

PERSONAL DATA

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Google Scholar	https://scholar.google.com/citations?user=jmq2_IsAAAAJ&hl=sk
Fields of interest	Media linguistics, text linguistics, political correctness in a language, neologisms, translation studies, gender-inclusive language.
Two most important and three recent publications (selected)	
Ungerová, M. & Škvareninová, O. (2022). <i>Media relations and communication: Specialized academic textbook in English</i> . Trnava: University of Ss Cyril and Methodius in Trnava.	
Pravdová, H. & Ungerová, M. (2018). <i>Periodical press and media in the online environment: Specialized academic textbook in English</i> . Trnava: University of Ss Cyril and Methodius in Trnava.	
Čmehýlová Rašová, D. & Ungerová, M. (2025). Reflection on political correctness: The Case study of Disney's Snow White. In <i>Stories on our screens: Media reflections of hypermodern society, culture, and everyday life</i> . Budapest: Wolters Kluwer, p. 77-96. Available at: https://www.researchgate.net/publication/399753959_77_3_REFLECTION_ON_POLITICAL_CORRECTNESS_3_REFLECTION_ON_POLITICAL_CORRECTNESS_The_Case_Study_of_Disney's_Snow_White	
Franić, D., Martovič, M. & Ungerová, M. (2025). Mind, body, firewall: Health and security in times of continuous connection. In <i>Media literacy and academic research</i> , 8 (2), p. 123-139. DOI: https://doi.org/10.34135/mlar-25-02-07 .	

Ungerová, M. (2025). Woke culture, marketing communication, and customers. In *Marketing identity: The power(s) of communication*, p. 898-908. DOI: <https://doi.org/10.34135/mmidentity-2025-83>.