

# CV

## Ing. et Mgr. Kateřina Turková, Ph.D.

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**ResearchGate:** <https://www.researchgate.net/profile/Katerina-Turkova-3>

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## BIO

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**Kateřina Turková** is a researcher and associate lecturer at the Institute of Communication Studies and Journalism of Charles University in Prague, Czech Republic. She obtained her PhD and Master's degree in media studies from the Faculty of Social Sciences of Charles University and her Master's degree in economics and economic administration from University of Economics in Prague. In her academic research, she focuses on issues associated with sport and social media, sport and disabilities, and quantitative research.

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## EDUCATION

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- 2016 – 2021 **PhD in Media Studies (Ph.D.)**  
**Institute of Communication Studies and Journalism (ICSJ)**, Faculty of Social Sciences, Charles University, Prague, Czech Republic
- Dissertation "Sports Communication on Social Media: Analyzing the Facebook Content of Czech Professional Athletes and Audience Reactions"
- 2015 – 2017 **Master's in Economics and Economic Administration - Regional Studies and Public Administration (Ing.)**  
**University of Economics, Prague (VSE)**, Prague, Czech Republic
- Master thesis "Využívání sociální sítě Facebook obcemi ČR [The Use of Facebook by Czech Municipalities]"
- 2014 – 2016 **Master's in Media Studies (Mgr.)**  
**Institute of Communication Studies and Journalism (ICSJ)**, Faculty of Social Sciences, Charles University, Prague, Czech Republic
- Master thesis "Sémiotická analýza propagačních materiálů HME v atletice 2015 v Praze [Semiotic analysis of promotional materials of European Athletics Indoor Championships 2015]"
- 2011 – 2015 **Bachelor in Economics and Economic Administration - Economics (Bc.)**  
**University of Economics, Prague (VSE)**, Prague, Czech Republic
- Bachelor thesis "Analýza determinantů množství objednané služby u klientů neziskové organizace Oblastní charita Strakonice [Analysis of the determinants of amount of services ordered by clients of non-profit organization called Oblastní Charita Strakonice]"
- 2011 – 2014 **Bachelor in Media Studies (Bc.)**  
**Institute of Communication Studies and Journalism (ICSJ)**, Faculty of Social Sciences, Charles University, Prague, Czech Republic
- Bachelor thesis "Analýza medializace katastrofy na příkladu výbuchu budovy v Divadelní ulici [The analysis of medialization of catastrophe on the example of the explosion of building in Divadelní ulice]"

## Driving license (B)

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## WORK EXPERIENCE

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- Dec 2020 onwards
- Academic and Research Staff**  
**Department of Journalism, Institute of Communication Studies and Journalism (ICSJ), Faculty of Social Sciences, Charles University, Prague, Czech Republic**
- Teaching (Sports Journalism; Sports Marketing; Crossplatform Media Workshop; Work with Information; Methodological Seminar)
  - Research and publication activity
  - Participating at the analyses conducted by the Centre of Media Studies FSS CU “CEMES”, methodological assistance for students
  - Organization of summer schools for Czech and foreign students
- Feb 2024 onwards
- Editor-in-Chief**  
**Mediální studia / Media Studies journal**  
Faculty of Social Sciences, Charles University, Prague, Czech Republic
- Academic journal indexed in Scopus, MLA, CEEOL and ERIH PLUS
- Jan 2020 – Jan 2022
- Economic Manager**  
**ASK Slavia Praha (athletic club), Prague, Czech Republic**
- Supervising financial operations in the athletics sports club
- Nov 2018 – Nov 2020
- Member of the Centre for Doctoral Studies (CDS)**  
**Institute of Communication Studies and Journalism (ICSJ), Faculty of Social Sciences, Charles University, Prague, Czech Republic**
- Assistance with the organization of doctoral studies, administration, organization of summer schools for Czech and foreign students
  - Preparation of the dissertation, publications, conferences, help at the faculty
- Sep 2017 – Jan 2019
- Junior Research Executive**  
**Nielsen Admosphere, a.s. (research agency) , Prague, Czech Republic**
- Data analysis and processing, questionnaires programming
  - Presentation of the results
- May 2019 – Nov 2019
- IAMCR PCR Secretary**  
**IAMCR (The International Association for Media and Communication Research)**
- Organizational and administrative support of the Participatory Communication Section International Association of Media and Communication Research
  - Help with the organization of section program at the IAMCR 2019 Conference in Madrid
- Sep 2013 – Sep 2017
- Client Care Assistant - Receptionist**  
**EDUA Group – Tutor (language school), Prague, Czech Republic**
- Providing client care and helping with the administration of international language school branch
- May 2013 onwards
- Chief of Administration for Athletic Competitions and Coach**  
**ASK Slavia Praha (athletic club), Prague, Czech Republic**
- Organization of athletic competitions at the national level (including the Czech Team Championship)
  - Creation of start and result lists, uploading results to the website of the Czech Athletic Association
  - Coaching a group of athletes (youth; juniors)
- Jul 2012 – Dec 2012
- Client Care Assistant**  
**Fond Sidus (non-profit organization), Prague, Czech Republic**
- Providing client care

- Working with the CRM system

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## COMMUNITY SERVICE

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|---------------------|---|
| May 2018 – May 2020 | <b>Caritas Czech Republic</b> (non-profit organization), <i>Strakonice, Czech Republic</i> <ul style="list-style-type: none"> <li>▪ Volunteer (help with the creation of the promotional materials and presentations for internal purposes, evaluation of the surveys)</li> </ul> |
| Jun 2010 – Sep 2010 | <b>Caritas Czech Republic</b> (non-profit organization), <i>Strakonice, Czech Republic</i> <ul style="list-style-type: none"> <li>▪ Volunteer (personal assistance for seniors)</li> </ul>  |

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## PROFESSIONAL RECOGNITION & MEMBERSHIP

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- European Communication Research and Education Association (ECREA)
- International Association for Media and Communication Research (IAMCR)
- Reviewing for Communications: The European Journal of Communication Research (De Gruyter)

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## LANGUAGE SKILLS

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### Native language

Czech

### Other languages

English (advanced)

German (intermediate)

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## RESEARCH AND MOBILITY GRANTS

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|--------------|---|
| 2023 onwards | <b>Resilient Media for Democracy in the Digital Age (ReMeD)</b> : participation in the HORIZON project  |
| 2023 onwards | <b>TQ01000110</b> : participation in the TACR project “Webová aplikace na prokazování autorství [Web application for proving authorship]”, implemented in cooperation with Masaryk University as the main researcher  |
| 2022 onwards | <b>Cooperatio SPOS</b> : participation in the project Cooperatio, research area “Sport Sciences – Social”   |
| 2021 – 2023  | <b>Central European Media Observatory “CEDMO”</b> : participation in the project supported by European Commission, FSS CU as a leading institution  |
| 2021 – 2023  | <b>TL05000550</b> : participation in the TACR project “Legislativní překážky při zpracování velkých dat ve službách umělé inteligence [Legal Obstacles for Big Data Processing in the Service of Artificial Intelligence]”, implemented in cooperation with the Institute of State and Law of the ASCR as the main researcher |
| 2020 – 2023  | <b>TL03000152</b> : participation in the TACR project “Umělá inteligence, média a právo [Artificial intelligence, media and law (AIMLaw)]”, implemented in cooperation with the Institute of State and Law of the ASCR as the main researcher   |

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|-------------|---|
| 2019 – 2021 | <b>GA UK no. 338119:</b> principal research of the project “Sports Communication on Social Media: Analyzing the Facebook Content of Czech Professional Athletes and the Audience Reactions”                                 |
| 2017 – 2021 | <b>PROGRES Q19:</b> participation in the project “Social Science Aspects of the Study of Human Movement II”   |
| 2015 – 2021 | <b>Specific University Research within the Charles University:</b> participation in the project   |
| 2015 – 2021 | <b>PROGRES Q18:</b> participation in the project  |
| 2016        | <b>Internal Grant Agency of the University of Economics:</b> participation in the project “Trends in spatial development in the Czech Republic: Evaluation in the ESIF setting; i.e. cohesion and rural development policy” |

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## PUBLICATIONS & CONFERENCE TALKS

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### Academic Journals

Macková V., Turková K., & Němcová Tejkalová A. [Apr 2024]. Evolution of Commercials Featuring Para Athletes: From Friend Next Door to Equal Sports Stars. *Communication Today*, 2024, Vol. 15, No. 1, pp. 32-48.

Wenzel, M., Macková, V., Stasiuk-Krajewska, K. & Turková, K. [2024]. Penetration of Russian disinformation related to the war in Ukraine. Evidence from Poland, the Czech Republic and Slovakia. *International Political Science Review*, Vol. 45, No. 2, pp. 192-208.

Turková K., Příbaň Žolnerčíková V., Fialová E., Prázová I., Moravec V. & Géla F. (2023). Výzkum a vývoj v oblasti AI v českém prostředí: (Ne)komerční rozvoj a (ne)existence právních překážek [AI research and development in the Czech environment: (In)commercial development and (in)existence of legal barriers]. *Acta Iuridica Olomucensia*, Vol. 18, No. 3, pp. 175-189.

Nemcova Tejkalova, A., Hrbáčková, A., Macková, V., Trunečka, O. & Turková, K. [Dec 2023]. One event, very different interpretations: The case study of the AC Sparta Praha vs. Rangers FC football match coverage in Scottish, nationwide UK, and Czech media. *MedieKultur: Journal of media and communication research*, 2023, Vol. 39, No. 75, pp. 53-75.

Prázová, I., Turková, K. & Drobíková, B. [Oct 2023]. Blended learning v českém vysokoškolském prostředí po pandemii Covid-19 [Blended learning in Czech university environment after the Covid-19 pandemic]. *ProInflow*, Vol. 15, No. 2., pp. 3-34.

Turková, K., Mackova, V. & Tejkalová, A. N. [Dec 2021]. Space for self-expression: communication of Czech female athletes on social media and fans' reactions. *Acta Universitatis Carolinae Kinanthropologica*, 2021, Vol. 57, No. 2.

Macková, V. & Turková, K. [May 2019]. 'I Have Won, and I Want to Share It!': The Ways Female Skiers Use Facebook as a Communication Tool. *Communication Today*, 2019, Vol. 10, No. 1, pp. 94-109.

Turková, K. [Sep 2017]. Review: Evolution of the Modern Sports Fan: Communicative Approaches. *International Journal of Sport Communication*, 2017.

### Books

Halada J., Prázová I., Turková K. & Fejfarová A. [2024]. *Čtenáři, autoři, nakladatelé a knihkupci v době covidové a postcovidové: obavy a naděje aneb boj o přežití [Readers, authors, publishers and booksellers in the age of covid and post-covid: Fears, hopes and struggles to survive]*. Univerzita Karlova, Karolinum.

Čeňková J., Dolanská N., Dolanský P., Géla F., Gillárová K., Halada J., Hejlová D., Ježková T., Kasík P., Končelík J., Kraus J., Lábová A., Lokšík M., Macková V., Maršík J., Moravec V., Němcová Tejkalová A., Osvaldová B., Prázová I., Slanec J., Šimková K., Šmíd M., Štoll M., Trunečka O., Trunečková L., & Turková K. [2023]. *Slovník žurnalistiky: výklad pojmů a teorie oboru [Dictionary of journalism: Interpretation of terms and theory of the field]*. Karolinum.

## Book Chapters

Turková, K. & Macková V. [2024]. The effects and structure of individual forms of disinformation on the population in connection with the COVID-19 pandemic in the Czech Republic. In *CEDMO Reports on Disinformation: 2021-2024*, pp. 130-145.

Turkova, K. [2020]. (Ne)dobrovolně podstupované riziko: Případová studie zaměřená na komunikaci českých profesionálních sportovkyň na sociálních sítích a reakce "fanoušků" [(In)voluntary risk: A case study focused on the communication of Czech professional female athletes on social media and "fans" reaction]. In *Život v průsečíku rizik*, 2020, Karolinum, pp. 163-185.

## Conference Papers

Turková, K. & Macková, V. [July 2023]. Body Shaming of Male Athletes: Twitter Framing of the "Overweight" Brazilian Soccer Players (Conference paper). *IAMCR Conference, 2023*, Media, Communication and Sport Section.

Turková, K. & Macková, V. [July 2023]. From the Military Conflict to the Information War: Spread of Russian Disinformation about the War in Ukraine (Conference paper). *IAMCR Conference, 2023*, Mediated Communication, Public Opinion and Society.

Macková, V., Turková, K. & Tejkalová, A. N. [July 2022]. Evolution of the commercials featuring para athletes: From ordinary friends to admired heroes (Conference paper). *IAMCR Conference, 2022*, Media, Communication and Sport Section.

Turkova, K. [July 2021]. (In)Visible Promotion: The Attitudes of Czech Professional Athletes towards Labeling Commercial Content on Social Media (Conference paper). *IAMCR Conference, 2021*, Media, Communication and Sport Section

Macková, V. & Turková, K. [May/Jun 2020]. (In)voluntary Risk: Communication of the Czech Female Athletes on Social Media and Possible Fan Reactions (Conference paper). *IAMCR Conference, 2020*, Media, Communication and Sport Section.

## Conference Talks

IAMCR 2023, Lyon, FR

- Body Shaming of Male Athletes: Twitter Framing of the "Overweight" Brazilian Soccer Players
- From the Military Conflict to the Information War: Spread of Russian Disinformation about the War in Ukraine

ECREA 2022 9th European Communication Conference, Aarhus, DK

- One event, very different interpretations: The case study of media coverage from three countries of the AC Sparta Praha vs. Rangers FC football match

Média a lidská práva v digitální době [Media and human rights in digital era], Prague, CZE

- Média v digitální době [Media in digital era]

IAMCR 2022, Beijing, CN (on-line conference)

- Evolution of the campaigns featuring athletes with a disability: From common friends to heroes

Monthly AI Clinic - CZECH WOMEN IN AI 2022 (on-line conference)

- AI & Social Sciences and Its Practical Impact

IAMCR 2021, Nairobi, KE (on-line conference)

- (In)Visible Promotion: The Attitudes of Czech Professional Athletes towards Labeling Commercial Content on Social Media

ICOS 2021 Symposium (on-line conference)

- Sports communication on Social Media: Analyzing the Facebook Content of Czech Professional Athletes and the Audience Reaction
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IAMCR 2020, Tampere, FI (on-line conference)

- (In)voluntary Risk: Communication of the Czech Female Athletes on Social Media and Possible Fan Reactions

SOLAIR 2020 Conference, Prague, CZE (on-line conference)

- Perception of the (Content) Personalisation by "Regular users" and "Experts"

World Congress of Sociology of Sport (ISSA) 2019, Dunedin, NZ

- "Still Keep in Touch, I am on Social Networks": The Motivation for Using Social Media by Athletes with and without Disabilities

IAMCR 2018, University of Oregon, Eugene, USA

- Young, Wild & (Commerce) Free? The Communication of the Alternative Sports Representatives Through Social Media (Case Study)

2018 World Congress of Sociology of Sport (ISSA 2018), Lausanne, CH

- "I won and I share it": Using Facebook as a communication tool

2nd International Conference on Communication & Media Studies 2016, Vancouver, CAN

### **Summer Schools & Courses**

Summer Institute in Computational Social Science (SICCS) [Jul – Aug 2023]. Ludwig Maximilian University of Munich, GER

Educational course Bezpečná správa výzkumných dat [Secure management of research data] [Feb – May 2022]. Masaryk University, Brno, CZE

4th ICA International Summer School "Trust in mediated communication" [May – Jun 2018]. Department of Communication, University of Münster, GER

Summer Intensive English course [Jul 2017]. The Institute for Language and Preparatory Studies, Charles University, Prague, Czech Republic.

*Prague, August, 30, 2024*