

# Dr. Tugay Sarıkaya

## Contact Information

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- Address: Istanbul, Şişli

## Education

- **Kadir Has University**, Faculty of Communication, Radio, Television, Cinema (English - Bachelor's)
- **Kadir Has University**, Graduate School of Social Sciences, New Media (English - Master's)
- **Ticaret University**, Institute of Communication Science and Internet, PhD Program in Media and Communication Studies

## Research Areas

- Cultural Studies
- Digital Networks
- Social Media
- Memory Studies
- Reception Studies

## Academic Positions

- **Istanbul University**, Faculty of Communication, Assistant Dean
- **Istanbul University**, Faculty of Communication, New Media Department, Assistant Professor (2023 - Present)
- **Istanbul University**, Faculty of Communication, Radio, Television, and Cinema Department, Research Assistant (2018 - Present)
- **Gelişim University**, Faculty of Economics and Administrative Sciences, New Media Department, Research Assistant (2016 - 2017)

## Administrative Positions

- **Istinye University**, Faculty of Communication, TÜBİTAK Student Projects Coordinator

- **Istinye University**, Faculty of Communication, Research and Development Commission (2024 - Present)
- **Istinye University**, Faculty of Communication, International Cooperation Commission (2024 - Present)
- **Istinye University**, Faculty of Communication, Quality Commission (2024 - Present)
- **Istinye University**, Media Applications and Research Center, Assistant Director (2023 - Present)
- **Istinye University**, Media Applications and Research Center, Editor (2022 - 2023)
- **Istinye University**, Media Applications and Research Center, Assistant Editor (2019 - 2021)
- **Istinye University**, Faculty of Communication, Web Responsible (2019 - 2021)
- **Gelişim University**, Entrepreneurship and Innovation in New Media Ecosystem: Proceedings of 3rd International New Media Conference, Editorial Board Member (2017)

## Publications

### Editorial Roles

- Akçay, D., Sarıkaya, T., & Doğan, O. (2017). *Entrepreneurship and Innovation in New Media Ecosystem: Proceedings of 3rd International New Media Conference*.
- Serttaş, A. & Sarıkaya, T. (2024). *Critical Media Studies: Culture, Theory, and Practice*.

### Articles in WOS and Scopus Indexed Journals

1. Gürkan, H., Serttaş, A., & Sarıkaya, T. (2023). The virtual mask: The dark underbelly of digital anonymity and gender identity construction in Turkey. *Journal of Arab & Muslim Media Research*.
2. Serttaş, A., & Sarıkaya, T. (2024). The Effects of the Instant Messaging Application WhatsApp on the Efficiency of Employees Under Pandemic Conditions. In *Transformed Communication Codes in the Mediated World: A Contemporary Perspective* (pp. 191-205). IGI Global.

### Articles in National and International Journals

1. Serttaş, A., & Sarıkaya, T. (2024). The Effects of the Instant Messaging Application WhatsApp on the Efficiency of Employees Under Pandemic Conditions. In *Transformed Communication Codes in the Mediated World: A Contemporary Perspective* (pp. 191-205). IGI Global.

2. Serttaş, A., Sarıkaya, T., & Üngan, E. (2022). Sustainability as a communication policy created by the economic system. *Journal of Ekonomi*, 4(2), 74-81.
3. Serttaş, A., & Sarıkaya, T. (2022). Transformation of condolence in the digital age: a case study on Turkish culture. *Communication Papers*, 2022, vol. 11, núm. 23, p. 112-127.
4. Sarıkaya, T. (2023). The effects of interactions in virtual communities on social media in the shaping and reproducing of cultural memory, neighborhood identity, and culture. *Communication Papers. Media Literacy and Gender Studies*, 12(24).
5. Sarıkaya, T. (2020). The reception of drug-themed series by youth: A case study of *Breaking Bad* (2008) and *Narcos* (2015). *Atatürk Communication Journal*, (19), 23-40.
6. Sarıkaya, T. (2019). Analyzing the Political Economy of *Harry Potter* and its Global Reflections. *Journal of Media Studies*, 34(2).
7. Sarıkaya, T. (2020). Celebrity culture and political orientations: An evaluation of the impact of celebrities on university students' political stances and orientations. *Middle Black Sea Journal of Communication Studies*, 5(2), 83-95.
8. Sarıkaya, T. (2020). The reception of racism and sexism in games by youth: A case study of *GTA V*.
9. Sarıkaya, T. (2020). The reflection of Turkey's opening of its borders to Syrian migrants in newspapers through the lens of framing theory: A case study of *Sabah* and *Cumhuriyet* newspapers.
10. Sarıkaya, T., & Yılmaz, E. (2024). Reflections of ChatGPT on Gender Discourse: A Qualitative Analysis of Generated Stories. *Communication Papers. Media Literacy and Gender Studies*, 13(27), 28-48.

## Book Chapters

- Serttaş, A., Sarıkaya, T., & Üngan, E. (2022). Consumption, Beauty, and Media Triangle: How and Why Beauty Became Commodified?. *Media and Consumption I*, 99.
- Sarıkaya, T. & Sarıkaya, B. (2024). Contributions of Habermas to Media and Communication Studies, Eds. Serttaş and Sarıkaya, Istanbul.

## Conference Proceedings

1. Sarıkaya, T. (2023). The Impact of Virtual Communities on Neighborhood Culture and Identity: A Case Study of the Fikirtepe Community. 3rd International Media and Society Symposium, Istanbul University, Turkey.

2. Sarıkaya, T. (2020). The reception of racism and sexism in games by youth: A case study of *GTA V*. IV. International Social Sciences and Humanities Berlin Conference, May.
3. Sarıkaya, T.; Alu, E.; Serttař, A.; Grkan, H.; Kalkan-Alu, Y. (2022). Can Re-Recording Documentaries Be Adapted? Time and Documentary Film Examples in Safranbolu. 2nd International Media and Society Symposium, Istanbul University, Turkey.
4. Serttař, A.; Grkan, H.; Sarıkaya, T.; Kalkan-Alu, Y.; Alu, E. (2022). The Hidden Premise of the Modern World: “Aging is Bad”. 2nd International Media and Society Symposium, Istanbul University, Turkey.
5. Alu, E.; Serttař, A.; Grkan, H.; Sarıkaya, T.; Kalkan-Alu, Y. (2022). Examination of Deepfake Videos Used by Countries During the Ukraine-Russia War. 2nd International Media and Society Symposium, Istanbul University, Turkey.

### **Colloquium Presentations**

- The Impact of Virtual Communities on Cultural Memory and Urban Identity Formation and Reproduction.

### **Awards and Scholarships**

- Turkey Informatics Association and Turkcell Academic - Education Scholarship (2013)
- Kadir Has University – Honor Scholarship (2011)

### **Industry Experience**

- **Netbu Media**, Editor (2012-2013)
- **Meeting Point Turkey**, Data Specialist (2014-2015)
- **Meeting Point International**, Data Specialist Team Leader (2015-2016)
- **Freelancer**, Copywriter (2016-2018)