Faculty of Mass Media Communication
UCM in Trnava invites you to International Scientific Conference

MEGATRENDS AND MEDIA 2015

Media Farm - totems and taboo

DATE
14th – 15th April 2015

PLACE
Smolenice Castle
CONFERENCE DATE AND LOCATION:
14th – 15th April 2015, Smolenice Castle

SCIENTIFIC AND PROGRAMME COMMITTEE:
prof. PhDr. Miloš Mistrík, DrSc.
prof. PhDr. Nataliya Panasenko, DrSc. (UA)
prof. Dr. Peter A. Bruck Ph.D. (AT)
prof. Diab Al-Badayneh (JO)
prof. PhDr. Slavomír Gálik, PhD.
prof. dr. hab. Iwona Hofman (PL)
prof. Małgorzata Łuszczak (PL)
prof. PhDr. Dušan Pavlík, CSc. (CZ)
prof. Jozeľ M. M. Ritzen (NL)
prof. Dariusz Rott (PL)
Dr. h. c. doc. Ing. Jozeľ Matuš, CSc.
doc. PhDr. Ludmila Čábyová, Ph.D.
doc. PhDr. Slavomír Magál, CSc.
doc. PhDr. Dana Petranová, Ph.D.
doc. PhDr. Hana Pravdová, Ph.D.
doc. Mgr. Norbert Vrabec, PhD.
PhDr. Marek Hrubec, Ph.D. (CZ)
PhDr. Andrea Koltaiová, PhD.
PhDr. Jakub Končelík, Ph.D. (CZ)
Mgr. Juliána Mináriková, Ph.D.
PhDr. Peter Murár, Ph.D.
Mgr. Ondřej Roubal, Ph.D. (CZ)
Dr. Iulian Rusu (RO)
JUDr. Mgr. Martin Solik, Ph.D.
PhDr. Ján Višňovský, Ph.D.

ORGANIZING COMMITTEE:
JUDr. Mgr. Martin Solik, PhD.
Mgr. Juliána Mináriková, Ph.D.
PaedDr. Eva Habiňáková, PhD.
Mgr. Martin Klementis, PhD.
Mgr. Dáša Mendelová, PhD.
Mgr. Dáša Mužíková, PhD.
PhDr. Jana Radošinská, PhD.
Mgr. Magdaléna Ungerová, PhD.
PhDr. Ján Višňovský, PhD.
Mgr. Lubica Burianová
Martin Ďurko, MBA
Mgr. Peter Krajičovič
Mgr. Eva Kretiková
Mgr. Michal Mendel
Mgr. Paulína Petkačová
Mgr. Luboslav Blišák
Mgr. Lukáš Grib
Mgr. Martin Graca
Mgr. Monika Hossová

DISCUSSION SESSIONS WILL BE DIVIDED INTO THE FOLLOWING SECTIONS:

TRANSFORMATION OF THE MEDIA GARDEN
MEDIA AND MARKETING GAMES OF THE OLIGARCHS
TRANSCULTURAL COMMUNICATION AND MEDIA ART
FROM WORD TO GENRE AND ITS CURRENT VARIATIONS
LEGAL FRAMEWORKS OF THE MEDIA

The international scientific conference held annually by the Faculty of Mass Media Communication UCM in Trnava has become a traditional event with support and attendance of mass media communication theorists and researchers as well as media professionals. The goal of the conference is to present and exchange the current knowledge and experience reflecting media and trends connected to them nowadays (for more details, please see annotations of the individual sections).

CONFERENCE FEE:
• **179,- €** – conference papers submitted in English (aiming to be indexed by prestigious databases or published in foreign scientific journal indexed in SCOPUS),
• **79,- €** – conference papers submitted in Slovak, Czech, Polish or other languages (to be published in standard reviewed conference proceedings).

The conference fee covers rent of premises, printing conference materials and publication of reviewed conference proceedings, refreshment and evening banquet. Please note that the fee is paid only cash, during the registration procedures at the conference. In case this form of payment does not suit you, do not hesitate to contact us via the conference e-mail. Please note that the fee does not cover the costs for lunch and accommodation.
CONFERENCE OUTPUTS:

- Selected papers written and submitted in English will be published in the scientific journal European Journal of Science and Theology indexed in the SCOPUS database. The journal will perform selection of the best texts in cooperation with the scientific committee of the conference and selected works will be published by the end of 2015.

- The conference proceedings in English submitted for evaluation to databases SCOPUS and Web of Science (please note that the selected texts have to meet the requirements for scientific papers written in English; the highest quality of professional translation is required).

- Conference proceedings including the papers submitted by authors who wish to publish their contributions in Slovak, Czech, Polish or other language except for English.

FOOD:

- 14th April 2015 – lunch = 10 €
- 15th April 2015 – lunch = 10 €

Please note that fees for lunch are paid only cash, during the registration procedures at the conference. Lunch is optional; expressing your interest in having lunch is a part of the electronic application form. Other snacks and drinks throughout the conference including banquet dinner are free of charge.

ACCOMMODATION:

Smolenice Castle: 1 person = 35 € / 1 night

Please note that the fee is paid cash during the registration procedures. In case you are interested in this service, please express your interest by choosing this option included in the electronic application form.

CONTACTS:

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DEADLINE FOR SUBMITTING APPLICATIONS AND PAPERANNOTATIONS:

20TH MARCH 2015


In case you encounter any trouble filling and submitting the electronic application form or we can be of any other assistance, please do not hesitate to contact us.

SUBMISSION OF PAPERS:

Please, send your papers in English, Slovak, Czech or other language (max. 20 standard pages) including abstracts, key words (abstract and key words must be submitted in two language versions – mother language and English), illustrations, charts and bibliography in text editor MS Word by the date mentioned above at the latest to the e-mail address: megatrends-media@fmk.sk

We kindly ask you to use the pre-set paper template available at fmk.sk/megatrends-and-media/

IMPORTANT NOTICE:

We would like to inform the conference participants that the annotations of papers will be assessed by the scientific committee of the conference. Please note that the annotations have to meet the scientific, linguistic, stylistic and ethical criteria related to publishing academic texts of this kind.
At present, elitist views and efforts of the media producers to appeal to well-educated segments of the media audiences are marginalized remarkably. Tabloid media and – increasingly – also elite media try hard to attract and hold the attention of the mainstream recipients. Intellectual, cultural or economic elites are not among their target audiences. On the contrary, in the best-case scenario, these audience groups are subjected to ignorance and disinterest, the worst-case scenario makes them the most convenient objects of scandalization, negativism and satisfaction of the voyeuristic traits of the mainstream audiences. Another subsidiary sign of this development is related to stereotyping and standardization of human needs, wishes, desires and preferences that allow the media to employ more flexible and effective ways of commodifying the attention of the audience members as well as selling this – artificially generated – attention to advertisers. The elite, as a positive role model, is continually losing its attractiveness and the media producers find it interesting mostly in negative contexts that are able to appeal to human emotions while satiating curiosity, jealousy or mischievousness of the “mass recipient”. On the other hand, very specific “non-elite” role models whose only ability is often associated with massive amounts of unjustified self-confidence and exhibitionism are placed in the centre of attention. The abilities to critically assess the media content, media organizations as well as various related processes and relations are an important part of the media literacy. Acquiring a certain level of media literacy is crucial in case of children and adolescents as well as in case of other segments of the media audiences. Media recipients need to gain insight, self-consciousness and proper skills related to necessary co-existence with the world of media that is becoming even more complicated. Therefore, the need for intense development of media competencies must be fulfilled by ways and methods that lead the audience members to identify and eliminate the influence of calculated, deliberate persuasive strategies as well as effectively use an immense potential of media technologies and information sources to both their personal development and cultivation of the social environment. Therefore, the section strives to reflect media literacy as an important factor of social changes and individual transformation. Well-prepared media literate persons should be able to think critically and creatively – these abilities allow them to integrate to the society and face a whole lot of challenges associated with living their lives. How can we define the cultural, political, technological, educational and other aspects of challenges and new trends that are related to media users? To what extent and in which forms are the media audiences transformed, taking into account the influence of stereotyping and standardization of the media content? Is this – increasingly aggressive – commodification of attention of the audiences acceptable in terms of ethical norms, human rights and principles associated with freedom of expression? Are the media able to contribute to the critical reflection on social phenomena or do they function mostly as tools designed to distract the audiences from topics and problems that are actually relevant?
Global era has brought the interaction between various cultures, shaping their relationships to global civilization. These tendencies demand a very intense intercultural communication that may prevent many conflicts and wars from happening. We also have to point out that the mass media enable transcultural communication. The same statement may be also applied to media art, which represents all positive and negative features related to the transcultural and global understanding of the world. The media art originates in cybernetics and informatics; the language of media art is based on signs, its aesthetic value and function are added subsequently, determined by a creative artist as well as by its perception. What are the basic traits of the media art and such kinds of media communication that may be defined not only as transcultural, but even as cosmopolitan? Are there any related contemporary or local variations? Does the media art have any crystallized forms? Does it create its own language that is comprehensible at the transcultural level? In which ways is media art able to demonstrate the impulses originating from classical cultural forms and genres? While perceiv- ing media art, are we able to see its predecessors or rather just an object of possible incorporation of literary, fine-art, music, theatrical or any different reality into the virtual reality created by electronic audiovisual image? Traditional aesthetic function allows us to create a work of art; are we able to say the same in case of media artworks since their other significant function is to communicate? What are the most important features of intercultural and transcultural communication?

Current forms and contents of journalistic genres are a result of their historical development in the context of specific geopolitical, social and cultural conditions of the journalistic work. Newspapers in liberal-democratic countries have become – quickly and more or less naturally – an arena that witnesses political clashes, a tool designed to shaping public opinions, a part of huge business of the media industry. On the contrary, our newspapers has gone through radical transformations that result from social and political changes back in 1989, stepping towards the path of modern democracy and ceasing to be just servants of the official state power. The section pays attention to discussing relevant issues associated with theory and practice of journalistic genres, not only in terms of journalism and linguistics, but also in contexts of economy, law, ethics and technology. Such discussions open a communication space for interdisciplinary reflections on the nature and form of contemporary journalistic genres that, thanks to ongoing development of information and communication technologies, has moved from the newspaper and magazine pages to the virtual space of the Internet. In order to achieve that, they had to adapt to this new, online communication environment. The influence of economic factors on journalism and its displays cannot be understated. Commercialization and concentration of the print media, the questions related to ownership and management as well as their adaptation to economic indicators and “dictatorship” of the market, may negatively influence the function of journalism as a tool for objective dissemination of information about public occurrences and also its purpose as a free space that enables circulation of opinions. Social and cultural conditions associated with everyday lives of the readers, their preferences and values, are changing constantly. The readers increasingly prefer non-demanding, entertaining “soft” news. Genres, influenced by economic and technological developments, are going through processes of hybridization that contributes to crossing boundaries between elite press and tabloids. The goal of the section organised in relation with project KEGA 023 UCM-4/2014 Structure and Composition of Journalistic Genres Written in English is to offer an interdisciplinary discussion related to history, theory and contemporary practical realization of Slovak and foreign genre studies in the contexts of current transformations of economic, technological and social reality.
Virtual space created by information technologies – especially on the Internet – has brought the society into completely new situations that force us to re-think our definitions of what is right and wrong. The Internet blurs the boundaries of our physical world, clouding it with a mist made of new opportunities, virtual essence of commodities, individual consumerism deprived of any kind of social control, and anonymity. While using objects and properties that belong to someone else without consent of the owner is not tolerated in our common everyday life, such practices are quite ordinary on the Internet. As we might say, what the eye does not see, the heart does not grieve over; in addition, we often do not even realize that the boundaries have been crossed. Online behaviour is, in fact, the same as any other behaviour, but many of our virtual activities do not have any relevant parallel in the real world. How are we supposed to perceive activities such as online watching movies and television shows that do not originate from the official, authorized sources? Who is legally responsible for the embedded content? Can we use any freely available photographs and images and publish them anywhere online? Do the service providers have the right to collect data and information on our online activities? Is the online piracy still piracy or is it changing to become a new form of marketing, whose practical implementation has been understood only by a small percentage of "the chosen ones"? Many of these questions might be addressed through trivial answers, but the pressure to find effective solutions within the online environment is becoming stronger. The section provides the conference participants with a space to discuss complex and urgent issues of the digital era that are not easy to be reflected on time, whether by legislation and law or, even less so, by the general public. We strive to put emphasis on the legal determination of our virtual doings and draw attention to the facts that need to be considered while looking for possible barriers to our virtual behaviour and “updating” our consciousness in terms of using the Internet.
SUMMARY OF THE MOST IMPORTANT DATA AND INFORMATION:

- 20th March 2015 – deadline for registration of participants,
- 25th March 2015 – deadline for submitting papers written in English that may be included in the conference proceedings, which will be sent to Web of Science, Scopus and other databases for evaluation; as well as deadline for submitting papers that aim to be published by European Journal of Science and Theology (indexed by Scopus database),
- 10th April 2015 – deadline for submitting conference papers written in Slovak, Czech, Polish or other languages

CONFERENCE FEE:

- 179,- € – conference papers submitted in English (aiming to be indexed by prestigious databases or published in foreign scientific journal indexed in SCOPUS),
- 79,- € – conference papers submitted in Slovak, Czech, Polish or other languages (to be published in standard reviewed conference proceedings).

Please note that the fee is paid only cash, during the registration procedures at the conference.

ACCOMMODATION AT SMOLENICE CASTLE: 35 €/NIGHT/1 PERSON

- To be paid cash on-the-spot; in case you are interested in this service, please express your interest by choosing this option included in the electronic application form.

FOOD (LUNCH): 10 €/1 PERSON (14TH APRIL 2015); 10 €/1 PERSON (15TH APRIL 2015)

- To be paid cash on-the-spot. Lunch is optional; expressing your interest in having lunch is a part of the electronic application form.