

## CURRICULUM VITAE

**1. Name Surname:** Cihan Becan

**2. Birth of Date:** September 29<sup>th</sup>, 1982

**3. Academic title:** Assistant Professor

**4. Education:** Ph.D.

DEGREE	DEPARTMENT	UNIVERSITY	YEAR
Undergraduate	Communication and Media Studies (Scholarship)	İstanbul Bilgi University	2000
Graduate	Marketing Communications and Public Relations	University of Bahcesehir	2005
PhD	Public Relations and Advertising	Istanbul University	2009

**5. Ph.D. Thesis and Advisor(s):**

The Role of Advertising Appeals for Generating Dystopic Ideology: A Socio-Semiotical Analysis on Commercials

Advisor: Prof. Seda Çakar Mengü

**6. Job/Academic Experience:**

Position/Title	Company/University	Year
Academic Member/Lecturer	İstanbul Aydın University	2015 –
Instructor	İstanbul Aydın University	2010 – 2015
Project Manager	Gunebakan Communications Consultancy	2005 – 2010
Corporate Communications Representative	British American Tobacco Turkey	2004 – 2005
Media Relations Assistant	Image Public Relations	2003 – 2004

## 7. Academic Titles

Title	University	Year
Instructor	İstanbul Aydın University Anadolu Bil Professional School of Higher Education Public Relations and Advertising Programme	2010 – 2014
Ph. D.	İstanbul Aydın University Anadolu Bil Professional School of Higher Education Public Relations and Advertising Programme	December 2014
Assistant Professor	İstanbul Aydın University Faculty of Communication Public Relations and Advertising Department	March 2015

## 8. Publications

### 8.1. Papers Published on the International Refereed Journals

### 8.2. Proceedings Submitted for the International Scientific Meetings/Conferences and Published on the Proceeding Book

### 8.3. National Books and/or Chapters on the Editorial Books

**8.3.1.** Becan, Cihan (2015). “The Reality of Consumption in the Process of Social Change: Dystopic Functions of Ads and Its Relationship with Power”. Fuat Ustakara (Ed.), **Power and Communication in the Centerline of Globalization**, Literatürk Press, Konya, pp. 81 – 127.

**8.3.2.** Becan, Cihan (2015). “Dystopia and Advertising in the Light of Symbolic Consumption”. Seda Mengü (Ed.), **Making Sense of Advertising**, Der Press, Ankara, (under construction)

**8.3.3.** Becan, Cihan (2015). “The Use of Commodity Fetishism through Fear Appeals by Ads: Content Analysis on the Commercials via Dystopic Draft”. Fuat Ustakara (Ed.), **Insights for Communication from Theoretical Perspective**, Literatürk Press, Konya, (under construction)

### 8.4. Papers Published on the National Refereed Journals

**8.4.1.** Becan, Cihan (2011). “The Role of Corporate Blogs on the Contemporary Public Relations through the Flexible Communication Environment: A Theoretical Framework”. **Anadolu Bil Professional School of Higher Education Journal**. Vol: 6, No: 21, pp. 47 – 59.

**8.4.2.** Becan, Cihan (2011). “The Evaluation of Corporate Social Responsibility in terms of Stakeholder Theory: A Content Analysis on the Press Releases from Banking Sector”. **Journal of Selcuk Communication**. Vol: 7, No: 1, pp. 16 – 35.

**8.4.3.** Becan, Cihan (2012). “Decoding ‘Signs’ as part of Cognitive Advertising Messages: An Analysis Advertising Message through the Semiotical Method”. **Social Sciences Journal of Yalova University**. Vol: 3, No: 4, pp. 36 – 53.

**8.4.4.** Becan, Cihan (2013). “A Field Survey on the Perception Differences for Advertising Contents between Traditional Media and Internet”. **Karadeniz Technical University Social Sciences Journal**. Vol: 3, No: 5, pp. 23 – 43.

### 8.5. Proceedings Submitted for the National Scientific Meetings/Conferences and Published on the Proceeding Book

## 8.6. Full Translation Papers Published on the National Refereed Journals

**8.6.1.** Harms, John ve Kellner, Douglas (2010). “Reklamcılığın Eleştirel Teorisi Üzerine”. Cihan Becan (Çev.) **Anadolu Bil Professional School of Higher Education Journal**, Vol: 6, No: 24, pp. 56 – 74. . (Harms, John and Kellner, Douglas, “Towards a Critical Theory of Advertising. ”. **Illuminations: The Critical Theory Project**. (Çevrimiçi) <http://gseis.ucla.edu/faculty/kellner/illumina%20folder/kell6.htm>, 2010)

## 8.7. Other Publications

### 8.7.1. Papers Published on the Non-refereed National Journals/Newspapers

**8.7.1.1.** Becan, Cihan (2008). “Communicating means changing”, **Journal of Pusula**, December 2008, No: 6, pp. 52–53

**8.7.1.2.** Becan, Cihan (2009). “Can the ad of ad be?”, **Journal of Pusula**, January 2009, No: 7, pp. 52–53

**8.7.1.3.** Becan, Cihan (2009). “Diplomatic Manner of the Communication”, **Journal of Pusula**, February 2009, No: 8, pp. 77–79

**8.7.1.4.** Becan, Cihan (2009). “Marketing of the Politics”, **Journal of Pusula**, March 2009, No: 9, pp. 86–87

**8.7.1.5.** Becan, Cihan (2009). “Alice on the Land of ‘Images’”, **Journal of Pusula**, April 2009, No: 10, p. 65

**8.7.1.6.** Becan, Cihan (2009). “The Illusion we hug when disidentifying: Consumption”, **Journal of Pusula**, May 2009, No: 11, p. 63

**8.7.1.7.** Becan, Cihan (2009). “Filters of the Ad”, **Journal of Pusula**, July 2009, No: 13, p. 11

**8.7.1.8.** Becan, Cihan (2009). “While sending the third wave off”, **Journal of Pusula**, September 2009, No: 15, pp. 44–45

**8.7.1.9.** Becan, Cihan (2010). “Hypnotized Individuals of the Contemporary Society”, May/July 2010, **Journal of Pusula**, No: 18, p. 85.

**8.7.2.1.** Becan, Cihan (2011). “Solitariness in the crowded”, January 2011, **Journal of Pusula**, No: 20, pp. 56–57.

**8.7.2.2.** Becan, Cihan (2011). “Two Concepts Nourishing from each other: Communication and Art”, **Bosphorus Monthly Art Newspaper**, March 2011, Year: 5, No: 46, p. 13.

**8.7.2.3.** Becan, Cihan (2011). “Spectacle Society and Media”, **Bosphorus Monthly Art Newspaper**, November 2011, Year: 5, No: 54, p. 13.

**8.7.2.4.** Becan, Cihan (2012). “Experiential Marketing and Van Gogh”, **Bosphorus Monthly Art Newspaper**, March 2012, Year: 6, No: 58, p. 5.

**8.7.2.5.** Becan, Cihan (2015). “3T’s Surrounding Our Life”, **İzlekler Online Culture-Art Journal**, May 2015.

## 9. Academic Achievements, Scholarships ve Awards:

Awards/Scholarships	Institution/Company/University	Year
Full Scholarship	Istanbul Bilgi University	2000
High Honor’s List	Istanbul Bilgi University	2005
Best of Colleague’s Award from Xerox Corp.	Gunbakan Communications Consultancy	2006
Honor’s List	University of Bahcesehir	2007

**10. Projects/Researches/Other Activities:**

<b>Description of Project/Activity</b>	<b>Institution/Company/University</b>	<b>Year</b>
The Reflections of 2002 Year Elections on the Press	Istanbul Bilgi University	2002
Renault Megané II Launching Event	Strateji Publicity&Organization	2003
Coordinating the booth for the 2 <sup>nd</sup> International Education Fair	Canada Education Center	2004
The Campaign for the Personal Stamp	Xerox Turkey – PTT Collaboration	2005
Advertising Campaign for the Coliseum Sports&Life Center	Coliseum Sports&Life Center	2006
How Consumers Use the Brands: A Field Survey on Life Styles and Identities in Shopping Centers	University of Bahcesehir	2007
The Project for the Global Alliance Turkey	Istanbul University	2010
“Consume, Consume, Consume! Life’s just the way it is?!” workshop	Istanbul Aydın University	2012
“Let’s remove the bars” social responsibility project	Istanbul Aydın University	2012

**11. Juries, Refereeing and Coordinatorships:**

<b>Task/Duties</b>	<b>Institution/University</b>	<b>Year</b>
“I have an idea” Project Contest (as a jury member)	Istanbul Aydın University	2012

**12. Seminars/Conferences Attended:**

<b>Seminar/Conference</b>	<b>Institution/University</b>	<b>Year</b>
Niche and Global Marketing Strategies	University of Bahcesehir	2005
School of Philosophy (November-December)	University of Bahcesehir	2009
The View of Public Relations in Turkey from Public and Private Sector	Istanbul University	2010
Public Relations and Trust	Istanbul University	2010
Communication Management around Europe	Istanbul University	2010

**13. Interest Fields:** Advertising Sociology  
Media Studies/Semiology  
Marketing Communications  
Critical studies for the Public Relations

#### 14. Lectures Given for the Foundation and Undergraduate Degrees Past Two Years

Academic Year	Semester	Name of the Course	Weekly Hours		Number of Student
			T	P	
2013 - 2014	FALL	Introduction to Advertising	0	2	110
		Theories of Mass Communication	2	0	100
		Principles of Communication	2	0	25
		Professional English - I	3	0	85
		Research Methods	2	0	95
	SPRING	Media and Media Planning	1	2	95
		Brand and Brand Management	3	0	35
		Professional English - II	3	0	80
		Brand Management	3	0	45
		Introduction to Advertising	0	2	119
2014 - 2015	FALL	Theories of Mass Communication	2	0	102
		Advertising and Advertising Campaigns	1	2	43
		Principles of Communication	2	0	43
		Professional English - I	3	0	90
		Campaign Designing for the Public Relations	3	0	53
	SPRING	Copywriting for the Public Relations	3	0	89
		Research Methods	2	0	93
		Media and Media Planning	1	2	98
		Brand and Brand Management	3	0	44
		Professional English - II	3	0	37