

Forms of cooperation

The Constantine the Philosopher University in Nitra and University of Ss. Cyril and Methodius in Trnava,
with
Tomas Bata University in Zlín

Selection

Project cooperation (current)

Project V4 22420246 *The Concept Of A Society Without Prejudice In The Media Space – Generational Perspective*, 10/2024 – 4/2026, Koordinátor projektu: doc. Mgr. Györgyi Janková, PhD.

<https://www.societyinmediaspace.com/>

Description of the project

Assessing the current level of digital and media literacy among gen Z and baby boomers, where we have observed significant changes in critical thinking in both groups due to various forms of media influence. Our goal is to develop an intervention program that includes creating a curriculum for the university of the third age and designing an elective course for communication-based study programs.

Partner No. 1 Univerzita Tomáše Bati ve Zlíně, Fakulta multimediálních komunikací, Ústav marketingové komunikace • Tomas Bata University in Zlin

Address: nám. T. G. Masaryka 5555, Zlín, 760 01, Czechia

Justification of involvement: The project partner, the Department of Marketing Communications, is one of the leaders in marketing communications study program with a long tradition in the Czech Republic. The study programme in marketing communications is a practice-oriented programme that prepares marketers worldwide for an accredited master's study programme in English. The courses are taught by academics with both industry and research experience. The cooperation was based on international conferences and student and academic staff exchanges (mainly Erasmus+ and Ceepus programmes). A long-standing collaboration with the project partner has been on research and project activities, reflected in scholarly publications.

Publication cooperation (selection)

- FICHNOVÁ, Katarína, **Blandína ŠRAMOVÁ**, LUCIA SPÁLOVÁ, Janka SATKOVÁ, Eva FANDELOVÁ, Andrea LESKOVÁ, Peter SZABO, Peter MIKULÁŠ, Lukasz Pawel WOJCIECHOWSKI a Ivana POLAKEVIČOVÁ. *Identita a masová komunikácia*. 1. vyd. Nitra: UKF, 2010. 350 s. ISBN 978-80-8094-848-
- FICHNOVÁ, Katarína a **Blandína ŠRAMOVÁ**. Média, body image a identita adolescentov. In: *Európska identita, masové médiá a kultúra - vybrané aspekty*. Nitra: UKF, 2010, S. 37-49 [1, 09 AH]. ISBN 978-80-8094-849-8.
- ŠRAMOVÁ, Blandína**, Anežka HAMRANOVÁ a Katarína FICHNOVÁ. *Tolerancia a intolerancia*. Nitra: UKF, 2009. 237 s. ISBN 978-80-8094-619-7.
- ŠRAMOVÁ, Blandína** a Katarína FICHNOVÁ. Identity and creative personality. *Studia psychologica*. Vol. 50, no. 4 (2008), p. 357-369. ISSN 0039-3320.
- ŠRAMOVÁ, Blandína, Gabriel BIANCHI, Barbara LÁŠTICOVÁ, Katarína FICHNOVÁ a Anežka HAMRANOVÁ. Analyses of socio-cognitive identity styles by slovak adolescents. *Proceedings of world academy of science, engineering and technology*. Vol. 30, no. 7 (2008), p. 432-436. ISSN 1307-6884.
- HAMRANOVÁ, Anežka, Blandína ŠRAMOVÁ a Katarína FICHNOVÁ. Influence of social-psychological training on selected features of university students. *Proceedings of world academy of science, engineering and technology*. Vol. 30, no. 7 (2008), p. 429-431. ISSN 1307-6884.
- ŠRAMOVÁ, Blandína a **Katarína FICHNOVÁ**. The creative Performance and Creative Motivation of Teachers Trainers and Teachers, and the importance of Stimulating Projects. In: *Radoša personība (Creative Personality) IV*. Bebre Rita. Riga: Izdevniecība Kreativitātes centrs, 2006, S. 29-36. ISBN 9984-39-067-5
- ŠRAMOVÁ, Blandína** a Katarína FICHNOVÁ. Identity and creativity of adolescents. In: *Radoša Personība V: zinātnisko rakstu krājums*. Riga: Kreativitātes zinātniskais institūts, 2007, S. 25-31. ISBN 978-9984-39-372-8.
- FICHNOVÁ, Katarína a **Blandína ŠRAMOVÁ**. Konotacje pojęć oznaczających media u młodzieży dorastającej w kontekście niektórych wymiarów twórczej osobowości = Pubescent's subjective perception of concepts denoted of media and some dimensions of creative personality. In: *Media w edukacji - poglądy, zastosowania, społeczne spostrzeganie*. Toruń: Wydawnictwo Adam Marszałek, 2010, S. 101-116. ISBN 978-83-7611-685-3.
- HAMRANOVÁ, Anežka, **Blandína ŠRAMOVÁ** a Katarína FICHNOVÁ. Influence of social-psychological training on selected features of university students. *International Journal of Humanities and Social Sciences*. Vol. 2, no. 4 (2008), p. 193-195. ISSN 1071-5819.

- FICHNOVÁ, Katarína a **Blandina ŠRAMOVÁ**. Stereotypizacja fotograficzna w prasie codziennej = Stereotypes in the daily - press photographs. *Annales Universitatis Paedagogicae Cracoviensis*. Roč. 3, č. 112 (2012), s. 28-37. ISSN 2083-7275.
- Györgyi JANKOVÁ, Katarína FICHNOVÁ, Milan DŽUPINA, **Blandina ŠRAMOVÁ**, Rita GLÓZER, Michal SZYSZKA a. *Digital Literacy in Media and Communication Studies: Elective Course Concept for Media and Communication Studies Students*. Bratislava: Európska akadémia manažmentu marketingu a médií, 2026, P. 6-125. ISBN 978-80-69209-03-9.
- Györgyi JANKOVÁ, Milan DŽUPINA, **Blandina ŠRAMOVÁ**, Rita GLÓZER, Michal SZYSZKA a Katarína FICHNOVÁ, KOPRDA, Tomáš, *Report on Digital Literacy of Generation Z in the V4*. 1. vyd. Bratislava: Európska akadémia manažmentu marketingu a médií, 2026. 183 s. ISBN 978-80-69209-02-2.
- Györgyi JANKOVÁ, Milan DŽUPINA, **Blandina ŠRAMOVÁ**, Rita GLÓZER, Michal SZYSZKA a Katarína FICHNOVÁ. *Report on Digital Literacy of Seniors in the V4*. 1. vyd. Bratislava: Európska akadémia manažmentu marketingu a médií, 2026. 68 s. ISBN 978-80-69209-01-5

Joint conferences (last year)

- **International conferece (KO)médiá Years 2007 -2015**
- **International Colloquium 3: International colloquium on a society without prejudice in the media space**
Dátum: 21.11.2026 – WSB University, Cieplaka 1c, 41-300 Dąbrowa Górnicza (The Concept of a Society Without Prejudice in the Media Space – Generational Perspective, supported by the Visegrad Fund (project ID 22420246))
<https://www.societyinmediaspace.com/international-colloquium-3/>
Chairman: Doc. Janková
Secretary: prof. Fichnová
Organizing Committee: doc. Džupina, doc. **Šramová**, dr. Koprda
- **International Colloquium 4: International colloquium on a society without prejudice in the media space**
Dátum: Constantine the Philosopher University in Nitra, Slovakia, Department of Media Communication and Advertisement, SDS008-007, Drážovská 2, 94901 Nitra (The Concept of a Society Without Prejudice in the Media Space – Generational Perspective, supported by the Visegrad Fund (project ID 22420246))
<https://www.societyinmediaspace.com/international-colloquium-4/>
Chairman: doc. Janková
Secretary: dr. Koprda
Organizing Committee: doc. Džupina, doc. **Šramová**, prof. Fichnová

Other forms of cooperation

- Expertise and assessment activities
- State Exam Committees and Dissertation Defence Committees

28.8.2026