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**EDUCATION**

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2011 – 2015      **PhD in Philosophy of Media Education**  
Centre for Excellence in Media Practice (CEMP), Faculty of Media and Communication,  
Bournemouth University, Poole, United Kingdom

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**WORK EXPERIENCE**

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Sep 2015 onwards      **Assistant Professor**  
Institute of Communication Studies and Journalism, Charles University, Prague, Czechia

July 2017 onwards      **Affiliated Faculty Member**  
Media Education Lab, University of Rhode Island, USA

Feb 2015 onwards      **External Researcher & Assistant Editor of Media Education Research Journal (Auteur)**  
Centre for Excellence in Learning, Bournemouth University, Poole, United Kingdom

Feb 2015 onwards      **External Lecturer**  
Department of Media Studies, Metropolitan University in Prague, Prague, Czech Rep.

Jan 2012 – Jan 2016      **Senior Lecturer in Education and Digital Literacies** (Aug '15 – Jan '16 0.8, maternity leave cover)  
**PTPH Lecturer and Researcher** (Jan '12 – Jul '15)  
Centre for Excellence in Media Practice, Bournemouth University, Poole, United Kingdom

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**FUNDED RESEARCH PROJECTS**

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2018 onwards      **Multicultural Life and Learning of Child Prosumers, Principal Investigator**  
Funded by The Czech Technological Foundation (TAČR)

2015 – 2016      **Roma Children's Media Life and Learning, Principal Investigator**  
Short-Term Scientific Mission (STSM), COST Action IS1410 DigLitEY

2014      **Media Studies for Media Literacy: Mapping the Impact, Assistant Researcher**  
EUADS & UKLA 2014 Research Grant

2013, 2014      **Media Experience of Children in Latin America & Asia, Principal Investigator**  
Santander Mobility Award

2012, 2014      **Media Experience of Children in USA & Europe, Principal Investigator**  
PGR Development Fund, Bournemouth University

2011 – 2014      **Philosophy of Media Education, Principal Investigator**  
PhD Bursary, Bournemouth University

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**COMMISSIONED RESEARCH PROJECTS**

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2018      **NESET II. Evidence of Media Literacy Education in Europe, Co-Investigator**  
European Commission

2016      **Mapping of media literacy practices and actions in EU-28, National Expert**  
European Audiovisual Observatory, Council of Europe

2015 – 2016      **Mapping Media Literacy of the Czech Population, Co-Investigator**  
The Czech Council of Radio and TV Broadcasting

2014

**Formal Media Education in Europe (EMEDUS Project), National Expert**  
European Commission

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PROFESSIONAL RECOGNITION & AWARDS

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EU's NESET Advisory Expert on Education (since 2019) and National Expert on Media Literacy (since 2012)  
Chairman of the Research Ethics Committee at the Faculty of Social Sciences, Charles Uni. (since 2018)  
Member of the Grants Agency Committee, Charles Uni. (since 2017)  
Receiver of British Educational Research Association's Highly Commended Prize (doctoral thesis, 2016)  
Fellow of Higher Education Association (since 2014)

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VISITING SCHOLARSHIPS

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University of Gothenburg (2017); Chinese University of Hong Kong (2014); University of Antioquia (2013); Media Education Lab (2012); Emerson College (2012); Tomas Bata University (2012)

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CONFERENCE ORGANISATION

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Annual Youth Media Education Summit (since 2014, *Founding Director*); Annual Media Education Summit (since 2012); ICA Pre-conference on Trust, control, and privacy: Mediatisation of childhood and adolescence in the digital age (2018); Senate Seminar Series on Media Literacy in the Czech Republic (2017-2018); Annual Media Management Education Conference (2013); MeCCSA-PGN Conference (2011)

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DOCTORAL SUPERVISION

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Lucie Römer	<i>Towards Youth Political Participation through Media Education at Vocational Schools</i>	Since 2017/2018
Petra Audy	<i>Brand Lurking Phenomenon on Social Networking Sites</i>	Since 2016/2017

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PEER REVIEWED ARTICLES

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Neag, A., & Zeuljkova, M., [forthcoming]. Unaccompanied refugee minors' mediated experience of migration to Europe: Emotional losses and gains. *International Journal of Cultural Studies: Special Issue on Migration, Digital Media and Emotion*, **Scopus, IF 0.79**

Zeuljkova, M., & Trueltzsch-Wijnen, C., [forthcoming]. Guest editorial. *Special Issue: Journal of Children and Media*, **WOS, IF 0,72**

Zeuljkova, M., & Neag, A., [forthcoming]. Editorial: Media education of marginalised children: Why is media literacy not enough?. *Media Education Research Journal*

Berger, R., & Zeuljkova, M., 2018. A Remaking Pedagogy: Adaptation and Archetypes in the Child's Multimodal Reading and Writing. *Education 3-13: International Journal of Primary, Elementary and Early Years Education*, 46(1), 64-75. **Scopus, IF 0,21 REF 2 stars**

Woodfall, A., & Zeuljkova, M., 2016. What 'children' experience and 'adults' may overlook: Phenomenological approaches to media practice, education and research. *Journal of Children & Media*; 10(1), 98-106. **WOS, 0,72 REF 3 stars**

McDougall, J., Berger, R., Fraser, P., & Zeuljkova, M., 2015. Media Literacy, Education and (Civic) Capability: A Transferable Methodology. *Journal of Media Literacy Education*, 7(1), 4 -17.

Zeuljkova M., 2014. Review: Children, Adolescence, and the Media, 3rd Ed. *Media Education Research Journal*, 4(1), 74-76.

Zeuljkova, M., 2013. Review: International Perspectives on Youth Media: Cultures of Production and Education (2011). *Journal of Media Literacy Education*, 4(3), 278-280.

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PEER REVIEWED BOOK CHAPTERS

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Jiráček, J. & Zeuljkova, M., [in press]. Media literacy in the Czech Republic. In Hobbs, R. & Mihailidis, P., eds. *The International Encyclopedia of Media Literacy*. Will be published by Wiley.

Zeuljkova, M., Statna, L., & Jirak, J., [forthcoming]. *Fake News and Media Education Policy Developments: Case of the Czech Republic as an EU Member State*. In Fraug-Maiz, D. et al., eds., *Handbook on Media Education Research*. Will be published by Wiley Blackwell.

Trueltzsch-Wijnen, C., & Zeuljkova, M., [forthcoming]. (De)Constructing Child Focused Media Panics and Fears: Case of German-speaking countries. In Tsaliki, L., ed., *Neoliberal Notions of Governance and Media Discourses of Children: Anxiety over Childhood and Youth across Cultures*. Palgrave Macmillan

Woodfall, A., & Zeuljkova, M., [in press]. Children's Culture. In Hobbs, R. & Mihailids, P., eds. *The International Encyclopedia of Media Literacy*. Will be published by Wiley. **REF 3 stars**

Zeuljkova, M., & Stastna, L., 2018. Parental Ethnotheories in Children's Digital and Media Lives: Case of Romanipen. In Mascheroni, G., Ponte, C., & Jorge, J., eds., *Digital Parenting: The challenges for families in the digital age*. Goteborg: Nordicom, 69-79.

Zeuljkova, M., 2015. Media Learning in Primary School Classroom: Following the Teacher's Pedagogy and the Child's Experience. In: Kotilainen, S., and Kupiainen, R., eds. *Reflections on Media Education Futures*. Goteborg: Nordicom, 159-169.

Zeuljkova, M., 2013. Review: International Perspectives on Youth Media: Cultures of Production and Education (2011). *Journal of Media Literacy Education*, 4(3), 278-280.

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## RESEARCH REPORTS

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McDougall, J., Zeuljkova, M., van Driel, B., Sternadel, D. (2018). 'Teaching media literacy in Europe: evidence of effective school practices in primary and secondary education', NESET II report. Luxembourg: Publications Office of the European Union. doi: 10.2766/613204.

European Audiovisual Observatory, 2016. *Mapping of media literacy practices and actions in EU-28*. European Audiovisual Observatory, Council of Europe, Strasbourg 2016 – Zeuljkova, M., named as National Expert.

Jirák, J., Nečas, V., Šťastná, L., & Zeuljková, M., 2016. *Studie mediální gramotnosti populace ČR: Mediální gramotnost osob mladších 15 let [Media Literacy of People under 15 Years of Age]*. Czech Council for Radio and Television Broadcasting. Available from [http://www.rrtv.cz/cz/files/monitoring/studie\\_medialni\\_gramotnosti\\_populace\\_CR.pdf](http://www.rrtv.cz/cz/files/monitoring/studie_medialni_gramotnosti_populace_CR.pdf)

Jirák, J., Nečas, V., Šťastná, L., & Zeuljková, M., 2016. *Studie mediální gramotnosti populace ČR: Mediální gramotnost osob starších 15 let [Mapping Media Literacy in the Czech Republic Report 1: Research with population above 15 years of age]*. Czech Council of Radio and TV Broadcasting. Available from [http://www.rrtv.cz/cz/files/monitoring/MG2015\\_zaverecna%20zprava\\_prvni\\_faze.pdf](http://www.rrtv.cz/cz/files/monitoring/MG2015_zaverecna%20zprava_prvni_faze.pdf)

Zeuljkova, M., 2016. *Exploring the Czech Roma Child's Experience of Multimodal Literacy Learning & Networking at Charles University in Prague*. DigiLiteY. Available from <http://digilitey.eu/wp-content/uploads/2015/09/Zeuljkova-STSM-Report-Final.pdf>

Zeuljkova, M., 2015. *Whole Person Hermeneutic Media Learning in the Primary Classroom: An Intercultural Philosophy*. Doctoral Thesis, Bournemouth University.

Hartai, L., 2014. *Formal Media Education. EMEDUS*. Available from <http://docplayer.net/1140306-European-media-literacy-education-project-formal-media-education-emedus.html> – Zeuljkova, M., named as National Expert.

Erickson, K., 2013. *Evaluating the Impact of Parody on the Exploitation of Copyright Works: An Empirical Study of Music Video Content on YouTube*. Intellectual Property Office. Available from [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/309900/ipresearch-parody-report1-150313.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/309900/ipresearch-parody-report1-150313.pdf) - Zeuljkova, M., named as Research Assistant.

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## INVITED KEYNOTES

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Zeuljkova, M., 2018. *Critical or Cynical Media Users?*. Fight Disinformation with Media Literacy by the Media Meets Literacy initiative and European Commission, Brussels, Belgium, November 2018.

Zeuljkova, M., 2018. *Media Education Challenges*. The Czech Television Conference, Prague, November, 2018.

Soukup, M., & Zeuljkova, M., 2018. *Children and Media*. Czech Congress on Child Protection. Prague, September 2018.

Zezulková, M., 2018. Charing Plenary Discussion: International dialogue on mediatisation of childhood and adolescence in the digital age with Lelia Green, Sherri Hope Culver, Donna Chu, John Potter, & Jad Melki. ICA 2018 Official Pre-conference on Trust, control, and privacy: Mediatisation of childhood and adolescence in the digital age, Prague, Czech Republic, May 2018.

Oliver, J., & Zezulkova, M., 2014. *Media Management from Kindergarten to Boardroom*. Media Management Education Event by EMMA, Tallinn, Estonia, June 2014

Zezulkova, M., 2013. *La Producción de Medios de Comunicación para los Niños: Conversatorio con Marketa Zezulko*. Organised by Parque de la Vida, Medellín, Colombia, July 2013.

Zezulkova, M., 2013. *Whole Person Media Education: Teacher as a Wounded Healer*. Media Education Seminar by the Secretariat of Social Media and the Secretariat for Catholic Education, Valletta, Malta, May 2013.

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## CONFERENCE TALKS

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Zezulková, M., 2018. *Nurturing Multiculturalism in Child Prosumers*. Media Education Summit, Hong Kong, November 2018.

Soukup, M., & Zezulkova, M., 2018. *Childlessness Not to Be Neglected*. XXII International Congress on Child Abuse and Neglect. Prague, September 2018.

Zezulková, M., Holley, D., Biggins, D., 2018. *Upside down: staff and student led digital learning strategies in UK HEIs*. Association for Learning Technology (ALT) Annual Conference 2018, Manchester, UK, September 2018.

Zezulková, M., 2018. Roma Children's Media Life and Learning: Voice from Cultural and Children's Rights Perspective. Presented at ICA 2018 Annual Conference, Prague, Czech Republic, May 2018.

Zezulková, M., 2018. Could integrational media literacy initiatives reinforce feeling of alienation?: The case of Czech Roma parents and children. Presented at IAMCR 2018 Annual Conference, Eugene, Oregon, USA, July 2018.

Beggins, D., Holley, D., & Zezulkova M., 2017. *Developing Staff Further: The additional benefits of a TEL Toolkit*. Presented at the Annual Association for Learning Technology Conference, Liverpool, UK, September 2017

Zezulkova, M., 2017. *Children documenting life in their remote historical village: An intergenerational and cross-sectoral civic and media education*. Presented at the NAMLE Annual Conference, Chicago, USA, June 2017

Zezulkova, M., 2016. *Grounded Philosophy: A Methodology for Today's (Dis)Connected Philosophy, Research and Practice*. Presented at the 6th European Communication Conference (ECC): Mediated (Dis)Continuities: Contesting Pasts, Presents and Futures, Prague, Czech Rep, November 2016

Stastna, L., & Zezulkova, M., 2016. *Mapping Media Literacy or Exploring Children's Media Experience?: Case of the Czech Republic*. Presented at the Children, Youth and Media (CYM) Temporary Working Group's Panel on Media Education and Media Literacy at the 6th European Communication Conference (ECC): Mediated (Dis)Continuities: Contesting Pasts, Presents and Futures, Prague, Czech Rep, November 2016

Berger, R., and Zezulkova, M., 2016. *MERJ Conversation: A Remaking Pedagogy*. Presented at Media Education Summit, Rome, Italy, November 2016

Zezulkova, M., Jirak, J., Necas, V., and Stastna, L., 2016. *Media Literacy in the Czech Republic and Beyond*. Presented at Media Education Summit, Rome, Italy, November 2016

Zezulkova, M., and Veselkova, Z., 2016. *Without Dreams and Ambitions There Is No Media Literacy: Czech Roma Child's Media and Learning Experience*. Will be presented at Media Education Summit, Rome, Italy, November 2016

Beggins, D., Evangelinos, E., Holley, D., & Zezulkova M., 2016. *Digital Competence and Capability Frameworks in the Context of Learning, Self-Development and HE Pedagogy*. eLEOT2016: 3rd EAI International Conference on e-Learning e-Education and Online Training, Dublin, Ireland, August-September 2016

Zezulkova, M., 2015. *Whole Person Hermeneutic Media Learning in the Primary School Classroom*. Presented at Media Education Summit, Boston, USA, November 2015

Berger, R. & Zezulkova, M., 2015. *MERJ/NAMLE Conversation: Challenges and Opportunities of Moving from Platform-Centric*

*towards Experience-Centric Approaches to Media Pedagogy and Research*. Presented at Media Education Summit, Boston, USA, November 2015

Zeulskova, M., 2015. *Are We Raising Media Critics or Cynics?*. Presented at Populism, Authoritarianism and the Media: The age of mediocracy and mediocracy, Prague, Czech Republic, November 2015

Zeulskova, M., 2015. *Challenges and Opportunities of Researching Children's Holistic Media Lives*. Presented at Comparing Children's Media around the World: Policies, Texts and Audiences, London, UK, September 2015

Woodfall, A., & Zeulskova, M., 2015. *'Media is a Plural' – What Children Might Know and Research May Seem to Forget*. Presented at the 13th Annual International Conference on Communication and Mass Media, Athens, Greece, May 2015

Berger, R., McDougall, J., & Zeulskova, M., 2014. *Media Literacy, Education and (Civic) Capability: A Transferable Methodology*. Presented at Media Education Summit, Prague, Czech Republic, November 2014

Zeulskova, M., 2014. *Holistic Media Learning*. Presented at Media Education Futures, Tampere, Finland, May 2014

Zeulskova, M., 2014. *Media Making at Schools and the Rebirth of Holistic Education*. Presented at the 9th Global Conference Creative Engagements: Thinking with Children, Prague, Czech Republic, March 2014

Zeulskova, M., & Estrada, F., 2013. *Learning Good Things from Bad Guys: Narconovelas in Colombia*. Presented at Media Education Summit, Sheffield, UK, September 2013

Zeulskova, M., 2013. *Whole Person Media Education*. Presented at Media Trends Conference 'Crossroad Challenges: Children and the Media', Geneva, Switzerland, April 2013

Zeulskova, M., Du, Y., & Rodriguez, A., 2012. *Cómo Entender la Libertad de Prensa y Represión Cobertura transnacional de la enfermedad del Presidente Hugo Chávez (Understanding Press Freedom and Repression: Cross-national Coverage of Chavez's Illness)*. Presented at the Media, Power and Citizenship Conference, Quito, Ecuador, March 2012

Zeulskova, M., 2012. *Sharing as Part of Media Literacy*. Presented at the New York State Communication Association Conference, New York, USA, October 2012

Zeulskova, M., 2011. *Cross-cultural Perspective on the Philosophy of Higher Education in Media and Promotional Studies*. Presented at the MeCCSA-PGN Conference, Bournemouth, UK, July 2011