

Cinematic Universe: Essays on the Social, Cultural and Geopolitical Domain. Jefferson : McFarland & Company, 2018, p. 18.

Capitalised and italicised letters are also used to present names and titles of institutions, companies or productions/publications in the text, e.g. *HBO Max*, *Netflix*, *TV Markíza*, *SME*, McLuhan's *Global Village*.

3. Quotation Marks and Technical Expressions, Terms

When quoting, this type of quotation marks “...” is always used.

Technical expressions and terms are also presented using this type of quotation marks. Expressions in Latin, Greek and other languages are written in italics.

Should a colloquial or slang word (which is not a technical term) be used in the text, it is presented using this type of single inverted commas ‘...’.

4. Numerals and Percentages

Numbers over 1000 (a thousand) are written with a comma in English – i.e., 1,200 respondents; 1,450,000 people.

In English, percentages are written with a dot and without a space between the number and the % symbol. This applies to text, but also to tables, charts and figures (own processing). For example, 3.6%.

5. The Way of Quoting and Referring to Sources

The only way of referring to sources and quoting in conferences papers are footnotes. To create a footnote in Word, go to the “References” tab and select the “Insert Footnote” option.

Quotations are marked by quotation marks “...” and typed in italics, while a superscript as a reference to a footnote must immediately follow the quotation. Paraphrases in text are not graphically marked or differentiated, they are only marked by a superscript at the end of the paraphrased text that refers to a footnote. Paraphrases¹ of this type (i.e., using two consecutive superscripts) are absolutely ruled out and cannot appear in text. When referring to several sources in close succession, these are listed in a common footnote which is introduced by See:/See also:.

Example, a footnote listing several sources relating to a topic¹. The sources are divided by a semicolon. A footnote should refer to a specific section of the source text. If it is a quotation, the exact page number of the quoted publication must be given in the footnote. If it is a paraphrase, the author is

¹ See: JENKINS, H. et al.: *By Any Media Necessary. The New Youth Activism*. New York : New York University Press, 2016.; SEEMILLER, C., GRACE, M.: *Generation Z - A Century in the Making*. London : Routledge, 2019.

also required to indicate in the footnote the page number on which the original paraphrased text can be found in the publication.

Example, a quotation:

As Lamb and Brown explain: “...*the beginning of a genuine movement to give girls more power and more choice got co-opted and turned into a marketing scheme that reinforced age-old stereotypes*”².

Example, a paraphrase:

Maliček even notes that contemporary media culture is, as a whole, strongly dependent on creation of late modern myths.³

In case a whole publication or its chapter is referred to (i.e., the exact number of the quoted/paraphrased page is not indicated), the footnote begins with See:/See also:. However, there should not be too many references of this type in a paper, or more precisely, they should not outnumber the quotations or paraphrases in which specific pages are indicated.

Example: The individual parts of the analysis reflect on the presence of antiheroism in *The Boys* and the television show's ability to depict the principles of so-called society of performance, as determined and explained by the philosopher Byung-Chul Han.⁴

The bibliographical references part (Literature and Sources) can only include those sources that are also listed in footnotes (quoted, paraphrased or stated as See:/See also:).

If available online sources are used, it is always necessary to check the functionality of listed links and their availability. Sources should be freely available, without registration or request, i.e., so-called open-access sources should be used. In this case, one needs to be careful about using sources only available through university registration and sources providing the full text of a study/publication/paper for a fee (e.g., some sources available via Sage Journal, Tandt, etc.)

6. Quotation Rules

When creating conference papers, the quotation rules available at this link <https://fmk.sk/veda-a-vyskum/citacne-pravidla/> are to be strictly followed.

Authors are reminded that, as far as the quotation rules are concerned, it is necessary to follow all the specified requirements – spaces, periods, commas, brackets, italics, etc. It is also important to differentiate between quoting sources in footnotes and in bibliographical references – Literature and Sources (e.g., in Literature and Sources, the page range of an article/paper or study is indicated, as well as journals' ISSNs, etc., which are not stated in the footnotes for these sources).

² LAMB, S., BROWN, L. M.: *Packaging Girlhood: Rescuing Our Daughters from Marketers' Schemes*. New York : St. Martin's Press, 2006, p. 1.

³ MALÍČEK, J.: *Vademecum popkultúry*. Nitra : UKF, 2008, p. 54-55.

⁴ See: HAN, B.-C.: *Vyhořelá společnost*. Prague : Rybka Publishers, 2016.

Should you require any further information, we are available at the email address:
marketingmediaidentity@gmail.com

7. Paper Structure and Template

A conference paper should contain the following parts:

1. Title
2. Author's name, or authors' names without academic titles.
3. Abstract and Key words
4. Main chapters of the paper. A paper can also contain other chapters and subchapters. However, the stated main chapters are compulsory parts of all papers. Their numbering can be changed according to author's needs.
 - a. 1 Introduction
 - b. 2 Methodology
 - c. 3 Results
 - d. 4 Discussion
 - e. 5 Conclusion
5. Acknowledgement – if it is relevant.
6. Literature and Sources – processed in accordance with the quotation rules.
7. Contact Data of the author/authors – see the template for the format of contact data.

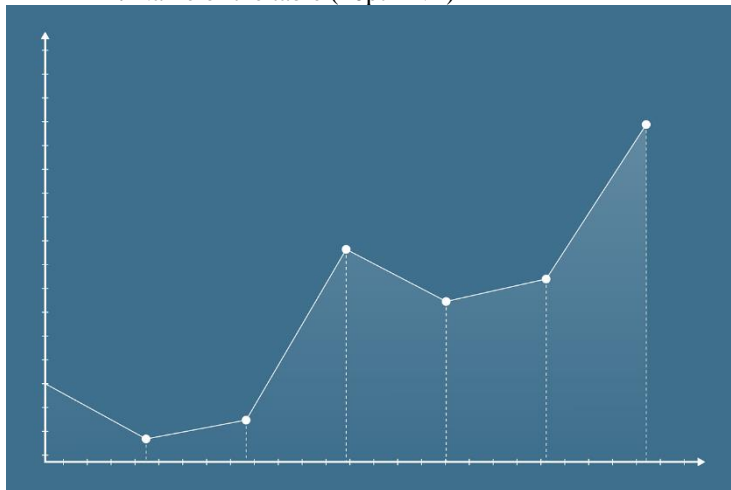
The template of a conference paper can be found in the appendix of this document and on the website: <https://mmidentity.fmk.sk/download/>



FIGURE 1: Template of a picture (10pt TNR)

Source: Pixabay. [online]. [2021-01-26]. Available at: <<https://pixabay.com/sk/vectors/soci%C3%A1lnem%C3%A9di%C3%A1-pripojenie-siet%C3%AD-3846597/>>.

TABLE 1: Name of the table (10pt TNR)



Source: own processing, 2021

According to the Table 1, 55.5% use *Facebook* intensively, 11.1% (1,786 users) use *Facebook* usually.

1.1 Title of a Subchapter (12pt TNR bold)

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2 Methodology/ Methods (13pt TNR bold)

3 Results (13pt TNR bold)

4 Discussion (13pt TNR bold)

5 Conclusion (13pt TNR bold)

Acknowledgement: This study was supported....(12pt TNR, italics)

Literature and Sources: (13pt TNR bold)

KAČINOVÁ, V.: Media Competence as a Cross-Curricular Competence. In *Communication Today*, 2018, Vol. 9, No. 1, p. 38-57. ISSN 1338-130X.

KELLNER, D.: *Media Spectacle*. New York, London : Routledge, 2003.

SURNAME, N.: Article name. In SURNAME, N. (ed.): *Title of Proceedings*. Place of edition : Publisher, year of edition, range of article's pages. [online]. [Date of access, yyyy-mm-dd]. Available at: <URL/electronic address information>.

TRILLING, B., FADEL, CH.: *21st Century Skills: Learning for Life in Our Times*. San Francisco : Jossey-Bass, 2009.

Quotation rules can be found at: <https://fmk.sk/veda-a-vyskum/citacne-pravidla/>

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