

IRENA REIFOVÁ: CURRICULUM VITAE

Name

Irena Reifová

Date and place of birth:

2.8. 1971, Kolín, Czech Republic

Address and website

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Faculty of Social Sciences
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Employment

Assistant Professor at the Department of Media Studies, Faculty of Social Sciences, Charles University in Prague

Education:

Degree earned: Mgr.

Year earned: 1994

Specialization and Institution: Journalism and Sociology - Charles University Prague

Degree earned: Ph.D.

Year earned: 1999

Specialization and Institution: Media Studies - Charles University Prague

Study fellowships

1994-1995, University of London, Birkbeck College

Professional career

1999 – nowadays: Charles University, Faculty of Social Sciences, Department of Media Studies, assistant professor

2005–2006 University of Pardubice, Faculty of Human Sciences, part-time assistant professor

2005–2009: Film and TV School, Academy of performing arts, Prague, part-time assistant professor

2011–nowdays: Charles University, Faculty of Social Sciences, Institute of Communication Studies and Journalism, coordinator of research

Main fields of research

media studies, cultural studies, memory studies, television studies

Additional professional activities and awards

- Referee *European Journal of Communication; Communication, Culture & Critique; Media Management Quarterly; Mediální studia*
- Chair of Organising Committee, ECREA European Communication Conference 2016, Prague
- Vice-Chair, ECREA Central and Eastern European Network
- Member of Publication Commission, Faculty of Social Sciences, Charles University in Prague
- Lecturer, European Doctoral Summer School

Selected grants and awards

- “Post-Socialist Media Audiences”, COST CZ, principal investigator (2011-2013), 18.000,- EUR

Conferences

- Konsolidace podnikání a vládnutí v Evropské unii [Consolidation of business and governance in European Union], Praha 2002
- Deset let mediálních studií na UK [Ten years of media studies at the Charles University], Praha 2003
- Rozvoj české společnosti v Evropské unii, [Development of Czech society in European Union], Praha 2004
- Media Use and Selectivity, Erfurt, Germany, January 2006
- The Fifth Annual Meeting of the Cultural Studies Association, Portland, USA, April 2007
- It has happened before, it will happen again: The third golden age of television fiction, Istanbul, Turkey, October 2008
- Narrative Fact and Fiction - Patterns of narrative construction in media stories and differential effects, Vienna, Austria, April 2009
- Channels of Transition: 2nd Czech-Polish-Slovak Communication conference, Telč, Česká republika, May 2009
- Beyond East and West: Two decades of media transformation after fall of communism in 1989, Budapest, Hungary, June 2009
- Contemporary Serial Culture: Quality TV Series in a New Media Environment, Potsdam-Babelsberg, Germany, January 2010
- 3rd European Communication Conference, Hamburg, Germany, October 2010
- Consumer Culture: between aesthetics, social distinction and ecological activism, Olomouc, Czech Republic, October 2010

- Transforming Audience, Transforming Societies, setkání akce COST IS0609, Lisabon, Portugal, November 2010
- Transforming Audiences 3, Londýn, UK, September 2011
- Audience/Society Transformations, setkání akce COST IS0609, duben 2012, Brussels, Belgium
- Crossroads, Paris, France, July 2012
- Audience/Society Transformations, setkání akce COST IS0609, září 2012, Milano, Italy
- 4th European Communication Conference, Istanbul, Turkey, October 2012
- Gender and the Past: Qualitative Approaches to Broadcasting Reception, Covilha, Portugal, February 2013
- Transforming Audience, Transforming Societies, setkání akce COST IS0609, Tampere, Finland, April 2013
- Media politics – Political media, European Network for Cinema nad Media Studies NECS, Prague, Czech Republic, July 2013
- IAMCR 2013 Conference, Dublin, Ireland, July 2013
- Transforming Audience, Transforming Societies, COST IS0609 meeting, Belgrade, Serbia, September 2013
- CEE Television History Network, Stockholm, Sweden, November 2013
- 7th CEECOM, Wroclaw, Poland, June 2014

Publications

Books:

Schulz, Winfried - Reifová, Irena - Končelík, Jakub (2004) *Analýza obsahu mediálních sdělení* [Content Analysis of Media Messages]. Praha: Karolinum.

Reifová, Irena (2004) *Slovník mediální komunikace* [Dictionary of Media Communication]. Praha: Portál.

Edited books:

Pavličková, Tereza – Reifová, Irena (2015) *Media Power and Empowerment*. Newcastle upon Tyne: Cambridge Scholars Publishers.

Special Issues of Journals:

Reifová, Irena – Pavličková, Tereza (2013) *Post-Socialist Media Audiences*. *Mediální studia* [Media Studies] 2/2013. Faculty of Social Sciences.

Peer-reviewed articles:

Reifová, Irena (2015) A study in the history of meaning-making: Watching socialist television serials in the former Czechoslovakia. *European Journal of Communication*, 30(1): 79-94.

- Reifová, Irena – Švelch, Jaroslav (2013) Shrinking the grand narratives in theorizing participation and new media. *Convergence: The International Journal of Research into New Media Technologies*, 19(3): 261-264.
- Reifová, Irena - PAVLÍČKOVÁ, Tereza (2013) Invisible Audiences: Structure and Agency in Post-Socialist Media Studies. *Mediální studia*, 7(2): 130-136.
- Reifová, Irena - Fišerová, Sylvie (2012) Ageing on-line in risk society: Elderly people managing the new risks via new media in the context of decreasing ontological security. *Cyberpsychology*, 6(2): nestránkováno. I
- Reifová, Irena (2010) Pojem popkulturního občanství jako teoretický rámec studia populární kultury v socialistické a post-socialistické společnosti. *Naše společnost*, 8(2): 28-35.
- Reifová, Irena (2009) Rerunning and 'rewatching' socialist TV drama serials : post-socialist Czech television audiences between commodification and reclaiming the past. *Critical Studies in Television*, 4(2).
- Reifová, Irena - BEDNAŘÍK, Petr (2008) Seriality and popcultural self-consciousness. *Mediální studia*, 3(3): 300-309.
- Reifová, Irena (2002) Mírná svoboda v mezích zákona sítě. *Věda, technika, společnost (Teorie vědy)*, 24(2): 99-108.

Book chapters:

- Reifová, Irena – Bednařík, Petr – Dominik, Šimon (2013) Between politics and soap: on articulation of ideology and melodrama in Czechoslovak communist television serials in 70s and 80s. In Turnock, R. –Goddard, P. (eds.), *Popular Television in Authoritarian Europe*. Manchester: University of Manchester Press.
- Reifová, Irena – Sloboda, Zdeněk (2013) Czech Ugly Katka: global homogenization and local invention. Pp. 189–205 in McCabe, J. – Akass, K. (eds.), *Television's Betty Goes Global*. London: I.B. Tauris.
- Vittadini, Nicoletta - Siibak, Andra - Reifová, Irena - Bilandzic, Helena. 2013. Generations and media: the social construction of generational identity and differences. Pp. 65–82 in Carpentier, N. – Schroeder, K. – Hewlett, L. (eds.), *Audience transformations: shifting audience positions in late modernity*. London: Routledge.
- Reifová, Irena – Gillárová, Kateřina – Hladík, Radim (2012) The way we applauded. Pp. 199–221 in O'Heaven, T. – Imre, A. –Lustyik, K. (eds.), *Popular Television in Eastern Europe During and Since Socialism*. London: Routledge.
- Reifová, Irena (2012) Herbert Marshall McLuhan. Jak rozumět médiím. Extenze člověka. Pp. 511-518 in: Macura, V. - Jedličková, A. (eds.), *Průvodce po světové literární teorii 20. století*. Brno: Host.
- Reifová, Irena (2011) Die Tschechische 'Hässliche Katrin als Heldin eines utopischen Kapitalismus. Pp. 45-64 in Mikos, L. (ed.), *Transnationale Serienkultur : Theorie, Ästhetik, Narration und Rezeption neuer Fernsehserien*. Wiesbaden: VS Verlag.
- Reifová, Irena (2002) Kleine Geschichte der Fernsehserie in der Tschechoslowakei und in Tschechien. Pp. 161-185 in Bock, I. - Schlott, W. - Trepper, H. (eds.), *Kommerz, Kunst, Unterhaltung: Die neue Popularkultur in Zentral - und Osteuropa*. Bremen: Edition Temmen.