MedGRAM 2025 – Media Literacy in the Context of Science and Research

(International Scientific Conference)

📅 **10 December 2025**

🕐 **14:00 – 19:00**

📍 **AFS09** and **AFS012** (University of Žilina, Univerzitná 8215/1, 010 26 Žilina)

AFS012	CONFERENCE PROGRAM

14:00   **Opening of the conference and organizational instructions**
Jakub Švec

14:10   **Ethics in the Age of Algorithms: How Not to Get Lost in Digital Chaos**
Marián Grupač

Session 1: Algorithms, Artificial Intelligence and New Forms of Media Literacy

AFS012	Moderators: Adam Chovanec, Matúš Kubala

14:30   **The Integration of Generative Artificial Intelligence (GAI) Tools in the Context of Media and Information Literacy Development**
Norbert Vrabec

14:40   **The use of artificial intelligence in helping professions from the perspective of students**
Monika Homolová

14:50   **Video Game Worlds as a Space of Media Literacy and Political Propaganda: Cultural, Media, and Political Science Interpretations**
Róbert Király, Matúš Kubala, Barbora Petrášová

15:00   **Realism, optimization, and kitsch aesthetics in the context of AI and ad image generation**
Mária Zvalená

15:10   **The use of artificial intelligence in helping professions from the perspective of students**
Filip Gerec, Monika Homolová

15:20   **Digital Babel: When Language Ceases to Connect**
Marko Mannsberger

15:30   **Digital content in the hands of students: skill level and contribution to media literacy**
Natália Hrkotáčová

15:40   **From the Web to TikTok: The Transformation of News Content in the Conditions of Multiplatform Journalism**

Mária Dolniaková

15:50 **Media literacy in the age of AI: from risks to teaching strategies**

Jan Válek, Nikola Straková

16:00 **Increasing media literacy – a case for broad interdisciplinary study and implementation of results**

Beáta Biliková

16:10 **Realism, Optimization, and the Aesthetics of Kitsch in the Context of AI and Advertising Image Generation**

Mária Zvalená

16:20 **Digitalization of Public Communication in the Kysuce Region: A Municipal-Level Analysis of Information Accessibility through Mobile Communication Applications**
Adam Chovanec

16:30 **Algorithmic Curatorship**
Dávid Pál

16:40 **Media representation of science and scientists in the Slovak media space in the context of the use of artificial intelligence tools**

Marián Grupač

16:50 **When technology needs boundaries – ethical and practical challenges in AI for people with cognitive needs**

Beáta Poštovková

17:00 **Discussion**

18:00 **Closing of the conference and informal program**

Section 2: Media Representations, Language, Power, and Critical Thinking in Digital Culture

AFS09 Moderators: Martin Vahančík, Dominik Maček

14:30 **"Stop the Troll": A Practical Guide for Experiential Education in Preventing Cyber-Aggression and Strengthening Media Literacy among High School Students and Future Teachers**
Libuša Gužíková, Barbora Sender

14:40 **Teaching Specialized English for Journalistic Ethics in the Age of AI and Digital Culture**

Oľga Csalová

14:50 **Literary-Critical Reflection in the Captivity of Social Networks (Problems and Possibilities)**
Lukáš Švajlenin

15:00 **Ethical Boundaries of Presenting Places of Death or How to Communicate About Historical Gallows Without Sensationalism**
Jarmila Maximová, Stanislava Bönde Gogová

15:10	**Media Re-Presentation of War as an „Aesthetic Narrative". Notes and Observations** Alexej Mikulášek
15:20	**The Role of Philosophy in Critical Thinking** Lenka Kocinová
15:30	**"The 'Borderless World' Theory: Myth or Reality?"** Daniel Kamenský
15:40	**Freedom of Expression in the Context of Media Literacy** Petr Kocina
15:50	**Citizenship and Media: How Arab Christians in the Middle East Became Citizens** Lukáš de la Vega Nosek
16:00	**Human, human resource, or bearer of human capital?** Jan Karela
16:10	**From Information Warfare to the Survival Instinct: A Philosophical Critique of Deficit Models of Conspiratorial Thinking** Tomáš Kollárik
16:20	**Popularization of science as part of media education: possibilities for integration into educational programs** Katarína Brisudová
16:30	**David vs. Goliath? The Limits of Media Literacy Under State Media Capture: A Case Study of Hungary** Martin Vahančík
16:40	**The social nature of normativity in media space: between individual and collective autonomy** Jakub Švec
16:50	**Participatory culture and remediation: how players create their own narratives** Vladimír Filip
17:00	**Digital adaptation of world mythologies in the game Wuthering Waves** Dominik Maček
17:10	**Discussion**
18:00	**Closing of the conference and informal program**