

**Prof. PhDr. Olĝa Orosová, CSc.**  
**Dean of the Faculty of Arts**  
**Prof. PhDr. Pavel Stekauer, DrSc.**  
**Chair of the inauguration board**  
**Pavol Jozef Šafárik University in Košice**  
**Slovakia**

**Following Rector's Decision No. 17/2017 on specification of content of dossier for the inauguration at Pavol Jozef Šafárik University in Košice and its constituents, and having accepted the appointment as reviewer in the procedure of appointment as professor of Dr. h. c. doc. Mgr. Slávka Tomaščíková, PhD., in the field of study *Non-Slavic Languages and Literatures*, it is with pleasure that I submit my review to recommend Dr. h. c. doc. Mgr. Slávka Tomaščíková, PhD., for inauguration.**

The submitted inauguration dossier offers plentiful materials to support the claim that the candidate excels in many fields central or tangential to a university teacher career. What I believe important is foremost the scientific-pedagogical aspect of the university profession because it is a permanent inseparable part of other activities in a well-planned career. Further, the list of courses taught can indicate whether the academic side of one's job is logically related to the actual teaching in classroom and balanced against the research side. Finally, with good adjustment of these two components as basic constituents of this line of business, there is no doubt that the benefits both for the students and for their teacher are shared.

With respect to this issue, the candidate Slávka Tomaščíková, has had an exemplary career. She started working at the Faculty of Arts in Prešov (1994-2007), where she was teaching eight courses under the umbrella of British Studies. The thematic reach of these courses shows an early interest in different facets of British culture and lays the groundwork for her further research. The geography, history, institutions, regional studies, language and culture of the UK, as the fundamentals of these courses, directed the candidate towards her specialization fields: British Cultural Studies, and later, Interpretation of Media Texts with the Focus on Social Aspects.

These interests were further pursued at UPJŠ (2006-2021) where Slávka Tomaščíková taught 22 courses during the last 15 years at all academic levels, and gradually got oriented towards the semiotics of media, gender and food, as the main topics of her research. The results of these efforts are best evidenced by her publications but a student survey would definitely prove how they profited academically when after a general introduction to British culture and gender topics at the BA level, they moved further to study Irish and American cultures, and mass media communication at the MA level to top it at the PhD level through researching British and American culture and mythology, historic and contemporary interactions as well as modern critical theories and research methods developed in this field, in combination with interpretation of media texts and social semiotics. Incorporating one's research results in the corpus of courses taught is an excellent pedagogic strategy to keep students abreast of the latest scientific insights and prepare them for their future careers.

The second area crucial to the scientific-academic position of a university professor is scientific research in which the candidate, Slávka Tomaščíková, also manifests notable results. Both her habilitation (“Comparative analysis of selected aspects of narrative in the discourse of British television news”) and dissertation (“Some sociopragmatic and pragmatolinguistic aspects of the comparative analysis of British and Slovak television news”) theses are the outcome of her preceding interests, and evidence of her focused investigation into the discourse of British television news in different contexts. Her two recent monographs published abroad (*Postmillennial Media – Discourses Where Food Cultures Meet Everyday Practices*, 2020, and *Representation of Food in Media Discourses: Cognitive and Pragmatic Aspects*, 2021, co-authored with Dr. Viacheslav Shevchenko) confirm her long-term focus on the representation of food in media discourses reaching from 20thC to the postmillennial theoretical framework of hyper-modernism and digi-modernism. The structures of various situations connected with food and eating are related to changing lifestyles, growing presence of food in the media, and cognitive models identifiable in different cultures. Food literacy is intrinsically related to media literacy in the USA, UK, the Russian Federation and Slovakia, the target societies explored by the author. She draws a conclusion that food and food-ways as represented in the media significantly affect human existence and culture, and opens this burgeoning field of academic concern to new research.

Further, these monographs prove the continuity of academic research which was benchmarked with the first monograph *Comparative Studies in English and Slovak Massmedia and School Communication* (1999) but which actually began as early as 1995 with the first published paper a year after Slávka Tomaščíková began her university career, and then continued with yearly contributions of various academic kinds: from chapters in monographs published abroad or in Slovakia, to research papers in journals published abroad or in Slovakia; from research papers published abroad or at home in journals registered in Web of Science or SCOPUS to research papers published abroad or at home in reviewed collections and monographs; from published papers at conferences abroad or in Slovakia to University coursebooks, teaching materials and academic textbooks published abroad or in Slovakia; not to mention her editorial work, reviews, surveys, summaries, translations in journals and collections of papers, etc. This amazing output of over one hundred publications testifies to academic discipline and consistency, but also to curiosity and to the need to dive ever deeper into the chosen field of research. If anything makes a good researcher it is this unwavering dedication to exploring and checking, comparing and contrasting, always juxtaposing food and the media, the cognitive and the pragmatic, global and local, Slovak and English, Russian and American, news and entertainment, gender and stereotypes, communication and consumption, cooking and eating, which, in their numberless combinations, make the topics of the candidate’s articles. This ample and original academic production assures the reviewer that this is a high-quality candidate, cited over 120 times, who deserves appointment as professor.

The last miscellaneous segment of Slávka Tomaščíková’s career is a mixed bag of numerous activities which are an assortment put together and organized only by a person of rare capacities. Besides regular teaching, she always holds very demanding administrative and executive positions which are time-consuming and nerve-rendering but very beneficial to the Faculty. Both as Vice-rector for International Relations and as Head of Department of British and American Studies she has substantially contributed to the process of internalization in its many aspects: making bi-lateral

agreements, facilitating student and staff mobilities, establishing double-degree programmes with four partners, increasing the visibility of the institution and opening vistas for new ideas. In relation to this, she coordinated and participated in a dozen international projects whose success was based on the good results the candidate's kindness combined with firmness generated from her partners. She is also an active participant in editorial boards of a few academic journals, member of academic programme and organising committees for many conferences, principal organizer of conferences at home, invited lecturer at foreign universities, noted plenary speaker at several academic events, editor of published proceedings and collections of papers, and highly-ranked executive for a number of years in a few associations specializing in the field of English Studies.

Slávka Tomaščíková masterfully juggles academic and administrative responsibilities, but never at the expense of her own development or that of her students. She has realized a few individual research grants and stays while her students have benefited from her engagement as their supervisor in producing over 60 BA and MA theses. On top of that, she has supervised 14 doctoral students, five of them within the double PhD diploma scheme. Their mentor monitored some of them from the entrance exam to the habilitation defense and to the top of university hierarchy.

This brief overview of the candidate's activities, pedagogic, academic, research, administrative and executive, is not exhaustive because there are certainly some overlooked endeavours (paper reviewing, extra-curricular activities...), and many others that fall out of the scope of an academic review being related to the character of the candidate and her non-academic accomplishments. However, what is mentioned above proves full compliance of Slávka Tomaščíková's references with the criteria for awarding the scientific and educational degree professor. She excels in all categories and stands out as an exceptional academic who still has a lot to offer.

It is for all these reasons that I whole-heartedly and with great pleasure recommend the candidate, **Dr. h. c. doc. Mgr. Slávka Tomaščíková, PhD., for appointment as professor in the field of study *Non-Slavic Languages and Literatures.***

.....

Vesna Lopičić, Ph.D.  
Full Professor of Anglo-American Literature and Culture  
English Department  
Faculty of Philosophy  
University of Niš  
Ćirila i Metodija 2  
Niš, 18 000, Serbia  
Tel: ++381 63 86 654 85  
E-mail: [vesna.lopicic@ni.ac.rs](mailto:vesna.lopicic@ni.ac.rs)