

Dr. Tugay Sarıkaya

Contact Information

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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
- Gender Studies

Academic Positions

- Istinye University, Faculty of Communication, Vice Dean
- Istinye University, Faculty of Communication, Radio, Television and Cinema Department, Assistant Professor (2023 - Present)
- Istinye 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, Media Applications and Research Center, Director (2025 - Present)
- Istinye University, Faculty of Communication, Education Commission Member (2025 - Present)
- Istinye University, Faculty of Communication, Research and Development Commission Member (2024 - Present)

- Istinje University, Faculty of Communication, International Cooperation Commission Member (2024 - Present)
- Istinje University, Faculty of Communication, Quality Commission Member (2024 - Present)
- Istinje University, Media Applications and Research Center, Assistant Director (2023 - 2025)
- Istinje University, Media Applications and Research Center, Editor (2022 - 2023)
- Istinje University, Media Applications and Research Center, Assistant Editor (2019 - 2021)
- Istinje University, Faculty of Communication, Web Responsible (2019 - 2021)
- Istinje University, Faculty of Communication, Tübitak Student Projects Coordinator
- 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. Serttaş, A., & Sarıkaya, T. (2025). Breaking the Power Dynamics Behind the Scenes of Turkish Cinema: A Head-count Research. CINEJ Cinema Journal, 13(1).
2. Sarıkaya, T. (2025). Exploring the Content of News Articles on the Possible Istanbul Earthquake. Journal of Risk Analysis and Crisis Response, 15(2), 18-18.
3. 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.
4. 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. Sarıkaya, T. (2025). Interactions and presenting-selves in virtual neighbourhood communities. *Ordu Üniversitesi Sosyal Bilimler Enstitüsü Sosyal Bilimler Araştırmaları Dergisi*, 15(2), 989-1011.
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.
3. Serttaş, A., Sarıkaya, T., & Ünğan, E. (2022). Sustainability as a communication policy created by the economic system. *Journal of Ekonomi*, 4(2), 74-81.
4. 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.
5. 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).
6. 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.
7. Sarıkaya, T. (2019). Analyzing the Political Economy of *Harry Potter* and its Global Reflections. *Journal of Media Studies*, 34(2).
8. 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.
9. Sarıkaya, T. (2020). The reception of racism and sexism in games by youth: A case study of *GTA V*.
10. 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.
11. 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., & Ünğan, 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.

Teaching Experience

English Courses:

- Media and Society
- Introduction to New Media
- Introduction to Radio and Television
- Communication Law
- Sociology of Media
- Film Sociology
- Sociology of Communication

Turkish Courses:

- Medya ve Toplum
- Yeni Medyaya Giriř
- Radyo ve Televizyona Giriř
- İletiřim Hukuku
- Medya Sosyolojisi
- Film Sosyolojisi
- İletiřim Sosyolojisi

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)