

**Institute of Hospitality Management of Prague, Ltd.
Faculty of Education, University of Hradec Kralove
Alexander Dubcek University of Trencin
Journal Media4u Magazine**

coorganize

3rd International Electronic Research Conference

Media and Education

Objectives

Guarantors

Application Form

Guidelines for Contributors

Template for Contributions

All accepted contributions will, upon review, be published in the electronic proceedings as a special issue of the journal Media4u Magazine (ISSN 1214-9187), abstracts, subject to review, will be published in the printed proceedings (ISBN).

Participation in the conference is FREE OF CHARGE.

Objectives of the Conference

The main aim of the Conference is to introduce the participants to the newest information on the use of media in education, and to provide them with an opportunity to share and enhance their knowledge at an international level.

The Conference is intended primarily for teachers and students in Master's and doctoral programmes of study who have already used, or wish to use, media as didactic tools in their teaching. Contributions by professionals, who may enhance the knowledge of technical parameters regarding individual media and introduce the newest technologies, are warmly welcomed.

The Conference is also intended to foster an active cooperation and contacts among teachers at various levels in the Czech Republic and abroad.

The Conference will provide an opportunity to commence a discussion over topical issues, their analysis and solutions, which subsequently will be carried out through the Media4u Magazine.

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Participation in the Conference is FREE OF CHARGE.

Areas covered for andragogica:

- the role and potential of media as the means for transmission of information;
- the role and potential of mass media in education.

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Scientific guarantors of the Conference:

prof. Ing. Ján Bajtoš, CSc., Ph.D. - SR
prof. PhDr. Martin Bílek, Ph.D. - ČR
prof. Ing. Rozmarína Dubovská, DrSc. - SR
prof. PhDr. Ing. Ivan Turek, CSc. - SR
doc. Ing. Miroslav Čertík, CSc. - ČR
doc. Ing. Vladimír Jehlička, CSc. - ČR
doc. Ing. Pavel Krpálek, CSc. - ČR
doc. PaedDr. Jiří Nikl, CSc. - ČR
PaedDr. René Drtina, Ph.D. - ČR
Ing. Jan Chromý, Ph.D. - ČR
PhDr. Jan Máče, Ph.D. - ČR
PaedDr. Martina Maněnová, Ph.D. - ČR
PhDr. Ivana Šimonová, Ph.D. - ČR
RNDr. Jan Žufan, Ph.D., MBA - ČR

Organizační výbor konference

Ing. Jan Chromý, Ph.D. - ČR
PaedDr. René Drtina, Ph.D. - ČR
PaedDr. Martina Maněnová, Ph.D. - ČR

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Guidelines for Contributors

20th October 2009 is the deadline for:

- returning the application form;
- the contribution written in compliance with the template;
- a review of the contribution written and signed by the reviewer possessing an academic degree of the same or higher rank as the author. **The contribution should not be longer than 4 pages format A4 (including references, tables, pictures, charts, etc.).**

The contribution will be sent:

- by email as an attachment to:

konference@media4u.cz

- the text on a data disc (CD or DVD) along with one printed copy of the contribution including the review (signed by the reviewer), and the printed copy of the application form filled-in to:

Ing. Jan Chromý, Ph.D.

Katedra marketingu

Vysoká škola hotelová v Praze 8, spol. s r.o.

Svídnická 506

181 00 Praha 1

Czech republic

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