

Curriculum Vitae

Name-Surname : Fatma Nazlı Köksal
Date of Birth : 07/01/1987

Address: Lamibey Str. No:3/6
Bakırköy, İstanbul
Telephone: +90 0548 843 6746
E-Mail: fatmanazlikoksal@aydin.edu.tr

EDUCATION

Degree	Area	University	Year
Ph.D. <i>Degree:3.80/4.00</i>	Communication and Media Studies Thesis: <i>“Artworks in Advertising: Visual Rhetoric Based on Triadic Modality”</i>	Eastern Mediterranean University, (North Cyprus)	2013-2019
MA <i>Degree:3.74/4.00</i>	Communication and Media Studies Thesis: <i>“The Use of Artwork Images in Advertising: A Visual Rhetorical Analysis”</i>	Eastern Mediterranean University, (North Cyprus)	2010-2012
BA <i>Degree:3.54/4.00</i> (Top student of the Faculty)	Public Relations and Advertising	Eastern Mediterranean University, (North Cyprus)	2005-2010

ACADEMIC EXPERIENCES

- **Dr. Instructor (Part Time):** Eastern Mediterranean University, Faculty of Communication and Media Studies, September 2019
- **Visiting Researcher:** University of Bremen, ZeMKI, (Centre for Media, Communication and Information Research) Bremen –Germany, July 2016- August2016

- **Research Assistant :** Eastern Mediterranean University, Department of Public Relations and Advertising, September 2015-....
- **Research Assistant:** Eastern Mediterranean University, Alumni Communication and Career Research Directorate, September 2014- August 2015
- **Research Assistant:** Eastern Mediterranean University, Department of Visual Arts & Communication Design, Art and Design Center, September 2013- August 2014
- **Research Assistant:** Eastern Mediterranean University, Department of Public Relations and Advertising, September 2010- August 2013

INTERNATIONAL WORKSHOP

- European Media and Communication Doctoral Summer School, ECREA & University of Bremen, Germany, August 2-15, 2015.

MEMBERSHIP IN INTERNATIONAL SCIENTIFIC ORGANIZATIONS

- **ECREA:** European Communication Research and Education Association, 2015-....

PUBLICATIONS

ARTICLES IN JOURNALS (SCI, SSCI, AHCI Index)

- KÖKSAL, F.N. & İNATÇI, Ü., “Visual Rhetoric Based on Triadic Approach: Intellectual Knowledge, Visual Representation and Aesthetics as Modality, **Semiotica: Journal of the International Association for Semiotic Studies / Revue de l'Association Internationale de Sémiotique (SEMI)**, Accepted and Waiting for Publication, (15 July 2019).

ARTICLES IN JOURNALS:

- CARPENTIER, N., DOUDAKI, V., CHRISTIDIS, Y., KÖKSAL, F.N. “*De-Naturalizing Antagonistic Nationalism Through An Academic Intervention: The Reception of Two Photography Exhibitions on the Memorialization of the Cyprus Problem.*” **Comunicazioni Sociali: Journal of Media, Performing Arts and Cultural Studies**, 1: 50-67, 2018.

CONFERENCE PROCEEDINGS (Full Paper)

- İNATÇI, Ü. & KÖKSAL, F.N. “*Reklamın Saklı Dili: Retorik.*” **International Music and Media Symposium**, 21-23 May 2014, Yıldız Teknik University, İstanbul- Turkey.
- KÖKSAL, F.N. “*The Role and Usage of Visual Rhetoric in Advertising.*” **International Conference on Communication, Media, Technology and Design (ICCMTD)**, 9-11 May 2012, İstanbul- Turkey.

CONFERENCE PAPERS

- KOKSAL, F.N. & OZAD B. & INATÇI, Ü. "*Visual Rhetoric: How Theory Influences Practice in Higher Education.*" **4th Global Conference on Contemporary Issues in Education**, 19-21 October 2017, University of Kyrenia, TRNC.
- CARPENTIER, N., DOUDAKI, V., CHRISTIDIS, Y., KÖKSAL, F.N. "*Visual Sociology as a Tool to de- Naturalize Nationalism: A Case Study on Greek Cypriot Memorials.*" **Paper for the Colloquium, "Communication and Material and Discursive Power Dynamics."** 28-29 October 2016, Department of Informatics and Media, Uppsala University, Sweden.
- CARPENTIER, N., DOUDAKI, V., CHRISTIDIS, Y., KÖKSAL, F.N, "Exhibiting conflict: Looking at an exhibition as a site of contestation and agonism" **Oral presentation with published abstract (Refereed)**, International Conference Crossroads in Cultural Studies, Sydney, Australia, 14-17 December, 2016.
- CARPENTIER, N., CHRISTIDIS, Y., KÖKSAL, F.N, "Visual sociology as a tool to de-naturalize nationalism: A case study on Greek Cypriot memorials. Communication and material and discursive power dynamics", Communication and material and discursive power dynamics, Uppsala University, Uppsala, Sweden (28-29 October 2016).

NATIONAL SYMPOSIUMS

- KÖKSAL, F.N. "*Visual Health Communication*" Cyprus Turkish Medical Association, March 2019, Nicosia, TRNC

BOOKS/ BOOKS CHAPTERS

- KÖKSAL, F.N. & İNATÇI, Ü. "Artwork as *Visual Representation in Advertising* " in **Media Rhetoric: How Advertising and Digital Media Influences Us**, Cambridge Scholar Publishing, Accepted and waiting for publication in December 2019
- KÖKSAL, F.N. "*Mythical Approaches and Image Construction in Advertising*" (**Ph.D. Dissertation-Abstract**). "**Politics, Civil Society and Participation, Media and Communications in a Transforming Environment**". Eds: L. Kramp, N. Carpentier, A. Hepp, R. Kilborn, R. Kunelis, H. Nieminen, T. Olsson, P. Pruulmann- Vengerfeldt, I. Tomanic Trivundza ve S. Tosoni. Bremen, Germany: Edition Lumiere, 2016.

INTERNATIONAL JOURNAL REVIEW

- **The International Visual Culture Review-** Reviwer, 2018

UNDERGRADUATE COURSES

Academic Year	Semester	Course Code- Name	Weekly
2019-2020	Fall	COMM208- Mass Communication Theoris (English)	3 hours-theoric
		İLET459- Legal and Ethical Issues in Communication (Turkish)	3 hours-theoric
		İLET312- Cultural Studies (Turkish)	3 hours-theoric
		CATV423- Contemporary Cinema (English)	3 hours-theoric
2016-2017	Spring	HİRE 414- Consumer Behavior (Turkish)	3 hours-theoric
	Fall	HİRE 324- Reputation Management (Turkish)	3 hours theoric
		VACD 305- Visual Representation (English)	3 hours-theoric
2015-2016	Spring	HİRE 413- Copywriting in Advertising (Turkish)	3 hours-theoric
		HİRE 426- Management of Organizational Crisis and Issues (Turkish)	3 hours-theoric
	Fall	HİRE 324- Reputation Management (Turkish)	3 hours-theoric
		VACD 305- Visual Representation (English)	3 hours-theoric

ACADEMIC RESEARCH INTERESTS

- Visual Rhetoric
- Visual Representation
- Semiotics
- Advertising
- Visual Communication and Art

EXHIBITIONS & SEMINAR ORGANIZATIONS

- Photograpy Exhibiton, Nico Carpentier (Swedish), November 2015
- Art Exhibition, Eshref Quahili (Kosovo), EMU Art and Design Center – Curator: Ümit İnatçı, December 2014
- Art Exhibition, Aydın Aghdashloo (Iran), EMU Art and Design Center – Curator: Ümit İnatçı, May 2014
- Seminar, “A Glance at the World of Visual Effects and Animation” Serkan Semiz & Celal Öztürk EMU Art and Design Center – April 2014
- Art Exhibition, Carlo Carnevali (İtaly), EMU Art and Design Center – Curator: Ümit İnatçı, October 2013
- Seminar & Workshop, “Food Art Photography”,Gökmen Sözen, DAÜ Sanat ve EMU Art and Design Center –November 2013

CERTIFICATES

- Participant (Certificated), *ECREA European Media & Communication Doctoral Summer School*, University of Bremen, Germany, August 2015
- Participant (Certificated), *A Glance at the World of Visual Effects and Animation*, Serkan Semiz & Celal Öztürk, April 2014
- Participant (Certificated), *Visual Effects in Hollywood*, Coşku Turhan, November 2013
- Participant (Certificated), *International Conference on Communication, Media, Technology and Design*, İstanbul, 2012
- Participant (Certificated), *Poster Design*, Ebrahim Haghghi, November 2011)
- Participant (Certificated), *Integrated Marketing Communication*, April 2011
- Participant (Certificated), *Digital Marketing*, March 2011
- *High Honour Certificate*, Fall & Spring Semester, 2010-2009
- *High Honour Certificate*, Fall & Spring Semester, 2009-2008
- *High Honour Certificate*, Fall & Spring Semester, 2008-2007
- *High Honour Certificate*, Fall & Spring Semester, 2007-2006
- *Honour Certificate*, Fall & Spring Semester, 2006-2005

ARTICLES UNDER EVALUATION

- “Tertiary Students’ Perception of Artworks as Visual Metaphors in Advertisements: A Comparative Study” (2018)