INFORMATION ABOUT THE FEAST OF STS. CYRIL AND METHODIUS IN THE ONLINE ARCHIVES OF SELECTED SLOVAK DAILY NEWSPAPERS – TENDENCIES AND CONTEXTS

Miriam Harmatova

Jan Stanislav Institute of Slavistics, Slovak Academy of Sciences, Slovakia

Abstract

Sts. Cyril and Methodius, leading figures of the Byzantine mission, have a firm place in the cultural identity of Slovaks. Their feast day is celebrated in Slovakia on 5 July and is also a national feast and a bank holiday. Pilgrimages, festivals and commemorative events are organised at various levels on the occasion of the feast, to which the media sphere reacts accordingly. The study presents the image of the feast of Sts. Cyril and Methodius and its associated celebrations as presented in the Slovak daily press. This research is specifically focused on the online space and thus the web archives of the selected daily newspapers, as they are assumed to have a wider reach and access without time constraints. Focusing on the articles informing and celebrating this feast will allow, on one hand, a profile of the celebration of the feast in society and, on the other hand allow a characterization and categorization of the related journalistic work as well. The aim of the thesis is to present the context of the celebration of the feast of the Slavic apostles and co-patrons of Europe and to outline the tendencies in the reporting of it.

Keywords: *Sts. Cyril and Methodius, Byzantine mission, cultural identity, national pilgrimages, online media analysis, discourse analysis, context of celebration*

1. INTRODUCTION

The study presents research on the awareness of the feast of Sts. Cyril and Methodius in journalistic articles. The common denominator of this research sample is its online availability on the web servers of the selected media. Due to its easy accessibility within the electronic archives, studied material has the advantage that it is possible to assume a wider impact or a greater reach of these articles even today, since access to them is not formally restricted as is the case of print versions of journalistic texts stored in brick and mortar institutions and archives. The potential limitation of access to the material depends on the level of computer literacy and the possibilities of Internet access

The presented study aims to outline the profile of information about the feast of Sts. Cyril and Methodius in selected Internet domains: focusing on reports informing about the celebration and the course of the celebrations in Slovakia. The picture of information is created on the basis of the analysis of the media environment, reflecting and summarising only the one mentioned sphere. Therefore, it cannot be considered to be complete. The specific focus of the present image is to serve as a picture which profiles the feast and the legacy of these two Slavic saints in the current socio-cultural discourse.

The focus on articles approaching the course of the Cyril and Methodius celebrations at different levels also provides opportunities for categorising individual celebrations. On the one hand, finding a connection with the authentic environment where the individual celebrations take place and on the other hand determining journalistic perspectives which inform about the celebrations through treatment of material from those events is examined.

2. METHODS AND CONTEXT

For the purposes of the research, two established daily newspapers, namely SME and Pravada were selected. Both are broadly focused on society-wide topics and diverse areas. The selected media aim at the widest possible sample of the population and their task is to produce up-to-date coverage of events in diverse areas of politics, economy, sports, culture, etc. Both daily newspapers operate and are available throughout the territory of the Slovak Republic in both print and electronic formats. In

addition, the SME daily has a network of regional newspapers and contributors. It can therefore be assumed that they have sufficient reach to their readership.

Sts. Cyril and Methodius are most often referred to in the articles as the apostles. Their mission to Great Moravia, as it appears based on the analysed material, is perceived and presented primarily as a religious, but also supra-confessional and nationwide significant memory of the saints. Their legacy is considered part of the cultural code of the Slovak nation and Slovak national identity. The greatest contribution to this can be attributed not only but mostly to the revivalist generations, who systematically worked with their legacy and the figures themselves, or referred to them, or used their legacy in their works and theses [1]. It is the period of national revival and the so-called Spring of Nations with its "political and cultural engineering" that is seen as crucial in the rise and the shaping of modern political nations in Central Europe [2]. The aforementioned is also reflected in the celebration of the feast of Sts. Cyril and Methodius. Part of the veneration of these saints, we do not have any known spontaneous pilgrimages, although the veneration of Cyril and Methodius is perceived as a centuries-old tradition, in contrast to the spontaneous tradition of pilgrimages to the various Marian shrines in Slovakia. Moreover, Marian feasts and pilgrimages can be said to be a reverence and tradition based on unexplained events (miracles of tears, healings, rescues from fire, raids of enemies) and apparitions of the Mother of God. [3] As the research discourse of the contemporary media space suggests, in the case of the feast of Sts. Cyril and Methodius, these are mainly events arising at different organisational levels of local, regional or nationwide environment with a strictly organised format.

On the basis of work conducted so far, the stereotypical structure of the celebration of the feast of Sts. Cyril and Methodius as portrayed by the media reports in the newspapers followed for this research, has been emphasised. Four main social spheres most prominently involved in the commemoration of the feast of the Slavic and European patrons have been identified. These spheres are ecclesiastical, cultural, political, and sports activities. Most often, these components, with greater or lesser variations, are part of the programme offer of individual events on the occasion of the celebration of the national and ecclesiastical feast of Sts. Cyril and Methodius. The level of organisation or scope of the organised events was also based on the three types of celebrations (local, regional and national). The first group can be described as horizontal, which cuts across the areas of social and cultural life of Slovaks who actively participate in the celebrations of this holiday. The second can be described as vertical, as it progresses from the smallest to the largest events, especially with regards to the number of participants. However, it should also be pointed out that the celebrations of Sts. Cyril and Methodius do not have the dimension of a feast that would be considered commanded or obligatory by the Western or Eastern Rite Church. Thus, not only believers but also non-believers participate in the celebrations, but they more intensely perceive the space of the celebration of the feast as an inclusively supra-confessional, supra-religious, and generally communal feast.

However, in the context of celebration, the religious sphere appears to be predominant. As has already been noted it is usually the religious dimension that is first mentioned when reporting on the Cyril and Methodius mission. Saints Cyril and Methodius were part of the ecclesiastical structures as monks and priests. They are most often referred to as "the apostles". Even the national holiday itself, considering the date of its celebration, is tied to the date of a religious feast according to the Latin Church tradition, which is 5 July. [4]

Of the materials available online, the Holy Mass appears to be the most widely used expression of reverence and celebration. The advantage of the Holy Mass is that it can be included in the programme at every level. It allows not only a great deal of flexibility in terms of space, number of participants or solemnity, but it also provides the opportunity for spiritual and cultural enrichment through thematically selected chants, recitation of a variety of texts with a Cyril and Methodius theme, etc. Of course, not every Holy Mass on that occasion is reported on. Masses celebrated as part of wider socially organised events are the subject of, or part of, the reports. On the basis of an evaluation of the available material, we can conclude that the Holy Mass is a traditional and more frequent part of the programme at every organisational level. Common features are the expected attendance of a larger number of people than is usual in a particular place; they are often held in an exterior; and the presence of an invited guest, whether (con)celebrant or lay leader, tends to underline the uniqueness of the event. The celebration of the Mass,

the presence of guests, etc., is reported in regional and national news reports, which look back on the course of the celebration already held. In the case of large events organised at well-known places of national pilgrimages, which inform with some anticipation about the programme of the forthcoming event. The Holy Mass either opens the programme or it is its culmination in the form of a solemn Holy Mass in a public space, allowing the participation of a large number of people. This is usually the case of multi-day events or events organised on Sundays. The reports describing the course of the celebrations already carried out most often contain the main message or key ideas from the homily, the names of the guests and the main leaders of the local church.

In the case of major events, the media also contain a number of related reports and commentaries. First, the upcoming event and its program are reported. After the event has taken place, reports zoom in on the proceedings, interesting moments, and especially thoughts from the sermon or speeches. In those news sources related information is reported about the budget or even conflicts between political leaders because of their participation or non-participation in the celebrations.

A specific expression of religiosity and reverence among believers is the pilgrimage. In the context of the Feast of the Apostles, pilgrimages are most often labelled as 'national', e.g. the National Pilgrimage to Devín, the National Pilgrimage to Kostolec (Ducové), the Cyril and Methodius National Pilgrimage (Nitra). In these cases, the aim and venue are sites associated with the remains of buildings typical of the Great Moravian or post-Great Moravian period, in particular rotundas or hillforts, or otherwise historically significant sites. The above-mentioned pilgrimages are linked to the date of the feast of Sts. Cyril and Methodius, but it is possible to go to individual sites at any time of the year as an expression of personal devotion and commitment. However, on the date of that feast day, they have a collective, unifying and communal dimension with an emphasis on a sense of belonging and shared tradition. [5] The highlight of the pilgrimage in this case is not just arriving at the place of pilgrimage, but taking part in the community. The communal celebration is linked to the agenda of the event. It is the agenda and the course of events that tends to inform the event. Pilgrimages vary in scale and level of organisation, which is also linked to the way and extent of information and the nature and possibilities of their implementation as walking or cycling pilgrimages, tours, etc.

For example, the National Pilgrimage to Kostolec in Ducové is a smaller event with lower participation and a simpler level of organisation. It is associated with short reports of approximately 170-250 words, which contain basic information about the event at the level of periodicals of regional importance. In a national newspaper, the information is more of a supplementary nature. However, the information about the festivities in Nitra and Devín already has a broader societal impact, the importance and the level of organisation of the event includes a more complex programme. The extent and nature of the press coverage corresponds to this. Related articles are published in the main editions intended for the whole territory of the Slovak Republic. The articles are more extensive with more space, which allows for more detailed information. The news appears over a wider time horizon. They inform about the preparation of the event before the start of its realisation, then they inform about the actual course of the event. There are also related articles providing additional information about the budget, guests, personalities involved, etc.

The participation of political representatives appears to be the most controversial. According to the content and thematic focus of the articles dealing with the National Pilgrimage to Devín, we observe a higher degree of political connection. Frequent guests are leading political representatives, most often the head of state, the prime minister, the speaker of the parliament, deputies or presidents of political parties, especially representatives of christian and nationally oriented parties. Guests usually make statements to the press or their speeches are part of the programme. In the texts devoted to the national pilgrimage to Devín, we observe a more pronounced political connection than in the texts reporting on the festivities in Nitra, perhaps because the pilgrimage to Devín is also associated with the celebration of Štúr'sSlovak language. The national pilgrimage in Nitra is part of the Cyril and Methodius festivities. The programme tends to be diverse in genre with links to history and culture. It culminates in a solemn Holy Mass, also attended by foreign guests and local political leaders. However, the political connection is not as evident as in the festivities at Devín.

In general, events with a larger scale, participation, attendance, or more important guests are given more space and attention in the coverage. The festivities in Terchová are not described as a pilgrimage, although this event also has a nationwide impact, which is reflected in the scale of the information and the event. The event is reported on regularly each year, including an overview of the programme and the course of the event. The Greek Catholic liturgy is also part of the celebration.

The Evangelicals also organise events on the feast of St Cyril and Methodius. It takes place at Branč Castle, Podbranč municipality, and is regularly reported on, albeit on a smaller scale. The celebration is also connected with the commemoration of the death of the master Jan Hus. The extent and nature of the information is similar to that of the National Pilgrimage to Kostelec in Ducové.

A special group of articles from the ecclesiastical sphere consists of short reports informing about the pilgrimage of the relic of St. Cyril across the dioceses and deaneries of the Slovak Republic. The group of articles is numerous and characteristic in that they are mainly regional level articles. The pilgrimage of the saint's relic took place as a preparatory spiritual activity on the occasion of the 1150th anniversary of the arrival of Sts. Cyril and Methodius to Great Moravia. It was intended to commemorate the work of the saints and to help the spiritual renewal of the faithful. The relic was loaned by the Nitra Bishopric for the two-year pilgrimage. It was acquired in the 1960s. The extraordinary pilgrimage took place in 2011 and 2012 to prepare the spiritual ground for the celebration of the aforementioned 1150th anniversary in 2013.

The feast of Saints Cyril and Methodius is commemorated by both Roman Catholics and Greek Catholics. The great unifying potential is reflected in common (cultural) events in an ecumenical spirit. At the same time, culture and the arts occupy an irreplaceable place in the celebration, alongside the religious celebrations and the religious dimension. Given the inexhaustible possibilities, flexibility in approach and implementation, the cultural sphere is the basis of the vast majority of celebrations at all levels. The most represented forms are music and fine arts.

3. ANALYSIS AND RESULTS

Based on the sample studied, analysing deeper the cultural branch, it can be concluded that the most frequent, or the most widespread part of the programme of commemorative events are concerts and music programmes. Both instrumental and vocal concerts are organised. Choral singing is also popular. Religious compositions, e.g., in Church Slavic, are also included in the repertoire on the occasion. Reports on this point to the fact that organised concerts vary in level and form, as they offer freedom of processing and a wide range of performance possibilities for professional artists and amateurs. They take place both indoors and outdoors. They are registered as part of the programme of larger festivals and pilgrimages, as well as smaller local events. The musical programme may form the core of the event, or it may be just a complement to it. However, events are also organised separately, i.e. without any connection to the church environment. They are fewer in number and occur only sporadically. The ecumenical dimension is especially noted in the cultural overlap of the celebration of the event, e.g. in joint concerts involving several Christian denominations with an emphasis on the universal and unifying spiritual message of the saints. Recurring events as part of larger celebrations, as well as non-recurring cultural events, are particularly valued.

In the field of fine arts, exhibitions are most often organised on the occasion of the feast of Sts. Cyril and Methodius. They are usually an addition to the main programme of events or have the character of an accompanying event. They can last for one or more days, usually have the same duration as the main event, but can last longer. Information about exhibitions as separate events has been registered in connection with anniversaries, namely the 1150th anniversary of the arrival of the apostles to Great Moravia.

The analysis shows that the figural work is not so strongly tied to the date of the celebration of the feast. A reason for this can be seen in the time aspect, as the creation of the sculpture is more time-consuming and the progress of the project is reported on an ongoing basis. A specific date can be set for the start of its public presentation, unveiling, launching, opening of the exhibition, etc. On the other hand, as it is a

permanent art, the piece subsequently stays at the designated place and binds the following expressions of reverence to itself, becoming a suitable place for memorial or commemorative events. Sculptures are usually placed at public spaces, most often at squares, which provide adequate space for the sculptures and are also suitable for social events with a larger number of visitors. The occasion of the unveiling of sculptures is usually the subject of information. In the case of larger projects, more important places and larger towns (e.g. Bratislava, Turzovka) we also find information about the commission of the project or the process of preparation.

A special group of the articles is composed of those dealing with the issue of the statue of Sts. Cyril and Methodius in the city of Komárno. The sculpture itself was intended as a work of art to remind the general public of the arrival of the saints on the territory of Slovakia in the 9th century. The dispute over the location of the statue between the Komárno town hall and the local department of Matica Slovenská lasted for more than 10 years. The related news always mentioned Sts. Cyril and Methodius, as the sculpture depicted them, but the core of the information was devoted to the dispute itself. Several types of articles can also be identified over the years of reporting. The most common are short news reporting on current events or a development in the dispute. As the issue of the location of the statue has grown in scale and importance, we have also found statements by politicians and commentaries approaching or defending the position of one of the parties. In this case, the specificity is also the negative context associated with the sculpture, as it was a Hungarian-Slovak political dispute.

In the field of culture, reports related to exhibitions and the visual arts are well represented. According to the available articles, a large number of exhibitions took place, especially on the occasion of the 1150th anniversary of the arrival of the faithful. They were carried out in various spaces and institutions such as town halls, churches, galleries, universities, schools, etc. In addition to the most frequently exhibited visual arts, there were also reports on exhibitions of icons, liturgical objects or stamps with Cyril and Methodius motifs.

A specific subgroup in the field of culture is the creation of cultural pathways. They refer to significant historical or geographical moments in order to make tourism more attractive. In the case of the Cyril and Methodius Cultural Route, this is an international project currently involving more than 16 countries, from Germany and Switzerland to Greece and Ukraine. Published reports have referred about the project rather nationally within the Slovak Republic with a link to the Czech Republic. However, the scope of the project is larger than is indicated by the number of countries involved. In 2021, forty-five cultural routes have been registered with this initiative of the Council of Europe.

In the context of the 1150th anniversary of the arrival of the apostles, it can be noted that a list of cultural events was complemented by conferences and congresses. They were mainly associated with the academic environment of the universities in Bratislava, Trnava and Nitra.

The results of the research up to now show that the feast of Saints Cyril and Methodius also reflects the political sphere. Representatives of political parties and the government most often attend celebrations and major events on the occasion of the feast in Devín and Nitra. The subject or content of press reports are most often parts or main ideas of their speeches. Therefore, the press statements of the political parties on the occasion of the feast are also part of the sample with political content. This is especially the case of parties with a national or conservative orientation. In the political segment, the theme is regularly present during the commemoration of the feast. Otherwise, the topic appears in political discourse only exceptionally and for other reasons, such as the conflict over the statue in Komárno. One can see reports reflecting the dispute, mutual criticism between politicians in connection with (non-) participation in the celebrations, or accusations of abuse of the holiday for self-promotion.

The above-mentioned categories are complemented by the sports sector, where events are also organised in commemoration of Sts. Cyril and Methodius. A Cyril and Methodius rafting trip takes place regularly in eastern Slovakia. Cycling tours, hiking tours and tournaments, most often football tournaments, are also popular.

Organised events usually combine or cover several areas. Certain tendencies or characteristics of the programme can be noted, depending on the level of the event. Local and regional festivals most often include a Holy Mass, a simple musical or cultural programme, and are often accompanied by a sports

tournament. Choirs and bands, folklore ensembles and groups are the most frequent performers in the cultural programme. Students from local art schools also present themselves. If possible, the organisers like to include the recitation of the Proglas poem in the programme. There is information about the organisation of a sculpture plein-air workshop. Representatives of the local or the regional authorities are the usual guests.

Greater national pilgrimages, because of their longer duration, higher participation, larger budgets and higher degree of organisation, enable a richer and more varied programme. In addition to the Holy Mass, the spiritual programme is usually supplemented by prayers, the Stations of the Cross, etc. The cultural programme has a focus on different art forms - music, visual arts, and a wider accompanying programme. Guests are usually representatives of the highest political and religious levels. Their statements tend to be quoted in the media. Sports are usually not a part of national celebration events.

The feast of Sts. Cyril and Methodius is celebrated on 5 July, which is also a public holiday. The feast is a periodic, recurring event, which is why the vast majority of articles are published in late June and early July each year, culminating on 5 July. This is also the time when most articles directly devoted to the persons and legacy of the apostles can be read, whether in the form of a short report summarising facts about the Byzantine mission and its leaders, or interviews with experts (historians, priests, culturologists, and others). Throughout the year, rather sporadic reports appear in connection with various ad hoc topics concerning Sts. Cyril and Methodius, while they do not constitute the main subject of the output either in terms of output nor in terms of informational intent. An example of this kind of report is the information about the statue of St. Cyril and Methodius in Komárno. The reports appeared at different times over several years.

The largest group of analysed texts was published in 2013, as it was the jubilee year of the 1150th anniversary of the arrival of the Thessalonian brothers to Great Moravia. The increase in the number of articles with Cyril and Methodius themes can be observed already in 2012, especially in connection with activities and events prepared for the following year of the anniversary, such as the pilgrimage of the relic of St. Cyril through the deaneries. In 2013, sporadic celebrations and commemorations at all levels were added to the traditionally organised events (Nitra, Terchová, Devín, Podbranč, Ducové). The higher number of events led to an increase in the number of information reports. In the jubilee year, the number of reports dealing more deeply with the course of the mission and the brothers of Thessalonica in a historical, cultural or society-wide context also increased. At the same time, the appearance of articles was more spread out throughout the year.

In relation to the representation of the different types of journalistic genres, the most numerous part of the analysed sample consists of short news and reports of regional significance, which briefly inform about the events held in the municipalities, sports events, exhibitions, recitals, etc. In a small area of about 170-230 words, they provide compact but complex information about the event. Press releases from Slovak news agencies are of a similar nature. When comparing the text of the basic report on the feast of Sts. Cyril and Methodius, briefly introducing their activities and the course of the Byzantine mission, from the individual years, its wording was identical.

The more extensive reports are over 300 words in length and have a reportage nature with a wider national reach. They covered the biggest celebrations and pilgrimages to Devín, Nitra and Terchova. Due to the larger area, they permit more detailed reporting and a closer look at the course of the event. They usually contain the main ideas from the speeches of the important participants or the homily of the solemn Holy Mass. At the same time, they allow the author a degree of self-evaluation or comparison with previous years or other similarly focused events.

More analytically oriented outputs such as commentaries, analytical articles or interviews are represented in smaller quantities. They are characterised by a longer span of about 500 words or more, work with historical data and a certain degree of evaluation, which can shape public opinion. They require more complex journalistic work with data and facts, linking them together and putting them into a broader context. Historians and church representatives are most often asked, when interviewed, on the subject of the apostles and their Byzantine mission. Often, they are specifically targeted in order to approach a particular sphere of the mission or its representatives, depending on the professional focus

of the interviewee. Analyses and commentaries tend to be less specific, assume a looser handling of the facts, and tend to provide a general summary and evaluation. They reflect more the opinion and personal value input of the author. In the examined material, we have not encountered any negative evaluation of the Byzantine mission or the Byzantine apostles themselves. The short news and reports can be evaluated as neutral, they do not give room for taking a stand. However, the events they report on, are themselves an expression of the public's positive attitude towards the apostles, by commemorating their legacy and celebrating their feast day. A greater evaluative charge is observed in the interviews, analyses and commentaries, where the material treated and the larger scope allow the author to take a rather personal stance. However, here too, there is a predominance of a positive approach to the treated topic. In an attempt to contribute and to refresh the dealing with the topic, one can observe an effort to focus more narrowly on a selected aspect of the work or legacy of Sts. Cyril and Methodius. There are also some tendencies towards revisionism.

No explicitly negative articles were found in this research sample. Only the broader context of specific reports can be seen as negative. As in the dispute over the Komárno statue or the disputes of representatives of the political scene in connection with participation or statements at the celebrations of the feast. However, they are not an expression of the attitude towards the feast of Sts. Cyril and Methodius directly.

Thematically, the processed sample can be divided into two groups, namely articles directly dedicated to Sts. Cyril and Methodius, their mission in Great Moravia and their legacy; articles informing about celebrations and events commemorating them on the occasion of the feast. Although articles devoted to the persons of Sts. Cyril and Methodius might appear in print during the year, they are tied to the period of early July - the date of the feast in Slovak Republic.

When comparing the samples according to the newspaper they come from, it can be said that the part coming from the web archives of the daily Pravda (45) is smaller in terms of the number of articles. However, it contains more interviews, analyses and commentaries. The sample from the daily SME (260) is more numerous due to the fact that it contains mainly short information about events coming from regional editorial offices. However, the genres just mentioned, such as analysis, interviews, etc., are less frequent. The samples from both newspapers share the same level of attention to national pilgrimages and the major events of the celebration of the feast of Sts. Cyril and Methodius, which are reported on by both newspapers similarly. The difference is that in the SME daily, alongside the main national celebrations, they focus on reporting on events in the regions and at the local level.

4. CONCLUSION

Based on a survey of the web archives of selected daily newspapers available online, several tendencies and trends in the coverage of the feast of Sts. Cyril and Methodius can be identified.

Focusing on the horizontal structure related to the areas of social and cultural life mostly involved in the celebration, the feast and its celebration mainly affect the ecclesiastical and cultural spheres. It resonates somewhat less, but still significantly, in the political sphere. The sports sector with its specific position completes this scale. The Church has the tightest relation to the feast and represents the core of the programme of celebrations at all levels. The supra-confessional spirit and the universal and unifying message is the most obvious right in this area. Namely, the cultural area covers the music and the rich branch of the fine arts. Described area is characterised by its flexibility and universal use on every level, speaking in terms of the vertical scale of the organisation, from the local to the national events. The unique feature of the political sphere is, that only here some negative connotations can be found related to the discussions between politicians. Particularity of the sports sector lays on its connection exclusively to the local level celebrations.

It can be said with certainty that the main information outputs of the daily newspapers are, quite understandably, tied to the period around the feast, namely 5 July. Among different journalistic genres, short news and reports (170-230 words) informing about local and regional events form the most numerous group. More extensive reports (300 and more words) refer about the large celebrations and

national pilgrimages and create a smaller sample compared to the previous one. Commentaries, analytical articles or interviews have the smallest quantities (approx. 500 words). Certain correlation can be identified between the importance of the celebration and the extent of the article. Analysed articles cover almost exclusively the area of Slovak Republic sporadically overlap to Czech Republic.

Most of the news comes from the local level, but in scale predominate large national celebrations. The approach to the topic and its treatment is generally positive. In reporting on the mission and activities of Sts. Cyril and Methodius, the religious dimension and their contribution to the development and spread of Christianity has long been the most emphasised, hence the most common association with their names is apostles. In addition to the religious aspect, the cultural contribution is also emphasised. In particular, the creation of writing is most often cited, slightly less so the poem Proglas and the Legal Code. As an additional piece of information, the conclusion of historically and analytically oriented works states that they are co-patrons of Europe.

As was already stated, the aim of the analysis was not to portray the image of the feast of Sts. Cyril and Methodius in its complexity, but to outline its image in the print media environment and also to outline the profile of its celebration among the people. As the analysed sample was exclusively electronic, we see further potential in extending the research to include print outputs, which is, however, more challenging due to the adherence to older editions. Moreover, such an extension of the examined material would provide an even more detailed and comprehensive analysis of the image of the feast of Sts. Cyril and Methodius in news-oriented daily newspapers.

On the basis of the process material, a profile of journalistic work has been created to briefly present the typology of articles devoted to the issue of the feast of the Slavic apostles. The purpose was not to evaluate the level of reporting, the objectivity, or complexity. The ongoing research on the legacy and impact of the Byzantine mission has its merits and needs to be reflected in the media.

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