

## Description of the field of habilitation proceedings and inauguration proceedings

### 1. Specification of the field of habilitation proceedings and inauguration proceedings

**Name of the higher education institution:** Comenius University Bratislava

**Address of the higher education institution:** Šafárikovo námestie 6, P.O. BOX 440, 814 99 Bratislava 1

**Identification number of the higher education institution:** 00397865

**Name of the faculty:** Faculty of Arts

**Address of the faculty:** Gondova 2, 811 02 Bratislava 1

**Name of the field of habilitation proceedings and inauguration proceedings:** Mass Media Studies

**Valid decision on the granting of rights:** Number of the decision: 2015-18766-15A0

Text of the decision: Granted without time limit

#### Content specification:

Mass Media Studies focuses on the content, history and operation of mass media and mass communication. The research focuses on various communication techniques, media representation, marketing communication, the relationship between the media and the recipients/consumers of media content, and the institutional basis of mass media. Mass Media Studies uses methods of social sciences (information studies, economics, sociology, psychology) as well as the humanities (philosophy, art history, etc.).

**Awarded academic degree:** Associate Professor (Ass. Prof.) (in Slovak: "docent"); Professor (Prof.) (in Slovak: "profesor")

**Assigned field(s) of study:** Media and Communication Studies

Within the study field of *media and communication studies*, the Faculty has accredited the following 3rd degree study program(s) (both full-time and part-time):

Media and Communication Studies

### 2. Persons responsible for the field of habilitation proceedings and inauguration proceedings

**Persons responsible for the field of habilitation proceedings and inauguration proceedings:**

Prof. PhDr. Pavel Horňák, PhD.

Prof. Ing. Pavol Kita, PhD.

Prof. Dr. Andrey Rikhter, DrSc.

Doc. PhDr. Anna Sámelová, PhD.

Doc. Mgr. Milan Banyár, PhD.

#### Links to scientific boards:

Scientific Board of the University: <https://uniba.sk/veda/vedecka-rada-uk/zlozenie-vr-uk/>

Scientific Board of the Faculty: <https://fphil.uniba.sk/o-fakulte/vedecka-rada-fif-uk/>

#### Links to the records of the outputs of research, artistic and other activities:

Prof. PhDr. Pavel Horňák, PhD.

Link to the research/art/teacher profile:

[https://liveuniba.sharepoint.com/:x:/r/sites/uk/akreditacia/\\_layouts/15/Doc.aspx?sourcedoc=%7BCE57253B-343B-4CEC-B79C-](https://liveuniba.sharepoint.com/:x:/r/sites/uk/akreditacia/_layouts/15/Doc.aspx?sourcedoc=%7BCE57253B-343B-4CEC-B79C-A83BBF53EE65%7D&file=VUPCH_Hornak.xlsx&action=default&mobileredirect=true)

[A83BBF53EE65%7D&file=VUPCH\\_Hornak.xlsx&action=default&mobileredirect=true](https://liveuniba.sharepoint.com/:x:/r/sites/uk/akreditacia/_layouts/15/Doc.aspx?sourcedoc=%7BCE57253B-343B-4CEC-B79C-A83BBF53EE65%7D&file=VUPCH_Hornak.xlsx&action=default&mobileredirect=true)

Link to the research, artistic and other activities outputs:

<https://liveuniba.sharepoint.com/sites/uk/akreditacia/Zdielane%20dokumenty/Forms/AllItems.aspx?CT=1659090777743&OR=OWA%2DNT&CID=94c17e39%2D515c%2D9105%2D9c77%2Df32e0c45701d&id=%2Fsites%2Fuk%2Fakreditacia%2FZdielane%20dokumenty%2FFif%2FHKalk%2FMasmedi%20A1%20C5%20A1%20C3%20BA%20A1%20FV%20C3%20BDstupy%20tvorivej%20C4%20Dinnosti%20FVTC%205FHor%20C5%2088%20C3%20A1k&viewid=ae756ca4%2Dc798%2D4783%2D93c9%2Dcf5b30db2a70>

Prof. Ing. Pavol Kita, PhD.

Link to the research/art/teacher profile:

<https://liveuniba.sharepoint.com/sites/uk/akreditacia/Zdielane%20dokumenty/Forms/AllItems.aspx?CT=1659090730744&OR=OWA%2DNT&CID=ba83a06a%2D584e%2D3ce2%2D4e0a%2D78461c5cc869&id=%2Fsites%2Fuk%2Fakreditacia%2FZdielane%20dokumenty%2FFif%2FHKalk%2FMasmedi%20A1%20C5%20A1%20C3%20BA%20A1%20FV%20C3%20BDstupy%20tvorivej%20C4%20Dinnosti%20FVTC%205FHor%20C5%2088%20C3%20A1k&viewid=ae756ca4%2Dc798%2D4783%2D93c9%2Dcf5b30db2a70>

[0%2C5%A1t%2C3%BA%2C3%A1%2FVUPCH%2FVUPCH%5FKita%2EPDF&parent=%2Fsites%2Fuk%2Fakreditacia%2FZdielane%20dokumenty%2FFiF%2FHkK%2FMasmedi%2C%2A1ne%20%2C5%A1t%2C3%BA%2C3%A1%2FVUPCH](https://liveuniba.sharepoint.com/sites/uk/akreditacia/Zdielane%20dokumenty/Forms/AllItems.aspx?CT=1659090777743&OR=OWA%2DNT&CID=94c17e39%2D515c%2D9105%2D9c77%2Df32e0c45701d&id=%2Fsites%2Fuk%2Fakreditacia%2FZdielane%20dokumenty%2FFiF%2FHkK%2FMasmedi%2C%2A1ne%20%2C5%A1t%2C3%BA%2C3%A1%2FVUPCH%2FVUPCH%5FKita%2EPDF&parent=%2Fsites%2Fuk%2Fakreditacia%2FZdielane%20dokumenty%2FFiF%2FHkK%2FMasmedi%2C%2A1ne%20%2C5%A1t%2C3%BA%2C3%A1%2FVUPCH)

Link to the research, artistic and other activities outputs:

<https://liveuniba.sharepoint.com/sites/uk/akreditacia/Zdielane%20dokumenty/Forms/AllItems.aspx?CT=1659090777743&OR=OWA%2DNT&CID=94c17e39%2D515c%2D9105%2D9c77%2Df32e0c45701d&id=%2Fsites%2Fuk%2Fakreditacia%2FZdielane%20dokumenty%2FFiF%2FHkK%2FMasmedi%2C%2A1ne%20%2C5%A1t%2C3%BA%2C3%A1%2FV%2C3%BDstupy%20tvorivej%20%2C4%8Dinnosti%2FVTC%5FKita&viewid=ae756ca4%2Dc798%2D4783%2D93c9%2Dcf5b30db2a70>

Prof. Dr. Andrey Rikhter, DrSc.

Link to the research/art/teacher profile:

[https://liveuniba.sharepoint.com/:x:/r/sites/uk/akreditacia/\\_layouts/15/Doc.aspx?sourcedoc=%7B065E93E7-0063-41C2-B58A-1CA307230FB7%7D&file=VUPCH\\_Rikhter.xlsx&action=default&mobileredirect=true](https://liveuniba.sharepoint.com/:x:/r/sites/uk/akreditacia/_layouts/15/Doc.aspx?sourcedoc=%7B065E93E7-0063-41C2-B58A-1CA307230FB7%7D&file=VUPCH_Rikhter.xlsx&action=default&mobileredirect=true)

Link to the research, artistic and other activities outputs:

<https://liveuniba.sharepoint.com/sites/uk/akreditacia/Zdielane%20dokumenty/Forms/AllItems.aspx?CT=1659090777743&OR=OWA%2DNT&CID=94c17e39%2D515c%2D9105%2D9c77%2Df32e0c45701d&id=%2Fsites%2Fuk%2Fakreditacia%2FZdielane%20dokumenty%2FFiF%2FHkK%2FMasmedi%2C%2A1ne%20%2C5%A1t%2C3%BA%2C3%A1%2FV%2C3%BDstupy%20tvorivej%20%2C4%8Dinnosti%2FVTC%5FRichter&viewid=ae756ca4%2Dc798%2D4783%2D93c9%2Dcf5b30db2a70>

Doc. PhDr. Anna Sámelová, PhD.

Link to the research/art/teacher profile:

[https://liveuniba.sharepoint.com/:x:/r/sites/uk/akreditacia/\\_layouts/15/Doc.aspx?sourcedoc=%7B38832CCB-7D46-470A-B46A-388A6A2AB84A%7D&file=VUPCH\\_Samelova.xlsx&action=default&mobileredirect=true](https://liveuniba.sharepoint.com/:x:/r/sites/uk/akreditacia/_layouts/15/Doc.aspx?sourcedoc=%7B38832CCB-7D46-470A-B46A-388A6A2AB84A%7D&file=VUPCH_Samelova.xlsx&action=default&mobileredirect=true)

Link to the research, artistic and other activities outputs:

<https://liveuniba.sharepoint.com/sites/uk/akreditacia/Zdielane%20dokumenty/Forms/AllItems.aspx?CT=1659090777743&OR=OWA%2DNT&CID=94c17e39%2D515c%2D9105%2D9c77%2Df32e0c45701d&id=%2Fsites%2Fuk%2Fakreditacia%2FZdielane%20dokumenty%2FFiF%2FHkK%2FMasmedi%2C%2A1ne%20%2C5%A1t%2C3%BA%2C3%A1%2FV%2C3%BDstupy%20tvorivej%20%2C4%8Dinnosti%2FVTC%5FS%2C3%A1melov%2C3%A1&viewid=ae756ca4%2Dc798%2D4783%2D93c9%2Dcf5b30db2a70>

Doc. Mgr. Milan Banyár, PhD.

Link to the research/art/teacher profile:

[https://liveuniba.sharepoint.com/:x:/r/sites/uk/akreditacia/\\_layouts/15/Doc.aspx?sourcedoc=%7B87ED83AE-5F86-47B2-B291-086A40B70C69%7D&file=VUPCH\\_Banyar.xlsx&action=default&mobileredirect=true](https://liveuniba.sharepoint.com/:x:/r/sites/uk/akreditacia/_layouts/15/Doc.aspx?sourcedoc=%7B87ED83AE-5F86-47B2-B291-086A40B70C69%7D&file=VUPCH_Banyar.xlsx&action=default&mobileredirect=true)

Link to the research, artistic and other activities outputs:

<https://liveuniba.sharepoint.com/sites/uk/akreditacia/Zdielane%20dokumenty/Forms/AllItems.aspx?CT=1659090777743&OR=OWA%2DNT&CID=94c17e39%2D515c%2D9105%2D9c77%2Df32e0c45701d&id=%2Fsites%2Fuk%2Fakreditacia%2FZdielane%20dokumenty%2FFiF%2FHkK%2FMasmedi%2C%2A1ne%20%2C5%A1t%2C3%BA%2C3%A1%2FV%2C3%BDstupy%20tvorivej%20%2C4%8Dinnosti%2FVTC%5FBany%C3%A1r&viewid=ae756ca4%2Dc798%2D4783%2D93c9%2Dcf5b30db2a70>

### **3. The level of criteria for evaluating the fulfilment of the conditions for obtaining the title of Associate Professor**

**Link to current criteria:**

General criteria for obtaining the scientific-pedagogical title of Associate Professor and the scientific-pedagogical title of Professor at the Comenius University Bratislava:

[https://uniba.sk/fileadmin/ruk/veda/Legislativa/Vp\\_2021\\_24\\_Ramcove\\_kriteria\\_na\\_ziskavanie\\_titulu\\_docent\\_a\\_profesor.pdf](https://uniba.sk/fileadmin/ruk/veda/Legislativa/Vp_2021_24_Ramcove_kriteria_na_ziskavanie_titulu_docent_a_profesor.pdf)

Specific criteria for evaluating the fulfilment of the conditions for obtaining the scientific-pedagogical title Associate Professor and specific criteria for evaluating the fulfilment of the conditions for obtaining the scientific-pedagogical title Professor at the Faculty of Arts:

[https://uniba.sk/fileadmin/ruk/veda/Kriteria\\_hab\\_a\\_prof/FiF\\_UK\\_HIK\\_schvalene.pdf](https://uniba.sk/fileadmin/ruk/veda/Kriteria_hab_a_prof/FiF_UK_HIK_schvalene.pdf)

**Link to previous criteria with specification of validity:**

General criteria for obtaining the scientific-pedagogical title of Associate Professor and the scientific-pedagogical title of Professor at the Comenius University Bratislava valid from 1 April 2014 to 31 August 2022:

[https://uniba.sk/fileadmin/ruk/veda/Legislativa/vp\\_2014\\_3.pdf](https://uniba.sk/fileadmin/ruk/veda/Legislativa/vp_2014_3.pdf)

Specific criteria for evaluating the fulfilment of the conditions for obtaining the scientific-pedagogical title Associate Professor and specific criteria for evaluating the fulfilment of the conditions for obtaining the scientific-pedagogical title Professor at the Faculty of Arts valid from 1 April 2014 to 31 August 2022:

[https://fphil.uniba.sk/fileadmin/fif/o\\_fakulte/dokumenty\\_vnutorne\\_predpisy/vnutorne\\_predpisy/vp\\_3\\_2014.pdf](https://fphil.uniba.sk/fileadmin/fif/o_fakulte/dokumenty_vnutorne_predpisy/vnutorne_predpisy/vp_3_2014.pdf)

#### **4. The level of criteria for evaluating the fulfilment of the conditions for obtaining the title of Professor**

**Link to current criteria:**

General criteria for obtaining the scientific-pedagogical title of Associate Professor and the scientific-pedagogical title of Professor at the Comenius University Bratislava:

[https://uniba.sk/fileadmin/ruk/veda/Legislativa/Vp\\_2021\\_24\\_Ramcove\\_kriteria\\_na\\_ziskavanie\\_titulu\\_docent\\_a\\_profesor.pdf](https://uniba.sk/fileadmin/ruk/veda/Legislativa/Vp_2021_24_Ramcove_kriteria_na_ziskavanie_titulu_docent_a_profesor.pdf)

Specific criteria for evaluating the fulfilment of the conditions for obtaining the scientific-pedagogical title Associate Professor and specific criteria for evaluating the fulfilment of the conditions for obtaining the scientific-pedagogical title Professor at the Faculty of Arts:

[https://uniba.sk/fileadmin/ruk/veda/Kriteria\\_hab\\_a\\_prof/FiF\\_UK\\_HIK\\_schvalene.pdf](https://uniba.sk/fileadmin/ruk/veda/Kriteria_hab_a_prof/FiF_UK_HIK_schvalene.pdf)

**Link to previous criteria with specification of validity:**

General criteria for obtaining the scientific-pedagogical title of Associate Professor and the scientific-pedagogical title of Professor at the Comenius University Bratislava valid from 1 April 2014 to 31 August 2022:

[https://uniba.sk/fileadmin/ruk/veda/Legislativa/vp\\_2014\\_3.pdf](https://uniba.sk/fileadmin/ruk/veda/Legislativa/vp_2014_3.pdf)

Specific criteria for evaluating the fulfilment of the conditions for obtaining the scientific-pedagogical title Associate Professor and specific criteria for evaluating the fulfilment of the conditions for obtaining the scientific-pedagogical title Professor at the Faculty of Arts valid from 1 April 2014 to 31 August 2022:

[https://fphil.uniba.sk/fileadmin/fif/o\\_fakulte/dokumenty\\_vnutorne\\_predpisy/vnutorne\\_predpisy/vp\\_3\\_2014.pdf](https://fphil.uniba.sk/fileadmin/fif/o_fakulte/dokumenty_vnutorne_predpisy/vnutorne_predpisy/vp_3_2014.pdf)

#### **5. Rules and procedures of the habilitation proceedings and inauguration proceedings**

**Link to a valid internal regulation or part of it:**

Internal regulation 25/2021 Rules for the creation and assessment of documents for obtaining rights to habilitation proceedings and inauguration proceedings at the Comenius University Bratislava:

[Vp\\_2021\\_25\\_Pravidla\\_pre\\_tvorbu\\_a\\_posudzovanie\\_podkladov\\_HaIK.pdf](https://uniba.sk/fileadmin/ruk/veda/Legislativa/vp_2021_25_Pravidla_pre_tvorbu_a_posudzovanie_podkladov_HaIK.pdf)

**Link to a previous regulation with specification of validity:**

The full text of internal regulation 16/2013 Principles of the habilitation proceedings for awarding the title of Associate Professor and the inauguration proceedings for awarding the title of Professor at the Comenius University Bratislava, as amended by supplement no. 1, valid from 1 April 2014 to 31 August 2022:

[https://uniba.sk/fileadmin/ruk/veda/Legislativa/vp\\_2014\\_7.pdf](https://uniba.sk/fileadmin/ruk/veda/Legislativa/vp_2014_7.pdf)

#### **6. Links to completed proceedings and their results in 2016-2022**

**Inauguration proceedings:**

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**Habilitation proceedings:**

PhDr. Milan Banyár, PhD., <https://uniba.sk/veda/habilitacne-a-vymenuvacie-konania/habilitacne-konania/habilitacne-konania-2018/>, issuance of the decree on the awarding of the scientific-pedagogical title of Associate Professor in the field of mass media studies on December 1, 2018

## **7. Links to ongoing proceedings**

### **Inauguration proceedings:**

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### **Habilitation proceedings:**

Mgr. Mária Stanková, PhD., <https://uniba.sk/veda/habilitacne-a-vymenuvacie-konania/habilitacne-konania/>, proposal approved by the Scientific Board of the Faculty on May 26, 2022, the issuance of the decree is awaited

Mgr. Peter Krajčovič, PhD., <https://uniba.sk/veda/habilitacne-a-vymenuvacie-konania/habilitacne-konania/>, application submitted, proceedings interrupted – the deadline for eliminating deficiencies is determined