

Course descriptions

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COURSE DESCRIPTION

Academic year: 2026/2027	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KŽ/A-moZU-158/23	Course title: Current Affairs in European Media
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 4	
Recommended semester: 15.	
Educational level: II.	
Prerequisites:	
Course requirements: Participation in debates and submission of essay of max 2000 words on a selected subject from the list of topics discussed in seminars. Grading scale: 100 - 92 A, 91 - 84 B, 83 - 76 C, 75 - 68 D, 67 - 60 E, 59 - 0 Fx. The exact day for evaluation and topics of the texts will be announced at the beginning of the semester. The teacher will accept a maximum of two absences with documentation. Violation of academic ethics will be punished, and the student will lose all the received points in the relevant assessment. Scale of assessment (preliminary/final): 100% preliminary Scale of assessment (preliminary/final): 100 % preliminary	
Learning outcomes: Participants understand the characteristics of the Slovak media system in the context of the European media space. After completing the course, they are acquainted with current issues of political and business journalism, while they can reflect the changing environment of European and Slovak media. Participants are able to compare the case study of Slovakia with their home country and provided the possibilities of application from Slovakia elsewhere.	
Class syllabus: Introduction to the course and themes of debate Public and commercial media – Political aspects Public and commercial media - Economic aspects “Standard” and social media – key differences in coverage/presentation of globally debated issues Fake news and extremism online – debate on limits to the freedom of speech A “hijacked state” and media - the case of Gorila and Kocner in Slovakia Investigative and data journalism – the case of Slovak murdered journalist Jan Kuciak Objectivity in reporting on criminal proceedings Journalists as commentators and influencers Final reflections and course evaluation	
Recommended literature:	

HALLIN, Daniel C., MANCINI, Paolo. Ten years after Comparing Media Systems. What have we learned? Available at: <https://doi.org/10.1080/10584609.2016.1233158>
 DITRICH, Paul-Jasper. Social Networks and Populism in the EU. Jacques Delors Institute, 2017, <https://institutdelors.eu/en/publications/social-networks-and-populism-in-the-eu-comparative-study/>
 HALLIN, Daniel, MANCINI, Paolo: Systémy médií v postmoderním světě tři modely médií a politiky. Praha: Portál, 2008. ISBN 978-80-7367-377-2

Languages necessary to complete the course:

English

Notes:

The course is in English language.

Past grade distribution

Total number of evaluated students: 28

A	B	C	D	E	FX
78,57	21,43	0,0	0,0	0,0	0,0

Lecturers: Mgr. M. A. Lucia Virostková, PhD.

Last change: 19.05.2023

Approved by:

COURSE DESCRIPTION

Academic year: 2026/2027	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KŽ/A-moZU-172/25	Course title: FREEDOM OF EXPRESSION IN THE MODERN WORLD
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 1., 3., 15.	
Educational level: II.	
Prerequisites:	
Course requirements: Students are expected to attend all class sessions of a course. In the case of an unavoidable absence, the student will contact the instructor immediately and provide written documentation explaining the absence. Violation of academic ethics results in the cancellation of points earned in the relevant item evaluation. Grading scale: A: 92-100, B: 84-91, C: 76-83, D: 68-75, E: 60-67, Fx: 0-59. Final exam: 40 points. Activities: 60 points: hand-in paper + presentation – 35 points (20+15) and 25 points for regular in-class participation. The deadline and topics of the papers/presentations will be announced at the beginning of the semester. Scale of assessment (preliminary/final): 100 % preliminary	
Learning outcomes: Upon exiting the course, the students are: <ul style="list-style-type: none"> • able to identify and understand the major modern approaches to freedom of speech and freedom of the media, the ways that they are interconnected with other fundamental human rights, • competent to apply – in their future professional work – practical methods to protect freedom of expression with the use of the key relevant global and European standards, • navigate and respect limitations on freedom of expression in today's world, • capable to: <ol style="list-style-type: none"> a) demonstrate knowledge of key players and stakeholders in the national and the EU regulation of free expression, ability to promote the values of quality media services, b) identify principles of regulation and corporate regulation of the technological platforms policies and social media content, expression with the use of artificial intelligence, c) employ media and digital literacy methods to explain freedom of expression values, professional standards and balancing norms of media regulation in the cases of rogue information manipulation, d) independently analyze, critically evaluate and actively communicate relevant knowledge through the media of their choice in a well-organized and properly expressed manner. 	

Class syllabus:

- Introduction to the course. How free is your speech?
- International and European standards on freedom of expression. European Media Freedom Act (2024), European Board for Media Services (2025).
- Access to information, right to a fair trial and freedom of expression. Monopoly on information.
- False speech and propaganda: intent and harm. The threat of foreign information manipulations and interference (FIMI).
- Limitations on free expression: hate speech, incitement to genocide, national security, terrorist and extremist content, official and other protected secrets (protection of privacy), war reporting, the right to a fair trial, etc. Privileges of media professionals.
- Copyright and artistic freedom, AI and free expression.
- Defamation and freedom of speech.
- Big Tech and freedom of expression. Media transparency and media concentration. Media capture.

FINAL EXAM

Recommended literature:

Training Manual on International and Comparative Media and Freedom of Expression Law by Dr Richard Carver, Oxford Brookes University, Media Legal Defence Initiative, 2019 edition, 136 pp. (Class tutorial). Available at: <https://teaching.globalfreedomofexpression.columbia.edu/index.php/resources/training-manual-international-and-comparative-media-and-freedom-expression-law-0>

The need to accelerate worldwide progress: UNESCO 2023 report on public access to information (SDG 16.10.2). Available at: <https://doi.org/10.58338/HUQZ3957>

The European Commission. The Digital Services Act package (2022). Available at: <https://digital-strategy.ec.europa.eu/en/policies/digital-services-act-package>.

The European Commission. European Media Freedom Act (2024). Available at: https://commission.europa.eu/strategy-and-policy/priorities-2019-2024/new-push-european-democracy/protecting-democracy/european-media-freedom-act_en

The European Commission. Artificial Intelligence Act (2024). Available at: <https://artificialintelligenceact.eu>

Andrei Richter, International Legal Responses to “Propaganda for War” in Modern Warfare, J. INT’L MEDIA & ENTERTAINMENT LAW. Vol. 10, No. 1, 2023/2024. – 54-80.

Languages necessary to complete the course:

english

Notes:**Past grade distribution**

Total number of evaluated students: 11

A	B	C	D	E	FX
27,27	36,36	27,27	0,0	9,09	0,0

Lecturers: prof. Mgr. Andrey Rikhter, PhD.

Last change: 22.05.2025

Approved by:

COURSE DESCRIPTION

Academic year: 2026/2027	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KŽ/A-moZU-165/23	Course title: Going live! (Practical TV journalism – presenting and reporting live)
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 16.	
Educational level: II.	
Prerequisites:	
Course requirements: a) during the semester: The students will be required to take active part in building the broadcast skills: identifying stories within the colloquial discussions or individual assignments, practical participation in reporting and presenting in front of the camera, teleprompter and interviewing practice. b) in the course credit period: The students will provide one footage of reporting live and one footage of news-reading and interviewing in the TV studio. Grading scale: A (100-92 %), B (91-85 %), C (84-76 %), D (75-68 %), E (67-> 60 %), Fx (≤ 60 %). The teacher will accept a maximum of two absences with documentation. The exact date for continuous evaluation will be announced at the beginning of the semester. The topics of the final assignment will be announced two weeks prior course credit period. Violation of academic ethics will be punished, and the student will lose all the received points in the relevant assessment. Scale of assessment (preliminary/final): 100 % preliminary	
Learning outcomes: After successfully completing the course, the student has theoretical and practical overview of the basic areas of reporting live – presenting the breaking news, conduct on-air interviews, deliver live reports and reading news from teleprompter. The course includes various coaching methods of spoken utterance and face or body behaviours (gestures and mimicry). The students are able to know the basic principles of TV news story-telling and interviewing techniques. They will know how to communicate with control room, the stuff in the studio, how to manage technical problems and how to stay calm whilst under that kind of pressure and broadcasting with very little information. These exercises will give the students more practice with various live coverage structures.	
Class syllabus: TV news gathering and studio processes, working with internal TV systems (rundowns), training techniques when delivering live coverage of expected and breaking news stories, creating the cues, news-reading in TV studio, conducting short on-air interviews with experts,	

conducting the interviews with potentially difficult interviewees, managing the practical tasks in the fields of body a face language.					
Recommended literature: The course is aimed at training the practical skills and developing students' creative thinking and it does not require any specific theoretical resources. The choice of supplementary literature depends on every student.					
Languages necessary to complete the course: English					
Notes:					
Past grade distribution Total number of evaluated students: 35					
A	B	C	D	E	FX
80,0	11,43	5,71	0,0	2,86	0,0
Lecturers: Mgr. Ľubomír Bajaník, PhD.					
Last change: 25.08.2023					
Approved by:					

COURSE DESCRIPTION

Academic year: 2026/2027	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KŽ/A-boZU-154/19	Course title: Journalism and De-journalism in the Online Era
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning	
Number of credits: 4	
Recommended semester: 16.	
Educational level: I.	
Prerequisites:	
Course requirements: Classic question-and-answer assessments during classroom debates; a midterm exam (test); submission of a seminar paper focused on chosen aspects of the topic and its presentation during the colloquial discussion. Type, scope and method of educational activities: 1L+1S, presence method Continuous assessment 100 %. A (100-92 %), B (91-85 %), C (84-76 %), D (75-68 %), E (67-> 60 %), Fx (≤ 60 %). Violation of academic ethics results in the cancellation of points earned in the relevant item evaluation. Scale of assessment (preliminary/final): 100 % preliminary	
Learning outcomes: An intense course for those interested in understanding the changing role of journalism on the basis of general public access to publishing media contents by the Internet and social media (re-skilling, de-skilling). Providing basic orientation in the reality of the mass media within a mediatized society, the course focuses on how the consequences of surveillance based on the see / being seen principle change the daily craft routine of mass media professionals. On the one hand, there is a professional quality requirement, while on the other, there is focus on the audience requirement. The journalists have ambitions to satisfy both demands. What is of crucial importance is the phenomenon of general availability of publishing for everyone, which the teacher calls 'de-journalism'.	
Class syllabus: <ul style="list-style-type: none"> - manifestations of re-skilling and de-skilling of journalists after the Web 1.0 and Web 2.0; - publishing media contents under the press freedom vs. freedom of speech; - interdependence and interconnection between mass media professionals and laity; - impact of global multinational players (media oligarchs) as well as politicians, lobbyists, and other (inter)national interest groups in the sphere of mass media; - penetration of „alternative truths“, fake news, and hoaxes into the mass media contents; - impact of an individual, and organized groups on the running and nature of mass media; - the role of trolls and elves in the post-truth society; - mass media manipulation – its possibilities and limits. 	

Recommended literature:

BOAG, Zan (ed.). Fake news. Is the medium the Message?—monothematic issue of the journal New Philosopher, Issue 17, Aug-Oct 2017.

HJARVARD, Stig. The Mediatization of Culture and Society. Routledge, 2013. ISBN 0415692377.

SÁMELOVÁ, Anna. Post-Panoptic Panopticism in Docile Mass Media. In Human Affairs, 24(4), 2014. pp. 470-480. DOI: 10.2478/s13374-014-0242-9. <https://www.degruyter.com/document/doi/10.2478/s13374-014-0242-9/html>

SÁMELOVÁ, Anna. The Paradigmatic Change in the Media-Mediated Communication after the Onset of Online Media Technologies. In Communication Today, 12(2), 2021. pp. 20-30. <https://communicationtoday.sk/the-paradigmatic-change-in-the-media-mediated-communication-after-the-onset-of-online-media-technologies/>

SÁMELOVÁ, Anna, STANKOVÁ, Mária. Some Ideas on Facts and No Facts within Media Language. In European Journal of Media, Art and Photography, 6(2), 2018. pp. 118-123. <https://ejmap.sk/some-ideas-on-facts-and-no-facts-within-media-language/>

SÁMELOVÁ, Anna. From Offline Being to Online Being : Transformation of an Ordinary Person into a Celebrity. In Megatrends and Media : On the Edge. Trnava: FMK, 2020. pp. 110-119. https://fmk.sk/download/Megatrends_and_Media_On-the-Edge.pdf

Languages necessary to complete the course:

English

Notes:

Students entitled to enroll: Erasmus+ students; Exchange students (there are no other specific subject requirements for enrolling).

Past grade distribution

Total number of evaluated students: 0

A	B	C	D	E	FX
0,0	0,0	0,0	0,0	0,0	0,0

Lecturers: doc. PhDr. Anna Sámelová, PhD.

Last change: 03.06.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2026/2027	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KŽ/A-moZU-167/23	Course title: Media debates
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 2., 4., 16.	
Educational level: II.	
Prerequisites:	
Course requirements: a) during the semester: a paper on a selected issue and a presentation of the paper in a debate format. b) in the examination period: exam. Grading scale: 0-59%-FX, 60-67%-E, 68-75%-D, 76-83%-C, 84-91%-B, 92-100%-A The teacher will accept a maximum of two absences with documentation. Violation of academic ethics results in the cancellation of points earned in the relevant item evaluation. Scale of assessment (preliminary/final): 50 % preliminary, 50 % final	
Learning outcomes: After successfully completing the course, a student has an understanding of the current controversial media issues and is able to provide arguments for their possible solutions. The student is acquainted with the modern literature on the debated issues, media theories, role of the media in a democratic society, journalist's responsibility, trust, media objectivity and bias, propaganda and the media, globalism of the media, media platforms, and is able to identify problems and issues of current policies. The students learn how to debate with their peers on key issues of their future profession.	
Class syllabus: <ol style="list-style-type: none"> 1. Freedom of the Press. 2. Media-Government Relationship. 3. Media and the Public Trust. 4. People's Right to Know. 5. Public Access to the Media. 6. Media Bias and Journalistic Objectivity. 7. Power of the Media. Media, Politics and Elections. 8. Quality of Media Content. Media Ethics. 9. Deciding What is News. War and the Media. 10. Propaganda, Disinformation, and the Media. 11. Journalism is a Profession. Globalization and the Media. 	

Recommended literature: Everette E. Dennis, John C. Merrill, Media Debates Great Issues for the Digital Age, 4th edition, Wadsworth Publishing Company, 2006. – 245 pp.					
Languages necessary to complete the course: English					
Notes:					
Past grade distribution Total number of evaluated students: 17					
A	B	C	D	E	FX
47,06	11,76	35,29	0,0	5,88	0,0
Lecturers: prof. Mgr. Andrey Rikhter, PhD.					
Last change: 19.05.2023					
Approved by:					

COURSE DESCRIPTION

Academic year: 2026/2027	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KŽ/A-moZU-149/18	Course title: Power, Lobbying, and Ethics in Mass Media
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning	
Number of credits: 4	
Recommended semester: 15.	
Educational level: II.	
Prerequisites:	
Course requirements: Classic question-and-answer assessments during classroom debates; a midterm exam (test); submission of seminar papers (essays) focused on chosen aspects of the power, lobbying or ethics within the media system and its presentation during the colloquial discussion. A (100-92 %), B (91-85 %), C (84-76 %), D (75-68 %), E (67-> 60 %), Fx (≤ 60 %). Violation of academic ethics results in the cancellation of points earned in the relevant item evaluation. Scale of assessment (preliminary/final): 100 % preliminary	
Learning outcomes: An intense course for those interested in understanding the changing role of journalism on the basis of power, lobbying, and ethics inside as well as outside the mass media. Providing basic orientation in the reality of the mass media, the course offers in depth analyses of what makes a "compelling narrative" in traditional media, new media, on blogs and social media; exposes students to thoughts on journalism and "dejournalism" as a whole as well as on the possibilities and limits of mass media manipulation of texts, sounds, images; teaches students to distinguish between mission and practice of traditional media, new media, and social media; clarifies the implications of the panoptic-synoptic normalization of "bodies and souls" of mass media houses, mass media professionals, and their audience. Development of personal skills to argue, including correct quotations, is also covered.	
Class syllabus: <ul style="list-style-type: none"> - the media Panopticon, Synopticon, Polyopticon, Omnipticon; - manifestations of power, moral values of individuals, and interest groups in the field of mass media in their interdependence and interconnection; - impact of global multinational players (media oligarchs) as well as politicians, lobbyists, and other (inter)national interest groups in the sphere of mass media; - penetration of power into the mass media, ethics regulation; - impact of an individual on the running and nature of mass media; - panoptic-synoptic normalization in mass media and through mass media; - mass media manipulation – its possibilities and limits 	

Recommended literature:

BAUMAN, Zygmunt, LYON, David. Liquid Surveillance. A Conversation. Polity Press, 2013. ISBN 978-0-745-66282-4. /

DANA, Charles Anderson. The Art of Newspaper Making: Three Lectures. Appleton and Company, 1985. Available on:

DELEUZE, G.: Postscript on the Societies of Control. In OCTOBER 59, Winter 1992, MIT Press, Cambridge, pp. 3-7. Available on: <https://libcom.org/library/postscript-on-the-societies-of-control-gilles-deleuze#>. /

FOUCAULT, Michel: Discipline and Punish. A Birth of the Prison. Vintage Books, 1977. ISBN 978-0679752554. /

HJARVARD, Stig. The Mediatization of Culture and Society. Routledge, 2013. ISBN 0415692377. /

MATHIESEN, Thomas. The Viewer Society: Michel Foucault's #Panopticon# Revisited. In Theoretical Criminology: an international journal, 1(2), 1997, pp. 215-234. /

ORWELL, George. Nineteen Eighty-four. Any edition. Available on: <http://gutenberg.net.au/ebooks01/0100021.txt>. /

SÁMELOVÁ, Anna. Post-Panoptic Panopticism in Docile Mass Media. In Human Affairs, 24(4), 2014, pp. 470-480. DOI: 10.2478/s13374-014-0242-9.

Languages necessary to complete the course:

English

Notes:

Students entitled to enroll: Erasmus+ students; Exchange students (there are no other specific subject requirements for enrolling).

Past grade distribution

Total number of evaluated students: 60

A	B	C	D	E	FX
95,0	3,33	1,67	0,0	0,0	0,0

Lecturers: doc. PhDr. Anna Sámelová, PhD.

Last change: 03.06.2022

Approved by: