

# Content

|                                                                                                              |    |
|--------------------------------------------------------------------------------------------------------------|----|
| Introduction .....                                                                                           | 9  |
| 1 Cultural Heritage in the Digital Age .....                                                                 | 13 |
| 1.1 Definitions of Cultural Heritage .....                                                                   | 14 |
| 1.2 Classification of Cultural Monuments .....                                                               | 15 |
| 1.2.1 Classification by Nature .....                                                                         | 16 |
| 1.2.2 Typological Classification of Immovable Cultural Monuments .....                                       | 16 |
| 1.2.3 Typological Classification of Movable Cultural Monuments .....                                         | 16 |
| 1.2.4 Chronological Classification of Cultural Monuments .....                                               | 17 |
| 1.2.5 Classification of Cultural Monuments by the Expression of Their Evidentiary Value .....                | 18 |
| 1.3 Tangible and Intangible Cultural Heritage .....                                                          | 18 |
| 1.3.1 Tangible Cultural Heritage .....                                                                       | 20 |
| 1.3.2 Intangible Cultural Heritage .....                                                                     | 22 |
| 1.3.3 Digital Cultural Heritage .....                                                                        | 23 |
| 1.3.4 Artificial Intelligence as a Catalyst for Digital Transformation in the Cultural Heritage Sector ..... | 25 |
| 1.4 Cultural Heritage in the Educational Process .....                                                       | 27 |
| 1.5 Digitalization of Cultural Content and Its Significance for Society .....                                | 28 |
| 1.6 Cultural Memory, Identity, Sustainability, and Their Accessibility .....                                 | 31 |
| 2 Media Literacy (As a Social Phenomenon) .....                                                              | 34 |
| 2.1 Definitions and Development of Media Literacy .....                                                      | 35 |
| 2.1.1 Definition of Media Literacy .....                                                                     | 35 |
| 2.1.2 The Evolution of the Concept – From Digital Literacy to Media Literacy .....                           | 37 |
| 2.2 Models of Media Literacy .....                                                                           | 38 |
| 2.2.1 Models in the European Context .....                                                                   | 39 |
| 2.2.2 The Five-Resource Model of Critical Digital Literacy .....                                             | 39 |
| 2.3 The Relationship Between Media Literacy and Critical Thinking .....                                      | 40 |
| 2.3.1 The Significance of Critical Thinking in Media Literacy .....                                          | 40 |
| 2.3.2 Shared Determinants .....                                                                              | 42 |
| 2.3.3 Practical Implications and Educational Strategies .....                                                | 43 |
| 3 The Educational Dimension (School Media Education, Museums, and Universities) .....                        | 48 |
| 3.1 The Protection of Cultural Heritage as a Curricular Challenge in Education and Arts Education .....      | 48 |
| Cultural Heritage as a Pedagogical and Social Challenge .....                                                | 52 |
| 3.2 Theoretical Framework for Connecting Media and Cultural Literacy .....                                   | 56 |
| 3.3 Synergy Between Media and Culture .....                                                                  | 56 |
| 3.4 Modern Theoretical Approaches .....                                                                      | 57 |
| 4 Practical Interpretation of Cultural Heritage in the Media .....                                           | 58 |
| 4.1 Integration of Cultural Heritage into Media Educational Programs .....                                   | 58 |
| 4.2 Case Studies and Examples from the Slovak Environment .....                                              | 60 |
| 4.3 Analysis of Risks and Challenges: Disinformation and Deepfakes .....                                     | 61 |
| 4.3.1 The Risks of Disinformation .....                                                                      | 61 |
| 4.3.2 Deepfake Technologies and Challenges in Educational Integration .....                                  | 62 |

|      |                                                                                                                       |     |
|------|-----------------------------------------------------------------------------------------------------------------------|-----|
| 4.4  | Educational Strategies and Institutional Integration of Media Literacy .....                                          | 63  |
| 5    | From Media to Cultural Literacy: Digital Cultural Heritage in the Context of Generative Artificial Intelligence ..... | 68  |
| 5.1  | From Media Literacy to Cultural Literacy .....                                                                        | 68  |
| 5.2  | Digital Cultural Heritage as an Environment of Meaning, Not Merely a Dataset .....                                    | 70  |
| 5.3  | What Generative Artificial Intelligence Brings to the Field of Heritage .....                                         | 71  |
| 5.4  | Opportunities of Generative AI for Digital Cultural Heritage .....                                                    | 73  |
| 5.5  | Risks and Limits: Where Generative AI in Heritage Easily Turns from a Tool into a Problem .....                       | 74  |
| 5.6  | Education and Memory Institutions: What Competencies Are Needed .....                                                 | 76  |
| 5.7  | Authenticity, Reconstruction, and the Limits of Historical Imagination .....                                          | 78  |
| 5.8  | Data, Metadata, and the Power of Categories in the Era of Models .....                                                | 80  |
| 5.9  | Didactic Implications for Schools and Universities .....                                                              | 81  |
| 5.10 | Principles of Responsible Use of Generative AI in Cultural Heritage .....                                             | 83  |
| 6    | Bibliometric Mapping via VOSviewer .....                                                                              | 85  |
|      | Integrative Synthesis – What VOSviewer Adds to the Interviews and Vice Versa .....                                    | 93  |
| 7    | Evaluation of Interviews with Respondents .....                                                                       | 95  |
| 7.1  | Methodology and Analytical Procedure .....                                                                            | 95  |
| 7.2  | Respondents and Their Perspectives .....                                                                              | 96  |
| 7.3  | The Main Objective of Research .....                                                                                  | 96  |
| 7.4  | Research Questions, Expanded Interpretations, and Evidence from Interviews .....                                      | 97  |
| 8    | Recommendations for practice .....                                                                                    | 114 |
| 8.1  | Schools and Universities .....                                                                                        | 117 |
| 8.2  | Memory and Cultural Institutions (Museums, Archives, Galleries) .....                                                 | 118 |
| 8.3  | Media and Public Communication .....                                                                                  | 119 |
| 8.4  | Practice in the Cultural and Book Sector .....                                                                        | 119 |
| 8.5  | Discussion .....                                                                                                      | 120 |
| 8.6  | Limits and Suggestions for Further Research .....                                                                     | 121 |
|      | Conclusion .....                                                                                                      | 126 |
|      | References .....                                                                                                      | 130 |