

PhDr. Tereza Klabíková Rábová, Ph.D.



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Career history

2022 – present

Vice-dean for Public Relations

Faculty of Social Sciences, Charles University

2017 – present

Media Analyst

Czech Television

2012 – present

Assistant Professor

Faculty of Social Sciences, Charles University

2010 – 2017

Expert for French Language Education

Centrum pro zjišťování výsledků ve vzdělávání

2009 – 2011

Business and Media consultant

Londa, s. r. o.

2006 – 2008 Distribution Analyst

Renault ČR

Academic activities, grants, conferences

2022, 2023 Mini-Grants 4EU+ From Silence to Resilience: Strengthening institutional communication in the age of misinformation

(Università degli Studi di Milano, Uniwersytet Warszawski, Charles University)

2022 Organization of Roundtable on Sustainable Development, Prague

2022 Euprera Conference, Vienna, Austria

2022 Erasmus+ Teaching Mobility, Université Paul Valéry Montpellier, France

2022 Focus group on Science Communication, Prague

2020 – 2022 Operational Programme Research, Development and Education

Communication Research of the Ministry of Education, Youth and Sports in Relation to Different Groups of Stakeholders

2020 – 2022 State's Strategic Crisis Communication Readiness: Lessons Learned from COVID-19

2020 Media literacy Project (with Faculty of Education, Charles University)

2018 Project for the analytical programme Prospéro

2018 Université Paul Valéry, Montpellier, academic exchange

2018 Spisovná čeština a jazyková kultura, Olomouc, Czech Republic

2016 Médias numériques et communication électronique, Le Havre, France

2014 International Conference on Strategic Innovative Marketing, Madrid, Spain

2013 Příležitosti a výzvy v církevní komunikaci v 21. století, Prague

2010 Doctoral internship École de hautes études en sociales, Paris, France

Education

2014 Ph.D. Faculty of Social Sciences, Charles University

Institute of Communication Studies and Journalism

(Pragmalinguistic Analysis of Media Text)

2009 PhDr. Faculty of Education, Charles University

2008 Master Faculty of Education, Charles University

Membership of professional organisations

Linguistic Association of the Czech Republic, Circle of Modern Philologists, Czech Marketing Society, Field Committee of Discourse Linguistics of the ICS

Selected publications

- Hejlová, D., Ježková, T., Klabíková Rábová, T., Konrádová, M., Koudelková, P., Schneiderová, S. (2022) Engaging Teachers through Effective Communication : Restarting the Government Communication in Education In: Verčič, D., Tkalac, A., Sriramesh, K. Reboot: Should Organizations Rediscover Communication with Internal & External Stakeholders? Ljubljana: University of Ljubljana, s. 193-203.
- Schneiderová, S., - Klabíková Rábová, T. (2022) Diskurz jako nástroj i odraz strategické komunikace. In: Oukhanova, I. - Król-Kumor, M. Discourse linguistics and beyond : Research values & foci in a changing world : (special multilanguage volume). 1 vyd. Kielce: Jan Kochanowski University of Kilece Press, s. 265-274. ISBN 978-83-67580-11-3.
- Klabíková Rábová, T., Ježková, T. (2021): New in Covid: Variation of Newness in Media Reception of Czech Cultural Events. In Conference Proceedings from the Annual International Scientific Conference "Marketing Identity 2021: New changes, new challenges", 9th November 2020, Trnava, Slovakia. Čábyová, L., Bezáková, Z., Madleňák, A. (eds.). Trnava: Faculty of Mass Media Comunication, University of SS. Cyril and Methodius in Trnava, p. 269–276.
- Soňa Schneiderová, Denisa Hejlová, Tereza Klabíková Rábová, Adam Kulhánek. (2020): „Užívání necigaret není bez rizika“ aneb Diskurz o zahříváných tabákových produktech v médiích". In Naše řeč 3:167–183.
- Klabíková Rábová, T. (2020): Čau lidi! Tady @strakovka aneb k neformálním projevům komunikace institucí veřejné správy. In Didaktické studie 2/2020. Praha: PedF UK, s. 64–77.
- Klabíková Rábová, T., Schneiderová, S., Janovec, L. (2019): Czech Corporate Website Discourse at the Beginning of the 21st Century: Methodological Perspective. D-Art, Discourse and Linguistics beyond. Oukhvanova, I., Senderska, J. (eds.), Kielce: Jan Kochanowski University Press, p. 19–44.
- Hejlová, D., Schneiderová, S., Klabíková Rábová, T., Kulhánek, A. (2019): Analysis of Presumed IQOS Influencer Marketing on Instagram in the Czech Republic in 2018–2019. In Adiktologie, July, p. 7–15.
- Klabíková Rábová, T. (2015): Marketing communication of SMEs specialized in cosmetic industry in magazines for women. In Procedia – Social and Behavioral Sciences, p. 48–57.

Languages

Czech: native

English: fluent

French: fluent (DALF C2)

German: beginner