

Editorial Policy

I. Publication and Authorship

- European Journal of Media, Art & Photography (hereinafter also referred to as “the Journal” or “EJMAP”) is a blind peer reviewed academic journal published biannually by the Faculty of Mass Media Communication at the University of Ss. Cyril and Methodius in Trnava, Slovakia.
- The Journal publishes scholarly texts providing scientific reflections in the field of media and communication studies, which presents the current development of the media environment in the context of visual media and art. The Journal reflects on the theoretical and visual aspects of media communication, which includes media art, visual arts, photography, film, literature and advertising, as well as current topics discussed in the field of photography, photography theory, advertising theory, theatrical art and visual theories related to image interpretation.
- The Scientific and Creative Board of the Journal and members of the Editorial Board actively participate in domestic and foreign scholarly discourse, in artistic creation and academic research projects in order to contribute to scientific and research progress and expansion of the existing body of knowledge related to the fields of media communications, e.g., media theories, marketing and media research, academic discourse on visual art, artistic aspects of media communication, photography, film, literature, advertising, etc.
- All submitted manuscripts should offer thorough theoretical frameworks associated with the discussed issues, referring to appropriate, reliable information sources and using corresponding theoretical and methodological approaches. The submitted texts should express originality and innovation in relation to the elaborated topics and scientific problems.
- The offered texts are written and submitted exclusively in English; all of them (excluding reviews and short news articles) are submitted to blind peer reviews and selected based on results of these review procedures. [The list of European Journal of Media, Art & Photography’s reviewers is available here](#). The Editorial Board of European Journal of Media, Art & Photography fully respects the scientific and ethical principles of scholarly work to strengthen the relevance of the published texts via the set criteria.

- European Journal of Media, Art & Photography accepts various kinds of academic writings – theoretical articles, theoretical articles combined with presentations of research results, research results including their practical implementation, as well as reviews of works of art, interviews, reports of current events in the journal's field of expertise or other publications, shorter news articles and essays. All published texts are blind peer reviewed, except for shorter news articles and reviews, as noted above.
- European Journal of Media, Art & Photography applies a zero-tolerance policy regarding plagiarism. The Editorial Board considers plagiarism, duplicate publication requests involving multiple identical or almost identical texts and use of false references and/or purposefully missing references to source documents as activities which result in immediate, unconditional rejection of the submitted text(s) during any phase of the editorial process. Originality of all submitted manuscripts is checked by the plagiarism detection platform Urkund.
- This principle does not apply in case of occurrence of unconscious factual errors, misinformation or other deficiencies associated with data interpretation (identified by the Editorial Board, reviewers or other concerned parties) which do not result from conscious violations of the ethical principles of academic writing. Such accidental deficiencies, however, must be fully corrected and explained by the author(s), as requested by the Editorial Board.
- The Editorial Board guarantees the concerned authors that similar suspicions and/or deficiencies will undergo an appropriate and very detailed investigation. Depending on severity of the case, the Editorial Board may contact the authors by sending them formal notices to demand explanations and corrections or, especially in serious cases, the texts in question may be rejected immediately.
- The Journal accepts only theoretical articles or research studies, interviews, reviews, news articles and essays which are genuine and have not been published previously. Neither the suggested texts nor their parts may be submitted simultaneously to other scientific journals, scholarly or commercial publications.
- The Journal is registered in accordance with international standards. European Journal of Media, Art & Photography's ISSN is 1339-4940. The online version's E-ISSN is 2989-3224. Since 2023, the Journal's newly published content is identifiable based on DOIs. The Journal is published by the Faculty of Mass Media Communication at the University

of Ss. Cyril and Methodius in Trnava, the Slovak Republic. The University of Ss. Cyril and Methodius is a higher education provider financed from the public sources.

- European Journal of Media, Art & Photography derives its income to cover its publishing costs (including the costs associated with maintaining open access to EJMAP content) from fees for publishing articles. A publication fee of €300 per study or essay, €100 per book review – is only charged to authors whose manuscripts have been assessed and accepted for publication in EJMAP. The fee does not vary depending on the number of co-authors or the length of the manuscript and may be paid by the author(s), the scientific institutions with which they are affiliated, or the sponsors of their research. Publication fees accrue upon acceptance of the article. There are no article submission fees.
- The Editorial Office of European Journal of Media, Art & Photography does not accept any commercial offers or voluntary financial (or other) gifts.

II. Authors' Rights and Responsibilities

- The authors and co-authors publishing their work in European Journal of Media, Art & Photography are, as a general rule, academics, scholars, researchers, artists and media professionals.
- The authors of the texts – yet unpublished but already approved and prepared for publication in European Journal of Media, Art & Photography – have the right to present their findings or other related research outcomes by attending domestic, foreign and international scientific conferences and workshops as well as within their pedagogical or artistic activities.
- The Editorial Board expects authors to submit the final to-be-published manuscripts with regard to the set formal criteria, i.e., to apply consistent and correct spelling, adequate grammar, stylistics and formalities in accordance with [Guidelines for Authors](#) and [Citation Rules](#). It is necessary to use the [templates](#) available on the Journal's website.
- Any fundamental changes to authorship of already submitted final texts (e.g., amendment of co-authors, change in the order of authors, copyright interests or funding information stated in the text) are liable to the prior consent of the Editorial Board. The author(s) or co-author(s) must ask for any modification of the copyright data on the basis of a formal, written request sent to the following e-mail address: ejmap@fmk.sk.

- The Editorial Board retains the right to authorise or deny such changes in authorship or postpones the text's publishing until the matter is resolved to complete satisfaction of both the Editorial Board and the author(s). The final decision depends on reasons stated in the submitted request and minds specific circumstances surrounding its administration.
- Authors are obliged to include acknowledgments – such as information on co-authors and research participants, consent statements as well as additional information on financing or grant(s) dispensation via specific research projects – in the texts as submitted.
- By sending the final versions of the texts meant to be published in European Journal of Media, Art & Photography, the authors and co-authors simultaneously express their consent with publishing the texts in the open-access digital archive which is available on the Journal's website and with future registration of the text in electronic databases that currently process and index data related to the Journal.
- The authors, whose texts have been published in the Journal, are entitled to receive a digital copy of their work free of charge, via e-mail. Digital version of the Journal is also available for download via open access on the Journal's website.
- Authors submit their manuscripts digitally, via the e-mail address ejmap@fmk.sk.

III. Peer Review/Responsibilities of Reviewers

- The initial (preliminary) evaluation of all submitted texts is performed by the Editorial Board. Formal requirements are evaluated in the context of the Journal's [Guidelines for Authors](#) and its focus, whereas it is possible to reject the texts or to demand their re-elaboration, amendment or revision (e.g., formal, factual, style-related, etc.) before sending them to the reviewers.
- All texts which are to be published in the Journal have to undergo a blind peer review process – the reviewers do not receive any information on the authors' identity and the authors do not know the names and/or affiliations of the reviewers. The versions of manuscripts sent to reviewers do not include any data on their authors.
- Reviewers should assess strengths and weaknesses of the reviewed texts objectively.
- [The list of reviewers](#) cooperating with European Journal of Media, Art & Photography is accessible via the Journal's website. The criteria of selecting specific reviewers include their professional orientation, research specialisation, and experience in relation to

thematic focus of the reviewed manuscript and corresponding foreign language skills – all reviewers are expected to use academic English proficiently.

- In case any potential conflict of interest is identified (e.g., financial, collaborative), the reviewer is obliged to inform the Editorial Board immediately. The Editorial Board assesses the situation and, as a result, may appoint a new reviewer.
- The reviewers should inform the Editorial Board in case they suspect or clearly identify a possible violation of the ethical principles or if they notice any significant deficiencies present in the reviewed texts.

IV. Editorial Responsibilities

- European Journal of Media, Art & Photography's Editorial Office is divided into two bodies – the Editorial Board and the Scientific and Creative Board.
- The Editorial Board grants academics, researchers and professionals interested in publishing in European Journal of Media, Art & Photography an opportunity to submit their original, so-far-unpublished articles, research, essays, and other scholarly texts related to the focus of the Journal.
- The Editorial Board approves the final form and content of the Journal. Considering the overall quality of the submitted articles and reviews, along with reviewers' suggestions and peer review results, the Editorial Board selects contributions to be published.
- Before approving the final form and content of the Journal, the Editorial Board is obliged to evaluate the content and quality of all considered texts in detail. The Editorial Board is thus responsible for scholarly and professional qualities of the Journal's individual issues.
- The texts which are to be published in European Journal of Media, Art & Photography are selected objectively, on the basis of their quality, comprehensiveness and ability to contribute to the contemporary academic discourse on media and art.
- The Scientific and Creative Board consists of foreign and domestic media and art theorists, researchers, artists and scholars. All members of the Scientific and Creative Board are affiliated with domestic and foreign universities, research centres, academic or professional organisations. The Scientific and Creative Board's purpose is to supervise the Journal's quality, relevance, ability to contribute to the international academic discourse and strategic development.

V. Publishing Ethics

- European Journal of Media, Art & Photography does not consider the authors' domestic or foreign scholarly affiliations and/or commercial activities and strictly rejects any discrimination related to their gender identity, ethnicity, marital status, sexual orientation, age, national origin, political beliefs or religion.
- All types of data published in European Journal of Media, Art & Photography must be adequately accessible and obtained legally; it must not be subject to state secrecy, bank secrecy, financial privacy or other type of data protection acknowledged by the legislation of the Slovak Republic and the EU law.
- Authors should use their information sources, premium academic databases, other scholarly resources and research grants in manners that eliminate the possibility of a conflict of interest associated with ownership, intellectual property law and/or finances, which would result from publishing the submitted manuscripts.
- By submitting their texts, the authors also confirm that the manuscripts as submitted have not been published elsewhere and are not being considered for publication or reviewed by other publisher(s).
- If a published text (or a manuscript intended for publication) violates the ethical principles or, eventually, if the entire texts or their parts are proven to be plagiarisms or consist of texts already published in the past or simultaneously in several other specialised publications, the authors and co-authors take on full responsibility. However, the authors are given opportunity to react to such allegations.
- The authors, whose contributions are selected for publishing, take responsibility over the fact that the texts do not breach the existing legislation, especially in the field of copyright. By submitting their manuscripts, the authors confirm that at the moment of offering their work to be published in European Journal of Media, Art & Photography they had legal access to the used data and provided the complete list of co-authors, consent statements, used grants, or other binding forms of financial, personal and material support associated with their scientific and research activities.
- If a manuscript considered by the Journal includes results of experiments or other types of research inquiries involving human subjects (such as eye-tracking studies), the Editorial Board insists that the author(s) must clearly state in the study's Acknowledgment how these human subjects expressed their consent with participating in

the inquiry. This Acknowledgment must also address the issue of participant anonymity (and how it was secured), provide appropriate information on IRB approval or other relevant approvals (if applicable). These principles apply to all human beings, especially children and other particularly vulnerable population segments. If a research inquiry involves minors, parent/legal guardian consent is necessary and will be requested by the Journal prior to further considering/reviewing the submitted study.

- Reacting to a reasonable suspicion suggesting a violation of the ethical principles, the Editorial Board has the right to further consider the text in question and may postpone or immediately cancel its planned publication. If similar inadequacies result directly from the editorial processes or improper handling with the provided information, responsibility lies on the side of the Editorial Board. In this case, the Editorial Board is obliged to react in an appropriate way and as soon as possible (e.g., by publishing necessary corrections, apologies to the author(s) and/or a properly edited electronic version of the journal in PDF format freely available for download online).
- The Editorial Board consistently minds the need to avoid similar situations and process the received data carefully, without making unauthorised copies or using the considered manuscripts in any inappropriate way. Acceptation of the final versions of the submitted manuscripts is always preceded by a detailed overview of the level and extent to which the author(s) express(es) both the willingness and ability to respect the ethical principles associated with academic writing and publishing.
- The Editorial Board accepts and further processes (evaluates, appoints to reviewers, publishes) only scholarly texts which respect the ethics related to academic and scholarly writings and use bibliographic references and information sources properly, in accordance with Citation Rules approved by the Editorial Board. [The Citation Rules are available here](#).
- If necessary, before accepting the text, the Editorial Board may demand a written statement signed by the author(s) confirming that the text has not been published yet and has not been simultaneously submitted to another publication, either print or electronic, regardless the language in which it was originally elaborated.

VI. Retraction

- If an already published content featured in European Journal of Media, Art & Photography clearly and demonstrably violates the principles of academic publishing, it might be retracted, especially if this violation concerns public health risks, potentially harmful factual errors, intentional dissemination of disinformation, fraud and misconduct or serious ethical and/or legal issues.
- Retracted content is not automatically removed from the Journal's digital archive. However, it is clearly marked as retracted ('flagged') on the Journal's website. By retracting a published text, the Editorial Board acknowledges that this content is seriously flawed, unable to meet the ethical standards of academic publishing, unreliable and/or dangerous. Any retraction is therefore associated with publishing a retraction notice on the Journal's website. Its purpose is to explain why the content is flagged as retracted, apologise to the affected persons (when appropriate) and express gratitude to parties initiating the process leading to the retraction or disclosing additional information.
- A retracted text is removed from the Journal's online archive completely if it obviously violates privacy, honour and or/dignity of a natural or legal person, typically if this matter is subject to an active criminal investigation or a court order. European Journal of Media, Art & Photography also provides full support and cooperation, as requested by the appropriate public authorities.
- A retraction is usually initiated by the Journal's Editorial Board (or its individual member) or the Scientific And Creative Board, collectively or individually. However, it might also be requested by the author(s) of the published content in question, the academic institutions, research centres or professional organisations they are (or are not) affiliated with.
- The Journal's Editorial Board immediately informs representatives of citation databases and other academic platforms partnering with European Journal of Media, Art & Photography about retracting an already published text. The Journal also provides an extensive explanation of all the circumstances leading to the retraction and fully respects the measures applied after the retraction notice is issued.

VII. Core Ethical Requirements for Research Studies Involving Human Research

- Human research typically (but not exclusively) involves people, communities, personal data and documents, and topics related to cultural heritage.

- The Journal requires authors of research studies focused on human research (such as audience studies, laboratory experiments utilising eye-tracking technologies, etc.) to obtain and submit formal (written) ethics approvals/evaluations issued by ethical committees or other equivalent official authorities operating at institutions (universities, research centres) they are affiliated with.
- The document must clearly state that an institutional (or independent) ethics committee had reviewed and approved the study and research design before data collection began. Issued and dated before the research was carried out, an ethics approval must clearly explain how ethical issues are identified, considered, and addressed in the submitted research inquiry, especially regarding potentially vulnerable groups – e.g. senior population, economically disadvantaged groups, disabled people, and minors.
- These ethics approvals should include information on how ethical decisions were made prior to the inquiry. It should be explained how informed consent was obtained and documented (especially in case of minors such as pupils), how privacy and confidentiality of participants were handled, how participant data was protected, and how any sensitive or potentially vulnerable research contexts were addressed.
- In their evaluations, institutional or independent ethics committees issuing ethics approvals should confirm that clear information about the study's purpose, risks, and data use is available, and that explicit, voluntary consent (written, verbal, or digital) of all research participants was obtained. The approvals must outline how personal data was anonymised or de-identified to protect participants' identities and privacy. Each ethics approval must also examine transparency and relevance of qualitative or quantitative methodologies applied in the evaluated research.
- The Journal's editors may review individual ethics evaluations/approvals and if necessary, they may request further clarification, including more information on consent, data use, privacy, confidentiality, or the ethical justification for the research.

Editorial Policy

European Journal of Media, Art & Photography

Faculty of Mass Media Communication

University of Ss. Cyril and Methodius in Trnava

Slovakia

Last updated on October 22, 2026