

Asst. Prof. EDA MEZDA

Personal Information

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International Researcher IDs

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Education Information

Doctorate, Istanbul University, Sosyal Bilimler Enstitüsü, Radyo-Tv Sinema (Dr), Turkey 2010 - 2013

Postgraduate, Istanbul University, Sosyal Bilimler Enstitüsü, Radyo-Tv Sinema (Dr), Turkey 2006 - 2009

Undergraduate, Istanbul University, İşletme Fakültesi, İşletme Bölümü, Turkey 2001 - 2005

Dissertations

Doctorate, Siyasal seçimlerde kullanılan görsellerde anlamın yaratılması: 2011 Genel Seçimlerinde AKP ve CHP kampanyaları, Istanbul University, Sosyal Bilimler Enstitüsü, Radyo-Tv Sinema (Dr), 2013

Postgraduate, Sinema filmlerinde izleyicinin etkilenmesinde önemli rol oynayan öğelerden biri olarak film müziği, Istanbul University, Sosyal Bilimler Enstitüsü, Radyo-Tv Sinema (Dr), 2009

Research Areas

Advertising and Acquaint

Academic Titles / Tasks

Assistant Professor, Istanbul Gelisim University, FACULTY OF ECONOMICS, ADMINISTRATIVE AND SOCIAL SCIENCES, ADVERTISING, 2020 - Continues

Assistant Professor, Istanbul Aydin University, Faculty Of Communication, Department Of Advertising, 2015 - 2019

Assistant Professor, Ondokuz Mayıs University, Faculty Of Communication, Department Of Radio, Cinema And Television, 2014 - 2015

Research Assistant, Istanbul Arel University, İletişim Fakültesi, Görsel İletişim Tasarımı Bölümü, 2010 - 2013

Academic and Administrative Experience

Head of Department, Istanbul Aydin University, Faculty Of Communication, Department Of Advertising, 2015 - 2019

Erasmus Program Department Coordinator, Istanbul Aydin University, Faculty Of Communication, Department Of Advertising, 2015 - 2017

Deputy Head of Department, Ondokuz Mayıs University, Faculty Of Communication, Department Of Radio, Cinema And

Articles Published in Other Journals

- I. **KÜLTÜREL BOYUTLAR TEORİSİ BAKIŞIYLA ABD’NİN LİDERİNİ BULMAK: BIDEN VE TRUMP ÜZERİNE BİR AHP UYGULAMASI DETERMINING THE LEADER OF THE USA FROM THE PERSPECTIVE OF CULTURAL DIMENSIONS THEORY: AN AHP APPLICATION ON BIDEN AND TRUMP**
MEZDA E.
Ege Stratejik Araştırmalar Dergisi / Ege Strategic Research Journal, 2023 (Peer-Reviewed Journal)
- II. **BİR PROPAGANDA ARACI OLARAK SİYASİ PARTİ REKLAMLARI: 2014 YEREL SEÇİMLERİ ÖRNEĞİ / POLITICAL PARTY ADS AS PROPAGANDA TOOLS: 2014 TURKISH LOCAL ELECTIONS**
MEZDA E.
Kurgu, vol.25, no.3, pp.1-19, 2023 (Peer-Reviewed Journal)
- III. **Türkiye’deki Görsel İletişim Tasarımı Bölümleri Üzerine Genel Bir Durum Analizi / An Analysis of The Situation on The Departments of Visual Communication Design in The Turkey**
MEZDA E.
İletişim Çalışmaları Dergisi / The Journal of Communication Studies, vol.1, no.1, pp.15-33, 2015 (Peer-Reviewed Journal)
- IV. **SİYASAL REKLAMLARDA HOFSTEDE’NİN KÜLTÜREL BOYUTLARININ KULLANIMI: 2014 TÜRKİYE CUMHURBAŞKANLIĞI SEÇİMİ / HOFSTEDE’S CULTURAL DIMENSIONS IN POLITICAL ADVERTISING: THE 2014 PRESIDENTIAL ELECTION IN TURKEY**
MEZDA E.
CONNECTIST-ISTANBUL UNIVERSITY JOURNAL OF COMMUNICATION SCIENCES, vol.1, no.48, pp.39-65, 2015 (Peer-Reviewed Journal)