



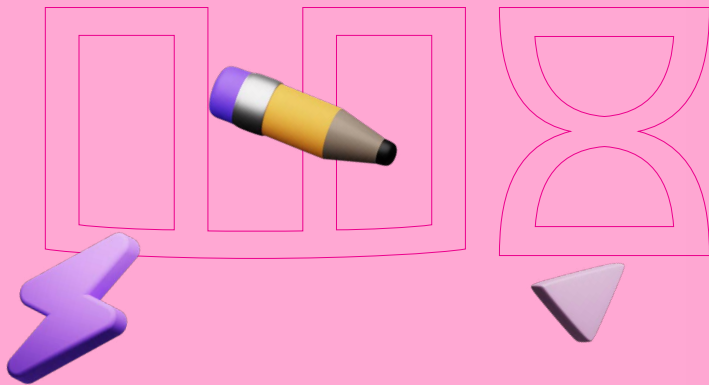
QUO VADIS 2023

<GENERATED
BY AI>

INTERNATIONAL SCIENTIFIC
CONFERENCE OF DOCTORAL
STUDENTS AND YOUNG SCIENTISTS

20 / APRIL / 2023
IN PERSON / ONLINE

ÜSİM FTK



We would like to invite you to the international scientific conference organised by the Faculty of Mass Media Communication of the University of Ss. Cyril and Methodius in Trnava called **QUO VADIS 2023 <GENERATED BY AI>, which will be held in person and virtually and is intended for postgraduates and young scientists.**

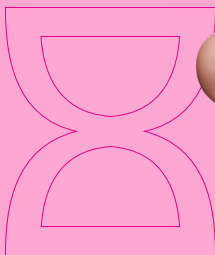
Artificial intelligence (AI) is affecting us significantly for a variety of reasons. The benefits of its existence mainly include increasing work productivity or improving the quality of life. **At the conference, you will learn about the necessity of integrating artificial intelligence into the fields of media, marketing and digital games.** Is AI an opportunity or a threat?

Doctoral students, young scientists and renowned professionals will reflect on the issue of artificial intelligence and at the same time discuss the perspectives of a human's position on the labor market,

which is facing the society-wide the society-wide expansion of artificial intelligence.

The goal of the conference is to enable young scientists, doctoral students, and professionals in the fields of marketing, media and digital games to share the acquired knowledge and practical experience and to discuss important findings as well as research results. Interpretation-based discussions will focus on current trends and challenges, especially in the context of artificial intelligence.

All accepted papers in Slovak and English will be published in the peer-reviewed conference proceedings. Papers published in English will be sent for indexing in international scientific databases. Contributions published in the Slovak language will be sent for indexing through the Google Scholar platform.



IMPORTANT DATES

7th April 2023
application submission

17th April 2023
submission of papers

20th April 2023
conference date

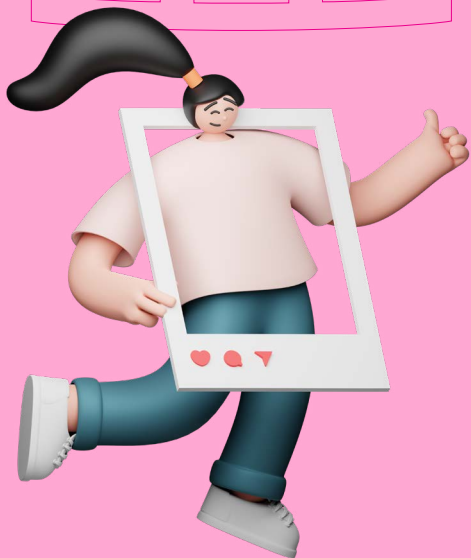
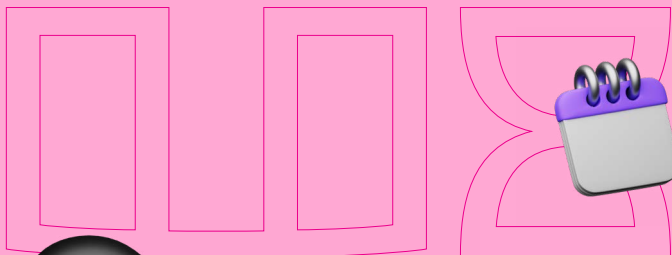
CONFERENCE FEE

30 EUR for publishing your paper in peer-reviewed conference proceedings.

The obligation to pay conference fee does not apply to keynote speakers registered in the online section of the conference.

DISCUSSION TOPICS

- Artificial intelligence and its use in media, marketing and digital games
- Current trends in media, marketing and digital games
- Media literacy – digital, consumer, advertising and information
- VR versus AR in the context of the consumer market
- Digital art
- Digital marketing
- Realities, limits and risks of contemporary journalism
- Current status and new challenges of social media
- Blurring the boundaries between reality and fiction in the media space
- Innovations and new creative practices in the field of digital games
- Diversity and community building in the digital environment
- Ethical pitfalls of using artificial intelligence in media production



SCIENTIFIC COMMITTEE

Prof. PhDr. Slavomír Gálik, PhD.
Prof. Ing. Alena Kusá, PhD.
Prof. PhDr. Hana Pravdová, PhD.
Prof. Ing. Anna Zaušková, PhD.
Assoc. Prof. PhDr. Ľudmila Čábyová, PhD.
Assoc. Prof. PhDr. Zora Hudíková, PhD.
Assoc. Prof. PhDr. Viera Kačínová, PhD.
Assoc. Prof. PhDr. Daniela Kollárová, PhD.
Assoc. Prof. PhDr. Jana Radošínská, PhD.
Assoc. Prof. Mgr. Lucia Spálová, PhD.
Assoc. Prof. PhDr. Ján Višňovský, PhD.
Assoc. Prof. Mgr. Norbert Vrabec, PhD.
PhDr. Vladimíra Hladíková, PhD., MBA
PhDr. Adam Madleňák, PhD., MBA
PhDr. Peter Murár, PhD.
Mgr. Andrej Brník, PhD.
Mgr. Dáša Franič, PhD.
Mgr. Ľuboš Greguš, PhD.
Mgr. Vladimíra Jurišová, PhD.
Mgr. Peter Krajčovič, PhD.
Mgr. Zdenko Mago, PhD.
Mgr. et Bc. Lucia Škripčová, PhD.
Mgr. Magdaléna Švecová, PhD.

VENUE OF THE CONFERENCE

Akademický klub Z0.2 / Veľká zasadačka Z0.3

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Faculty of Mass Media Communication
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REGISTRATION:



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