**CV**

**1. Name Surname :** Selin YILMAZ

**2. Date of Birth :** 27.11.1993

**3. Title :** Research Assistant

**4. State of Education :** PhD Candidate

**5. Current Institution :** Istanbul Aydın University, Faculty of Communication, Department of Public Relations and Publicity.

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| --- | --- | --- | --- |
| **Degree** | **Department** | **University** | **Date** |
| Bachelor’s Degree | Communication Arts | Istanbul Kültür University | 2015 |
| Master’s Degree | Communication Arts | Istanbul Kültür University | 2017 |
| PhD | Public Relations and Publicity | Istanbul Aydın University | 2019 - |

**5. Academic Positions:**

Research Assistant (Date) : 2020

Coordinator (Date) : 2020

6. **Master Thesis:**

Yılmaz, S. (2017). *Symbolic Transfer Of The Power/ Political Power Relation İ̇N Film Narrative From The Context Of Surveillance And Simulation Concepts: An Example Of Semiotic Analysis.* İstanbul Kültür University.Advisor: Prof. Dr. Işıl ZEYBEK.

**7. Publications**

**7.1. Articles published in other internationally refereed journals**

Yılmaz, S. (2016). Television Programmes of Educational Place on the Children “Samples of Sesame Street” TOJDAC (Volume 6 - Issue 2)

**7.2.** **Articles published in national refereed journals**

Yılmaz, S. (2019). Analysis Of Mcdonalds As A Glocal Approach In Social Media.

E-JNM (Volume 3 - Issue 2)

**7.3. National books published, or chapters from a book**

Yılmaz, S. (2020). *Sürdürülebilir Kalkınma Bağlamında Global Markaların Çevre Dostu Kampanyaları.* Gelenekselden Yeni Nesile Tüm Yönleriyle Uluslararası Reklamcılık, inside the book. Ed. Aysun KÖKTENER. İstanbul: Detay Publishing.

Yılmaz, S. (2020). *Bir Gönüllü İfşa Aracı Olarak Panoptikon.* Korona Günlerinde Dijital Toplum, inside the book. Ed. Ayten ÖVÜR. İstanbul: Der Publishing.

**7.4. Unpublished Articles**

Yılmaz, S. (2020). Halkla İlişkilerde Bir Tanıtım Aracı Olarak Artırılmış Gerçeklik Kullanılması “Dreambox Örneği”. İstanbul Aydın University.

Yılmaz, S (2020). Dijital Okuryazarlık Bağlamında Çevrimiçi Etkinlikler. İstanbul Aydın University.

Yılmaz, S. (2020). Dijital Medyada Mahremiyet Olgusuna Pozitif Yaklaşım. İstanbul Aydın University.