

## RESUME

**Dr. Aybike Serttaş**  
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### Educational Information

Degree	Area	University	Year
<b>Ph.D.</b>	Communication Sciences / Radio Television Cinema	Marmara University	2007-2010
<b>MA</b>	Communication Sciences / Radio Television Cinema	Marmara University	2005-2007
<b>BA</b>	International relations	Karadeniz Technical University	1999-2003

### Professional Information

- İstinye University, Faculty of Communication Faculty Member, 2018-cont.
- Arel University Faculty of Communication Lecturer 2012-2017
- Gelişim University Faculty of Fine Arts Faculty Member 2011-2012
- Beykent University Vocational School Lecturer 2004-2011

### Administrative Duties

- **Istinye University**, Communication Faculty Vice Dean, 2021 -cont.
- **Istinye University**, Head of Radio, Cinema and Television Department (Department Founder), 2018-cont.
- Istinye University, Media Studies Research and Application Center Director (founder), 2020 – cont.
- **Arel University**, Deputy Dean of the Faculty of Communication, **2015 – 2017.**
- **Arel University**, Head of Radio, Cinema and Television Department, **2012 – 2014.**
- **Gelisim University**, Head of Communication Design Department (Department Founder), **2011 - 2012.**
- **Beykent University** RTV Programming Program Head, **2006-2011.**
- **Beykent University** Vocational School Deputy Director, **2005-2006.**
- **Beykent University** International Trade Program Head, **2004-2006.**

## Publications

### Books

1. **Unraveling the Dynamics of Power and Influence in Communication Theories (ed.)**, Urzeni Publishing House, 2023.
2. **Image Editing on Television**, Detail Publishing, 2009.
3. **Advertisement: Basic Concepts, Technical Information, Examples**, Detail Publishing, 2009.  
2010 (2nd Edition). 2017 (3rd Edition).
4. **Critical Concepts of Advertising**, Bookstore Publications, 2011.
5. **Interview Techniques, Resume Preparation, and Body Language Techniques**, Ekin Publishing House, 2011. 2014 (2. Edition)
6. **Television Alternative Universe**, Gelisim University Publications, 2012.
7. **Essential Communication**, Ekin Publishing House, 2012.

### Articles published in national and international peer-reviewed journals

Writers)	Article title	Magazine	Volume/Issue/ Page	Date
Aybike Serttaş Övünç Ege Betül Çanakpınar Afife İclal Bedir	1. Sexism and the Commodification of Women in Media: A Critical Analysis	Communication Papers	Accepted	November, 2023
Aybike Serttaş Hasan Gürkan Tugay Sarıkaya	2. The Virtual Mask: The Dark Underbelly of Digital Anonymity and Gender Identity Construction in the Middle East	Journal of Arab and Muslim Media Research (JAMMR)	Vol 12	December, 2023
Aybike Serttaş Hasan Gürkan	3. Beauty Standard Perception of Women: A Reception Study Based on Foucault's Truth Relations and Truth Games	Information & Media	Vol 96, pp 21-39	March, 2023

Aybike Serttaş Tugay Sarikaya	4. Transformation of Condolence in the Digital Age: A Case Study on Turkish Culture.	Communication Papers Universitat de Girona	11/23/112-127	December, 2022
Aybike Serttaş Yaren Kalkan	5. The Woman Has No Name? Female characters in Turkish cinema through the eyes of female directors	Communication Papers Media Literacy & Gender Studies	Vol 11, no 22, pp 61-81	July, 2022
Aybike Serttaş	6. Impact of COVID-19 on Communication	Journal of Contemporary Research in Business Administration and Economic Sciences	volume 1, Issue 1	May 2021
Aybike Serttaş	7. Transformation of Love in the Digital Age: The film <i>Her</i> and Reaching God through the love in the Perspective of Sufism	Cinej Cinema Journal	Vol 8/2, 275-308	December, 2020
Aybike Serttaş Dorukan Çelik	8. Representation and Transformation of the Family Institution in Turkish Cinema	ANASAY journal	Number 14, 17-42	November, 2020
Aybike Serttaş	9. Alienation and Technology-Themed Dystopia in Cinema: Cyberpunk Narrative	TRT Academy	3 / 5 / 344-360	January, 2018
Aybike Serttaş	10. Daytime Programs Broadcasted on Turkish Televisions: Transformation of Privacy	Mediterranean Journal of Communication	27	June, 2017
Aybike Serttaş Aslı Güngör	11. Representation of Persons with Disabilities in Cartoon Series Broadcasted in Turkey: The Example of TRT Children's Channel	Journal of Communication Theory and Research	44	June, 2017

Aybike Serttaş Asli Gungor	12. AKP's June 2015 General Elections	ASOS, The Journal of Academic Social Science	21, 203-218	December, 2015
Aybike Serttaş Hasan Gürkan	13. Perception of Women on Television by Female Viewers in Turkey	Web of Science Core Collection, Emerging Sources Citation Index (ESCI)		September, 2015
Aybike Serttaş	14. The Theme of Alienation in Television Series: Example of Black Mirror Series	International Refereed Journal of Communication and Literary Studies	1.55-80.	2015
Aybike Serttaş Sinem Luşoğlu	15. An Analysis of Sexism on Television Commercials	ASOS, The Journal of Academic Social Science	5, 369-384.	September, 2014
Aybike Serttaş	16. Television in Cinema with Reception Analysis of V For Vendetta	Global Media Journal	5(9), 303-322.	2014
Aybike Serttaş	17. The Analysis Of The Shock Advertise “8 March 8 Women” Which Was Broadcasted In Turkey	International Refereed Journal of Communication and Literary Studies	Winter Term, Issue 2, 1-19.	2014
Aybike Serttaş Ümit Hacıoğlu	18. The Important Issues of Current Agenda: Energy Security and Climate Change	International Journal of Business and Science	Vol 2, no 23, 159-164.	December, 2011
Aybike Serttaş	19. 17–25-Year-Old Turkish College Students' Attitude Toward Tv Advertisements	International Journal of Business and Science	Vol 2, no 3, 201-203.	January , 2011

Aybike Serttaş	<b>20.</b> The Communicative Action Theory of Fahrenheit 9/11 Documentary and the 5 Steps of Ethics Analysis by Analysis Model	Istanbul Arel University, Communication faculty Journal of Communication Studies	Year 2, Issue: 2, 1-22.	2012
Aybike Serttaş	<b>21.</b> Internet, Virtual Culture, and Longing for Life on Virtual Platform: the Example of Farmville	Hacettepe University Faculty of Fine Arts Art Academia Peer-reviewed Journal	20, 9-21.	Fall, 2009

*Papers presented at international scientific meetings and published in the proceedings book.*

1. **"Sexism and the Commodification of Women in Media: A Critical Analysis,"** Congenere International Conference, Video Presentation, Spain, December 2023.
2. **"Examining the Digital Identity Construction of Phenomenal Mothers in Turkey through Instagram Sharing Practices: Sharenting,"** The International Symposium on Communication and Technology with its Philosophical Dimensions, January 2023, with Bauer, Thomas, Helvacioğlu, Çise.)
3. **"Can the Remake be Adapted into a Documentary? Time in Safranbolu and Safranbolu in Time Documentary Film Samples".** 2nd International Media and Society Symposium, 2022. (with Gürkan, Hasan; Sarıkaya, Tugay; Kalkan-Aluç, Yaren; Aluç, Enes.)
4. **"The Implicit Presupposition of the Modern World: "Aging is Bad."** 2nd International Media and Society Symposium, 2022. (with Gürkan, Hasan; Sarıkaya, Tugay; Kalkan-Aluç, Yaren; Aluç, Enes.)
5. **"Examination of Deepfake Videos Used by Countries During the Ukraine-Russia War."** 2nd International Media and Society Symposium, 2022. (Together with Gürkan, Hasan; Sarıkaya, Tugay; Kalkan-Aluç, Yaren; Aluç, Enes.)
6. **"Representation of Disabled Children in the Media,"** Koç University ECADEM Symposium, December 2021, Istanbul. (It is in the form of PPT presentation.)
7. **"Ageism in the Media: The generalization of media products of the Covid-19 period assessment",** 18th International Turkish World Congress, Online Congress, 2020.
8. **"Public Benefit Function of Mass Media in Flashbulb Memory: July 15 Example",** 18th International Turkish World Congress, Online Congress, 2020.
9. **"Cultural Indicators and Cultivation Theory in the Context of Gender: The Breadwinner Example"** International Symposium on Social Sciences and Educational Sciences, Feb 2020. Full Textbook, 81-96. (With Yaren Kalkan and Enes Aluç)
10. **"Television News"** International Symposium on Social Sciences and Educational Sciences, Feb 2020. Full Textbook, 97-104. (With Yaren Kalkan and Enes Aluç)
11. **"Announcement of Beauty in Advertising: Perfect Models for Imperfect People"** International Euroasia Congress on Scientific Research and Recent Trends-V, 2019, Azerbaijan.
12. **"The representation of masculinity in Cinema and TV: Analysis of Fictional Male Characters"** 12th International Conference on Social Sciences, 19-20 May 2017, Amsterdam, (with Hasan Gürkan)
13. **"Subliminal Messages in Advertisements: The Case of Turkey,"** Kocaeli University, International Communication Sciences and Media Studies Conference, May 2014. (with Sefer Darıcı)
14. **"The Role of Energy on Security in the Era of Climate Change"** 3. International Energy and Security Symposium, April 2010. (With Ümit Hacıoğlu)
15. **"A Critical Look at the Energy-Themed Social Responsibility Campaigns of Firms in Turkey,"** 3rd International Strategy and Security Studies Symposium, April 2010. (With Nihal Paşalı)
16. **"A Self-Reflective Perspective on Public Relations Practical Studies Course,"** Selcuk University 1st International Vocational Schools Symposium, 2009.

**Book Chapters**

1. Turkey's Modernization and Atatürk in the 100th Anniversary of the Republic, (Ed. Yusuf Erbay) **Turkish Republic Narrative and Anadolu Agency**, İstinye University Publications, 2023.
2. **The Cinema Dream of the Middle Kingdom** (Editor: MH Casin, S. Kıcacık, C. Donduran) The People's Republic of China in All Its Dimensions in the 21st Century, Nobel Publishing House, 2022.
3. **The Consumption, Beauty, and Media Triangle: Why and How Has Beauty Become Commodized?** (Editor: Koray Cankaya) Media and Consumption I, Education Publishing House, 2022.
4. **Organization and Management of Advertising Agencies**, Atatürk University Open Education Faculty Publications, 2021.
5. **Definition and Function of Advertising Agency**, Atatürk University Open Education Faculty Publications, 2021.
6. **Why Representation on Television Matters**, (Editor: Güven Özdoğru) Media and Cultural Studies, Gazi Publishing House, 2020.
7. **Creative Advertising Techniques**, in Communication Studies 2015 (Editor Aydın Ziya Özgür, Aytekin İşman) 11th. Chapter, TOJCAM, 2015.
8. **TV Program Analysis Techniques** in Media Reviews (Editor: Bilge Gürsoy), ES Publications, 2009.

### **Certificates**

- Certified Publons Academy **Peer Reviewer**, December 2019.
- **Storytelling to Influence**, Udemy Online Course, October 2019.
- **English for Journalists, Part I** Berkeley University of California. 5 Units, Attended Online. November 12-16, 2018.
- **“Journalism for Social Change”**  
Berkeley University of California. 7 Units, Attended Online. January 1-19, 2018.
- **“Hollywood: History, Industry, Art”**.  
University of Pennsylvania, Lecturer Peter Decherney, Professor. 8 Units. Attended Online. Oct 1-31, 2017.
- **“Human Rights: The Right to Freedom of Expression”**. Course by Amnesty International. 3 Units. Attended Dec 25-30, 2017.

### **Memberships to Scientific and Professional Organizations**

- Journal of Library and Information Sciences, USA, Editor, 2014 – continued is doing.
- International Refereed Journal of Communication and Literary Studies, Istanbul, Refereeing, 2014 – continued is doing.

### Master Theses Completed Under My Advisory

ERTUGRUL OZKAYA	Demographic factors affecting the career development of school principals	Education and Training = Education and Training	Hasan Kalyoncu University	2013
ERCAN CEVIK	School culture perception levels of teachers in Küçükçekmece district primary education institutions	Education and Training = Education and Training	Hasan Kalyoncu University	2013
KUBILAY AYDIN	Representation of men in television commercials	Advertising = Advertising	Istanbul Arel University	2018
EREN AVNOS	Hegemonic representation of masculinity in today's Turkish TV series: Diriliş "Ertuğrul," The Word, The Bandit Dominate the World ...	Radio-Television = Radio and Television ; Sociology = Sociology ; Communication Sciences = Communication ...	Istanbul Arel University	2018
SELIN GIRGIN	adaptation of theatrical works to the cinema Vasıf Öngören's As i ...	Stage and Display arts = Performing and Visual Arts	Istanbul Arel University	2018



CAGLA YILDIRIM	William Shakespeare's King Lear in the cinematic narrative	Stage and Display arts = Performing and Visual Arts	Istanbul Arel University	2020
HUSNU EKİM GAYRETLİ	Representation of cultural differences in the context of values in television series	Radio-Television = Radio and Television; Sociology = Sociology ; Communication Sciences = Communication <a href="#">...</a>	Istanbul Arel University	2019
DORUKAN CELIK	Representation and transformation of the family institution in Turkish cinema	Stage and Display arts = Performing and Visual Arts	Istanbul Arel University	2019
NECAT TURKAN	The effect of the classical narrative in the cinema on the screenplay	Radio-Television = Radio and Television; Stage and Display arts = Performing and Visual Arts	Istanbul Arel University	2019
GİZEM ESSIZOGLU	Representation of female characters as protagonists in Nadine Labaki's films	Stage and Display arts = Performing and Visual Arts	Istanbul Arel University	2019

### Courses (Bachelor's, Master's, Doctorate)

- Introduction to Radio and Television
- Principles of Moving Images
- Reading Images
- Television and Daily Life
- Graduation Project
- Creative Writing, Text Authorship, Screenplay I, Screenplay II, Advanced Screenplay Techniques
- Introduction to Advertising, Advertising Production Management, Creative Advertising
- Reality Show Format its design

- Post Apocalyptic Narrative
- Project Management I and II
- Introduction to Communication, Mass Communication, Communication Theories,
- Communication Practices
- Television Journalism, Television Programming
- Communication law
- Cinema and Medicine
- Advertising and Consumption
- Negotiation Techniques (Master's)
- Television and Everyday Life Criticism (High Licence)
- Mainstream Communication Theories (PhD)

### Projects and Works

- Istinye University MedyaLab Magazine, Editor, 2020 – ongoing
- Istinye University web and YouTube promotional videos (200 pieces)
- Fifty short films with the students of the Radio, Cinema, and Television Department within the scope of the Project Management course – 2015 – 2017.
- 20 video artworks with the students of the Radio, Cinema, and Television Department within the scope of the Scenario Lesson. 2017.
- Arel University, Communication Days Consultant, 2015-2017.
- Arel University, Media and Art Awards Ceremony, Consultant, 2015.
- Arel University, Advertising Days Coordinator, 2014.
- Arel University Guerrilla Advertising Exhibition Coordinator – 2013.
- Gelisim University Advertising Festival Coordinator - 2012.
- Beykent University Advertising Festival Coordinator – 2009-2011.
- Beykent University RotaVizyon Magazine Coordinator – 2004-2005.
- Beykent News Newspaper News Specialist, 2005-2006.

### Press Articles and Interviews

- “Farewell to a Master: After Safa Önal,” Litros Sanat, August 2023.
- “Is Street Interview Journalism?”, Hürriyet, March 2023.
- “Is Psychiatry a Job?”, Akşam, November 2022.
- “View of Women at the Academic Level,” Hürriyet, May 2020.
- **“We Need to Talk About Children's Representation in the Media,”** Different national and regional broadcasters, November 2020.
- **“Say 'stop' to male violence now,”** Hürriyet, July 2020.
- **“Femicide News Should Not Be Narrated,”** Women and Women website, March 2020.
- **“Don't Wait to Lose to Appreciate the Moment.”** Star Newspaper, June 2019.
- **“We Will Forget About Ceren Until There Is A New One.”** Halk Web, January 2019.
- **“To prevent sexism, we must first change our discourse,”** DHA, March 2018.
- **“We Analyze from Where We Sit In The Academy.”** Civil Pages, February 2018.
- **“Don't play with my genetics: I 'm not an ornamental object.”** Star Newspaper, October 2018.
- **“Academics 'Nothing could happen, be an academician.' Turning into His Profession”,** Cumhuriyet newspaper, August 2017.
- **“Advertising and Ethics: Opposites or Two Half of an Apple,”** IGIAD Bulletin, Year 8, Issue 22, September 2010.
- **“Competition in Education: Television Against Blackboard,”** Cumhuriyet Newspaper, 2009.

## Trainings

**Ministry of Justice Conciliation Trainings** (Communication, Negotiation, Practice): Istanbul, Adana, Gaziantep, Sakarya, Diyarbakır, Kayseri, Konya, Hatay, Kahramanmaraş. 2017-2020.

**Communication Education:** Istanbul, Beylikdüzü Municipality, Parent School, “Child and Internet Addiction,” 2017.

## Awards

- Arel University Consultant of the Year Award, 2017
- Arel University Consultant of the Year Award, 2016
- Arel University Consultant of the Year Award, 2015
- Beykent University, Pedagogical Formation Education First Prize, 2007.

## Invited Speeches

- Samsun 19 Mayıs University, Gender Discussion, October 2023.
- Üsküdar University, Republic and Turkish Cinema Symposium, October 2023
- Üsküdar University, Media and Women Symposium, 8 March 2023.
- Representation of Children on TV, İstinye University Child Symposium, December 2023
- Istanbul Commerce University, Legal Thought Community, “Gender and Television,” May 2021.
- İstinye University, Child Development Club, “Representation of Disabled Children in the Media,” December 2020.
- Beylikdüzü İMKB Secondary School, “Internet Addiction,” December 2020.
- Media Culture and Society Gatherings, “Femicide News Should Not Be Narrated,” March 2020.
- Contemporary Life Support Association, “Communication Techniques,” April 2020.
- İstinye University, “Analysis of Roman Film from Gender Perspective,” March 2018.
- Istanbul Governorship, “Communication Techniques in Conciliation Negotiations,” 2017.
- Arel University Psychology Symposium, “On TV Alienation,” 2016.
- Arel University Health Sciences Conference, “Media and Child,” 2015.
- Sakarya University, Faculty of Engineering, Interview Techniques and Body Language”, 2011.