Description of the study programme

Name of the higher education institution:	**Pan-european University**
Address of the higher education institution:	**Tomášikova 20, Bratislava**
Identification number of the higher education institution:	**727000000**
Name of the faculty:	**Faculty of Mass Media**
Address of the faculty:	**Tematínska 10, Bratislava**
Name of the study programme:	**Mass Media Studies**
Degree of higher education:	**doctoral**

Institution body for approving the study programme:	PEVŠ Quality Council
Date of the study programme approval or the study programme modification:	19.06.2019 a 24.08.2022
Date of the latest change in the study programme description:	no change

Reference to the results of the latest periodic review of the study programme by the institution:
https://www.paneurouni.com/wp-content/uploads/2022/11/dotaznik_kvalita_studenti_2022.pdf

Reference to the assessment report of the application for accreditation of the study programme under § 30 of Act no. 269/2018 Coll. :

1. Basic information about the study programme

A	Name of the study program and its number according to the register of study programmes.	**Mass Media Studies** **No. 113159**
B	Degree of higher education and ISCED-F education degree code.	**3** **Code 864**
C	Place(s) of delivery of the study programme.	**Tematínska 10 , Bratislava**
D	Name and number of the field of study in which higher education is obtained by completing the study programme, or a combination of two fields of study in which higher education is obtained by completing the study programme,	**Media and Communication Studies** **Code 7205V00**
	ISCED-F codes of the field/fields.	**Code 864**
E	Type of the study programme: academically oriented, professionally oriented; translation, translation combination study programme (listing the specializations); teaching, teaching combination study programme (listing the specializations); artistic, engineering, doctoral, preparation for regulated profession, joint study programme, interdisciplinary studies	**academically oriented**
F	Awarded academic degree.	**PhD.**
G	Form of study.	**External**
H	In the case of joint study programmes, cooperating institutions and the range of study obligations the student fulfills at each of the given institutions (§ 54a of the Act on Higher Education Institutions).	
I	Language or languages in which the study programme is delivered.	**Slovak, english**
J	Standard length of the study expressed in academic years.	**4 years**
K	Capacity of the study programme (planned number of students), the actual number of applicants and students.	**Planned number of students 4** **Actual number of applicants 0** **Number of students enrolled 0**

2. Graduate profile and learning objectives

A The institution defines the learning objectives of the study programme such as student's abilities at the time of completion of the programme and the main learning outcomes.

Graduate profile

As a unique study programme, the Doctoral Programme in Mass Media Studies builds on the values of the Pan-European Movement, founded by Count Richard von Coudenhove-Kalergi and his successor Dr. Otto von Habsburg. The values of respect for human dignity, freedom, democracy, equality, the rule of law and respect for human rights, including the rights of persons belonging to minorities, are paramount for graduates of the programme. These values are shared by the Member States of the EU, where pluralism, non-discrimination, tolerance,

justice, solidarity and equality between women and men prevail. In his/her work, our graduate seeks to promote these values in society. The main principles that guide the work of our graduates are fundamental human rights and freedoms, impartiality, balance, objectivity, honesty, truthfulness, accountability and rigorous fact-checking.

The Doctoral Program in Mass Media Studies offers graduates in-depth professional and methodological knowledge in several areas of the discipline, which serves primarily the area of innovation and originality in media and marketing practice or research and is necessary for designing research and development or professional practice development in the media, information and marketing field.

Knowledge:
- The graduate masters the fundamental theoretical and methodological foundations of the field, has mastered and can correctly choose specific scientific methods of basic and applied research in the field of theory and practice of media, marketing and information institutions and systems.
- The graduate understands the broad multidisciplinary, especially social, ethical, economic, psychological, political, legal, aesthetic, cultural and other contexts of social communication, especially at the level of information creation and use, and is able to apply them correctly in media and marketing research and practice, also in the context of the current socio-cultural situation in society.
- The graduate is able to create and formulate new hypotheses, judgments and strategies for further development of theory and practice of media and communication studies, evaluate theories, concepts and innovations in the field.

Skills:
- Graduates can apply their own findings resulting from theoretical analysis and their own scientific research of a complex and interdisciplinary nature, design, verify and implement new research and work procedures and production procedures, including media-art production in the field of media and communication studies.
- Practically proficient in selected research methods and uses them to independently and creatively search for new practices, technologies, and methods of implementation, identify patterns of behavior, and solve other research problems in the field.

Competencies:
- Graduates will acquire independent, critical and analytical thinking skills that can be applied in unpredictable, predictable and changing conditions.
- He/she is able to independently present the results of research and development to the professional community in the Slovak Republic and abroad.
- Considers social, scientific and ethical aspects in formulating research objectives and interpreting research results with an emphasis on understanding broader societal contexts and needs.
- Is able to determine the focus of research and take a leadership role in research, design and application activities in the field.
- Is able to plan his/her own professional development, managing the progress of the discipline in the context of current trends in scientific and technological progress. He/she is able to effectively coordinate a work team in the scientific and application spheres of the discipline.

B   The institution indicates the professions for which the graduate is prepared at the time of completion and the potential of the study programme from the point of view of graduate's employability.

The European Qualifications Framework (EQF) and the Slovak Qualifications Framework (in the sense of SRI - Search Results (sustavapovolani.sk)) are the starting documents for indicating occupations:

- Executives (top managers) in media research and development and marketing
- Media and marketing research and development specialist
- Assistant professor at a university in the field of Media and Communication Studies
- Executives in media communication and marketing (CEOs)
- Media, advertising and marketing executives
- Marketing, advertising and public relations executives
- Information and communication executives
- Communications executives
- Media and marketing research and development specialist
- Top publicity and communication managers
- Editor-in-Chief / Editor-in-Chief

a)   C   Relevant external stakeholders who have provided the statement or a favorable opinion on the compliance of the acquired qualification with the sector-specific requirements for the profession**.**

3. Employability

A Evaluation of the study programme graduates employability.

- Senior management in all types of public and private media, media and marketing and organisations;
- researcher in the field of media communication, marketing communication, journalism;
- analytical and conceptual worker at a higher management level in the organisational structure of legislative bodies, executive state bodies in the field of culture, education, diplomacy, as well as in the field of corporate marketing and international marketing;
- university teacher in the field of Media and Communication Studies.

B If applicable, indicate the successful graduates of the study programme.

Lucia Barmošová - presenter of TV Joj

Michal Brat - Marketing Director of Martinus

Mariana Čengel Solčanská director and writer

Jakub Filo - daily SME - deputy editor-in-chief

Katarína Holetzová - writer, journalist, now a university lecturer at PEVŠ

Mgr. Viktor Kamenický, PhD. - creative producer and head of the Media Centre at PEVŠ

Anna Kasardová - Senior State Counsellor, Press Department, Ministry of Education, Science, Research and Sport of the Slovak Republic

Natália Kostrošová - PR manager at Media Central agency

Zuzana Megová (Komárová) - Senior State Counsellor, Director General, Ministry of Culture of the Slovak Republic

Mgr. Ján Paukovic, PhD. - Creative Director - The Twentytwo Ltd., lecturer at FM PEVŠ

Palo Náther - RTVS

Jana Žjak - Head of the Press Department at the Ministry of Environment of the Slovak Republic

https://www.paneurouni.com/uchadzaci/zakladne-informace/absolventi/uspesni-absolventi-fakulty-masmedii/

C   Evaluation of the study programme quality by employers (feedback).

Branislav Ondrášik - ESET, spol. s r.o. (Masmediálne štúdia, PhD.)

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4. Structure and content of the study programme

A   The institution describes the rules for the design of study plans within the study programme.

Rector's Directive No.4/2022 Rules for the establishment, implementation and modification of study programmes.
The study plans are based on the applicable rules and are drawn up in accordance with the recommended study plan within the framework of accreditation, with subsequent adjustments according to legislative changes resulting from the definition of profile courses. Only elective subjects are updated in the curricula according to the interest of students and the needs and requirements of the market as defined by employers.
The organisation of studies is governed by the provisions of the third part of the PEVŠ Study and Examination Regulations (i.e. Articles 10 to 28)
https://www.paneurouni.com/pevs/uradne-informacie/system-kvality/

B   The institution compiles the recommended study plans for individual study paths.

Annex No. 1 - Study plans of the relevant faculty
Link to the study guide:
https://www.paneurouni.com/fakulta-masmedii/uradne-informacie/sprievodca-studiom/
https://www.paneurouni.com/wp-content/uploads/2021/09/fak_masmedii_informacna_brozura_21_22.pdf

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C   The study plan generally states:
- individual parts of the study programme (modules, courses, and other relevant school and extracurricular activities, if they contribute to the achievement of the required learning outcomes and allow to obtain credits) in the structure of compulsory, compulsory optional and optional courses,
- profile courses of the relevant study path (specialization) within the study programme,
- for each learning part/course the learning outcomes, related criteria and rules of their assessment so that the learning objectives of the study programme are met (they can be stated only in the Course information sheets, in the Learning outcomes section and in the Course completion requirements),
- prerequisites, co-requisites and recommendations for the design of the study plan,
- for each learning part of the study plan/course the applied educational activities (lecture, seminar, exercise, final work, project work, laboratory work, internship, excursion, field practice, professional practice, state exam, etc. or their combinations) suitable for achieving learning outcomes,
- methods by which the educational activity is delivered – present, distant, combined (in accordance with the Course information sheets),
- outline/syllabus of the course ,
- student workload ("extent" of individual courses and educational activities separately) ,
- credits allocated to each part based on the learning outcomes achieved and the workload involved,
- the person responsible for the course (or a partner organization/person) with an indication of the contact details,
- course teachers (or participating partner organizations/persons) (may also be mentioned in Course information sheets),
- places where the courses are taught (if the study programme is delivered at several workplaces).

Curriculum with defined profile subjects, other PP and PVP
Annex 1 - Study plans of the faculty concerned

D   The institution states the number of credits, the achievement of which is a condition for proper completion of studies and other requirements that the student must meet within the study programme and for its proper completion, including the requirements for state examinations, rules for re-study and rules for the extension, interruption of study.

Doctoral study programme - 180 ECTS

By the dissertation examination and the dissertation defence, the doctoral graduate demonstrates:
- Ability to enrich the theory of the field of study with new, original insights, new knowledge or contexts on the basis of theoretical reflection, interpretation of findings,
- the ability to define a research problem, to choose adequate research methods and to propose creative and effective solutions to the problem under study, to create an inspiring source for further research through the dissertation.

Dissertation and dissertation defence

The dissertation is the final thesis according to the Higher Education Act. The defence of the dissertation is a state examination (Section 54(14) and Section 63 of the Higher Education Act), it is public and takes place before a defence committee, which is appointed by the dean from among the members of the defence committee on the proposal of the thesis committee.

The dean of the faculty shall forward to the chairman of the thesis committee, after receiving the request for permission to defend the thesis, within 15 days, the doctoral student's application (Article 14(2) of this Directive) together with the thesis, which shall contain the elements laid down in the internal regulation of the PEVŠ (Directive on the editing, registration, access to and storage of theses and rigorous theses). In accordance with the internal regulation of the faculty, the chair of the dissertation committee shall, within 20 days, state whether he/she recommends the dissertation for defence, propose to the dean of the faculty the composition of the dissertation defence committee and the opponents of the dissertation.

If the chair of the thesis committee finds that the doctoral student's application for permission to defend the dissertation or the dissertation does not meet the prescribed requirements, he or she shall invite the doctoral student to remedy the deficiencies within a specified period of time.

After receiving the proposal of the chair of the dissertation committee, the dean of the faculty appoints the dissertation defence committee and its chair, including the opponents of the dissertation. The chairperson and at least two members shall be appointed from among the members of the thesis committee or the SQC. At least one member of the dissertation defence committee, who does not have to be a member of the Faculty of Mass Media, is not an employee of the Faculty of Mass Media. A member of the committee who is not a member of the Faculty of Mass Media's union committee must be approved by the Faculty's Scientific Council to sit for the state examinations. The doctoral student's supervisor is also a member of the committee without the right to vote.

The relevant faculty unit will send the dissertation to the appointed opponents together with a request for an evaluation. After receiving all the opinions from the opponents, the chair of the departmental committee shall forward the doctoral candidate's application for the defence of the doctoral thesis together with all the requisites, including the opinions of the opponents, to the chair of the defence committee within 7 days.

The chair of the defence committee shall propose to the dean, through the chair of the dissertation committee, the time and place of the defence of the dissertation no later than 20 days after receipt of the materials for the defence of the dissertation. Based on the proposal, the Dean of the Faculty shall determine the time and place of the dissertation defence. The relevant department of the faculty shall arrange for the publication of the announcement of the dissertation defence.

In addition to the chairperson, the defence committee shall have at least three other voting members. The supervisor shall participate in the dissertation defence without voting rights.

The doctoral candidate shall submit his/her dissertation for defence in the Slovak language. With the written consent of the chair of the thesis committee, the dean of the faculty may decide to submit the dissertation in another language.

The defence of the dissertation may take place even in the case of one negative opinion, but the opponent who prepared the negative opinion must be present at the defence. If there are several negative opinions, the defence may only be held after the deficiencies in the opinions have been corrected and the dissertation has been reassessed by the already approved referees.

The defence of the doctoral thesis of a doctoral student of a joint study programme is carried out according to the agreement concluded between the partner schools at the foreign university or the FM PEVŠ in accordance with the internal regulations of the FM PEVŠ and the legislation of the country in which the defence of the doctoral thesis is carried out. The members of the defence committee are representatives of the partner schools.

The successful defence of the dissertation shall be the end of the doctoral studies. The results of the doctoral thesis defence in the State Examination Record (Annex 4 State Examination Record - Doctoral Thesis Defence) are filled in by the chair of the defence committee (or a member of the committee authorised by him/her) in the UIS. The printed record will be signed by the chair and the members of the committee and handed over to the Dean of the Faculty together with the opinions of the opponents and the supervisor.

The result of the defence shall be valid on the basis of a secret ballot and the decision of the committee members present in accordance with the Faculty's rules for dissertation defences and the Higher Education Act.

The Dean of the Faculty shall, on the basis of the results of the secret ballot of the dissertation defence committee, award or not award the academic degree (in writing).

FM PEVŠ draws up detailed guidelines for the dissertation defence and publishes them on its website in the doctoral studies section.

Opponents of the dissertation and their opinions

The dean appoints opponents on the basis of a proposal from the chair of the thesis committee, which may be based on the proposal of the supervisor. The opponents shall be selected from among experts in the field of study of the doctoral student. No more than one of the referees may be from the training institute (faculty). The other two referees cannot be employees of the same faculty (university) and shall be selected from another university or practice. It is recommended that one of the referees should be a member of the union committee.

The thesis shall be assessed by at least three referees. At least one of the referees shall be a holder of the academic title of professor or a holder of the academic title of doctor of sciences or a researcher with a qualifying degree I. The other referees may be holders of the scientific-pedagogical title of associate professor or eminent practitioners with at least the academic degree of PhD (or its equivalent).

The opponent's opinion contains an objective and critical analysis of the strengths and weaknesses of the submitted dissertation, is concise and does not repeat the content. In particular, the referee's opinion shall include:
(a) on the topicality of the chosen topic,
b) the chosen methods of treatment,
c) the results achieved, indicating what new knowledge the dissertation brings,
(d) the contribution to the further development of science, technology or the arts,
(e) whether the dissertation has fulfilled its objective.

At the end of the evaluation, the referee shall clearly state whether or not, on the basis of the submitted dissertation, he/she proposes the award of the academic degree of PhD in the relevant programme of study. The referee shall draw up his/her opinion no later than 30 days from the date of its request.

Reference is made to the guidelines in relation to doctoral studies:
https://www.paneurouni.com/fakulta-masmedii/uradne-informacie/vnutorne-predpisy/

E For individual study plans, the institution states the requirements for completing the individual parts of the study programme and the student's progress within the study programme in the given structure:
- number of credits for compulsory courses required for proper completion of studies/completion of a part of studies,
- number of credits for compulsory optional courses required for the proper completion of studies/completion of a part of studies,
- number of credits for optional courses required for the proper completion of studies/completion of a part of studies,
- number of credits required for the completion of studies/completion of a part of the studies for the common foundations and for the relevant specialization, in the case of a teaching combination study programme or a translation combination study programme,
- number of credits for the final thesis and the defense of the final thesis required for the proper completion of studies,
- number of credits for professional practice required for the proper completion of studies/completion of a part of studies,
- number of credits required for the proper completion of studies/completion of a part of the studies for project work with the indication of relevant courses in engineering study programmes,
- number of credits required for the proper completion of studies/completion of a part of the studies for artistic performances in addition to the final thesis in art study programmes.

Link to study guide:
https://www.paneurouni.com/fakulta-masmedii/uradne-informacie/sprievodca-studiom/
https://www.paneurouni.com/wp-content/uploads/2021/09/fak_masmedii_informacna_brozura_21_22.pdf

F The institution describes the rules for verification of learning outcomes, students assessment and the possibilities of appealing against the assessment.

The procedure is according to the Study and Examination Regulations of the PEVŠ, specifically Articles 7, 16, 17, 30.

G Conditions for recognition of studies or a part of studies.

Article 23 and Article 24 of the PEVŠ Study and Examination Regulations are followed.
Rector's Directive No. 3/2017 - on the recognition of educational documents
https://www.paneurouni.com/pevs/uradne-informacie/vnutorne-predpisy/

H The institution states the topics of final theses of the study programme (or a link to the list).).

Link to Information system:
https://is.paneurouni.com/zp/portal_zp.pl

I The institution describes or refers to:
- rules for the assignment, processing, opposition, defense and evaluation of final theses in the study programme,
- opportunities and procedures for participation in student mobility,
- rules for adherence to academic ethics and rules for drawing consequences,
- procedures applicable to students with special needs,
- procedures for filing complaints and appeals by students.

When assigning, processing, opposing, defending and evaluating final theses, the Rector's Directive No.8/2015 on the basic requirements of final theses and the PEVŠ Study and Examination Regulations are followed. When checking the originality, the faculty creates a separate regime for its evaluation, which is specified in the Dean's instruction.....(indicate the instruction).
Student mobility is carried out in accordance with the offer provided by the International Relations Department. For more information:
https://www.paneurouni.com/medzinarodne-vztahy/kreditova-mobilita/
For academic ethics, the Rector's Directive No.1/2018 Code of Ethics of the PEVŠ and the Rector's Directive No.4/2014 Disciplinary Regulations and Rules of Procedure Disciplinary Committee of the PEVŠ and Disciplinary Regulations and Rules of Procedure for Students of the Faculty of Mass Media of the PEVŠ are followed https://www.paneurouni.com/wp-content/uploads/2017/03/rokovaci-poriadok-dk-fm-pevs.pdf , https://www.paneurouni.com/wp-content/uploads/2017/03/disciplinarny-poriadok-fm-2013.pdf
For students with specific needs, the Rector's Directive No.4/2016 Conditions of Study for Students with Specific Needs is followed.
When submitting complaints and appeals by a student, it is possible to follow the Rector's Directive No.1/2018 Code of Ethics of PEVŠ and Rector's Directive No.4/2014 Disciplinary Regulations and Rules of Procedure of the Disciplinary Committee of PEVŠ, or to submit an anonymous complaint via the website https://www.paneurouni.com/pevs/podnety/ .

5. Course information sheets of the study programme

In the structure according to Decree no. 614/2002 Coll.

https://is.paneurouni.com/katalog/

6. Current academic year plan and current schedule (or hyperlink).

https://www.paneurouni.com/fakulta-masmedii/doktorandske-studium/

7. Persons responsible for the study programme

A A person responsible for the delivery, development, and quality of the study programme (indicating the position and contact details).

prof. PhDr. Ľudovít Hajduk, PhD.

Function: professor, vice-rector

Department: Institute of Mass Media and Marketing Communication

                             No. 216 / Faculty of Mass Media, Tematínska 10

Tel: +421 2 682 03 643

E-mail: ludovit.hajduk@paneurouni.com
Link: prof. PhDr. Ľudovít Hajduk, PhD. - Fakulta masmédií | Paneurópska VŠ (paneurouni.com)

B List of persons responsible for the profile courses of the study programme with the assignment to the course and provided with a link to the central Register of university staff and with contact details (they may also be listed in the study plan).

prof. PhDr. Ľudovít Hajduk, PhD. - https://www.portalvs.sk/regzam/detail/12378
Contact: https://www.paneurouni.com/kontakty-masmedii/doc-phdr-ludovit-hajduk-phd-3/
Subject: Methodology of science

prof. PhDr. Stanislav Benčič, PhD. - https://www.portalvs.sk/regzam/detail/10785
Contact: https://www.paneurouni.com/kontakty-masmedii/doc-phdr-stanislav-bencic-phd/
Subject: Theory of marketing management

doc. PhDr. Martin Kasarda, Dr. - https://www.portalvs.sk/regzam/detail/12019
Contact:: https://www.paneurouni.com/kontakty-masmedii/doc-phdr-martin-kasarda-dr-2/
Subject: Theory of media communication

doc. PhDr. Michal Vašečka, PhD. - https://www.portalvs.sk/regzam/detail/17976
Contact: https://www.paneurouni.com/kontakty-masmedii/doc-phdr-michal-vasecka-phd/
Subject: Methodology of Mass Media Researchdoc. – related Ing. Soňa Chovanová Supeková, PhD.
https://www.portalvs.sk/regzam/detail/12105
Contact: https://www.paneurouni.com/kontakty-masmedii/doc-ing-sona-chovanova-supekova-phd/

doc. Mgr. Anton Szomolányi, ArtD. – https://www.portalvs.sk/regzam/detail/9300
Contact: https://www.paneurouni.com/kontakty-masmedii/doc-mgr-anton-szomolanyi-artd/
Subject: Social psychology in media and marketing

C Reference to the research/art/teacher profiles of persons responsible for the profile courses of the study programme.

Annex 2 - VPCH of persons providing the profile subject

 D List of teachers of the study programme with the assignment to the course and provided with a link to the central Register of university staff and with contact details (may be a part of the study plan).

prof. PhDr. Ľudovít Hajduk, PhD.
Contemporary Philosophy and Aesthetics
Methodology of Science
Media Economics
Ethical aspects of media and marketing communication
https://www.portalvs.sk/regzam/detail/12378
Contact: https://www.paneurouni.com/kontakty-masmedii/doc-phdr-ludovit-hajduk-phd-3/

Assoc. PhDr. Martin Kasarda, PhD.
Theories of Media Communication
Methods of media production
Semiotics and media

https://www.portalvs.sk/regzam/detail/12019
Contact: https://www.paneurouni.com/kontakty-masmedii/doc-phdr-martin-kasarda-dr-2/

prof. PhDr. Stanislav Benčič, PhD.
Theory of Marketing Management
Professional communication in a foreign language
https://www.portalvs.sk/regzam/detail/10785
Contact: https://www.paneurouni.com/kontakty-masmedii/doc-phdr-stanislav-bencic-phd/

Assoc. PhDr. Michal Vašečka, PhD.
Methodology of Mass Media Research
Sociology of Media
https://www.portalvs.sk/regzam/detail/17976
Contact: https://www.paneurouni.com/kontakty-masmedii/doc-phdr-michal-vasecka-phd/
Ing. Soňa Chovanová Supeková, PhD. https://www.portalvs.sk/regzam/detail/12105
Contact: https://www.paneurouni.com/kontakty-masmedii/doc-ing-sona-chovanova-supekova-phd/

Assoc. Mgr. Anton Szomolányi, ArtD.
Social Psychology in Media and Marketing
https://www.portalvs.sk/regzam/detail/9300
Contact: https://www.paneurouni.com/kontakty-masmedii/doc-mgr-anton-szomolanyi-artd/

prof. Ing. Jaroslav Světlík, Ph.D. - external lecturer
Theory of Advertising
https://www.vspp.cz/o-nas/nas-tym/katedry/prof-ing-jaroslav-svetlik-ph-d/

doc. PhDr. Eva Chudinová, PhD. - external pedagogue
Applied Public Relations
https://www.portalvs.sk/regzam/detail/16493?mode=full
https://fphil.uniba.sk/katedry-a-odborne-pracoviska/katedra-marketingovej-komunikacie/clenovia-katedry/

Mgr. Ivan Sečík, CSc.
Legal aspects of media and marketing communication
https://www.portalvs.sk/regzam/detail/5607
Contact: https://www.paneurouni.com/kontakty-masmedii/mgr-ivan-secik-csc/

PhDr. Richard Keklak, PhD.
Marketing Research Methodology
Social psychology in media and marketing
https://www.portalvs.sk/regzam/detail/8074
Contacts: https://www.paneurouni.com/kontakty-masmedii/phdr-richard-keklak-phd/

E List of the supervisors of final theses with the assignment to topics (indicating the contact details).

doc. Mgr. Anton Szomolányi, ArtD. - anton.szomolanyi@paneurouni.com
Principles of directing a television programme in its artistic and technical essence

doc. PhDr. Eva Chudinová, PhD. - eva.chudinova@uniba.sk (external supervisor)
Crisis communication of parliamentary political parties in Slovakia. Communication of Prime Ministers during the COVID-19 pandemic.

doc. Ing. Soňa Chovanová Supeková, PhD. - sona.supekova@paneurouni.com
Dominant marketing strategies in the presentation of tourism in Slovakia

doc. PhDr. Zora Hudíková, PhD. - zora.hudikov@ucm.sk (external supervisor)
Professional competences of a journalist in the post-millennium period

prof. PhDr. Ľudovít Hajduk, PhD. - ludovit.hajduk@paneurouni.com
Contemporary advertising theory, creativity and advertising practice in Slovakia (analysis of specific advertising content)

doc. PhDr. Martin Kasarda, PhD.- martin.kasarda@paneurouni.com
Between Media and Politicians: Spokesperson/Head of Communication in the Media Communication System.

doc. PhDr. Michal Vašečka, Ph.D. - michal.vasecka@paneurouni.com
Gendered conditioning of beauty in contemporary society of late modernity.

F Reference to the research/art/teacher profiles of the supervisors of final theses.

Annex 3 - list of VPCH thesis supervisors

G Student representatives representing the interests of students of the study programme (name and contact details).

Mgr. Jana Doaré (rod. Jakušovská) mail: jana.doare@paneurouni.com

H Study advisor of the study programme (indicating contact details and information on the access to counseling and on the schedule of consultations). Other supporting staff of the study programme – assigned study officer, career counselor, administration, accommodation department, etc. (with contact details).

Study department of the relevant faculty - indicate the name of the study officer and a link to the contact page
Ing. Alica Vašinová
https://www.paneurouni.com/fakulta-masmedii/doktorandske-studium/

8. Spatial, material, and technical provision of the study programme and support

A List and characteristics of the study programme classrooms and their technical equipment with the assignment to learning outcomes and courses (laboratories, design and art studios, studios, workshops, interpreting booths, clinics, priest seminaries, science and technology parks, technology incubators, school enterprises, practice centers, training schools, classroom-training facilities, sports halls, swimming pools, sports grounds).

The study programme will be conducted in well-lit, blinded and air-conditioned rooms where portable flipcharts or built-in whiteboards are available. The ten auditoriums, lecture theatres and seminar rooms have built-in computers that are directly connected to the installed projectors. The rooms are equipped with sound systems, microphones and any other audio-visual aids can be used for professional presentations during teaching. There is wi-fi internet access throughout the Tomášik and Tematín PEVŠ building, so teaching can take place in all rooms using laptops, internet and portable projection as required.

Classrooms and seminar rooms are - depending on capacity and purpose - furnished with school desks and chairs or fixed rows of chairs with folding tables suitable for recording lectures or storing written and teaching aids or laptops. Auditoriums are equipped with upholstered fixed rows of chairs, also with folding tables. There is also a computer room, equipped with computers with PSPP statistical software installed.

At Tomášikova for special occasions and special room sound needs, a technical equipment - a mixing console, controlled from the overhead area, is used. There are also two separate interpreting boxes for 4 (2+2) interpreters at the same time and about 100 interpreting stations (receiving unit).

In addition to the technical equipment described above, each institute has mobile technical facilities necessary for the uninterrupted course of teaching (laptops, flipchart supplies, etc.) at Tomášikova and Tematínská Street.

Office and administrative supplies are ordered through a subcontracting company at regular intervals (paper sheets for blackboards, writing utensils for blackboards, etc.), thus ensuring a smooth supply of teaching aids to teachers, as well as the provision of other tools necessary for the management and administration of the faculty - and thus the proper provision of education in the respective field of study. For the operability of communication with students (e.g. transfer of teaching from one room to another, special lectures, etc.), electronic information boards (plasma screens) and classical bulletin boards and especially the central e-system of the UIS - University Information System - are placed in the areas intensively used by students.

The following teaching facilities are available at the Faculty of Informatics at Tematínská Street: 3 computer classrooms with 30 seats and internet connection, 2 lecture rooms with 45 seats with PC (+ projector) internet connection, offices with PC for each faculty employee, meeting room for faculty management and a room with PC for external students. In addition to computers, the teaching spaces are equipped with the following types and numbers of didactic aids and equipment: personal computers, ceiling projectors, projection screens and magnetic boards. For the needs of teaching and research, the Faculty of Informatics of the PEVŠ has specialised laboratories. The Laboratory for Industry 4.0 is equipped with powerful computers for parallel calculations, display devices (projector, wall and table monitors), for specific teaching needs there are 3D printers, analogue-digital converters of signals from sensors, sensor systems for measuring various physical quantities and states, models of digital production lines and systems. The Network Technology Laboratory is equipped with structured cabling, including modular options for interconnecting network devices, and contains routers, switches, servers and client computers for network modelling. For teaching purposes, the laboratory is equipped with didactic equipment (computer, projector, flipchart). The Lego robot laboratory is equipped with kits for the simulation of robotic systems with control units. The usability testing laboratory is equipped with two rooms (test and observation) connected to each other by a semi-transparent mirror with double-sided sound and image equipment (cameras for different configurations). The laboratory is equipped with structured cabling and switch, NAS system for digital recording, computers and imaging equipment. The virtual reality lab is equipped with powerful computers and various types of HMDs (Oculus rift 2x, HTC Vive, HTC VIVE Pro Eye 2x, Oculus Quest 2, OpenVR, Samsung gear VR, Oculus GO), augmented reality devices (MS Hololens 2, tablets 4x), devices for capturing 360° videos (2x + accessories), Sensor systems for sensing the position of objects in space, wireless transmission of signals between HMD and computer, equipment for sensing the position of the user's hands, drone with accessories, imaging equipment and equipment for transmitting the sensed speed of the user while moving on a treadmill.

The premises of the PEVŠ Media Centre, where the teaching of the Faculty of Mass Media is provided, are available for students. The Media Centre in Tematínská Street provides students with the space for adequate teaching processes in the field of mass media as well as in the field of media design. Currently, the Media Centre has several workplaces that have professional equipment. The new studio and directing

area has a total of up to 180m2 with a directing area and a gallery for the audience. The studio itself is 112m2 with a DeSisti professional lighting fleet with semi-automated pantographs. The light park provides students with a professional tool to simulate a real TV studio environment, where students practice their acquired skills on the job as part of their studies. The camera technology used in the studio is semi-remotely controlled from the TV overhead, which provides an equally professional facility that simulates a real TV environment and prepares students for actual practice. At the same time, the studio provides the flexibility to mount photo backdrops for photography instructional needs. In addition to the aforementioned light hanging system, students also have access to flash, permanent lights and a photographic table that is used for product photography.

The new multimedia classroom 1 with sound studio provides students with material and technical support for sound production. It includes a separate acoustic room for spoken word recording needs as well as a directing room where students can post-produce their recordings. The classroom contains 7 iMacs with audio processing software as well as image post-production software, in addition to an Apple Mac Pro connected to the audio chain of the recording sound studio. The acoustic lining is also in the classroom, thus reducing reverberation time and providing students with adequate facilities for creative activity. Multimedia classroom 2 is designed for the creation of 2D and 3D graphics. It provides 10 iMacs with the software needed to create animations or static graphics.

Other technical equipment in the rooms:
Studio and directing
Interchangeable TV backgrounds on rail system
Light park with light control panel
3x SONY studio cameras with communication to the overhead
1x AutoScript camera reader
8 channel Panasonic AV-HS-400 overhead
2x Full HD preview TV
SONY XDcam recorder
Riedel Intercom
TV Logic LVM-242 24" reference monitor
Audio system Dynaudio AIR 6
Mac Pro with BlackMagic Design scoop card
SSL C100 HDS sound console
Photographic table
Mac Pro with Adobe package
Flash Photography Lights
Multimedia classrooms
7x iMac M1 with BlackMagic Design DaVinci and Audiocity
10x Intel iMacs with Adobe and Maya
1x Mac Pro with Pro Tools HD
2x DPA 4041 reference microphones
Digidesign D-Command ES 24 control console
Focusrite ISA 828 AD microphone preamplifiers
Allen Heath WZ316:2DX WIZZARD
Mixpult analog TC Electronic M6000
Nagra VI. HDD recorder
Dynaudio Acoustics AIR6 5.1 speakers set AVID Mojo SDI video converter
2x preview Full HD TV

B Characteristics of the study programme information management (access to study literature according to Course information sheets, access to information databases and other information sources, information technologies, etc.).

Technical equipment of classrooms and study areas (hardware + software): all classrooms are equipped with PC + monitor, keyboard, mouse (Windows 10 operating system, Office, Adobe Reader, Internet, video player).
Hardware equipment of working spaces (including portable devices) of teachers and staff: 106 PC + monitor, keyboard, mouse, Windows 10, Office, AdobeReader, Internet.
Technical equipment for students' needs: the whole building is covered by wireless internet access. The Faculty of Psychology also provides one computer room with 15 computers for teaching. The computers are equipped with standard office software (Windows 10 operating system, Office, AdobeReader, Internet installed on each PC), PSPP statistical software is also available on each computer as part of the teaching modules.
There are an additional 13 PCs with special access to selected databases and 25 free connections for laptops in the academic library. The PEVŠ Library enables work with catalogues (electronic catalogue of Slovak libraries through the KIS 3G Project, http://www.kis3g.sk/; on-line catalogue of the PEVŠ Library) and electronic information resources (EPI - access to full-text legal and economic databases; ASPI - access to full-text legal and economic databases; Internet access in the study room and the study room of the scientific library. Overall, it can be stated that the material and technical provision of teaching, as well as library services are provided in the faculty premises above standard. We would like to point out in particular that, in addition to the above-mentioned facilities, there is a large-capacity printer on each floor of the faculty, which also serves as a scanner or photocopier. Students are allowed unlimited use of these facilities based on the credit they have on their student ID card. There are also vending machines with refreshments or a cafeteria on the premises, which is available from morning to afternoon, including during the time of classes in the external form of study.
The activities of the academic library are provided at two locations in Bratislava (Tomášikova, Tematínska). Study rooms and PC rooms with an area of 692 m2 offer users 20 PC stations and 20 connections for laptops, a total of 114 study places, connections to the intranet, internet and wifi zone, or multifunctional equipment to support reprographic services. Accessible workstations are open to users 30 hours a week.
The academic library builds collections of study literature in accordance with the scientific and disciplinary profile of the study programmes offered by the faculties of PEVŠ. They are accessible in the form of free selection. The library collection exceeds 16 300 volumes in printed form. It consists of professional book literature, final and qualification theses, special documents and outgoing periodicals (82 titles). Emphasis is placed on making available licensed databases.
         LINK: http://www.paneurouni.com/sk/kniznica/elektronicka-kniznica/e-knihy).

The Academic Library provides comprehensive library and bibliographic-information services:
- Consultation and reference services, document reservation;
- lending services by categories of users in the form of attendance and absentee loans;
- reprographic services - self-service copying and printing from PC;
- bibliographic registration and preservation of: information fund, fund of diploma and qualification theses, publishing and artistic activity of students and pedagogical-scientific staff of PEVŠ; participates in the preparation of documents and outputs for their professional growth and accreditation purposes;
- builds and makes available the PEVŠ online catalogue and digital archive of theses and special documents;
- participates in the creation of the collective catalogues of the libraries of the Slovak Republic (CREPČ, CRZP, CREUČ);
- Updates the library's website and freely available electronic information resources;
- participates in the provision of information education at PEVŠ.

C Characteristics and extent of distance education applied in the study programme with the assignment to courses. Access, manuals of e-learning portals. Procedures for the transition from contact teaching to distance learning.

In the case of an emergency situation and the resulting limitations to provide education by the full-time method, the transition to distance learning is ensured through the e-system UIS - University Information System and MS Teams. UIS or MS Teams allows lectures, online exercises, as well as written or oral examinations to be carried out via distance learning. Students have access to the UIS through an account that is created for them at the beginning of their studies and serves as a communication channel for MS Teams. Teachers use the UIS to publish study material, provide interim and final course evaluation, whether in the form of a test or a term paper. The MS Teams application is used for the oral examination.

D Institution partners in providing educational activities for the study programme and the characteristics of their participation.

Lectures by Ambassadors serving in the Slovak Republic - Annual Reports | Pan-European University (paneurouni.com), Annual Reports: https://www.paneurouni.com/fakulta-masmedii/uradne-informacie/vnutorne-predpisy/

Partners of the Faculty of Mass Media
https://www.paneurouni.com/fakulta-masmedii/info/partneri/

Within the framework of the involvement of internal and external parties and the ways in which they are involved in the preparation and implementation of study programmes, the Faculty of Mass Media has developed an offer of internships for students in the media with which it has signed memoranda of mutual cooperation (TA3, TASR, SITA, Rádio Expres, Ringier, N&MH, RTVS, TV Markíza, TV JOJ, Sme, Pluska, Pravda, Hnonline, Aktuality. sk, Zoznam.sk, LOToS, Association of Local Television in Slovakia, Secondary Industrial School of Electrical Engineering, Hálova Bratislava). Within the study programme, we are not obliged to and do not have a specified number of hours of compulsory work experience and the number of credits awarded for work experience during the study.
The aim of the memorandum with SPŠSE is cooperation and collaboration in the field of audiovisual production and the provision of individual internships for students and teachers.
As part of the cooperation, LOToS will allow selected students to work in LOToS on a daily basis, to publish the best student papers on the topics they lecture on, to have an internship during their studies, or even to have a work contract afterwards.

E Characteristics of the possibilities for social, sports, cultural, spiritual and social activities.

All activities for PEVŠ students are published on Facebook, Instagram.
Paneurópska vysoká škola - Domov | Facebook
Paneurópska vysoká škola PEVŠ (@paneuropska_vysoka_skola) • Fotky a videá na Instagrame

 F Possibilities and conditions for participation of the study programme students in mobilities and internships (indicating contact details), application instructions, rules for recognition of this education.

Mobility and internships are carried out by the Department of International Relations.
Medzinárodné vzťahy našej školy | Paneurópska VŠ (paneurouni.com)

9. Required abilities and admission requirements for the study programme applicants

A Required abilities and necessary admission requirements.

The required abilities and prerequisites for admission are defined in the Admissions Policy, which is published on the faculties' website.
Link to the policy:
https://www.paneurouni.com/wp-content/uploads/2017/03/zasady_prijimacieho_konania_2022_2023_fm.pdf

B Admission procedures.

Admission to study is according to the Principles of the Admission Procedure and the Study and Examination Regulations of the PEVŠ Article 3 to Article 8.
Link to the principles:

https://www.paneurouni.com/wp-content/uploads/2017/03/zasady_prijimacieho_konania_2022_2023_fm.pdf

C Results of the admission process over the last period.

A decision on the outcome of the admission procedure is issued on the basis of the assessment of the fulfilment of the requirements set out in the Admissions Policy. If the decision is positive and the tuition fee is paid, the applicant is entitled to enrol in the course of studies according to Article 8 of the Study and Examination Regulations.

10. Feedback on the quality of provided education

A Procedures for monitoring and evaluating students' opinions on the study programme quality.

https://www.paneurouni.com/wp-content/uploads/2022/06/nova_smernica_3_2022_pevs_hodnotenie_vzdelavacej_cinnosti_studentmi_absolventmi_final.pdf

B Results of student feedback and related measures to improve the study programme quality.

https://www.paneurouni.com/wp-content/uploads/2022/11/dotaznik_kvalita_studenti_2022.pdf

C Results of graduate feedback and related measures to improve the study programme quality.

https://www.paneurouni.com/wp-content/uploads/2022/11/dotaznik_vyhodnotenie_absolventi.pdf

11. 11. References to other relevant internal regulations and information concerning the study or the study programme student (e.g study guide, accommodation regulations, fee directive, guidelines for student loans, etc.).