

**CATALOG OF COURSES**  
**FACULTY OF MASS MEDIA COMMUNICATION**  
**UNIVERSITY OF SS. CYRIL AND METHODIUS IN TRNAVA**

**Study programme: Media Relations**

**Level of study: 1<sup>st</sup>, bachelor**

**Academical year: 2020/2021**

**Coordinator: Assoc. Prof. Dr. Ján Višňovský, PhD.**

**List of courses:**

winter semester

summer semester

**I. year of study:**

1. Theory of Media Communication (4 ECTS, winter semester)
2. Psychology of Media (3 ECTS, winter semester)
3. General Economics Theory (4 ECTS, summer semester)
4. History of Journalism (4 ECTS, winter semester)
5. Informatics (3 ECTS, winter semester)
6. English Language I. (4 ECTS, winter semester)
7. Marketing (3 ECTS, winter semester)
8. Mass Media Informatics (3 ECTS, summer semester)
9. Marketing Communication (4 ECTS, summer semester)
10. Socio-cultural Contexts of Communication (3 ECTS, summer semester)
11. Social Responsibility of Media (4 ECTS, summer semester)
12. English Language II. (4 ECTS, summer semester)
13. Effective Communication (2 ECTS, summer semester)

**II. year of study:**

14. Public Relations (4 ECTS, winter semester)
15. Media Relations I. (5 ECTS, winter semester)
16. Media Relations II. (5 ECTS, summer semester)
17. Media Marketing (5 ECTS, winter semester)
18. Production of Media Release I. (5 ECTS, winter semester)
19. Production of Media Release II. (5 ECTS, summer semester)
20. Electronic Media – System of Operations (4 ECTS, summer semester)
21. Creating Media Message (5 ECTS, summer semester)
22. Creative Writing I. (2 ECTS, winter semester)
23. Creative Writing II. (2 ECTS, summer semester)
24. Case Studies I. (2 ECTS, winter semester)
25. Case Studies II. (2 ECTS, summer semester)

**III. year of study**

26. Media Research I. (3 ECTS, winter semester)
27. Media Research II. (3 ECTS, summer semester)

## **I. YEAR OF STUDY**

### **Course: Theory of Media Communication**

**University:** University of SS. Cyril and Methodius in Trnava

**Faculty:** Faculty of Mass Media Communication

**Course code:** -

**Course type:** compulsory/optional

**Study degree:** I. bachelor

**Year of study:** 1<sup>st</sup>

**Semester of study (taught in):** recommended in 1<sup>st</sup> term of full-time study, winter semester

**ECTS credits:** 4

**Lecturer:** Mgr. Juliána Mináriková, PhD. [juliana.minarikova@ucm.sk](mailto:juliana.minarikova@ucm.sk)

**Course description:** After the course completion, students will have the knowledge about the bases of theory of communication, media, news media and theory of media. They will also gain the competence to understand basic terms and the skill to apply individual theoretical outcomes into the solved issue. Students will acquire an overview in the meaning of terms such as media research, audience of mass media and media as social institutions.

**Load of course:** attendance method (full-time study)

**Type and method of education:** 2 lectures a week, attendance method (full-time study)

**Prerequisites:** none

#### **Course syllabus:**

1. Media in historical development
2. Types of media
3. Communication flow
4. Basic Theories, Basic approach
5. Perspectives of Mass Media
6. Mass communication process
7. The mass audience
8. The Mass media institution, Mass culture
9. Four Models of Communication
10. Media-Society Theory

**Core texts:**

DOMINICK, J.: Dynamics of Mass Communication. Humanities & Social Sciences, 2014 ISBN978-0073526195.

FOURIE, J. P.: Media Studies: Content, audiences and production. Juna and Company, 2004.

MCQUAIL, D.: Mass Communication Theory. London : Sage, 2010. ISBN 978-1-84920-292-3.

MCQUAIL, D.: Media Performance. London : Sage, 1992.

MCQUAIL, D.: Audience analysis. London : Sage, 1997.

PETRANOVÁ, D., ČÁBYOVÁ, L.: Media Relations I. Trnava : FMK UCM in Trnava, 2011. ISBN 978-80-8105-308-6.

MCLUHAN, M.: Understanding Media: The Extensions of Man. McGrawHill New York, NY, 1964.

**Assessment:** Attendance of lectures (two absences allowed during the term), for students with an Individual study plan, attendance of 59% is required.

Final assessment consists of an oral examination (a student will choose questions and will get complementary questions), whereas areas for the examination are set up from the taught subject matter. In final assessment activity of a student during the lessons is also taken into account.

**Language of delivery:** English

## **Course: Psychology of Media**

**University:** University of SS. Cyril and Methodius in Trnava

**Faculty:** Faculty of Mass Media Communication

**Course code:** -

**Course type:** compulsory/optional

**Study degree:** I. bachelor

**Year of study:** 1<sup>st</sup>

**Semester of study (taught in):** recommended in 2<sup>nd</sup> term of full-time study, winter semester

**ECTS credits:** 3

**Lecturer:** PhDr. Oľga Škvareninová, PhD., [olga.skvareninova@ucm.sk](mailto:olga.skvareninova@ucm.sk)

**Course description:** Having completed the course successfully students should acquire deeper knowledge in psychology of media, which is necessary for their professional activities in the area of mass media, PR and marketing and for the overall development of their personalities as broadcasters. They should master psychology of a communicator, audience and issues of psychological efficiency of media functioning. They should be able to distinguish and analyze key aspects of media impact on behaviour of children, adolescents, adults, on different social and professional groups; they should be able to interpret homogenized and stereotyped media contents, to know the impact of media on creating an opinion flow and how audience perceive media content and its intermediaries. They should be able to analyze traditional topics of psychology of media, such as newscasting, mayhem, advertising, erotic, gender studies, and also new specific media genres, such as reality show, life-style TV programmes, serials and series, morning broadcasting and new (social) media. They should be also able to distinguish between socially acceptable and non-acceptable media impact on the society.

**Load of course:** attendance method (full-time study)

**Type and method of education:** 2 lectures a week, attendance method (full-time study)

**Prerequisites:** none

### **Course syllabus:**

1. Psychology of media and its content. Interaction between psychology and media. Research methods of psychology of media.
2. Practical aspects of psychology of media. Psychology of recipients. Personality of broadcaster (journalist, editor, anchorperson, commentator) in terms of psychology of media.
3. Information in media. Information sources. Manipulation techniques in mass media in terms of psychology of media.

4. Audience. Psychology and behaviour of audience. Interaction between audience and media and media contents. Audience and advertising.
5. Pro-social impact of media. Pro-social behaviour. Pro-social TV and radio programmes, print genres.
6. Presentation of men and women in media. Stereotypes at presentation of men and women. Gender studies and psychology of media. Impact of pornography and erotic.
7. Presentation of social groups in media. Stereotypes at presentation of social groups in Slovakia and abroad.
8. Media and children. Socialisation of children via media. Media and adolescents. Media impact on adolescents. Psychological aspects of Internet in lives of children and adolescents.
9. Mayhem in media. Impact of watching mayhem in media. Cognitive factors of mayhem in media. Catharsis.
10. Para-social interaction, cybernetic interaction. Fans and celebrities. Audience, media and sport.
11. Psychology of media perception. Mental models of media messages.
12. Impacts and effects of media on the psyche of recipients. Factors influencing media effects.

A component part of lectures is an educational excursion into an audio visual medium.

**Core texts:**

MCQUAIL, D.: Mass Communication Theory. London : Sage, 2010, 621 p. ISBN 978-1-84920-292-3.

PETRANOVÁ, D., ČÁBYOVÁ, Ľ.: Media Relations I. Trnava : FMK UCM in Trnava, 2011. ISBN 978-80-8105-308-6.

Journal of Media Psychology: Theories, Methods, and Applications. Hofrege Publishing. Available at: <http://www.hogrefe.com/periodicals/journal-of-media-psychology/>

GILES, David: Media Psychology. London : Lawrence Erlbaum Associates 2003. 336 p.

SOLÍK, Martin: Media Psychology. In: Media Relations I. Eds. Dana PETRANOVÁ & Ľudmila ČÁBYOVÁ. Trnava : Faculty of Mass media Communication UCM 2011.

Journal of Media Psychology: Theories, Methods, and Applications. Hofrege Publishing. On: <http://www.hogrefe.com/periodicals/journal-of-media-psychology/>

REEVES, Byron – ANDERSON, Daniel. R.: Media Studies and Psychology. In: Communication Research, Vol. 16, No. 5, 1991, 597-600.

**Assessment:** Every week students will attend interactive lectures, in which they are allowed to participate; during the exam period they will pass a final written examination. Students who will get less than 19 points out of a 39-point-written exam will be classified with FX. Besides the results of a written examination, the total assessment also includes an active participation in lectures and extracurricular activities (each activity max. 1 point depending on the quality, creativity, appropriateness and efficiency of applied communication and presentation techniques).

To complete the course successfully, regular attendance of lectures is required, max. two absences are allowed (i.e. max. four lessons). In case of an individual study plan at least 50% attendance of lectures i.e. required (Study regulations of UCM, § 13).

Final assessment scale

100 % - 94% = A, 93% - 87% = B, 86% - 80% = C, 79% - 73% = D, 72% - 66% = E, 65% - 0 % = FX.

**Language of delivery:** English

## **Course: General Economic Theory**

**University:** University of SS. Cyril and Methodius in Trnava

**Faculty:** Faculty of Mass Media Communication

**Course code:** -

**Course type:** compulsory/optional

**Study degree:** I. bachelor

**Year of study:** 1<sup>st</sup>

**Semester of study (taught in):** recommended in 1<sup>st</sup> term of full-time study, summer semester

**ECTS credits:** 4

**Lecturer:** Ing. Tomáš Fašiang, PhD., [tomas.fasiang@ucm.sk](mailto:tomas.fasiang@ucm.sk)

**Course description:** The aim of the course for the students is to widen the basic knowledge in the field of economic theory and economic practice. Increased attention is paid to a more exact definition of basic terms and categories of economic science, market and market mechanism, market of production factors, monetary market, selected aggregate quantities in macro-economic theory as well as mastering the issue of economic policy, international economic cooperation and entrepreneurship in conditions of Slovakia.

**Load of course:** attendance method (full-time study)

**Type and method of education:** 2 lectures a week, attendance method (full-time study)

**Prerequisites:** none

**Course syllabus:**

1. Content and methodology of economic theory
2. Development to economic thinking
3. Basic terms of economic organization
4. Formation of market and market mechanism
5. Market of production factors
6. Aggregate quantities in macro-economic practice
7. Measurement of economic efficiency
8. Economic policy of state
9. Money and monetary market
10. International economic integration
11. Entrepreneurship and its forms

**Core texts:**

CAMBELL, J.; LO, A. AND MACKINLAY, C.: The Econometrics of Financial Markets. New Jersey : Princeton University Press, 2007

FISCHER, S. – DORNBUSCH, R. – SCHMALENSSE, R.: Economics - 2nd ed. New York: McGraw – Hill 1988, 813 p., ISBN 0-07-017781-3.

HARDWICK, P. - KHAN, B. – LANGMEAD, J.: An introduction to modern economics. New York: Longman 1990, 553 p., ISBN 0-582-04095-7.



MILLS, T.C.: The Econometric Modelling of Financial Time Series. 2nd Ed. Cambridge: Cambridge University Press, 1999

**Assessment:**

- continuous assessment: elaboration of a practical assignment (30 points)
- final assessment: written examination (70 points)

Points obtained from continuous assessment will be counted to the points obtained from written examination. To successfully complete the course, students have to get 50% from written examination and in total count at least 60% including continuous assessment.

**Final assessment scale:** 100%-93%=A; 92%-85%=B; 84%-76%=C; 75%-68%=D; 67%-60%=E; less than 60%=FX.

Successful completion of the course is also conditioned by regular attendance of lectures, max. 3 absences are allowed (i.e. 6 lessons). In case of an individual study plan, attendance of at least 50% is necessary (See Study regulations UCM, § 13). Besides the above mentioned conditions, students with individual study plans have to submit a seminar work on a set topic at the end of the term. In case of not attending more than half of lectures, it is not possible to complete the course.

**Language of delivery:** English

## Course: History of Journalism

**University:** University of SS. Cyril and Methodius in Trnava

**Faculty:** Faculty of Mass Media Communication

**Course code:** -

**Course type:** compulsory/optional

**Study degree:** I. bachelor

**Year of study:** 1<sup>st</sup>

**Semester of study (taught in):** recommended in 1<sup>st</sup> term of full-time study, winter semester

**ECTS credits:** 4

**Lecturer:** doc. PhDr. Ján Višňovský, PhD., [jan.visnovsky@ucm.sk](mailto:jan.visnovsky@ucm.sk)

**Course description:** The aim of the course is to provide the history of journalism (and newspapers as their products) in the world from the ancient times until present times, whereas the core of the course lies in its development in Great Britain and the USA, mainly from in the last third of the 19th century, when the new structure of newspaper industry started to be built. The knowledge of the subject should lead to the knowledge of sources of newspaper experience and therefore it is an inevitable part of general education of a broadcaster. It belongs to outcome courses of study of newspaper theory and practice. It is built on appropriate notions from the general history.

**Load of course:** attendance method (full-time study)

**Type and method of education:** 2 lectures a week, attendance method (full-time study)

**Prerequisites:** none

**Course syllabus:**

1. Social, technical and economic assumptions of newspapers' origin.
2. Their predecessors (newsletters).
3. Origin of first newspaper at the beginning of the 17th century.
4. Characteristic features of newspapers before civil revolutions and after them.
5. Building typology of newspapers: daily, morning paper, evening paper, Sunday paper.
6. Legislative assumptions of development of the press; fight for its freedom. Legislative and economic ways of limiting press freedom.
7. Areopagitica of John Milton as the most famous defence of freedom of the press in its whole history.
8. Era of great editor-in-chief personalities.
9. Re-evaluation of the role of advertisement in business with the press. Newspapers as big business.
10. Origin and development of mass press and onset of press monopolies.
11. Attempts to limit monopolization and conglomeration in newspaper business.
12. Current structure of newspapers in the world.
13. Summary of results of history of world journalism.

**Core texts:**

MOTT, Frank Luther. American Journalism. A History: 1690 1960. Third Edition. New York: The Macmillan Company 1968.

WILIAMS, Kevin. Get me a Murder a Day. A History of Media and Communication in Britain. Second Edition. London – New York: Bloomsbury Academic, 2010. ISBN 978 – 0 340 – 983256.

FRIEDLANDER, E. J., LEE, J.D.: Feature writing for newspapers and magazines. Boston: Allyn & Bacon, 2008. ISBN 978-0-205-48466-9, p. 334

**Assessment:**

1. Required attendance of lectures (max. 2 absences are allowed, thus 4 lessons). In case of an individual study plan, 60% attendance of lectures is necessary (See Study regulations of UCM, § 13). In case of not attending more than half of lectures, it is not possible to complete the course.
2. Submitting of seminar works until the end of November, however it is not obligatory. Each student whose work is accepted by the lecturer will get better points in the final evaluation than their results in the test. Exceptionally, thus if the work is better than „A“, the lecturer may award this grade without the final test. Seminar work can be written in Slovak (max. range of 10 normalized pages) or in English (at least 6 pages).
3. Successfully passed final test.

**Language of delivery:** English

## Course: Informatics

**University:** University of SS. Cyril and Methodius in Trnava

**Faculty:** Faculty of Mass Media Communication

**Course code:** -

**Course type:** compulsory/optional

**Study degree:** I. bachelor

**Year of study:** 1<sup>st</sup>

**Semester of study (taught in):** recommended in 1<sup>st</sup> term of full-time study, winter semester

**ECTS credits:** 3

**Lecturers:** doc. Ing. Andrej Trnka, PhD., [andrej.trnka@ucm.sk](mailto:andrej.trnka@ucm.sk), Ing. Róbert Halenár, PhD. [robert.halenar@ucm.sk](mailto:robert.halenar@ucm.sk)

**Course description:** The course Informatics is focused on acquisition of basic skills with digital adjustment of a computer picture. The students get gradually acquainted with basic production and adjustment of bitmap graphics in the programme Adobe Photoshop. The result is knowledge usable at adjustment of digital pictures and production of collages. Students can use obtained skills as a basis for advanced work in graphic environment.

**Load of course:** attendance method (full-time study)

**Type and method of education:** 2 lectures a week, attendance method (full-time study)

**Prerequisites:** none

### Course syllabus:

1. Adobe Photoshop
2. Adobe Bridge – basic functions
3. Basic adjustment of photographs
4. Basic work with choices
5. Basic work with layers
6. Correction of photographs
7. Masks
8. Channels
9. Text
10. Vector drawing
11. Advanced work with layers
12. Summary of knowledge

### Core texts:

MCLUHAN, M.: Understanding Media: The Extensions of Man, McGrawHill New York, NY, 1964

LEVENE, M.: An Introduction to Search Engines and Web Navigation. Pearson Education, 2005. 392p. ISBN 0321306775.

Online public relations / David PHILLIPS ; [from English original translated by Tomáš Juppa]. Praha: Grada, 2003. 215 p. ISBN 8024703688.

The Facebook Era : Tapping Online Social Networks to Market, Sell, and Innovate / Clara Shih. 2nd ed. Boston : Prentice Hall, 2010. ISBN 9780137085125.

Photoshop CC tutorials from novice to expert

<https://helpx.adobe.com/photoshop/tutorials.html>

**Assessment:** - continuous assessment: active participation in seminars, elaboration of an assignment

- final assessment: practical test of knowledge

In order to successfully complete the course, a student has to get at least 60% points from the practical test of knowledge.

Total assessment of students' results

100 % - 94% points = A, 93% - 87% points = B, 86% - 80% points = C, 79% - 73% points = D, 72% - 66% points = E, 65% - 0 % points = FX

**Language of delivery:** English

## Course: English Language I.

**University:** University of SS. Cyril and Methodius in Trnava

**Faculty:** Faculty of Mass Media Communication

**Course code:** -

**Course type:** compulsory/optional

**Study degree:** I. bachelor

**Year of study:** 1<sup>st</sup>

**Semester of study (taught in):** recommended in 1<sup>st</sup> term of full-time study, winter semester

**ECTS credits:** 4

**Lecturer:** Mgr. Denisa Kralovicová, PhD. [denisa.kralovicova@ucm.sk](mailto:denisa.kralovicova@ucm.sk)

**Course description:** The aim of the course is active improvement of all four linguistic skills (reading, writing, listening and speaking) and linguistic competences. Students will systematically work with the textbook Face2Face Advanced, which is currently one of the most widely used textbooks in teaching English as a foreign language. The structure of curriculum follows the fields of morphology, syntax, lexicology and phonetics and it will guarantee continual development of the above mentioned skills. After completing the course, students will be able to express themselves on the topics done during the given term, whereas they will constantly acquire new vocabulary. During the English language lessons, the lecturer also works with complementary materials – texts with specialized vocabulary. The emphasis is put on communicative approach.

**Load of course:** attendance method (full-time study)

**Type and method of education:** 2 lectures a week, attendance method (full-time study)

**Prerequisites:** none

### Course syllabus:

1. Introduction, overview and repetition of grammar tenses in English
2. Topic: How to make a good impression, vocabulary, colloquial expressions
3. Topic: extraordinary people, extraordinary places, vocabulary, adjectives
4. Grammar exercises, work with workbook, listening exercises
5. Topic: How to be self-confident, Healthy life-style, polite phrases in English
6. Grammar - cleft sentences: what and it clauses, preposition clauses, phrases
7. Topic: Society and media, cities and technologies
8. Topic: Sensations in the press, persuasive techniques in communication
9. Topic: World of popular personalities and popularity, creating words with prefixes
10. Grammar – subordinate relative clauses, adverbs
11. Topic: Young and successful, verb patterns, vocabulary, reading with comprehension. Final revising, discussions on selected topics.

**Core texts:**

FRIEDLANDER, E. J., LEE, J.D.: Feature writing for newspapers and magazines. Boston: Allyn & Bacon, 2008. ISBN 978-0-205-48466-9, p. 334

HAIŠ, K.: Anglická gramatika, Bratislava: SPN, 2009. ISBN 978-80-10-01781-2, s. 493

NEL, F.: Writing for the media. USA: OUP, 2006. ISBN 0-19-578414-6, s. 414

PETRANOVÁ, D., ČÁBYOVÁ, Ľ., (eds.): Media Relations I. Trnava: FMK UCM in Trnave, 2011. ISBN 978-80-8105-308-6.

FARRALL, C., LINDSLEY, M.: Professional English in Use. Cambridge: CUP, 2008. ISBN 978-0-521-70269-0.

**Assessment:** The course English language I is completed by continuous assessment based on a written test (min. 60% successfulness) at the end of winter term and by active participation in lessons (max. 2 excused absences).

To successfully complete the course, students have to obtain at least 60% of points (totally 60 points from 100 points).

Final assessment scale 100 – 93 =A; 92 - 85 =B; 84 – 76 =C; 75 – 68 =D; 67 - 60 =E; 59 and less = FX.

Successful completion of the course is also conditioned by regular attendance of lessons, max. two absences are allowed (i.e. 4 lessons). In case of individual study plan, lectures attendance of at least 50% is necessary (See Study regulations of UCM, § 13). A student with the individual study plan has to – besides the above mentioned conditions for completing the course – submit extra seminar work on a set topic at the end of the term. In case of not attending more than half of lessons, it is not possible to complete the course.

**Language of delivery:** English

## Course: Marketing

**University:** University of SS. Cyril and Methodius in Trnava

**Faculty:** Faculty of Mass Media Communication

**Course code:** -

**Course type:** compulsory/optional

**Study degree:** I. bachelor

**Year of study:** 1<sup>st</sup>

**Semester of study (taught in):** recommended in 1<sup>st</sup> term of full-time study, winter semester

**ECTS credits:** 3

**Lecturer:** Mgr. Peter Krajčovič, PhD., [peter.krajcovic@ucm.sk](mailto:peter.krajcovic@ucm.sk)

**Course description:** The aim of the course is to get students acquainted with the issue of marketing. Emphasis is put on practical approach to the course, thus introduction of individual topics by means of case studies. The theory is thus explained using topical issues from the practice. During seminars the emphasis is put on understanding the issue by students by means of their own work with examples from the practice. The aim is to provide students with theoretical notions necessary to identify marketing factors and tools. Furthermore, the aim is to widen their notions from marketing in such a way as to be able to unit theory with the problems from practice and to point out practical approaches to marketing.

**Load of course:** attendance method (full-time study)

**Type and method of education:** 2 lectures a week, attendance method (full-time study)

**Prerequisites:** none

### Course syllabus:

1. Basic terms and definitions – marketing, need, desire, demand, product, exchange, transaction, market
  2. Marketing management – concepts and functions
  3. Marketing environment – micro and macro environments
  4. Marketing information system – characteristics, structure
  5. Marketing process – segmentation, targeting, positioning
  6. Marketing mix – 4 Ps and 4 Cs
  7. Marketing communication – tools of marketing communication
  8. Branding – brand, brand values, branding, rebranding
  9. Consumer behaviour – consumer market, B2B market, market of middlemen, leading market
- CRM – customer relationships management



**Core texts:**

ARMSTRONG, G. – KOTLER, P. Marketing : an introduction. 10<sup>th</sup> ed. Boston : Pearson Prentice Hall, 2011. 644 p. ISBN 978-0-13-509486-0.

KOTLER, P. et al.: Marketing Management. Essex (England) : Pearson Education, 2009. 889 p. ISBN 978-0-273-71856-7.

MATÚŠ, J.: III. MARKETING. IN: PETRANOVÁ, D. – ČÁBYOVÁ, Ľ.: Media relations I. 1<sup>st</sup> ed. Trnava : Fakulta masmediálnej komunikácie UCM v Trnave, 2011. 490 p. ISBN 978-80-8105-308-6.

BAKER, M. J. – HART, S.: The marketing book. 6<sup>th</sup> ed. Oxford : Butterworth-Heinemann, 2008. 644 p. ISBN 978-0-7506-8566-5.

BUTTLE, F.: Customer Relationship Management : Concepts and Tools. Burlington (Massachusetts, USA) : Elsevier Butterworth-Heinemann, 2004. 384 p. ISBN 0-7506-5502-X.

IVANOVIC, A. – COLLIN, P. H.: Dictionary of marketing. 3<sup>rd</sup> ed. London : Bloomsbury, 2003. 289 p. ISBN 0-7475-6621-6.

KERIN, R. A. – PETERSON, R. A.: Strategic Marketing Problems : Cases and Comments. 12<sup>th</sup> ed. Boston : Pearson Prentice Hall, 2010. 708 p. ISBN 978-0-13-246549-6.

MARTIN, D. – SCHOUTEN, J.: Sustainable Marketing. Boston : Prentice Hall, 2012. 247 p. ISBN 978-0-13-611707-0.

SCOTT, D.M.: The New Rules of Marketing and PR. John Wiley & Sons, 2010. 320 s. ISBN: 9780470547816.

**Assessment:**

- continuous assessment: presentation 30 %
- final assessment: oral examination 50 %
- attendance: 10 %
- activities: 10 %

**Final assessment scale** 100 – 95 =A; 94 - 87 =B; 86 – 77 =C; 76 – 68 =D; 67 - 60 =E; 59 and less = FX.

Successful completion of the course is also conditioned by regular attendance of lessons; students must attend at least half of taught lessons. In case of an individual study plan, lectures attendance of at least 50 % is necessary (See Study regulations of UCM, § 13). Furthermore, students have to get at least two points for activities in order to be admitted to the oral examination.

**Language of delivery:** English

## **Course: Mass Media Informatics**

**University:** University of SS. Cyril and Methodius in Trnava

**Faculty:** Faculty of Mass Media Communication

**Course code:** -

**Course type:** compulsory/optional

**Study degree:** I. bachelor

**Year of study:** 1<sup>st</sup>

**Semester of study (taught in):** recommended in 2<sup>nd</sup> term of full-time study, summer semester

**ECTS credits:** 3

**Lecturers:** Ing. Róbert Halenár, PhD. [robert.halenar@ucm.sk](mailto:robert.halenar@ucm.sk), doc. Ing. Andrej Trnka, PhD. [andrej.trnka@ucm.sk](mailto:andrej.trnka@ucm.sk)

**Course description:** The course Mass media informatics follows the course Informatics and it is focused on acquiring advanced skills with digital adjustment of a computer picture. Students gradually get acquainted with the work with layers, masks and channels. All these skills are used to create a complex media content (cover of a magazine, postcard...).

**Load of course:** attendance method (full-time study)

**Type and method of education:** 2 lectures a week, attendance method (full-time study)

**Prerequisites:** none

### **Course syllabus:**

1. Basic work with layers
  2. Correction of photographs
  3. Masks
  4. Selection by means of a mask
  5. Channels
  6. Selection by means of a channel
  7. Text
  8. Production of media content
  9. Vector drawing
  10. Advanced work with layers
- Production of multiple-layer collages

### **Core texts:**

BARR, Chris. The Yahoo! style guide: the ultimate sourcebook for writing, editing, and creating content for the digital world. 1st ed. New York: Yahoo!/St. Martin's Griffin, c2010. ISBN 978-031-2569-846.

The Facebook Era : Tapping Online Social Networks to Market, Sell, and Innovate / Clara Shih. 2nded. Boston : Prentice Hall, 2010.

Photoshop CC tutorials from novice to expert  
<https://helpx.adobe.com/photoshop/tutorials.html>

**Assessment:**

- continuous assessment: active participation in seminars, elaboration of an assignment

- final assessment: practical test of knowledge

To complete the course successfully, students have to get at least 60% of points from the practical test.

Final assessment scale:

100 % - 94% of points = A, 93% - 87% of points = B, 86% - 80% of points = C, 79% - 73% of points = D, 72% - 66% of points = E, 65% - 0 % of points = FX

**Language of delivery:** English

## **Course: Marketing Communication**

**University:** University of SS. Cyril and Methodius in Trnava

**Faculty:** Faculty of Mass Media Communication

**Course code:** -

**Course type:** compulsory/optional

**Study degree:** I. bachelor

**Year of study:** 1<sup>st</sup>

**Semester of study (taught in):** recommended in 2<sup>nd</sup> term of full-time study, summer semester

**ECTS credits:** 4

**Lecturer:** Mgr. Peter Krajčovič, PhD., [peter.krajcovic@ucm.sk](mailto:peter.krajcovic@ucm.sk)

**Course description:** After the course completion the student has knowledge about the basic tools of marketing communication and is able to use them practically.

**Type and method of education:** 2 lectures a week, attendance method (full-time study)

**Prerequisites:** none

**Course syllabus:**

1. Basis and process of marketing communication. Communication mix.
  2. Effective communication. Principles, division, tools.
  3. Defining target groups of marketing communication.
  4. Advertising – goals, process and budget. Tools. Assessing the efficiency of advertising.
  5. Sales promotion. Goals and tools.
  6. Case study Real California Cheese. Application of integrated marketing communication.
  7. Assessment of case study solutions. Discussion.
  8. PR – goals and tools.
  9. Personal selling – goals and tools.
  10. Pull a push strategies.
  11. Direct marketing – goals and tools.
- Joint discussion on sponsorship as a tool of marketing communication

**Core texts:**

1. PETRANOVÁ, D – ČÁBYOVÁ, Ľ.: Media Relations 1. FMK UCM Trnava, 2011. 487 s. ISBN 978-80-8105-308-6.
2. CAPON, N. – CAPON, R. – MACHULBERT, J.: Managing Marketing in 21st Century. Wessex, Bronxwill, New York, 2009. 592 s. ISBN 978-0-979344-4-1.
3. ARMSTRONG, G. – KOTLER, P. Marketing : an introduction. 10<sup>th</sup> ed. Boston : Pearson Prentice Hall, 2011. 644 p. ISBN 978-0-13-509486-0.
4. MATÚŠ, J.: III. Marketing. In: PETRANOVÁ, D. – ČÁBYOVÁ, Ľ.: Media relations I. 1<sup>st</sup> ed. Trnava : Fakulta masmediálnej komunikácie UCM v Trnave, 2011. 490 p. ISBN 978-80-8105-308-6.

5. SCOTT, D. M.: The New Rules of Marketing and PR. John Wiley & Sons, 2010. 320 s. ISBN: 9780470547816.

**Assessment:**

During their study the students work on a topic – a case study focused on selected aspects of integrated marketing communication. They pass a final written examination during the exam period.

Students can get 100 points for the above mentioned case study (i.e.20%) and 100 points for written examination (i.e. 80%).

Besides the results of a case study and written examination the lecturer can take into consideration also the active participation (discussion on relevant topics) in the course.

**Final assessment scale**

100 % - 92% = A, 91,9% - 83% = B, 82,9% - 74% = C, 73,9% - 65% = D, 64,9% - 56% =E, 55,9% - 0 % = FX

**Language of delivery:** English

## Course: Socio-cultural Contexts of Communication

**University:** University of SS. Cyril and Methodius in Trnava

**Faculty:** Faculty of Mass Media Communication

**Course code:** -

**Course type:** compulsory/optional

**Study degree:** I. bachelor

**Year of study:** 1<sup>st</sup>

**Semester of study (taught in):** recommended in 2<sup>nd</sup> term of full-time study, summer semester

**ECTS credits:** 4

**Lecturer:** PhDr. Oľga Škvareninová, PhD. [olga.skvareninova@ucm.sk](mailto:olga.skvareninova@ucm.sk)

**Course description:** Having completed the course successfully a student should acquire deeper knowledge and skills in communication run in various socio-cultural contexts which are necessary for his professional activities in the area of mass media, PR and marketing and for the overall development of his personality as a media employee. He has the knowledge of social categories, functions and basic division of culture, socio-cultural traditions and values. He should be aware of the motives causing people living in various social contexts and cultures think and communicate differently. He should acquire the socio-cultural awareness of members of various social groups and countries he will meet professionally. He should be able to communicate professionally with various types of partners, in various communicative situations and in various countries and cultures.

**Type and method of education:** 2 lectures a week, attendance method (full-time study)

**Prerequisites:** none

**Course syllabus:**

1. Social psychology. Social categories. Social group and its structure. Attitudes and prejudices.
2. Culture. Functions of culture. Basic division of culture.
3. Sociology of culture. Socio-cultural traditions and values. Cultural studies.
4. Communicative situations and their socio-cultural contexts and contexts seen by mass media.
5. Communication partner in various socio-cultural contexts of communication. .
6. Intercultural communication competence. Western and Eastern cultures and communication.
7. Socio-cultural contexts of communication of high contact – based on the examples of verbal and nonverbal communication of people (inhabitants), PR managers and media workers in selected European countries.
8. Socio-cultural context of communication of low contact - based on the examples of verbal and nonverbal communication of people (inhabitants), PR managers and media workers in selected European countries.

9. Socio-cultural contexts of information oriented communication – based on the examples of verbal and nonverbal communication of people (inhabitants), PR managers and media workers in selected Asian countries.
10. Socio-cultural contexts of socially oriented communication - based on the examples of verbal and nonverbal communication of people (inhabitants), PR managers and media workers in selected Asian countries.
11. Modification of communication and its socio-cultural contexts in the era of Internet and mobile telephones. Intercultural adaptation.
12. Socio-cultural contexts of on-line and „face-to-face“ communication.

**Core texts:**

- BUCKINGHAM, D. 2003. Media Education: Literacy, Learning and Contemporary Culture. Cambridge : Polity Press, 2003. 216 p. ISBN 0-7456-2830-3.
- GUDYKUNST, W. B. 2003. Cross-Cultural and Intercultural Communication. California : Sage Publications, 2003. 312 p. ISBN 0-7619-2900-2.
- McQUIL, D.: Media performance, London : SAGE, 1992
- VALENTOVIČOVÁ, D. 2011. Social-cultural contexts of communication. In: Media Relations I. Eds. Dana Petranová & Ľudmila Čábyová. Trnava : Faculty of Mass Media Communication UCM 2011, p. 184-206. ISBN 978-80-8105-308-6.

**Assessment:**

Students will attend interactive lectures every week. They have the possibility to interact. They have to pass a written examination during the exam period. Students who get less than 20 points out of a 40-point-written exam will be classified with FX. Besides the results of a written examination, the total assessment includes also the active participation in lectures and extracurricular activities (each activity max. 1 point depending on the quality, creativity, appropriateness and efficiency of applied communication and presentation techniques).

To complete the course successfully a regular attendance of lectures is required, max. 2 absences are allowed (i.e. max. 4 lessons). In case of an individual study plan at least 50% attendance in lectures is required (Študijný poriadok UCM, § 13).

**Final assessment scale**

100 % - 94% = A, 93% - 87%= B, 86% - 80% = C, 79% - 73% D, 72% - 66% = E, 65% - 0 % = FX

**Language of delivery:** English

## **Course: Social Responsibility of Media**

**University:** University of SS. Cyril and Methodius in Trnava

**Faculty:** Faculty of Mass Media Communication

**Course code:** -

**Course type:** compulsory/optional

**Study degree:** I. bachelor

**Year of study:** 1<sup>st</sup>

**Semester of study (taught in):** recommended in 2<sup>nd</sup> term of full-time study, summer semester

**ECTS credits:** 4

**Lecturer:** Mgr. Juliána Mináriková, PhD. [juliana.minarikova@ucm.sk](mailto:juliana.minarikova@ucm.sk)

**Course description:** After the course completion a student has knowledge about the basic outcomes of social responsibility of media and is able to apply the acquired information in practice. The course is theoretical and it emphasizes the position of an individual in production, broadcasting and receiving of media contents with regard to specific forms, means of expression in communication and effects. The course stresses the importance of social responsibility of media in current media system.

**Type and method of education:** 2 lectures a week, attendance method (full-time study)

**Prerequisites:** none

**Course syllabus:**

1. Introduction
2. Basic theoretical outcomes and concepts
3. Consumer culture/mass culture
4. Audience
5. Effects
6. Normative theories of media
7. Social responsibility of media
8. Tool of regulation

**Core texts:**

MCQUAIL, D.: Mass communication theory. London : Sage, 2010, 632 p. ISBN 978-1-84920-291-6.

PETRANOVÁ, D., ČÁBYOVÁ, L.: Media relations 1. Trnava : FMK UCM in Trnava, 2011, 490 p. ISBN 978-80-8105-308-6.

BECKER, E.: Mastering Communication at Work: How to Lead, Manage, and Influence. McGraw-Hill, 2009. 240 p. ISBN-13: 978-0071625029.

BOLTON, R.: People Skills: How to Assert Yourself, Listen to Others, and Resolve Conflicts. Touchstone, 1986. 324 p. ISBN-13: 978-0671630480.

FLEMING, C.: It's the Way You Say It: Becoming Articulate, Well-spoken, and Clear. Berrett-Koehler Publishers, 2013. 240 p. ISBN-13: 978-1609947439.



MAXWELL, J.: Everyone Communicates, Few Connect: What the Most Effective People Do Differently. Thomas Nelson, 2010. 272 p. ISBN-13: 978-0785214250.

**Assessment:**

Participation in lectures (max. 2 absences during the term are allowed), 50% participation is required of students with individual study plan.

The final assessment consists of an oral examination (student draws a question and is given complementary questions). Questions refer to the curriculum taught during the term. The final assessment includes also student's activity during lectures.

**Language of delivery:** English

## **Course: English Language II.**

**University:** University of SS. Cyril and Methodius in Trnava

**Faculty:** Faculty of Mass Media Communication

**Course code:** -

**Course type:** compulsory/optional

**Study degree:** I. bachelor

**Year of study:** 1<sup>st</sup>

**Semester of study (taught in):** recommended in 2<sup>nd</sup> term of full-time study, summer semester

**ECTS credits:** 4

**Lecturer:** Mgr. Denisa Kraľovičová, PhD. [denisa.kralovicova@ucm.sk](mailto:denisa.kralovicova@ucm.sk)

**Course description:** The goal of the course is to actively improve all four language skills (reading, writing, speaking and listening) and linguistic competencies. Students work systematically with Face2Face Advanced course book, which is nowadays one of the most frequently used course books in foreign language teaching. During summer term students continue in language learning and broaden the topics from winter term. The material taught includes morphology, syntax, lexicology and phonetics and as such it guarantees a continuous development of all language skills. Students are able to communicate on selected topics, they acquire new vocabulary. Complementary material in teaching English as foreign language are also used – texts with professional vocabulary, workbooks, etc. Lessons are designed with the emphasis on communicative approach.

**Type and method of education:** 2 lectures a week, attendance method (full-time study)

**Prerequisites:** none

**Course syllabus:**

1. Introduction, topics overview, revision from winter term.
  2. Topic: Self-confidence, adjectives describing character, introductory it.
  3. Topic: Health and happiness. Phrasal verbs, sentence inversion.
  4. Topic: Politeness in various situations. Euphemisms.
  5. Topic: Reality and media. Presumptions, making deductions. Future.
  6. Topic: Science and technology. Discoveries that changed the worlds.
  7. Practice: listening and reading comprehension.
  8. Work with complementary materials, discussion, and new vocabulary.
  9. Topic: Learning and education. Reading comprehension, discussion.
  10. Conversation strategies, pair and group work.
  11. Language in advertising, persuading, terminology.
- Role plays, discussions, final revision.

**Core texts:**

1. FRIEDLANDER, E. J., LEE, J.D.: Feature writing for newspapers and magazines. Boston: Allyn & Bacon, 2008. ISBN 978-0-205-48466-9, p. 334

2. H AIS, K.: Anglická gramatika. Bratislava: SPN, 2009. ISBN 978-80-10-01781-2, p. 493
3. NEL, F.: Writing for the media. USA: OUP, 2006. ISBN 0-19-578414-6, p. 414
4. PETRANOVÁ, D., ČÁBYOVÁ, Ľ., (eds.): Media Relations I. Trnava: FMK UCM in Trnava, 2011. ISBN 978-80-8105-308-6, p. 490
5. FARRALL, C., LINDSLEY, M.: Professional English in Use. Cambridge: CUP, 2008. ISBN 978-0-521-70269-0, p. 144

**Assessment:**

The course English language II is in summer term completed by a continuous assessment based on a written test (min. 60% success rate) and active participation in the course (max. 2 absences are allowed) To complete the course successfully a student has to achieve at least 60% in total.

**Final assessment:** 100 – 93 =A; 92 - 85 =B; 84 – 76 =C; 75 – 68 =D; 67 - 60 =E; 59 and less = FX.

A successful course completion is conditioned also by regular course attendance, max. 2 absences are tolerated (i.e. max. 4 lessons). In case of an individual study plan at least 50% attendance of lectures is required (see Študijný poriadok UCM, § 13). Besides the above mentioned, a student with individual study plan has to submit a seminary work on a given topic by the end of a term. Student will not be allowed to complete the course in case he does not keep the limit of 50% attendance.

**Language of delivery:** English

## **II. year of study**

### **Course: Public Relations**

**University:** University of SS. Cyril and Methodius in Trnava

**Faculty:** Faculty of Mass Media Communication

**Course code:** -

**Course type:** compulsory/optional

**Study degree:** I. bachelor

**Year of study:** 2<sup>nd</sup>

**Semester of study (taught in):** recommended in 3<sup>rd</sup> term of full-time study, winter semester

**ECTS credits:** 4

**Lecturer:** Mgr. Dáša Franić, PhD. [dasa.franic@ucm.sk](mailto:dasa.franic@ucm.sk)

**Course description:** During lectures a student is provided with deeper knowledge of public relations with the emphasis on combination of theory and practice, presentation of specific case studies in the area of PR and mainly the ability to perform practically the positions of PR and public affairs manager in various branches of national economy.

**Type and method of education:** 2 lectures a week, attendance method (full-time study)

**Prerequisites:** none

#### **Course syllabus:**

1. Introduction
2. Communication and its role in PR
3. Ethics and Law
4. Work with suppliers
5. Work with publishers
6. Crisis communication
7. Work with media
8. Planning and programming
9. Communication assessment
10. Summary

#### **Core texts:**

ARMSTRONG, G. – Kotler, P. Marketing : an introduction. 10<sup>th</sup> ed. Boston : Pearson Prentice Hall, 2011. 644 p. ISBN 978-0-13-509486-0.

MATÚŠ, J.: III. Marketing. In: PETRANOVÁ, D. – ČÁBYOVÁ, L.: Media relations I. 1<sup>st</sup> ed. Trnava : Fakulta masmediálnej komunikácie UCM v Trnave, 2011. 490 p. ISBN 978-80-8105-308-6.

BAKER, M. J. – HART, S.: The marketing book. 6<sup>th</sup> ed. Oxford : Butterworth-Heinemann, 2008. 644 p. ISBN 978-0-7506-8566-5.

IVANOVIC, A. – COLLIN, P. H.: Dictionary of marketing. 3<sup>rd</sup> ed. London : Bloomsbury, 2003. 289 p. ISBN 0-7475-6621-6.

KERIN, R. A. – PETERSON, R. A.: Strategic Marketing Problems : Cases and Comments. 12<sup>th</sup> ed. Boston : Pearson Prentice Hall, 2010. 708 p. ISBN 978-0-13-246549-6.

MARTIN, D. – SCHOUTEN, J.: Sustainable Marketing. Boston : Prentice Hall, 2012. 247 p. ISBN 978-0-13-611707-0.

SCOTT, D. M.: The New Rules of Marketing and PR. John Wiley & Sons, 2010. 320 s. ISBN: 9780470547816.

**Assessment:**

- continuous assessment: active participation in lectures

**Final assessment:**

To complete the course successfully a regular attendance at lectures is required, max. 3 absences are tolerated (i.e. max. 6 lessons). In case of individual study plan at least 50% attendance at lectures is required (See Študijný poriadok UCM, § 13).

100 % - 94% = A, 93% - 87%= B, 86% - 80% =C, 79% - 73%= D, 72% - 66% = E, 65% - 0 %= FX

**Language of delivery:** English

## **Course: Media Relations I.**

**University:** University of SS. Cyril and Methodius in Trnava

**Faculty:** Faculty of Mass Media Communication

**Course code:** -

**Course type:** compulsory/optional

**Study degree:** I. bachelor

**Year of study:** 2<sup>nd</sup>

**Semester of study (taught in):** recommended in 3<sup>rd</sup> term of full-time study, winter semester

**ECTS credits:** 5

**Lecturer:** Mgr. Dáša Franić, PhD. [dasa.franic@ucm.sk](mailto:dasa.franic@ucm.sk)

**Course description:** The goal of the course is to acquire competencies in the area of media relations – mainly to present a list of effective options how to develop relations with journalists and other subjects on media market with regard to ethical principles among employees of media agencies, PR agencies and journalists.

**Type and method of education:** 2 lectures a week, attendance method (full-time study)

**Prerequisites:** none

**Course syllabus:**

1. Introduction
2. Public Relations
3. Media Relations
4. Creating Media Message
5. Case Studies

**Core texts:**

HENSLOWE, P. (2011): Public Relations, Kogan Page, London, 2002

BLAND, M. – THEAKER, A. (2010): Effective Media Relations, Kogan Page, London, 2003

GORDON, A.E. (2011): Public Relations, Oxford University Press, Oxford, 2005

PETRANOVÁ, D. – ČÁBYOVÁ, Ľ. (2011): Media Relations 2, FMK UCM, Trnava

**Assessment:**

- continuous assessment: active participation in lectures

**Final assessment:**

Too complete the course successfully a regular attendance at lectures is required, max. 3 absences are tolerated (i.e. max. 6 lessons). In case of individual study plan at least 50% attendance at lectures is required (See Študijný poriadok UCM, § 13).

100 % - 94% =A, 93% - 87% = B, 86% - 80%= C, 79% - 73% = D, 72% - 66%=E, 65% - 0 % = FX

**Language of delivery:** English

## **Course: Media Marketing**

**University:** University of SS. Cyril and Methodius in Trnava

**Faculty:** Faculty of Mass Media Communication

**Course code:** -

**Course type:** compulsory/optional

**Study degree:** I. bachelor

**Year of study:** 2<sup>nd</sup>

**Semester of study (taught in):** recommended in 3<sup>rd</sup> term of full-time study, winter semester

**ECTS credits:** 5

**Lecturer:** Mgr. Peter Krajčovič, PhD. [peter.krajcovic@ucm.sk](mailto:peter.krajcovic@ucm.sk)

**Course description:** Having completed the course a student has information about the basic terms connected to marketing communication and marketing communication in media area. The emphasis is put both on theoretical and practical aspects of teaching.

**Type and method of education:** 2 lectures a week, attendance method (full-time study)

**Prerequisites:** none

### **Course syllabus:**

1. Theoretical basis of media marketing.
2. Marketing mix v media marketing. Marketing mix seen by media. Product v media marketing. Product as programme. Product as broadcasting time, space for advertising.
3. Price in media marketing. Aggressive pricing strategy. Defensive pricing strategy. Price of advertising time in TV. Factors influencing price formation. Strategies of advertising time sale. Pricing advertising in press. Distribution in media marketing. Forms of distribution in electronic media and print media. Subscription. Mailing. Direct sale. Marketing communication in media marketing.
4. Sales promotion in media marketing. Sales promotion focused on advertisers. Sales promotion focused on readers, viewers and listeners. Cross-promotion. New forms of sales promotions. Public relations and direct marketing, personal sale in media marketing. External and internal PR. Basic tools of communication with media.
5. Communication strategy process. Analysis of current state of individual media – specificities of analysis in media environment - SWOT analysis, BCG matrix, GE matrix, ABC analysis, analysis of life cycle of a product, Porter's model of competition. Setting goals and budget of communication. DAGMAR model. Procedural goals of communication strategy. Selecting tools of communication strategy.
6. Media strategy in media marketing. Basic phases of media plan.

7. Testing on media market. Ratings researches. Evaluation of advertising efficiency. Evaluation of sales promotion and public relations. Monitoring of advertising.
8. Using new trends in media marketing. Product placement. Guerrilla marketing. Viral marketing.
9. Sponsorship v media marketing. Features and classification of sponsorship. Sponsorship of broadcasting. Sponsorship conditions in electronic media. Sponsorship legacy. Social responsibility of media.
10. Importance of branding in media marketing. Corporate Identity. Philosophy in media. Media culture. Design in media. Logo. Slogan. Rebranding.

**Core texts:**

ARMSTRONG, G. – KOTLER, P. Marketing : an introduction. 10<sup>th</sup> ed. Boston : Pearson Prentice Hall, 2011. 644 p. ISBN 978-0-13-509486-0.

MATÚŠ, J.: III. Marketing. In: PETRANOVÁ, D. – ČÁBYOVÁ, Ľ.: Media relations I. 1<sup>st</sup> ed. Trnava : Fakulta masmediálnej komunikácie UCM v Trnave, 2011. 490 p. ISBN 978-80-8105-308-6.

BAKER, M. J. – HART, S.: The marketing book. 6<sup>th</sup> ed. Oxford : Butterworth-Heinemann, 2008. 644 p. ISBN 978-0-7506-8566-5.

IVANOVIC, A. – COLLIN, P. H.: Dictionary of marketing. 3<sup>rd</sup> ed. London : Bloomsbury, 2003. 289 p. ISBN 0-7475-6621-6.

KERIN, R. A. – PETERSON, R. A.: Strategic Marketing Problems : Cases and Comments. 12<sup>th</sup> ed. Boston : Pearson Prentice Hall, 2010. 708 p. ISBN 978-0-13-246549-6.

HENSLOWE, P. (2011): Public Relations, Kogan Page, London, 2002

BLAND, M. – THEAKER, A. (2010): Effective Media Relations, Kogan Page, London, 2003

GORDON, A.E. (2011): Public Relations, Oxford University Press, Oxford, 2005

PETRANOVÁ, D. – ČÁBYOVÁ, Ľ. (2011): Media Relations 2, FMK UCM, Trnava

**Assessment:**

Attendance at lectures (2 absences allowed during a term), students with individual study plan are required to keep 50 % attendance. More than 2 absences result in worsened assessment. Presentation of seminary work in PPT form on topics listed in the schedule, written examination in winter exam period - min. 60%.

**Final assessment:**

100 % - 95% = A, 94% - 88% = B, 87% - 81%= C, 80% - 75%=D, 74% - 60%= E, 59% - 0 %= FX.

**Language of delivery:** English



## **Course: Production of Media Release I.**

**University:** University of SS. Cyril and Methodius in Trnava

**Faculty:** Faculty of Mass Media Communication

**Course code:** -

**Course type:** compulsory/optional

**Study degree:** I. bachelor

**Year of study:** 2<sup>nd</sup>

**Semester of study (taught in):** recommended in 3<sup>rd</sup> term of full-time study, winter semester

**ECTS credits:** 5

**Lecturer:** prof. PhDr. Nataliya Panasenko, DrSc., [cindy777@mail.ru](mailto:cindy777@mail.ru)

**Course description:** Having completed the course a student has information about the basic terms connected to marketing communication and marketing communication in media area. The emphasis is put both on theoretical and practical aspects of teaching.

**Type and method of education:** 2 lectures a week, attendance method (full-time study)

**Prerequisites:** none

**Course syllabus:**

- The notion of style and its types.
  - Classification of styles.
  - Trichotomic and dichotomic classification of journalistic genres.
  - Vocabulary, syntax and composition of different genre groups.
- Basic features of news, analytical and belles-léttres genres.

**Core texts:**

BOGART, L.: Press and Public, London, 1989, 376 pp,

BAKHTIN, M.: Speech genres and other essays. Austin: UT Press, 1986.

PRAVDOVÁ, H.: Creation of Journalistic Messages I and II. In: MEDIA RELATIONS II. Trnava: FMK, 2012.

GALPERIN I.R. Stylistics. Moscow: Vysshaya Shkola Publ., 1971.

MIŠŠÍKOVÁ G. Linguistic stylistics. Nitra: FF UKF, 2003.

QUINN, A.: Figures of speech. A Peregrine Smith book, 1982.

**Assessment:**

Attendance at lectures (2 absences allowed during a term), students with individual study plan are required to keep 50 % attendance. More than 2 absences result in worsened assessment. Presentation of seminary work in PPT form on topics listed in the schedule, written examination in winter exam period - min. 60%.

**Final assessment:**

100 % - 95% = A, 94% - 88% = B, 87% - 81%= C, 80% - 75%=D, 74% - 60%= E,  
59% - 0 %= FX.

**Language of delivery:** English

## **Course: Media Relations II.**

**University:** University of SS. Cyril and Methodius in Trnava

**Faculty:** Faculty of Mass Media Communication

**Course code:** -

**Course type:** compulsory/optional

**Study degree:** I. bachelor

**Year of study:** 2<sup>nd</sup>

**Semester of study (taught in):** recommended in 4<sup>th</sup> term of full-time study, summer semester

**ECTS credits:** 5

**Lecturer:** Mgr. Dáša Franić, PhD. [dasa.franic@ucm.sk](mailto:dasa.franic@ucm.sk)

**Course description:** Regarding the competencies and skills which students should acquire in the course media relations II, the content relies to the course media relations I – students practically apply the acquired knowledge in model situations with the use of information and current processes in a society.

**Type and method of education:** 2 lectures a week, attendance method (full-time study)

**Prerequisites:** none

**Course syllabus:**

1. Principles of the development of journalistic profession and activities of journalists
  2. Conditions of journalistic production
  3. Organizing journalistic events
  4. Topics selection (case studies)
  5. Monitoring of media and media analysis
  6. Crisis communication
- Ethics of media relations

**Core texts:**

BLAND, M. – THEAKER, A. (2010): Effective Media Relations, Kogan Page, London  
HENSLOWE, P. (2011): Public Relations, Kogan Page, London  
GORDON, A.E. (2011): Public Relations, Oxford University Press, Oxford  
PETRANOVÁ, D. – ČÁBYOVÁ, Ľ. (2011): Media Relations 2, FMK UCM, Trnava  
SEITEL, F.: The practice of public relations. New Jersey: Prentice Hall, 2010. ISBN 978-0-13-6088-90-5.

**Assessment:**

Attendance Policy:

Attendance at lectures is compulsory - only 2 absences are possible; with individual study programme students maximum of 50 % absences may be excused. Final Assessment takes place in the form of oral examination. The content of the examination is aimed at study materials and core texts taught during the term. Final assessment reflects students' active participation in the course.

**Language of delivery:** English

## **Course: Creating Media Message**

**University:** University of SS. Cyril and Methodius in Trnava

**Faculty:** Faculty of Mass Media Communication

**Course code:**

**Course type:** compulsory/optional

**Study degree:** I. bachelor

**Year of study:** 2<sup>nd</sup>

**Semester of study (taught in):** recommended in 4<sup>th</sup> term of full-time study, summer semester

**ECTS credits:** 5

**Lecturer:** PhDr. Oľga Škvareninová, PhD. [olga.skvareninova@ucm.sk](mailto:olga.skvareninova@ucm.sk)

**Course description:** On successful completion of the course, students should acquire knowledge of journalism and reporting as of a social and media phenomenon, and knowledge of message production in print, audiovisual and electronic media. They should be familiar with the news typology, with the basic composition proceedings in message creation; with news values analyses, gatekeeping and agenda setting. They should be able to analyse various types of messages, their objectivity, and be able to evaluate the level of subjectivity in media presentation and stylistics of news. They should know the ethics of citing and introducing sources in news production. They should possess such a level of knowledge of creating media messages that will enable them to work as professionals in mass media, PR, marketing, or to use them to develop their own skills and abilities as media workers. To provide public with a professional service is not the only requirement a news worker nowadays is obliged to fulfil. And thus, acquiring and deepening the knowledge of the codified Slovak language is an inevitable part of the educational process.

**Type and method of education:** 2 lectures a week, attendance method (full-time study)

**Prerequisites:** none

**Course syllabus:**

1. Media message. Definition, characteristics. Basic feature of journalistic information. Fact as a bearer of the news, its verbal and non-verbal forms. Semantic triangle/ Triangle of meaning.
2. News Typology. Short News – flash, lead. Developing news – interpreting and continuing (situational); hard and soft news. Top News. Interview as a genre. Questions´Typology. Asking questions according to the type of media message. Stylistics and its application in journalistic interview. Authorisation.
3. News Language. Parts of speech and their application in news production. Language accuracy and its application in message creation. Journalese.

4. Stylistics and its application in news production. Basic compositions in news production. Message as a form of media discourse.
5. News values. Standard requirements of news production. Behavioural requirements on media. Agenda setting. Priming. Gatekeeping. Individual level of gatekeeping. Influence of media organisation on message production. Sources of information and their application in news production. Information sources, quotations and „off record“ and „on record“ information.
6. Specifics of news in prints. Print messages creation. Serious and tabloid news.
7. Specifics of news on the Internet. Creation of online news.
8. Specifics of news on the Radio. Creation of radio messages and news. Block of news. Radio as an audio medium. Public radio and news.
9. Specifics of TV news. TV messages .TV and Radio news. Public TV news.
10. Specifics of agency news. Principles and standards of agency news production. Audiovisual means used in agency news production.
11. Language standards of news. Slovak language test aimed at news production and media message creation.
12. Test assessment. Message as economic product. News and ideology.

Short testing in Slovak language is a part of each lesson and is closely linked to developing language level connected with media message creation.( Not only information but also language standards are needed .)

Field trip to print media is a part of the educational process.

#### **Core texts:**

BIRD, S. E. (Ed.) 2010 The anthropology of news and journalism. Bloomington : Indiana University Press, 2010. 328 P. ISBN 978-0-253-30126-1.

MENCHER, M. 1994. News Reporting and Writing. USA : Brown&Benchmark, 1994. 634 P. ISBN 0-697-13935-2.

PRAVDOVÁ, H. 2011. Creation of journalistic messages I. In: Media Relations 2. Eds. Dana Petranová & Ľudmila Čábyová. Trnava : Fakulta masmediálnej komunikácie UCM, 2011, s. 55-77. ISBN 978-80-8105-309-3.

#### **Assessment:**

Students attend interactive lectures; at the end of a term they are obliged to pass a written test in Slovak language orthography aimed at media message creation and afterwards, they are required to pass a final written test in English language. To pass an exam, students shall reach at least 19 points out of the total 38 in both written tests. Students reaching less than 19 points in one or both tests are awarded with the grade FX, i.e. to pass the exam every student shall achieve at least 50% of both tests. Besides the tests' assessments, the final assessment of the course includes active participation in the course and extra-curricular activities (each activity max .1 point depending on quality, creativity, adequacy and effectiveness of the communication and presentation techniques employed).

Passing the exam is also conditioned by regular attendance of the course, max. 2 absences may be excused, i.e.

4 lessons. With individual study programme students maximum of 50 % absences are excused.

Grading scale:

100 % - 94% = A, 93 % - 87%= B, 86% - 80% = C, 79% - 73%= D, 72% - 66%= E, 59% - 0 %= FX

**Language of delivery:** English

## **Course: Creative Writing I.**

**University:** University of SS. Cyril and Methodius in Trnava

**Faculty:** Faculty of Mass Media Communication

**Course code:** -

**Course type:** compulsory/optional

**Study degree:** I. bachelor

**Year of study:** 2<sup>rd</sup>

**Semester of study (taught in):** recommended in 3<sup>rd</sup> term of full-time study, winter semester

**ECTS credits:** 2

**Lecturer:** prof. PhDr. Nataliya Panasenko, DrSc., [cindy777@mail.ru](mailto:cindy777@mail.ru)

**Course description:** On completion of the course students are able to create journalistic messages in a given genre (news, political reports and debates) with respect to their specifics concerning their contents and genre. They are able to proceed particular blocks according to the requirements laid down on quality news ,political reports and debates production ( objectivity, factualness , topical relevance )

**Type and method of education:** 2 lectures a week, attendance method (full-time study)

**Prerequisites:** none

**Course syllabus:**

- Newspaper style in periodical press (newspaper and magazine writing).
- News genres, focusing on providing objective information.
- Genres of newspaper style proper, etc.

**Core texts:**

PRAVDOVÁ, H. 2011. Creation of journalistic messages I. In: Media Relations 2. Eds. Dana Petranová & Ľudmila Čábyová. Trnava : Fakulta masmediálnej komunikácie UCM, 2011, p. 55-77. ISBN 978-80-8105-309-3.  
GALPERIN I.R. Stylistics. Moscow: Vysshaya Shkola Publ., 1971.  
MIŠŠÍKOVÁ G. Linguistic stylistics. Nitra: FF UKF, 2003.  
QUINN, A.: Figures of speech. A Peregrine Smith book, 1982.

**Assessment:**

80% attendance at lectures

Seminar paper presentation

Written paper on a given topic (advertisement, communiqué, newspaper article, etc.).

**Language of delivery:** English



## **Course: Creative Writing II.**

**University:** University of SS. Cyril and Methodius in Trnava

**Faculty:** Faculty of Mass Media Communication

**Course code:**

**Course type:** compulsory/optional

**Study degree:** III. bachelor

**Year of study:** 3<sup>rd</sup>

**Semester of study (taught in):** recommended in 4<sup>th</sup> term of full-time study, summer semester

**ECTS credits:** 2

**Lecturer:** prof. PhDr. Nataliya Panasenko, DrSc., [cindy777@mail.ru](mailto:cindy777@mail.ru)

**Course description:** Within the course the students will train their writing skills and master the creation of various media messages in the context of media production. After completing the course, the students will be able to produce an extensive literary work, a full essay; to process a dramatic conflict, to apply a dramaturgical process with all the attributes.

**Type and method of education:** 2 lectures a week, attendance method (full-time study)

**Prerequisites:** none

**Course syllabus:**

- The stylistics
- Writing a short story
- Creation of dialogues
- Creation of characters
- Screenwriting

**Core texts:**

PRAVDOVÁ, H. 2011. Creation of journalistic messages I. In: Media Relations 2. Eds. Dana Petranová & Ľudmila Čábyová. Trnava : Fakulta masmediálnej komunikácie UCM, 2011, p. 55-77. ISBN 978-80-8105-309-3.

GALPERIN I.R. Stylistics. Moscow: Vysshaya Shkola Publ., 1971.

MIŠŠÍKOVÁ G. Linguistic stylistics. Nitra: FF UKF, 2003.

QUINN, A.: Figures of speech. A Peregrine Smith book, 1982.

**Assessment:**

80% attendance in the seminars

Elaborating a seminar work on a given topic

Presentation of the work

**Language of delivery:** English

## **Course: Production of Media Release I.**

**University:** University of SS. Cyril and Methodius in Trnava

**Faculty:** Faculty of Mass Media Communication

**Course code:** -

**Course type:** compulsory/optional

**Study degree:** I. bachelor

**Year of study:** 2<sup>nd</sup>

**Semester of study (taught in):** recommended in 3<sup>rd</sup> term of full-time study, winter semester

**ECTS credits:** 5

**Lecturer:** prof. PhDr. Nataliya Panasenکو, DrSc., [cindy777@mail.ru](mailto:cindy777@mail.ru)

**Course description:** Having completed the course a student has information about basic terms connected to journalist genres/messages. Students acquire the knowledge and ability to distinguish individual messages. They are able to decode the journalistic style of creating messages, individual journalistic genres.

**Type and method of education:** 2 lectures a week, attendance method (full-time study)

**Prerequisites:** none

**Course syllabus:**

- The notion of style and its types.
- Classification of styles.
- Trichotomic and dichotomic classification of journalistic genres.
- Vocabulary, syntax and composition of different genre groups.
- Basic features of news, analytical and belles-lettres genres.

**Core texts:**

BOGART, L.: Press and Public, London, 1989, 376 pp,

BAKHTIN, M.: Speech genres and other essays. Austin: UT Press, 1986.

PRAVDOVÁ, H.: Creation of Journalistic Messages I and II. In: MEDIA RELATIONS II. Trnava: FMK, 2012.

GALPERIN I.R. Stylistics. Moscow: Vysshaya Shkola Publ., 1971.

MIŠŠÍKOVÁ G. Linguistic stylistics. Nitra: FF UKF, 2003.

QUINN, A.: Figures of speech. A Peregrine Smith book, 1982.

**Assessment:**

80% attendance at lectures

Presentation of seminary work

Elaboration and presentation of verbal part of assigned work (interview, reportage, radio commentary, etc.)

**Language of delivery:** English

## **Course: Production of Media Release II.**

**University:** University of SS. Cyril and Methodius in Trnava

**Faculty:** Faculty of Mass Media Communication

**Course code:** -

**Course type:** compulsory/optional

**Study degree:** I. bachelor

**Year of study:** 2<sup>nd</sup>

**Semester of study (taught in):** recommended in 4<sup>th</sup> term of full-time study, summer semester

**ECTS credits:** 5

**Lecturer:** prof. PhDr. Nataliya Panasenko, DrSc., [cindy777@mail.ru](mailto:cindy777@mail.ru)

**Course description:** On completion of the course students are able to create journalistic messages in a given genre (news, political reports and debates) with respect to their specifics concerning their contents and genre. They are able to proceed particular blocks according to the requirements laid down on quality news ,political reports and debates production ( objectivity, factualness , topical relevance )

**Type and method of education:** 2 lectures a week, attendance method (full-time study)

**Prerequisites:** none

**Course syllabus:**

- Newspaper style in periodical press (newspaper and magazine writing).
- News genres, focusing on providing objective information.
- Genres of newspaper style proper, etc.

**Core texts:**

PRAVDOVÁ, H. 2011. Creation of journalistic messages I. In: Media Relations 2. Eds. Dana Petranová & Ľudmila Čábyová. Trnava : Fakulta masmediálnej komunikácie UCM, 2011, p. 55-77. ISBN 978-80-8105-309-3.  
GALPERIN I.R. Stylistics. Moscow: Vysshaya Shkola Publ., 1971.  
MIŠŠÍKOVÁ G. Linguistic stylistics. Nitra: FF UKF, 2003.  
QUINN, A.: Figures of speech. A Peregrine Smith book, 1982.

**Assessment:**

80% attendance at lectures

Seminar paper presentation

Written paper on a given topic (advertisement, communiqué, newspaper article, etc.).

**Language of delivery:** English

## **Course: Electronic Media – System of Operations**

**University:** University of SS. Cyril and Methodius in Trnava

**Faculty:** Faculty of Mass Media Communication

**Course code:** -

**Course type:** compulsory/optional

**Study degree:** I. bachelor

**Year of study:** 2<sup>nd</sup>

**Semester of study (taught in):** recommended in 4<sup>th</sup> term of full-time study, summer semester

**ECTS credits:** 4

**Lecturer:** Mgr. Juliána Mináriková, PhD. [juliana.minarikova@ucm.sk](mailto:juliana.minarikova@ucm.sk)

**Course description:** On completion of the course, students gain a complex insight into a system of work in electronic media in contemporary media system of the Slovak Republic. During the term students acquire knowledge on particular part of the media system, on the role of media, working practices in electronic media and on the checking /control mechanisms in electronic media.

**Type and method of education:** 2 lectures a week, attendance method (full-time study)

**Prerequisites:** none

**Course syllabus:**

- 1 Introduction to study.
- 2 Basic theoretical outcomes and concepts
- 3 Media system and its elements
- 4 Types of electronic media - their characteristics and specific features.
- 5 Broadcasting and retransmission; Digitalisation
- 6 Creative journalistic process
- 7 Contemporary situation in electronic media in the Slovak Republic
- 8 Regulation in broadcasting
- 9 Future development and its trends

**Core texts:**

COTTLE, S.: Media Organization and Production, London : Sage, 2003

FOWLER, R: Language in the News. Routledge, 1991

DOYLE, G.: Understanding Media Economics, London : Sage, 2002

MCQUAIL, D.: Mass communication theory. London : Sage, 2010, 632 s. ISBN 978-1-84920-291-6.

PETRANOVÁ, D., ČÁBYOVÁ, L.: Media relations 2. Trnava : FMK UCM v Trnave, 2011, 388 p. ISBN 978-80-8105-309-3.

**Assessment:**

Attendance Policy:

Attendance at lectures is compulsory - only 2 absences are possible; with individual study programme students maximum of 50 % absences may be excused.

Final Assessment takes place in the form of oral examination. The content of the examination is aimed at study materials and core texts taught during the term. Final assessment reflects students' active participation in the course.

**Language of delivery:** English

## **Course: Case Studies I.**

**University:** University of SS. Cyril and Methodius in Trnava

**Faculty:** Faculty of Mass Media Communication

**Course code:** -

**Course type:** compulsory/optional

**Study degree:** I. bachelor

**Year of study:** 2<sup>rd</sup>

**Semester of study (taught in):** recommended in 3<sup>rd</sup> term of full-time study, winter semester

**ECTS credits:** 2

**Lecturer:** Bc. Michael Valek, [mvalek@live.co.uk](mailto:mvalek@live.co.uk)

**Course description:** The aim of this course is to put theory from other courses to practice through case studies and to show how theory is implemented with different approaches. The students will expand their knowledge about different subjects so that they are able to connect theory with the problems from the current praxis. The case studies focus on marketing and journalistic topics.

**Type and method of education:** 2 lectures a week, attendance method (full-time study)

**Prerequisites:** none

**Course syllabus:**

Case studies cover the following areas:

1. Economy and marketing
2. Journalism
3. Media relations
4. Public relations
5. Media marketing
6. Product
7. Price
8. Marketing communication
9. International marketing
10. Marketing research

Segmentation

**Core texts:**

ARMSTRONG, G. – KOTLER, P. Marketing : an introduction. 10<sup>th</sup> ed. Boston : Pearson Prentice Hall, 2011. 644 p. ISBN 978-0-13-509486-0.

KOTLER, P. et al.: Marketing Management. Essex (England) : Pearson Education, 2009. 889 p. ISBN 978-0-273-71856-7.

MATÚŠ, J.: III. Marketing. In: PETRANOVÁ, D. – ČÁBYOVÁ, Ľ.: Media relations I. 1<sup>st</sup> ed. Trnava : Fakulta masmediálnej komunikácie UCM v Trnave, 2011. 490 p. ISBN 978-80-8105-308-6.

BAKER, M. J. – HART, S.: The marketing book. 6<sup>th</sup> ed. Oxford : Butterworth-Heinemann, 2008. 644 p. ISBN 978-0-7506-8566-5.

IVANOVIC, A. – COLLIN, P. H.: Dictionary of marketing. 3<sup>rd</sup> ed. London : Bloomsbury, 2003. 289 p. ISBN 0-7475-6621-6.

KERIN, R. A. – PETERSON, R. A.: Strategic Marketing Problems : Cases and Comments. 12<sup>th</sup> ed. Boston : Pearson Prentice Hall, 2010. 708 p. ISBN 978-0-13-246549-6.

MARTIN, D. – SCHOUTEN, J.: Sustainable Marketing. Boston : Prentice Hall, 2012. 247 p. ISBN 978-0-13-611707-0.

PSCOTT, D.M.: The New Rules of Marketing and PR. John Wiley & Sons, 2010. 320 s. ISBN: 9780470547816.

**Assessment:**

- interim evaluation: presentation 30 %
- final evaluation: oral exam 50 %
- attendance: 10 %
- active participation: 10 %

**Final assessment** 100 – 95 =A; 94 - 87 =B; 86 – 77 =C; 76 – 68 =D; 67 - 60 =E; 59 and less = FX.

Successful completion of the course is determined by regular attendance, while the students must attend at least one half of taught lessons. The students who requested an individual study plan must attend at least 50% of lectures (see Study Regulations of UCM, section 13). The students must also obtain at least two points for activities to be admitted to take an oral exam.

**Language of delivery:** English



## **Course: Case Studies II.**

**University:** University of SS. Cyril and Methodius in Trnava

**Faculty:** Faculty of Mass Media Communication

**Course code:** -

**Course type:** compulsory/optional

**Study degree:** I. bachelor

**Year of study:** 2<sup>rd</sup>

**Semester of study (taught in):** recommended in 4<sup>th</sup> term of full-time study, summer semester

**ECTS credits:** 2

**Lecturer:** Bc. Michael Valek, [mvalek@live.co.uk](mailto:mvalek@live.co.uk)

**Course description:** Goal of the course is to apply theory from other subjects to practice, by means of case studies and point out various ways of theory implementation into practice. The students expand knowledge from various areas in a way of being able to connect it with theory and current problems from practice. Case studies focus on marketing and journalistic topics.

**Type and method of education:** 2 lectures a week, attendance method (full-time study)

**Prerequisites:** none

### **Course syllabus:**

Case studies from these areas as follows:

1. Marketing information system
2. Distribution strategy
3. CRM
4. PR crisis
5. Branding
6. Rebranding
7. Customer behaviour
8. Foreign market entry

### **Core texts:**

ARMSTRONG, G. – KOTLER, P. Marketing : an introduction. 10<sup>th</sup> ed. Boston : Pearson Prentice Hall, 2011. 644 p. ISBN 978-0-13-509486-0.

KOTLER, P. et al.: Marketing Management. Essex (England) : Pearson Education, 2009. 889 p. ISBN 978-0-273-71856-7.

MATUŠ, J.: III. Marketing. In: PETRANOVÁ, D. – ČÁBYOVÁ, L.: Media relations I. 1<sup>st</sup> ed. Trnava : Fakulta masmediálnej komunikácie UCM v Trnave, 2011. 490 p. ISBN 978-80-8105-308-6.

BAKER, M. J. – HART, S.: The marketing book. 6<sup>th</sup> ed. Oxford : Butterworth-Heinemann, 2008. 644 p. ISBN 978-0-7506-8566-5.

IVANOVIC, A. – COLLIN, P. H.: Dictionary of marketing. 3<sup>rd</sup> ed. London : Bloomsbury, 2003. 289 p. ISBN 0-7475-6621-6.  
KERIN, R. A. – PETERSON, R. A.: Strategic Marketing Problems : Cases and Comments. 12<sup>th</sup> ed. Boston : Pearson Prentice Hall, 2010. 708 p. ISBN 978-0-13-246549-6.  
MARTIN, D. – SCHOUTEN, J.: Sustainable Marketing. Boston : Prentice Hall, 2012. 247 p. ISBN 978-0-13-611707-0.  
PSCOTT, D.M.: The New Rules of Marketing and PR. John Wiley & Sons, 2010. 320 s. ISBN: 9780470547816.

**Assessment:**

- passing through evaluation: presentation 30 %
- final evaluation: oral exam 50 %
- attendance: 10 %
- activities: 10 %

**Final assessment:** 100 – 95 =A; 94 - 87 =B; 86 – 77 =C; 76 – 68 =D; 67 - 60 =E; 59 and less = FX.

Successful passing of the subject is conditioned by regular attendance of lessons. The student must attend at least 50% of the lessons taught. As it comes to individual study plan, 50% lecture attendance is required (See Study regulations of UCM, § 13). The student must get at least two points for activities due to be admitted to the oral exam.

**Language of delivery:** English

### III. year of study

#### **Course: Media Research I.**

**University:** University of SS. Cyril and Methodius in Trnava

**Faculty:** Faculty of Mass Media Communication

**Course code:** -

**Course type:** compulsory/optional

**Study degree:** I. bachelor

**Year of study:** 3<sup>rd</sup>

**Semester of study (taught in):** recommended in 5<sup>th</sup> term of full-time study, winter semester

**ECTS credits:** 3

**Lecturer:** doc. Mgr. Norbert Vrabec, PhD., [norbert.vrabec@ucm.sk](mailto:norbert.vrabec@ucm.sk)

**Course description:** The aim of the course is to acquire knowledge on theoretical as well as practical aspects of media research that can be applied by implementation of the empirical research in social sciences. The main areas of interest are various types of research strategies applied in research done into media organisations, media environment, media contents, and public and media professionals.

**Type and method of education:** 2 lectures a week, attendance method (full-time study)

**Prerequisites:** none

#### **Course syllabus:**

##### **Introduction into methodology of science**

Definitions of terms: science, research, theory of science, research into social sciences. Theoretical and empirical level of knowledge. Empirical research into social sciences. Research procedures. Aim of research procedures. Statistic, monographic, experimental, historic, typological research procedure. Research and survey.

##### **Research process and its phases**

Research and objective reality. Attributes of scientific work. Main objectives and aim of the research. Exploratory, descriptive and explanatory research. Types of social research. Characteristics of core/basic and applied research. Characteristics of basic steps of research process. Development of research plan. Selection of research topic. Information sources. Hypothesis. Pre-research, probing and piloting. Characteristics and selection of transferables. Research sample. Collection and analysis of data. Research report and presentation of research results. Ethics in research work. Reliability and validity of research.

##### **Media research**

Basic types of media research. Research importance for media and advertising. Characteristics on basis of selected paradigm. Different approaches to media research. Academic and commercial research. Frame analysis of media research. Analysis of respondents in media research. Analyses of media products. Analysis of media communication channels and technologies of transmission. Interdisciplinary approach to media research. Participation of sociology, psychology, economy, political science, legal science, linguistics, history and other scientific disciplines in mass communication research.

**Core texts:**

BERGER, A. Media research techniques. London: Sage Publications. 1998. 175 s. ISBN 978-07-6191-537-9.

FREY, L. R. et al. Interpreting communication research: a case study approach. Englewood Cliffs: Prentice Hall, 1992. 338 s. ISBN 0135891108.

KEYTON, J. Communication research: asking questions, finding answers. New York: McGraw-Hill Education, 2015. 432 s. ISBN 0078036917.

LINDLOF, T. R. - TAYLOR, B.C. Qualitative communication research methods. Thousand Oaks, Calif.: SAGE, 2011. 400 s. ISBN 1412974739.

PRIEST, S. Doing Media Research: An Introduction. London: Sage Publication, 2009. 272 s. ISBN:978-1412-96097-7.

RUBIN, R. B. et al. Communication research: strategies and sources. Belmont: Wadsworth Cengage Learning, 2010. 336 s. ISBN 0495095885.

WIMMER, R.D. - DOMINICS, J.R. Mass Media Research: An Introduction. Boston: Cengage Learning, 2010. 480 s. 978-1439082744.

WRENCH, J. S., et al. Quantitative research methods for communication: a hands-on approach. New York: Oxford University Press, 2016. ISBN 9780190456405.

**Assessment:**

Condition on passing the course and assessment of student's results are included in „ Study regulation of the University of SS. Cyril and Methodius in Trnava. “

They are as follows:

- Written examination in the form of a written **final seminar paper** worked out according to the instructions of the lecturer and submitted at the deadlines set by the lecturer ;
- 4 written **seminar paper** worked out according to the instructions of the lecturer and submitted at the deadlines set by the lecturer

To complete the course students must submit the seminar papers and the final seminar paper. The papers are assessed within the grading scale from A to E.

Submitted papers account for 50% of the total assessment, another 50% can be gained by active participation in the course. Students must submit the seminar paper also in case of their absence at the particular seminar or lecture.

**Final grading scale (in percentages):** 100-93 = A; 92-85 = B; 84-76 = C; 75-68 = D; 67-60 = E; 59 and less = Fx.

The regular attendance at the course is another prerequisite to complete the course, maximum 2 absences can be excused (i.e. max. 4 lessons). With the individual study

programme students it is inevitable to attend at least 50% of the lectures (see Study regulations UCM, § 13). Individual study programme students must submit -besides the above-mentioned conditions on completion of the course- also an extra seminar paper on a given topic at the end of the term. More than 50% of absences cannot be excused and the course cannot be completed.

**Language of delivery:** English

## **Course: Media Research II.**

**University:** University of SS. Cyril and Methodius in Trnava

**Faculty:** Faculty of Mass Media Communication

**Course code:** -

**Course type:** compulsory/optional

**Study degree:** I. bachelor

**Year of study:** 3<sup>rd</sup>

**Semester of study (taught in):** recommended in 6<sup>th</sup> term of full-time study, summer semester

**ECTS credits:** 3

**Lecturer:** doc. Mgr. Norbert Vrabec, PhD., [norbert.vrabec@ucm.sk](mailto:norbert.vrabec@ucm.sk)

**Course description:** Students acquire key competences concerning the implementation of qualitative and quantitative media research, and gain knowledge and skills necessary to develop own research projects and their implementation.

**Type and method of education:** 2 lectures a week, attendance method (full-time study)

**Prerequisites:** none

### **Course syllabus:**

#### **Methods of qualitative media research**

Theoretical outcomes of qualitative research. Methodology of qualitative research. Case study. Ethnographic research. Established theory. Phenomenological research. Biographic research. Analysis of documents. Historical research. Action research. Critical research. Combination of quantitative and qualitative strategies in media research.

#### **Research into media systems and media organisations**

Analysis of media systems and policies on national, international and global level. Comparison of national frameworks of media. Types of media regulation, level of state intervention. Research into economic and financial aspects of media functioning. Hierarchies and organisational structures of media organisations. Structures of various types of media organisations. Research into working procedures and routines in work of media. Employment of ethnographic methods in media organisation research.

#### **Research into topical agenda and media objectivity**

Research into structure of media and press contents, into programme structures of radio and television broadcasting. Research into representation of topical categories in media contents. Agenda setting. Quantitative analyses of contents. Importance of research into objectivity, relevance and balance of news contents. Methodology of research into objectivity and its breakage. Principle of impartiality and topic relevance. Criterion of relevance. Semantic level of media contents. Creation of positive and negative associations in media contents.

### **Research into work of communicator**

Research into journalistic professions and demands on media workers. Research into impacts of socio-demographic characteristics, system of values, political beliefs and political opinions on the work of media professionals. Research into journalist's autonomy within a media organisation and media system. Communicator's relations to topical agenda of media. Research into structure of media contents, of press contents and into programme structure of radio and television broadcasting.

### **Audience research**

Recipient research. Audience and its structure. Audience structure in particular media. Different attitudes of audience groups to individual media. Typology of TV viewers. New approaches to typology of audience. Research into audience attention. Eye camera and technical tools for measuring eye movements of viewers. Methodology and procedures of research into audience attention through eye cameras.

### **Core texts:**

BERGER, A. Media research techniques. London: Sage Publications. 1998. 175 s. ISBN 978-07-6191-537-9.

FREY, L. R. et al. Interpreting communication research: a case study approach. Englewood Cliffs: Prentice Hall, 1992. 338 s. ISBN 0135891108.

KEYTON, J. Communication research: asking questions, finding answers. New York: McGraw-Hill Education, 2015. 432 s. ISBN 0078036917.

LINDLOF, T. R. - TAYLOR, B.C. Qualitative communication research methods. Thousand Oaks, Calif.: SAGE, 2011. 400 s. ISBN 1412974739.

PRIEST, S. Doing Media Research: An Introduction. London: Sage Publication, 2009. 272 s. ISBN:978-1412-96097-7.

RUBIN, R. B. et al. Communication research: strategies and sources. Belmont: Wadsworth Cengage Learning, 2010. 336 s. ISBN 0495095885.

WIMMER, R.D. - DOMINICS, J.R. Mass Media Research: An Introduction. Boston: Cengage Learning, 2010. 480 s. 978-1439082744.

WRENCH, J. S., et al. Quantitative research methods for communication: a hands-on approach. New York: Oxford University Press, 2016. ISBN 9780190456405.

### **Assessment:**

Condition on passing the course and assessment of student's results are included in „ Study regulations of the University of SS. Cyril and Methodius in Trnava. “

They are as follows:

- Written examination in the form of a written **final seminar paper** worked out according to the instructions of the lecturer and submitted at the deadlines set by the lecturer ;
- 4 written **seminar paper** worked out according to the instructions of the lecturer and submitted at the deadlines set by the lecturer

To complete the course students is obliged to submit the seminar papers and the final seminar paper. The papers are assessed within the grading scale from A to E.

Submitted papers account for 50% of the total assessment, another 50% may be gained by active participation in the course. Students are required to submit the seminar paper also in case of their absence at the particular seminar or lecture.

**Final grading scale (in percentages):** 100-93 = A; 92-85 = B; 84-76 = C; 75-68 = D; 67-60 = E; 59 and less = Fx.

The regular attendance at the course is another prerequisite to complete the course, maximum 2 absences can be excused (i.e. max. 4 lessons). With the individual study programme students it is inevitable to attend at least 50% of the lectures (see Study regulations UCM, § 13). Individual study programme students are obliged to submit - besides the above-mentioned conditions on completion of the course- also an extra seminar paper on a given topic at the end of the term. More than 50% of absences cannot be excused and the course cannot be completed.

**Language of delivery:** English