

# AYŞEGÜL AKAYDIN

## PHD



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## EDUCATION

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PHD 2013-2017	İSTANBUL UNIVERSITY INSTITUTE OF SOCIAL SCIENCES / RADIO-TV CINEMA Thesis Title: Transformation of News by New Television Technologies and Audiences: Analysis of NTVGRAM (2017) Supervisor: Neşe Kars Tayanç
MA 2009-2011	İSTANBUL UNIVERSITY INSTITUTE OF SOCIAL SCIENCES / MEDIA ECONOMICS AND MANAGEMENT Thesis Title: Marketing Management in PressOrganization (2011) Supervisor: Semra Atılğan
BA 2002-2007	İSTANBUL BILGI UNIVERSITY FACULTY OF COMMUNICATION / TELEVISION REPORTING AND PROGRAMMING

## JOB EXPERIENCES

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DR. LECTURER 2018-....	NİŞANTAŞI UNIVERSITY / FACULTY OF ECONOMIC, ADMINISTRATIVE SOCIAL SCIENCES / JOURNALISM
DR. LECTURER 2017-2018	ISTANBUL AYDIN UNIVERSITY / FACULTY OF COMMUNICATION / TELEVISION REPORTING AND PROGRAMMING
RESEARCH ASSISTANT 2009-2017	ISTANBUL AYDIN UNIVERSITY / FACULTY OF COMMUNICATION / TELEVISION REPORTING AND PROGRAMMING

## COURSES GIVEN

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2017-2018  
BA RESEARCH METHODS IN COMMUNICATION  
COMMUNICATION SOCIOLOGY  
COMMUNICATION AND PHILOSOPHY  
COMMUNICATION THEORIES

## PUBLICATIONS

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AKAYDIN AYŞEGÜL, SARILAR EKŞİOĞLU BERİL (2018), DİJİTAL YAYINCILIKTA YEREL ÖRNEKLER: BLU TV VE PUHU TV (Local Examples of Digital Television Broadcasting: Blu TV and Puhu TV, 16<sup>th</sup> Communication in Millenium Conferences.

AKAYDIN AYŞEGÜL (2017) KÜRESELLEŞME BAĞLAMINDA TELEVİZYON DİZİLERİNDE ZENGİNLİĞİN İNŞASI: MEDCEZİR DİZİSİ VE ORANGE COUNTY (OC) DİZİSİNİN KARŞILAŞTIRMALI ANALİZİ (Wealthy in Television Series in the Context of Globalization: Comparative Analysis of Med Cezir and Orange County), 2<sup>nd</sup> International Congress on Current Approaches in Communication, Literature, Music and Art Studies (Abstract/Oral Presentation)

KARS TAYANÇ NEŞE, AKAYDIN AYŞEGÜL, BOLAT NURSEL, SİRER ESENNUR (2014) SPOR SİTELERİ BAĞLAMINDA ERİLLİĞİN İNŞASINDA DIŞİLİĞİN SUNUMU (Presentation of Femininity in the Context of Turkish Sports Web-Sites), 1st International New Media and Women Symposium (Full Paper/Oral Presentation)

AKAYDIN AYŞEGÜL, AKMEŞE ZUHAL (2015) MEDYANIN MILLİYETÇİLİĞİ MILLİYETÇİLİĞİN MEDYASI (Nationalism in Media) Bölüm adı: Milliyetçilik Söylemi Bağlamında Dağ Filmi Eleştirisi (Criticism of 'Dağ' Movie in the Context of Nationalism Discourse), Derin Yayınları (Publication), Editör: İRİ, MURAT, ISBN:9786054993390

AKAYDIN AYŞEGÜL, BOLAT NURSEL, SİRER ESENNUR (2015) PANOPTIKONDAN GÖZETİM TEKNOLOJISINE: DEVLETİN KONTROL KURMA SÜRECİ (From Panopticon to Surveillance Technology: State Control Process) Kadir Has Üniversitesi Yeni Medya Çalışmaları II. Ulusal Kongre (2nd National Kadir Has University New Media Congress) (Full Paper/Oral Presentation)

KARS TAYANÇ NEŞE, AKAYDIN AYŞEGÜL, BOLAT NURSEL, SİRER ESENNUR (2014) TWITTER BAĞLAMINDA SANAL AKTIVİZM VE KANAAT ÖNDERLİĞİ (Digital Activism and Opinion Leadership in the context of Twitter) 19. Türkiye'de İnternet Konferansı, Yaşar Üniversitesi (19th Internet Congress in Turkey) (Full Paper/Oral Presentation)

AKAYDIN AYŞEGÜL (2014) DEĞİŞEN TELEVİZYON PLATFORMLARININ İZLEYİCİYE SUNDUĞU SEÇENEKLER (New Television Platforms: Options Offered to the Audiences), Erciyes İletişim Dergisi, 3(4), 18, (Erciyes Communication Journal) Doi: 10.17680/akademia.v3i4.5000015881

AKAYDIN, A., (2017) Convergency Journalism in Turkish Sports Media: Examples of Turkish Daily Newspaper Sözcü and its sport web site, 15th Annual International Conference on Communication and Mass Media, 8-11 May 2017, Athens, Greece. (Abstract Admitted)