



Ücm

FACULTY OF MASS MEDIA COMMUNICATION



- **established in 1997**
- **considered to be most desirable faculty** among students interested in media studies
- **modern, dynamically growing and ambitious, unique institution**
- **the largest and the most complex** media school in the country

www.fmk.sk

LOCATION

FMK is located in the historic city of Trnava in western Slovakia.

- **66 000 inhabitants** (7th largest town in Slovakia)
- **often has been called “Little Rome” or “Slovak Rome”** thanks to the many churches within its city walls
- **lies close to the capital Bratislava** connected by highway
- **close to the borders** with Austria, the Czech Republic and Hungary



STUDY PROGRAMS

FMK provides education in 6 study programs related to marketing, media, digital game studies and media literacy.

- **Mass Media Communication** (bachelor, master, PhD.)
- **Marketing Communication** (bachelor, master, PhD.)
- **Applied Media Studies** (bachelor, master)
- **Media Relations** (bachelor) in English, suitable also for Erasmus+ students
- **Theory of Digital Game Studies** (bachelor, master, PhD.)
- **Media and Information Competences** (PhD.)



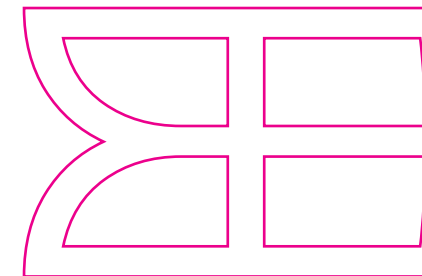
FACULTY MEDIA

FMK provides both theoretical and practical education.

- **Radio Aetter.sk**
- **Television Fmktv.sk**
- **Magazine Attelier.sk**



EXCHANGE PROGRAMS & PROJECTS



- **ERASMUS+ PROGRAM AND OTHER EXCHANGE PROGRAMS**
- **INTERNATIONAL STUDENT, TEACHER AND STAFF MOBILITY AT FOREIGN EDUCATIONAL INSTITUTIONS**

PROJECTS:

FMK also participates in various scientific projects.

- **Communication to the Prosperity of Slovakia - Ukraine border region** (COPESU)
- **Fotoroma** - Raising awareness on Roma cultural diversity and building an intercultural dialogue through photography
- **Festival of Art and Independent Games** - International events aimed at promoting the creation of independent art games
- **LoGaSET** - Location-based games as a contemporary, original, and innovative method of senior's teaching and learning

FOR PARTNERS:

FMK is open to collaborate on projects. Our areas of interest include (but are not limited to) mass media communication, marketing communication, applied media studies and digital game studies.





RESEARCH CENTER & LABORATORY

Research center MethodLab

specializes in research in marketing communication and consumer behavior.

Neuromarketing laboratory

school, which has it's own laboratory, is not a sci-fi, but reality. We welcome you and your research proposals, which we could implement together and move knowledge one step further.

SCIENTIFIC CONFERENCES

Conference Megatrends and Media

- international scientific conference
- supported by renowned media studies theorists, researchers and media professionals
- the goal: presenting and exchanging current knowledge and experience in media trends

www.fmk.sk/megatrends-and-media



CONFERENCE OUTPUTS

- Databases Web of Science, Scopus, ERIH PLUS, EBSCO

Conference

Quo Vadis Mass Media, Quo Vadis Marketing

- scientific conference of PhD. students and young researchers
- issues and new trends in mass media and marketing communication
- **the goal:** presenting and exchanging current knowledge and experience in mass media and marketing communication among PhD. students and young researchers



Conference Marketing Identity

- supported by marketing communication theorists, researchers and marketing professionals
- the goal: presenting and exchanging the current knowledge and experience in marketing communication, innovations and trends

www.fmk.sk/marketing-identity



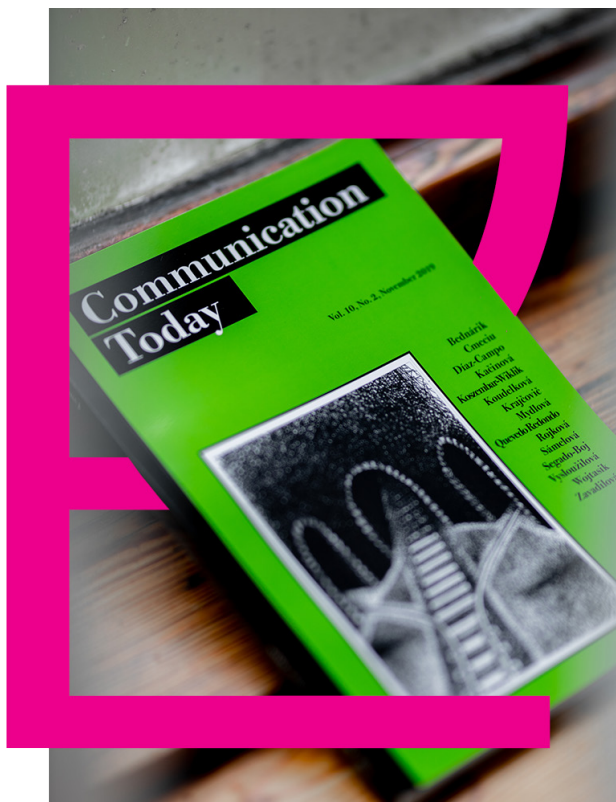
JOURNALS

Communication Today

(www.communicationtoday.sk)

A scientific mass media and marketing communication journal

- Scientific reflection of media, media competences, discourse of reality boundaries, media thinking, new media, marketing and media relations, new trends in marketing, specific types of marketing, psychology and sociology of marketing communication, marketing strategies, communication science
- **Periodicity:** twice a year
- Editorial members are members of international network European Communication Research and Education Association (ECREA)
- **Indexed in:** Web of Science, Scopus, Core Collection Cabell's Directories, CEJSH, EBSCO, ProQuest, Ulrich's Periodicals Directory, Index Copernicus and ERIH PLUS
- **Editor in chief:**
JUDr. Martin Solík, PhD.



European Journal of Media, Art and Photography

(fmk.sk/veda-a-vyskum/ejmap)

An art-scientific mass media communication journal

- theoretical and visual aspects of interconnection and interdependency of mass media platform, art communication, photography, film, literature and advertising, up-dated photo media, photo theory, advertising theory and visual theories topics in relation to picture image interpretation
- **Periodicity:** twice a year
- **Indexed in:** Web of Science, CEEOL

Media Literacy and Academic Research

(www.mlar.sk)

A scientific media and information literacy journal

- Academic reflection of media and information literacy issues, media education, critical thinking, digital media and new trends in media and communication related studies, media education in sociological, psychological, political, linguistic and technological aspects
- **Periodicity:** twice a year
- Editorial members are members of the European Communication Research and Education Association (ECREA), UNESCO-UNAOC UNITWIN Network for Media and Information Literacy, European Association for Viewers Interests (EAVI), The Slovak EU Kids Online Team and Media Literacy Expert Group
- **Indexed in:** WOS, Ulrich's Periodical Directory, CEEOL, CEJSH, Index Copernicus
- **Editor in chief: doc. Mgr. Norbert Vrabec, PhD.**

Acta Ludologica

(www.actaludologica.com)

A scientific digital games journal

- Academic reflection of media and information literacy issues, media education, critical thinking, digital media and new trends in media and communication related studies, media education in sociological, psychological, political, linguistic and technological aspects
- **Periodicity:** twice a year
- **Indexed in:** Erich Plus
- **Indexed in:** Ulrich's Periodical Directory, CEEOL, CEJSH, Index Copernicus
- **Editor in chief:** Mgr. Zdenko Mago, PhD.

Lege Artis (www.lartis.sk)

Language Yesterday, Today, Tomorrow

- Each issue contains twelve research studies
- Since May 2016, the magazine has been working with De Gruyter, a leading publisher of Open Access academic content
- **Periodicity:** twice a year
- **Indexed in:** Web of Science
- **Editor in chief:** prof. PhD. Natalya Panasenko, Dr.Sc.





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