

**International  
FMK media  
literacy  
seminar**



**Trnava, University of St. Cyril and Methodius**

July 14th - 18th 2014

# INVITATION TO THE FIRST MEDIA LITERACY SEMINAR

Faculty of Mass Media Communication organizes media seminar that will take place from July 14th to July 18th 2014 at the main campus of of University of St. Cyril and Methodius in Trnava. We would like to invite students to attend a week full of lectures and workshops.

## A BRIEF OVERVIEW

The media literacy seminar is devoted to college students, primarily to students from Central and Eastern Europe. Main goal of the project is to expand the knowledge of media literacy, exchange the thoughts among students and encourage international cooperation.

There are going to be 50 mass media, marketing and pedagogy students from different countries. Project includes lectures, workshops and a field trip. Attendees will be divided into smaller groups and their task will be to create a case study on a given topic. The official language for the project is English.

Our speakers this year represent the seminar topic **Deformation of the media content**.

Almost everyone can read, watch or follow media, but not everybody is media literate. Not everyone is, unfortunately, able to monitor the media, to obtain information and use it correctly. And surely not everyone is competent to interpret media content.

It often happens the content is deformed by the interests and views of the journalists, media owners or different interest groups. That is why we are organizing the media literacy seminar, which may help you to understand media content correctly.

Media education is not seen as a protection, but as a preparation. We do not recommend the students to find a different activity/hobby, better or more suitable than media; we are preparing them to be in touch with the media and make decisions in their own interests and according to their knowledge and skills gained during the seminars and workshops.

## REGISTRATION

All participants must register for the Seminary.

For the registration you need to fulfill an application form until June 15th, 2014.

**The registration link: <http://goo.gl/pVjsYF>**

For the registration you need to fulfill an application form above, until the middle of June 2014.

## CONTACT

in case of any questions please do not hesitate to contact

**Mgr. Veronika Pizano, PhD., e-mail: [veronika.pizano@ucm.sk](mailto:veronika.pizano@ucm.sk), tel.: +421 908 210 290**

University of Ss. Cyril and Methodius, Nam. J. Herdu 2, 917 01 Trnava, Slovakia

Web site of the seminar: <http://fmk.ucm.sk/veda-a-vyskum/media-literacy-seminar/>

## VENUE & SESSION ROOMS

Accommodation will be provided in the dormitory of the University of St. Cyril and Methodius. Shared double rooms will be available. The accommodation is provided for 4 nights from July 13th to July 17th 2014. In that accommodation is involved every single day of your stay.

Review of the college you can find on the <http://www.ucm.sk/sk/internaty/>.

## FEE

The fee 125 € includes: accommodation, meals (three meals per day plus coffee breaks), all study materials and travel cost for the field trip.

The traveling cost to the place of the event (Trnava, Slovakia) is not included and each participant must pay it for himself/herself.

## PAYMENT DETAILS

Bank name:	Statna pokladnica
Bank address:	Radlinskeho 32, 810 05 Bratislava 15, Slovakia
Recipient name:	Univerzita sv. Cyrila a Metoda v Trnave
Recipient address:	Nam. Jozefa Herdu 2, 917 01 Trnava, Slovakia
IBAN:	SK87 8180 0000 0070 0007 1900
SWIFT:	SPRSKBA
Variable symbol:	14072014
Amount:	125EUR

## INTRODUCTION OF LECTURERS

First speaker is **Roland Illman**, a British teacher who has spent time in Africa for almost 5 years; a man with 20 years experience in a variety of context in France, Quebec and UK. **Tomáš Bella**, a deputy editor in chief at SME daily newspaper is the second to present about the theme mentioned before. The third presenter is **Veronika Pizano**, who is teaching Marketing subjects, Case studies and Effective communication at FMK. She's part of non-profit organization TEDxBratislava as well.

The conference paper sessions cover a wide range of topics, with media literacy emerging as a central area of interest this year. We hope that whichever sessions you choose to attend, you are stimulated and challenged

### **Roland Illman** (49)

A British teacher

He's got a 4-5 years recent experience in Africa. Now based in Bratislava, he is working freelance at International House and City University teaching Business English and English. He knows that being a teacher is about creating highly positive relationships and he loves ideas found and developed among people seem to want to grow, by themselves.

His advice? **To be a good teacher, don't take things too seriously. But there must also be a willingness on our parts to try new things.**

### **Tomáš Bella** (34)

Slovak reporter, editor

is a Slovak reporter, deputy editor in chief at **SME daily newspaper**. Founder and executive board member at Piano Media. He studied journalism at the Comenius University and he started in the newspaper Pravda and the magazine CD tip. In addition to writing he also began to deal and work with the Internet projects at Sme.sk headed by section blogging. In 2007 he became as an editor in chief at SME daily newspaper. He was co-founder of Czecho-Slovak consulting firm NextBig, shortly after its launch, however, he began as chief at Piano Media.

### **Veronika Pizano** (29)

Slovak marketer

She is a Slovak marketer whose career launched in IAB Slovakia. She later became marketing manager in Piano Media. Today, she is a part of the non-profit project TEDxBratislava and was in the team of first StartupWeekend Bratislava. Veronika owns PhD. in marketing communication. She also teaches Marketing, Case studies and Effective Communication courses at FMK.

# PROGRAM

Every single day will take place at University of St. Cyril and Methodius

 **MAIN BUILDING** (located at J. Herdu 2, Trnava)

## MONDAY 14TH JULY

- 9.00 am - 3.00 pm workshops, lectures
- 3.00 pm - 8.00 pm the groups will have time to prepare their own case studies, they will have to do it any time (but not during the activities)
- 8.00 pm evening activities (the main goal is getting to know each other better, have fun)

## THURSDAY 15TH JULY

- 9.00 am - 3.00 pm workshops, lectures
- 3.00 pm - 8.00 pm the groups will have time to prepare their own case studies, they will have to do it any time (but not during the activities)
- 8.00 pm evening activities (the main goal is getting to know each other better, have fun)

## WEDNESDAY 16TH JULY

**Visiting the Radio and Television of Slovakia** - seminar participants will become familiar with the process of producing reports and statements. They also can take a part in discussion with creators and reporters.

## THURSDAY 17TH JULY

- 9.00 am - 3.00 pm workshops, lectures
- 3.00 pm - 8.00 pm the groups will have time to prepare their own case studies, they will have to do it any time (but not during the activities)
- 8.00 pm evening activities (the main goal is getting to know each other better, have fun)

## Lecture

## FRIDAY 18TH JULY

- 9:00 am - 1:00 pm final preparations for presenting the cases studies
- 1:00 pm - 4:00 pm presentations of the case studies
- 5:00 pm official end of the seminar