



## 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, Institute 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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				<b>appearance</b>
<b>English</b>	Advanced	Advanced	Advanced	Yes
<b>German</b>	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

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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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# Colleague CV: Dr. Aczél Petra Katalin

- 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

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- [Publications can be found at Magyar Tudományos Művek Tára \(MTMT\). \(MTMT is the official repository of the university.\)](#)
  - 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](mailto:petra.aczel@uni-corvinus.hu)

Personal webpage: [aczelpetra.hu](http://aczelpetra.hu)

### Consulting hours:

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