

Curriculum Vitae
Václav Štětka, Ph.D.

Current work address: Institute of Communication Studies and Journalism, Faculty of Social Sciences, Charles University in Prague, Smetanovo nab. 6, Prague 110 00
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Formal education:

- 2005 Ph.D. in Sociology, Faculty of Social Studies, Masaryk University; doctoral thesis title: Media Integration of a Nation in an Age of Globalization
- 2000 Mgr. [M.A.] in Sociology and History, Faculty of Social Studies and Faculty of Arts, Masaryk University
- 1999 Bc. [B.A.] in Media Studies and Journalism, Faculty of Social Studies, Masaryk University

Present and previous appointments:

- 2013 – present: Senior Researcher and Head of PolCoRe Research Group (<http://www.polcore.cz>), Institute of Communication Studies and Journalism, Faculty of Social Sciences, Charles University in Prague
- 2009 – 2013: Senior Research Fellow at the ERC-funded project “Media and Democracy in Central and Eastern Europe” (<http://mde.politics.ox.ac.uk>), Department of Politics and International Relations, University of Oxford
- 2006 – 2009: Assistant Professor at the Department of Media Studies and Journalism, Faculty of Social Studies, Masaryk University
- 2004 – 2006: Editor-in-Chief of “muni.cz”, news monthly published by the Masaryk University; Spokesperson for Masaryk University

Research activities and projects:

- 2014 – present: participant in the COST Action IS 1308 “Populist Political Communication in Europe: Comprehending the Challenge of Mediated Political Populism for Democratic Politics” (MC member for the Czech Republic)
- 2014 – present: “The role of social media in transformation of political communication and citizen participation in the Czech Republic”, research project funded by the Czech Academy of Science (Project Investigator; project budget cca 90,000 Euros)
- 2014 – present: “European Elections Study 2014”, project led by Claes de Vreese and Susan Banducci (project participant for the Czech Rep.)
- 2013 – present: “Twitter and the European Parliament Elections”, project led by Pieter Vergeem, Stine Lomborg and Jakob Linaa Jensen (project participant for the Czech Rep.)
- 2009 – 2013: member of the ERC-funded project “Media and Democracy in Central and Eastern Europe”, University of Oxford, as Senior Research Fellow and Head of Pillar 1 – Media Ownership and Commercial Pressures
- 2012 – present: “Professionalization of Election Campaigns”, project led by Jens Tenscher (project participant for the Czech Rep.)

- 2009 – 2010: “Between Integration and Demarcation. Strategies and Effects of Party Campaigns in the Context of the 2009 European Parliament Elections”, project led by Michaela Maier, Silke Adam and Lynda Lee Kaid (project participant for the Czech Rep.)
- 2009: “Comparative European New Media and Elections Project”, project led by Carlos Cunha, Maurice Vergeer and Gerrit Voerman (project participant for the Czech Rep.)
- 2007 – 2009: participant in the COST A30 Action “East of West: Setting a New Central Eastern European Media Research Agenda” (MC member for the Czech Republic)
- 2006 – 2009: “EU Kids Online”, project funded by the European Commission’s “Safer Internet Plus” programme and led by Sonia Livingstone (national team leader for the Czech Republic)
- 2006: “Images of Integration: a Presentation of the European Constitution in the Czech Daily Press”, project funded by the British Academy (Project Investigator)
- 2004-2005: “Media for Democracy”, project funded by VIA Foundation (Project Co-Investigator)

Teaching profile

- 2013 – present: teaching courses “Globalization of Media Industry” and “Political Communication and New Media” at the Department of Media Studies, Faculty of Social Sciences, Charles University in Prague
- 2011-2013: teaching content analysis and supervising visiting fellows for the Reuters Institute for the Study of Journalism, University of Oxford
- 2002-2009: teaching courses on Methodology of Mass Media Research; Introduction into Content Analysis; Statistical Data Analysis; Media and Modernity; Media and Globalization at the Department of Media Studies and Journalism, Masaryk University

Professional stays abroad:

- 2009-2013: Senior Research Fellow, Department of Politics and International Relations, University of Oxford
- 2006: Visiting Fellowship at the Department of Social Sciences, Loughborough University (2 months, funded by the British Academy)
- 2004: University of Wollongong, Australia (scholarship from the Utrecht Network)
- 2000/2001: Friedrich-Schiller-Universität Jena, Fakultät für Sozial- und Verhaltenswissenschaften, Germany (scholarship from the Socrates/Erasmus Programme)

Honours and prizes:

- 2006: Winner of EDIS – the best doctoral thesis award (Faculty of Social Studies, Masaryk University)

Membership in professional organisations:

- Member of ECREA; Chair of the ECREA Central and Eastern European Network (since 2014)
- Member of the Euromedia Research Group (www.euromediagroup.org)

Invited keynotes, lectures and presentations:

- Timisoara, 18 September 2014: “Social media and citizen participation: new challenges for research.” Keynote speech at the conference Social Media in Academia: Research and Teaching (SMART 2014)
- Tirana, 12 June 2014: “Media and journalism in South East Europe – Captured by particular interests or turning to serve the public?”, conference organised by South East European Media Observatory; invited presentation on media ownership in CEE
- 10-14 February 2014: Erasmus Teaching Programme at the Department of Communication, University of Jyväskylä (series of 4 invited lectures)
- Vienna, 4 October 2013: keynote speaker at the conference “Transnational and Transcultural Communication Research in Central and Eastern Europe: Trends, Developments, Debates“, organized by German Communication Association (DGPK)
- Tallin, 17 May 2012: keynote speaker at the seminar “Quo Vadis, Estonian Journalism?“, University of Tallin, Estonia
- Ochrid, 4 April 2012: “Culture of debating, freedom of expression and independent media”, seminar organised by People2People Programme of the EC (invited presentation)
- Kaunas, 14 October 2011: “Between Adoption and Adaptation: Contemporary Perspectives on Journalism and Media Change in Central Europe”, Kaunas, Lithuania (invited paper)
- Prague, 12 April 2011: “Colloquium of Czech and British Journalists”, organized by the Czech Syndicate of Journalists and the Ministry of Foreign Affairs (invited presentation)
- Oxford, 23 February 2011: “Seminar Series”, Reuters Institute for the Study of Journalism (invited presentation)
- Loughborough, 2 December 2009: “Between a rock and a hard place? Market concentration, local ownership and media autonomy in the Czech Republic” (invited lecture, Loughborough University, Department of Social Sciences)

Selected publications:

Journal articles

Journals with Impact Factor

- Lilleker, D.; Tenscher, J.; Štětka, V. (forthcoming) Towards hypermedia campaigning? Perceptions of new media’s importance for campaigning by party strategists in comparative perspective. Accepted for publication in *Information, Communication & Society* (forthcoming in 2015)
- Štětka, V.; Örnebring, H. (2013) Investigative journalism in Central and Eastern Europe: Autonomy, Business Models and Democratic Roles. *International Journal of Press/Politics*, 18(4), 413-435.
- Štětka, V. (2012) From Multinationals to Business Tycoons: Media Ownership and Journalistic Autonomy in Central and Eastern Europe. *International Journal of Press/Politics*, Vol. 17 (4), pp. 433-456.

- Štětka, V. (2010) Between a Rock and a Hard Place? Market Concentration, Local Ownership and Media Autonomy in the Czech Republic. *International Journal of Communication*, 4 (2010), pp. 865–885.
- Štětka, V. (2009). Media Events and European Visions: Czech Republic in the 2007 Eurovision Song Contest. *Communications: The European Journal of Communication Research*, 34 (1), pp. 21-38.
- Mihelj, S.; Koenig, T.; Downey, J. and Štětka, V. (2008). Mapping European Ideoscapes: Examining Newspaper Debates on the EU Constitution in Seven European Countries. *European Societies*, 10(2): 275-301.

Other peer-reviewed journals

- Štětka, V.; Vochocová, L. (2014) A dialogue of the deaf, or communities of debate? The use of Facebook in the 2013 Czech Parliamentary Elections campaign. *Teorija in Praksa* 51(6), 1361-1380.
- Štětka, V.; Mazák, J. (2014) Whither slacktivism? Political engagement and social media use in the 2013 Czech Parliamentary Elections. *Cyberpsychology: Journal of Psychosocial Research on Cyberspace*, 8(3), article 7. doi: 10.5817/CP2014-3-7
- Adam, S., Maier, M., de Vreese, C. H., Schuck, A. R. T., Štětka, V., Jalali, C., ... Baumli, M. (2013). Campaigning Against Europe? The Role of Euroskeptic Fringe and Mainstream Parties in the 2009 European Parliament Election. *Journal of Political Marketing*, 12(1), 77–99.
- Macková A, Fialová, M., Štětka, V. (2013) Nová média jako nástroj politické kampaně v České republice: případová studie krajských a senátních voleb 2012. *Politologický časopis*, (4), 507-526.
- Štětka, V. (2012) From Global to (G)local: Changing Patterns of Television Program Flows and Audience Preferences in Central and Eastern Europe. *Journal of Popular Film and Television*. Vol. 40 (3), pp. 109-118.
- Štětka, V.; Örnebring, H. (2012) Media, communication, and democracy: Global and national environments – an introduction. *Communication, Politics & Culture*, Vol. 45 (1), pp. 55-59.
- Hasebrink, U.; Olafsson, K.; Štětka, V. (2010) Commonalities and differences. How to learn from international comparisons of children's online behaviour. *International Journal of Media and Cultural Politics*, 6 (1), pp. 9-24.
- Štětka, V. (2010). Globalization, Reality TV and Cultural Inclusion: the Case of the 2005 Czech Search for Superstar. *EastBound*, 1 (2), pp. 1-20.
- Štětka, V. ; Šmahel, D. (2008). Attributes of Participation in Online Communities among Czech Internet Users. *Observatorio*, 2 (3): 39-52.

Monographs

- Štětka, V. (2007) *Mediální integrace národa v době globalizace [Media Integration of a Nation in the Age of Globalization]*. Brno: Masarykova univerzita, Mezinárodní politologický ústav, 197 p.

Book chapters

- Štětka, V. (2014) The watchdogs that only bark? Media and political accountability. In Głowacki, M.; Lauk, E.; Balcytiene, A. (eds.) *Journalism that Matters. Views from Central and Eastern Europe*. New York: Peter Lang, pp. 35-60.
- Štětka, V.; Macková, A.; Fialová, M. (2014) A winding road from “likes” to votes: the role of social media in the 2013 Czech presidential elections. In Patrut, B. (ed.) *Social Media in Politics: Case Studies (2008-2013)*. Springer International Publishing, pp. 225-244..
- Štětka, V. (2012) An Idol Against His Will? Ethnicity and Cultural Inclusion in the Czech Search for Superstar. In Zwaan, Koos and de Bruin, Joost (eds.): *Adapting Idols: Authenticity, Identity and Performance in a Global Television Format*. Farnham: Ashgate.
- Bajomi-Lázár, P.; Štětka, V. and Sükösd, M. (2012) Public Service Television in the European Union Countries: Old Issues, New Challenges in the ‘East’ and the ‘West’. In Just, Natascha and Puppis, Manuel (eds.): *Trends in Communication Policy Research*. Bristol: Intellect, pp. 355-380.
- Štětka, V. (2012) Back to the local? Transnational media flows and audience consumption patterns in the CEE region. In Downey, John and Mihelj, Sabina (eds.): *Central and Eastern European Media in Comparative Perspective*. Farnham: Ashgate, pp. 157-188.
- Negrine, R.; Štětka, V. and Fialová, M. (2011) Campaigning in but not for Europe: European campaign strategies in the UK and the Czech Republic. In M. Maier, J. Strömbäck and L. L. Kaid (eds.), *Political Communication in European Parliamentary Elections*. Farnham: Ashgate, pp. 75-90.
- Kaid, L. L., Adam, S., Maier, M., Balzer, M., Berganza, R., Jalali, C., Štětka, V. ... & de Vreese, C. (2011). Televised Advertising in the 2009 European Parliamentary Elections: Comparing Campaign Strategies and Videostyles. In Maier, J. Strömbäck; L. L. Kaid (eds.), *Political Communication in European Parliamentary Elections*. Farnham: Ashgate, pp. 91-110.
- Štětka, V. (2010) Struggling with diversity: objectives, outcomes and future of the European quota policy in context of the television scene in the Czech Republic. In Beata Klimkiewicz (ed), *Media Freedom and Pluralism: Media Policy Challenges in the Enlarged Europe*. Budapest: CEU Press.
- Downey, J.; Mihelj, S.; Koenig, T. and Štětka, V. (2010) “New” and “old” Europe: explaining competing ideologies across Europe. In Cristiano Bee and Emanuela Bozzini (eds), *Mapping the European Public Sphere. Institutions, Media and Civil Society*. Farnham: Ashgate.
- Štětka, V. (2009). Between and beyond: diasporic media spaces and transnational practices. In Hofírek, O.; Klvanova, R.; Nekorjak, M. (eds.) *Rethinking Contemporary Migration Events*. Brno: CDK.
- Hasebrink, U.; Olafsson, K.; Štětka, V. (2009) Opportunities and pitfalls of cross-national research on children and new media. In S. Livingstone and L. Haddon (eds.): *Kids online. Opportunities and risks for children*. Bristol: The Policy Press.
- Štětka, V. (2008). Promoting Diversity, or Protecting National Culture? Television without Frontiers Directive in the Context of the Czech Television Landscape. In *Głowacki, M.; Dobek-Ostrowska, B. (eds.): Comparing Media Systems in Central Europe*. Wrocław: University of Wrocław Press, pp. 165-184.
- Štětka, V. (2008). Media Reproduction of Nationalism in the Czech Republic: Routine, Ritual and the Realm of Popular Culture. In Vašečka, M. (ed.) *Nation Über Alles. Processes of Redefinition and*

Reconstruction of the Term Nation in Central Europe. Bratislava: Center for the Research of Ethnicity and Culture, pp. 35-58.

Academic reports and working papers:

- Jebiril, N., Štětka, V.; and Loveless, M. (2013) *Media and Democratization: what do we know about the role of media in transition to democracy*. Oxford: Reuters Institute for the Study of Journalism.
- Štětka, V. (2013) *Media Ownership and Commercial Pressures. Final Report for the Pillar 1 of the project Media and Democracy in Central and Eastern Europe*. Oxford: MDCEE.
- Štětka, V. (2012) *State, Market and the Media: Qualities of public administration and market regulation in Central and Eastern Europe*. Oxford: MDCEE.
- Štětka, V. (2011) *The Czech Republic. A country report for the ERC-funded project on Media and Democracy in Central and Eastern Europe*. Oxford: MDCEE.
- Štětka, V. (2011) *Bulgaria. A country report for the ERC-funded project on Media and Democracy in Central and Eastern Europe*. Oxford: MDCEE.
- Štětka, V. (2011) *Slovakia. A country report for the ERC-funded project on Media and Democracy in Central and Eastern Europe*. Oxford: MDCEE.