the course, it is necessary to achieve a minimum of 50% in each part. The evaluation of the student's performance in the course is carried out according to a classification scale consisting of six classification levels and the following success criteria (in percentage of the results in the course evaluation): A - excellent (excellent results: numerical value 1) / 100.00 - 90.00 % B - very good (above average results: 1.5) / 89.99 - 80.00 % C - good (average results: 2) / 79.99 - 70.00 % D - satisfactory (acceptable results: 2.5) / 69.99 - 60.00 % E - sufficient (results meet the minimum criteria: 3) / 59.99 - 50.00 % FX - Inadequate (additional work required: 4) / 49.99 % or less.	
The final score is calculated as the average of the scores of all items.	
Learning outcomes: Students will gain basic knowledge of dramaturgy in the environment of professional and amateur music culture. They will understand the principles of concert programme development and the profiling of artistic ensembles. They will learn about the basic algorithms of cultural institutions, their structure and the competences of individual components.	
The graduate of the course will gain:	
Knowledge: <ul style="list-style-type: none">- defines the content of the dramaturg's profession- is oriented in the field of music history and interpretation- knows the process of composing a musical composition- knows the principles of programme creation for individual types of concerts.	
Skills: <ul style="list-style-type: none">- develops the ability to communicate and negotiate projects with the managing personalities of cultural institutions.- knows how to apply music-theoretical and music-historical knowledge in the process of creating interpretive texts.- actively applies management skills in the development of the long-term artistic plan of the institution	
Competencies: <ul style="list-style-type: none">- acquires creative skills aimed at the creation of innovative artistic projects.	
Course content: <ul style="list-style-type: none">- Music dramaturgy as a multi-disciplinary profession.- Music theoretical, performance and historical erudition of a music dramaturg.- The emergence and reflection of a musical work as an inspiration for the creation of dramaturgical strategies.- Theoretical reflection on the creation of the concert programme.- Conditioning relationship between programme design and "technical possibilities" (size of stage, orchestra, number of rehearsals, preference of conductor and soloists, etc.)- Principles of communication between the dramaturge and the audience - creation of explanatory texts.- Preparation of a programme proposal for the long-term artistic goals of the institution.	

- Classification of concert types.
- Preparation of documents for advertising.
- Cooperation with the press and media.
- Evaluating the economic and production potential of a cultural institution.
- Management and marketing as complementary tools of the music dramaturg.
- Creation of dramaturgy of a selected artistic project.

Recommended literature:

BURLAS, L., 1987: Pohľady na súčasnú slovenskú hudobnú kultúru. Bratislava 1987: OPUS 1987. 284 s.

CÍSAŘ, J., 2009. Základy dramaturgie. 1. vyd. Praha: AMU, 2009. ISBN 978-80-7331-146-9.

HOŘÍNEK, Z., 1985. Dráma, divadlo, divák. Bratislava: Tatran.

KRESÁNEK, J., 2000. Hudba a človek, Hudobné centrum, 2000, 96 s., ISBN 9788088884187

KOKINDOVÁ, M. Hudobná dramaturgia. elektronic. dokument.

<https://www.pulib.sk/web/kniznica/elpub/dokument/Chovanec1/subor/15.pdf>

LABORECKÝ, J.: Hudobný terminologický slovník. Bratislava: Slovenské pedagogické nakladatel'stvo.

ZAPLETAL, P. 1984. Dramaturgie hudebního tělesa jako proces, Opus musicum, 1984, roč. 16, č. 6.

Language required for the course: slovak

Notes: ----

Course evaluation

Total number of students assessed: -

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

Lecturers: Mgr. art. et Mgr. Tatiana Kanišáková, PhD. lecturer, examiner, seminar leader

Date of last change: 30. 05. 2024

Approved by: doc. Mgr. Eva Kušnírová, PhD.

COURSE DESCRIPTION

University: University of Presov	
Faculty/ university workplace: Faculty of Arts	
Code: 1IHVU/UK/DRUC2/24	Course title: Dramaturgy of Artistic Activities 2
Type, scope and method of educational activities: Type of educational activity: lecture, seminar scope of educational activities: 1.1 hours per week, 13.13 per semester Method of educational activities: combined	
Number of credits: 4	
Recommended semester of study: 3.	
Study grade: 1.	
Prerequisites: -	
Conditions for passing the course: The course is completed with by exam.	
Number of credits and time range for the course completion requirements: - 4 credits = 120 hours - teaching of the course: 13 weeks 1 lecture / 1 seminar: 26 hours - independent work - elaboration of two dramaturgical assignments: 60 hours - independent study of literature: 20 hours - independent study of literature: 34 hours - independent study of literature.	
In class, the student demonstrates that he/she can create a dramaturgical short- and long-term plan for an assigned ensemble or arts institution. The student is oriented in the offer of festivals in Slovakia. The student can describe the pros and cons of submitted dramaturgical programmes and plans.	
In order to pass the course, it is necessary to achieve a minimum of 50% in each part. The evaluation of the student's performance in the course is carried out according to a classification scale consisting of six classification levels and the following success criteria (in percentage of the results in the course evaluation): A - excellent (excellent results: numerical value 1) / 100.00 - 90.00 % B - very good (above average results: 1.5) / 89.99 - 80.00 % C - good (average results: 2) / 79.99 - 70.00 % D - satisfactory (acceptable results: 2.5) / 69.99 - 60.00 % E - sufficient (results meet the minimum criteria: 3) / 59.99 - 50.00 % FX - Inadequate (additional work required: 4) / 49.99 % or less.	
The final grade will be calculated as an average of activity in seminars, demonstration of orientation to the Management in Arts and Culture SP, and successful completion of two written dramaturgical programs based on the assignment.	
Learning outcomes: students will gain basic knowledge of dramaturgy The graduate of the subject acquires: Knowledge : - knows and understands the basic definition of dramaturgy, dramaturgical plan - theoretical knowledge of short- and long-term dramaturgical planning Skills: - analyses the pros and cons of dramaturgical plans of festivals and ensembles in Slovakia - can communicate with the artistic realization team (director, performers, etc.), can realize the analysis of a musical work Competencies: - is able to draw up a dramaturgical plan on the basis of the assignment - the dramaturgy of the CD carrier (anthology, selection of profile albums)	
Course content: - Definition and objectives of dramaturgy. Who is a dramaturg, types of dramaturgical orientations, or their places of action. Short-term and long-term dramaturgical plan, basic outline in its compilation. Cooperation with the director, programme authors, performers. - Dramaturgy of the opera company. Opera schedule. - Dramaturgy of philharmonic orchestras. Concert season. - Dramaturgy of chamber music. Well-known festivals in Slovakia. - Dramaturgy of folklore festivals. - Analysis of the Prague and Košice Music Spring, BHS in Bratislava - Analysis of Pohoda festivals, Summer Popular Music Festivals and events. - Analysis of festivals Východná, and other regional folklore festivals in the east of Slovakia. - Compilation of dramaturgy for CD - profile and, thematic carriers, anthology of carriers - Creation of newsletters and print programmes. Work with professional literature. - Dramaturgy, dramaturgical introduction, dramaturgy of theatre seasons. - Dramaturgy of theatre festivals Divadelná Nitra, Nová dráma, Akademický Prešov and others.	

Recommended literature:

Bláha, I. 1995. Sound dramaturgy of audiovisual works. Prague: AMU.
Bulletins of theatres, ensembles and festivals.
Burlas, Ladislav: Views on contemporary Slovak music culture. Bratislava: OPUS 1987. 284 p.
Císař, J. Basics of dramaturgy. 1st ed. Prague: AMU, 2009. ISBN 978-80-7331-146-9.
Hořínek, Z., 1985. Drama, Theatre, Spectator. Bratislava.
Kokindová, M. Music dramaturgy. electronic. document.
<https://www.pulib.sk/web/kniznica/elpub/dokument/Chovanec1/subor/15.pdf>
Kušnírová, E., 2021. Introduction to the study of theatre art. Prešov.
Laborecký, Jozef: Music terminology dictionary. Bratislava: Slovak Pedagogical Publishing House. 263 p.
Pavis, P., 2004. Pavis, P. Pavis. Bratislava.
Pavlovský, P., 2004. Basic concepts of theatre. Prague: LIBRI Publishing House and the National Theatre.
New Drama <https://www.novadrama.sk/>
Theatre Nitra <https://nitrafest.sk/>
Academic Prešov <https://ap.unipo.sk/>

Language required for the course: slovak

Notes: ----

Course evaluation

Total number of students assessed: -

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

Lecturers: doc. Mgr. Renáta Kočíšová, PhD. lecturer, examiner, trainee, seminar leader

Date of last change: 30. 05. 2024

Approved by: doc. Mgr. Eva Kušnírová, PhD.

COURSE DESCRIPTION

University: University of Presov

Faculty/university workplace: Faculty of Arts

Code: 1HVU/UK/MART/24

Course title: Ethics for Managers

Type, scope and method of educational activity:

Type of educational activity: Lecture, Seminar

Scope of educational activity: 1,1 hour per week, 13,13 per semester

Method of educational activity: combined

Number of credits: 2

Recommended semester: 1.

Study grade: 1.

Prerequisites: -

Conditions for passing the course:

The course ends with an interim assessment.

The method of assessment consists of: 25% active work in seminars; 15% is seminar written work; 60% is a colloquium. The overall pass mark for the course is the sum of all three of these requirements. A minimum of 25 points is required for participation in the continuous assessment. "How to obtain points" is regulated by an internal document:

https://www.unipo.sk/public/media/28789/Podmienky%20ukoncenia%20predmetu_body_2022_pdf.pdf

The evaluation criteria (percentages of the results in the course evaluation) are as follows for the grading levels:

- a) A: 100,00 – 90,00 %
- b) B: 89,99 – 80,00 %
- c) C: 79,99 – 70,00 %
- d) D: 69,99 – 60,00 %
- e) E: 59,99 – 50,00 %
- f) FX: 49,99 and less (unsatisfactory)

Learning outcomes:

Knowledge acquired: The course is intended to provide students with the ability to implement ethics in the professional sphere of life, to define basic features of a profession, to distinguish between a profession and an occupation, and to explain fundamental problems connected with the execution of a profession.

Skills acquired: Student can answer questions about the need for professional ethics, can express their reasons in favour of the implementation of ethics in the professional field, and can select their starting point from the methodological spectrum.

Competences acquired: Student can modify their original opinions, can combine the acquired knowledge, can propose solutions to practical problems, can demonstrate the practical application of ethics. The student is competent to work as a member of an ethics committee and can help prepare an ethics codex.

Course content:

Professional ethics as applied ethics and its future. The fundamental problem in professional ethics - theoretical background and role ethics. Professional ethics and economic ethics - manager, codes of ethics, non-financial annual reports. Professional ethics and politics. Professional ethics - science and research. Ethics expert and ethical expertise. Issues of agent and principal. Professional ethics in the Czech Republic, Hungary, and Poland.

Recommended literature :

KALAJTZIDIS, J., 2013. Profesijná etika v Českej republike – deskripcia a analýza odbornej literatúry. In: Profesijná etika v krajinách V4. Prešov: FF PU.

KALAJTZIDIS, J., 2012. Common sense morality versus role morality. In: Ethics a Bioethics (in Central Europe) (2), 3-4, p. 133-143.

KALAJTZIDIS, J. 2016. Ethical decision making during disasters. In: Human Affairs (26), 1, p.18-25.

CHADWICK, R., 1997. The Future of Professional Ethics. In: Ethical perspective (4), 2, p. 291-297. GLUCHMAN, V., 2012. Analýza teoretických východísk profesijnej etiky na Slovensku. Prešov: FF PU.

KOMENSKÁ, K., 2013. Stav profesijných etík v Maďarsku. In: Profesijná etika v krajinách V4. Prešov: FF PU.

GLUCHMAN, V., 2013. Podoby profesijnej etiky v súčasnom Poľsku. In: Profesijná etika v krajinách V4. Prešov: FF PU.

Notes: ----

Course evaluation:

Total number of students evaluated: -

A

B

C

D

E

FX

0%	0%	0%	0%	0%	0%
Lecturers: prof. PhDr. Vasil Gluchman, CSc., guarantor doc. Mgr. Ján Kalajtzidis, PhD., lecturer, examiner, seminary supervisor					
Date of last change: 30.05.2024					
Approved by: doc. Mgr. Eva Kušnírová, PhD.					

COURSE DESCRIPTION

University: University of Presov	Faculty: Faculty of Arts												
Code: 1IHVU/UK/EXUK/24	Course title: Excursion in Art and Culture												
Type, scope and method of educational activities: Type of educational activity: - Scope of educational activity: 5 days Method of educational activity: -													
Number of credits: 3													
Recommended year and semester of study: 2.													
Recommended semester: 4.													
Study grade: 1.													
Prerequisites: -													
Conditions for passing the course: by passing													
Continuous assessment: report on a pre-defined topic related to the programme of the current excursion													
Final assessment: report of the excursion - at least one page of text per day of the excursion													
Learning outcomes: Students will get to know art-historical monuments of visual, musical and performing arts in direct contact, visit galleries and museums in Slovakia, as well as independent cultural centres and centres of folk culture. They will take part in theatre performances, music concerts or experiential activities, educational workshops or accompanying events of artistic and cultural institutions.													
Course content: Art and culture of Slovakia.													
Recommended literature: BAKOŠ, J., 2004. Intelektuál a pamiatka. 1. vyd. Bratislava: Kalligram. BAKOŠ, J., 2002. Periféria a symbolický skok. 1. vyd. Bratislava: Kalligram. BUGALOVÁ, E. 2012. Hudobné inštitúcie na Slovensku. In: Zborník príspevkov z konferencie (Bratislava, 24.10.2012). https://www.snm.sk/swift_data/source/hudobne_muzeum/pdf_dokumenty/Hudobne_institucie_2012_Komplet.pdf													
Notes: ----													
Course evaluation: Total number of evaluated students: -													
<table border="1"> <thead> <tr> <th>A</th> <th>B</th> <th>C</th> <th>D</th> <th>E</th> <th>FX</th> </tr> </thead> <tbody> <tr> <td>0%</td> <td>0%</td> <td>0%</td> <td>0%</td> <td>0%</td> <td>0%</td> </tr> </tbody> </table>		A	B	C	D	E	FX	0%	0%	0%	0%	0%	0%
A	B	C	D	E	FX								
0%	0%	0%	0%	0%	0%								
Lecturers: doc. Mgr. Renáta Kočišová, PhD. a Mgr. art. Katarína Šantová, PhD.													
Date of last change: 18. 11. 2025													
Approved by: doc. Mgr. Eva Kušnírová, PhD.													

COURSE DESCRIPTION

University: University of Presov	
Faculty: Faculty of Arts	
Code: 1IHVU/UK/SZP1/24	Course title: Final Thesis Seminar 1
Type, scope and method of educational activity: Type of educational activity: seminar Scope of educational activity: 0,2 hour per week, 26 per semester Method of educational activity: combined	
Number of credits: 2	
Recommended semester: 5.	
Study grade: 1.	
Prerequisites: -	
Conditions for passing the course: To successfully complete the course, it is necessary to meet two components 1. Active fulfillment of tasks during seminars - max 20b 2. Seminar work - max 80b	
To successfully complete the course, it is necessary to achieve a result of min. 50%. The evaluation of the student's study results within the course study is carried out according to the classification scale, which consists of six classification levels and the following success criteria (in percentage of results in the course evaluation): A - excellent (excellent results: numerical value 1) / 100.00 - 90.00% B - very good (above average results: 1.5) / 89.99 - 80.00% C - good (average results: 2) / 79.99 - 70.00% D - satisfactory (acceptable results: 2.5) / 69.99 - 60.00% E - sufficient (results meet the minimum criteria: 3) / 59.99 - 50.00% FX - insufficient (additional work required: 4) / 49.99 and less%.	
Number of credits and time frame for the conditions of passing the course: 1. Every week semester course teaching: 1 seminar: 13 weeks x 2 h = 26 h 2. Each week of the semester, the student prepares for the lesson according to the teacher's instruction 12 h 3. Preparation of seminar work: 12 h Total - 2 credits - time consuming - 60 hours	
Learning outcomes: <i>Knowledge</i> - Course graduate: - knows the basics of creating an academic text; - understands the principles and rules of drafting, writing and formal editing of the text of the final thesis, - applies the rules for the division of key parts of the final thesis (Introduction, main text, appendices), - lists the basic requirements for the author of the professional text, knows the parameters of the professional text and the rules of its formal construction and modification, - defines and identifies the basic methods of data collection in ZP and the methods of their processing. <i>Skills</i> - Course graduate: - distinguishes abstract from annotation, summary, summary, overview, distinguishes quote from paraphrase, - create a professional text with logical and precise formulation of ideas, - correctly uses and applies citation techniques and methods according to the current standard, - works with professional literature: distinguishes between primary and secondary sources, searches for information in information databases, - on a theoretical and practical level, plans and processes the academic and professional text with all the necessary requisites. <i>Competences</i> - Course graduate: - adheres to the academic ethics of citation when writing ZP, - formulates a research problem and applies procedures and techniques to solve it, - critically interprets primary and secondary sources and primary material within the defined topic and determined theoretical and methodological basis.	
The educational outcomes <i>knowledge</i> are verified continuously during active participation in seminars and during the fulfillment of continuously assigned tasks during the semester. The educational outcomes <i>competence</i> and <i>skills</i> are verified by the seminar work, which the student submits no later than the 12th week of the semester.	
Course content: 1. General requirements for the creation of the final thesis. Assignment, structure and time schedule of the final work. Working with literature. 2. Theoretical background and basic concepts. Types of research of pedagogical phenomena. Basic methods of data collection in ZP. Methods of quantitative and qualitative processing of ZP results. 3. Main principles and construction of the text. ZP structure. 4. Methodological definition of the topic: research problem, research questions.	

5. Terminological definition of the bachelor's thesis.
6. Formal page and adjustment of the final work.
7. Abstract - types and scope of abstracts, practical advice in their creation.
8. Citation and list of bibliographic references in ZP. Basic terms - Quote, paraphrase, compilation, plagiarism. Main principles and methods of referencing and quoting. Schemes of bibliographic references.
9. Elaboration of the theoretical part of the bachelor thesis.
10. Elaboration of the practical part of the bachelor thesis.
11. Evaluation and defense of the final work.
12. Basics of academic ethics and etiquette.

Recommended literature:

Darák, M. – Krajčová, N. 1995. Empirický výskum v pedagogike. Prešov: ManaCon

Junger, J. 2000. Diplomová práca. Interný metodický materiál FHPV PU. Prešov: FHPV.

Měško, D.,- Katuščák, D. – Findra, J. et al., 2005. Akademická príručka. Martin: Osveta.

Pasternáková, L. 2020. Výchovné a vzdělávací metody ve světě edukace. Týn nad Vltavou: Nová Forma.

Pasternáková, L. 2014. Inovácie na FHPV PU v Prešove. In: Univerzita v kontexte zmien. Prešov: Vydavateľstvo Prešovskej univerzity. s. 569-572.

Directive on the requirements for final theses, their bibliographic registration, control of originality, storage and access. Prešov: PU. [cit.10.12.2021]. Available at: <http://www.pulib.sk/web/data/pulib/subory/stranka/ezp-smernica-2021.pdf>

Language with is necessary to complete the course: slovak, czech

Notes: ----

Course evaluation

Total number of students evaluated: -

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

Lecturers: Mgr. art. Katarína Šantová, PhD., lecturer, examiner, seminary supervisor

Date of last change: 18. 11. 2025

Approved by: doc. Mgr. Eva Kušnírová, PhD.

COURSE DESCRIPTION

University: University of Presov	
Faculty: Faculty of Arts	
Code: 1IHVU/UK/SZP2/24	Course title: Final Thesis Seminar 2
Type, scope and method of educational activity:	
Type of educational activity: seminar	
Scope of educational activity: 0,2 hour per week, 26 per semester	
Method of educational activity: combined	
Number of credits: 4	
Recommended semester: 6.	
Study grade: 1.	
Prerequisites: -	
Conditions for passing the course:	
To successfully complete the course, it is necessary to meet two components	
1. Active fulfillment of tasks during seminars - max 10b	
2. Ongoing consultations with the supervisor of the final work - max 20b	
3. Submission of the final thesis - max 70b	
To successfully complete the course, it is necessary to achieve a result of min. 50%. The evaluation of the student's study results within the course study is carried out according to the classification scale, which consists of six classification levels and the following success criteria (in percentage of results in the course evaluation):	
A - excellent (excellent results: numerical value 1) / 100.00 - 90.00%	
B - very good (above average results: 1.5) / 89.99 - 80.00%	
C - good (average results: 2) / 79.99 - 70.00%	
D - satisfactory (acceptable results: 2.5) / 69.99 - 60.00%	
E - sufficient (results meet the minimum criteria: 3) / 59.99 - 50.00%	
FX - insufficient (additional work required: 4) / 49.99 and less%.	
Number of credits and time frame for the conditions of passing the course:	
- Every week semester course teaching: 1 seminar: 13 weeks x 2 h = 26 h	
- Consultations of the final work with the trainer 14 h	
- Preparation of seminar work: 80 h	
Total - 4 credits - time consuming - 120 hours	
Learning outcomes:	
<i>Knowledge</i> - Course graduate:	
- knows the basics of creating an academic text;	
- understands the principles and rules of drafting, writing and formal editing of the text of the final thesis,	
- applies the rules for the division of key parts of the final thesis (Introduction, main text, appendices),	
- lists the basic requirements for the author of the professional text, knows the parameters of the professional text and the rules of its formal construction and modification,	
- defines and identifies the basic methods of data collection in ZP and the methods of their processing.	
<i>Skills</i> - Course graduate:	
- distinguishes abstract from annotation, summary, summary, overview, distinguishes quote from paraphrase,	
- create a professional text with logical and precise formulation of ideas,	
- correctly uses and applies citation techniques and methods according to the current standard,	
- works with professional literature: distinguishes between primary and secondary sources, searches for information in information databases,	
- on a theoretical and practical level, plans and processes the academic and professional text with all the necessary requisites.	
<i>Competences</i> - Course graduate:	
- adheres to the academic ethics of citation when writing ZP,	
- formulates a research problem and applies procedures and techniques to solve it,	
- critically interprets primary and secondary sources and primary material within the defined topic and determined theoretical and methodological basis.	
The educational outcomes <i>knowledge</i> are verified continuously during active participation in seminars and during the fulfillment of continuously assigned tasks during the semester.	
The educational outcomes <i>competence</i> and <i>skills</i> are verified by the seminar work, which the student submits no later than the 12th week of the semester.	

Course content:

1. Summary of general requirements for the creation of the final thesis.
2. Verification of knowledge: examples of good practice from the submitted final theses.
3. Analysis of the structure and content and the final work, analysis of the used literature: examples of good practice from the submitted final theses.
4. Analysis of researched pedagogical phenomena in BP: examples of good practice from submitted final theses.
5. Analysis of used methods of data collection in ZP: examples of good practice from submitted final theses.
6. Analysis of the used methods of quantitative and qualitative processing of ZP results: examples of good practice from the submitted final theses.
7. Analysis of the processing of the research and empirical part of the final thesis: examples of good practice from the submitted final theses.
8. Analysis of elaboration of recommendations for practice: examples of good practice from submitted final theses.
9. Final formal, stylistic and linguistic editing of the final thesis text.
10. Examples of good practice from submitted theses: discussion.
11. Basic parameters of the final thesis defense.
12. Discussion.

Recommended literature:

Darák, M. – Krajčová, N. 1995. Empirický výskum v pedagogike. Prešov: ManaCon
Junger, J. 2000. Diplomová práca. Interný metodický materiál FHPV PU. Prešov: FHPV.
Meško, D.,- Katuščák, D. – Findra, J. et al., 2005. Akademická príručka. Martin: Osveta.
Pasternáková, L. 2020. Výchovné a vzdělávací metody ve světě edukace. Týn nad Vltavou: Nová Forma.
Pasternáková, L. 2014. Inovácie na FHPV PU v Prešove. In: Univerzita v kontexte zmien. Prešov:
Vydavateľstvo Prešovskej univerzity. s. 569-572.

Directive on the requirements for final theses, their bibliographic registration, control of originality, storage and access. Prešov: PU. [cit.10.12.2021]. Available at: <http://www.pulib.sk/web/data/pulib/subory/stranka/ezpsmernica-2021.pdf>

Language with is necessary to complete the course: slovak, czech**Notes:** ----**Course evaluation**

Total number of students evaluated: -

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

Lecturers: doc. Mgr. Eva Kušnírová, PhD., Mgr. art. Katarína Šantová, PhD., doc. Mgr. Renáta Kočišová, PhD., Dr. hab. Peter Kocák, PhD., Mgr. Jaroslav Ondo, PhD., doc. Martin Zbojan, PhD., Ing. Peter Radkoff, Ing. Peter Gallo, PhD. and others. lecturer, examiner, seminary supervisor

Date of last change: 18. 11. 2025**Approved by:** doc. Mgr. Eva Kušnírová, PhD.

COURSE DESCRIPTION

University: University of Presov	
Faculty/university workplace: Faculty of Arts	
Code: 1IHVU/UK/ZAEKO/24	Course title: Fundamentals of Economics
Type, scope and method of educational activity: Type of educational activity: Lecture, Seminar Scope of educational activity: 1,1 hour per week, 13,13 per semester Method of educational activity: combined	
Number of credits: 3	
Recommended semester: 2.	
Study grade: 1.	
Prerequisites: -	
Conditions for passing the course: The course is completed with an interim assessment.	
Number of credits and time frame for the conditions of passing the course: - 3 credits = 90 hours - course teaching: 1 lecture/1 seminar: 26 h - individual work - preparation for the seminar, elaboration of the seminar work: 50 h - independent study of professional literature: 14 h	
The course is completed by continuous assessment. Individual evaluated activities (such as semester work, assignment, project) will be announced in advance by the lecturer.	
To successfully complete the course, it is necessary to achieve a result of min. 50%. The evaluation of the student's study results within the course study is carried out according to the classification scale, which consists of six classification levels and the following success criteria (in percentage of results in the course evaluation): A - excellent (excellent results: numerical value 1) / 100.00 - 90.00% B - very good (above average results: 1.5) / 89.99 - 80.00% C - good (average results: 2) / 79.99 - 70.00% D - satisfactory (acceptable results: 2.5) / 69.99 - 60.00% E - sufficient (results meet the minimum criteria: 3) / 59.99 - 50.00% FX - insufficient (additional work required: 4) / 49.99 and less%. The condition for successful evaluation is to obtain the final sum of points from the partial evaluation to at least 50%. The final grade will consist of partial evaluation activities according to a pre-announced key by the lecturer.	
Learning outcomes: The graduate of the course can: - define and interpret basic concepts in the field of economics and economics, describe and interpret the relationships between the various variables of economics and economics, - explain and justify the meaning and impact of individual quantities in the application on media practice.	
Course content: - Introduction to the study of economics. - Basic directions in the development of economic theories. - Types of economies. - Macroeconomics and microeconomics. - Market mechanism and its operation. - Factors of production. - Basic forms of business. - Economics. - The economic role of the state. - Money and the banking system in a market economy. - National economy and world economy. - International Trade. - Main characteristics of the development of the national economy of the Slovak Republic.	
Recommended literature : BERNANKE, B. S. a R. H. FRANK, 2009. Principles of Economics. 4. ed. New York: McGraw-Hill Education. BRADLEY, R. S., 2004. Makroekonomie. Brno: Computer Press. FRANK, R. H. a B. S. Bernanke, 2003. Ekonomie. Praha: Grada Publishing. HOLMAN, R., 2004. Makroekonómie. 1. vyd. Praha: C. H. Beck. JUREČKA, V. a I. Janošíková, 2006. Makroekonomie. 1. vyd. Ostrava: VŠB – Technická univerzita Ostrava. KLÍMA, J., 2002. Makroekonómie. Brno: B.I.B.S., a.s.. KOTULIČ, R. a R. Madzinová, 2005. Cvičebnica zo základov ekonómie a ekonomiky. Bratislava: Iura Edition. KOTULIČ, R. a kol., 2008. Vybrané okruhy z ekonómie a ekonomiky k príprave na štátne skúšky. Prešov: Univerzitná knižnica PU. KOTULIČ, R. a kol., 2012. Basic Principles of Economics for Managers. Prešov: Bookman, s.r.o.	

KOTULIČ, R., 2009. Praktické cvičenia z makroekonómie. Prešov: Univerzitná knižnica PU.

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

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

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

PROVAZNÍKOVA, R. a J. VOLEJNÍKOVA, 1998. Makroekonómie – cvičebnice pro základní a středně pokročilý kurz. Slaný: Melandrium.

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

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

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

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

Notes: -----

Course evaluation:

Total number of students evaluated: -

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

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., guarantor

Ing. Peter Gallo, PhD., lecturer, examiner, seminary supervisor

Date of last change: 30. 05. 2024

Approved by: doc. Mgr. Eva Kušnírová, PhD.

COURSE DESCRIPTION

University: University of Presov	
Faculty: Faculty of Arts	
Code: 1HVU/UK/GAAN1/24	Course title: Gallery Animation 1
Type, scope and method of educational activities:	
Type of educational activity: Lecture, Seminar	
Scope of educational activity: 1,1 hour per week, 13,13 per semester	
Method of educational activity: combined	
Number of credits: 3	
Recommended semester: 4.	
Study grade : 1.	
Prerequisites: -----	
Conditions for passing the course:	
The course is completed with the continuous assessment.	
Two components are required for successful completion of the course:	
1. Presentation of the selected problem - max 20 pts. Student will present the selected issues (20 minutes, audio-visual material, questions for discussion, cca 10 slides) - during the seminar.	
2. Art exhibition report (4 standardized pages) – max 20 pts.	
3. Semester project - preparation and presentation of a teaching tool / material (with accompanying text) for the interpretation of a artwork of selected from the collections of Slovak galleries (12th and 13th week of the semester) - max 60 pts.	
In order to pass the course, it is necessary to achieve a minimum of 50% in each part of the course. The assessment of the student's performance in the course is carried out according to a grading scale consisting of six grading levels and the following success criteria (in terms of percentage of performance in the assessment of the course):	
A - excellent (excellent results: numerical value 1) / 100.00 - 90.00 %	
B - very good (above average results: 1.5) / 89.99 - 80.00 %	
C - good (average results: 2) / 79.99 - 70.00 %	
D - satisfactory (acceptable results: 2.5) / 69.99 - 60.00 %	
E - satisfactory (results meet the minimum criteria: 3) / 59.99 - 50.00 %	
FX - Inadequate (further work required: 4) / 49.99 % and below.	
Number of credits and time range for the course requirements:	
1. Each week of the semester teaching the course: 1 lecture / 1 seminar: 13 weeks x 2 h = 26 h	
2. Study of resources and preparation of the presentation: 16 h	
3. Art exhibition report: 24 hours	
4. Creation of a semester project - teaching tool: 34 hours	
Total - 3 credits - time consuming - 90 hours	
Learning outcomes:	
<i>Knowledge</i> - The graduate of the Gallery animation 1:	
- defines and identifies key concepts of gallery education and gallery / museum theory;	
- knows the basic methodological approaches in the mediation of a work of art in a gallery / museum;	
- understands the meaning and forms of gallery animation and communication;	
- applies the adopted methods;	
<i>Skills</i> - The graduate of the Gallery animation 1:	
- locates and uses educational materials and tools from the offer of museums / galleries	
- identifies the infrastructure and procedures of the museum	
- proposes current activation procedures in the interpretation of a work of art;	
<i>Competencies</i> - The graduate of the Gallery animation 1:	
- uses the adopted methods and designs an educational aid in the museum area;	
- evaluates the adopted methods and acquires new knowledge, which is actively used in solving the assigned tasks.	
The educational outcomes of the knowledge are verified in regular discussions throughout the semester.	
The educational outcomes of skill and competence are verified by the presentation of the selected problem, by writing art exhibition report and by creation of a teaching tool, presented in the 12th and 13th week of the semester.	
Course content:	
1. Museum, museum history, art museum, gallery and present	
2. Basics of museology, critical museology	
3. Idea of a monument, cultural heritage, UNESCO	
4. Gallery pedagogy, gallery animation - terminology, development of the discipline	
5. Theories of education, non-formal and informal learning, constructivism and the museum	
6. Forms and methods of making a work of art accessible in the gallery	

7. Work as a communication medium: interpretive approaches
8. Visitor activation, 20th century art practice and educational activities (interpretation, appropriation, action art)
9. Exhibition as a communication medium, dramaturgy of the exhibition, exhibition didactics
10. Typology of gallery visitors, target groups, visitors with special educational needs
11. Museum, gallery and teaching tools
12. Digital image, virtual reality and hypermedia in the age of the contemporary art museum

Recommended literature:

Bakoš, J. 2004. Intelektuál a pamiatka. Bratislava: Kalligram.

Bycko, M. – Cubjak, M. – Soták, R., 2004. Muzeoedukológia. Medzilaborce: Experimentálne centrum umeleckej výchovy.

Cubjak, M., 2005. Muzeoedukológia. Medzilaborce: Spoločnosť Andyho Warhola.

Horáček, R., 1998. Galerijní animace a zprostředkování umění. Brno: CERM.

Júva, V., 2004. Dětské muzeum. Edukační fenomén pro 21. století. Brno: Paido.

Kesner, L., 2000. Muzeum umění v digitální době. Praha: Národní galerie: Argo.

Kesner, L., 2005. Marketing a management muzeí a památek. Praha : Grada Publishing.

Dolák, J. Sběratelství a sbírkotvorná činnost muzeí: vysokoškolská učebnice. Bratislava: Univerzita Komenského v Bratislavě, 2018.

Jagošová, L. et al., 2010. Muzejní pedagogika. Metodologické a didaktické aspekty muzejní edukace. Brno: Paido.

Orišková, M. ed., 2006. Efekt múzea: predmety, praktiky, publikum. Bratislava: VŠVU; AFAD press.

Šobáňová, P., 2012. Kritické teorie muzea: podnět k reflexi. In: Muzeum : Muzejní a vlastivědná práce, roč. 50, č. 2, s. 26–38.

Šobáňová, P., 2015. Muzejní expozice jako edukační médium, Díl první. Olomouc : Univerzita Palackého.

Language with is necessary to complete the course: Slovak

Notes: ----

Course evaluation

Total number of evaluated students: -

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

Lecturers: doc. Mgr. Jana Migašová, PhD. lecturer, examiner, seminary supervisor

Date of last change: 30. 05. 2024

Approved by: doc. Mgr. Eva Kušnírová, PhD.

COURSE DESCRIPTION

University: University of Presov	
Faculty: Faculty of Arts	
Code: 1HVU/UK/GAAN2/24	Course title: Gallery Animation 2
Type, scope and method of educational activities: Type of educational activity: Lecture, Seminar Scope of educational activity: 1,1 hour per week, 13,13 per semester Method of educational activity: combined	
Number of credits: 3	
Recommended semester: 5.	
Study grade : 1.	
Prerequisites: -----	
Conditions for passing the course: The course is completed with the continuous assessment. Three components are required for successful completion of the course: 1. Presentation of the selected problem - max 15 pts. 2. Student will present the selected issues (15 minutes, audio-visual material, questions for discussion, cca 10 slides) - during the seminar. 3. Art exhibition report (4 SP) – max 15 pts. 4. Semester project - video-tutorial - design of a synthetic set of educational activities using three components: artistic - dramatic - musical. Optional elements: art exhibition / exposition and target group / audience (project self-evaluation - 13th week of the semester) - max 70 pts. In order to pass the course, it is necessary to achieve a minimum of 50% in each part of the course. The assessment of the student's performance in the course is carried out according to a grading scale consisting of six grading levels and the following success criteria (in terms of percentage of performance in the assessment of the course): A - excellent (excellent results: numerical value 1) / 100.00 - 90.00 % B - very good (above average results: 1.5) / 89.99 - 80.00 % C - good (average results: 2) / 79.99 - 70.00 % D - satisfactory (acceptable results: 2.5) / 69.99 - 60.00 % E - satisfactory (results meet the minimum criteria: 3) / 59.99 - 50.00 % FX - Inadequate (further work required: 4) / 49.99 % and below.	
Number of credits and time range for the course requirements: 1. Each week of the semester teaching the course: 1 lecture / 1 seminar: 13 weeks x 2 h = 26 h 2. Study of resources and preparation of the presentation: 32 h 3. Art exhibition report: 16 h 4. Creation of a semester project – video-tutorial: 16 h Total - 3 credits - time consuming - 90 hours	
Learning outcomes: <i>Knowledge</i> – The graduate of the Gallery animation 2: - defines and identifies methodological procedures for creating an animation program in the gallery / museum - knows the infrastructure of visual arts care in Slovakia - distinguishes target groups / groups of gallery / museum visitors - understands the current need for discipline in a local, regional and national context <i>Skills</i> - The graduate of the Gallery animation 2: - creates the concept of the animation program for the gallery / museum - critically analyses educational practices in museums / galleries - synthesizes theoretical knowledge in creating an animation program - presents and critically evaluates existing animation programs, as well as creating your own project <i>Competencies</i> - The graduate of the Gallery animation 2: - implements educational methods in the process of creating an animation program for a gallery / museum - synthesizes skills acquired in other disciplines of the study program - acquires new knowledge, which he actively uses in solving the assigned tasks.	
The educational outcomes of the knowledge are verified in regular discussions throughout the semester. The educational outcomes of skill and competence are verified by the presentation of the selected problem, writing an exhibition report and by the creation of a semestral project, presented in the 12th and 13th week of the semester.	
Course content: 1. Examples of good practices of gallery animation abroad and in Slovakia 2. System of galleries and museums in Slovakia, valid legislation and financing 3. State, school educational program, curricular documents, lifelong learning, museum / gallery and school relationship 4. Animation program from concept to creation / methodical structure of animation 5. Overview of educational methods and teaching aids for creating animation of the exhibition 6. Game, experiment and multisensory experience in a museum / gallery	

7. Creation of an animation program: children, school groups, museum in the context of formal education
8. Creating an animation program: families, visitors with special educational needs, communities
9. Creation of an animation program: youth, adults and seniors
10. Technologies, internet and social networks, their didactic potential in gallery animation
11. Collections and exhibitions of galleries in eastern Slovakia as a subject and medium of education / animation activities
12. Critical reflection of gallery activity and art criticism in the present

Recommended literature:

Falk, J. H. – Dierking, L. D., 2000. Learning from museums: Visitor experiences and the making of meaning. Lanham, MD: Rowman and Littlefield.

Fišer, Z. – Havlík, V. – Horáček R., 2010. Slovem, akcí, obrazem: příspěvek k interdisciplinaritě tvůrčího procesu. Brno: Masarykova univerzita.

Horáček, R., 1998. Galerijní animace a zprostředkování umění. Brno: CERM.

Jůva, V., 2004. Dětské muzeum. Edukační fenomén pro 21. století. Brno: Paido.

Kesner, L., 2000. Muzeum umění v digitální době. Praha: Národní galerie: Argo.

Kesner, L., 2005. Marketing a management muzeí a památek. Praha : Grada Publishing.

Jagošová, L. et al., 2010. Muzejní pedagogika. Metodologické a didaktické aspekty muzejní edukace. Brno: Paido.

Jagošová, L., 2014. Muzea a návštěvníci se speciálními vzdělávacími potřebami. In: Dolák, J. - Holman, P. -

Jagošová, L. - Jůva, V. - Mrázová, L. - Šerák, M. - Šobáňová, P., Základy muzejní pedagogiky. Studijní texty.

Brno: Moravské zemské muzeum - Metodické centrum muzejní pedagogiky, s. 41-57.

Orišková, M. ed., 2006. Efekt múzea: predmety, praktiky, publikum. Bratislava: VŠVU; AFAD press.

Šobáňová, P., 2012. Edukační potenciál muzea. Olomouc: Univerzita Palackého v Olomouci.

Šobáňová, P., 2015. Muzejní expozice jako edukační médium, Díl první. Olomouc : Univerzita Palackého.

Language with is necessary to complete the course: Slovak

Notes: ----

Course evaluation

Total number of evaluated students: -

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

Lecturers: doc. Mgr. Jana Migašová, PhD. lecturer, examiner, seminary supervisor

Date of last change: 30. 05. 2024

Approved by: doc. Mgr. Eva Kušnírová, PhD.

COURSE DESCRIPTION

University: University of Presov

Faculty/university workplace: Faculty of Arts

Code: 1IHVU/UK/RALUZ/24

Course title: Human Resource Management

Type, scope and method of educational activity:

Type of educational activity: Lecture, Seminar

Scope of educational activity: 1,1 hour per week, 13,13 per semester

Method of educational activity: combined

Number of credits: 4

Recommended semester: 5.

Study grade: 1.

Prerequisites: -

Conditions for passing the course:

The course is completed by examination.

During the semester, the student will submit a case study - a written solution to a specific practical task assigned in advance.

At the end of the semester, the student will take an examination - a knowledge test.

In order to pass the course, it is necessary to achieve a minimum of 50% in each part of the course. The assessment of the student's performance in the course is carried out according to a grading scale consisting of six grading levels and the following success criteria (in terms of percentage of performance in the assessment of the course):

A - excellent (excellent results: numerical value 1) / 100.00 - 90.00 %

B - very good (above average results: 1.5) / 89.99 - 80.00 %

C - good (average results: 2) / 79.99 - 70.00 %

D - satisfactory (acceptable results: 2.5) / 69.99 - 60.00 %

E - satisfactory (results meet the minimum criteria: 3) / 59.99 - 50.00 %

FX - Inadequate (further work required: 4) / 49.99 % and below.

Learning outcomes:

Absolvent/ka predmetu dokáže: zadefinovať a vlastnými slovami interpretovať základné pojmy z oblasti riadenia ľudských zdrojov so zameraním na oblasť sociálnej práce; prostredníctvom posilňovania sociálnych zručností v rámci seminárov aktívne počúvať, prijímať a dávať spätnú väzbu; plánovat, rozhodovať a kontrolovať tím; konštruktívne komunikovať a riešiť vzniknuté problémy v pracovnom kolektíve; uvedomiť si význam organizačnej kultúry a diskutovať o jej význame pre dosahovanie úspešnosti organizácie; identifikovať hlavné princípy motivácie u členov tímu; analyzovať potreby členov tímu a tím zefektívňovať tímovú prácu; viesť tím pomáhajúcich profesionálov.

Course content:

Human Resource Management. Staff planning and recruitment. The role, functions, and personality of the manager. Soft skills needed to manage people in general. Management decisions. Employee motivation. Remuneration of employees, employee benefits.

Employee care. Organisational culture. People leadership, people leadership approaches and styles. Leading teams in social work. Conflict resolution in the workplace.

Recommended literature :

ARMSTRONG, Michael. 2007. Řízení lidských zdrojů. Nejnovější trendy a postupy. Praha: Grada Publishing.

FRK, Vladimír. 2010. Riadenie ľudských zdrojov. Prešov: Grafotlač 2010.

FRK Vladimír a Jozef KREDÁTUS, 2008. Komunikácia v personálnej a sociálnej praxi. Kapitoly o sociálnej komunikácii a vedení tímov. 3. vydanie. Prešov: Akcent Print.

GALLO, P. 2020. Digitálny manažment. Prešov: Dominanta. ISBN 978-80-973605-0-4, 978-80-973605-1-1.

JAŠKOVÁ, Anna A Beáta BALOGOVÁ. 2015. Vybrané aspekty mobbingu z pohľadu sociálnej práce. Prešov: Vydavateľstvo Prešovskej univerzity.

MYDLÍKOVÁ, Eva, 2004. Manažment v sociálnej práci. Bratislava: OZ Sociálna práca.

SOJKA, Ladislav et al. 2008. Riadenie ľudských zdrojov. Prešov: FM PU.

Notes: -----

Course evaluation:

Total number of students evaluated: -

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

Lecturers:

prof. PhDr. Vasil Gluchman, CSc., guarantor

Ing. Peter Gallo, PhD., examiner, instructor, seminary supervisor

Date of last change: 30. 05. 2024**Approved by:** doc. Mgr. Eva Kušnírová, PhD.

University: University of Presov	
Faculty: Faculty of Arts	
Code: 1IHVU/UK//PRAX/24	Course title: Internship in a Cultural Institution (profile subject)
Type, scope and method of educational activity:	
Type of educational activities: internship in a cultural institution	
Scope of educational activities: 30 hours	
Method of educational activities: combined	
Number of credits: 6	
Recommended semester: 1.	
Study grade: 1.	
Prerequisites: -	
Conditions for passing the course:	
The subject is evaluated by continuous evaluation.	
To successfully complete the course, it is necessary to complete 3 components:	
1. According to the conditions of the institution in the field of culture and education, the student is obliged to carry out the required activity in the range of 30 hours 30p.	
2. The student will write a report from the internship in a cultural institution (7 NS), which will also contain the activities carried out during the internship 20p.	
3. Evaluation of the internship by students at a joint colloquium 10p.	
In order to pass the course, it is necessary to achieve a minimum of 50% in each part of the course. The assessment of the student's performance in the course is carried out according to a grading scale consisting of six grading levels and the following success criteria (in terms of percentage of performance in the assessment of the course):	
A - excellent (excellent results: numerical value 1) / 100.00 - 90.00 %	
B - very good (above average results: 1.5) / 89.99 - 80.00 %	
C - good (average results: 2) / 79.99 - 70.00 %	
D - satisfactory (acceptable results: 2.5) / 69.99 - 60.00 %	
E - satisfactory (results meet the minimum criteria: 3) / 59.99 - 50.00 %	
FX - Inadequate (further work required: 4) / 49.99 % and below.	
Number of credits and time frame for the conditions of passing the course:	
1. Preparation for an internship in a cultural institution – 20 h.	
2. One week semester internship in a cultural institution - 30h.	
3. Study of professional literature and materials - 50 h.	
4. Report from the internship in a cultural institution - 50 h.	
Total - 6 credits - time consuming - 150 hours	
Learning outcomes:	
Knowledge - Graduate of the course Internship in a cultural institution:	
<ul style="list-style-type: none"> - identifies with the basic technical terminology of the cultural institution; - gets acquainted with the management and marketing of a cultural institution; 	
Skills - Graduate of the course Internship in a cultural institution:	
<ul style="list-style-type: none"> - performs the assigned tasks by the supervisor of the cultural institution; 	
Competences - Graduate of the course Internship of a cultural institution:	
<ul style="list-style-type: none"> - the trainee gains the student's own experience of activities and management in a cultural institution, as well as of the profession of cultural worker; 	
The educational outcomes of the knowledge are verified in the report from the internship submitted in the 12th week of the semester. The educational outcomes of the skill and competence are verified directly in the cultural institution and at a joint colloquium in the 12th week of the semester.	
Course content: -	
Recommended literature:	
Aktuálne koncepčné a strategické dokumenty z oblasti kultúry dostupné na stránkach Ministerstva kultúry SR. (https://www.culture.gov.sk/ministerstvo/legislativa/).	
Drucker, P. F., 1993. Management. Budoucnost začína dnes. Praha: Management Press.	
Gero, Š., 2012. Komunikácia Umenie Marketing. Nitra: UKF FF.	
Chomová, S., 2015. Vádemékum miestnej a regionálnej kultúry. Bratislava: Univerzita Komenského v Bratislave.	
Kotter, J. P., 2010. Pocit naliehavosti. Bratislava: Eastone Books.	
Mullins, J. - Komisar, R., 2010. Plán B. (Ako vytvoriť úspešný podnikateľský model alebo zmeniť dobrý model na skvelý). Bratislava: Eastone Books.	
Opletalová L. a kol., 2015. Lokální funkce kultury. Praha: Univerzita Karlova.	
Palmer, S.-Weaver, M., 2007. Úloha informací v manažerském rozhodování. Praha: GP.	
Plichtová, M., 2015. Public relations v kultúre. Bratislava: Univerzita Komenského v Bratislave.	
Salem, L., 2013. Reklamní slogan a příběhy stojící za jejich vznikem. Brno: Bizbooks.	

Slušná, Z., 2013. Trendy a aspekty miestnej a regionálnej kultúry. Bratislava: Národné osvetové centrum.

Slušná, Z., 2015. Súčasná kultúrna situácia z pohľadu teórie a praxe. Bratislava: Univerzita Komenského.

Smolíková, M., 2008. Manažment umenia. Praha: VŠUP.

Žák, P., 2004. Kreativita a její rozvoj. Brno: Computer Press.

Li, Ch., Bernoff, J., 2010. Spodná vlna. Bratislava: Eastone Book.

Nový, I. a kol, 1996. Interkultúrni managment. Praha: Grada Publishing.

Language with is necessary to complete the course: Slovak and Czech.

Notes: ----

Course evaluation

Total number of students evaluated: -

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

Lecturers: doc. Mgr. Eva Kušnírová, PhD. lecturer, examiner, seminary supervisor

Date of last change: 30. 05. 2024

Approved by: doc. Mgr. Eva Kušnírová, PhD.

University: University of Presov	
Faculty/university workplace: Faculty of Arts	
Code: 1IHVU/UK/UVMM/24	Course title: Introduction to Marketing and Management
Type, scope and method of educational activity:	
Type of educational activity: Lecture	
Scope of educational activity: 2 hour per week, 26 per semester	
Method of educational activity: combined	
Number of credits: 4	
Recommended semester: 3.	
Study grade: 1.	
Prerequisites: ---	
Conditions for passing the course:	
The course is completed by exam.	
Number of credits and time frame for the conditions of passing the course:	
- 4 credits = 120 hours	
- course teaching: 13 weeks; 2 lecture number of teaching hours: 26 h.	
- individual work - preparation for the seminar, elaboration of the seminar work: 58 h	
- independent study of professional literature: 36 h	
The course ends with an exam, which the student implements during the exam period in the form of a written knowledge test, in which he demonstrates sufficient knowledge of the subject. About 85% of the test consists of basic literature, the remaining 15% of information is obtained by the student in the form of additional innovative knowledge (from professional studies) in lectures and in the recommended literature.	
In order to pass the course, it is necessary to achieve a minimum of 50% in each part of the course. The assessment of the student's performance in the course is carried out according to a grading scale consisting of six grading levels and the following success criteria (in terms of percentage of performance in the assessment of the course):	
A - excellent (excellent results: numerical value 1) / 100.00 - 90.00 %	
B - very good (above average results: 1.5) / 89.99 - 80.00 %	
C - good (average results: 2) / 79.99 - 70.00 %	
D - satisfactory (acceptable results: 2.5) / 69.99 - 60.00 %	
E - satisfactory (results meet the minimum criteria: 3) / 59.99 - 50.00 %	
FX - Inadequate (further work required: 4) / 49.99 % and below.	
Learning outcomes:	
The graduate of the course can:	
- define and apply general marketing terms	
- reproduce marketing relationships in B2B, B2C, C2C, C2B and B2E markets	
- construct basic marketing strategies and compare them with methods of strategic marketing and management (give examples from practice)	
- perceive the connection between marketing and the media	
- use knowledge of marketing in addressing issues of consumer behavior and its psycho-social factors	
- explain the peculiarities of marketing philosophies	
- define the principles, advantages (and disadvantages) of the global market and business	
- determine the principles of marketing processes and communication on the Internet	

Course content:

Definition of 21st century marketing and its problems. Demand, supply, demand, consumption. Marketing mix and its use (4P, 7P, 9P, 4C)

Strategic planning, strategic plan, portfolio, SWOT analysis and BCG.

Marketing management. Demand management, philosophical approaches to management. Management as a scientific discipline.

Manager functions: / analysis /, planning, organizing, decision making.

Human resources. Human resource management, stimulation, motivation, motivational theories, leadership styles.

Marketing microenvironment.

Marketing macro environment.

Internet age marketing - digitization, connectivity, internet boom, intermediary, customization, customerization, e-commerce, e- business, e-marketing.

Marketing communication on the Internet (presentation of corporate, marketing websites, facebook).

Marketing responsibility and ethics, market regulation and deregulation, enlightened marketing.

Global marketing in the 21st century. Forms of business. Joint

venturing, licensing, franchising, forfaiting.

Marketing management of global marketing, decision to enter international markets, aspects and principles. Consumer markets and their factors (cultural, social, personal, psychological).

Purchasing decisions, typology and decision-making process.

B2B marketing. Markets, purchasing behavior of organizations, government and institutional markets.

Recommended literature:

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

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

P., 2013. eMarketing. Ako osloviť zákazníka na internete. Bratislava: EZO.sk.

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

HESKOVÁ, M. a P. STRACHOŇ, 2009. Marketingová komunikace a moderní trendy v marketingu. Praha: Oeconomica.

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

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

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

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

SCOTT, D. M., 2010. Nové pravidlá marketingu a PR (Ako efektívne využívať sociálne siete a médiá, blogy, správy, online).

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

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

Notes: -----

Course evaluation:

Total number of students evaluated: -

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

Lecturers:

prof. PhDr. Juraj Rusnák, CSc., garant

Ing. Peter Gallo, PhD., lecturer, examiner, seminary supervisor

Date of last change: 30. 05. 2024

Approved by: doc. Mgr. Eva Kušnírová, PhD.

COURSE DESCRIPTION

University:: University of Presov	
Faculty: Faculty of Arts	
Code: 1/IHVU/UK/UVST/24	Course title: Introduction to Studies
Type, scope and method of educational activities:	
Type of educational activities: seminar	
Scope of educational activities: 0.2 hours per week, 26 per semester	
Method of educational activities: combined	
Number of credits: 2	
Recommended semester of study: 1.	
Recommended year of study: 1.	
Study grade: 1	
Prerequisites: -	
Conditions for passing the course:	
The course is completed with an continuous assessment.	
The student demonstrates that he/she is able to navigate the basic university documents such as the Study Regulations, the Code of Ethics and other important documents related to the study of the Bachelor's degree (listed in the IL Recommended Reading). He/she will also become familiar with all the requirements for writing term papers and theses, the ethics of citation, the Harvard system, and citing sources in the Bibliographic Reference List, which is available on the University Library's website (website listed in the IL Recommended Reading). Familiarise yourself with Erasmus+ and other study abroad opportunities.	
In order to pass the course, it is necessary to achieve a minimum of 50% in each part of the course. The assessment of the student's performance in the course is carried out according to a grading scale consisting of six grading levels and the following success criteria (in terms of percentage of performance in the assessment of the course):	
A - excellent (excellent results: numerical value 1) / 100.00 - 90.00 %	
B - very good (above average results: 1.5) / 89.99 - 80.00 %	
C - good (average results: 2) / 79.99 - 70.00 %	
D - satisfactory (acceptable results: 2.5) / 69.99 - 60.00 %	
E - satisfactory (results meet the minimum criteria: 3) / 59.99 - 50.00 %	
FX - Inadequate (further work required: 4) / 49.99 % and below.	
Learning outcomes:	
Students will get deeper information about the structure of the University of Presov, individual faculties and study programmes. They will get acquainted with the Bologna Declaration and its practical application in the concept of higher education. After completing the course, the student will receive all the necessary information and practical orientation for a successful start to studies, will know his/her rights and obligations, the portfolios of the individual academic officials, the possibilities of personal growth as well as the possibilities of using free time and relaxation. The graduate of the subject acquires:	
<i>Knowledge :</i>	
<ul style="list-style-type: none">- Knows and understands basic university legislative documents,- defines the different university boards, their meaning, content and role, and knows the representation and rights of students in them,- theoretically knows the content of the individual subjects of his/her study programme,- demonstrates knowledge of the hierarchy of academic officers at the university and faculty level,- knows the departmental competences of vice-rectors and vice-deans,	
<i>Skills:</i>	
<ul style="list-style-type: none">- knows how to navigate the websites that are essential for obtaining information to his studies,- is oriented in the city of Prešov and the objects of the University of Prečov,- knows the cultural institutions and independent cultural centres and other artistic institutions in the city of Prešov,- evaluates its own selection of interest, opportunities and choice of the most suitable Erasmus+ placement abroad.	
<i>Competencies:</i>	
<ul style="list-style-type: none">- analyses and selects experiences from new socio-cultural environment, personal relationships,- the opportunity to participate in the activities of artistic bodies active at UP.	
Course content:	
Student Legislation: the Student Rules, the Code of Ethics, Disciplinary Regulations. The Bologna Declaration and its relevance for students in Europe. Academic Boards, student representation - their rights and obligations. Academic officers at university and faculty level. Organisational structure of the UP Faculty of Arts. UP University Library. Directive on thesis writing. Role and orientation in MAIS. Familiarisation with the study programme Management in Arts and Culture. Characteristics of theoretical and practical courses, conditions for their completion. Opportunities for university mobility abroad Familiarity with European mobility programmes - ERASMUS+, DAAD, CEEPUS, SAIA.	
Recommended literature:	

Introduction to Higher Education <https://www.unipo.sk/filozoficka-fakulta/vzdelanie/uvod-do-vysokoskolskeho-studia/>

Specialised literature and the use of databases in the university library.

UP Digital Library <https://www.pulib.sk/web/kniznica/strana/nazov/elektronicke-dokumenty>

UP Study Rules https://www.unipo.sk/public/media/5225/Studijny%20poriadok%20202024_AS.pdf

Code of Ethics

Disciplinary Regulations <https://www.unipo.sk/filozoficka-fakulta/vzdelanie/disciplinarna-komisia/>

Study Department <https://www.unipo.sk/filozoficka-fakulta/vzdelanie/studijne-oddelenie/>

Student Handbook <https://www.unipo.sk/filozoficka-fakulta/vzdelanie/prirucka-pre-studentov/>

Course enrolment <https://www.unipo.sk/filozoficka-fakulta/vzdelavanie/zapis-predmetov/>

Academic Year Schedule <https://www.unipo.sk/vseobecne-informacie/studenti/harmonogram/>

Offer of study programmes of FA UP <https://www.unipo.sk/filozoficka-fakulta/moznosti-studia/studijne-programy-ponuka/>

Study Counsellors FA UP <https://www.unipo.sk/filozoficka-fakulta/vzdelanie/tutori-tutorky/>

Forms and legislative documents FA UP <https://www.unipo.sk/filozoficka-fakulta/tlaciva-dokumenty/>

Statutes of the FA UP <https://www.unipo.sk/public/media/44839/%C5%A0tatut%20FF%202023.pdf>

Organisational Regulations of the FA UP

<https://www.unipo.sk/public/media/44839/Organiza%C4%8Dn%C3%BD%20poriadok%20FF%20PU.pdf>

Erasmus+ <https://www.unipo.sk/zahranicie/erasmus>

University Library workplaces <https://www.pulib.sk/web/kniznica/strana/nazov/kniznica-pracoviska>

Loan Services <https://www.pulib.sk/web/kniznica/strana/nazov/nase-sluzby>

Resourcing Services <https://www.pulib.sk/web/kniznica/strana/nazov/popis-resers>

Thesis requirements <https://www.pulib.sk/web/kniznica/strana/nazov/zaverecne-prace>

E-periodicals UP <https://www.pulib.sk/web/kniznica/strana/nazov/e-periodika>

E learning <https://www.unipo.sk/cvtpu/odkazy/vstupy-do-elearningu>

MAIS Modular Academic Information System <https://www.unipo.sk/cvtpu/hlavne-sekcie/MAIS/intro/>

Language required for the course: slovak

Notes: ----

Course evaluation:

Total number of students assessed: -

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

Lecturers: doc. Mgr. Vladimír Marušín, ArtD. lecturer, examiner, seminar leader

Date of last change: 30. 05. 2024

Approved by: doc. Mgr. Eva Kušnírová, PhD.

COURSE DESCRIPTION

University: University of Presov

Faculty/university workplace: Faculty of Arts

Code: 1IHVU/UK/PRAMA/24

Course title: Law for Managers

Type, scope and method of educational activity:

Type of educational activity: Lectures, Seminar

Scope of educational activity: 0,1 hour per week, 13,13 per semester

Method of educational activity: combined

Number of credits: 3

Recommended semester: 4.

Study grade: 1.

Prerequisites: -

Conditions for passing the course:

The course is completed with an interim assessment.

Interim evaluation:

Student workload distribution:

16 % of the workload - participation in seminars

20 % of the workload - preparation and work on the seminar project

64 % of the workload - self-study, preparation for continuous assessment

Overall assessment of the course: participation in seminars, seminar work or case study and final written test.

In order to pass the course, it is necessary to achieve a minimum of 50% in each part of the course. The assessment of the student's performance in the course is carried out according to a grading scale consisting of six grading levels and the following success criteria (in terms of percentage of performance in the assessment of the course):

A - excellent (excellent results: numerical value 1) / 100.00 - 90.00 %

B - very good (above average results: 1.5) / 89.99 - 80.00 %

C - good (average results: 2) / 79.99 - 70.00 %

D - satisfactory (acceptable results: 2.5) / 69.99 - 60.00 %

E - satisfactory (results meet the minimum criteria: 3) / 59.99 - 50.00 %

FX - Inadequate (further work required: 4) / 49.99 % and below.

Completion of the course is contingent upon successful completion of specified prerequisites during the semester.

Learning outcomes:

The graduate of the course will acquire knowledge, skills and competences.

Knowledge:

The graduate of the course can at the declarative level of knowledge:

- interpret basic concepts and definitions in the field of labor law;
- characterize the basic sources (legal norms) in the system of labor law;
- to clarify the individual subjects of labor law, the origin and termination of legal capacity in labor relations;
- apply legal standards in international and European labor law;
- to ensure the rights and obligations of employment relations, their application and securing of claims.

Skills:

The graduate of the course has the ability to apply knowledge especially in the field of cognitive and practical:

- apply managerial principles and skills in specific employment relationships; - apply the acquired knowledge to the position of human resources manager, resp. when getting a job;
- apply knowledge of labor law in business and employment.

Competences: The graduate of the course has the ability to:

- demonstrate the ability to take responsibility for their legal and illegal conduct in employment relations;
- demonstrate autonomy and possible independence within managerial activities;
- demonstrate social competencies and skills in the field of labor law management, or involvement in cooperation in solving problems in the field of HR management.

Course content:

1. General part - concept, subject, system,
2. Historical development, principles, sources and scope of labor law standards,
3. International and European labor law,

4. Labor relations, labor law facts, labor law subjectivity,
5. Subjects of labor law, transfer of rights and obligations, securing claims.
6. Individual labor law - realization of the right to work,
7. Employment - pre-contractual relations; establishment, origin, change of the content of the employment relationship,
8. Termination of employment.
9. Securing rights and obligations from employment relations.
10. Copyright law.
11. Intellectual property law.
12. Collective labor law - representation of trade unions, employee representatives,
13. Collective bargaining and damages in labor relations.

Recommended literature :

Barancová, Olšavská: Slovenské pracovné právo. Bratislava, 2019.
 Barancová, H. - Schronk, R.: Pracovné právo. Sprint 2, Bratislava 2012
 Barancová, H.: Zákonník práce. Komentár. 3. vydanie, Praha: C.H.Beck,2013
 Schronk, R.- Barancová, H.: Európske a medzinárodné pracovné právo, Bratislava
 Tkáč, V.: Odbory, zamestnávatelia, zamestnanec k rady (Európa, právo a prax). Košice 2004
 Zoznam právnych predpisov
 Zákon č. 311/2001 Z.z. Zákonník práce v znení neskorších predpisov
 Zákon č. 55/2017 Z.z. o štátnej službe a o zmene a doplnení niektorých zákonov
 Zákon č. 552/2003 Z.z. o výkone práce vo verejnom záujme v znení neskorších predpisov
 Zákon č. 124/2006 Z.z. o bezpečnosti a ochrane zdravia pri práci a o zmene a doplnení niektorých zákonov
 Zákon č. 125/2006 Z.z. o inšpekcii práce a o zmene a doplnení zákona č. 82/2005 Z.z. o nelegálnej práci a nelegálnom zamestnávaní a o zmene a doplnení niektorých zákonov
 Zákon 2/1991 Zb. o kolektívnom vyjednávaní v znení neskorších predpisov.

Notes: -----

Course evaluation:

Total number of students evaluated: -

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

Lecturers:

JUDr. Ján Kmec lecturer, examiner, seminar leader

Date of last change: 30. 05. 2024

Approved by: doc. Mgr. Eva Kušnírová, PhD.

COURSE DESCRIPTION

University: University of Presov	
Faculty: Faculty of Arts	
Code: 1IHVU/UK/MAKI1/24	Course title: Management of Cultural Institutions 1 (profile subject)
Type, scope and method of educational activity: Type of educational activities: lecture / seminar Scope of educational activities: 1.1 hours per week, 13. 13 per semester Method of educational activities: combined	
Number of credits: 4	
Recommended semester: 4.	
Study grade: 1.	
Prerequisites: -	
Conditions for passing the course: The course ends with an exam. To successfully complete the course, it is necessary to complete: 1. Joint lectures and seminar meetings. 2. Continuous fulfillment of assigned tasks and duties presented and submitted according to the schedule, published at the beginning of the semester. 3. Participation in cultural and artistic activities as part of the preparation for seminars. 4. Preparation of the final project, its oral presentation in the credit week and written processing 5. The student studies the assigned professional literature and study materials.	
To successfully complete the course, it is necessary to achieve a result of min. 50%. The evaluation of the student's study results within the course study is carried out according to the classification scale, which consists of six classification levels and the following success criteria (in percentage of results in the course evaluation): A - excellent (excellent results: numerical value 1) / 100.00 - 90.00% B - very good (above average results: 1.5) / 89.99 - 80.00% C - good (average results: 2) / 79.99 - 70.00% D - satisfactory (acceptable results: 2.5) / 69.99 - 60.00% E - sufficient (results meet the minimum criteria: 3) / 59.99 - 50.00% FX - insufficient (additional work required: 4) / 49.99 and less%.	
Number of credits and time frame for the conditions of passing the course: 1. Every week semester course teaching: 1 lecture / 1 seminar: 12 weeks x 2 h = 24 h 2. Continuous fulfillment of tasks and responsibilities: 12 weeks / 3 hours = 36 hours 3. Independent individual study of study materials 12 weeks x 2h = 24 h 4. Visit to cultural and artistic activities during the semester in the range of 16 hours 5. Ongoing preparation and written elaboration of the final project: 20h	
Total - 4 credits - time consuming - 120 hours	
Learning outcomes: <i>Knowledge</i> - Graduate of the course Management of cultural institutions 1: - knows the basic concepts of management in the field of culture and art and art-marketing with emphasis on the field of artistic culture and aesthetics; - knows the starting points, goals and tools of management in the field of culture and art and art-marketing, - masters the basics of project management, - is familiar with the legislative framework governing the performance of public administration in the field of cultural and artistic institutions, - is familiar with the content, principles, forms, tools and mechanisms of cultural policy of the EU and the Slovak Republic. <i>Skills</i> - Graduate of the course Management of cultural institutions 1: - applies the acquired knowledge and expertise in practice, - processes documentation and evaluates cultural, artistic and cultural-educational activities, - communicates with representatives of cultural and artistic organizations, local actors in cultural and artistic life and volunteers, - develops effective cooperation with representatives of cultural and artistic organizations, local actors in cultural and artistic life and volunteers, - creates and plans cultural and artistic activities, - prepares, processes, implements and evaluates project, subsidy and grant applications in the field of culture and art, resp. in the relevant cross-sectional areas. <i>Competences</i> - Graduate of the course Management of cultural institutions 1: - has creative and artistic abilities, - organizes and plans its activities, - takes decisions and is responsible for its decisions, - has the ability to motivate people,	

- applies the principles of teamwork;
- has a cultivated language expression.

The educational outcomes of knowledge are verified in writing in the 12th week of the semester.

The educational outcomes of skill and competence are verified in the seminar work, which the student submits in the 12th week of the semester at the latest. The educational outcomes of knowledge and competence are also verified during the student's outing at the seminar.

Course content:

1. Functioning of public entities and the public, non-profit and private spheres.
2. Cultural policy. Cultural policy instruments. Tools implementation methods. Management - planning: differences in approaches.
3. Legislation in culture.
4. Cultural institutions. Cultural processes in cultural institutions. Basic legal forms of cultural institutions.
5. Specifics of non-profit CIs (basic legislative regulations). Public funding of culture. Multi - source financing.
6. Management (basic terminology). Management as a process. Leadership and management in culture and the arts: functions, benefits and risks. Management as a profession.
7. Professions and occupations in the field of culture. Directive and non-directive approaches in culture and art. Cultural planning.
8. Brief development of management, key procedures and approaches.
9. Managerial functions: planning, organization, selection and deployment of staff, people management and control. Evaluation mechanisms.
10. Key approaches and work in the Slovak, Czech and European environment 1
11. Key approaches and work in the Slovak, Czech and European environment 2
12. Presentation of seminar task.

Recommended literature:

Bureš, V. 2007. *Znalostní management a proces jeho zavádění*. Praha: Grada Publishing 2007.

Dvořák, J. 2005. *Malý slovník managementu divadla*. Praha: Pražská scéna.

Dvořák, J. 2004. *Kreativní management pro divadlo*. Praha: Pražská scéna.

Hagoort, G. 2010. *Umělecký management v podnikatelském stylu*. Praha: Kant.

Chomová, S. 2015. *Vádemékum lokálnej a regionálnej kultúry*. Bratislava: Univerzita Komenského v Bratislave

Kessner, L. 2005. *Marketing a management muzeí a památek*. Praha: Grada publ. 2005

O'Brien, D. 2015. *Kultúrní politika: management, hodnota a modernita v kreativných průmyslech*. Praha: Barrister a Principal

Pernica, P. 2017. *Nový pohled na kultúru*. Praha: Academia

Revízia výdavkov na kultúru. Ministerstvo kultúry SR a Inštitút kultúrnej politiky. Dostupné na: <https://www.culture.gov.sk/ministerstvo/institut-kulturenej-politiky/revizia-vydavkov/>

Slušná, U. 2015. *Súčasná kultúrna situácia z pohľadu teórie a praxe*. Bratislava: Univerzita Komenského v Bratislave

Slušná, Z. 2013. *Aspekty a trendy súčasnej kultúry*. Bratislava: NOC.

Smolíková, M. 2008. *Manažment umění*. Praha: VŠUP.

Language with is necessary to complete the course: *Slovak, Czech*

Notes: ----

Course evaluation

Total number of students evaluated: -

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

Lecturers: doc. Mgr. Eva Kušnírová, PhD. lecturer, examiner, seminary supervisor

Date of last change: 18. 11. 2025

Approved by: doc. Mgr. Eva Kušnírová, PhD.

COURSE DESCRIPTION

University: University of Presov	
Faculty: Faculty of Arts	
Code: 1IHVU/UK/MAKI2/24	Course title: Management of Cultural Institutions 2 (profile subject)
Type, scope and method of educational activity: Type of educational activities: lecture / seminar Scope of educational activities: 1.1 hours per week, 13. 13 per semester Method of educational activities: combined	
Number of credits: 4	
Recommended semester: 5.	
Study grade: 1.	
Prerequisites: -	
Conditions for passing the course: The course ends with an exam. To successfully complete the course, it is necessary to complete: <ol style="list-style-type: none">1. Joint lectures and seminar meetings.2. Continuous fulfillment of assigned tasks and duties presented and submitted according to the schedule, published at the beginning of the semester.3. Participation in cultural and artistic activities as part of the preparation for seminars.4. Preparation of the final project, its oral presentation in the credit week and written processing5. The student studies the assigned professional literature and study materials.	
To successfully complete the course, it is necessary to achieve a result of min. 50%. The evaluation of the student's study results within the course study is carried out according to the classification scale, which consists of six classification levels and the following success criteria (in percentage of results in the course evaluation): A - excellent (excellent results: numerical value 1) / 100.00 - 90.00% B - very good (above average results: 1.5) / 89.99 - 80.00% C - good (average results: 2) / 79.99 - 70.00% D - satisfactory (acceptable results: 2.5) / 69.99 - 60.00% E - sufficient (results meet the minimum criteria: 3) / 59.99 - 50.00% FX - insufficient (additional work required: 4) / 49.99 and less%.	
Number of credits and time frame for the conditions of passing the course: <ol style="list-style-type: none">1. Every week semester course teaching: 1 lecture / 1 seminar: 13 weeks x 2 h = 26 h2. Continuous fulfillment of tasks and responsibilities: 12 weeks / 4 hours = 48 h3. Independent individual study of study materials 12 h4. Visit to cultural and artistic activities during the semester in the range of 16 h5. Preparation for the colloquium in the credit week: 20 h6. Ongoing preparation and written elaboration of the final project: 20h	
Total - 4 credits - time consuming - 120 hours	
Learning outcomes: <i>Knowledge</i> - Graduate of the course Management of cultural institutions 2: <ul style="list-style-type: none">- knows the basic concepts of management in the field of culture and art and art-marketing with emphasis on the field of artistic culture and aesthetics;- knows the starting points, goals and tools of management in the field of culture and art and art-marketing,- masters the basics of project management,- is familiar with the legislative framework in the field of copyright and personal data protection,- knows innovative forms of presentation and promotional activities,- knows innovative forms of working with the audience.	
<i>Skills</i> - Graduate of the course Management of cultural institutions 2:- applies the acquired knowledge and expertise in practice, <ul style="list-style-type: none">- applies the acquired knowledge and expertise in practice,- processes documentation and evaluates cultural, artistic and cultural-educational activities,- uses modern forms and techniques of management and marketing,- prepares and implements surveys and analyzes of the needs of target groups in cultural and artistic institutions,- develops effective cooperation with representatives of cultural and artistic organizations, local actors in cultural and artistic life and volunteers,- creates and plans cultural and artistic activities,- prepares, processes, implements and evaluates project, subsidy and grant applications in the field of culture and art, resp. in the relevant cross-sectional areas.	
<i>Competences</i> - Graduate of the course Management of cultural institutions 2: <ul style="list-style-type: none">- has creative and artistic abilities,	

- organizes and plans its activities,
- takes decisions and is responsible for its decisions,
- has the ability to motivate people,
- applies the principles of teamwork;
- has a cultivated language expression.

The educational outcomes of knowledge are verified in writing in the 12th week of the semester.

The educational outcomes of skill and competence are verified in the seminar work, which the student submits in the 12th week of the semester at the latest. The educational outcomes of knowledge and competence are also verified during the student's outing at the seminar.

Course content:

1. Fundraising of art projects and public benefit,
2. Communication in the art team, work with the media and the public.
3. Professional ethics. Ethical aspects of human resource management.
4. Potential and trends of management in art, project and project cycle.
5. Project and project cycle: analysis of examples of good practice.
6. Strategic thinking. Strategic plan as a starting point for a marketing plan.
7. Analysis of micro- and macro-environment.
8. Application of marketing, cultural planning in cultural institutions.
9. Art-marketing: analysis of examples of good practice.
10. Market research and search for target groups.
11. Research on target groups, needs and interests: analysis of examples of good practice.
12. Presentation of seminar project.

Recommended literature:

Bureš, V. 2007. *Znalostní management a proces jeho zavádění*. Praha: Grada Publishing 2007.

Dvořák, J. 2005. *Malý slovník managementu divadla*. Praha: Pražská scéna.

Dvořák, J. 2004. *Kreativní management pro divadlo*. Praha: Pražská scéna.

Hagoort, G. 2010. *Umělecký management v podnikatelském stylu*. Praha: Kant.

Chomová, S. 2015. *Vádemékum lokálnej a regionálnej kultúry*. Bratislava: Univerzita Komenského v Bratislave

Kessner, L. 2005. *Marketing a management muzeí a památek*. Praha: Grada publ. 2005

O'Brien, D. 2015. *Kultúrní politika: management, hodnota a modernita v kreativnich průmyslech*. Praha: Barrister a Principal

Pernica, P. 2017. *Nový pohled na kultúru*. Praha: Academia

Revízia výdavkov na kultúru. Ministerstvo kultúry SR a Inštitút kultúrnej politiky. Dostupné na: <https://www.culture.gov.sk/ministerstvo/institut-kulturenej-politiky/revizia-vydavkov/>

Slušná, U. 2015. *Súčasná kultúrna situácia z pohľadu teórie a praxe*. Bratislava: Univerzita Komenského v Bratislave

Slušná, Z. 2013. *Aspekty a trendy súčasnej kultúry*. Bratislava: NOC.

Smolíková, M. 2008. *Manažment umění*. Praha: VŠUP.

Language with is necessary to complete the course: Slovak, Czech

Notes: ----

Course evaluation

Total number of students evaluated: -

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

Lecturers: doc. Mgr. Eva Kušnírová, PhD. lecturer, examiner, seminary supervisor

Date of last change: 18. 11. 2025

Approved by: doc. Mgr. Eva Kušnírová, PhD.

COURSE DESCRIPTION

University: University of Presov	
Faculty/workplace: Faculty of Arts	
Code: 1IEUK/UK/MANKU/24	Course title: Management of Independent Culture
Type, scope and method of educational activities: Type of educational activity: lecture, seminar Scope of educational activities: 1.1 hours, 13.13 per semester Method of educational activities: combined	
Number of credits: 4	
Recommended semester of study: 3.	
Study grade: 1.	
Prerequisites: -	
Conditions for passing the course: The course is completed with an examination.	
In order to pass the course you need to pass : Joint lectures and seminar meetings. Ongoing completion of assignments and duties presented and submitted according to the schedule posted at the beginning of the semester. Preparation for the term paper and its presentation during the semester. The student will study the assigned literature and study materials.	
In accordance with the Study Regulations of the Faculty of Arts PU, the evaluation of the student's study results in the course of studying the subject is carried out according to the classification scale, which consists of six classification levels and the following success criteria (in percentage of results in the course evaluation): A - excellent (excellent results: numerical value 1) / 100.00 - 90.00 % B - very good (above average results: 1.5) / 89.99 - 80.00 % C - good (average results: 2) / 79.99 - 70.00 % D - satisfactory (acceptable results: 2.5) / 69.99 - 60.00 % E - sufficient (results meet the minimum criteria: 3) / 59.99 - 50.00 % FX - Inadequate (additional work required: 4) / 49.99 % or less.	
Number of credits and time range for course completion requirements: 1. Each week of the semester teaching of the course: 1 lecture / 1 seminar: 26 h 2. Continuous performance of tasks and duties: 44 h 3. Independent individual study of study materials 24 h 4. Visit to activities at an independent cultural centre during the semester for 26 h	
Total - 4 credits - time commitment - 120 hours	
Learning outcomes:	
<i>Knowledge</i> - Graduate of the course Management of Independent Culture: - knows the basic concepts of management and can apply them to the field of independent culture and art; - is oriented in theoretical concepts of art-marketing with emphasis on the field of art culture; - knows the background, objectives and tools of management in the field of culture and art and art marketing, - knows the basics of project management, - is familiar with the legislative framework governing the exercise of public administration in the field of cultural and artistic institutions, - is familiar with the content, principles, forms, instruments and mechanisms of EU and Slovak culture and arts support schemes.	
<i>Skills</i> - Graduate of the Management of Independent Culture course: - applies the acquired knowledge and knowledge in the field of management to practice, - processes documentation and can create analytical documents for cultural and artistic institutions; - communicates with representatives of cultural and artistic entities and organisations, local cultural and artistic actors and volunteers, - develops effective cooperation with representatives of cultural and artistic organisations, local cultural and artistic actors and volunteers, - creates and plans cultural and artistic activities, - prepares, processes, implements and evaluates project, subsidy and grant applications in the field of culture and art, or in relevant cross-cutting areas.	
<i>Competencies</i> - Graduate of the course Management of Independent Culture: - has creative abilities, - organises and plans its activities, - takes decisions and is accountable for its decisions, - has the ability to motivate people,	

- applies the principles of teamwork;
- has a refined language expression.

Learning Outcomes *knowledge* is tested in a written examination in week 12 of the semester. The learning outcomes of *skills* and *competences* are verified in a seminar paper, which the student submits no later than the 12th week of the semester. The learning outcomes of knowledge and competence are also verified during the student's exit seminar.

Course content:

1. Independent cultural centres and the cultural-political situation of the Slovak Republic after 1989. Legislation in culture. Independent cultural centres, independent cultural nodes.
2. Cultural processes in institutions of independent culture. Basic legal forms of independent cultural institutions.
3. Issues of financing independent culture. Multi-source funding and independent culture.
4. Programme dramaturgy of independent cultural centres.
5. Management in art and its specifics, key approaches 1.
6. Management in art and its specifics, key approaches 2.
7. Governance and management in an independent culture: functions, benefits and risks.
8. Directive and non-directive approaches in culture and art. Management of individuals and management of groups.
9. Independent cultural centres and their visitors and audiences. Research, segmentation and audience building.
10. Management of the economic agenda, financial management.
11. Examples of good practice in the Slovak environment
12. Comparison of approaches in Slovak, Czech and European environments

Recommended literature:

O'BRIEN, D. 2015. Kulturní politika: management, hodnota a modernita v kreativních průmyslech. Praha: Barrister a Principal

PERNICA, P. 2017. Nový pohled na kultúru. Praha: Academia

SMOLÍKOVÁ, M. 2008. Manažment umění. Praha: VŠUP.

KOČIŠ, M. a kol. *Nezávislé kultúrne centrá na Slovensku*. Nitra: Univerzita Konštantína Filozofa, 2021

FUJAK, J. a kol.. *Charakter a vývoj nezávislej kultúry a umenia na Slovensku po roku 1989*. Nitra: Univerzita Konštantína Filozofa, 2020

DUCHOVÁ, Z. – KREKOVIČ, S. *BA!! Miesta živej kultúry (1989 – 2016)*. Bratislava : Atrakt, 2016

Právne predpisy v oblasti kultúry dostupné prostredníctvom informačného portálu Ministerstva kultúry SR.

<https://www.culture.gov.sk/ministerstvo/legislativa/pravne-predpisy-v-oblasti-kultury/>

Materiály dostupné prostredníctvom Anténa. Siet' pre nezávislú kultúru. <https://www.antenanet.sk/>

Language required for the course: slovak, czech

Notes: ----

Course evaluation:

Total number of students assessed: -

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

Lecturers: Ing. Peter Radkoff lecturer, examiner, seminary supervisor

Date of last change: 30. 05. 2024

Approved by: doc. Mgr. Eva Kušnírová, PhD.

COURSE DESCRIPTION

University: University of Presov	
Faculty: Faculty of Arts	
Code: 1IHVU/UK/MULA2/24	Course title: Multimedia Studio 2
Type, scope and method of educational activities: Type of educational activity: seminar Scope of educational activities: 0.2 hours, 26 per semester Method of educational activities: combined	
Number of credits: 3	
Recommended semester: 5.	
Study grade: 1.	
Prerequisites: 1IHVU/UK/MULA1/24 Multimedia Studio 1	
Conditions for passing the course: The course is completed with the continuous assessment.	
To successfully complete the course, it is necessary to complete three components: 1. Continuous assignment and presentation of the result 1: max 25 b. 2. Continuous assignment and presentation of the result 2: max 25b. 3. Semestral project – presentation, cover text and argumentation of the result in the 12th week of the semester - max 50 pts.	
In order to pass the course, it is necessary to achieve a minimum of 50% in each part of the course. The assessment of the student's performance in the course is carried out according to a grading scale consisting of six grading levels and the following success criteria (in terms of percentage of performance in the assessment of the course): A - excellent (excellent results: numerical value 1) / 100.00 - 90.00 % B - very good (above average results: 1.5) / 89.99 - 80.00 % C - good (average results: 2) / 79.99 - 70.00 % D - satisfactory (acceptable results: 2.5) / 69.99 - 60.00 % E - satisfactory (results meet the minimum criteria: 3) / 59.99 - 50.00 % FX - Inadequate (further work required: 4) / 49.99 % and below.	
Number of credits and time range for the course requirements: 1. Each week of the semester teaching the course: 0 lecture / 2 seminar: 13 weeks x 2 h = 26 h 2. Preparation of 2 continuous tasks: 8 h 3. Preparation of the semester task and its cover text and argumentation: 56 h Total - 3 credits - time consuming - 90 hours	
Learning outcomes: <i>Knowledge</i> – The graduate of the Multimedia Studio 2: - knows advanced options for creating and editing multimedia documents <i>Skills</i> - The graduate of the Multimedia Studio 2: - finalizes and distributes multimedia documents using the most frequently used technical and software resources <i>Competencies</i> - The graduate of the Multimedia Studio 2: - improves own skills of the creation of multimedia documents.	
Educational outputs of knowledge, skills and competences will be verified through exercises and assignments during the semester and the semester task.	
Course content: 1. Basic concepts 2. Cut, cut composition 3. Dramaturgy of the editing composition of multimedia documents 4. Finalization of multimedia documents 5. Distribution of multimedia documents 6. Effective choice of method, form and technology in the presentation phase 7. Complementary methods of information transfer and aesthetic experience from the author to the recipients of a multimedia work 8. Documents with multimedia content 9. Creation of documents in the most common formats 10. Advanced editing, finalization and distribution of multimedia documents 11. Assignment 1: portrait, interview, and report 12. Assignment 2: storytelling, videoart	
Recommended literature: AMOS Software, spol. s r.o., 2001. Úvod do digitálneho videa. Dostupné z: http://www.amsoft.cz Baranovič, R. Et al. 1999. „Internet (Učebnice internetu)“ Computer Press, Praha. Hrabčák, M., 2008. Multimédiá na PC. Prešov: Prešovská univerzita.	

Kučera, R., Klíma, P., 2006. Digitální video, Brno: Computer press a.s.

Kurka, L., Černý, M., 2002. Jak se vyznat v audi a videu na PC (príloha časopisu PC World, IDG Czech, a.s.)

Labík, L., 2013. Dramaturgia strihovej skladby, VeRBuM.

Liessmann, K. P., 2012. Univerzum včí, Praha: Academia.

Linhart, J., 2003. Macromedia Dreamweaver MX a Flash MX (príloha časopisu PC World, IDG Czech).

Magera, I. 1999. "MS PowerPoint 2000, Základná príručka", Praha: Computer Press

McLuhan, H.M., 2000. Člověk, média a elektronická kultura. Brno, Jota.

Nápovedy použitých softvérových prostriedkov

Ullmann, F., 1999. Pět dní s Premierou, DU Soft Computers, AMOS.

Language with is necessary to complete the course: slovak

Notes: ----

Course evaluation

Total number of evaluated students: -

A	B	C	D	E	FX
-	-	-	-	-	-

Lecturers: Mgr. Lukáš Kopas, PhD., Mgr. Ivana Židík, PhD. lecturer, examiner, seminary supervisor

Date of last change: 18. 11. 2025

Approved by: doc. Mgr. Eva Kušnírová, PhD.

COURSE DESCRIPTION

University: University of Presov	
Faculty: Faculty of Arts	
Code: 1IHVU/UK/PRAX1/24	Course title: Practise 1 (profile subject)
Type, scope and method of educational activity:	
Type of educational activities: -	
Scope of educational activities: 120 hours	
Method of educational activities: -	
Number of credits: 6	
Recommended semester: 2.	
Study grade: 1.	
Prerequisites: -	
Conditions for passing the course:	
The course is assessed by continuous assessment.	
To successfully complete the course, it is necessary to complete 4 components:	
1. The student is obliged to carry out activities and activities according to the instructions of the responsible person within 120 hours in the organization / institution in the field of established and non-established culture 60p.	
2. The student will write a report from the internship in a cultural institution (10 NS), which will also contain the activities carried out during the internship (work diary) 20p.	
3. The student fills in the questionnaire Evaluation of the internship by the student 10p.	
4. Evaluation of the internship by students at a joint colloquium 10p.	
To successfully complete the course, it is necessary to achieve a result of min. 50%. The evaluation of the student's study results within the course study is carried out according to the classification scale, which consists of six classification levels and the following success criteria (in percentage of results in the course evaluation):	
A - excellent (excellent results: numerical value 1) / 100.00 - 90.00%	
B - very good (above average results: 1.5) / 89.99 - 80.00%	
C - good (average results: 2) / 79.99 - 70.00%	
D - satisfactory (acceptable results: 2.5) / 69.99 - 60.00%	
E - sufficient (results meet the minimum criteria: 3) / 59.99 - 50.00%	
FX - insufficient (additional work required: 4) / 49.99 and less%.	
Number of credits and time frame for the conditions of passing the course:	
1. Internship equipment and preparation of documents before arrival - 20 h.	
2. Internship in a cultural institution - 120 h.	
3. Study of professional literature and materials - 20 h.	
4. At the end of the internship, preparation of a report from the internship at a cultural institution - 20 h.	
Total - 6 credits - time consuming - 180 hours	
Learning outcomes:	
Knowledge - Graduate of the Practise 1:	
- verifies the theoretical knowledge and information gained during the study by applying them in participating in the activities and activities of the selected organization;	
- consolidates professional terminology in the field of arts and culture with an emphasis on knowledge of the institutional environment, components and scope of activities of individual types of cultural entities;	
- creatively applies theoretical knowledge in the field of culture management and art-marking;	
Skills - Graduate of the Practise 1:	
- implements the assigned tasks assigned by the supervisor of the cultural institution;	
- participates in the activities of cultural entities;	
Competences - Graduate of the Practise 1:	
- can prepare and implement cultural activity in accordance with the current legislative framework for culture as well as the intentions of cultural policies for culture and the arts;	
- develops and strengthens professional identity;	
- independence and organization of one's own work within the set tasks.	
The educational outcomes of the knowledge are verified in the report from the internship submitted in the 7th week of the semester. The educational outcomes of skill and competence are verified directly in the cultural institution (120 hours) and at a joint colloquium in the 8th week of the semester.	
Course content:	
1. Cultural institutions: classification, typology. Legislative framework. Cultural policy.	
2. Professions in the field of culture and art.	
3. Organizational structure of cultural institutions and organizations. Organizational units of cultural institutions and organizations. Organizational relations.	
4. Description of processes and activities in cultural and artistic institutions. Professional and specific activities by type of institutions and organizations.	

5. Presentation of the institution: forms, methods, procedures. Activity and process management.
6. Target groups. Working with visitors. Types and forms of cultural activities.
7. Methodology and counseling in the field of culture.
8. Colloquium: presentation of suggestions obtained during the internship.

Recommended literature:

Aktuálne koncepcné a strategické dokumenty z oblasti kultúry dostupné na stránkach Ministerstva kultúry SR. (<https://www.culture.gov.sk/ministerstvo/legislativa/>).

Drucker, P. F., 1993. Management. Budoucnosť začína dnes. Praha: Management Press.

Gero, Š., 2012. Komunikácia Umenie Marketing. Nitra: UKF FF.

Chomová, S., 2015. Vádemékum miestnej a regionálnej kultúry. Bratislava: Univerzita Komenského v Bratislave.

Kotter, J. P., 2010. Pocit naliehavosti. Bratislava: Eastone Books.

Mullins, J. - Komisar, R., 2010. Plán B. (Ako vytvoriť úspešný podnikateľský model alebo zmeniť dobrý model na skvelý). Bratislava: Eastone Books.

Opletalová L. a kol., 2015. Lokální funkce kultury. Praha: Univerzita Karlova.

Palmer, S.-Weaver, M., 2007. Úloha informací v manažerském rozhodování. Praha: GP.

Plichtová, M., 2015. Public relations v kultúre. Bratislava: Univerzita Komenského v Bratislave.

Salem, L., 2013. Reklamní sloganov a příběhy stojící za jejich vznikem. Brno: Bizbooks.

Slušná, Z., 2013. Trendy a aspekty miestnej a regionálnej kultúry. Bratislava: Národné osvetové centrum.

Slušná, Z., 2015. Súčasná kultúrna situácia z pohľadu teórie a praxe. Bratislava: Univerzita Komenského.

Smolíková, M., 2008. Manažment umění. Praha: VŠUP.

Žák, P., 2004. Kreativita a její rozvoj. Brno: Computer Press.

Li, Ch. – Bernoff, J., 2010. Spodná vlna. Bratislava: Eastone Book.

Language with is necessary to complete the course: Slovak and Czech.

Notes: ----

Course evaluation

Total number of students evaluated: -

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

Lecturers: Dr. hab. Peter Kocák, PhD., Mgr. art. Katarína Šantová, PhD. lecturer, examiner, seminar supervisor

Date of last change: 18. 11. 2025

Approved by: doc. Mgr. Eva Kušnírová, PhD.

COURSE DESCRIPTION

University: University of Presov	
Faculty: Faculty of Arts	
Code: 1IHVU/UK/PRAX2/24	Course title: Practise 2 (profile subject)
Type, scope and method of educational activity:	
Type of educational activities: - Scope of educational activities: 120 hours Method of educational activities: -	
Number of credits: 6	
Recommended semester: 3.	
Study grade: 1.	
Prerequisites: -	
Conditions for passing the course: The course is assessed by continuous assessment.	
To successfully complete the course, it is necessary to complete 4 components: The student is obliged to carry out activities and activities according to the instructions of the responsible person within 120 hours in the organization / institution in the field of established and non-established culture 60p. The student will write a report from the internship in a cultural institution (10 NS), which will also contain the activities carried out during the internship (work diary) 20p. The student fills in the questionnaire Evaluation of the internship by the student 10p. Evaluation of the internship by students at a joint colloquium 10p.	
To successfully complete the course, it is necessary to achieve a result of min. 50%. The evaluation of the student's study results within the course study is carried out according to the classification scale, which consists of six classification levels and the following success criteria (in percentage of results in the course evaluation): A - excellent (excellent results: numerical value 1) / 100.00 - 90.00% B - very good (above average results: 1.5) / 89.99 - 80.00% C - good (average results: 2) / 79.99 - 70.00% D - satisfactory (acceptable results: 2.5) / 69.99 - 60.00% E - sufficient (results meet the minimum criteria: 3) / 59.99 - 50.00% FX - insufficient (additional work required: 4) / 49.99 and less%.	
Number of credits and time frame for the conditions of passing the course: Internship equipment and preparation of documents before arrival - 20 h. Internship in a cultural institution - 120 h. Study of professional literature and materials - 20 h. At the end of the internship, preparation of a report from the internship at a cultural institution - 20 h. Total - 6 credits - time consuming - 180 hours	
Learning outcomes: Knowledge - Graduate of the Practise 2: <ul style="list-style-type: none">- verifies the theoretical knowledge and information gained during the study by applying them in participating in the activities and activities of the selected organization;- consolidates professional terminology in the field of arts and culture with an emphasis on knowledge of the institutional environment, components and scope of activities of individual types of cultural entities;- creatively applies theoretical knowledge in the field of culture management and art-marking; Skills - Graduate of the Practise 2: <ul style="list-style-type: none">- implements the assigned tasks assigned by the supervisor of the cultural institution;- participates in the activities of cultural entities; Competences - Graduate of the Practise 2: <ul style="list-style-type: none">- can prepare and implement cultural activity in accordance with the current legislative framework for culture as well as the intentions of cultural policies for culture and the arts;- develops and strengthens professional identity;- independence and organization of one's own work within the set tasks.	
The educational outcomes of the knowledge are verified in the report from the internship submitted in the 7th week of the semester. The educational outcomes of skill and competence are verified directly in the cultural institution (120 hours) and at a joint colloquium in the 8th week of the semester.	
Course content: 1. Cultural institutions: classification, typology. Legislative framework. Cultural policy. 2. Professions in the field of culture and art. 3. Organizational structure of cultural institutions and organizations. Organizational units of cultural institutions and organizations. Organizational relations. 4. Description of processes and activities in cultural and artistic institutions. Professional and specific activities by type of institutions and organizations. 5. Presentation of the institution: forms, methods, procedures. Activity and process management. 6. Target groups. Working with visitors. Types and forms of cultural activities.	

7. Methodology and counseling in the field of culture.

8. Colloquium: presentation of suggestions obtained during the internship.

Recommended literature:

Aktuálne koncepčné a strategické dokumenty z oblasti kultúry dostupné na stránkach Ministerstva kultúry SR. (<https://www.culture.gov.sk/ministerstvo/legislativa/>).

Drucker, P. F., 1993. Management. Budoucnosť začína dnes. Praha: Management Press.

Gero, Š., 2012. Komunikácia Umenie Marketing. Nitra: UKF FF.

Chomová, S., 2015. Vádemékum miestnej a regionálnej kultúry. Bratislava: Univerzita Komenského v Bratislave.

Kotter, J. P., 2010. Pocit naliehavosti. Bratislava: Eastone Books.

Mullins, J. - Komisar, R., 2010. Plán B. (Ako vytvoriť úspešný podnikateľský model alebo zmeniť dobrý model na skvelý). Bratislava: Eastone Books.

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Slušná, Z., 2013. Trendy a aspekty miestnej a regionálnej kultúry. Bratislava: Národné osvetové centrum.

Slušná, Z., 2015. Súčasná kultúrna situácia z pohľadu teórie a praxe. Bratislava: Univerzita Komenského.

Smolíková, M., 2008. Manažment umění. Praha: VŠUP.

Žák, P., 2004. Kreativita a její rozvoj. Brno: Computer Press.

Li, Ch. – Bernoff, J., 2010. Spodná vlna. Bratislava: Eastone Book.

Language with is necessary to complete the course: Slovak and Czech.

Notes: ----

Course evaluation

Total number of students evaluated: -

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

Lecturers: doc. Mgr. Vladimír Marušín, ArtD. , lecturer, examiner, seminary supervisor

Date of last change: 30. 05. 2024

Approved by: doc. Mgr. Eva Kušnírová, PhD.

COURSE DESCRIPTION

University: University of Presov	
Faculty: Faculty of Arts	
Code: 1IHVU/UK/PRAX3/24	Course title: Practise 3 (profile subject)
Type, scope and method of educational activity:	
Type of educational activities: - Scope of educational activities: 120 hours Method of educational activities: -	
Number of credits: 6	
Recommended semester: 4.	
Study grade: 1.	
Prerequisites: -	
Conditions for passing the course: The course is assessed by continuous assessment.	
To successfully complete the course, it is necessary to complete 4 components: The student is obliged to carry out activities and activities according to the instructions of the responsible person within 120 hours in the organization / institution in the field of established and non-established culture 60p. The student will write a report from the internship in a cultural institution (10 NS), which will also contain the activities carried out during the internship (work diary) 20p. The student fills in the questionnaire Evaluation of the internship by the student 10p. Evaluation of the internship by students at a joint colloquium 10p.	
To successfully complete the course, it is necessary to achieve a result of min. 50%. The evaluation of the student's study results within the course study is carried out according to the classification scale, which consists of six classification levels and the following success criteria (in percentage of results in the course evaluation): A - excellent (excellent results: numerical value 1) / 100.00 - 90.00% B - very good (above average results: 1.5) / 89.99 - 80.00% C - good (average results: 2) / 79.99 - 70.00% D - satisfactory (acceptable results: 2.5) / 69.99 - 60.00% E - sufficient (results meet the minimum criteria: 3) / 59.99 - 50.00% FX - insufficient (additional work required: 4) / 49.99 and less%.	
Number of credits and time frame for the conditions of passing the course: Internship equipment and preparation of documents before arrival - 20 h. Internship in a cultural institution - 120 h. Study of professional literature and materials - 20 h. At the end of the internship, preparation of a report from the internship at a cultural institution - 20 h. Total - 6 credits - time consuming - 180 hours	
Learning outcomes: Knowledge - Graduate of the Practise 3: <ul style="list-style-type: none">- verifies the theoretical knowledge and information gained during the study by applying them in participating in the activities and activities of the selected organization;- consolidates professional terminology in the field of arts and culture with an emphasis on knowledge of the institutional environment, components and scope of activities of individual types of cultural entities;- creatively applies theoretical knowledge in the field of culture management and art-marking; Skills - Graduate of the Practise 3: <ul style="list-style-type: none">- implements the assigned tasks assigned by the supervisor of the cultural institution;- participates in the activities of cultural entities; Competences - Graduate of the Practise 3: <ul style="list-style-type: none">- can prepare and implement cultural activity in accordance with the current legislative framework for culture as well as the intentions of cultural policies for culture and the arts;- develops and strengthens professional identity;- independence and organization of one's own work within the set tasks.	
The educational outcomes of the knowledge are verified in the report from the internship submitted in the 7th week of the semester. The educational outcomes of skill and competence are verified directly in the cultural institution (120 hours) and at a joint colloquium in the 8th week of the semester.	
Course content: 1. Cultural institutions: classification, typology. Legislative framework. Cultural policy. 2. Professions in the field of culture and art. 3. Organizational structure of cultural institutions and organizations. Organizational units of cultural institutions and organizations. Organizational relations. 4. Description of processes and activities in cultural and artistic institutions. Professional and specific activities by type of institutions and organizations. 5. Presentation of the institution: forms, methods, procedures. Activity and process management. 6. Target groups. Working with visitors. Types and forms of cultural activities.	

7. Methodology and counseling in the field of culture.

8. Colloquium: presentation of suggestions obtained during the internship.

Recommended literature:

Aktuálne koncepčné a strategické dokumenty z oblasti kultúry dostupné na stránkach Ministerstva kultúry SR. (<https://www.culture.gov.sk/ministerstvo/legislativa/>).

Drucker, P. F., 1993. Management. Budoucnosť začína dnes. Praha: Management Press.

Gero, Š., 2012. Komunikácia Umenie Marketing. Nitra: UKF FF.

Chomová, S., 2015. Vádemékum miestnej a regionálnej kultúry. Bratislava: Univerzita Komenského v Bratislave.

Kotter, J. P., 2010. Pocit naliehavosti. Bratislava: Eastone Books.

Mullins, J. - Komisar, R., 2010. Plán B. (Ako vytvoriť úspešný podnikateľský model alebo zmeniť dobrý model na skvelý). Bratislava: Eastone Books.

Opletalová L. a kol., 2015. Lokální funkce kultury. Praha: Univerzita Karlova.

Palmer,S.-Weaver, M., 2007. Úloha informací v manažerském rozhodování. Praha: GP.

Plichtová, M., 2015. Public relations v kultúre. Bratislava: Univerzita Komenského v Bratislave.

Salem, L., 2013. Reklamní slogan a příběhy stojící za jejich vznikem. Brno: Bizbooks.

Slušná, Z., 2013. Trendy a aspekty miestnej a regionálnej kultúry. Bratislava: Národné osvetové centrum.

Slušná, Z., 2015. Súčasná kultúrna situácia z pohľadu teórie a praxe. Bratislava: Univerzita Komenského.

Smolíková, M., 2008. Manažment umění. Praha: VŠUP.

Žák, P., 2004. Kreativita a její rozvoj. Brno: Computer Press.

Li, Ch. – Bernoff, J., 2010. Spodná vlna. Bratislava: Eastone Book.

Language with is necessary to complete the course: Slovak and Czech.

Notes: ----

Course evaluation

Total number of students evaluated: -

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

Lecturers: doc. Mgr. Renáta Kočišová, PhD. lecturer, examiner, seminary supervisor

Date of last change: 30. 05. 2024

Approved by: doc. Mgr. Eva Kušnírová, PhD.

COURSE DESCRIPTION

University: University of Presov	
Faculty: Faculty of Arts	
Code: 1IHVU/UK/PRAX4/24	Course title: Practise 4 (profile subject)
Type, scope and method of educational activity:	
Type of educational activities: - Scope of educational activities: 120 hours Method of educational activities: -	
Number of credits: 6	
Recommended semester: 5.	
Study grade: 1.	
Prerequisites: -	
Conditions for passing the course: The course is assessed by continuous assessment.	
To successfully complete the course, it is necessary to complete 4 components: The student is obliged to carry out activities and activities according to the instructions of the responsible person within 120 hours in the organization / institution in the field of established and non-established culture 60p. The student will write a report from the internship in a cultural institution (10 NS), which will also contain the activities carried out during the internship (work diary) 20p. The student fills in the questionnaire Evaluation of the internship by the student 10p. Evaluation of the internship by students at a joint colloquium 10p.	
To successfully complete the course, it is necessary to achieve a result of min. 50%. The evaluation of the student's study results within the course study is carried out according to the classification scale, which consists of six classification levels and the following success criteria (in percentage of results in the course evaluation): A - excellent (excellent results: numerical value 1) / 100.00 - 90.00% B - very good (above average results: 1.5) / 89.99 - 80.00% C - good (average results: 2) / 79.99 - 70.00% D - satisfactory (acceptable results: 2.5) / 69.99 - 60.00% E - sufficient (results meet the minimum criteria: 3) / 59.99 - 50.00% FX - insufficient (additional work required: 4) / 49.99 and less%.	
Number of credits and time frame for the conditions of passing the course: Internship equipment and preparation of documents before arrival - 20 h. Internship in a cultural institution - 120 h. Study of professional literature and materials - 20 h. At the end of the internship, preparation of a report from the internship at a cultural institution - 20 h. Total - 6 credits - time consuming - 180 hours	
Learning outcomes: Knowledge - Graduate of the Practise 4: <ul style="list-style-type: none">- verifies the theoretical knowledge and information gained during the study by applying them in participating in the activities and activities of the selected organization;- consolidates professional terminology in the field of arts and culture with an emphasis on knowledge of the institutional environment, components and scope of activities of individual types of cultural entities;- creatively applies theoretical knowledge in the field of culture management and art-marking; Skills - Graduate of the Practise 4: <ul style="list-style-type: none">- implements the assigned tasks assigned by the supervisor of the cultural institution;- participates in the activities of cultural entities; Competences - Graduate of the Practise 4: <ul style="list-style-type: none">- can prepare and implement cultural activity in accordance with the current legislative framework for culture as well as the intentions of cultural policies for culture and the arts;- develops and strengthens professional identity;- independence and organization of one's own work within the set tasks.	
The educational outcomes of the knowledge are verified in the report from the internship submitted in the 7th week of the semester. The educational outcomes of skill and competence are verified directly in the cultural institution (120 hours) and at a joint colloquium in the 8th week of the semester.	
Course content: 1. Cultural institutions: classification, typology. Legislative framework. Cultural policy. 2. Professions in the field of culture and art. 3. Organizational structure of cultural institutions and organizations. Organizational units of cultural institutions and organizations. Organizational relations. 4. Description of processes and activities in cultural and artistic institutions. Professional and specific activities by type of institutions and organizations. 5. Presentation of the institution: forms, methods, procedures. Activity and process management. 6. Target groups. Working with visitors. Types and forms of cultural activities.	

7. Methodology and counseling in the field of culture.

8. Colloquium: presentation of suggestions obtained during the internship.

Recommended literature:

Aktuálne koncepčné a strategické dokumenty z oblasti kultúry dostupné na stránkach Ministerstva kultúry SR. (<https://www.culture.gov.sk/ministerstvo/legislativa/>).

Drucker, P. F., 1993. Management. Budoucnosť začína dnes. Praha: Management Press.

Gero, Š., 2012. Komunikácia Umenie Marketing. Nitra: UKF FF.

Chomová, S., 2015. Vádemékum miestnej a regionálnej kultúry. Bratislava: Univerzita Komenského v Bratislave.

Kotter, J. P., 2010. Pocit naliehavosti. Bratislava: Eastone Books.

Mullins, J. - Komisar, R., 2010. Plán B. (Ako vytvoriť úspešný podnikateľský model alebo zmeniť dobrý model na skvelý). Bratislava: Eastone Books.

Opletalová L. a kol., 2015. Lokální funkce kultury. Praha: Univerzita Karlova.

Palmer,S.-Weaver, M., 2007. Úloha informací v manažerském rozhodování. Praha: GP.

Plichtová, M., 2015. Public relations v kultúre. Bratislava: Univerzita Komenského v Bratislave.

Salem, L., 2013. Reklamní sloganov a příběhy stojící za jejich vznikem. Brno: Bizbooks.

Slušná, Z., 2013. Trendy a aspekty miestnej a regionálnej kultúry. Bratislava: Národné osvetové centrum.

Slušná, Z., 2015. Súčasná kultúrna situácia z pohľadu teórie a praxe. Bratislava: Univerzita Komenského.

Smolíková, M., 2008. Manažment umění. Praha: VŠUP.

Žák, P., 2004. Kreativita a její rozvoj. Brno: Computer Press.

Li, Ch. – Bernoff, J., 2010. Spodná vlna. Bratislava: Eastone Book.

Language with is necessary to complete the course: Slovak and Czech.

Notes: ----

Course evaluation

Total number of students evaluated: -

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

Lecturers: doc. Martin Zbojan, PhD. lecturer, examiner, seminary supervisor

Date of last change: 30. 05. 2024

Approved by: doc. Mgr. Eva Kušnírová, PhD.

COURSE DESCRIPTION

University: University of Presov	
Faculty/workplace: Faculty of Arts	
Code: 1IHVU/UK/PROHU/24	Course title: Propedeutics of Music (profile course)
Type, scope and method of educational activities: Type of educational activity: lecture, seminar Scope of educational activities: 1.1 hours, 13.13 per semester Method of educational activities: combined	
Number of credits: 4	
Recommended semester of study: 1.	
Study grade: 1.	
Prerequisites: -	
Conditions for passing the course: The course is completed with an exam.	
The student presents in class that he/she is familiar with basic music terminology, musical culture, musical genres, types of musical ensembles, and other musical topics.	
To successfully complete the course, it is necessary to achieve a result of min. 50%. The evaluation of the student's study results within the course study is carried out according to the classification scale, which consists of six classification levels and the following success criteria (in percentage of results in the course evaluation): A - excellent (excellent results: numerical value 1) / 100.00 - 90.00% B - very good (above average results: 1.5) / 89.99 - 80.00% C - good (average results: 2) / 79.99 - 70.00% D - satisfactory (acceptable results: 2.5) / 69.99 - 60.00% E - sufficient (results meet the minimum criteria: 3) / 59.99 - 50.00% FX - insufficient (additional work required: 4) / 49.99 and less%.	
The final grade will be calculated as the average of activity in seminars and successful completion of the final written examination.	
Number of credits and time range for course requirements: 120 hours 1. Each week of the semester teaching the course: 1 lecture / 1 seminar: 13 weeks x 2 h = 26 h 2. Individual training: 47 h 3. Self-study of literature: 27 h 4. Preparation of the semester assignment and its defence: 20 h Total - 4 credits - time commitment - 120 hours	
Learning outcome: Students will gain a basic understanding of music, the status of the musician, musical institutions, individual genres of music, and types of musical ensembles.	
The graduate of the subject acquires:	
Knowledge : <ul style="list-style-type: none">- knows and understands the basic concepts of music- theoretically knows the types of individual institutions and musical ensembles,- demonstrates knowledge of genres of music in professional and non-professional culture	
Skills: <ul style="list-style-type: none">- knows how to navigate in basic music literature- attends concert events in Prešov and Košice- reassesses own experience with music on the basis of the knowledge gained	
Competencies: <ul style="list-style-type: none">- analyses and selects artistic experiences- recognises the social function and multifunctionality of music	
Course content: 1. Introduction to the study - the social function of music and its multifunctionality, the effect of music 2. Characteristics of basic concepts: music, musician (amateur and professional), musical art, musical institution and its types, overview of systematics of music science. 3. Genres of music. Characteristics of the concept of genre. Classical, folk, brass, popular, Christian (church), jazz, blues, country and western music, Latin American, reggae, rock world music and music of non-European cultures. 4. Tone and its properties. Musical instruments - their division and brief development, historical and contemporary musical instruments, melodic and chordal instruments. 5. Components of musical language: melody, rhythm, metre, tempo, harmony, agogics, harmony, dynamics, texture, colour (timbre) of vocal or instrumental groups or combinations thereof. 6. Music notation - notes and dashes, musical clefs, rhythm, metre. 7. Intervals and chords - a brief overview. Dynamic signs, abbreviations and markers. 8. Expressive means of music and contrast in music: dynamics (crescendo and decrescendo), rhythm - agogics (accelerando, ritardando),. Melodic ornaments, articulation in music, phrasing, rhetorical figures.	

9. Outline of the history of music - style, style, direction, school of composition, composer, composer, music listener.

10. Types of orchestras, bands, choirs, folk music and chamber ensembles and their notation and representation in traditional and modern scores (graphic scores).

11. Music perception, music psychology and creativity in music (virtuosity, composition, improvisation, variation technique).

12. Individual publications on music: studies, collections of studies, biographical books, music dictionaries, encyclopaedias, synthetic works.

Recommended literature:

SUCHOŇ, E. – FILIP, M. 1987. *Stručná náuka o hudbe*. Bratislava: OPUS.

DROPOVÁ, A. 1998. *Elementárna hudobná teória*. Prešov: PF PU.

DLHÁNOVÁ, B.- ŠIDLÍK, P. 1994. *Malá kniha o hudbe*. Bratislava: SHF.

POLEDŇÁK, I. 1984. *ABC Hudební psychologie*, Praha: Editio Supraphon.

MODR. 2010. *Hudební nástroje*. Praha: Bärenreiter.

HUDBA. In: *Encyklopédia ľudovej kultúry Slovenska*. 1995. Vydz. 1. Zväzok 1. Bratislava: Veda.

MATZNER, Antonín / POLEDŇÁK, Ivan / WASSERBERGER, Igor a kol. 1990. *Encyklopédie jazzu a populárnej hudby. 1.-3. diel*. Praha: Editio Supraphon.

Language required for the course: slovak

Notes: ----

Course evaluation:

Total number of students assessed: -

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

Lecturers: doc. Mgr. Renáta Kočišová, PhD. lecturer, examiner, seminar leader

Date of last change: 30. 05. 2024

Approved by: doc. Mgr. Eva Kušnírová, PhD.

COURSE DESCRIPTION

University: University of Presov	
Faculty/workplace: Faculty of Arts	
Code: 1IHVU/UK/PROSU/24	Course title: Propedeutics of Performing Arts
Type, scope and method of educational activities: Type of educational activity: lecture, seminar Scope of educational activities: 1.1 hours per week, 13.13 per semester Method of educational activities: combined	
Number of credits: 3	
Recommended semester of study: 2.	
Recommended year of study: 1.	
Study grade: 1.	
Prerequisites: -	
Conditions for passing the course: The course is assessed by exam. There are 5 components that must be completed in order to pass the course: 1. Joint lectures and seminar meetings 10b. 2. Elaboration and presentation of a seminar thesis on the assigned topic, submitted as a term paper (scope: 7 NS) 20b. 3. The student will study the assigned literature and study materials 10b. 4. During the semester, the student will complete one theatre or dance theatre production, on the basis of which he/she will verify the theoretical concepts in the field of theatre and dance arts through a professional analysis (scope: 3 NS) 10b. 5. During the exam period, the student will take the 50b knowledge test. The evaluation of the student's academic performance in the study of the subject is carried out according to a classification scale consisting of six classification levels and the following success criteria (in percentage of the results in the evaluation of the subject): A - excellent (excellent results: numerical value 1) / 100.00 - 90.00 % B - very good (above average results: 1.5) / 89.99 - 80.00 % C - good (average results: 2) / 79.99 - 70.00 % D - satisfactory (acceptable results: 2.5) / 69.99 - 60.00 % E - sufficient (results meet the minimum criteria: 3) / 59.99 - 50.00 % FX - Inadequate (additional work required: 4) / 49.99 % or less Number of credits and time range for course completion requirements: 1. Each week of the semester teaching the course 1 lecture / seminars: 13 weeks = 26 h. 2. Study of literature and materials - 16 h 3. In a pre-arranged week of the semester, the student will prepare and submit a term paper on the assigned topic. At the seminar he/she presents the main part of the thesis together with a PWP presentation and a discussion - 32 h 4. Expert analysis of a theatre or dance production - 16 h Total - 3 credits - time commitment - 90 hours	
Learning outcomes: Knowledge - Graduate of the course Propaedeutics of Performing Arts: <ul style="list-style-type: none">- knows the basic conceptual apparatus in the field of the theory of theatre and dance art;- applies theoretical knowledge to specific theatre and dance work;- knows representative personalities and artistic creators in the field of theatre and dance arts; Skills - Graduate of the course Propaedeutics of the Performing Arts: <ul style="list-style-type: none">- integrates and perceptually analyzes the basic style-forming attributes of theatre and dance works;- identifies parallels between theoretical conceptions of the performing arts and other art forms;- on the basis of the acquired theoretical knowledge, formulates his/her opinions in relation to the topic; Competencies - Graduate of the course Propaedeutics of Performing Arts: <ul style="list-style-type: none">- realizes the interpretation of the chosen theatre or dance work in terms of production components: acting, directing, scenography, dramaturgy, music and lighting, dance-movement, reception, etc; Learning Outcomes knowledge is tested in seminar discussions during the semester, in a term paper on the theory of theatre or dance arts submitted in the 13th week of the semester (presented during the semester), and by	

examination. Learning outcomes of skills and competencies are verified in the seminar portion, the term paper, and the professional analysis submitted in week 10 of the semester.

Course content:

Theory of dance and dance art.

Dance and its generic definition.

Dance Theatre.

Dramaturgy of dance and dance art.

Choreography of dance and dance art.

Contemporary forms of dance.

Theatre and the performing arts.

Theory of theatre: basic generic and genre breakdown.

Theatre theory: characterization and analysis of individual production components (acting, scenographic).

Theatre theory: characterization and analysis of individual production components (musical, directorial).

The importance and function of dramaturgy in the production process.

Actor. Space. Audience.

Recommended literature:

BARTKO, E. T. 2011. *Podoby slovenského tanečného umenia 1920 – 2010*. Bratislava: Divadelný ústav.

ISBN 978-80-89369-40-9.

BARTKO, E. T. 2018. *Stručná encyklopédia tanečného umenia*. Bratislava: Verbunk. ISBN 978-80-972203-2-7.

BLAŽÍČKOVÁ, E. 2005. *Metodika a didaktika taneční výchovy*. Praha: Konzervatoř Duncan Centre.

ISBN 80-7290-166-4.

BLECH, R. a kol. 1989. *Encyklopédia dramatických umení Slovenska 1. A-L*. Bratislava: Veda.

ISBN 80-224-0000-9.

BLECH, R. a kol. 1990. *Encyklopédia dramatických umení Slovenska 2. M-Ž*. Bratislava: Veda.

ISBN 80-224-0001-7.

GAJDOŠOVÁ, E. 2014. *Súčasný tanec. Contemporary Dance. Made in Slovakia*. Bratislava: Divadelný ústav.

ISBN 978-80-89369-60-7.

HRIEŠIK, M. 2012. *Telesnosť súčasného divadla. State o dramaturgii tela v súčasnom tanci a divadle*. Bratislava: N. M. CODE. ISBN 978-80-89484-01-0.

MARKOVIČOVÁ, O. 1981. *Dejiny tanca a baletu*. Bratislava: Slovenské pedagogické nakladateľstvo.

NOSÁL, Š. 1984. *Choreografia ľudového tanca*. Bratislava: Slovenské pedagogické nakladateľstvo.

PAVIS, P. 2004. *Divadelný slovník*. Bratislava: Divadelný ústav. ISBN 80-88987-14-5.

PAVLOVSKÝ, P. 2004. *Základní pojmy divadla. /teatrológický slovník/*. Praha: LIBRI: Národní divadlo.

ISBN 8072581716.

BRAUN, K., 2001. *Divadelní prostor*. Praha: AMU.

HORÍNEK, Z., 1985. *Dráma, divadlo, divák*. Bratislava: Tatran

KUŠNÍROVÁ, E., 2021. *Úvod do štúdia divadelného umenia*. Prešov: FF PU

MISTRÍK, M., 2005. *Kapitoly o hereckom umení*. Bratislava: Tália-press.

MISTRÍK, M., 2003. *Herecké techniky*. Bratislava: VEDA.

PAVIS, P., 2020. *Analýza divadelního představení*. Praha: AMU.

Language required for the course: slovak, czech

Notes: -----

Course evaluation:

Total number of students assessed: -

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

Lecturers: doc. Mgr. Eva Kušnírová, PhD. lecturer, examiner, seminar leader

Date of last change: 30. 05. 2024

Approved by: doc. Mgr. Eva Kušnírová, PhD.

COURSE DESCRIPTION

University: University of Presov

Faculty: Faculty of Arts

Code: 1IHVU/UK/PROVU/24

Course title: Propedeutics of Fine Arts

Type, scope and method of educational activities:

Type of educational activities: lecture, seminar

Extent of educational activities: 1/1 hour per week, 13/13 per semester

Method of educational activities: combined

Number of credits: 4

Recommended year of study: 1.

Recommended semester: 1.

Study grade: 1.

Prerequisites: -

Conditions for passing the course:

The course is assessed by exam.

Number of credits and time range for the course completion requirements:

- 4 credits = 120 hours
- teaching of the course: 13 weeks 1 lecture / 1 seminar: 26 hours
- independent work - preparation for the seminar, preparation of the seminar paper: 47 hours
- independent study of literature: 47 hours

Final evaluation: the course is completed by an examination. During the semester, the student will prepare, present at the seminar and hand in a seminar paper, focused on the analysis of a selected problem corresponding to the focus of the course.

In order to pass the course, it is necessary to achieve a minimum of 50% in each part. The evaluation of the student's performance in the course is carried out according to a classification scale consisting of six classification levels and the following success criteria (in percentage of the results in the course evaluation):

- A - excellent (excellent results: numerical value 1) / 100.00 - 90.00 %
- B - very good (above average results: 1.5) / 89.99 - 80.00 %
- C - good (average results: 2) / 79.99 - 70.00 %
- D - satisfactory (acceptable results: 2.5) / 69.99 - 60.00 %
- E - sufficient (results meet the minimum criteria: 3) / 59.99 - 50.00 %
- FX - Inadequate (additional work required: 4) / 49.99 % or less.

The final grade is calculated as the average of the seminar paper and exam grades.

Learning outcomes:

Knowledge: the graduate acquires a general basic overview of visual art concepts, art theory and institutional practice, recognizes basic lexicology, types, media, genres and their practical organization and applicability, recognizes different levels of aesthetic and artistic quality of art and artistic culture and interprets them for the needs of practice

Skills: graduate students are proficient in the procedures of creating institutional practice and its specifics

Competences: ability to work in institutions involved in making visual arts and artistic culture in general accessible

Course content: the concept of art; the development of views on art; what is art - types, genres - characteristics; intermedia and multimedia; visual artwork - its perception, reflection; visual language - content and formative elements of artwork; basic methods of interpretation of artwork; algorithms of interpretation

Recommended literature:

ARNHEIM, R., 1974. Art and visual perception. A Psychology of the Creative Eye. The New Version. Berkeley – Los Angeles – London: University of California Press.

ARNHEIM, R., 1969. Visual thinking. Berkeley – Los Angeles – London: University of California Press.

DYTRTOVÁ, K., 2010. Interpretace a metody ve vizuálních oborech. Ústí nad Labem: Studium artium Univerzita J. E. Purkyně.

ECO, U., 1995. Interpretácia a nadinterpretácia obrazu. Bratislava: Archa.

FOUCAULT, M., 1994. Toto nie je fajka. Bratislava: Archa.

GERO, Š. - HUSÁR, J. - SOKOLOVÁ, K., 2004. Teória výtvarnej kultúry a stručný prehľad dejín umenia. Banská Bystrica: Pedagogická fakulta UMB.

GERO, Š. – TROPP S., 1999. Ako porozumieť výtvarnému dielu? Banská Bystrica: Metodické centrum.

GERO, Š. , TROPP, S., 2000. Interpretácia výtvarného diela. Banská Bystrica: Pedagogická fakulta UMB.

GERO, Š., 2002. Verbálna interpretácia výtvarného diela. Banská Bystrica: Metodické centrum.

GOODMAN, N., 2007. Jazyky umení. Nástin teorie symbolů. Praha: Academia.

HUSÁR, J. – SOKOLOVÁ, K., 2011. Vizuálna kultúra a komunikácia. Banská Bystrica: PF UMB.
MISTRÍK, E., 1994. Vstup do umenia. Nitra, Enigma.
STAAL J., 2019. [Propaganda Art in the 21st Century](#). Cambridge, Massachusetts – London, England: The MIT Press.
WÖLFFLIN, H., 2020. Základní pojmy dějin umění: problém vývoje stylu v novověkém umění. Praha: Academia.

Notes: -----

Course evaluation

Total number of evaluated students:-

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

Lecturers: Mgr. art. Katarína Šantová, PhD. a Mgr. Ivana Židík, PhD. lecturer, examiner, seminar leader

Date of last change: 18. 11. 2025

Approved by: doc. Mgr. Eva Kušnírová, PhD.

COMPULSORY ELECTIVE SUBJECTS:

COURSE DESCRIPTION

University: University of Presov	
Faculty: Faculty of Arts	
Code: 1IHVU/UK/APLES/24	Course title: Applied Aesthetics
Type, scope and method of educational activity: Type of educational activities: Lecture / Seminar Scope of educational activities: 1/1 hours. weekly, 13/13 per semester Method of educational activities: combined	
Number of credits: 3	
Recommended semester: 1. 3. 5.	
Study grade: 1.	
Prerequisites: -	
Conditions for passing the course: Assessment and completion of the course: Continuous assessment	
The student is expected to actively participate in seminar meetings (read the text and be prepared to enter into the discussion eruditely on the basis of prepared own and taken arguments) (weighting 30% of the overall assessment). Final colloquium during the credit week of the semester (weighted 70% of the total grade).	
The evaluation of the student's study results within the course study is carried out according to the classification scale, which consists of six classification levels and the following success criteria (in percentage of results in the course evaluation): A - excellent (excellent results: numerical value 1) / 100.00 - 90.00% B - very good (above average results: 1.5) / 89.99 - 80.00% C - good (average results: 2) / 79.99 - 70.00% D - satisfactory (acceptable results: 2.5) / 69.99 - 60.00% E - sufficient (results meet the minimum criteria: 3) / 59.99 - 50.00% FX - insufficient (additional work required: 4) / 49.99 and less%	
Number of credits and time frame for the conditions of passing the course: 26 h (lectures and seminars), 32 hours (preparation for seminars, continuous evaluations), 32 hours (preparation for the colloquium) A total of 3 credits with a time requirement of 90 hours.	
Learning outcomes: <i>Knowledge</i> graduate of the subject <ul style="list-style-type: none">- obtains a complementary overview of the study of applied aesthetics- is able to name, observe and creatively grasp the problem of applying aesthetics in individual areas of its research for further study- is able to follow the above problems in the whole of social, human and natural sciences. <i>Skills</i> graduate of the subject <ul style="list-style-type: none">- can work with professional literature- can actively acquire knowledge, use it to solve basic practical tasks in the field- has knowledge of the subject field, which he/she is able to use actively. <i>Competences</i> graduate discipline <ul style="list-style-type: none">- has the competence of basic orientation in contemporary topics of applied aesthetics and can independently acquire new knowledge and actively expand his/her knowledge in the field.	
Course content: <ol style="list-style-type: none">1. The question of the applicability of aesthetics.2. Application of aesthetics in the field of aesthetic theory and other sciences: humanities.3. Application of aesthetics in the field of aesthetic theory and other sciences: natural sciences.4. Theoretical, special, programmatic and practical aesthetics in a variety of approaches.5. Application of aesthetics in art therapy6. The place of applied aesthetics in interdisciplinary communications.7. Applied aesthetics and the environment.8. Applied aesthetics and everyday life.9. Aesthetic values in the theory of applied aesthetics.10. Application of aesthetics in art and beyond art - application of aesthetics in aesthetic and artistic creation and reception11. The application of aesthetics in art and beyond art - the contribution of applied aesthetics in the practical field12. Applying aesthetics in the arts and beyond - aesthetics and politics	

Recommended literature:

Marcelli, M., 2005. Michel Foucault alebo Stat' sa iným. Bratislava, Kalligram.

Marcelli, M., 2008. Kant a potreba myslieť vo veľkom. In: Belás, Ľ.: Človek – dejiny – kultúra II. Prešov: Filozofická fakulta Prešovskej univerzity, s. 15 – 32.

Šulavíková, B., 2005. „ETICKÉ“, „ESTETICKÉ“ a dobrý Život. In.: Filozofia, roč. 60, č. 4., s. 230-241

Suvák, V.: Foucaultov koncept estetiky existencie. In.: Sisáková, O. (Ed.): Filozofia – veda – hodnoty. Prešov, AFRPhUP, 2005, s. 120 – 142

Zuska, V.: Život ako umělecké dílo? In.: Estetika

IO vol 01: Environmental art. Internet Magazine of International Institute of Applied Aesthetics. Lahti, 1998 In: <http://www.helsinki.fi/jarj/iiaa/io1998.pdf>

IO vol 02: Moving landscape. Internet Magazine of International Institute of Applied Aesthetics. Lahti, 2000 In: <http://www.helsinki.fi/jarj/iiaa/io2000.pdf>

IO vol 03: Virtual environments. Internet Magazine of International Institute of Applied Aesthetics. Lahti, 2006 In: <http://www.helsinki.fi/jarj/iiaa/io2006/index.html>

Shiner, L.: Architecture vs. Art: The Aesthetics of Art Museum Design. Contemporary Aesthetics. Vol. 5, 2007 In: <http://www.contempaesthetics.org/newvolume/pages/article.php?articleID=487>

Welsch, W.: Reflecting the Pacific. <http://www2.uni-jena.de/welsch/Papers/reflecting.html>

Language with is necessary to complete the course: Slovak**Notes:** ----**Course evaluation**

Total number of students evaluated: -

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

Lecturers: doc. Mgr. Adrián Kvokačka, PhD. lecturer, examiner, seminary supervisor

Date of last change: 30. 05. 2024

Approved by: doc. Mgr. Eva Kušnírová, PhD.

COURSE DESCRIPTION

Name of the higher education institution: University of Presov	
Name of the faculty/university workplace: Faculty of Arts	
Code: 1IHVU/UK/PRAPU/24	Course title: Audience Development
Type, scope and method of educational activity: Type of educational activity: lecture, seminar Extent of educational activities: 1,1 hour per week 13, 13 per semester Method of educational activity: combined	
Number of credits: 3	
Recommended semester: 4. 6.	
Study grade: 1.	
Prerequisites: -	
Conditions for passing the course: The course is assessed by exam. To pass the course you must pass 5 components: 1. Joint lectures and seminar meetings 10b. 2. Preparation and presentation of a seminar paper on the assigned topic, to be submitted by the student as a term paper (scope: 7 NS) 20b. 3. The student will study the assigned literature and study materials 10b. 4. The student will prepare a group workshop during the semester 10b. 5. The student will complete an exam during the exam period 50p.	
In order to pass the course, it is necessary to achieve a minimum of 50% in each part. The evaluation of the student's performance in the course is carried out according to a classification scale consisting of six classification levels and the following success criteria (in percentage of the results in the course evaluation): A - excellent (excellent results: numerical value 1) / 100.00 - 90.00 % B - very good (above average results: 1.5) / 89.99 - 80.00 % C - good (average results: 2) / 79.99 - 70.00 % D - satisfactory (acceptable results: 2.5) / 69.99 - 60.00 % E - satisfactory (results meet the minimum criteria: 3) / 59.99 - 50.00 % FX - Inadequate (further work required: 4) / 49.99 % and below.	
Number of credits and time range for course completion requirements: 1. Each week of the semester teaching the course 1 lecture / 1 seminar: 13 weeks x 2 hrs = 26 h 2. Study of literature and materials: 30 h 3. In a pre-arranged week of the semester, the student will prepare and submit a seminar paper on the assigned topic 17 h 4. Preparation of a group workshop: 17 h	
Total - 3 credits - time commitment - 90 hours	
Learning outcomes: Knowledge - Graduate of the subject Audience development: - knows the conceptual apparatus of working with the audience with application in practice; - understands the strategies of working with the audience; - applies theoretical knowledge to specific workshop outputs realized in several forms;	
Skills - The graduate of the course Audiences development: - Applies theoretical knowledge to concrete examples of practice; - can work with professional literature; - can actively acquire knowledge, use it to solve basic practical tasks in the field has knowledge of the subject field, which he/she is able to use actively.	
Competencies - Graduate of the subject Audience development: - applies and synthesizes previous knowledge into the workshop process; Learning outcomes knowledge is verified in the seminar part in discussions during the semester, in a term paper of work with the audience handed in the 12th week of the semester (presented during the semester). The learning outcomes of skills and competencies are verified in a group workshop presentation (presented during the semester).	
Course content: 1. Clarification of the concepts of audience, audience development and audience building. 2. Defining target groups - audience segmentation	

3. Strategies for working with audiences
4. Audience development and the European Union
5. Audience development concept models
6. New trends for new audiences
7. Children audiences of the future
8. Working with young audiences
9. Examples of working with audiences in Slovakia
10. Examples of working with audiences in the Czech Republic
11. Examples of working with audiences abroad
12. Group workshop presentation

Recommended literature:

ARTS COUNCIL ENGLAND. Audience Development, 2011.. In: Grants for the Arts. Dostupné na: www.artscouncil.org.uk/media/.../audience_development.doc

Kaiser M. Michael: *Strategické plánování v umění*.

KOTLER, Philip – ARMSTRONG, Gary, 2004. Marketing. Praha: Grada Publishing, CIKÁNEK, Martin – ŘEHÁKOVÁ, Kateřina – HERMAN, Josef – WINTER, Jana – JEDNOTA HUDEBNÍHO DIVADLA. Marketingový potenciál českého operního publiku. Dostupné na:

http://www.jednotahd.cz/dotaznik/studie/0.0_JHDMarketing.pdf

BOURDIEU, Pierre, 1998. Teorie jednání. Praha: Karolinum,

PUBLIKUM. Tucet inspirativních příkladu práce s publikem v kultuře. Dostupné z:

<https://drive.google.com/file/d/1FwDOqG0cwhCO-x9eO4O8BLAJFvSLDk2j/view>

Zborník Cesty ke spolupráci divadel a škol v českém a nemeckém kontextu. Dostupné z:

https://www.ndm.cz/userfiles/archiv_priloh/clanky/letaky-plakaty/pro-skoly/sbornik-sympozium-1422440729.pdf

HRNEČKOVÁ, A., MACKOVÁ, R. a STRMISKOVÁ, T. Divadelní lektor: inspirace pro práci s publikem.

Praha: Asociácia divadelních lektoru. Dostupné z:

https://drive.google.com/file/d/1Ch5MZ3QeZCsWBFlXfA_fMN59kubCNwnS/view

Časopis Tvořivá dramatika. Dostupné z: http://www.drama.cz/periodika/td_obsah.html

Language which is necessary to complete the course: slovak

Notes: -----

Course evaluation

Total number of students evaluated: -

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

Lecturers: doc. Mgr. Eva Kušnírová, PhD. lecturer, examiner, seminary supervisor

Date of last change: 30. 05. 2024

Approved by: doc. Mgr. Eva Kušnírová, PhD.

COURSE DESCRIPTION

University: University of Presov	
Faculty: Faculty of Arts	
Code: 1IHVU/UK/TVDRA/24	Course title: Creative Drama
Type, scope and method of educational activity: Type of educational activities: Lecture, Seminar Scope of educational activities: 1.1 hours. weekly 13, 13 per semester Method of educational activities: Combined	
Number of credits: 3	
Recommended semester: 3. 5.	
Study grade: 1.	
Prerequisites: -	
Conditions for passing the course: The course is completed by continuous assessment. To successfully complete the course, it is necessary to complete 4 components: 1. Joint lectures and seminar meetings 10p. 2. Elaboration and presentation of a seminar paper on a given topic, submits as a term paper (scope: 6 NS) 20p. 3. The student studies the assigned professional literature and study materials 10p. 4. During the semester, the student prepares at least one workshop presentation in the form of an etude, dramatic situation or entering roles, using improvisation techniques 60p.	
The evaluation of the student's study results within the course study is carried out according to the classification scale, which consists of six classification levels and the following success criteria (in percentage of results in the course evaluation): A - excellent (excellent results: numerical value 1) / 100.00 - 90.00% B - very good (above average results: 1.5) / 89.99 - 80.00% C - good (average results: 2) / 79.99 - 70.00% D - satisfactory (acceptable results: 2.5) / 69.99 - 60.00% E - sufficient (results meet the minimum criteria: 3) / 59.99 - 50.00% FX - insufficient (additional work required: 4) / 49.99 and less%	
Number of credits and time frame for the conditions of passing the course: 1. Every week semester course teaching 1 lecture / 1 seminar: 13 weeks x 2 h = 26 h. 2. Study of professional literature and materials - 10 h. 3. In the pre-agreed week of the semester, the student prepares and submits a seminar paper on the assigned topic. At the seminar, he will present a substantial part of it together with a PWP presentation and the following discussion - 12 h. 4. Workshop presentation - 12 h. Total - 3 credits - time consuming - 60 hours	
Learning outcomes: Knowledge - Graduate of the course Creative Drama: <ul style="list-style-type: none">- knows the conceptual apparatus in the field of creative drama with application in practice;- understands the developmental tendencies of creative drama and drama education;- applies theoretical knowledge to specific workshop outputs realized in several forms, such as entering roles, dramatic situations, creating etudes with various topics, etc .;- knows important personalities of creative drama; Skills - Graduate of the course Creative Drama: <ul style="list-style-type: none">- creates and interprets the different physical attitudes of the observed persons in relation to their experience;- identifies by observation the place on the human figure in which the expression of any emotion is concentrated;- realizes previous experience with nonverbal communication through entering roles, dramatic situations, creating etudes with various topics, etc .;- forms a structured dramatic play through the procedures and techniques of creative drama;- identifies parallels between creative drama, dramatic education, theatrical art and dramatic arts;- identifies the paradigm of interculturality, intermediality and interdisciplinarity in relation to other arts;- on the basis of the practices of creative drama, he critically chooses his views in relation to himself but also to the world; Competences - Graduate of the course Creative Drama: <ul style="list-style-type: none">- applies and synthesizes existing knowledge in the workshop process;	

The educational outcomes of knowledge are verified in the seminar part in discussions during the semester, in the semester work of creative drama submitted in the 12th week of the semester (presented during the semester). The educational outcomes of skill and competence are verified in a workshop presentation in the form of an etude, dramatic situation or entering roles (presented during the semester).

Course content:

1. The place of creative drama in the system of humanities disciplines of art education and art.
2. Creative drama as a source of human knowledge in theater.
3. Objectives of creative drama.
4. Content of creative drama.
5. Learning in the process of creative drama.
6. Sources of creative drama.
7. Methods, techniques, strategies of creative drama.
8. Personality of a teacher of creative drama.
9. Structured dramatic play. Instructions. Rules. Questions. Signals. Side guide. Feedback.
10. Art drama.
11. Creative drama in the present.
12. Practical or workshop outputs in the form of dramatic situations, dramatic etudes, entering into dramatic roles.

Recommended literature:

Bekéniová, L., 2001. Metodické námy na tvorivú dramatiku v škole. Prešov: MC.

Bečvářová, I., 2015. Výtvarná dramatika v pedagogické praxi. Praha: Portál.

Gawain, S., 1991. Tvůrčí představivosti. Praha : Pragma.

Kostrub, D. a Žatková, E., 2011. Tvorivá dramatika vo výučbe. Bratislava: Rokus.

Kušnírová, E. a Zahatnáská M., 2017. Metódy podporujúce aktívne vyučovanie. Prešov: PU.

Machková, E., 1980. Základy dramatické výchovy. Praha : SPN.

Machková, E., 1998. Úvod do studia dramatické výchovy. Praha: IPOS.

Machková, E., 2004. Jak se učí dramatická výchova. Praha: DF AMU.

Machková, E., 2004. Volba literárni látky pro dramatickou výchovu aneb Hledání dramatičnosti. Praha: DF AMU.

Machková, E., 2012. Projekty dramatické výchovy pro strední školy. Praha: Portál.

Zahatnáská, M., 1999. Dramatické hry v práci učiteľa. Prešov: MPC.

Valenta, J., 1998. Metody a techniky dramatické výchovy. Praha: Strom.

Valenta, J., Kapitoly z teorie výchovné dramatiky. Praha: ISV.

Valenta, J., Manuál k tréninku řeči lidského těla. Kladno: AISIS.

Volf, V., 2006. Dramatická výchova. V pěti dějstvích s Hamletem. Brno: Edika.

Tvorivá dramatika, 1990 – 2021. Časopis o dramatické výchově, literatuře a divadle pro děti a mládež. https://www.drama.cz/periodika/tvoriva_dramatika.html

Way, B., 1996. Rozvoj osobnosti dramatickou improvizací. Praha: ISV nakladatelství.

Language with is necessary to complete the course: Slovak and Czech.

Notes: ----

Course evaluation

Total number of students evaluated: -

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

Lecturers: doc. Mgr. Eva Kušnírová, PhD. lecturer, examiner, seminary supervisor

Date of last change: 30. 05. 2024

Approved by: doc. Mgr. Eva Kušnírová, PhD.

COURSE DESCRIPTION

University: University of Presov	Faculty: Faculty of Art												
Code: 1/IHVP/UK/THZP/24	Course title: Creation of Music-Experiential Projects												
Type, scope and method of educational activities:													
Type of educational activity: seminar													
Scope of educational activities: 0.2 hours per week, 26 per semester													
Method of educational activities: combined													
Number of credits: 3													
Recommended semester of study: 3. 5.													
Study grade: 1.													
Prerequisites: -													
Conditions for passing the course:													
The course is completed with an continuous assessment.													
During the semester, the student actively works in seminars, prepares an experiential project on the assigned topic, which is presented during the semester. The student must obtain at least 90% of the grade A (excellent), 80% of the grade B, 70% of the grade C, 60% of the grade D, and 50% of the grade E to obtain a grade A (excellent). A student who receives less than 50% will be graded with a grade of FX. The final grade will be calculated as the average of the activities in the creation of the experiential project.													
Learning outcomes:													
The aim of the course is practical preparation for the creation of experiential projects in artistic practice, in which the student verifies the knowledge, methods, techniques of experiential pedagogy.													
The graduate of the course will gain:													
<i>Knowledge:</i>													
- knows the methods and techniques of experiential pedagogy													
- knows the theoretical foundations of experiential pedagogy													
<i>Skills:</i>													
- knows how to work with the audience, visitors on an experiential and cognitive basis,													
- can prepare the environment for a cultural event /project, participate,													
<i>Competencies:</i>													
- can create an independent experiential project for different types of audience													
Course content:													
Methods, techniques, principles and activities of experiential pedagogy.													
Theory of experiential pedagogy - holistic education.													
Use of play in experiential activities, creative games.													
Experiential activities in nature, land art.													
Feedback and its important place in experiential pedagogy.													
Games aimed at multicultural education.													
Experiential pedagogy for children and youth.													
Staging games using expressive means of music.													
Creation and realization of music-entertainment programs.													
Creation and realization of music-entertainment programs.													
Creation and implementation of experiential programs.													
Recommended literature:													
FRANC, D. et.al., 2007: Učení zážitkem a hrou. Bratislava: Press. ISBN 978-80-251-1701-9.													
HANUŠ, R. – HAKOVÁ, J. a kol., 2023. Praktická učebnice zážitkové pedagogiky. Praha: Pangea. ISBN 978-80-908605-2-0.													
HAKOVÁ, J., HANUŠ, R., 2014. Praktická učebnice zážitkové pedagogiky. Praha: Pangea. ISBN 978-80-908-6052-0.													
VALENTA, J., 2008. Metody techniky dramatické výchovy. Praha: Grada Publishing, a.s. ISBN 978-80-247-1865-1.													
VEREŠOVÁ, J., 2014. Zážitková pedagogika vo voľnočasových aktivitách. Bratislava: MPC. ISBN 978-80-8052-581-1.													
VYBÍRAL, Z., 2000. Psychologie lidské komunikace. Praha: Portál. ISBN 80-7178-291-2.													
WAY, B., 1996. Rozvoj osobnosti dramatickou improvizací. Praha: ISV Nakladatelství, Campebell. ISBN 80-85866-16-1.													
Language required for the course: slovak													
Notes:													
Course evaluation:													
Total number of students assessed: -													
<table border="1"> <thead> <tr> <th>A</th><th>B</th><th>C</th><th>D</th><th>E</th><th>FX</th></tr> </thead> <tbody> <tr> <td>0%</td><td>0%</td><td>0%</td><td>0%</td><td>0%</td><td>0%</td></tr> </tbody> </table>		A	B	C	D	E	FX	0%	0%	0%	0%	0%	0%
A	B	C	D	E	FX								
0%	0%	0%	0%	0%	0%								

Lecturers: PaedDr. Jana Hudáková, PhD., lecturer, examiner, seminar leader

Date of last change: 30. 05. 2024

Approved by: doc. Mgr. Eva Kušnírová, PhD.

COURSE DESCRIPTION

University: University of Presov	
Faculty: Faculty of Arts	
Code: 1IHVU/UK/KUHP/24	Course title: Culture of Vocal Expression
Type, scope and method of educational activities:	
Type of educational activity: lecture, seminar	
Scope of educational activities: 1.1 hours per week, 13.13 per semester	
Method of educational activities: combined	
Number of credits: 3	
Recommended semester of study: 2. 4. 6.	
Recommended year of study: 1.	
Study grade: 1.	
Prerequisites: -	
Conditions for passing the course:	
The course is completed with an continuous assessment.	
The student presents at the seminar that he/she is oriented in the physiological laws of the phonation process, in the issues of breathing technique and voice resonance. He/she is able to apply the theoretical knowledge in practical terms, in the form of a natural and aesthetically full vocal expression.	
In order to pass the course, it is necessary to achieve a minimum of 50% in each part. The evaluation of the student's performance in the course is carried out according to a classification scale consisting of six classification levels and the following success criteria (in percentage of the results in the course evaluation):	
A - excellent (excellent results: numerical value 1) / 100.00 - 90.00 %	
B - very good (above average results: 1.5) / 89.99 - 80.00 %	
C - good (average results: 2) / 79.99 - 70.00 %	
D - satisfactory (acceptable results: 2.5) / 69.99 - 60.00 %	
E - sufficient (results meet the minimum criteria: 3) / 59.99 - 50.00 %	
FX - Inadequate (additional work required: 4) / 49.99 % or less.	
The final grade is calculated as the average of activity in lectures, seminars and practical exercises.	
Learning outcomes: students will gain deeper information about the physiological laws of the human voice, ways of developing its functional capabilities and vocal hygiene as a means of preventing voice disorders. They will learn the laws of phonation processes in the speech mode, as well as ways to prevent voice indisposition.	
The graduate of the subject acquires:	
Knowledge :	
- defines basic concepts from the theory of voice education;	
- describe the processes of speech vocal production;	
- knows the principles of vocal hygiene and holistic care of the phonatory organ;	
- understands the laws of semiotic resonance;	
Skills:	
- can breathe physiologically correctly and consciously control his/her voice through breathing technique;	
- can produce a natural and healthy voice, in its speech form;	
- makes effective use of resonators, ensuring the power and sonority of vocal expression;	
- eliminates stage fright in active speaking activities based on theoretical knowledge;	
Competencies:	
- integrates theoretical knowledge into the practical level of working with the voice;	
- recognizes a good vocal interpretation from a poor one;	
Course content:	
Voice as a semiotic tool and resonant phenomenon.	
Correct posture as a prerequisite for optimal function of respiratory and phonation processes.	
Basic concepts of anatomy and physiology of the vocal tract.	
The specifics of the voice speech of the call mode.	
The function of vowels and consonants and their influence on the quality and intelligibility of vocal expression.	
Simple vocal exercises.	
Personality psychology of the active voice performer.	
Systematic development of vocal technique as a means to achieve professional vocal expression.	
Principles of good vocal hygiene and current aesthetic standards.	
Prevention and elimination of functional voice disorders.	
The influence of emotion on vocal expression.	

Recommended literature:

COBLENZER, H.- MUHAR, F. 2001. Dech a hlas. Praha: AMU 2001 125 s. ISBN 80-85883-82-1
HUDECOVÁ, V., 1988. Odstraňovanie hlasových porúch u hlasových profesionálov, VŠMU 1988, 29 s.,
HUDECOVÁ, V., KRBAĽA, P. 1991. Typy fonačných porúch u speváckov a iných hlasových profesionálov,
možnosti ich reeduukácie, Ústredná knižnica a ŠIS, 1991, 44 s., ISBN 978-80-8518-215-6
KOZELSKÁ, I. 2004. Hlasová výchova v učitelské přípravě. Ostrava : Pedagogická fakulta Ostravskéj univerzity,199
s. ISBN 80-7042-359-5
RANINEC, J. 2008. Kompendium hlasového a speváckeho pedagóga. Bratislava, 137 s. ISBN 978-80-89277-17-9
ŠIMURKA, D. 2014. Hovor ako hovorca, Tribun EU s.r.o.2014, 216 s, ISBN 978-80-260-5767-3
VYDROVÁ, J. et all, 2017. Hlasová terapie, Vyd. Tobiáš 2017, Edice: Medicína hlavy a krku, ISBN 978-80-7311-
169-4
ŽIARNA, M. 2008. Teória hlasovej výchovy. Ružomberok: PF KU, 135 s. ISBN 978-80-8084-353-3

Language required for the course: slovak**Notes:****Course evaluation:**

Total number of assessed students -

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

Lecturers: Mgr. art. et Mgr. Tatiana Kanišáková, PhD. lecturer, examiner, seminar leader

Date of last change: 30. 05. 2024

Approved by: doc. Mgr. Eva Kušnírová, PhD.

COURSE DESCRIPTION

University: University of Presov

Faculty: University of Presov

Code: 9UJK/AJKOS1/22

Course title: English Language for Specific Purposes 1

Type, scope and method of educational activities:

Type of educational activities: seminar

Extent of educational activities: 0,2 hours per week, 26 per semester

Method of educational activities: combined

Number of credits: 3

Recommended year of study: 1.

Recommended semester: 2

Study grade: 1.

Prerequisites: -

Conditions for passing the course:

The course is completed with an examination.

Teaching of the subject: 19,5 hrs.

90 hours

Independent work - preparation for written test 34 h

Independent work - preparation for the seminar, preparation of the seminar thesis: 30 h

Independent study of literature: 26 h

Continuous assessment:

Active participation, final test, project.

Final assessment:

Students will take a written test on the material covered.

The student's pass rate must be at least 50.00% on the test.

A: 100.00-90.00%,

B: 89.99-80.00%,

C: 79.99-70.00%,

D: 69.99-60.00%,

E: 59.99-50.00%,

FX: 49.99 and below.

Learning Outcome:

the graduate of the course will be able to: -

use words, phrases and more complex sentence patterns,

- communicate on the topics covered in the course syllabus, -

work with the vocabulary they have acquired to express their own opinions, attitudes, agreement and disagreement, -

use linguistic means to obtain and communicate information, -

produce a text on the topics covered in the content, -

write notes from the text heard and written, -

understand and interpret longer audio recordings, -

look up information in printed materials, -

orient themselves to the meaning of some unfamiliar words from the context of the text read.

Course content:

1. Communication art - verbal, non-verbal, communication scheme, division of art.

2. Conceptualization and communication in theatre and performing arts.

3. Conceptualisation and communication in the field of visual arts.

4. Conceptualisation and communication in the field of musical art.

5. Cultural terminology and communication.

6. Conceptualisation and communication in the field of folk culture.

Project: analysis of a text from one art form.

Recommended literature:

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

MURPHY, R., 2004. Cambridge: Cambridge University Press.

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

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

PAXSON, P., 2018. Mass Communications and Media Studies. An Introduction. 2nd edition. Bloomsbury Publishing, Plc. Internet resources.

Notes:

the course is provided by UJK CCKV PU (ILC CCLL UP) as a specialised workplace for language training of future graduates.

Course evaluation

Total number of evaluated students: -

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

Lecturers: Mgr. Lenka Gogová, PhD., lecturer, examiner, seminar leader

Date of last change: 30. 05. 2024

Approved by: doc. Mgr. Eva Kušnírová, PhD.

COURSE DESCRIPTION

University: University of Presov

Faculty: University of Presov

Code: 9UJK/AJKOS2/22

Course title: English Language for Specific Purposes 2

Type, scope and method of educational activities:

Type of educational activities: seminar

Extent of educational activities: 0,2 hours per week, 26 per semester

Method of educational activities: combined

Number of credits: 3

Recommended year of study: 2.

Recommended semester: 4.

Study grade: 1.

Prerequisites: 9UJK/AJKOS1/22

Conditions for passing the course:

The course is completed with an examination.

Student workload: 90 hours

Independent work - preparation for written test 34 h

Independent work - preparation for the seminar, preparation of the seminar thesis: 30 h

Independent study of literature: 26 h

Continuous assessment:

Active participation, final test, project.

Final assessment:

Students will take a written test on the material covered.

The student's pass rate must be at least 50.00% on the test.

A: 100.00 - 90.00%,

B: 89.99 - 80.00%,

C: 79.99 - 70.00%,

D: 69.99 - 60.00%,

E: 59.99 - 50.00%,

FX: 49,99 % and below.

Learning outcomes:

The graduate of the course will be able to:

- use words, phrases and more complex sentence patterns,
- communicate on the topics listed in the course syllabus,
- work with the vocabulary acquired by expressing their own opinion, attitudes, agreement and disagreement, - use linguistic means to obtain and provide information,
- produce a text on the topics covered in the content,
- write notes from the text heard and written,
- understand and interpret longer audio recordings,
- look up information in printed materials,
- orient themselves to the meaning of some unfamiliar words from the context of the text read.

Course outline:

1. Communication management - verbal, non-verbal, communication scheme, division of management.
2. Communication marketing - verbal, non-verbal, communication scheme, division of marketing.
2. Terminology and communication in the field of cultural management.
3. Conceptualisation and communication in the field of cultural marketing.
4. Terminology and communication in the field of independent culture.
5. Conceptualisation and communication in the field of management of cultural institutions.
6. Advertising - types, techniques and analysis of advertising texts. Marketing.

Project: analysis of a text in the field of cultural management or cultural marketing.

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

MURPHY, R., 2004. Cambridge: Cambridge University Press.

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

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

PAXSON, P., 2018. Mass Communications and Media Studies. An Introduction. 2nd edition. Bloomsbury Publishing, Plc.
Internet resources.

Notes:

the course is provided by UJK CCKV PU (ILC CCLL UP) as a specialised workplace for language training of future graduates.

Course evaluation: -

Total number of evaluated students.

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

Lecturers: Mgr. Lenka Gogová, PhD., lecturer, examiner, seminar leader

Date of last change: 30. 05. 2024

Approved by: doc. Mgr. Eva Kušnírová, PhD.

COURSE INFORMATION SHEET

University: University of Presov	
Faculty: Faculty of Arts	
Code: 1IHVU/UK/KDVUS/24	Course title: Chapters from the History of Art of Eastern Slovakia
Type, scope and method of educational activities: Type of educational activities: seminar Extent of educational activities: 0,2 hours per week, 26 per semester Method of educational activities: combined	
Number of credits: 2	
Recommended year of study: 1-3	
Recommended semester of study: 1-5	
Study grade: 1.	
Prerequisites: -	
Conditions for passing the course: The course is completed with an continuous assessment.	
Criteria for evaluation: independence in the elaboration of the text of the thesis; correct use of basic concepts from the history of art in Eastern Slovakia and their application in a specific situation; ability to analyse and interpret a work of art in its historical and social context; demonstration of one's own opinion on the issue under study, logical, factual argumentation, interconnectedness of the parts of the text; use of relevant literature and correct work with it.	
Final assessment: During the semester, the student:- prepares, presents and submits a seminar paper on a pre-approved topic. For successful completion of the course it is necessary to achieve a result of at least 50% in each part. The evaluation of the student's performance in the course is carried out according to a grading scale consisting of six grading levels and the following success criteria (in terms of percentage of performance in the course evaluation): A - excellent (excellent results: numerical value 1) / 100.00 - 90.00 % B - very good (above average results: 1.5) / 89.99 - 80.00 % C - good (average results: 2) / 79.99 - 70.00 % D - satisfactory (acceptable results: 2.5) / 69.99 - 60.00 % E - sufficient (results meet the minimum criteria: 3) / 59.99 - 50.00 % FX - Inadequate (additional work required: 4) / 49.99 % or less.	
Learning outcomes: the main aim of the course is to familiarize students with selected chapters of the history of art in eastern Slovakia from the Middle Ages to the present.	
Course content: - Medieval architecture in Slovakia - Gothic wall paintings in Slovakia - Wooden churches and icons in Slovakia - Slovak art modernism. - Slovak visual art after 1945 - Eastern Slovak visual artists of the 20th century - Galleries and museums of visual arts in Eastern Slovakia.	
Recommended literature: BAJCUROVÁ, K. 1997. Slovenské moderné výtvarné umenie. Bratislava: Interpond. BURAN, D. et al., 2003. Gotika : dejiny slovenského výtvarného umenia. Bratislava: Slovenská národná galéria : Slovart. DUDÁŠ, M., I. GOJDIČ, ŠUKAJLOVÁ, M., 2007. Drevené kostoly. Bratislava: DAJAMA. RUSINA, I. et al., 1998. Dejiny slovenského výtvarného umenia. Barok. Bratislava: Slovenská národná galéria. RUSINA, I. et al., 2009. Renesancia: umenie medzi neskorou gotikou a barokom. Bratislava: Slovenská národná galéria: Slovart. RUSINOVÁ, Z. et al., 2000. Dejiny slovenského výtvarného umenia. 20. storočie. Bratislava: SNG, SOPOLIGA, M., 1996. Perly ľudovej architektúry. Prešov – Svidník: Dino – Štátne múzeum rusínsko-ukrajinskej kultúry.. ŠÁŠKY, L., 1988. Umenie Slovenska. Bratislava: Tatran. TKÁČ, Š., 1980. Ikony zo 16. – 19. storočia na severovýchodnom Slovensku. Bratislava: Tatran. ZBOJAN, M., 2013. Košická moderna (1919 – 1929). Paralela európskeho moderného maliarstva. Prešov: Spoločnosť Andyho Warhola, FF PU v Prešove.	
Notes:	

Course evaluation

Total number of evaluated students: -

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

Lecturers: Mgr. art. Katarína Šantová, PhD. lecturer, examiner, seminar leader**Date of last change:** 18. 11. 2025**Approved by:** doc. Mgr. Eva Kušnírová, PhD.

COURSE DESCRIPTION

University: University of Presov	
Faculty: Faculty of Arts	
Code: 1IHVU/UK/LUKU/24	Course title: Folk Culture
Type, scope and method of educational activities: Type of educational activities: lecture, seminar Extent of educational activities: 1,1 hours per week, 13,13 per semester Method of educational activities: combined	
Number of credits: 3	
Recommended semester: 4. 6.	
Study grade: 1.	
Prerequisites: -	
Conditions for passing the course: The course is completed by an exam.	
Number of credits and time range for the course completion requirements: - 3 credits = 90 hours - teaching of the course: 13 weeks 1 lecture / 1 seminar: 26 h - 2 lectures: 1 lecture, 1 seminar: 22 hours, independent work - preparation for seminar, preparation of seminar thesis: 22 h - preparation and work on the project: 21 h - independent study of literature: 21 h	
During the semester, the student will prepare, present at the seminar and hand in a seminar paper, focused on the analysis of a selected problem corresponding to the focus of the course and a project on the assigned topic.	
In order to pass the course, it is necessary to achieve a minimum of 50% in each part of the course. The evaluation of the student's performance in the course is carried out according to a classification scale consisting of six classification levels and the following success criteria (in percentage of the results in the course evaluation): A - excellent (excellent results: numerical value 1) / 100.00 - 90.00 % B - very good (above average results: 1.5) / 89.99 - 80.00 % C - good (average results: 2) / 79.99 - 70.00 % D - satisfactory (acceptable results: 2.5) / 69.99 - 60.00 % E - satisfactory (results meet the minimum criteria: 3) / 59.99 - 50.00 % FX - Inadequate (further work required: 4) / 49.99 % and below.	
Learning outcomes: To provide students of the Management in Arts and Culture Department with a comprehensive picture of Slovak folk culture and its manifestations. To develop the ability to identify regional features and their differentiations on the basis of examples. Cultivate a positive attitude towards Slovak traditional folk culture. The graduate of the subject acquires: Knowledge: <ul style="list-style-type: none">- knows the basic divisions of traditional folk culture- defines traditional folk culture- defines folklore and its categories- characterizes folk dance, folk music and its types- knows the legislation of traditional folk culture Skills: <ul style="list-style-type: none">- identifies authentic and stylised folklore expressions- recognises the folk regional culture of Slovakia- distinguishes the original bearers of traditional folklore in the different regions Competencies: <ul style="list-style-type: none">- applies theoretical knowledge in the identification of regional folk culture and folklore expressions- distinguishes the quality and artistic value of folk-art and folklore events and subsequently presents them in the creative process	
Course content: <ul style="list-style-type: none">• Traditional folk culture - basic division, sciences dealing with traditional culture.• Traditional folk creativity. The heritage of intangible folk culture. Folklorism.• Representative list of intangible cultural heritage of Slovakia (UNESCO).• Basic music-folklore concepts and categories.• Folklore, definition, basic features, division and characteristics of species.• Museums and galleries of folk culture.• Centre for Traditional Folk Culture.• Cultural and educational activities, local and regional folk culture.• Folk dance.• Folk music.	

- Legislation: the Act on Folk Art Production and Crafts, on Outreach Activities, on the Transfer of Competences to Higher Territorial Units, the UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage, etc.

Recommended literature:

BEŇUŠKOVÁ, Z., 2010. Ľudová kultúra. Kultúrne krásy Slovenska. Bratislava: DAJAMA. ISBN 9788089226849.

DÚŽEK, S.- GARAJ, B.2001. Slovenské ľudové tance a hudba na sklonku 20. storočia. ÚHV SAV Bratislava. ISBN 80-968279-3-6.

ELSCHEKOVÁ, A.- ELSCHEK, O. 1982. Slov. ľudové piesne a nástrojová hudba. Antológia.

HRUŠOVSKÝ, J. 2007. Sláčikové ľudové hudby regiónov východného Slovenska. Ľudová hudba a piesne Zámutova. PU v Prešove. ISBN – 978-80-8068-704-5.

LENG, L.- MÓŽI, A. 1973. Náuka o slovenskom hudobnom folklóre. UK Bratislava.

LENG, L. 1967. Slovenské ľudové hudobné nástroje. Bratislava: SAV.

Kol. autorov. Encyklopédia Ľudovej kultúry Slovenska.1,2. Bratislava: Veda, vyd. SAV.

MÓŽI, A. 1989. Slovenský hudobný folklór. Bratislava: VŠMU.

MARUŠIN, V.2020. Ľudový tanec v tanecnom divadle pre deti. PU v Prešove.

ELSCHEK, O. 2020. Slovenské ľudové hudobné nástroje - včera a dnes. Bratislava: ULUV.

Tradičná ľudová kultúra Liptova, 1989. Bratislava: Dom Matice Slovenskej.

Publikácie k Ľudovej kultúre <https://www.ludovakultura.sk/publikacie/>

Zákony, právne predpisy, medzinárodné dohovory o ľudovej kultúre. <https://www.culture.gov.sk/posobnost-ministerstva/kulturne-dedicstvo/nehmotne-kulturne-dedicstvo-kulturno-osvetova-cinnost/legislativa/>.

Language required for the course: slovak

Notes:

Course evaluation:

Total number of students assessed: -

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

Lecturers: doc. Mgr. Vladimír Marušin, ArtD. lecturer, examiner, seminar leader

Date of last change: 30. 05. 2024

Approved by: doc. Mgr. Eva Kušnírová, PhD.

COURSE DESCRIPTION

University: University of Presov	
Faculty/university workplace: Faculty of Arts	
Code: 1IHVU/UK/INDAS/24	Course title: Information and Database Systems
Type, scope and method of educational activity: Type of educational activity: Lecture, Seminar Scope of educational activity: 1,1 hour per week, 13,13 per semester Method of educational activity: combined	
Number of credits: 3	
Recommended semester: 3. 5.	
Study grade: 1.	
Prerequisites: -	
Conditions for passing the course: The course is completed with an interim assessment. Number of credits and time frame for the conditions of passing the course: - 3 credits = 90 hours - course teaching: 13 weeks - 1 lecture / 1 seminar: 26 h - individual work - preparation for seminars and solving partial tasks: 27 h - independent study of professional literature and preparation for testing: 37 h Active participation in seminars, solving partial tasks. At the end of the semester there is a knowledge test . At the end of the semester there is a practical task. To obtain an A rating, he must obtain at least 90%, to obtain an B rating 80%, to obtain a C rating at least 70%, to obtain a D rating 60%, to obtain an E rating at least 50%. A student who obtains less than 50% will be graded FX. The final evaluation is calculated as the sum of the evaluation of the knowledge test, a practical task that demonstrates mastery of the database programming environment and seminar activities.	
Learning outcomes: The student is able to: - Apply knowledge of information theory in information systems, - Know the background of information and database systems, - To define and work with the basic concepts of information systems, - Work with the database system through the creation of tables and forms to the creation of reports and print them.	
Course content: - Introduction to information systems, their basic and fundamental concepts of division. - Protection of information systems. - Compress and backup. - Internet and intranet. - Database Systems. - Groupware and outsourcing. Acquire skill in working with the database system: - Database concepts - Tables and working with spreadsheets, - Forms and work with forms, - Sets - creating, editing, and working with assemblies, - Print output - preparation and printing attributes.	
Recommended literature : BASL, J., 2002. Podnikové informační systémy. Praha: Grada. BELKO, P., 2014. Access 2013. Podrobná uživatelská příručka. Praha: Computer Press. GOMBÁR, M. a A. HRICOVÁ, 2007. Databázový systém. Prešov: PU v Prešove. Dostupné z: http://www.unipo.sk/udk/pdf/databazove_systemy.pdf MURRAY, D., 2020. Microsoft Access 2019 Tutorial and Lab Manual. USA: Kendall Hunt Publishing Company. Dostupné z: https://mgt2.buffalo.edu/departments/msss/djmurray/mgs351/Access_2019_Textbook.pdf PÍSEK, S., 2011. Access 2010. Podrobný průvodce. Praha: Grada.	
Language which is necessary to complete the course: Slovak, English, Czech	

Notes:**Course evaluation:**

Total number of students evaluated: -

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

Lecturers: prof. PhDr. Juraj Rusnák, CSc., guarantor

Ing. Marianna Kravíarová, PhD., lecturer, examiner, seminary supervisor

Date of last change: 30. 05. 2024

Approved by: doc. Mgr. Eva Kušnírová, PhD.

COURSE DESCRIPTION

University: University of Presov	
Faculty: Faculty of Arts	
Code: 1IHVU/UK/INFD/24	Course title: Interpretation of a Film Work
Type, scope and method of educational activities: Type of educational activity: Lecture, Seminar Scope of educational activity: 1,1 hour per week, 13,13 per semester Method of educational activity: combined	
Number of credits: 2	
Recommended semester: 1. 3. 5.	
Study grade: 1.	
Prerequisites: -----	
Conditions for passing the course: The course is completed with the interim assessment. To pass the course, two components must be completed 1. Submission of a term paper - max 50 pts. For successful completion of the course, the student will submit a term paper in the 12th week of the semester which will include an application of the methods discussed in the interpretation of the chosen film, including quotations, paraphrases and selected scenes from the film in the scope of 5 NP 2. Active discussion of the readings, real "in situ" interpretations in class - max 50 pts. For successful completion of the course it is necessary to achieve a score of min. 50% in each part. The assessment of the student's performance in the study of the course is carried out according to a grading scale consisting of six grading levels and the following success criteria (in terms of percentage of performance in the course assessment): A - excellent (excellent results: numerical value 1) / 100.00 - 90.00 % B - very good (above average results: 1.5) / 89.99 - 80.00 % C - good (average results: 2) / 79.99 - 70.00 % D - satisfactory (acceptable results: 2.5) / 69.99 - 60.00 % E - satisfactory (results meet the minimum criteria: 3) / 59.99 - 50.00 % FX - Inadequate (further work required: 4) / 49.99 % and below.	
Number of credits and time range for the course requirements: 1. Each week of the semester teaching the course: 1 lecture / 1 seminar: 13 weeks x 2 h = 26 h 2. Each week of the semester the student will prepare for class by corresponding with the readings, preparing short notes and engaging in discussion 17 h 3. Independent individual study of study materials and preparation of a seminar paper 17 h Total - 2 credits - time commitment - 60 hours	
Learning outcomes: <i>Knowledge</i> - Graduate of the course Interpretation of a Film Work: <ul style="list-style-type: none">- Defines and identifies the key concepts of different interpretive methods;- Knows the basic methodological approaches to the interpretation of a film work;- Understands individual tendencies, styles and has the ability to develop the perceptual, analytical and interpretive skills necessary to critically analyse a film;- applies the methods adopted; <i>Skills</i> - Graduate of Interpretation of a Film Work: <ul style="list-style-type: none">- Forms own opinion on a viewed work, supporting this with sufficient argument;- identifies key morphological and interpretative situations of a film work;- integrates the views of the theorists studied and develops interpretative positions on the work; <i>Competencies</i> - Graduate of Interpreting a Film Work: <ul style="list-style-type: none">- Uses the methods studied and interprets a film work in an innovative and creative way;- Evaluates the methods learned and acquires new knowledge, which he/she actively uses in solving the assigned tasks;	
Learning Outcomes Knowledge is tested in regular discussions throughout the semester. Learning outcomes skills and competences are verified in the written work practical part - in the form of a seminar paper interpreting a film work in the 12 th week of the semester.	
Course content: <ol style="list-style-type: none">1. Specific examples of analyses of film works2. Interpretive practice3. Justification for the choice of a film work4. Neo-Formalist Film5. Analysis of text breakdown (Narratological analysis, Stylistic analysis)6. Identification and description of the most important elements of film form and their effects7. Analyzing the filmic structure of a film work	

8. Screenwriting alternatives
9. Determination of the dominant elements that make a particular film work distinctive
10. Summary of the analysis results
11. Film fiction: narrative structure, narrative and discourse
12. "Consumption" of a film work by a mass audience

Recommended literature:

Bordwell, D., Thomson, K., 2012. Umění filmu. Praha: AMU.

Casetti, R., 2008. Filmové teórie 1945 – 1990. Praha: Akadémie musických umění.

Eco, U., 1995. Interpretácia a nadinterpretácia. Bratislava: Archa.

Eco, U., 2010. Lector in Fabula. Praha: Academia.

Eco, U., 2009. Meze interpretacie. Praha: Karolinum.

Kokeš, R., D., 2015. Rozbor filmu. Brno: Filozofická fakulta Masarykovy univerzity.

Lowry, S., 1993. Film-vnímaní-subjekt. In: *Iluminace*, (5)/2, s. 71–81.

Lotman, J., M., 2008. Semiotika filmu a problémy filmovej estetiky. Bratislava: Slovenský filmový ústav.

Monaco, J., 2004. Jak čítať film. Praha: Albatros.

Michalovič, P., 2000. Krátke úvahy o vizuálite a filme. Bratislava: SFÚ.

Mišíková, K., 2009. Mysl a příběh ve filmové fikci. Praha: AMU.

Plencner, A., 2004. Masový a kritický divák filmu. Konzumácia a interpretácia ako dva postoje k umeniu a svetu. In: Kolokvium 1- 2. Zbor.príspevkov z jarného a jesenného kolokvia masmediálnej komunikácie. Trnava: FMK UCM v Trnave.

Plesník, L., et al., 2011. Tezaurus estetických výrazových kvalít. Nitra: FF UKF v Nitre.

Pondělíček, I., 1999. Svět k obrazu svému. Praha: NFA.

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

Zuska, V., 2010. Kruté světlo, krásny stín: Estetika a film, Praha: Trivium.

Language with is necessary to complete the course: Slovak

Notes: ----

Course evaluation

Total number of evaluated students: -

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

Lecturer: doc. Mgr. Lukáš Makky, PhD. lecturer, examiner, seminary supervisor

Date of last change: 30. 05. 2024

Approved by: doc. Mgr. Eva Kušnírová, PhD.

COURSE DESCRIPTION

University: University of Presov	
Faculty: Faculty of Arts	
Code: 1IHVU/UK/UVDES/24	Course title: Introduction to Aesthetics
Type, scope and method of educational activity: Type of educational activities: Lecture, Seminar Scope of educational activities: 1,1 hours. weekly, 13, 13 per semester Method of educational activities: combined	
Number of credits: 3	
Recommended semester: 1. 3. 5.	
Study grade: 1.	
Prerequisites: -	
Conditions for passing the course: Assessment and completion of the course: interim assessment	
During the semester the student: 1. passes 4 knowledge papers, the result of which constitutes a continuous assessment with a weight of 25% of the total assessment, 2. submits a seminar paper, its assessment is the result with a weight of 25% of the total grade, 3. passes a colloquium during the examination period with a weighting of 50% of the total grade.	
The evaluation of the student's performance in the study of the subject is carried out according to a classification scale consisting of six classification levels and the following success criteria (in percentage of the results in the evaluation of the subject): A - excellent (outstanding results: numerical value 1) / 100.00 - 90.00 % B - very good (above average results: 1.5) / 89.99 - 80.00 % C - good (average results: 2) / 79.99 - 70.00 % D - satisfactory (acceptable results: 2.5) / 69.99 - 60.00 % E - satisfactory (results meet the minimum criteria: 3) / 59.99 - 50.00 % FX - Inadequate (further work required: 4) / 49.99 % and below	
The overall final grade is calculated as the arithmetic average of the interim assessment (knowledge papers, seminar work) and the final assessment (colloquium).	
Number of credits and time range for the course requirements: 13 hours (lectures), 13 hours (seminar), 30 hours (preparation for seminars and mid-term assessments during the semester), 34 hours (preparation for oral examination)	
3 credits in total with a time requirement of 90 hours.	
Learning outcomes: <i>Knowledge:</i> graduate of the discipline Introduction to Aesthetics <ul style="list-style-type: none">- acquires a basic overview of the study of aesthetics as a scientific discipline- ability to name, monitor and creatively grasp the problem of the relationship of aesthetics to the whole of social sciences, humanities and natural sciences.	
<i>Skills:</i> graduate of the course <ul style="list-style-type: none">- can work with basic professional literature- actively acquire knowledge, use it to solve basic practical tasks in the field and has a basic categorical apparatus of aesthetics, which is able to actively use.	
<i>Competences:</i> graduate of the discipline <ul style="list-style-type: none">- can identify and assess the aesthetic and other (ethical, social, societal, political) contexts of the examined artifacts, phenomena and situations.- acquires the competence of basic orientation in current topics of aesthetics as a science and can independently acquire new knowledge and actively expand their knowledge.	
Course content: <ol style="list-style-type: none">1. What is aesthetics, aesthetics as an independent science, the structure of aesthetic disciplines.2. Relation of aesthetics to other sciences, interdisciplinary character of aesthetics, methods of aesthetics.3. Problems of the subject of aesthetics4. Aesthetic object as a determinant, its temporality and place in aesthetic processes.5. The relationship between art and aesthetics, the world of art and its structure, art and the world outside art, art and knowledge, philosophy, culture, ethics, religion, politics.6. Aesthetic situation and / or situation aesthetics, aesthetic situation in art.7. Aesthetic creation and assessment. Aesthetic function, norm and value in relation to art and beyond art.8. Art, non-art, transients	

9. Questions of presentation and representation, interpretation in art and outside art.
10. Art in the world of mass media, popular and mass art.
11. Art, aesthetics and education (art education, aesthetic education, artefiletics)
12. Application of aesthetics, applied aesthetics, artefiletics, art therapy

Recommended literature:

Source:

Jůzl, M. a D. Prokop, 1989. Úvod do estetiky. Brno: Panorama.
 Henckamann, W. a K. Lotter, 1995. Estetický slovník. Praha: Svoboda.
 Kvokačka, A., 2021. Úvod do estetiky. Pojmový aparát. Prešov: Prešovská univerzita v Prešove, Filozofická fakulta.
 Souriau, E., 1994. Encyklopédie estetiky. Praha: Victoria Publishing.

Supplementary:

Beranová, V., 2006. První kroky v estetice. In: ŽEMBEROVÁ, V. 2006. Teória umeleckého diela. Metodológia vedy a metodológia literárnej vedy. Prešov: Acta Facultatis Philosophicae Universitatis Prešoviensis. ISBN 80-8068-510-X. s. 221 – 353.
 Giboda, M. (Ed.), 2010. Mosty a propasti mezi vědou a uměním. České Budějovice: Tomáš Halama.
 Graham, G., 2006. Philosophy of the Arts. Introduction to Aesthetics. Routledge. ProQuest Ebook Central.
 Kivy, P., 2004. The Blackwell Guide to Aesthetics. Wiley. ProQuest Ebook Central.
 Lopes, D. a B. Gaut, 2013. The Routledge companion to aesthetics. Routledge. ProQuest Ebook Central.
 Sošková, J., 1999. Estetika v horizontoch interdisciplinárnosti. Studia Aesthetica II. Prešov: FF PU.
 Stibral, K. a B. Ptáčková, 2002. Estetika na dlani. Olomouc: Rubico.
 Zahradka, P. (Ed.), 2010. Estetika na přelomu milénia: vybrané problémy současné estetiky. Brno: Barrister and Principal.
 Zuska, V. a kol., 1997. Estetika na křižovatce humanitních disciplín. Praha: Karolinum.

Language with is necessary to complete the course: Slovak

Notes: ----

Course evaluation

Total number of students evaluated: -

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

Lecturers: doc. Mgr. Adrián Kvokačka, PhD. lecturer, examiner, seminary supervisor

Date of last change: 30. 05. 2024

Approved by: doc. Mgr. Eva Kušnírová, PhD.

COURSE DESCRIPTION

University: University of Presov	
Faculty: Faculty of Arts	
Code: 1IHVU/UK/MEREK/24	Course title: Media, Advertising and Mass Culture
Type, scope and method of educational activity:	
Type of educational activities: Lecture, Seminar	
Scope of educational activities: 1.1 hours. weekly, 13.13 per semester	
Method of educational activities: combined	
Number of credits: 3	
Recommended semester: 3. 5.	
Study grade: 1.	
Prerequisites: -	
Conditions for passing the course:	
The course is completed by continuous assessment.	
Participation in lectures and seminars. During the semester, the student submits preparations for each lesson on a specified topic in the field of media, advertising and mass culture, presents a presentation at a seminar and submits a seminar paper.	
To successfully complete the course, it is necessary to complete:	
1. Presentation of the set topic - max 20 b	
2. To successfully complete the course, the student submits a seminar paper in the 10th week of the semester, which will contain 5 - 10 pages - max 40 b	
3. The student completes the final paper - max 40 b	
In accordance with the Study Regulations of the Faculty of Arts of the Slovak Republic, the evaluation of the student's study results within the course study is carried out according to the classification scale, which consists of six classification levels and the following success criteria (in percentage of results in the course evaluation):	
A - excellent (excellent results: numerical value 1) / 100.00 - 90.00%	
B - very good (above average results: 1.5) / 89.99 - 80.00%	
C - good (average results: 2) / 79.99 - 70.00%	
D - satisfactory (acceptable results: 2.5) / 69.99 - 60.00%	
E - sufficient (results meet the minimum criteria: 3) / 59.99 - 50.00%	
FX - insufficient (additional work required: 4) / 49.99 and less%.	
Number of credits and time frame for the conditions of passing the course:	
1. Every week semester course teaching: 1 lecture / 1 seminar: 13 weeks x 2 h = 26 h	
2. Submission of seminar work - 50h	
3. Independent individual study of study materials - for each seminar submits notes from the read text 12 weeks - 12 weeks x 2h = 24 h	
Total - 3 credits - time consuming - 90 hours	
Learning outcomes:	
<i>Knowledge</i> - Graduate of the course Media, Advertising and Mass Culture:	
<ul style="list-style-type: none">- knows the basic concepts of media culture and marketing with emphasis on the field of artistic culture and aesthetics;- identifies key differences between types of media and advertising;- actively obtains information on the media and advertising and uses it in a broader context with an emphasis on the field of artistic culture,- knows the principles of visual communication and creatively applies them in the field of artistic culture;- critically and analytically discusses key topics in the field of media and advertising and mass culture.	
<i>Skills</i> - Graduate of the course Media, Advertising and Mass Culture:	
<ul style="list-style-type: none">- applies the acquired knowledge and expertise in practice,- designs and processes the design and visual side of the promotion of goods, products and services in the field of artistic culture and the arts, with an emphasis on new trends and trends in the field of visual communication,- communicate with photographic agencies, owners of image websites, museums or other entities in order to agree on the price of the image material and to secure the right to use it,- ensures the basic promotion of goods, products and services in the field of artistic culture and art, with an emphasis on new trends and trends in the field of visual communication,- proposes basic frameworks for the concepts of promotion of goods, products and services in the field of artistic culture and the arts,- use presentation and publishing programs, spreadsheets, text editors.	
<i>Competences</i> - Graduate of the course Media, Advertising and Mass Culture:	
<ul style="list-style-type: none">- has creative and artistic abilities,- independence in processing text and image materials for printing,	

- independence in the selection of the graphic designer in relation to the design and visual identity of the publication,
- ability to coordinate work with graphic designers and authors,
- has the ability to motivate people,
- applies the principles of teamwork;
- has a cultivated language expression.

The educational outcomes of the knowledge are verified in the paper in the 12th week of the semester.

The educational outcomes of skill and competence are verified in the seminar work, which the student submits in the 12th week of the semester at the latest. The educational outcomes of knowledge and competence are also verified during the student's outing at the seminar.

Course content:

1. Brief history of media and their differentiation.
2. Mass media (television, radio, internet) as tools for creating and transmitting aesthetic information.
3. The problem of high and low in the media, mass and popular; Art and non-art
4. Aesthetic factors of media advertising, aesthetic factors. reality shows, tabloid journalism in the coordinates of gossip and aesthetic value;
5. Aisthesis versus consumption and consumption.
6. The process of media communication. The negative of mass media communication
7. The phenomenon of advertising in history. The concept and definition of advertising, historical milestones and development. Advertising - types, means, functions.
8. Advertising and media. Art in advertising.
9. Literary, musical, artistic and theatrical elements in advertising.
10. The influence of art on advertising and advertising on art.
11. Advertising as a part of visual culture.
12. Psychological, social, ethical, cultural aspects of advertising and the media.

Recommended literature:

Adorno, T.W, 1999. *Estetická teorie*. Praha
 Bačuvčík, R., 2011. Marketing neziskových organizací. Zlín: Verbum
 Bystřický, J., 2001. *Mediální diskurs postmoderney*. Praha
 Bystřický, J., 2003. *Obraz a vizuální scéna*.In: Filozofia, roč. 58, 2003, č. 6
 Burton, C. - Jirák, J., 2003. *Úvod do studia médií*. Brno. Barrister&Principal
 Eco, U.,1996. *Skeptikové a těšitelé*. Praha
 Foret, M. - Lapčík, P. - Orság, P, ed., 2008. *Média dnes*. Univerzita Olomouc
 Foret, M. 2008. *Reflexe mediality, médií a mediálních obsahů*., Univerzita Palackého Olomouc
 Horňák, P., 1997. *Abeceda reklamy*. Bratislava Grafosit
 Ilowiecki, M. T. - Zasepa, T., 2003. *Moc a nemoc masmédií*. Trnava: Trnavská univerzita
 Jirák, J. – Köpplová, B., 2009. *Masová média*. Praha : Portál
 McLuhan, M.,2003. *Člověk, média a elektronická kultura*. Brno Jota.
 Mirzoeff, N., 2012. *Úvod do vizuální kultury*. Academia: Praha
 Pinkas, D., 2009. *Dejiny reklamy*. Slovart Bratislava
 Schneider, J. – Krausová, L., eds.2008. *Intermedialita: slovo – obraz – zvuk*. Olomouc: UP

Language with is necessary to complete the course:

Notes: ----

Course evaluation

Total number of students evaluated: -

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

Lecturers: doc. PhDr. Zuzana, Slušná, PhD. lecturer, examiner, seminary supervisor

Date of last change: 30. 05. 2024

Approved by: doc. Mgr. Eva Kušnírová, PhD.

COURSE DESCRIPTION

University: University of Presov	
Faculty/university workplace: Faculty of Arts	
Code: 1IHVU/UK/MAKO/24	Course title: Marketing Communication
Type, scope and method of educational activity: Type of educational activity: Lecture, Seminar Scope of educational activity: 1,2 hour per week, 13,26 per semester Method of educational activity: combined	
Number of credits: 3	
Recommended semester: 2. 4. 6.	
Study grade: 1.	
Prerequisites: -	
Conditions for passing the course: The subject is completed continuous assessment.	
Number of credits and time frame for the conditions of passing the course: - 3 credits (student workload 90 hours) - course teaching: 13 weeks 1 lecture / 2 seminar: 39 h - individual work - preparation for seminars, elaboration of analysis: 30 h - independent study of professional literature: 21 h	
The course ends with a continuous evaluation, which the student receives for their own oral (or written) practical analysis and interpretation of the selected communication mix tool (advertising, PR campaign / article /, guerrilla marketing, viral video, etc.) no later than in the credit week and for written knowledge test. To obtain a (partial and overall) rating A must achieve at least 90%, to obtain a rating B 80%, to obtain a rating C at least 70%, to obtain a rating D 60%, to obtain an rating E at least 50%. A student who obtains less than 50% will be graded FX. The overall assessment is calculated as the ratio of the assessment of the practical part: 40% to the knowledge part: 60%.	
Learning outcomes: The student is able to: - define and specify the basic terms of marketing communication, - design and develop a marketing communication strategy, - analyze the results of marketing communication, - analyze and interpret current forms of marketing communication, - offer and sell advertising, determine its market value, - evaluate, measure and examine indicators in media institutions.	
Course content: - Marketing communication (promotions), communication mix as a strategic compilation. - Advertising, promotion, marketing communication: from theory to practice. - Advertising in the retrospective of history (predecessors, antiquity, the Middle Ages, book printing, new media, American, Soviet, Czechoslovak, European, Slovak advertising and advertising agencies). - Definition of modern advertising. - Product placement - sales support - public relations. - Sponsorship - exhibitions and fairs - human relations - media relations - packaging. - Marketing communication strategies. - New techniques and trends in marketing. Guerilla - viral - event - mobil - internet marketing. - Personal sales and direct marketing.	
Recommended literature : FORET, M., 2006. Marketingová komunikace. Brno: Computer Press. FREY, P., 2008. Marketingová komunikace: to nejlepší z nových trendů. Praha: Management Press. HESKOVÁ, M. a P. STRACHOŇ, 2009. Marketingová komunikace a moderní trendy v marketingu. Praha: Oeconomica. HORŇÁK, P., 2010. Reklama, teoreticko-historické aspekty reklamy a marketingovej komunikácie. Zlín: VeRBuM. KOTLER, P., V. WONG, J. SAUNDERS a G. ARMSTRONG, 2007. Moderní marketing. Praha: Grada Publishing. OGILVY, D., 2007. Ogilvy o reklamě. Praha: Management Press. RICHTEROVÁ, K. a kol., 2007. Marketingový výskum. Bratislava: Ekonóm. SCOTT, D. M., 2010. Nové pravidlá marketingu a PR (Ako efektívne využívať sociálne siete a médiá, blogy, správy, online video a virálny marketing na získavanie zákazníkov). Bratislava: Easton Books. VYSEKALOVÁ, J. a J. MIKEŠ, 2010. Jak dělat reklamu (3. aktualizované a doplněné vydání). Praha: Grada. VYSEKALOVÁ, J., 2007. Psychologie reklamy: nové trendy a poznatky. Praha: Grada.	
Language which is necessary to complete the course: Slovak, Czech	
Notes:	
Course evaluation: Total number of students evaluated: -	

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

Lecturers: prof. PhDr. Juraj Rusnák, CSc., guarantor
Mgr. Ivana Tomečková, seminary supervisor

Date of last change: 30. 05. 2024

Approved by: doc. Mgr. Eva Kušnírová, PhD.

COURSE DESCRIPTION

University: University of Presov	
Faculty: Faculty of Arts	
Code: 1IHVU/UK/MULA1//24	Course title: Multimedia Studio 1
Type, scope and method of educational activities: Type of educational activity: Seminar Scope of educational activity: 0,2 hour per week, 26 per semester Method of educational activity: combined	
Number of credits: 3	
Recommended semester: 2. 4.	
Study grade: 1.	
Prerequisites: -----	
Conditions for passing the course: The course is completed with the continuous assessment. To successfully complete the course, it is necessary to complete three components: 1. Continuous assignment and presentation of the result 1: max 25 b. 2. Continuous assignment and presentation of the result 2: max 25b. 3. Semestral project – presentation of the result in the 12th week of the semester - max 50 pts.	
In order to pass the course, it is necessary to achieve a minimum of 50% in each part of the course. The assessment of the student's performance in the course is carried out according to a grading scale consisting of six grading levels and the following success criteria (in terms of percentage of performance in the assessment of the course): A - excellent (excellent results: numerical value 1) / 100.00 - 90.00 % B - very good (above average results: 1.5) / 89.99 - 80.00 % C - good (average results: 2) / 79.99 - 70.00 % D - satisfactory (acceptable results: 2.5) / 69.99 - 60.00 % E - satisfactory (results meet the minimum criteria: 3) / 59.99 - 50.00 % FX - Inadequate (further work required: 4) / 49.99 % and below.	
Number of credits and time range for the course requirements: 1. Each week of the semester teaching the course: 0 lecture / 2 seminar: 13 weeks x 2 h = 26 h 2. Preparation of 2 continuous tasks: 32 h 3. Preparation of the semester task: 32 h Total - 3 credits - time consuming - 90 hours	
Learning outcomes: <i>Knowledge</i> – The graduate of the Multimedia Studio 1: – knows freely available means for creating and editing multimedia documents	
<i>Skills</i> - The graduate of the Multimedia Studio 1: – uses freely available software and hardware for creating and editing multimedia documents	
<i>Competencies</i> - The graduate of the Multimedia Studio 1: – chooses appropriate means and tools for creating multimedia content, – cooperates in author's teams	
Educational outputs of knowledge, skills and competences will be verified through exercises and assignments during the semester and the semester task.	
Course content: 1. Basic concepts 2. Graphics: bitmap and vector, 3. Image formats, image compression, color models 4. Sound: analog and digital sound 5. Audio formats, audio compression 6. Video: analogue and digital video recording, video formats 7. Documents with multimedia content 8. Creation of documents in the most common formats 9. Elementary editing, composition, finalization, and distribution of multimedia documents	

10. Basic information about creating an educational project and hypertext links to presentations such as video clip format - streaming video or video on demand
11. Principles in creating an educational video clip
12. Presentations of AV projects

Recommended literature:

AMOS Software, spol. s r.o., 2001. Úvod do digitálneho videa. Dostupné z: <http://www.amsoft.cz>
 Baranovič, R. Et al. 1999. „Internet (Učebnice internetu)“ Computer Press, Praha.
 Hrabčák, M., 2008. Multimédiá na PC. Prešov: Prešovská univerzita.
 Kučera, R., Klíma, P., 2006. Digitální video, Brno: Computer press a.s.
 Kurka, L., Černý, M., 2002. Jak se vyznat v audiu a videu na PC (príloha časopisu PC World, IDG Czech, a.s.)
 Labík, L., 2013. Dramaturgia strihovej skladby, VeRBuM.
 Liessmann, K. P., 2012. Univerzum včí, Praha: Academia.
 Linhart, J., 2003. Macromedia Dreamweaver MX a Flash MX (príloha časopisu PC World, IDG Czech).
 Magera, I. 1999. "MS PowerPoint 2000, Základná príručka", Praha: Computer Press
 McLuhan, H.M., 2000. Človek, média a elektronická kultura. Brno, Jota.
 Nápovedy použitých softvérových prostriedkov
 Ullmann, F., 1999. Pět dní s Premierou, DU Soft Computers, AMOS.

Language with is necessary to complete the course: Slovak

Notes: ----

Course evaluation

Total number of evaluated students: -

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

Lecturers: Mgr. Lukáš Kopas, PhD., Mgr. Ivana Židík, PhD. lecturer, examiner, seminar supervisor

Date of last change: 18. 11. 2025

Approved by: doc. Mgr. Eva Kušnírová, PhD.

COURSE DESCRIPTION

University: University of Presov	
Faculty: Faculty of Arts	
Code: 1IHVU/UK/PROFI/24	Course title: Proseminar in Movie
Type, scope and method of educational activities:	
Type of educational activity: Seminar	
Scope of educational activity: 0,1 hour per week, 0,13 per semester	
Method of educational activity: combined	
Number of credits: 2	
Recommended semester: 1. 3. 5.	
Study grade: 1.	
Prerequisites: -----	
Conditions for passing the course:	
The course is completed with the interim assessment.	
To pass the course, three components must be completed	
1. Submission of a seminar paper - max 50 pts	
2. For successful completion of the course, the student will submit a seminar paper in the 12th week of the semester which will include an application of the theory covered, an illustration of the concepts learned, and a brief analysis of the film in the range of 5 Np	
3. Active discussion of the readings and concepts, in-class analysis of film excerpts- max 20 pts.	
4. Final colloquium - max 30 pts.	
For successful completion of the course it is necessary to achieve a score of min. 50% in each part. The assessment of the student's performance in the study of the course is carried out according to a grading scale consisting of six grading levels and the following success criteria (in terms of percentage of performance in the course assessment):	
A - excellent (excellent results: numerical value 1) / 100.00 - 90.00 %	
B - very good (above average results: 1.5) / 89.99 - 80.00 %	
C - good (average results: 2) / 79.99 - 70.00 %	
D - satisfactory (acceptable results: 2.5) / 69.99 - 60.00 %	
E - satisfactory (results meet the minimum criteria: 3) / 59.99 - 50.00 %	
FX - Inadequate (further work required: 4) / 49.99 % and below.	
Number of credits and time range for course completion requirements:	
1. Each week of the semester teaching the course: 1 seminars: 13 weeks 13 h	
2. Each week of the semester the student will prepare for class in correspondence with readings, assignments based on syllabus or instructor's instructions 18 h	
3. Independent individual study of study materials and preparation of a seminar paper 17 h	
4. Preparation for the colloquium: self-study + study of material covered in class 12 h	
Total - 2 credits - time commitment - 60 hours	
Learning outcomes:	
<i>Knowledge</i> - Graduate of the course Proseminar in Film:	
- Knows the professional film terminology, basic characteristics of individual tendencies and styles;	
- understands the developmental structure and historical transformation of film poetics;	
- applies the acquired knowledge in new cinematographic contexts;	
<i>Skills</i> - Graduate of the Proseminar in Film course:	
- Identifies developmental transformations and morphological changes in a cinematic work;	
- integrates the acquired knowledge in a cinematographic situation;	
<i>Competencies</i> - The graduate of the course Proseminar in Film:	
- Uses the acquired methods in the understanding of a cinematic work;	
- chooses the acquired concepts when commenting on a film;	
- evaluates the historical, poetic and morphological contexts of a film work;	
Learning Outcomes knowledge is tested in a theory colloquium in week 13 of the semester.	
Learning Outcomes skills and competencies are verified in a written thesis practical - in the form of a term paper in the 12th week of the semester.	
Course content:	
1. What is film? (Basic technical terminology)	

2. Film professions: producer, dramaturg, screenwriter, director, cameraman, editor, clapper, lighting, sound engineer.
3. Film taxonomy, generic forms of film
4. Basic film means of expression: camera, shot, cut, montage, light, sound, color, etc.
5. Documentary, animation and abstract film
6. Sound dramaturgy
7. Types of shots,
8. Types of editing - montages.
9. The sound component of the film and film music.
10. Musical film.
11. Film architecture and light.
12. Film punctuation

Recommended literature:

Adamkovič, I., 1994. Encyklopédie fantastického filmu. Praha: Cinema.

Bernard, J., 2010. Z šedé zóny. Praha: NFA.

Bláha, I., 2006. Zvuková dramaturgie audiovizuálního díla. Praha: AMU.

Bordwell, D., Thompson, K., 2011. Umění filmu. Úvod fo formy a stylu. Praha: NFA.

Císař, J., 2009. Základy dramaturgie. Praha: AMU.

Drvota, M., 2003. Základní složky filmu. Praha: NFA.

Dutka, E., 2004. Minimum z dějin světové animace. Praha: AMU.

Kokeš, R., D., 2015. Rozbor filmu. Brno: Filozofická fakulta Masarykovy univerzity.

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

Marcelli, M., Hudec, Z., 2012. Poetika zločinu. Film noir. Bratislava: Producer.

Nichols, B., 2011. Úvod do dokumentárního filmu. Praha: AMU – JSAF.

Pondelíček, I., 1999. Svět k obrazu svému. Praha: NFA.

Vostrý, J., 2009. Rézie je umění. Praha, AMU,

Valušiak, J., 2005. Základy strihové skladby. Praha: AMU,

Zuska, V., 2010. Kruté světlo, krásny stín: Estetika a film, Praha: Trivium.

Zuska, V., Michalovič, P., 2014. Rozprava o westerne. Bratislava: SFÚ – VŠMU.

Žánr ve filmu. Sborník příspěvků ze VI. česko-slovenské filmologické konference konané v Olomouci 14.-16.11.2002. Praha: NFA, 2004.

Language with is necessary to complete the course: Slovak

Notes: ----

Course evaluation

Total number of evaluated students: -

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

Lecturer: doc. Mgr. Lukáš Makky, PhD. lecturer, examiner, seminary supervisor

Date of last change: 30. 05. 2024

Approved by: doc. Mgr. Eva Kušnírová, PhD.

COURSE DESCRIPTION

University: University of Presov	
Faculty/university workplace: Faculty of Arts	
Code: 1IHVU/UK/PURE/24	Course title: Public Relations
Type, scope and method of educational activity: Type of educational activity: Lecture / Seminar Scope of educational activity: 1/1 hour weekly Method of educational activity: combined	
Number of credits: 3	
Recommended semester: 4. 6.	
Study grade: 1.	
Prerequisites:	
Conditions for passing the course: The course is completed with an interim assessment.	
The course ends with a continuous evaluation, which the student receives for group work on a PR project - analysis, planning, organization, implementation, control - evaluation and for a written knowledge test. To obtain a rating (partial and total), A must achieve at least 90%, to obtain a rating B 80%, to obtain a rating C at least 70%, to obtain a rating D 60%, to obtain an rating E at least 50%. A student who obtains less than 50% will be graded FX. The overall evaluation is calculated as the ratio of the evaluation of the practical part (results from the PR project): 40% to the knowledge part: 60%.	
Learning outcomes: The graduate of the course can: - define the terms public relations - apply practical solutions of active and reactive PR (crisis management) - create a PR agenda using traditional and modern PR tools - analyze, plan, organize and implement a PR project - work as a speaker - manage reputation and image.	
Course contents: Terminology and categorization of public relations, differentiation and participation of journalism and marketing, PR goals. History of public relations. Communication tools, media coverage, audience, community, third sector. Active and reactive PR. Effective communication of the company in cooperation with traditional and new PR tools. Organizational identity, system and organization of advertising agencies. PR management. Crisis communication. PR and propaganda (PSYOPS, PSYWAR) Intra- and extra-corporate public relations. CI - corporate identity. Corporate design, corporate communication, corporate culture, product organization. Public affairs and lobbying. New strategies in public relations. Interactive marketing and internet. Media relations. Project management, PR project, PR campaign. Measurement.	
Recommended literature: ACHARYA, L. 1985. Public Relations Environments. Journalism Quarterly. BAJČAN, R. 2003. Techniky Public Relations. Praha: Management Press. BLACK, S. 1994. Najúčinnější propagace – public relations. Praha: Grada Publishing. FTOREK, M. A. 2009. Public relations jako ovlivňování měnění. Praha: Grada Publishing. GREEN, A. 2005. Effective Communication Skills for Public Relations. London: Kogan Page. JEFKINS, F. 1992. Public Relations. 4th edition. Business M+E Handbooks. London: Pitman Publishing. NĚMEC P. 1999. Public relations: komunikace v konfliktních a krizových situacích. Praha: Management Press. NĚMEC, P. 1993. Public relations. Zásady komunikace s veřejností. Praha: Management Press.	

SCOTT, D. M. 2008. Nové pravidlá marketingu a PR (Ako efektívne využívať sociálne siete a médiá, blogy, správy, online video a virálny marketing na získavanie zákazníkov). Bratislava: Easton Books.
SVOBODA, V. 2006. Public relations – moderně a účinně. Praha: Grada Publishing.
ŽÁRY, I. 1995. Public relations – cesta k úspechu. Bratislava: Hevi.

Language which is necessary to complete the course: Slovak

Notes:

Course evaluation

Total number of students evaluated: -

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

Lecturers: Mgr. Matúš Ján Capko lecturer, examiner, seminary supervisor

Date of last change: 30. 05. 2024

Approved by: doc. Mgr. Eva Kušnírová, PhD.

COURSE DESCRIPTION

University: University of Prešov	
Faculty/university workplace: Faculty of Arts	
Code: 9UJK/CJS1/22	Course title: Spanish Language 1
Type, scope and method of educational activity: type and scope: 2 hours seminar per week (0/2) method: combined	
Number of credits: 3	
Recommended semester: 2.	
Study grade: 1.	
Prerequisites: --	
Conditions for passing the course: During the semester: Active participation, essay, and test At the end of the semester: Students write a final test from the studied materials. The student must gain at least 50.00 % to pass the course. An overall assessment of the student is based on essays submitted during the semester and on the calculation of the percentage obtained in the test. Rating scale: A: 100% - 90%; B: 89% - 80%; C: 79% - 70%; D: 69% - 60%; E: 59% - 50%. Course completion: continuous assessment	
Number of credits and time frame for the conditions for passing the course: 1. Course teaching: 1 lecture / 1 seminar: 13 weeks x 2h = 26h 2. Independent elaboration of assignments (exercises, seminar paper, presentation, translation, etc. - as specified above): 24h 3. Individual study of study materials: 40h Total - 3 credits /90 hours	
Learning outcomes: Acquired knowledge: The student: - has an adequate level of understanding at a declarative level after getting acquainted with the basic information; - knows words, phrases, and grammatical categories, which form a basis for simple sentence models and structures; - masters the terminology necessary for providing basic information about himself/herself and his/her life in Spanish; - has the general knowledge that serves as a basis for active communication in Spanish.	
Acquired skills: The student: - has the ability to apply knowledge especially in the cognitive and practical areas; - has the ability to communicate actively using the simple and direct exchange of information in Spanish; - can demonstrate social competencies in a foreign language environment; - can use his/her knowledge in solving basic communication problems; - has basic skills to obtain and interpret basic information in the foreign language; - can critically assess the information, its importance in solving any problem and introduce relevant arguments in a foreign language; - can obtain and interpret basic information in the foreign language based on the acquired knowledge; - has self-learning skills, which are important for self-study in Spanish.	
Acquired competences: The student: - can use the knowledge for professional and personal development; - can make the right decisions and act responsibly according to the gained information; - can demonstrate critical and creative thinking in predictable and unpredictable situations that can arise in his/her professional practice; - can identify and creatively solve problems in new or unknown environments;	

- can obtain, sort, analyse, and use the information obtained while solving the selected problem;
- is prepared to adopt lifelong learning.

Course content:

All topics are aimed at the development of basic communication skills important in everyday communication in the Spanish language.

The course structure comprises the following specified topics:

1. Making contact. Formal and informal communication – greetings, self-introduction, conjugation of regular verbs.
2. Providing and getting information about you and your family – asking questions, responses, requests, conjugation of irregular verbs.
3. Expression of opinions – polite phrases, disagreement, opinion, beliefs, telling the time.
4. Description of a person (static and dynamic) – expressing emotions, physical appearance, characteristics, description of the place using adjectives.

Recommended literature:

KRÁLOVÁ, J. a kol., 2011. Fiesta 1. Nueva edición. Plzeň: Fraus.

LENGHARDTOVÁ, J., 1995. Conversación Espanola. Bratislava: SPN.

SAN JOSÉ, V. B. – DUBSKÝ, J. – KRÁLOVÁ, J., 1999. Moderní gramatika španělštiny. Plzeň: Fraus.

TRUP, L., 1997. Gramatika španielčiny I. Výslovnosť, pravopis, morfológia. Bratislava: Letra.

TRUP, L., 1996. Úvod do štúdia španielčiny. Bratislava: FF UK.

Language which is necessary to complete the course:

Spanish language, Slovak language

Notes:

Course evaluation

Total number of students evaluated: -

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

Lecturers: Mgr. Lenka Gogová, PhD.

Date of last change: 30. 05. 2024

Approved by: doc. Mgr. Eva Kušnírová, PhD.

COURSE DESCRIPTION

University: University of Prešov	
Faculty/university workplace: Faculty of Arts	
Code: 9UJK/CJS2/22	Course title: Spanish Language 2
Type, scope and method of educational activity: type and scope: 2 hours seminar per week (0/2) method: combined	
Number of credits: 3	
Recommended semester: 3rd semester	
Study grade: 1.	
Prerequisites: 9UJK/CJS1/22	
Conditions for passing the course: During the semester: Active participation, essay, and test At the end of the semester: Students write a final test from the studied materials. The student must gain at least 50.00 % to pass the course. An overall assessment of the student is based on essays submitted during the semester and on the calculation of the percentage obtained in the test. Rating scale: A: 100% - 90%; B: 89% - 80%; C: 79% - 70%; D: 69% - 60%; E: 59% - 50%. Course completion: continuous assessment Number of credits and time frame for the conditions for passing the course: 1. Course teaching: 1 lecture / 1 seminar: 13 weeks x 2h = 26h 2. Independent elaboration of assignments (exercises, seminar paper, presentation, translation, etc. - as specified above): 24h 3. Individual study of study materials: 40h Total - 3 credits /90 hours	
Learning outcomes: Acquired knowledge: The student: <ul style="list-style-type: none">- has an adequate level of understanding at a declarative level after getting acquainted with the basic information;- knows words, phrases, and grammatical categories, which form a basis for simple sentence models and structures;- masters the terminology necessary for providing basic information about himself/herself and his/her life in Spanish;- has the general knowledge that serves as a basis for active communication in Spanish.	
 Acquired skills: The student: <ul style="list-style-type: none">- has the ability to apply knowledge especially in the cognitive and practical areas;- has the ability to communicate actively using the simple and direct exchange of information in Spanish;- can demonstrate social competencies in a foreign language environment;- can use his/her knowledge in solving basic communication problems;- has basic skills to obtain and interpret basic information in the foreign language;- can critically assess the information, its importance in solving any problem and introduce relevant arguments in a foreign language;- can obtain and interpret basic information in the foreign language based on the acquired knowledge;- has self-learning skills, which are important for self-study in Spanish.	
 Acquired competences: The student: <ul style="list-style-type: none">- can use the knowledge for professional and personal development;- can make the right decisions and act responsibly according to the gained information;- can demonstrate critical and creative thinking in predictable and unpredictable situations that can arise in his/her professional practice;- can identify and creatively solve problems in new or unknown environments;	

- can obtain, sort, analyse, and use the information obtained while solving the selected problem;
- is prepared to adopt lifelong learning.

Course content:

All topics are aimed at the development of basic communication skills important in everyday communication in the Spanish language.

The course structure comprises the following specified topics:

1. My family

Introducing the members of the family. The use of reflexive verbs in daily routine. Direct and indirect object in the sentence. Reflexive pronouns.

2. My house

Vocabulary aims at the description of the house or flat. Verbs “estar/hay” in sentences. Directions and adverbs of places. Orientation in a foreign city using imperative. Comparative adjectives.

3. Holidays

Introducing holidays and traditions in Spanish-speaking countries. Present perfect tense. Adverbs with prepositions. Planning.

Recommended literature:

KRÁLOVÁ, J. a kol., 2011. Fiesta 1. Nueva edición. Plzeň: Fraus.

LENGHARDTOVÁ, J., 1995. Conversación Espanola. Bratislava: SPN.

SAN JOSÉ, V. B. – DUBSKÝ, J. – KRÁLOVÁ, J., 1999. Moderní gramatika španělštiny. Plzeň: Fraus.

TRUP, L., 1997. Gramatika španielčiny I. Výslovnosť, pravopis, morfológia. Bratislava: Letra.

TRUP, L., 1996. Úvod do štúdia španielčiny. Bratislava: FF UK.

Language which is necessary to complete the course:

Spanish language, Slovak language

Notes:

Course evaluation

Total number of students evaluated: -

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

Lecturers: Mgr. Lenka Gogová, PhD.

Date of last change: 30. 05. 2024

Approved by: doc. Mgr. Eva Kušnírová, PhD.

COURSE INFORMATION SHEET

University: University of Presov	
Faculty/workplace: Faculty of Arts	
Code: 1IHVU/UK/VIZKO/24	Course title: Visual Communication
Type, scope and method of educational activities: Type of educational activities: seminar Scope of educational activities: 0.2 hours per week, 26 per semester Method of educational activities: combined	
Number of credits: 3	
Recommended semester of study: 2. 4. 6.	
Study grade: 1.	
Prerequisites: -	
Conditions for passing the course: The course is completed with an continuous assessment. Students complete one or a series of practical assignments depending on the difficulty of the assignment topic. In the course of teaching during the semester there will be continuous consultations on the development of the practical semester work. Unless otherwise specified at the beginning of the semester, the topics of the term papers are chosen by the students in consultation with the teacher. In order to pass the course, it is necessary to achieve a minimum of 50% in each part. The evaluation of the student's performance in the course is carried out according to a classification scale consisting of six classification levels and the following success criteria (in percentage of the results in the course evaluation):	
A - excellent (excellent results: numerical value 1) / 100.00 - 90.00 % B - very good (above average results: 1.5) / 89.99 - 80.00 % C - good (average results: 2) / 79.99 - 70.00 % D - satisfactory (acceptable results: 2.5) / 69.99 - 60.00 % E - sufficient (results meet the minimum criteria: 3) / 59.99 - 50.00 % FX - Inadequate (additional work required: 4) / 49.99 % or less.	
The final grade is calculated as the average of the semester project(s) (level of artistic expression, originality of the solution in the context of the assignment) and the final presentation (ability to defend and visually present the knowledge acquired during the work on the semester project(s) and the skills to work independently in a given digital medium).	
Learning outcomes: The aim of the education is to acquire the basics of creation in the field of applied visual art and its intermedia overlaps. To acquire basic skills in the creation of applied visual art in the context of new media arts. Learn methods of artistic reasoning in the creation of applied visual art in the context of visual communication, the moving image, and textual or audio information. Through the use of available digital tools, techniques and materials, modify artistic solutions in the creative process so that the result leads to an artistically and conceptually coherent solution.	
Knowledge: - design principles - basics of raster graphics - basics of vector graphics	
Skills: - develop creative ideas - change sketches into virtual designs - use computer tools for raster and vector graphics	
Competencies: - basics of raster graphics for promotional purposes (poster, billboard, invitation) - basics of vector graphics for promotional purposes (logo, visual identity)	
Course content: - preparation and work on semester practical projects towards professional practice and their presentation in seminars with their reflection	

Recommended literature:

MANOVICH, L. 2018: Jazyk nových médií. Praha: Univerzita Karlova, nakladatelství Karolinum, Studia nových médií. ISBN 978-80-246-2961-2.

SAMARA T. 2016: Grafický design (Základní pravidla a způsoby jejich porušování), Praha: Slovart CZ, 320 s. ISBN: 9788075290465

KOLESÁR, Z. 2006: Kapitoly z dejín grafického dizajnu . Bratislava: Slovenské centrum dizajnu. 224 s. ISBN: 8096865854

PAUL, CH.: Digital Art, Thames a Hudson, London, 2008, 978-0500203989

BETANCOURT, M.2020: The History of Motion Graphics, Rockville, Wildside Press, 2020, 316 s., ISBN: 9781479450237

BRITO, A. 2020: Blender 2.9 The beginner's guide, Independently Published, 271s. ISBN 9798676661700

GARDNER, W. 2022: Draw and Paint Better with Krita, Packt, 426 s., ISBN : 9781801071765

DMITRY, K. 2021: The Book of Inkscape, 2nd Edition: The Definitive Guide to the Graphics Editor, No Starch Pr, 536 s., ISBN 9781718501751

Language required for the course: slovak, czech**Notes:****Course evaluation:**

Total number of students assessed: -

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

Lecturers: Mgr. art. Vladimír Ganaj, ArtD. lecturer, examiner, seminar leader**Date of last change:** 30. 05. 2024**Approved by:** doc. Mgr. Eva Kušnírová, PhD.

COURSE DESCRIPTION

University: University of Prešov	
Faculty/university workplace: Faculty of Arts	
Code: 1IHVU/UK/TWEBX/24	Course title: Web Design
Type, scope and method of educational activity:	
type and scope: 2 hours seminar per week (0/2) method: combined	
Number of credits: 3	
Recommended semester: 2. 4. 6.	
Study grade: 1.	
Prerequisites: --	
Conditions for passing the course:	
Continuous evaluation: Number of credits and time frame for the conditions of passing the course: - 3 credits = 90 hours - course teaching: 13 weeks - 2 seminars: 19.5 hrs. - individual work - preparation for seminars and elaboration of seminar work: 50 hours - independent study of professional literature and preparation for testing: 20.5 hours	
Participation in seminars. Activity at seminars - solving partial tasks. During the semester, the student will prepare and submit a term paper, which will be the creation of their own website. At the end of the semester there is a final testing - practical task.	
Final evaluation: To obtain an A rating, student must obtain at least 90%, to obtain an B rating 80%, to obtain a C rating at least 70%, to obtain a D rating 60%, to obtain an E rating at least 50%. A student who obtains less than 50% will be graded FX. The final evaluation is calculated as the sum of the evaluation of the semester work and the final testing, which demonstrates the mastery of creating websites in a specific programming environment.	
Learning outcomes: The student is able to: <ul style="list-style-type: none">- Work in HTML language and control structure of web pages,- Use basic tags and attributes needed for creating websites.- Know the HTML editors environment- Working with content management systems (CMS)- Independently make your own website using various web programming environment.	
Course content: <ul style="list-style-type: none">- History of web pages and HTML.- Orientation in the environment of web pages.- Description and use of basic tags and attributes in HTML.- Cascading style sheets for creating web pages.- Creating web pages using HTML editors - basic properties of the font and page formatting.- Creating web pages using HTML editors - Web and multimedia - inserting and editing images and hyperlinks.- Creating web pages using HTML editors - creating tables, lists and forms.- Content Management Systems (CMS) - the distribution, installation, use and actual work on the CMS.- Website creation - create your own website.	
Recommended literature: <p>JANOVSKÝ, D. Jak psát web. Dostupné z: http://www.jakpsatweb.cz</p> <p>KOSEK, J., 1998. HTML tvorba dokonalých www stránek. Podrobný průvodce. Praha: Grada Publishing. Dostupné z: http://www.kosek.cz</p> <p>MUSCIANO, CH. a B. KENNEDY, 2001. HTML a XHTML Kompletní průvodce. Praha: Computer Press.</p> <p>SCHAFER, S. M., 2009. HTML, XHTML a CSS. Bible pro tvorbu www stránek. Praha: GRADA.</p> <p>STANÍČEK, P., 2003. CSS kaskádové styly: kompletní průvodce. Praha: Computer Press.</p> <p>Online html tutoriály. Dostupné z: https://www.w3schools.com/html/</p>	
Language which is necessary to complete the course:	

Slovak language

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

Course evaluation

Total number of students evaluated: 0

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

Lecturers: Ing. Marianna Kraviarová, PhD.

Date of last change: 30. 05. 2024

Approved by: doc. Mgr. Eva Kušnírová, PhD.

