

# Dr. Aczél Petra Katalin

Intézetigazgató / Institute Director

## Qualifications, scientific degrees

### Higher education qualifications

- 1990 - 1995
  Eötvös Loránd University of Sciences (ELUS), Hungarian Linguistics and Literature (egyetemi)

### Scientific degrees and awards

- 2003, PhD
  Eötvös Loránd University of Sciences (ELUS)
- 2011, Dr.Habil
  Eötvös Loránd University of Sciences (ELUS)

## Career

### Workplaces

- 1997 - 2003
  Eötvös Loránd University of Sciences, (ELUS), associate professor
- 2000 - 2002
  Pázmány Péter Catholic University (PPCU), associate professor
- 2002 - 2004
  Balassi Bálint Institute, international and public relations director
- 2004 - 2011
  Esterházy Károly University (formerly: University College), (EKUC), adjunct professor
- 2007 - 2011
  Pázmány Péter Catholic University (PPCU), associate professor
- 2011 - 2016
  Corvinus University of Budapest (CUB), habilitated associate professor
- 2016 -
  Corvinus University of Budapest (CUB), full professor
- 2012 -
  Doctoral School of Sociology and Communication Science, CUB, core member

# Colleague CV: Dr. Aczél Petra Katalin

### Public activities in the university (memberships in university bodies)

- 2008 - 2011
  Vice head of Institute, (PPCU)
- 2009 - 2011
  Member of Faculty Council,
- 2005 - 2008
  Member of Faculty Council (EKUC)
- 2012 - 2019
  Head of Institute, CUB, Institute of Behavioural Science and Communication Theory
- 2015 - 2017
  Program director, CUB Székesfehérvár
- 2012 -
  Member of Faculty Council, CUB Faculty of Social Sciences and International Relations
- 2016 -
  Scientific Board, CUB, member
- 2017 - 2018
  Appointed university official for communication, CUP
- 2020 - 2021
  Head of Institute, CUB, Institue of Communication and Sociology

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### Membership in board of supervision and directors

- 2019 -
  , Member of Supervisory Committee of Public Benefit

### Important study tours, delegacies

- 2015, 6 m
  University of Richmond

### Awards, titles, honors

- 2006, Sebők Tamás Award
  Hungarian Association of Communication Science
- 2012, Teacher/Professor of the Year
  Corvinus University of Budapest (CUB)
- 2014,
  Hungarian Academy of Sciences
- 2015, Kenneth Rice Reward for Excellence in Teaching
  Corvinus University of Budapest (CUB)
- 2017, Pro Universitate Medal
  Corvinus University of Budapest (CUB)
- 2017, European Award for Excellence in Teaching in the Social Sciences and Humanities
  Central European University
- 2019, Implom József Award
  Local Government of Gyula
- 2019, Medallion of Order of Merit of Hungary
  Hungarian State

## Language skills

| Language | Speaking | Writing | Reading | Media |
|---|---|---|---|---|

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# Colleague CV: Dr. Aczél Petra Katalin

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| | | | | **appearance** |
| **English** | Advanced | Advanced | Advanced | Yes |
| **German** | Basic | Basic | Basic | |

## Research, professional activity

**Major taught courses or fields of education:**

Rhetoric, Communication theories, Public communication, Strategic communication, Mediarhetoric, Persuasive communication, New media communication, Future skills

**Field of science and discipline:**

media and communication sciences

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**Current fields of research:**

Future skills, New media communication, Communication-coaching

**Previous fields of research:**

Media rhetoric, Media literacy, Visual rhetoric

**Major research projects**

- 2016 - 2018, Efop 361, Talk Lab Group
  Form of participation: leader of the research team
  Moneylender: European Union / Hungary
  Further info about research:

- 2017 - 2019, Efop 3215, Development of Measuring media Literacy, member of the professional governing board
  Form of participation: member of the research team
  Moneylender: European Union / Hungary
  Further info about research:

- 2017 - 2018, Efop 363, research group for Science Communication
  Form of participation: leader of the research team
  Moneylender: European Union / Hungary
  Further info about research:

- 2017 - , Efop 345, Sectorial Programs Supporting the Extension of System's Development, pillar for competencies' improvement
  Form of participation: member of the research team
  Moneylender: European Union / Hungary
  Further info about research:

- 2017 - , Representation of Elderly in News Media

Form of participation: leader of the research team
Moneylender: Foundation of Media for Families
Further info about research:

- 2016 - 2017, PAL project: Fighting discrimination and anti-Gypsyism in education and employment in EU
  Form of participation: member of the research team
  Moneylender: European Union
  Further info about research: https://projectpal.eu/

- 2020 - , Acting on the Margins: Arts as Social Sculpture (AMASS)
  Form of participation: member of the research team
  Moneylender: H2020-EU.3.6.2.2.(Call: H2020-SC6-TRANSFORMATIONS-2019) European Commission
  Further info about research: https://cordis.europa.eu/project/id/870621

- 2017 - , Social Futuring
  Form of participation: member of the research team
  Moneylender: Corvinus University of Budapest / Government of Hungary
  Further info about research: http://socialfuturing.com/

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**Membership in scientific or professional bodies/organizations**

- 2009 - , member, member
  European Communication Research and Education Association, international
- 2009 - 2011, member, member
  Linguistic Board of the Hungarian Radio (Broadcast), national
- 2006 - , member, member
  Hungarian Association for Semiotics, national
- 2011 - , member, member
  Rhetoric Society of Europe, international
- 2011 - 2018, member, member
  Hungarian Association of Communication Science, national
- 2018 - , member, member
  Hungarian Accreditation Committee, national
- 2018 - , vice president, leadership position (president, director etc)
  Hungarian Academy of Sciences, Standing Committee for Communication and Media Sciences, national
- 2013 - 2019, member, member
  Doctoral and habilitation Board, ELUS, national
- 2014 - , , leadership position (president, director etc)
  Union for the Education of Communication, national
- 2017 - , Program Committee member, member
  DISCO conference, Prague, international

**Board memberships and positions**

- 2013 - 2018, Head of the Editorial Board, president or member of the editorial board
  Hungarian language
- 2014 - , member of the editorial board, president or member of the editorial board
  Foreign language
- 2014 - , member of the editorial board, president or member of the editorial board
  Hungarian language

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- 2015 - , member of the editorial board, president or member of the editorial board
  Foreign language
- 2015 - , member of the scientific board, other position (e.g. member of the advisory board)
  Foreign language
- 2019 - , Editor-in-chief, editor-in-chief, member of the editorial team
  Hungarian language

**Expert consultancy activities**

- 2011 - 2014
  Hungarian Academy of Sciences, public and organizational communication
- 2010 - 2015
  OFI, Hungarian National Curriculum
- 2019 -
  Ministry of Education, Youth and Sports, Czech Republic, International Evaluation Panel (of Czech Universities), member

## Publications

- Publications can be found at Magyar Tudományos Művek Tára (MTMT). (MTMT is the offical repository of the university.)
- Hungarian Doctoral Council

## Contacts

**Location at the university**

- Building: Building C.
  Room number: Room 306
  Extension: Extension 7362
  Main line: +36-1-482-7362
  Fax:
  Internal fax:

E-mail address: petra.aczel@uni-corvinus.hu
Personal webpage: aczelpetra.hu

**Consulting hours:**

Ld. a Magatartástudományi és Kommunikációelméleti Intézet honlapjánhttp://portal.uni-corvinus.hu/index.php?id=36339