

PERSONAL DATA

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Academic title / rank	Prof., PhDr., / PhD. in Cultural and Media Studies
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Scopus	https://www.scopus.com/authid/detail.uri?authorId=55901900600
Web of Science	https://www.webofscience.com/wos/author/record/37768200
ResearchGate	https://www.researchgate.net/profile/Hana-Pravdova
Google Scholar	https://scholar.google.com/citations?user=t8pNf5UAAAAJ&hl=sk&oi
Fields of interest	Media studies, cultural studies, journalistic genres, media, mass, popular culture.
Two most important and three recent publications (selected)	
Pravdová, H. (2009). <i>Determinanty kreovania mediálnej kultúry</i> . Trnava: Fakulta masmediálnej komunikácie UCM v Trnave.	
Pravdová, H. (2022). <i>From homo ludens to homo medialis: Cultural dimensions of game principles and media</i> . Praha: Wolters Kluwer.	
Pravdová, H., Radošinská, J. & Mago, Z. (2023). <i>Monetization in creative industries: Culture, media, digital games</i> . Praha: Wolters Kluwer.	
Pravdová, H., Hudíková, Z. & Macák, M. (2024). <i>Digitalisation as the tsunami of a new civilization: Industries, digital games, players</i> . Praha: Wolters Kluwer.	
Pravdová, H. & Ungerová, M. (2024). Discourse of expression of image representations in contemporary audiovisual culture. In <i>European journal of media, art and photography</i> , (12) 1, p. 112-121.	