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Born in Budapest, she studied at Eötvös Loránd University where she earned the PhD degree. She gave her habilitation lecture in 2011 and was appointed full professor in 2016. Her research interests are focused on rhetorical theory, visual and sensual rhetoric, media rhetoric and more recently, future potentials and future skills. She has published 8 books and more than 200 academic papers.

Her latest works include Future Shock or Future Chic? Future human skills in the context of technological proliferation (chapter), Palgrave, 2021, Deepfake: A valótlan valóság, Gondolat, 2023 and Visual Hybrids as Constitutive Rhetorical Acts: Rhetorical Interplay between Unity and Difference in Poetics Today (44/4).