

FMK international cooperation

The Faculty of Mass Media Communication (afterwards referred to as “FMK”) is the fundamental and most important faculty of the University Ss. Cyril and Methodius in Trnava which was established in 1997. FMK has a specific position in the Slovak education market – in particular – for its uniqueness and for its aim to be the largest and the most complex media school in the country. It is considered to be the country’s most desired school among students of media studies. The Faculty of Mass Media Communication offers education in Bachelor’s, Master’s and Doctoral degrees in several programmes in the field of mass media studies. The programmes are offered in both full-time and part-time formats. The faculty offers the following programmes:

- mass media communication, (bachelor, master, PhD.)
- marketing communication, (bachelor, master, PhD.)
- applied media studies, (bachelor, master)
- media relations (in English, bachelor)
- theory of digital games (bachelor, master, PhD.)

The demand for graduates of FMK ranks the institution among the ten most prestigious faculties in Slovakia. FMK is also a research-development institution participating in scientific research in Slovakia and abroad.

Address:

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More information about the faculty

- <http://fmk.sk/>
- <http://fmk.en/>
- <https://www.facebook.com/FMK.UCM>
- <https://twitter.com/FMKucm>
- <https://www.facebook.com/KonferencieFmk>
- <https://www.attelier.sk>
- <https://www.aetter.sk>
- <https://www.youtube.com/user/FMKTVofficial>
- <https://www.facebook.com/SKK.UCM>
- <https://www.medialnavychova.sk>
- <https://www.facebook.com/FMKpointt>

Management of the faculty

Dean: Assoc. Prof. Dr. Ľudmila Čábyová, PhD.
Vice-deans: Mgr. Juliána Mináriková, PhD.
Prof. Dr. Slavomír Gálik, PhD.
Mgr. Andrej Brník, PhD.
Faculty secretary: Mgr. Tatiana Podmaková

Departments of the faculty

- Department of Mass Media Communication
- Department of Marketing Communication
- Department of Artistic Communication
- Department of Media Education
- Department of Legal and Human Sciences
- Department of Linguistic Communication
- Department of Digital Games

FMK's international cooperation is focused on several areas:

Creating international partnerships with foreign indexed journals:

- **Communication Today** is a scientific journal in the field of mass media and marketing communication. The journal is abstracted and indexed in the Emerging Sources Citation Index (ESCI) – Web of Science Core Collection, Scopus, ERIH PLUS, Cabell's Directories, CEJSH, EBSCO, ProQuest, Ulrich's Periodicals Directory, Index Copernicus. ISSN 1338-130X. Je zapojený do siete podobne orientovaných indexovaných časopisov – Mediaobrazovanie-Media Education (Rusko), European Journal of Transformation Studies (Poľsko), Central European Journal of Communication (Poľsko), More information: <http://communicationtoday.sk>,
- **The European Journal of Media, Art and Photography (EJMAP)** is an art-scientific and research journal in the field of mass media communication, which presents current forms of transformation of the mass media environment in the context of visual media, interactivity, intermediality and art. The journal is published and indexed in CEEOL and the Web of Science. ISSN 1339-4940, More information: <http://fmk.sk-veda-a-vyskum/ejmap/>,
- **Lege artis. Language yesterday, today, tomorrow.** The journal is abstracted and indexed in 24 databases including Clarivate Analytics – Emerging Sources Citation Index

and Clarivate Analytics – Web of Science. ISSN 2453-8035, More information: <http://lartis.sk/>

- **Media Literacy and Academic Research** is a scientific journal focused on the academic reflection of media and information literacy issues, media education, critical thinking, digital media and new trends in related areas of media and communication studies. The journal is abstracted and indexed in the ERIH Plus, Ulrich's Periodical Directory, CEEOL, CEJSH, Index Copernicus. Moreover the journal is under the indexing process with Scopus, Cabell's Directories, EBSCO and Emerging Sources Citation Index (ESCI) – Web of Science Core Collection. ISSN 2585-8726, More information: <http://fmk.sk-veda-a-vyskum-media-literacy-student-magazine/>
- **Acta Ludologica** is a scientific journal in the field of digital games. The journal contains professional scientific reflections on digital games. It also offers academic discourses on games, especially media and digital competencies, creation, design, marketing, research, development, psychology, sociology, history and the future of digital games and game studies. The journal is abstracted and indexed in CEEOL, CEJSH and Index Copernicus. ISSN 2585-8599. The Department of Digital Games maintains foreign contacts with members of the editorial board and also with opponents of articles:
Peter A. Bruck - Research Studios Austria in Wien, Austria,
Malgorzata Luszczak - Uniwersytet Śląski w Katowicach, Poland,
Jaroslav Světlík - College of Entrepreneurship and Law, Czech Republic,
Masayuki Uemura - Ritsumeikan University, Japan,
Jonah Lissner - Athens Institute for Education and Research, Greece,
Prof. Alvarez Julian, PHD - ESPE Lille Nord de France, Valenciennes, France, More information: <https://actaludologica.com/>

Creating partnerships within international consortia in project preparation:

- Involvement of FMK in the international consortium of researchers of the project "Critical Exploration of Media Related Risks and Opportunities for Deliberative Communication: Development Scenarios of the European Media Landscape" within the call H2020: Transformations-10-2020. Participating countries: Estonia, Finland, the Czech Republic, Slovakia, Croatia, Bulgaria, Latvia, Germany, Italy, Greece, Romania, Hungary, Sweden, Austria, Belgium,
- Establishment of international mobility cooperation with partner institutions outside the European Union with the University of Malaya (Malaysia), Sidi Bel - Abbes University (Algeria), Hong Kong Baptist University, Kostanay State Pedagogical Institute (Kazakhstan) within the project 2019-1-SK01-KA107 -060402,
- Creation of international cooperation with the Norwegian partner NOPA (the Norwegian Society of Composers and Lyricists) in the preparation of a project within the framework of EEA Grants to support entrepreneurship in culture,

- Establishment of international cooperation with the Institute of State Management of Regional Development "Uzhgorod National Institution UNI VERSI ITET" in the preparation of a project within the framework of EEA Grants to support institutional cross-border cooperation with Ukraine,
- Creation of an international consortium of researchers of the project Needs of Critical Thinking within the call Partnerships for adult education (KA204): Fundacja Pro Scientia Publica (Poland), Right now! o.p.s. (Czech), Educita Cultural Association e.t.s. (Italy), Nazilli Hayat Boyu Ogrenme Dernegi (Turkey),
- Creation of an international consortium of researchers of the project Digital competences and skills enhancement framework for educators in the Slovak Republic within the call Strategic Partnerships for school education (KA201): UNIVERSIDAD DE NAVARRA (Spain), MYKOLO ROMERIO UNIVERSITETAS (Lithuania), Fundacja Pro Scientia Publica (Poland),
- Creation of an international consortium of researchers of the project Changing the paradigm: employers designing curricula within the call Strategic Partnerships for higher education (KA203): Edward Bernays College of Communication Management (Croatia), University of Mostar (Bosnia and Herzegovina), Hrvatska udruga za odnose s javnoscu (Croatia), Viskola skola za komunikacije (Serbia).spolupráca so spoločnosťou Facebook na iniciative Facebook's Oversight Board for Content Decisions, which focuses on expert cooperation in the development of standards and public policies related to the publication of content on the social networks Facebook and Instagram.

List of successfully implemented international projects:

Lifelong Learning Programme

539628-LLP-1-2013-1-NL-Erasmus-EIGF Governance and adaptation to innovate modes of higher education provision, doba riešenia: október 2013 – apríl 2016, konzorcium: Maastricht University, School of Governance, École Normale Supérieure de Lyon, Dublin Institute of Technology, University of Latvia, Lucian Blaga University of Sibiu, Comenius University in Bratislava, **University of Ss. Cyril and Methodius, Trnava** (sme len partnerom), University of Maribor, University of Salamanca, ECYT Institute, University of Alicante, University of Strasbourg, RAND Europe,

Creative Europe

2015 – 1450/001 – 001 Festival of Art and Independent Games LAG, doba riešenia: 2015 – 2019, konzorcium: Sliezska univerzita v Katoviciach , Ostravská univerzita, Univerzita sv. Cyrila a Metoda v Trnave (partner),

Norwegian Financial Mechanism - Cross - Border Cooperation

CBC01021 Communication to the prosperity of the Slovakia - Ukrainian border region (COPEU), solution period: 2015 - 2017, consortium: University of St. Cyril and Methodius in Trnava (main applicant), Uzhhorod University (Ukraine), RRA Svidník,

Grant EHP

CLT03006 FOTOROMA – Raising awareness of the cultural diversity of the Roma and building intercultural dialogue through photography, duration: 2016, consortium: University of St. Cyril and Methodius in Trnava (main applicant), Kulturbyrået Mesén AS (Norway), Rúbanka o.z.,

Erasmus +

2017-1-PL01-KA204-038869

Location – based games as a contemporary, original, and innovative method of seniors' teaching and learning, doba riešenia: 2017 – 2018, konzorcium: Fundacja Pro Scientia Publica (Poľsko), Mykolo Romerio Universiteras (Litva), Univerzita sv. Cyrila a Metoda v Trnave (partner), Kairos Europe (UK).

Evens Foundation

2014-EF

A project called the Junior and Senior Academy (JASA), funded by the Belgian Evens Foundation, which was recognized as one of the best examples of good practice in media education. The aim of the project was to raise awareness of the critical and responsible use of different types of media and to strengthen intergenerational relations.

Public Policies in Media and Information Literacy in Europe Training and Capacity-Building in the Digital Age

(2014-2015)

The project was coordinated by the Sorbonne Nouvelle University in Paris. As part of the project, which involves 29 European countries, a comprehensive scientific report mapping the current state of media education and media literacy in Europe was prepared. Members of the Department of Media Education and IMEC - Center for Media Literacy coordinated research activities in Slovakia and prepared a project and analytical report entitled Media and Information Literacy Policies in Slovakia.

Visegrad Fund

2015-VF

The Media Literacy in Public Education project, which focused on the development of media literacy in public education and its priority was to map the state of media literacy in individual V4 countries. The project involved Corvinus University from Budapest in Hungary, the Silesian

University in Katowice in Poland, the Centre for Higher Education Studies in Prague and the Faculty of Mass Media Communication at the University of St. Cyril and Methodius in Trnava.

Creating partnerships in the framework of mobility cooperation within the Erasmus + project (exchange of students, teachers and staff):

- *Univerzita J. A. Komenského Prahe, Czech Republic*
- *Česká zemědělská univerzita v Prahe, Czech Republic*
- *Univerzita Karlova v Prahe, Czech Republic*
- *Vysoká škola finanční a správní, Praha, Czech Republic*
- *Vysoké učení technické v Brně, Podnikatelská fakulta, Ústav managementu, Czech Republic*
- *Vysoká škola kreativní komunikace, Praha, Czech Republic*
- *Hochschule der Medien, Stuttgart, Germany*
- *University of Algarve, Portugal*
- *University of Dubrovnik, Croatia*
- *University of Applied Sciences B. Zapršić, Zapršić, Croatia*
- *J. J. Strossmayer University of Osijek, Osijek, Croatia*
- *Edward Bernays College, Záhreb, Croatia*
- *University of Lucian Blaga, Sibiu, Romania*
- *Czestochowa University of Technology, Poland*
- *University of Economics in Katowice, Poland*
- *University of Information Technology and Management in Rzeszow, Poland*
- *Silesian University of Technology, Gliwice, Poland*
- *University of Silesia in Katowice, Poland*
- *Marmara University, Istanbul, Turkey*
- *Gumushane University, Gumushane, Turkey*
- *Nigde University, Turkey*
- *İstanbul Yeni Yüzyıl University, Turkey*
- *Pedagogical University of Krakow, Poland*
- *University of Maria Curie-Skłodowska in Lublin, Poland*
- *Univeristá degli Studi di Teramo, Teramo, Italy*
- *Rīga Stradiņš University, Riga, Latvia*
- *Saxon University of Applied Sciences, Enschede, Netherlands*
- *Vilniaus Universitetas, Lithuania*
- *University of Gdansk, Poland*
- *University of Malta, Malta*
- *University of Navarra, Spain*
- *Lithuania Business University of Applied Sciences, Klaipeda, Lithuania*
- *Institute of Journalism, Media and Social Communication, Jagiellonian University, Krakov, Poland*
- *University of Malaga, Spain*
- *Instituto Politécnico de Bragança, Portugal*
- *University of Silesia in Katowice, Faculty of Radio and Television, Katowice, Poland*

- *Latvian Academy of Culture*, Latvia
- *University of Lodz, Faculty of Philology, Department of Media and Audiovisual Culture*, Poland
- *Alanya HEP University*, Turkey
- *Istanbul Kültür University*, Turkey
- *Vysoká škola ekonomie a manažmentu, o.p.s.*, Praha, Czech Republic
- *Univerzita Hradec Králové, Pedagogická fakulta*, Czech Republic
- *University of Zagreb*, Croatia
- *Sveučilište Sjever/University North, Varaždin*, Croatia
- *Poznan School of Social Sciences*, Poland
- *Humanitas University Sosnowiec*, Poland
- *Izmir University*, Turkey
- *Kazimierz Pulaski University of Technology and Humanities in Radom*, Poland
- *Uniwersytet Kardynała Stefana Wyszyńskiego w Warszawie*, Poland
- *Radom Academy of Economics*, Poland
- *Veliko Turnovski Universitet Sv. Kiril i Metodii*, Bulgaria
- *Saarland University*, Saarbrücken, Germany
- *University of Ankara*, Turkey
- *Slavic University Gavrilo Romanovich Derzhavin, Skopje*, North Macedonia
- *Universidad del Pais Vasco, Campus of Biscay*, Spain
- *Stanislaw Staszic University of Applied Sciences in Pila*, Poland
- *University of Granada, Faculty of Education, Economy and Technology*, Spain
- *The International Slavic University in North Macedonia*, North Macedonia
- *Isik University*, Turkey.

As part of other mobility exchanges, FMK participates in the Slovak-Cuban Scholarship Program (MŠVVaŠ SR) - an agreement between the Ministry of Education, Science, Research and Sports of the Slovak Republic and the Ministry of Higher Education of the Republic of Cuba.

Admission of international partners at FMK:

Prof. Masayuki Uemura – founder of Nintendo, who works at Ritsumeikan University in Tokyo, Japan, was the main guest of the international scientific conference FMK UCM Megatrends and Media 2017 at Smolenice Castle. The professor is also a member of the scientific board of the journal *Acta Ludologica*.



Salahaddin University Erbil – Iraq

Assistant Prof Dr Mohammed Saeed
Director of International Relations

Foreign visit from Erbil, which took place on 4 April 2019. Foreign guests visited FMK, specifically the premises of FMK in Skladová.

Central South University China

Mr. Gao Dongbo

Deputy Director

Office of International Cooperation and Exchange

Central South University

5 foreign guests from China visited FMK in April 2019 and also participated in the international conference Megatrends and Media.



The visit was preceded by a foreign business trip of FMK's Vice-Dean, Dr. Juliána Mináriková, with representatives of Central South University (CSU) and representatives of its Faculty of Literature and Journalism in China. The result of this joint meeting was the signing of a Memorandum of Cooperation between FMK UCM in Trnava and the Faculty of Literature and Journalism CSU in Changsha on February 2, 2019. During her stay, she attended a meeting with representatives of the business environment, chambers of commerce, the Institute of Basic Research in Clinical Medicine, as well as a reception held by J.E. Dušan Bella, Ambassador Extraordinary and Plenipotentiary of the Slovak Republic to Beijing

Prof. Charo Sádaba

Dean of Faculty of Communication

University of Navarra, Spain

On April 25, 2019, an educational seminar was held under the leadership of Prof. Charo Sadaba of the University of Navarre.

Belgorod State University

Igor Koskov

Specialist for management of international education programs and projects

International Office

Belgorod State University

Foreign visit to FMK, which took place on 7 June 2019. The subject of the meeting was the possibility of cooperation between FMK and the University of Belgorod, specifically the Faculty of Journalism.

University of Malaya

Faculty of Arts and Social Sciences

Associate Professor Dr Md Azalanshah Md Syed

Head Department of Media and Communication Studies

Foreign visit from Malaysia within the KA107 project, which took place during June 2019.

Prof. Ian Conrich

University of Vienna

Visiting professor at FMK (October 23, 2019 - November 16, 2019), who gave a series of lectures for students (Bc., Mgr., PhD.) and spoke at the Marketing Identity conference.

Prof. Dr. Hermann Mückler

University of Vienna, Cultural and Social Anthropology

Foreign visit, which took place in November 2019 regarding possible project cooperation,

US Ambassador Adam Sterling

During his visit, he attended a meeting with the mayor and the chairman of the Trnava self-governing region. He then met with FMK management and viewed the faculty multimedia studios. During a live broadcast of Radio Aetter, he greeted students and also tried out virtual reality at the Department of Digital Games. The ambassador's visit to Trnava was part of his working trip, during which he met with representatives of the city and the region. At his own request, he also visited the multimedia studios of the Faculty of Mass Media Communication UCM, where he participated in live radio broadcasting. In addition to the radio studio, he also visited a editing room, a television studio and a game area, where he played digital virtual reality games . He subsequently gave an interview to the faculty media about the work of a diplomat, current foreign issues and current political topics.

Scientific conferences organized by Faculty of Mass Media Communication

- *Conference Megatrends and Media:* The international scientific conference held annually by FMK UCM in Trnava has become a traditional „spring“ event attended and supported by renowned media studies theorists and researchers as well as media professionals. The goal of the conference is to present and exchange current knowledge and experience reflecting media and trends connected to them (for more details, please see annotations of the individual sections).
More information available at: www.fmk.sk/megatrends-and-media
- *Conference Marketing Identity*
The international scientific conference held annually by FMK UCM in Trnava has become a traditional „autumn“ event with the support and attendance of marketing communication theorists and researchers as well as media and marketing professionals. The goal of the conference is to present and exchange current knowledge and experience

reflecting marketing communication, innovations, and trends connected to them. The conference proceedings related to Marketing Identity 2013 – 2015 are indexed by Web of Science.

More information available at: www.fmk.sk/marketing-identity

Conference outputs:

Selected papers written and submitted in English are published in the scientific journal European Journal of Science and Theology which is indexed in the Scopus database. The journal's editorial board performs the selection of the best texts in cooperation with the scientific committee of the conference. Conference proceedings in English are submitted for evaluation to the Web of Science, Scopus, ERIH PLUS and EBSCO databases.

- *Herný festival UniCon*: medzinárodný festival hier, elektronického športu a virtuálnej reality, najnovších technológií vo VR sfére, digitálnych turnajov, prednášok s hernou tematikou a najväčšej dostupnej retro prehliadky na Slovensku.

Memberships of the following international organizations:

- The Worlds of Journalism Study and the WJS Association. Responsible researchers: prof. Slavomir Galik, doc. Ján Višňovský. Participation in the third wave of global journalism research in 2020-2022.
- The European Communication Research and Education Association (ECREA). It is a prestigious international scientific organization based in Belgium, which brings together experts in research in the field of media, communication and education, especially from the environment of European universities.
- The UNESCO-UNAOC UNITWIN Network for Media and Information Literacy. based in New York. It is an entity that is part of the structure of the United Nations (UN) and the United Nations Educational, Scientific and Cultural Organization (UNESCO). The organization deals with issues of media and information literacy in the world.
- The Brussels-based European Association for Viewers Interests (EAVI), which deals with the development of civil society in the context of the media and the issue of media education and active citizenship.
- Global Alliance for Partnerships on Media and Information Literacy (GAPMIL). This is an international network of academic institutions and other partners focused on the development of media and information competencies of citizens. GAPMIL is a joint initiative of UNESCO and other partners, including the United Nation Alliance of Civilizations (UNAOC), UNICEF, the Open Society Foundation, IREX, the European Commission and others. The aim of the alliance is to support open, inclusive and intercultural education and public policies aimed at developing digital, media and information literacy, as well as information and communication technology skills.
- národnej expertnej skupiny medzinárodného výskumného projektu EU Kids Online III – IV. (The Slovak EU Kids Online Team), ktorý sa zaoberá výskumom problematiky detí a dospelých, ako používateľov médií. Projekt koordinuje London School of Economics and Social Science.
- The expert group of evaluators of the European Education, Audiovisual and Culture Executive Agency (EU Erasmus + Program for Youth and Sport) based in Brussels,

which is the implementing body for the Erasmus + program in the field of youth and sport.

- Cooperation with the Media Literacy Expert Group, which is part of the European Commission, DG Education and Culture. The group is an advisory body to the European Commission in Brussels in the field of media and information literacy and brings together experts in this field from individual member states.
- The International Association for Media Education (IAME) based in Brussels, which brings together experts in the field of media education and the development of media and information literacy, in The EU Observatory on the Online Platform Economy based in Brussels. The working group acts as an advisory forum to the European Commission in the field of digital platforms and their operation in the economic and social context.
- Cooperation with the Strasbourg-based European Audiovisual Observatory, which is an advisory body to the Council of Europe and researches the media environment in Europe.
- The international organization Scholars at Risk, which fights for academic freedom. and focuses on developing international cooperation on global challenges related to academic freedom and freedom of expression. The cooperation concerns the analysis and monitoring of academic freedom and freedom of expression in scientific and educational institutions around the world, educational activities and assistance to vulnerable academics living in countries with authoritarian regimes.

Establishment of educational institutions with an international dimension:

- *IMEC* - Media Literacy Center, whose main purpose is to connect all media education initiatives in the domestic and international context and to provide the professional and lay public with comprehensive and regularly updated information on this issue in one place.
- *ŠMC*- Training media center focused on the support and development of media competencies of pupils, students and teachers of primary and secondary schools, as well as parents, educators and other workers with youth or adults working in non-formal education institutions in Slovakia.
- Media Literacy Testing Centre at FMK UCM in Trnava (the centre carries out research activities focused on media education. For example, representative research entitled Media Literacy of the Adult Population in the Slovak Republic and Media Literacy of Children and Adolescents. APVV).