

Curriculum Vitae – Academic Career
Prof. Dr. Thomas Horky
February, 2025



Surname:	Horky
First Name:	Thomas
Academic Qualifications:	Prof. Dr.
Venia Legendi (qualification to teach):	Sports Science, Journalism
Further Qualifications:	Media and Communication Research
2022	Roper Visiting Professor at the College of Journalism and Mass Communications of University Nebraska-Lincoln, Nebraska/USA
2018	Visiting Professor at the Media School of Indiana University, Indiana/USA
2009 – today	Fulltime Professor for Journalism at Macromedia University of applied Sciences, Hamburg/Germany
2007 – 2009	Research Assistant and Lecturer at German Sports University Cologne, Department Media and Journalism
2004 – 2007	Research Assistant at Hamburg Institute for Sport Journalism
2001 – today	Lecturer at universities and academies in Hamburg, Leipzig, Lüneburg, Cologne, Magdeburg and Kufstein/Austria
2001	PhD. in Sports Science at University of Hamburg with dissertation on “The Staging of Sports in Mass Media.” (Grade: 1,0)
1995 - 2005	Parental Leave, Children: Harriet (born 1995); Leonie (born 1997)
1997 - 2004	Sports journalist, German Press Agency and freelance journalist
1994 - 1997	Research Assistant at University of Hamburg, Department Sports Science and Media
1993 – 1994	Traineeship in the Sports Editorial Department of German Press Agency (dpa), Grade: Journalist
1986 - 1993	Study of Sports Science, Journalism and Linguistics at University of Hamburg, Major: Sports Science, Department: Journalism, Grade: 1,0

Short CV:

Editor

Sportkommunikation / Book Series of Publisher Herbert von Halem
Journal für Sportkommunikation und Mediensport / Leipzig
Sport + Kommunikation / Book Series of Publisher BoD

Assistant Editor

Communication & Sport / USA (Q1 Journal)

Member of Editorial Board

Communication & Sport / USA
Modern Sport Communication / China
Journal of Chengdu Sport University / China
Global Sport Business Journal / USA

Dr. Thomas Horky is a professor for sports journalism at the Macromedia University of applied Sciences in Hamburg/Germany since 2009. After studying sports science, journalism and linguistics he worked as a journalist for the German press agency dpa and as a freelance journalist for several other media. He was research assistant at the department of sports science at the University of Hamburg and the Hamburg Institute of Sports Journalism as well as a lecturer at the Institute of Sports Journalism at the German Sports University in Cologne.

Horky is Assistant Editor of the journal *Communication & Sport*, a member of the editorial board of several international journals (*Communication & Sport*, *Global Sport Business Journal*, *Modern Sport Communication*, *Journal of Chengdu Sport University*) and adviser of the Bung Karno Center for Sport and Communication in Indonesia. The last three years he served as International Liaison for the Sports Interest Group of the International Communication Association (ICA) and before five years in the board of directors of the International Association for Communication and Sport (IACS). In addition, he was invited keynote speaker and panelist at conferences in Australia, South Africa, China, Poland, and the United States. In 2024, he was invited to a two week's tour with several keynotes to Indonesia and Australia.

His main research projects are the quality of journalism (international comparison), media sports, sport management, sport sociology, the staging of sports journalism and entertainment. The last big research projects have been the International Sports Press Survey (2021 ISPS) combining sports journalism in print, online, and social media, and a analysis of communication of European sports clubs during the COVID-19 pandemic together with several colleagues from different continents.

Thomas Horky published several international contributions related to sports, journalism, management and media, some books, and is editor of the German journal "*Journal für Sportkommunikation und Mediensport*", as well as the book-series „Sportkommunikation“ and „Sport & Kommunikation“. In 2018, he was invited as a Visiting Professor at the Media School of the Indiana University in Bloomington/IN. Most recently, he was invited as Roper Visiting Professor at the College of Journalism and Mass Communications of the University of Nebraska-Lincoln in Lincoln/NE.

Relevant Publications:

Horky, T., Stelzner, B., Reed, S., & Coche, R. (2025). Sports Reporting and Journalistic Principles. In P. M. Pedersen (Ed.), *Routledge Handbook of Sport Communication*. (2nd ed.) (pp. 155-165) Oxon: Routledge.

Hebbel-Seeger, A., & Horky, T. (2024). XReality. In P. M. Pedersen (ed.), *Encyclopedia of Sport Management*. (Elgar Encyclopedias in Business and Management, 2nd ed.) (pp. 1040-1042) Cheltenham: Edward Elgar.

Horky, t., & Chari, T. (2024). Mega Sports Events, Coloniality of Power and the FIFA 2010 World Cup in South Africa: An Analysis of Changes in Representation Over Time. In U. S. Akpan (Ed.), *De-neocolonizing Africa. Harnessing the Digital Frontier*. (pp. 215-235) Switzerland: Springer.

Horky, T., Chari, T., & Leo, M. (2025). Sports Coverage of Print and Digital Media in Africa. Let's Talk about Football. In U. S. Akpan (Ed.), *Discourses in Sport Communication in Africa and the African Diaspora*. (pp. 78-101) Oxon: Routledge.

Ciegelski, S., Rudeloff, C., & Horky, T. (2024). Branding Strategies of Human Brands in Sport on Instagram: The Roles of Private Attributes and Gender Differences. *International Journal of Sport Management and Marketing*, 24(3-4), 199-224.

English, P., Horky, T., Nieland, J.-U., & Seeger, C. (2023). Organizational gatekeeping in Australian sports journalism: A longitudinal study of three newspapers. *Australian Journalism Review*, 45(2), 181–199.

Seeger, C., Horky, T., Nieland, J.-U., & English, P. (2023). Social Media Publishing Strategies of German Newspapers: Content Analysis of Sports Reporting on Social Networks by German Newspapers - Results of the 2021 Social Media International Sports Press Survey. *Journalism and Media*, 4(2), 599-611.

Chari, T., Horky, T., Nieland, J.-U., Seeger, C., & Bigl, B. (2022). Sports in African Print Media: Quality Journalism or Toy Department? A Comparison of the South African Results from the 2011 and 2021 International Sports Press Survey. *Asian Journal of Sport History & Culture*, 1(3), 286-306.

Hebbel-Seeger, A., Horky, T., & Richter, H. (2022). Using consumption capital theory to analyze the impact of COVID-19 on major and minor sports in Germany. In P. Pedersen (Ed.), *Research Handbook on Sport and COVID-19*. (pp. 165-176) Cheltenham/Northampton: Edward Elgar Publishing.

Horky, T., Seeger, C., Nieland, J.-U., Nölleke, D., Schallhorn, C., & Sinner, P. (2022). Relationship Marketing during COVID-19: Strategies and Processes of Communication in German and Austrian Sports Clubs. In P. Pedersen (Ed.), *Research Handbook on Sport and COVID-19*. (pp. 153-164) Cheltenham/Northampton: Edward Elgar Publishing.

Ličen, S., Frandsen, K., Horky, T., Onwumechili, C., & Wei, W. (2022). Rediscovering Mediatization of Sport. *Communication & Sport*, 10(5), 795–810

Schallhorn, C., Nölleke, D., Sinner, P., Seeger, C., Nieland, J.-U., Horky, T., & Mehler, K. (2022). Mediatization in Times of Pandemic: How German Grassroots Sports Clubs Employed Digital Media to Overcome Communication Challenges During COVID-19. *Communication & Sport*, 10(5), 891-912.

Horky, T., & Meyer, R. (2021). #Rio2016 and #WorldCup2018: social media meets journalism. In M. Butterworth (ed.), *Communication and Sport*. (Handbooks of Communication Science, 28) (pp. 693-707) Berlin/Boston: Walter de Gruyter.

Wiske, J., & Horky, T. (2020). Digital and data-driven sports journalism: New challenges and perspectives. In R. Domeneghetti (ed.), *Insights on Reporting Sports in the Digital Age*. (p. 31-48) London/New York: Routledge.

Horky, T., & Pelka, P. (2020). Data Visualisation in Sports Journalism: Opportunities and challenges of data-driven journalism in German football. In R. Boyle (Ed.), *Changing Sports Journalism Practice in the Age of Digital Media*. (pp. 95-114) Oxon: Routledge.

Horky, T., Grimmer, C. G., & Theobalt, C. (2021). Social personalities in sports: an analysis of the differences in individuals' self-presentation on social networks. *Media, Culture & Society*, 43(1), 3-22.

Horky, T. (2021). No sports, no spectators – no media, no money? The importance of spectators and broadcasting for professional sports during COVID-19. *Soccer & Society*, 22(1-2), 96-102, DOI: 10.1080/14660970.2020.1790358.

Hebbel-Seeger, A., & Horky, T. (2019). Sports Communication in 2020: Patterns, Trends, and Crystal-Ball Gazing. In G. G. Armfield, J. McGuire, & A. Earnheardt (eds.), *ESPN and the Changing Sports Media Landscape*. (pp. 337-356) New York: Peter Lang.

Horky, T., Baranovskaa, M., Grimmer, C.G., Jakubowska, H., & Stelzner, B. (2019). Television Sport Journalism at the UEFA Euro 2016 Championships: A Comparison of Live Commentary From Four Countries. *International Journal of Sport Communication*, 12(2), 234-259. <https://doi.org/10.1123/ijsc.2018-0138>

Hebbel-Seeger, A., & Horky, T. (2018). Drones in Academic Apprenticeship. Regarding to Expectations and Consequences for an Up-To-Date Education in Sports Journalism and Media Management. *Athens Journal of Sports*, 5(4), 279-292. DOI: 10.30958/ajspo/v5i4

Nölleke, D., Grimmer, C.G., & Horky, T. (2016). News Sources and Follow-up Communication. Facets of Complementarity between Sports Journalism and Social Media. *Journalism Practice*. DOI: 10.1080/17512786.2015.1125761 (Heft 4, 2017, pp. 509-526)