

# Mgr. Veronika Macková, Ph.D.

Veronika Macková is an academic researcher at the Faculty of Social Sciences, Charles University in Prague. Previously, she held a position as a journalist at Czech Television, which is why she mainly teaches practical journalism-oriented courses. Her areas of research interest include sports journalism and artificial intelligence journalism. In her academic publications, she focuses mainly on para sports and athletes with a disability. She also belongs to the research team of two international projects as well as several projects supported by the Technical Agency of the Czech Republic. Veronika Macková was also part of the COVID-19 infodemia project, which won three awards. The project became the absolute winner of the tenth annual award of the Technology Agency of the Czech Republic. COVID-19 infodemia also won the Miloslav Petrušek Prize for presentation 2021 (the project team donated the financial reward associated with it to the endowment fund of the UK for the support of academic researchers from Ukraine) and won the prize in the category Effective planning, research and evaluation of communication in the international competition of media analysts AMEC Awards.

## Education

<b>2014–2020</b>	<b>Faculty of Social Sciences UK, Ph.D.</b> (Institute of Communication Studies and Journalism) Title: The Perception of Athletes with a Disability, especially Paralympians, by Television Viewers
<b>2008–2012</b>	<b>Faculty of Humanities, MA.</b> (Electronic culture, semiotics)
<b>2005–2008</b>	<b>Jan Amos Komenský University, BA</b> (Social and Mass Communication)

## Additional education

<b>2004</b>	English language course at ILAC school, Canada (Toronto)
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## Occupation

<b>2018–present</b>	<b>Faculty of Social Sciences, Charles University</b> (Academic and researcher)
<b>2018–present</b>	<b>Academic Senate of FSV UK</b> (Member of the Board and Study Committee till 2022, Social Committee)
<b>2022–present</b>	<b>Czech Paralympic Committee</b> (Director of Communications)
<b>2023</b>	<b>Reality show Survivor</b> (Head reporter and content director)
<b>2022</b>	<b>Reality show Survivor</b> (Head reporter)
<b>2008–2022</b>	<b>Czech Television/ČT sport</b> (Reporter, moderator, commentator)
<b>2016–2018</b>	<b>Faculty of Social Sciences, Charles University</b> (Center for Doctoral Studies)
<b>2017</b>	<b>Reality show Robinson's Island</b> (Reporter)
<b>2013–2014</b>	<b>Czech Table Tennis Association</b> (Media manager)
<b>2008</b>	<b>Press Department of the Office of the President of the Republic</b> (Media monitoring and PR)

## Grants

2023–present	<b>HORIZON2020</b> (Resilient Media for Democracy in the Digital Age, ReMeD)
2021–present	<b>CEF Telecom 2020-EU-IA-0267</b> (Central European Digital Media Observatory – CEDMO)
2022–present	<b>Cooperatio SPOS</b> (research area “Sport Sciences – Social”)
2021–2023	<b>TACR</b> (Signal and noise in the era of Journalism 5.0 – A comparative perspective of journalistic genres of automated content)
2020–2021	<b>TACR</b> (Artificial Intelligence, Media and Law)
2020–2022	<b>TACR</b> (Covid-19 infodemic: AI communication platform suppressing infodemic in relation to journalistic and media ethics)
2019–2021	<b>TACR</b> (Transformation of ethical aspects with the advent of artificial intelligence journalism)
2017–2021	<b>PROGRES 19</b> (Social-scientific aspects of human movement research II)

## Overview of publishing activities

- Wenzel, M., Macková, V., Stasiuk-Krajewska, K. & Turková, K. [forthcoming]. *Penetration of Russian disinformation related to the war in Ukraine. Evidence from Poland, the Czech Republic and Slovakia*. International Political Science Review.
- Macková, V. (2023): *Parasportovci očima televizních diváků [Para Athletes through the Eyes of TV Viewers]*. Karolinum.
- Macková, V. (2021): “*Everything seemed very complicated*”: *Journalist experiences of covering the 2020 Paralympic Games*. In: Jackson, D. at al. *Olympic and Paralympic Analysis 2020: Mega events, media, and the politics of sport*. The Centre for Comparative Politics and Media Research Bournemouth University.
- Turková, K. – Macková, V. – Němcová Tejkalová, A. (2021): *Space for self-expression: communication of Czech female athletes on social media and fans’ reactions*. AUC KINANTHROPOLOGICA
- Moravec, V. – Macková, V. – Sido, J. – Ekštejn, K. (2020): *The Robotic Reporter in the Czech News Agency: Automated Journalism and Augmentation in the Newsroom*. Communication Today, vol. 11, No. 1.
- Macková, V. – Turková, K. (2019): “*I Have Won, and I Share It.*” *Using Facebook as a Communication Tool*. Communication Today, vol. 10, No. 1.
- Macková, V. (2017): *Disability is Still a Minority Topic. An Interview with Daniel Jackson*. Mediální studia
- Fialová, M. – Macková, V. – Tejkalová Němcová, A. (2016): “*Yes, I am a racist! So what?*” *The incompetence of hegemonic discourse of the Czech media to reflect racism in sport*. Studia Sportiva
- Macková, V. – Trunečka, O. (2015): “*You don’t have a leg, don’t worry, you can still*

*be a star!” Media image of cyclist Jiří Ježek. Communication Today*

### **Reviews**

- Sport in Society
- Convergence: The International Journal of Research into New Media Technologies
- Communication Today

### **Membership in commissions and juries**

- Member of the Commission for Ethics of the Syndicate of Journalists of the Czech Republic
- Jury of the Journalism Award 2021 (Award for Solutions Journalism – journalism focused on solutions)

### **Professional Recognition & Membership**

**ECREA** (European Communication Research and Education Association)

**IAMCR** (International Association for Media and Communication Research)

### **Language skills**

**English language** – advanced level

**German language** – communicative level