

ANNA KESZEG is a scholar in the field of media and communication, holding habilitation in cultural studies. She is currently affiliated with the Department of Communication, Public Relations, and Advertising at Babeş-Bolyai University, Cluj-Napoca, and serves as an associate professor at the Moholy-Nagy University of Arts Budapest. She is the Art and Design Management MA programme lead at MOME. Anna earned her BA degree in philosophy and literature from Babeş-Bolyai University, Cluj-Napoca, and Sorbonne Paris IV University. Additionally, she obtained a master's degree in history from the École des Hautes Études en Sciences Sociales in Paris. She is an alumna of École Normal Supérieur, Paris where she studied sociology of arts.



Her academic journey also includes defending her PhD thesis at Eötvös Loránd University and achieving her habilitation degree in 2019. Anna's primary research interests encompass contemporary visual culture, fashion communication, and television studies. She has contributed to academia as a visiting professor at INALCO (Paris), the University of Pécs, and the Pearl Academy (New Delhi). In 2022, she authored a monograph exploring the digital transformation in contemporary fashion.

She was a member of several research projects amongst which the DETECT - Detecting Transcultural Identity in European Popular Crime Narratives Horizon program.