

Media competences vs. hoaxing the media - Scientific Seminar

in cooperation between the University of Pécs and Constantine the Philosopher
University in Nitra

11.11 - 13.11.2024

Venue: University of Pécs, Faculty of Humanities and Social Sciences

Department of Communication and Media Studies

Pécs, Ifjúság Street 6.

building A, room 419

Program:

8:30-8:40 Introduction (Rita Glózer and Peter Mikuláš)

8:40-8:55 Mikuláš Peter (UKF Nitra, SR): *Artificial intelligence and a problem of reference point.*

8:55-9:10 Guld Ádám (UP): *Artificial Intelligence, Artificial Intimacy – The Role and Place of
AI Influencers in Contemporary Media Culture.*

9:10-9:25 Kiková Hana (UKF Nitra, SR): *Unveiling clarity of digital texts.*

9:25-9:40 Fichnová Katarína; Peráčková Veronika (UKF Nitra, SR): *Cognitive Rigidity vs. Creativity and
perception of Disinformation - preliminary study. (Project CreateReSource 09I03-03-V04)*

9:40-9:55 Mikulášová Alena (UKF Nitra, SR): *Historical examples of hoaxes and fake news.*

9:55 - 10:15 Coffee break

10:15-10:30 Štrbová Edita (UKF Nitra, SR): *Social media and conspiracies in crisis situations: Current
examples.*

10:30-10:45 Kraszková Katarína (UKF Nitra, SR); Wojciechowski Łukasz P. (UCM Trnava, SR); Štrbová Edita
(UKF, Nitra, SR); Čiuladienė, Gražina (MRU, Vilnius, LT): *Comprehension of media digital and print texts
- an international comparison (output of project VEGA).*

10:45-11:00 Wojciechowski Łukasz P. (UCM Trnava, SR); Radošinský Michal (UCM Trnava,
SR): *Image manipulation, hoaxes, and technology.*

11:00-11:15 Glózer Rita (UP): *'VV11' in the Age of Second Screening: The Transformation of
Reality TV Formats in the Context of Social Television.*

11:15-11:30 Torbó Annamária (UP): *From Harry Potter to participatory politics: The synergies
of popular culture and political activism.*

Projects meeting 13.11.2024

building A, room 414

9:00-9:15 Torbó Annamária (UP): What skills are essential for future journalists and how should we teach them? *The Results of the NEWREEL2 Project* (Erasmus+ KA2 Strategic Partnerships in the Field of Higher Education, 2020-1-HU01-KA203-078824)

9:15-9:30 Glózer Rita (UP): Social Media Storytelling - research and curriculum development he *NEWREEL2 Project* (Erasmus+ KA2 Strategic Partnerships in the Field of Higher Education, 2020-1-HU01-KA203-078824)

9:30-9:45 Fichnová Katarína; Mikuláš Peter (UKF Nitra, SR); Wojciechowski, Łukasz P. (UCM Trnava, SR): *Project CreateReSource 09I03-03-V04 - presentation of the project*

9:45-10:00 Mikuláš Peter; Štrbová Edita (UKF Nitra, SR); Wojciechowski Łukasz P. (UCM Trnava, SR): *VEGA 1/0650/22 Mass-media communiqués in digital and printed form and their comprehension by various target groups - presentation of the project*

10:00-10:15 Janková Györgyi (UKF Nitra, SK): *KEGA 023UKF-4/2024 Innovative education and development of consumer, information, and media (SIM) literacy among young adults in the European area - presentation of the project*

10:15-10:30 Janková Györgyi (UKF Nitra, SK): *V4 22420246 The concept of a society without prejudice in the media space - generational perspective - presentation of the project*

10:30-11:00 Discussion, closing remarks