

CONTENTS

PREFACE.....	10
--------------	----

SECTION: The Broken Mirror of Media

THE SPREAD OF DISINFORMATION. WHY DO PEOPLE BELIEVE THEM AND HOW TO COMBAT THEM. THE IMPORTANCE OF MEDIA LITERACY	16
<i>Zuzana Benková</i>	

SPECIFICS OF THE SCHOOL RADIO STATIONS AND THEIR ONLINE PRESENTATION IN THE FRAMEWORK OF SLOVAK REPUBLIC	28
<i>Norbert Vrabec – Ľubica Bôtošová</i>	

THE CULTURE OF NARCISSISM IN THE POSTMODERN SOCIETY.....	37
<i>Zuzana Bučková</i>	

PUBLIC MEDIA SPACE AND MEDIA COMMUNICATION IN CHINA.....	50
<i>Milan Čáky</i>	

SOCIAL MEDIA AS A MEDIATOR OF POLITICAL IDEAS IN EUROPEAN CONTEXT	62
<i>Jaroslav Mihálik – Tomáš Džáčovský</i>	

THE FACEBOOK COMMUNICATION OF THE FAR-RIGHT POLITICAL PARTIES IN THE CZECH REPUBLIC BEFORE THE 2017 ELECTIONS TO THE CHAMBER OF DEPUTIES	73
<i>Ondřej Filipec</i>	

ON COLLECTIVE INTELLIGENCE IN THE CYBERSPACE OF DIGITAL MEDIA.....	81
<i>Slavomír Gálik – Sabína Gáliková Tolnaiová</i>	

TO DIGITAL LITERACY AND (MEDIA) EDUCATION IN CONTEXT OF MARKETING PROFESSIONALS' PREPARATION	88
<i>Sabína Gáliková Tolnaiová</i>	

FACEBOOK IN USE OF POLITICAL PARTIES IN SLOVAKIA – TOOL FOR COMMUNICATION OF PROMOTION: FAR RIGHT VS. OTHERS.....	98
<i>Michal Garaj</i>	

THE CURRENT STATE AND LEVEL OF KNOWLEDGE OF THE YOUNG GENERATION IN THE CONTEXT OF STUDY OF THE IMPACT OF THE INTERNET AND DIGITAL MEDIA ON EDUCATION.....	109
<i>Vladimíra Hladíková</i>	

THE PRESENT STATE OF THE RESEARCH OF DIGITAL GAMES IN SLOVAKIA	118
<i>Henrieta Hubináková</i>	
MEDIALOGIC OF MAJOR TELEVISION NEWS. SESSION FREE TO MARK THE ATTRACTIVENESS OF POLITICAL ISSUES BY THE MEDIA?	126
<i>Matúš Jankoľa</i>	
MAINSTREAM AND ALTERNATIVE MEDIA COVERAGE OF 2018 GROUP OF SEVEN SUMMIT	137
<i>Eva Karasová</i>	
CREATING A MEDIA IMAGE OF PEOPLE'S PARTY OUR SLOVAKIA (ĽSNS) BY DENNÍK N IN THE PERIOD BETWEEN 31.5.2018 TO 30.9.2018	146
<i>Boris Kolman</i>	
CELEBRITY ENDORSEMENT WITHIN DIGITAL GAMES' COMMERCIALS	153
<i>Ol'ga Púchovská – Zdenko Mago</i>	
MASKS AND MIRRORS: THE USE OF SOCIAL MEDIA BY FAR-RIGHT POLITICAL PARTIES AND MOVEMENTS IN THE CZECH REPUBLIC AND SLOVAKIA.....	168
<i>Jaroslav Mihálik – Aaron T. Walter</i>	
STUDYING DIGITAL GAMES AT UNIVERSITIES	176
<i>Monika Porubanová</i>	
SERIOUS GAMES AND THEIR POTENTIAL IN EDUCATION.....	183
<i>Ján Proner</i>	
CURRENT DISCOURSE ON MIGRATION IN SELECT SLOVAK ONLINE MEDIA: TOPICAL ANALYSIS IN THE CONTEXT OF EUROPEAN UNION AND V4 COUNTRIES	195
<i>Edita Štrbová – Ol'ga Púchovská</i>	
UNDERSTANDING CARNIVALESQUE FORMS OF MEDIA ENTERTAINMENT: THE CASE OF THE BRITISH TV SHOW MISFITS.....	208
<i>Jana Radošinská</i>	
SCREENSHOT AS AN ART: AN AESTHETICS OF IN-GAME PHOTOGRAPHY	220
<i>Ivan Rokošný</i>	
ASPECTS OF MOTIVATION FOR SPONSORSHIP OF PROFESSIONAL ICE HOCKEY IN THE CZECH REPUBLIC	232
<i>Tomáš Ruda – Martin Matějček</i>	

TEXT AS AN ARTIFACT – THEORETICAL-METHODOLOGICAL REFLECTION	242
<i>Zuzana Chrenková – Lenka Rusňáková</i>	
MEDIA DISCOURSE ON MIGRATION AS REFLECTED BY POLITICAL CARICATURES IN V4 COUNTRIES.....	254
<i>Lucia Spálová – Veronika Szabóová – Katarzyna Walotek Ściańska</i>	
SERIAL POSITION EFFECT AND THE MODIFICATION OF ITS VALIDITY BY EMOTIONAL ADVERTISING APPEALS	265
<i>Veronika Szabóová</i>	
THE USE OF DIGITAL MEDIA DURING THE 2018 FIFA WORLD CUP.....	277
<i>Jan Šíma</i>	
DIGITAL COMPETENCES: TEACHING SENIORS HOW TO BETTER CONTROL THEIR SMARTPHONES	289
<i>Magdaléna Švecová – Michal Kabát</i>	
DIGITIZATION OF FREEDOM OF SPEECH AND SUBLIMATION OF THE TERM OF PUBLICIST	298
<i>Jozef Tinka</i>	
CRISIS COMMUNICATION IN MUSEUMS	309
<i>Marek Tomašík – Kateřina Víchová – Eva Černohlávková</i>	
REFLECTION OF TRADITIONAL MEDIA OWNERS IN PUBLIC PERCEPTION.....	316
<i>Pavla Varvažovská – Martina Jarkovská</i>	
THE ANALYSIS OF COMMUNICATION IN TIMES OF CRISIS AT THE HOSPITALS IN THE CZECH REPUBLIC.....	325
<i>Kateřina Víchová – Martin Hromada</i>	
SECTION: The Crooked Mirror of Law (GDPR)	
OBSTACLES IN MARKETING COMMUNICATION OF A WASTE MANAGEMENT COMPANY RESULTING FROM THE IMPLEMENTATION OF GDPR.....	332
<i>Roman Kozel – Anežka Podlasová – Petr Šikýř – Adam Levit</i>	
GDPR AND ITS IMPACT ON THE DIRECT MARKETING MANAGEMENT	344
<i>Marek Švec – Adam Madleňák – Jan Horecký</i>	
EDITORIAL POLICY	354