

**Institute of Ethics and Bioethics at the Faculty of Arts, University of Prešov
(Prešov, Slovakia)**

Faculty of Social Studies, Masaryk University (Brno, Czech Republic)

and

Institute of Sociology, University of Lodz (Lodz, Poland)

organize 2nd Summer School on Ethics and Media

MEDIA AND ITS ROLE IN THE COUNTRIES OF V4

Prešov (Slovakia), 9th – 11th September 2016

Aim of the Summer School:

The project aims on raising awareness and spreading the knowledge on media praxis and various ethical challenges arising from it. Experts in ethics, journalism, media communication, etc. will create a network of cooperation across the V4, which will help to emphasize the specifics of the region and the role of media playing in it. The significance of the project lays in the lack of (and the need for) deeper academic, educational, and public discourse on the relationship between ethics and media in V4. These goals will be accomplished by organizing a summer school and publishing online study materials. The project contributes to the development of closer cooperation among institutions and individuals from different fields and types of organizations (academics, professionals, CSOs, public).

The Summer School is funded by International Visegrad Fund (Project no. 11610012).



Invited workshop leaders:

Michal Bočák teaches at the Faculty of Arts, University of Prešov. He is the head of the Department of communication and media studies. His research interest focuses on the analysis of culinary journals, representation of identities in media, online pornography, and analysis of TV news.

Ivo Bystřičan studied Sociology and Social Politics at the Faculty of Social Studies, Masaryk University, Brno and the Documentary production at the FAMU, Prague. Here, he graduated with a feature film *Dál nic* (2014). As a screenwriter and director, he has produced a series of documentary movies which focus on the social issues, such as *Blízký soumrak* (2015), *Zločin*

pana Chytila (2014), *Mých posledních 150 000 cigaret* (2013), *Všechny příští Černobyly* (2011), *Hypermarket, jeho pán a otrok* (2011), *Doba měděná* (2010). As a dramaturg of documentary production, he closely cooperates with the Czech television. His movies have been shown at film festival in China, Spain, Israel, Lebanon, Brazil, or USA.

Gyorgy Kakuk is a Hungarian journalist, activist, and opposition politician. Within the last few months, he has been covering the topics of the refugees crisis in Europe. He has visited refugee camps all around Europe, as well as in Turkey and Syria. This year, his book *El Camino de Balkan* was published, which collects his thoughts and stories from his journey and these of people, he met on the road.

Ján Kalajtzidis is a research assistant at the Institute of Ethics and Bioethics, University of Prešov. In his research, he focuses on contemporary problems of economics with a special attention paid to its moral questions. He has published several scientific studies analyzing the problem of consumism and consumerism, its history, and its ethical challenges and limits.

Katarína Komenská teaches ethics at the Faculty of Arts, University of Prešov. Her research interest includes bioethical and environmental issues, disaster ethics, and global ethics as a method to approach contemporary ethics education. In her work, she focuses on the issue of active participation on public life and on ethical issues the society faces (activeness as one of the main characteristics of moral agents).

Marcel Martončík is a research assistant at the Institute of Psychology, Faculty of Arts, University of Prešov. In his research, he primarily focuses on cyber-psychology, mostly in the sphere of computer games. He reflect rather on their positive than negative aspects. His research interest has arisen from his (previous and long term) experiences with an e-Sport gaming of the strategic game *StarCraft BroodWar*.

Sylwia Męcfal is a research and teaching assistant at the Department of Social Research Methods and Techniques, Faculty of Economics and Sociology, University of Lodz in Poland. She is a former coordinator of a student magazine and a researcher. Her research interests include media and politics, local journalism and methodology of social science. In her PhD thesis '*Local press in their societal context – interest groups, key actors, problems of functioning – case studies of local weeklies in the łódzkie voivodeship*' the author investigates significant social issues connected with the formal and informal relationships between media, politics and business at the local level and their consequences for local communities. Among the investigated phenomena there are such issues like: individual and institutional conflict of interest in journalism, media ethics, symmetrical and non-symmetrical relations between local media actors and authorities, forms of local media relations in a local community.

Jan Motal works as an assistant professor at the Faculty of Social Studies, Masaryk University in Brno, and as a researcher at the Unit of Research into Theatre and Drama, Janáček Academy of Music and Performing Arts in Brno. In his research he focuses on phenomenology and hermeneutics of art, religiosity in media and media ethics. He has a special interest in normative ethics, especially in the question of incorporating democratic values into media ethics. As a contributing opinion writer for *Česky rozhlas* (Czech public radio broadcaster) Jan comments on the contemporary issues of democratic culture. Since the summer of 2015 he actively discusses the European refugee crisis. He is a documentary filmmaker as well.

Juraj Rusnák is a teacher at the Department of Communication and Media Studies at the Faculty of Arts, University of Prešov. He is an author and co-author of four scientific monographs, four university textbooks, and a researcher at five scientific projects. He publishes scientific papers in both, domestic and foreign journals (Great Britain, Spain, Poland, Hungary, and Czech Republic). His main research interest focuses on the production and reception of electronic mass media and their role in contemporary pop culture.

Daniela Vajbarová is a PhD student at the Masaryk University's Faculty of Social Studies, Department of Media Studies and Journalism in Brno, Czech Republic. Throughout her studies she has developed an interest in the intersection of the journalistic profession and gender. Daniela's main research interests are the gender structure of media organisations, newsroom culture, and the link between gender and journalistic practice.

Organizational Committee:

Mgr. Katarína Komenská, PhD.

MgA. Jan Motal, PhD.

Mgr. Michal Bočák, PhD.

Mgr. Martin Pazdera

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For more details, please, see the Summer School website:

<http://www.medialnetika.cz/ssem2016/>

Additional organizational information

Dates: 9th – 11th September 2016

Venue: Faculty of Arts, University of Prešov in Prešov, Slovakia

Registration fee: There is no registration fee. Registration form [here](#).

Food: lunches and dinners should be covered by participants on their own.

Accommodation: It is possible to arrange the accommodation at students' dormitories for participants from outside Prešov. These costs will be covered by the organizers. Please, indicate in the registration form if you want the accommodation to be arranged for you.

Travel costs: There is a limited number of travel grants. For more details, please, see the registration form.

Summer School languages: Slovak, Czech, English, Polish

Thank you and we are looking forward to our meeting in Prešov!