

Future media: Between Conditional Liberty and the Pursuit for Truth

International Scientific Research Project (September 2015-June 2016)

Participating Institutions:

- **Constantine the Philosopher University, Nitra, Slovakia**
- **Universidad de Guadalajara, Guadalajara, México**
- **Central Research Institute Søren Kierkegaard, Ljubljana, Slovenia**

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The focus of this international scientific research project is

- (1.) to analyze the contemporary socio-cultural situation as regards pressing ethical challenges**
- (2.) The symbolism of power in visual communication yesterday, today and tomorrow**
- (3.) New trends in increasing the effectiveness of marketing communication in the construct of the theory of transactional analysis.**
- (4.) Social responsibility and media education - the relationship of advertising and encourage creativity**
- (5.) Importance of film and other arts in the future of Humanities**
- (6.) Connectivity and the accelerating shift from analog to digital formats**
- (7.) Kierkegaard's (in)direct communication**