

ORGANISER

Faculty of Mass Media Communication

UCM in Trnava invites you to

14th Annual International Scientific Conference

MEGATRENDS AND MEDIA 2019

DIGITAL UNIVERSE

DATE

16th - 17th April 2019

VENUE

Smolenice Castle



CONFERENCE DATE AND VENUE:

16th – 17th April 2019, Smolenice Castle

SCIENTIFIC AND PROGRAMME COMMITTEE:

Prof. PhDr. Miloš Mistrík, DrSc.
Prof. PhDr. Nataliya Panasenko, DrSc.
Prof. Diab Al-Badayneh (JO)
Prof. Dr. Peter A. Bruck, Ph.D. (AT)
Prof. David Buckingham, Ph.D., MA, BA (UK)
Prof. Dr. Alexander Fedorov (RU)
Prof. PhDr. Slavomír Gálik, Ph.D.
Prof. Jozef M. M. Ritzen (NL)
Prof. PhDr. Hana Pravdová, Ph.D.
Prof. Colin Sparks (HK)
Prof. Ing. Jaroslav Světlík, Ph.D.
Prof. Ing. Anna Zaušková, Ph.D.
Assoc. Prof. PhDr. Ľudmila Čábyová, Ph.D.
Assoc. Prof. PhDr. Marek Hrubec, Ph.D. (CZ)
Assoc. Prof. PhDr. Zora Hudíková, Ph.D.
Assoc. Prof. Mgr. Ondřej Roubal, Ph.D. (CZ)
Assoc. Prof. Mgr. Art. Jozef Sedlák
Assoc. Prof. Ing. Andrej Trnka, Ph.D.
Assoc. Prof. PhDr. Ján Višňovský, Ph.D.
Assoc. Prof. Mgr. Norbert Vrabc, Ph.D.
Ivana Bestvina Bukvić, Ph. D., Asst. Prof. (HR)
Mgr. Vladimíra Jurišová, Ph.D.
Mgr. Michal Kabát, Ph.D.
Mgr. Martin Klementis, Ph.D.
PhDr. Jakub Končelík, Ph.D. (CZ)
Mgr. Zdenko Mago, Ph.D.
Mgr. Dáša Mendelová, Ph.D.
Mgr. Juliána Mináriková, Ph.D.
PhDr. Peter Murár, Ph.D.
PhDr. Jana Radošinská, Ph.D.
Mgr. Lenka Rusňáková, Ph.D.
JUDr. PhDr. Martin Solík, Ph.D.

ORGANISING COMMITTEE:

JUDr. PhDr. Martin Solík, Ph.D.
Mgr. Juliána Mináriková, Ph.D.
Mgr. Zuzana Bučková, Ph.D.
PaedDr. Eva Habiňáková, Ph.D.
Mgr. Monika Hossová, Ph.D.
Mgr. Anna Kačincová Predmerská, Ph.D.
Mgr. Martin Klementis, Ph.D.
Mgr. Peter Krajčovič, Ph.D.
Mgr. Dáša Mendelová, Ph.D.
PhDr. Jana Radošinská, Ph.D.
Mgr. Lenka Rusňáková, Ph.D.
Mgr. Bc. Lucia Škripcová, Ph.D.
Mgr. Magdaléna Ungerová, Ph.D.
Mgr. Alexandra Álföldiová
Mgr. Zuzana Benková
Mgr. Marija Hekelj
Mgr. Ľuboš Greguš
Mgr. Nikola Kaňuková
Mgr. Miroslav Kapec
Mgr. Jakub Kovalík
Mgr. Peter Lančarič
Mgr. Simona Mičová
Mgr. Veronika Moravčíková
Mgr. Juliána Odziomková
Mgr. Ján Proner
Mgr. Alžbeta Straková
Mgr. Martin Vanko

DISCUSSION SESSIONS WILL BE DIVIDED INTO THE FOLLOWING SECTIONS:

"Across the Universe" / Media Production

"No Man's Sky" / Playful Media

"Interstellar" / Innovative Marketing and Advertising Practices

"Lost in (Hyper)Space" / Media Education, Literacy and Language

Megatrends and Media, the international scientific conference held annually by the Faculty of Mass Media Communication UCM in Trnava, has become a traditional event attended and supported by renowned media 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, especially contemporary trends related to them (for more details, please see annotations of the individual sections).

CONFERENCE FEE:

- **150 €** – a conference paper in English (these papers will be published in conference proceedings, and then submitted for evaluation to renowned international citation databases Web of Science, Scopus, ERIH PLUS, EBSCO, etc. In case of co-authorship, each co-author pays conference fee 70 € (whether attending the conference or not).
- **100 €** – conference papers written in Slovak, Czech or Polish language, or conference papers submitted in different languages (to be published in standard double-blind peer reviewed conference proceedings). In case of co-authorship, each co-author pays conference fee 50 € (whether attending the conference or not).

The conference fee covers rental of the venue, printing of conference documents and publications (including double-blind peer-reviewed conference proceedings), various refreshments served throughout the event and evening banquet expenses. Please note that the fee is paid in cash, during registration procedures at the venue. In case this form of payment does not suit you, let us know while filling the registration form and do not hesitate to contact us via the conference e-mail for more information. Please note that the general conference fee does not cover lunch and accommodation fees.

CONFERENCE PUBLICATIONS:

- Conference proceedings in English submitted for evaluation to citation databases Web of Science, Scopus, ERIH PLUS, EBSCO (please note that these texts have to meet all formal, content and ethical requirements related to Anglo-Saxon academic writing; the highest quality of professional translation to English is required).
- Conference proceedings that include papers submitted by authors who wish to publish their conference contributions in Slovak, Czech, Polish or any other language than in English.

LUNCH FEES:

- 16th April 2019 = 10 €
- 17th April 2019 = 10 €

Please note that lunch fees are paid only in cash, during registration procedures at the venue. Lunch is optional; expressing your interest in having lunch is a part of the electronic application form. Other snacks and drinks served during the conference – including banquet dinner – are fully covered by the conference fee.

ACCOMMODATION:

Smolenice Castle = 35 € a night per person

(Accommodation in a single room costs 50 € a night per person)

Please note that the accommodation fee is paid in cash during registration procedures. In case you would like to use this service, please express your interest by choosing the appropriate option included in the electronic application form.

CONTACTS:

e-mail: megatrends-media@fmk.sk

JUDr. PhDr. Martin Solík, PhD.
Mgr. Lenka Rusňáková, PhD.
Mgr. Alžbeta Straková

Faculty of Mass Media Communication
University of SS. Cyril and Methodius in Trnava
Nám. J. Herdu 2
917 01 Trnava
Slovak Republic

DEADLINE FOR FILLING THE REGISTRATION / ANNOTATION SUBMISSION FORM:

29th March 2019

via the electronic application form available at <http://bit.ly/megatrends2019>

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

DEADLINE FOR SUBMITTING YOUR CONFERENCE PAPERS:

1st May 2019

Please send your papers in English, Slovak, Czech or other language (a paper should be no more than 20 pages in length) including abstracts, key words (abstracts and key words must be submitted in two language versions – in original language of the paper and English), illustrations, charts and bibliography in text editor MS Word by the date mentioned above to the e-mail address: megatrends-media@fmk.sk

Our pre-set paper template is available at <http://fmk.sk/megatrends-and-media/>.

IMPORTANT NOTICE:

We would like to inform you that all submitted annotations of conference papers will be assessed by the Scientific Committee of the conference. Please note that the annotations have to match all scientific, linguistic, stylistic and ethical criteria related to academic publishing.



Section 1

"Across the Universe" / Media Production

Chairs:

Prof. PhDr. Hana Pravdová, PhD.
Assoc. Prof. PhDr. Ján Višňovský, PhD.
PhDr. Jana Radošinská, PhD.

DISCUSSION TOPICS:

- the Universe expanding, the Earth growing smaller? Media globalization trends and their consequences in relation to national media markets,
- A Space Odyssey of media production – today's media producers and their routines, issues of seriality and media recycling. Strategies of media production. Media creativity (or its lack thereof),
- wiping stardust from our eyes (traditional journalism, online journalism, social media journalism, and other ways of disseminating news and opinions),
- crossing the Universe – cultural, technological and economic aspects of media convergence,
- seeing stars – audiovisual media production, media spectacularity and celebrity culture,
- heroes of the Universe reborn or rather remade: protagonists, narratives and storytelling modes preferred by contemporary media,
- watching skywatchers (understanding new types of media audiences, fans, social media users, and their volatile preferences),
- looking behind the gates, or issues of media ownership and media oligarchies. Media moguls and their social, cultural, political and economic influence.



Section 2

"Lost in (Hyper)Space" / Media Education, Literacy and Language

Chairs:

Prof. PhDr. Miloš Mistrík, DrSc.
Assoc. Prof. PhDr. Zora Hudíková, PhD.
Assoc. Prof. Mgr. Norbert Vrabec, PhD.

DISCUSSION TOPICS:

- education as a stairway to virtual creativity and abandoning traditional databases and resources,
- from globalisation of communication to the new digital tower of Babylon,
- advanced language technologies and linguistic research in the digital age,
- how not to lose yourself in (hyper)space? New orientation and navigation in the social sphere,
- deciphering around the clock news – mechanisms of creating fake news and consequences of living in the post-truth society,
- detecting ancient aliens – tools and strategies for identifying misinformation and propaganda in (hyper)space,
- freedom of speech and right to obtain information versus social responsibility of the media,
- the contexts of transparent and trusted online communication.



HYPERSPACE
A SANDY PETERSEN GAME



HAS LAUNCHED

Section 3

"No Man's Sky" / Playful Media

Chairs:

Mgr. Michal Kabát, PhD.

Mgr. Zdenko Mago, PhD.

Mgr. Lenka Rusňáková, PhD.

DISCUSSION TOPICS:

- is there a final frontier? Gamers, streamers, spectators and transformation of interactive users' roles,
- exploring the galactic core (game mechanics in terms of gaming and non-gaming media consumption),
- watching over the horizon - goals in the game industry and education focusing on game studies,
- igniting the space engines - present situation and future of extended reality experiences,
- launching probes - marketing, monetization and the fine line between gaming and gambling,
- globular clusters, or non-competitive multiplayer modes and other emerging trends related to currently popular online games,
- legends of the Universe - interactive narrativity and recent crisis of story-driven games market.



Section 4

"Interstellar" / Innovative Marketing and Advertising Practices

Chairs:

Prof. Ing. Anna Zaušková, PhD.

Mgr. Vladimíra Jurišová, PhD.

Mgr. Dáša Mendelová, PhD.

DISCUSSION TOPICS:

- new practices, trends and innovation in the solar system of marketing - creative marketing strategies and advertising in the 21st century,
- Earth-based consumers of today and their shopping behaviour,
- green, socially responsible and ethical marketing - is there a chance to not turn our planet into a barren moonscape filled with solid waste, packaging materials and plastic?
- social media and their significance in the times of 'space storms' - a swirling vortex of colliding opinions, protests, demonstrations and violent outbursts,
- Facebook versus Instagram - will Facebook be consumed by a black hole, is Instagram the brightest star of the social networking galaxy?
- starry (personal, corporate and product) brands and their radiant success stories,
- wandering across the Milky Way and navigating by the stars - tourism marketing and the ways of presenting significant places to visit.





SCIENTIFIC PARTNERS:

The Institute of Theatre and Film Research
of the Slovak Academy of Sciences

The Polish Academy of Sciences
(Branch in Katowice)

The Institute of Political Science of the Slovak
Academy of Sciences

The Centre for Innovation, Technology Transfer
and Development Foundation of the University
of Silesia (Poland)

The Polish PR Association

CONFERENCE PROGRAMME:

Tuesday 16th April 2019

- | | |
|---------------|--|
| 8.00 - 9.00 | Registration of participants |
| 9.00 - 10.45 | Opening ceremony and main
part of the programme |
| 10.45 - 11.00 | Coffee break |
| 11.00 - 12.30 | Discussion sessions |
| 12.30 - 13.30 | Lunch |
| 13.30 - 15.15 | Panel discussion |
| 15.15 - 15.30 | Coffee break |
| 15.30 - 18.30 | Discussion sessions |
| 19.00 | Banquet with entertainment
programme |

Wednesday 17th April 2019

- | | |
|---------------|------------------------------|
| 8.00 - 9.00 | Registration of participants |
| 9.00 - 10.30 | Discussion sessions |
| 10.30 - 10.45 | Coffee break |
| 10.45 - 12.30 | Discussion sessions |
| 12.30 - 13.30 | Lunch |
| 13:30 | Closing ceremony |

All conference participants will be provided with
a detailed schedule of discussion sessions and
conference programme after the registration.

SUMMARY OF THE MOST IMPORTANT DATA AND INFORMATION:

- **Deadline for submitting the applications with annotation:** 29th March 2019
- **Deadline for submitting papers (having annotations approved):** 1st May 2019
- **Date of the conference:** 16th April – 17th April 2019

CONFERENCE FEE:

- **150 €** – a conference paper in English (these papers will be published in conference proceedings, and then submitted for evaluation to renowned international citation databases Web of Science, Scopus, ERIH PLUS, EBSCO, etc.) In case of co-authorship, each co-author pays conference fee 70 € (whether attending the conference or not).
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ACCOMMODATION AT THE SMOLENICE CASTLE: 35 € a night per person

(Accommodation in a single room costs 50 € a night per person)

- To be paid in cash during registration at the venue; in case you are interested in this service, please express your interest by choosing the appropriate option while filling the electronic application form.

FOOD (LUNCH):

10 € per person (16th April 2019)

10 € per person (17th April 2019)

- Lunch fees are to be paid in cash during registration at the venue. Lunch is optional; expressing your interest in having lunch is a part of the electronic application form.