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## **Review PhD-Thesis Kateřina Turková – big defence**

The candidate's dissertation (PhD thesis) "Sports Communication on Social Media: Analyzing the Facebook Content of Czech Professional Athletes and Audience Reactions" is in first place elaborated with regard to its tasks: Aiming current developments in sports communication from a joint perspective on content, producers (athletes) and usage (fans) – a combination that is extremely rare in this field. The thesis is excellent and outstanding regarding its theoretical approach, methodology, analysis and interpretation. The candidate illustrates her ability to work independently on a specific topic of communication and journalism science on an excellent level.

The revisions based on the first feedback and the small defence (May 27<sup>th</sup>) were done very carefully and going far beyond in order to improve the thesis to an outstanding level.

The introduction gives a profound first outlook on Turkova's work, the thesis and the central starting points for her research. At the same time, it provides central (very up to date) arguments from the field of sports journalism and sports communication that serve as background and frame for her research.

The new improved section on the theoretical framework is profound and convincing. It is notable that the bases of literature review, such as databases, journals etc. is transparent and therefore traceable. The latest literature – Czech as well as other European – is used jointly with references to 'classics'. The sub-structure of the chapter is helpful and makes it easy to follow the discussion. The theoretical chapter provides insights in the related fields, such as

sports and communication/ media as well as a marketing perspective. The up to date approach of relationship management is the up to date approach brings together the mentioned sections (sport, media, fandom) with the perspective of the athletes. The whole theoretical work of Turkova shows her outstanding competences in combining different approaches in order to critically and inclusively create a framework for her research. This is done excellent hence discussed within a relatively small number of pages.

The methodological section is profound: It starts with more general discussions of methodological approaches and follows to the more specific ones. The specific research design of the candidates study, such as hypothesis, sampling, analysis etc. is described in chapter 4.2.4. The strategy of the three studies is outlined clear, with regard to the specific situation of contacting active and prominent athletes on the one hand and difficulties with research during Covid-19. Beside the fact, that social media got more divers in the last years, Turková argues excellent that with regard to the specific publics (also addressed in interviews) Facebook is the most important platform for this study. The section also includes a section on discussing the difficulties with the differences in gathering the data – not relevant for content analysis, but for the different interviews. The candidate make some extra points to make sure the data of each sub-study are comparable and traceable in order to reach a high quality of data (criteria for empirical research). This is done and argued at a very high level and even if the candidate is reflected and critical about that, the reader (and reviewer) therefore finds a very rich material of empirical work resulting in a rich set of results – on an excellent level.

The results of the study are clear and structured for each person. The combination of both types of data (qualitative and quantitative) is profound and follows the aim of triangulation at its best. It is the nature of dissertations the each case is discussed in detail: It illustrates the outstanding competences of Turkowa and the excellences of her analysis. (Consider reduce or cut this in a book version.) Anyway the cross case discussion is more fruitful and also more important for the study. This presents the very satisfying and enlighten results of a profound study. It illustrates the outstanding competences of the candidate to conduct research, analyse results and bring it together with the theoretical framework: Such competences on a high level make up a good PhD. The (improved) discussion gives an excellent overview of the results of the study, with internal and cross substudy comparism.

The conclusion sums up the central results and draws back to the theoretical framework the current research as well as critical reflecting the own research. The hypotheses are included, research questions answerd. This is done profound on a high level. The critical perspective and reflection of her own work falls a little bit short, nevertheless the strength and weak points are reflected and compared to other studies. Overall, the whole analysis and discussion

of the three studies is outstanding, innovative and more than state of the art at journalism- and communication studies.

The dissertation submitted by Kateřina Turková illustrates the capability of the candidate to elaborate and conduct independent research in the field of Communication and Journalism Studies – theoretical, methodological as well as empirical. It illustrates her capability to reflect and discuss her own work accordingly with regard to the mentioned points (theory, methods, results). Overall this thesis highlights the skills, competencies, intellectual reflection and capability of an excellent candidate. The work of Kateřina Turková definitely is outstanding not only in the Czech Republic but also in the European Scientific community. I strongly recommend awarding the PhD title to Kateřina Turková.

For her defensio major I wish her all the best.

