

PhDr. Tereza Klabíková Rábová, Ph.D.



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Prague, Czech Republic

Career History

Faculty of Social Sciences, Charles University

Vice-dean for Public Relations

2022–present

Faculty of Social Sciences, Charles University

Assistant Professor

2012–present

Centrum pro zjišťování výsledků ve vzdělávání

Expert for French Language Education

2010–2017

Londa, s. r. o.

Business and Media consultant

2009–2011

Renault ČR

Distribution Analyst

2006–2008

Education History

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

Academic activities, grants, conferences

2024 4EU+ Mini-grant Reframing communication in the European public sphere: an interdisciplinary approach

2024 4EU+ Mini-grant From Silence to Resilience: Strengthening institutional communication in the age of misinformation

2022 Euprera Conference, Vienna, Austria

2022 Erasmus+ Teaching Mobility, Université Paul Valéry Montpellier

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 intership École de hautes études en sociales, Paris, France

Selected publications

Hejlová, D., Koudelková, P., Ježková, T., Schneiderová, S., Rábová, T. K., Konrádová, M. (2024). Crisis Communication Challenges in Czech Pandemic Education: Recommendations for Strategic Communication in the Public Sector In Einwiller, S., Seiffert-Brockmann, J., Romenti, S., Valentini, C. (Ed.) *Communication in Uncertain Times (Advances in Public Relations and Communication Management, Vol. 7)*, Emerald Publishing Limited, Leeds, pp. 109–125.

Cologna, V. Mede, N. G. et al. (2024) Trust in scientists and their role in society across 68 countries, in print.

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 Communication, University of SS. Cyril and Methodius in Trnava, p. 269–276.

Schneiderová, S., Hejlová, D., Klabíková Rábová, T., Kulhánek, A. (2020) „Užívání necigaret není bez rizika“ aneb Diskurz o zahříváných tabákových produktech v médiích". In *Naše řeč* 3:167–183. <https://www.ceeol.com/search/article-detail?id=97080>.

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. (2019) Media Discourse of the EU Council Presidency (A Francophone research perspective). *D–Art, Discourse and Linguistics beyond*. Oukhvanova, I., Senderska, J. (eds.), Kielce: Jan Kochanowski University Press, p. 134–149.

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