

PUBLIC LECTURE EVALUATION

Masaryk University

Faculty	Faculty of Social Studies
Procedure field	Media and Journalism Studies
Applicant	Mgr. et Mgr. Marína Urbániková, Ph.D.
Lecture date	6 th January 2026, 1:00 p.m.
Lecture topic	Public Service Media in the 21st Century: Navigating Threats and Opportunities
Persons present (number)	41
Designated evaluators (board members)	prof. PhDr. David Šmahel, Ph.D. doc. Mgr. Jakub Macek, Ph.D. doc. Mgr. Petr Szczepanik, Ph.D. doc. PhDr. Irena Reifová, Ph.D.

In the first part of the presentation, Dr. Urbániková defined public service media and explained how it differs from commercial media. She discussed why public service media can address current challenges in the media market, and outlined the opportunities and threats to its legitimacy, including how its revitalization could be either an opportunity or a threat.

Dr. Urbániková also addressed trust in public service media in the European context. She presented findings on satisfaction with Czech public service media, identified groups that are dissatisfied with these services, and examined the relationship between public service media and its stakeholders. Finally, she discussed management, oversight, and financing of public service media.

The lecture was followed by the discussion with the board members and the audience. The applicant answered several questions, such as:

- What are the advantages of financing the public service media through fees versus financing through the state budget?
- How should the public service media deal with information quality in news reporting?
- Do we need to expand the framework of perceived legitimacy to include online platforms? Or can we bring issues such as the algorithmization of online platforms into the existing framework?

Dr. Urbániková answered all questions to the satisfaction of the committee members and the audience.

The applicant's presentation had a clear, easy-to-follow structure. She demonstrated excellent presentation skills, incorporating interesting, witty content relevant to public service media that maintained the audience's attention. She also gave examples from her policymaking practice, which made the presentation even more engaging and convincing.

Conclusion

The lecture delivered by Mgr. et Mgr. Marína Urbániková, Ph.D., entitled *Public Service Media in the 21st Century: Navigating Threats and Opportunities* and delivered as part of the habilitation procedure, **demonstrated** sufficient scholarly qualifications and pedagogical capabilities expected of applicants participating in a habilitation procedure procedure in the field of Media and Journalism Studies.

Date: 6th January 2026

prof. PhDr. David Šmahel, Ph.D.

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signature