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**EDUCATION**

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- 2011 – 2015      **PhD in Philosophy of Media Education, fully funded**  
**Centre for Excellence in Media Practice (CEMP)**, Faculty of Media and Communication,  
Bournemouth University, Poole, United Kingdom  
**Receiver of British Educational Research Association's Highly Commended Prize (2016)**
- 2013 – 2014      **Postgraduate Certificate in Education Practice with distinction**  
**Bournemouth University (BU)**, Poole, United Kingdom
- 2009 – 2011      **Master's in Marketing Communications with distinction**  
**Tomas Bata University (TBU)**, Faculty of Multimedia Communications, Zlín, Czech Rep.  
**INSEEC Group**, Sup de Pub, Paris, France (Erasmus, 2010)
- 2009 – 2010      **Master's in Advertising and Marketing Communications with distinction**  
**Bournemouth University**, Faculty of Media and Communication, Poole, United Kingdom

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**WORK EXPERIENCE**

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- Sep 2015 onwards      **Assistant Professor & Senior Researcher**  
**Institute of Communication Studies and Journalism, Charles University, Prague, Czechia**  
*Chairman of the Research Ethics Committee at the Faculty of Social Sciences (2018-2023)*  
*Chairman of the Media and Philology Section at the Grants Agency Committee, (2017-2023)*
- Feb 2018 onwards      **Fellow**  
**Centre for Excellence in Media Practice, Bournemouth University, Poole, United Kingdom**
- July 2017 - Dec 2022      **Affiliated Faculty Member**  
**Media Education Lab, University of Rhode Island, USA**
- Feb 2015 - Feb 2020      **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 appointment)**  
**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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- 2024 - 2029      **WONDRE - Ways of Imagining in Children's Lives with Information Texts, Senior Researcher**, The European Research Council (ERC) Starting Grant
- 2021 - 2024      **Role of Online Media in Children's Active Civic Participation Construction, Negotiation and Practice, Principal Investigator**, The Czech Grants Agency (GAČR)
- 2020 - 2024      **Integrating Text & Literacy Research (InT&L), Co-Investigator**, Primus Charles Uni.
- 2021 - 2022      **Children and Youth Digital Civic Engagement in a Globalised World, Member**, Primus Charles Uni.
- 2018 - 2021      **Multicultural Life and Learning of Child Prosumers, Principal Investigator**, The Czech Technological Foundation (TAČR)

2015 – 2016	<b>Roma Children’s Media Life and Learning</b> , <i>Principal Investigator</i> , Short-Term Scientific Mission (STSM), COST Action IS1410 DigLitEY
2014	<b>Media Studies for Media Literacy: Mapping the Impact</b> , <i>Assistant Researcher</i> , EUADS & UKLA 2014 Research Grant
2013, 2014	<b>Media Experience of Children in Latin America &amp; Asia</b> , <i>Principal Investigator</i> , Santander Mobility Award
2012, 2014	<b>Media Experience of Children in USA &amp; Europe</b> , <i>Principal Investigator</i> , PGR Development Fund, Bournemouth University

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#### COMMISSIONED RESEARCH PROJECTS

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2018	<b>NESET II. Evidence of Media Literacy Education in Europe</b> , <i>Co-Investigator</i> European Commission
2016	<b>Mapping of media literacy practices and actions in EU-28</b> , <i>National Expert</i> European Audiovisual Observatory, Council of Europe
2015 – 2016	<b>Mapping Media Literacy of the Czech Population</b> , <i>Co-Investigator</i> The Czech Council of Radio and TV Broadcasting
2014	<b>Formal Media Education in Europe (EMEDUS Project)</b> , <i>National Expert</i> European Commission

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#### PROFESSIONAL RECOGNITION

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EU NESET Advisory Expert on Education  
 EU National Expert on Media Literacy  
 Evaluator of research, development and innovation results for the Government Office of the Czech Republic  
 Fellow of Higher Education Association  
 Assistant Editor of Media Education Research Journal (2018-2022)

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#### VISITING SCHOLARSHIPS

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Bournemouth University (2025); 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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Children and Youth Perspectives International Conference (since 2023, *Founding Director*)  
 Annual Youth Media Education Summit (2014-2023, *Founding Director*)  
 Annual Media Education Summit (2013-2023)  
 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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Marek Háša	<i>Human Care, Human-Less: A Phenomenological Understanding of Supportive Digital Interactions in the Lives of Socially Isolated Older Adults</i>	2019 - 2025
Vojtěch Hodboď	<i>Media literacy education through self-reflection of media experience</i>	2019 - 2024
Lucie Römer	<i>Towards Youth Political Participation through Media Education at Vocational Schools</i>	2017 - 2023
Petra Audy	<i>Brand Lurking Phenomenon on Social Networking Sites</i>	2016 - 2021

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## SELECTED MEDIA APPEARANCES

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[Respekt](#), 24 February 2024

[Rozpravy](#), 10 March 2023

[Rozhovor v Sama doma](#), Czech Television, 18 January 2022

[Host of Lucie Výborné](#), Czech Radio, 12 April 2019

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## PUBLICATIONS

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**Citations:** 590 (*Google Scholar*)

**h-index:** 12

\*As of January 2026

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## MONOGRAPHS

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Vochocová, L., Rosenfeldová, Kárníková, L., [Supa](#), M., & Kudrnáč, A. (2025). *V patřičných mezích: Reprezentace aktivismu mladistvých v online veřejném prostoru*. Dokořán.

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## PEER-REVIEWED INTERNATIONAL ARTICLES

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[Supa](#), M., Kuzmičová, A., & Nekola, M. (2025). Children's embodied repertoires when engaging with fiction: Mixed-methods insights from Czechia, *Journal of Children & Media*. <https://doi.org/10.1080/17482798.2025.2559246>

[Supa](#), M., Neag, A., Kligler-Vilenchik, N., 2024. "If I weren't an activist, I'd buy an old Nokia and I'd be OK": Youth wellbeing, digital media, and activism, *First Monday* 29(12), 1-23.

Kuzmičová, A. & [Supa](#), M., 2024. Interesting facts: holistic interviews on children's nonfiction engagement. *Language and Education*. 2024, 38(4), 560-577.

Neag, A., [Supa](#), M. & Mihailidis, P., 2024. Researching Social Media and Activism With Children and Youth: A Scoping Review. *International Journal of Communication*, 18(2024), 2107-2128.

Romer, L., [Supa](#), M., & Hodboď, V., 2024. Media literacy education nurturing civic participation of disadvantaged youth, or not?. *Learning, Media and Technology*, 48(3), 372-386.

Kuzmičová, A., [Supa](#), M., Segi Lukavská, J., and Novák, F. (2022) Exploring children's embodied story experiences: a toolkit for research and practice. *Literacy*, 56: 288– 298. <https://doi.org/10.1111/lit.12284>.

Kuzmičová, A., [Supa](#), M., & Nekola, M., 2022. Children's perspectives on being absorbed when reading fiction: A Q methodology study. *Frontiers in Psychology*, <https://doi.org/10.3389/fpsyg.2022.966820>

Ramsey, P., [Supa](#), M., Hodboď, V., & Rosenfeldová, J., 2022. Supporting children to cooperate, connect, and civically engage in a diverse society. *Media Education Research Journal*.

Romer, L., [Supa](#), M., & Hodboď, V., 2022. Media literacy education nurturing civic participation of disadvantaged youth, or not?. *Learning, Media and Technology*. DOI: 10.1080/17439884.2022.2051046

Němcová Tejkalová, A., Gheorghiev, O., [Supa](#), M., Nainová, V., 2021. Children and the Radio: Who Should Listen to Whom. *Journalism Practice*, <https://doi.org/10.1080/17512786.2021.2011377>

[Supa](#), M., Nečas, V., & Rosenfeldová, J., & Nainová, V. 2021. Children as Cosmopolitan Citizens: Reproducing and Challenging Cultural Hegemony. *International Journal of Multicultural Education*, 23 (2), 23-44.

Neag, A., & [Supa](#), M., 2020. Emotional Practices of Unaccompanied Refugee Youth on Social Media. *International Journal of Cultural Studies*. 23(5), 766-786.

Berger, R., & [Zezulkova](#), 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.

Beggins, D., E., Holley, D., & [Zezulkova](#) M., 2017. Digital Competence and Capability Frameworks in Higher Education:

Importance of Life-long Learning, Self-Development and Well-being. *EAI Endorsed Transactions on e-Learning*, 17(13): e1, 1-7.

Woodfall, A., & Zeulzkova, 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.

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

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

Zeulzkova, 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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#### EDITORIALS IN PEER-REVIEWED JOURNALS

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Neag, A. & Supa, M., 2024. Divide, dialogue and dedication: Addressing the contrasting role of media in children and youth's civic lives. *Global studies of childhood*, 14(4), 367-371.

Readman, M., & Supa, M., 2022. Some Reflections on Media Research With Children, Editorial. *Media Education Research Journal*. doi: 10.5281/zenodo.6798094

Supa, M., & Trueltzsch-Wijnen, C., 2020. Trust, control, and privacy in children's digitalized lives: introduction to the special symposium. *Journal of Children and Media*, 14(1), 1-4.

Zeulzkova, M., & Neag, A., 2020. Editorial: Media education of marginalised children: Why Is media literacy not enough?. *Media Education Research Journal*, 9(1), 5-10.

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#### BOOK CHAPTERS

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Trueltzsch-Wijnen, C., & Supa, M., 2020. (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*. NY: Palgrave Macmillan, 145-166.

Supa, M., Šťastná, L, Jiráček, J., 2020. Media Education Policy Developments in Times of "Fake News" : The Case of the Czech Republic. In: Frau-Meigs, et al., eds. *The Handbook of Media Education Research*. Hoboken: Wiley Blackwell, 373-378

Woodfall, A., & Zeulzkova, M., 2019. Children's Culture. In Hobbs, R. & Mihailids, P., eds. *The International Encyclopedia of Media Literacy*. NYC: Wiley.

Jiráček, J. & Zeulzkova, M., 2019. Media literacy in the Czech Republic. In Hobbs, R. & Mihailids, P., eds. *The International Encyclopedia of Media Literacy*. Will be published by Wiley.

Zeulzkova, 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.

Zeulzkova, 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.

Berger, R., Wardle, J., & Zeulzkova, M., 2013. No longer just making the tea: Media work placements and work-based learning in higher education. In: Ashton, D., Noonan, C. *Cultural Work and Higher Education*. Hampshire: Macmillan Publishers. pp.87-109.

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#### PUBLISHED RESEARCH AND ANALYTICAL REPORTS

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Supa, M., Němcová Tejkalová, A., Nečas, V., Rosenfeldová, J., Soukup, M., Nainová, V., Gheorghiev, O. a Hodboď, V., 2021. *Děti, média a diverzita. Závěrečná zpráva*. Univerzita Karlova.

McDougall, J., Zezulkova, M., van Driel, B., Sternadel, D. (2018). 'Teaching media literacy in Europe: evidence of effective school practices in primary and secondary education'. 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 – Zezulkova, M., named as National Expert.

Jiráček, J., Nečas, V., Šťastná, L., & Zezulková, 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)

Jiráček, J., Nečas, V., Šťastná, L., & Zezulková, 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)

Zezulkova, 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/Zezulkova-STSM-Report-Final.pdf>

Zezulkova, 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> – Zezulkova, 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) - Zezulkova, M., named as Research Assistant.