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Review of the scientific, organizational and teaching achievements of doc. Peter Mikulas, PhD.

Based on the analysis of the scientific and didactic achievements of doc. Peter Mikulas, I state that this researcher has extensive experience in the field of contemporary media research, especially in the field of audiovisual communication, advertising, PR issues as well as marketing and political communication in the media.

The research experience is confirmed by scientific publications of significant impact in the community of Slovak and foreign researchers (monographs, scientific articles, chapters in multi-author books), research internships in EU countries (mainly the Czech Republic and Poland, and in the previous year - Norway) as well as research projects and grants implemented. The total number of citations of his publications is 145, and citation in the WoS and / or Scopus database is 32. These indicators are a significant proof of the recognition of the work of doc. Mikulas in the environment of media and communication studies researchers in his home country and abroad.

Doc. Peter Mikulas is also an experienced animator of scientific life, including international projects in the field of media studies, and actively cooperates with foreign research centers, including Center for Media Research at the Pedagogical University of Krakow.

He has extensive teaching experience; his subjects include: Semiotics of advertising; Ethics and media; Ethics in advertising; Media systems; Basics of mass communication; Introduction to marketing communication; Promotion and Persuasion Theory; Mass media propaedeutic; Media, society and culture; Media production; Public relations; Introduction to learning about mass communication; Analysis of media products; History of communication (history of mass communication, history of film and art); Audiovisual works.

These subjects show the rich didactic experience of doc. Mikulas and are closely related to the subject of his research projects, including publications and research.

Doc. Mikulas also has a relatively large share in promoting young teaching staff (2 doctoral theses closed / finalized; 4 in progress).

His high and comprehensive scientific activity after obtaining the degree of habilitated doctor allows us to assume that further scientific development and participation in the development of young teaching staff will also be significant.

In the context of these comments, with full conviction, I am applying for admission of Peter Mikuls to further stages of the procedure for obtaining the title of professor in the discipline of media studies