

ANNUAL REPORT FOR 2023

Non-profit organization the School of Communication and Media, n.o. with registered office at Handlovská 45, 851 01 Bratislava, Slovakia, was established on 13 February 2008 and was registered by the Bratislava Regional Office under registration number OVVS-9845/246/2008-NO.



The organisation provides following services in public interest: creation, development, protection, restoration and presentation of spiritual and cultural values, research, development, scientific and technical services and information services.

The organisation has already twice passed the national test for conducting scientific research, based on the Ministry of Education and Sciences criteria.

The School of Communication and Media (SCM) has an extensive experience in successful management and execution of Research and Innovation Action (DEMOS, ANTICORRP, MEDIADEM) and Cooperation Support Action (COMPACT) projects as a national partner. SCM's cross-disciplinary experience includes ability to produce critical and creative feedback and innovation to research and policy papers produced in social sciences discipline, in particular with focus on methodologies. Therefore, it can contribute to internal quality assurance. SCM provides expertise and experience in research in social sciences (political science, communication science, ethics). SCM has in-depth knowledge in comparative research and case selection procedures (and in general focus on methodological issues and approaches). It is specialized in populism and political communication studies. Its staff gender ratio is in favour of females. SCM is affiliated with the European Association of Journalists and the Slovak Political Science Association, which guarantees access to key national and European players in these areas. SCM representatives are serving as peer reviewers at several regional academic journals. SCM is flexible in its cooperation with global experts.

1. Overview of activities carried out in the year 2023

1.1 Chapters in books:

Global Perspective on Press Regulation, Volume 1, Europe, [Paul Wragg \(Anthology Editor\)](#), [András Koltay \(Anthology Editor\)](#), chapter 9. Press Freedom and Regulation in Slovakia, <https://www.bloomsbury.com/us/global-perspectives-on-press-regulation-volume-1-9781509950355/>, 20 pages.

The Palgrave Handbook of Cross-Border Journalism, editors: [Liane Rothenberger](#), [Martin Löffelholz](#), [David H. Weaver](#), chapter: [Cross-Border Journalism in Eastern Europe and Russia](#), Svetlana Pasti, Andrej Školokay, pages 503-521

1.2 Scientific articles

An exploratory comparative study on misinformation and disinformation in visegrad countries and beyond, *Journal of International Media & Entertainment Law*, Vol.10, No, 1, pages 1-46. <https://www.swlaw.edu/sites/default/files/2024-01/JIMEL%2010.1%20Skolkay231215.pdf>

Školokay, A., Marincea, A., The Alternative Media-Information Sources “Liked” by the Populist

Political Leaders in the Visegrad Group and Italy on Facebook: A Comparative Perspective. *Mediální studia*, 17(1), pages 72–92, <https://www.medialnistudia.fsv.cuni.cz>

1.3 Reviews:

Húsková Eva, *Súčasný trendy šírenia dezinformácií*, Slovenský inštitút pre bezpečnostnú politiku a Inštitút strategických politík, Bratislava 2020, 28 pages, Central European Political Studies - SSP 2/2023, Poland, DOI 10.14746/ssp.2023.2.13

Balázs Orbán, *The Hungarian Way of Strategy*, Czech Journal of Political Science, 2/2023, <https://doi.org/10.5817/PC2023-2-155>, pages 155–158

1.4 Comments in the press/blog/media appearances:

Unthought-out changes in RTVS ([Nepremyslené zmeny v RTVS - Analýzy a postrehy - Názory – Pravda](#), 13.12.2023)

Heger's extraordinary speech from the point of view of political ethics and media law (Hegerov mimoriadny prejav z pohľadu politickej etiky a mediálneho práva, <https://dennikn.sk/blog/3376400/hegerov-mimoriadny-prejav-z-pohladu-politickej-etiky-a-mediálneho-prava/> also <https://nazory.pravda.sk/analyzy-a-postrehy/clanok/668732-nebezpecny-hegerov-precedens/>)

On the resilience of Hungarian foreign policy (O odolnosti maďarskej zahraničnej politiky, Pravda, 6.3.2023, <https://nazory.pravda.sk/analyzy-a-postrehy/clanok/658782-o-odolnosti-maďarskej-zahranicnej-politiky/>)

RTVS financing: change is necessary, we do not know the details, (Financovanie RTVS: zmena je nutná, detaily nepoznáme), Pravda, 9.1.2023, <https://nazory.pravda.sk/analyzy-a-postrehy/clanok/652590-financovanie-rtvs-zmena-je-nutna-detaily-nepozname/>)

Radio France, interview on results of the parliamentary elections, 1.10.2023 (by phone)

1.5 Discussion Posts/Extended Reviews:

Science and journalism in Slovakia, 20 pages. There was no interest in publishing these findings from the point of view of the editors of the magazines *Filozofia* and *Otázky žurnalistiky*. In the first case this was done without justification, in the second case the official reasons were because of "excessive subjectivity" - without providing any evidence supporting this absurd claim. Follow up communication with the ethical network within SAS v.v.i. and the Comenius University in Bratislava showed that these structures are acting contrary to their own regulations and do not take the facts into account. Followingly, information was sent to the key entities active in preparatory work on the introduction of national ethical codes in science.

Media Research, about 15 page review of the so-called scientific monograph in English, submitted to CEJC. By author Ľudovít Hajduk, *Communication and Media Research*, 2021, published by Paneurópska vysoká škola, n.o., Bratislava, ISBN 978 – 80 – 89453 – 82 – 5.

Case Study: Slovakia, chapter in the publication on the regulation of online disinformation.

prepared by the Hungarian media regulator, 40 pages. Sent in early November 2023 for public comment in accordance with government strategy to about 20 government, public and private entities.

1.6 Projects - implemented:

As part of the COPE project, translation of the text into Slovak language and content control of 14 curricular materials on EU Cohesion Policy for Slovak students of journalism, each material in the range of approximately 30-60 pages. The coordinator was Technical University in Dortmund, Germany. Three Slovak universities expressed interest in the materials, distributed free of charge. It was a demanding job, as the original task only envisaged translation using AI. In fact, as we found out, the submitted text contained dozens of major or minor factual and argumentative errors (in total, over 150 problematic issues detected).

Cooperation on the Visegrad project Prague Media Point. Our participation included selection of local qualified participants, as well as participation at an event in Prague, Czech Republic in early December 2023.

Completing the V-Dem online questionnaire - national correspondent.

Preparation of an updated monograph Media Law in Slovakia.

1.7 Other Activities:

Public comments on the national draft of the Code of Ethics in Science via the public portal - up to ten comments, most of which could be seen as very important. These comments were also sent by email to prof. Soňa Ftáčniková, national coordinator in ethics in science.

Notification of the Central European Journal of Communication editors on an incorrect review published by a Slovak contributor. The reviewer (colleague of authors) uncritically praised the output of his colleagues, suggesting that it was a standard scientific book, while it was only an e-book, which was not even publicly available at the time. Moreover, the alleged foreign publisher denied that he had ever published such a book. The editors refused to take down the problematic review.

Notification of VEGA agency and the Ministry of Education and Science of the Slovak Republic about the incorrect reporting of the outputs of scientific activity by some authors (publishing in a foreign publishing house was stated, but the publishing house denied that it had published the given publications).

An exchange of opinions with Dr. P. Hardoš' from Comenius University. Dr Hardoš was notified about the problematic methodological approach used for the assessment of the online daily Standard, within the Conspirators project. (Subsequently, a public debate on this topic was organized as part of Panta Rhei activities in 2024).

Helping East European Communication and Research Association - ECREA and three foreign partners in preparing a public farewell honor on the occasion of the retirement of prof. Dobek-Ostrowska from Poland (graphic or content preparation of the ceremonial certificate). She was also awarded a ceremonial honorary certificate for merits for international regional scientific cooperation by the organization.

Denník N editor's note on the incorrect interpretation of the causes of the international conflict (Georgia-Russian war in 2008).

13-page critique of the methodology and output used within the MEDIADELCOM project. Due to the lack of interest in these findings on the part of researchers and project's coordinators, the information was sent to the attention of the relevant institution.

Re-nomination for the ACE Award based on the request of the organizer.

Providing expert advice regarding the political-ideological orientation of the media in Slovakia, for Michal Tkaczyk (Masaryk University, Czech Republic).

Offering two contributions to Slovak Foreign Policy Association (SFPA). There was a very hesitant communication from SFPA. In the end, there was no interest in the contributions - both were published elsewhere, in peer-reviewed periodicals.

Information to the GLOBSEC organization on the problematic methodological approach to the so-called Vulnerability Index - no answer. The output - findings - were subsequently published in two parts elsewhere.

1.8 Participation in conferences and seminars:

Invitation to a conference with presentation, Los Angeles, USA, February 2023.

Conference Coordinator Journal of International Media & Entertainment Law, Biederman Entertainment and Media Law Institute at Southwestern Law School, in assoc. With the American Bar Association's Forum on Communications Law, and the ABA's Forum on the Entertainment and Sports Industries

Invited speaker: COPE Project, Vienna, 19.10. 2023

Participation: Prague Media Point, Prague, Czech Republic, 1.-2.12.2023

4) Participation in the discussion within BISLA - Our academic world and its vicissitudes, 6 November 2023.

1.9 Projects (proposals):

The submission of a proposal as a coordinator under the Horizon Europe research scheme call, Future of Democracy (successfully submitted in February 2024, a few days before the deadline, the result will be known in June 2024).

Participation in the international project Lex Parte (judiciary and the use of media to influence judicial processes). Project consultations continue in 2024.

Submission of 4 requests for payments under the Recovery Plan (3x reimbursement of preparation costs for Horizon projects) and one original project research proposal. Regarding two refund requests, communication took place with the governing body (supplementing the request for official funds).

Participation in the Google Trust and Safety Award, run by the University of Sheffield.

Proposal for follow up to the study Coverage of the Russia-Ukraine war by television news in nine countries, edited by Kaarle Nordenstreng (2023).

Participation in the Horizon project proposal EDEMOCRATIC under the guidance of the Spanish coordinator.