

Communication Fields in Media Space

International Scientific Conference

Smolenice Castle



15TH + 16TH APRIL 2014



CONFERENCE DATE AND LOCATION



15th + 16th April 2014, Smolenice Castle

SCIENTIFIC CONFERENCE COMMITTEE

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doc. PhDr. Hana Pravdová, PhD.
doc. Mgr. Art. Jozef Sedlák
doc. Mgr. Norbert Vrabec, PhD.
PhDr. Jakub Končelík, Ph.D. (CZ)
JUDr. Mgr. Daniel Krošlák, PhD., LL.M.
PhDr. Alexander Plencner, PhD.
JUDr. Mgr. Martin Solík, PhD.
PhDr. Jaromír Volek, Ph.D. (CZ)
Mgr. Juliána Lalahová, PhD.
Mgr. Ondřej Roubal, Ph.D. (CZ)

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Mgr. Jakub Ptačin



SECTIONS ACCORDING TO CONTRIBUTION TOPICS

**Role of media in democratization:
ideal and reality**



**Cognitive processes
in media communication**



**Perspectives on protecting
media audience**



**Humanizing aspects
of electronic media**



**Globalization of marketing
and collapse of space-time in media**



**Questions of raising
legal awareness in non-juristic
study programmes**



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 see annotations of separate sections).

CONFERENCE FEE

The conference fee 79 € covers the costs for conference organization, rental costs for the place, refreshment, evening banquet, printing of conference materials, preparation and publication of reviewed proceedings. The fee does not cover the costs for lunch and accommodation. The fee may be paid directly at the conference. (If the cash payment at registration is not possible, please contact us via the conference e-mail).



DEADLINE FOR YOUR APPLICATIONS WITH PAPER ANNOTATION IS 1ST APRIL 2014

Only electronic application forms will be accepted. The application form is available at the website of faculty FMK UCM:

fmk.ucm.sk/veda-a-vyskum/megatrendy-a-media/

For filling in and sending the application form you may go directly to **bit.ly/1dVwxP8**

In case you need our help with filling in the application form, do not hesitate to contact us on the contact address. No applications will be accepted after 1st April 2014.

DEADLINE FOR THE SUBMISSION OF PAPERS: 4TH APRIL 2013

Please, send your paper in Slovak, Czech or English language (20 standard pages max.) 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 till the date mentioned above to the e-mail address:

konferencia.smolenice@gmail.com

Be so kind to write your paper into the preset template (available at website). Using the preset layout allows us to edit the conference proceedings more effectively. The papers of PhD students must be submitted with a review written by the supervisors of their dissertation theses or by other professionals working in the given field. The review must be written into the preset template for reviews. Papers submitted by PhD students without the proper form of review will not be accepted.

NOTICE

We would like to inform the conference participants that the annotations of papers will be assessed by the scientific committee of the conference. In case the annotation does not match the given criteria of professionalism and appropriateness applied on scientific papers of this kind, we will inform you that your paper is not suitable for our purposes. The authors are also responsible for translation of abstract and key words into English.

**We are looking forward to our cooperation
and seeing you in Smolenice.**



ANNOTATIONS AND SCIENTIFIC CHAIRPERSONS OF INDIVIDUAL SECTIONS

SECTION 1

Role of media in democratization: ideal and reality



Chairpersons: doc. PhDr. Hana Pravdová, PhD.
prof. PhDr. Dušan Pavlů, CSc.

In liberal-democratic regimes the media are considered to as the institutions bearing freedom of expression and public communication. They are expected to provide an independent and objective mediation of information, analyses and opinions which should guide the citizens in complex social and political affairs. Free operating of media, freedom of expression of journalists and media producers – these are the important attributes, the proclaimed ideological platform of liberal societies. Nowadays, the topics resulting from the effects of media, political and economic power and civic society represent dominant research areas of mass media studies. Key questions suggest obvious tension between ideal and reality such as: What are the possibilities and limits of applying democratization function of media in society? In which perspective are the current manifestations and trends of mutual effects of media, society and politics reflected in contemporary research and theoretical concepts? What are the discrepancies resulting from the relation between freedom of journalism and corporate or political censorship? To what extent is the image of social, political, economic or cultural affairs interpreted by the language of media – a reflection of reality or a projected fiction only? The section has an ambition to reveal the causes and consequences of tension between ideal and reality within the proclaimed application of democratization function of media and it will strive to find answers to a wide range of correlated questions.



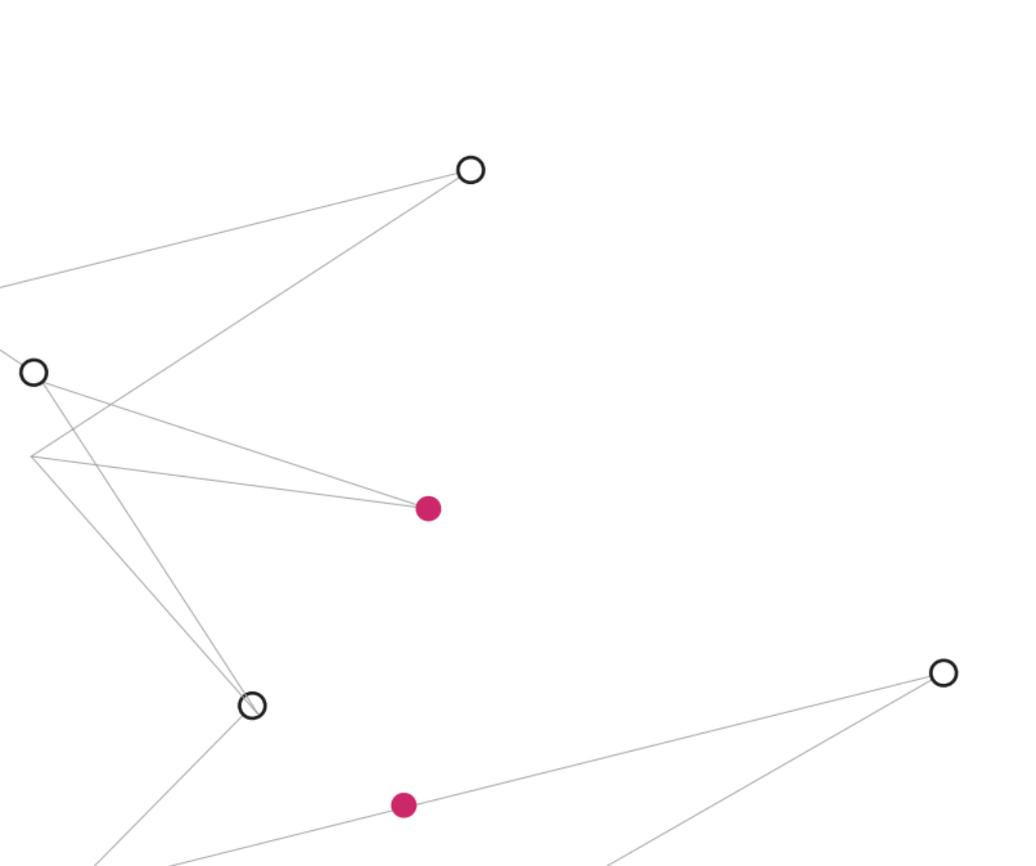
SECTION 2

Cognitive processes in media communication



Chairpersons: PhDr. Alexander Plencner, PhD.
PhDr. Jaromír Volek, Ph.D.

The section focuses upon the influence of media on our cognitive processes, on our ability to reach the world around us via media. Media significantly influence the way we think about the world. They have become a specific tool: they inform about events remote in time and space, explain insufficiently known contexts and point out the relations; they shape our expectations, help to form our attitudes and beliefs. Also, they influence our imagination and desires, they demonstrate acceptable and unacceptable models of behaviour, normalize our view on reality and filter information about social reality for us. They often distort the reality. Sometimes they offer new experience, another time they only confirm what we already knew (stereotypes, myths). The section focuses on media functioning as tools for cognitive processing. We have learned that media are not only ‘extensions’ of our senses. In the digitalisation era they remind us more of ‘a mirror’. A digital screen has become a symbolic space we observe and re-arrange in order to examine, interpret or talk about our own existence. Philosophers focused on language studied the way we think several decades ago. Nowadays academics and social scientists conduct research on media to understand how we perceive ourselves through them. This section explores the type of information, range of emotions and the nature of our experience as a basic expressive material which can be found in media communication and therefore in our cognitive processes too.



SECTION 3

Perspectives on protecting media audience



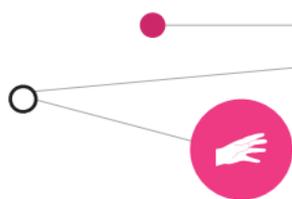
Chairpersons: doc. Mgr. Norbert Vrabec, PhD.
doc. PhDr. Eva Odlerová, PhD.

Since the media are the key elements in social interaction, the research on mutual relations between the audiences and media is an important topic within the context of media literacy activities. Theoretical reflection and empirical research of this topic can be divided into two basic categories – depending on interest of the researchers. The first category is primarily focused on interactions established between media and audience. The research object of the second category is predominantly broader level of social groups. People from diverse socio-economic environment and various psychological types may perceive specific aspects of media and their effects in very different ways. The main challenge is to examine this question: How valuable is it for the public and its members to create their own media messages? There are also some limiting factors, barriers for free-flowing participation of media audiences. However, there are emerging opportunities too. Along with examination of online interaction in the context of public life and politics, we need to inquire how people find and apply the possibilities of expressing their own opinions by other means than traditional media and communication channels (by the Internet, for example). The section ‘Perspectives on protecting media audience’ aims to search for connections and intersections between various forms and levels of media perception. Media are perceived as a link between diverse types of audience on one side and public sphere on the other side in the broadest sense of meaning. We strive to reveal global emerging trends of this phenomenon. Media education and development of media literacy of particular segments of the audience – not only children and youth but also parents, teachers, seniors or handicapped groups – play an important role in this process. To what extent are the media used as a platform for exchange of information among the citizens? What place does the media occupy in families, what functions do they fulfil and how does the so-called ‘family mediation’ work? In what ways are the media used by minorities and people facing various forms of social exclusion? How do the media technologies and networks help to promote the citizens’ opinions and to what extent are they capable to influence the context of social interaction?

What are the influences and effects of media upon various segments of current audiences? What kinds of persuasive strategies are used by the media organizations in the process of commodification of audiences? How do the media influence and support transferring of cultural values? Is it legitimate to limit the public discussion on the media to their economic aspects whereas their effects upon society and individual members of audience remain a marginalized topic?

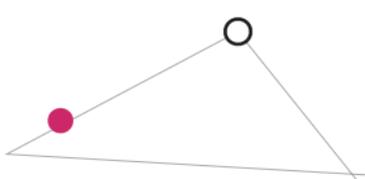
SECTION 4

Humanizing aspects of electronic media



Chairpersons: prof. PhDr. Miloš Mistrík, DrSc.
Mgr. Juliána Lalahová, PhD.

Along with their primary informative and entertainment purposes, the media also function as bearers of ideas and messages related to humanization. Of course, this ideal of media 'humanization' is currently carried out mainly by media institutions whose primary goal is to provide public service. However, some programmes created and broadcast by commercial televisions and radio stations could participate as well. Besides that, community media in Slovakia (e.g. local broadcasting, religious or national media organizations, etc.) – although quite underdeveloped – also take a useful part in the processes of spreading the humanizing media messages publicly. What kinds of broadcast programmes are able to fulfil the humanizing mission of media, which one of them is the most effective? The types of broadcast programmes typically linked to the 'humanizing' function of media relate to a wide range of topics, so which type is the key – programmes about society, history, arts, politics and civic problems? Do we have to consider also films, dramatic television shows and cultural journalism? Who are the people that have personally contributed their work to humanizing mission of media, these committed personalities, editors, anchormen, scriptwriters, directors working in Slovakia and abroad? In our modern commercial world, do we actually realize that television and radio broadcasting may not only deform culture and society but also significantly shape them in many positive ways? What kinds of broadcast programmes are able to fulfil the humanizing potential of electronic media? And, maybe even more importantly, which broadcasters are capable of doing so? Let us discuss it and offer specific proposals that could be used in practice – by those who actually prepare the schedule of everyday broadcasting.



SECTION 5

Globalization of marketing and collapse of space-time in media



Chairpersons: prof. Ing. Alena Kusá, PhD.
Mgr. Ondřej Roubal, Ph.D.

Global trends of current late-modern society are reflected in communication and marketing strategies that represent an interventional factor of economic, cultural and social processes within a society. The section focuses on questions and issues related to global effects of marketing communication strategies which are transferred into unprecedented changes in life of global society in a form of intended and unintended effects that influence the social environment. The aim of the discussion is to analyze thematic coherencies between applying particular forms and contents of marketing strategies and their impact on the development of global lifestyles. The section also draws attention to ongoing changes in value patterns and consumer behaviour as well as to the need for radical re-consideration of production and presentation of consumers and their identities. Marketing communication strategies functioning on a global scale depend on the existence of globally-operated media. Those media represent a factor that influences the organization of space we live in and time we spend during our lives. Global media communication allows us to enter the era of 'space-time compression' that results in transformation of the traditional roles of space and time. Media separate physical and social space; they turn everything absent and unknown into immediately recognizable and accessible, even without our presence. Media operating on a global scale and marketing communication strategies participate in creating a society that is – at the same time – accelerated, filled with information, commercial, 'McDonaldized', narcissistic... and maybe even ill-conceived. This ill-conceived society, the result of developing 'the culture of a moment' defined and shaped by media and marketing industry, definitely has a potential to change our lives into – quoting T.H. Eriksen – "a hysteric stream of overflowing moments". These moments make the differences between 'before' and 'after' disappear, they also ignore the boundaries between 'here' and 'there'. Every single following moment will come so rapidly that actual living in the moment will, most likely, become even more difficult. Maybe we voluntarily and gladly enter the era of "tyranny of the moment".

SECTION 6

Questions of raising legal awareness in non-juristic study programmes



Chairpersons: JUDr. Mgr. Martin Solík, PhD.
JUDr. Mgr. Daniel Krošlák, PhD., LL.M.

As the question of knowing the law refers to all of us, it is unfounded to claim that the issue of raising legal awareness within the system of education is exclusively a task for faculties of law. Law is a living organism influencing our existence in the world based on intersubjective relations. Within this conference section we strive to analyze the possibilities of raising legal awareness of mass media students and other study programs considering their needs, possibilities, abilities and their employment. The need to alter the content structure of existing study programs within the context of raising legal awareness of their students seems to be more and more urgent. The section includes following questions to be discussed: Is it necessary to conceive a new methodology for teaching law in non-juristic study programs? What rate of theory and practice is relevant? Is it necessary to create new textbooks considering the non-juristic nature of study programs or are the textbooks designed for legal study programs sufficient? Various answers can be found. However, we can state there is a lack of relevant literature for students of non-juristic study programs that would properly reflect their specialization. In our section we want to offer the reflection of current problems and their possible solutions.

(The section is organized under the project KEGA 008 UCM-4/2013; Raising legal awareness within teaching in other (non-juristic) study programs.)

CONFERENCE SECRETARIAT



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CONFERENCE PROGRAMME

TUESDAY, 15TH April 2014

08.00 - 09.00	Registration of participants
09.00 - 10.45	Main part of the programme
10.45 - 11.00	Coffee break
11.00 - 12.30	Discussion in sections
12.30 - 13.30	Lunch
13.30 - 15.15	Discussion in sections
15.15 - 15.30	Coffee break
15.30 - 18.00	Discussion in sections
18.30	Banquet with entertainment programme

WEDNESDAY, 16TH April 2014

08.00 - 09.00	Registration of participants
09.00 - 10.30	Discussion in sections
10.30 - 10.45	Coffee break
10.45 - 12.30	Discussion in sections
12.30 - 13.30	Lunch
13.30	Closing ceremony

