

İLKNUR GÜMÜŞ

Istanbul Gelisim University, Avcılar İstanbul, TÜRKİYE
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ACADEMIC APPOINTMENTS

- 2023-Asistant Professor of Public Relations and Publicity, Faculty of Economics and Administrative Sciences, Gelişim University, Istanbul, TÜRKİYE
2019-Present Lecturer and Head of Public Relations, Vocational School, Nisantasi University, Istanbul, TÜRKİYE.

EDUCATION

- 2022 Ph.D., Public Relations and Advertising, İstanbul Commerce University, Istanbul, Turkey
Title: The Role of the Creative Culture Industry in the Context of Digital Diplomacy in the Image Building of Countries: 'Netflix Türkiye Example.'
Thesis Chair: Nihal Kocabay Sener (Journalism, Sociology); *Members:* Mete Çamdereli (Linguistics, Advertising), Emine Yavaşgel (International Relations), Mim Kemal Öke (International Relations) Ece Karadoğan Doruk (Public Relations).
2013 M.A., Public Relations, University of Istanbul, İstanbul, TÜRKİYE
Title: Public Relations and Panopticon: Perception Management Approach.
2008 B.A., Public Relations, Istanbul Bilgi University, Istanbul, TÜRKİYE

RESEARCH AND TEACHING INTERESTS

International Strategic Cultural Relations Management, Social Psychology in Politics, Digital Cultural Diplomacy, International Public Relations, Nation & Country Branding, Cultural Identity & Images, Culture and Creative Industries.

FELLOWSHIPS AND AWARDS

- 2002-2008 Full Fellowship for B.A for the Bilgi University Public Relations English Programme by Center of University Student Selections of Türkiye.

GRANTS

- 2022 Travel Grant, International Communication Association Rising Scholars and Researchers in Public Diplomacy Panel by Nisantasi University.
2022 Participation Grant, International Communication Association Rising Scholars and Researchers in Public Diplomacy Panel by Inalco Institute, Paris, France.

PUBLICATIONS

Refereed Articles

- Gümüş, İ., "Implications for Building an Omnipiticon-Centered Digital Surveillance Society". Connective Holistic Communication Research. Ed. S.Er, 31-46. Filiz Press, İstanbul. 2020

Gümüő. İ. ‘Public Relations and the Panopticon’. Connective Holistic Communication Studies. Ed S.Er,92-111,Filiz Press, İstanbul.2020

Gümüő. İ., ‘The Story of Masculinities in Advertising: Multi-Headed Chimeras’. In The Advertising: Ads Analysis Examples, Ed İ.Gümüő, Ed. N. Kocabay Őener, Eđitim Press İstanbul,2021

Gümüő. İ. ‘Post-Politics: The Phantom of the Political in the Time of the Present’. Communication in the Age of Posts, ed M.N. Erdem,273-292,Literatürk Academia, İstanbul,2019

Gümüő. İ. ‘The Coexistence of Violence and Aesthetics in Performance Art: The Forms of Catharsis’. Handbook of Research on Aestheticization of Violence, Horror and Power, ed T. Demir, ed N. Erdem,36-50, IGI Global,2020

Gümüő. İ. ‘A Study on Building Brand Loyalty Through Transmedia Storytelling: Anry Birds:” HİRE International Journal of Public Relations and Advertising Studies. Volume 2. No 1., 174-197 (2019)

Edited Book

Gümüő. İ. Digital Cultural Diplomacy Theory, LiteraturkAcademia Press, İstanbul, 2022.

Gümüő. İ. (ed) ve N.KocabayŐener (ed). In The Advertising: Ads Analysis Examles, Eđitim Press, İstanbul, 2021.

Works In Progress

Gümüő, İlknur. ‘‘Netflix Diplomacy Theory’’ In preparation from PHD Dissertation, draft available.

Gümüő, İlknur. ‘‘Communication Engineering’’ In preparation.

CONFERENCE PRESENTATIONS

2022 Gümüő, İ. ‘Digital Cultural Diplomacy: Netflix Platform’, ICA International Communication Association, Appearing Scholars and Researches in Public Diplomacy Panel, Inalco Institute, Paris, France. (Based on Ph.D dissertation)

2020 Gümüő. İ. ‘‘Content Production in the Context of Digital Cultural Diplomacy in Creative Cultural Industries,’’ Young Researchers Conference Cultural Diplomacy and Cultural Policy, İstanbul Bilgi University, Türkiye 2020. (Based on Ph.D dissertation)

2020 Gümüő. İ. ‘Twiplomacy in Covid-19 Pandemic: Example of Turkish Ministry of Health Department’Communication In The Millenium Symposium, Eskiőehir Anadolu University, Türkiye

OTHER PROFESSIONAL APPOINTMENTS

2008-2012 Public Relations Specialist, Dept. of Public Relations Kaknüs Press, Türkiye.

2007 Art Museum Guide, İstanbul Bilgi University Contemporary Art Museum.

2004 Part-time Assistant, Sabah Newspaper Public Relations Department, Istanbul, Türkiye.

TEACHING

Fall 2022 Lecturer, *Digital Diplomacy*

Lecturer, *Public Relations 1*

Summer 2021 Lecturer, *Public Relations 1* (Online Course)

Lecturer, *Public Relations 2* (Online Course)

Lecturer, *Media Literacy* (Online Course)

Lecturer, *Mass Communication* (Online Course)

Lecturer, *Introductions to the Communication Theories* (Online Course)

Spring 2021

Lecturer, *Public Relations 2*

Lecturer, *Digital Content Management in Social Media*

Lecturer, *Introductions to the Communication Theories*

Graduation Project Consultancy 2

Fall 2021

Lecturer, *Public Relations 1*

Lecturer, *Media Literacy*

Lecturer, *Interpersonal Communication*

Graduation Project Consultancy 1

Spring 2020

Lecturer, *Public Relations 2*

Lecturer, *Digital Content Management in Social Media*

Lecturer, *Introductions to the Communication Theories*

Graduation Project Consultancy 2

Fall 2020

Lecturer, *Media Literacy*

Lecturer, *Public Relations 1*

Lecturer, *Interpersonal Communication*

Lecturer, *Business English*

Graduation Project Consultancy 1

Spring 2019

Lecturer, *Public Relations 2*

Lecturer, Advertising Analysis

Lecturer, Digitalization and Public Relations

Lecturer, Digital Content Management in Social Media

Fall 2019

Lecturer, *Public Relations 1*

Lecturer, *Media Literacy*

Lecturer, *Interpersonal Communication*

CERTIFICATES

2020 Digital Diplomacy Education, DIPAM –Diplomatic Relations and Research Center

- 2006-2007 Art Museum Guide Education, İstanbul Bilgi University Santral İstanbul Art and Energy Museum
- 2007 Public Opinion and Publicity Certificate Programme, Egitisim Career Institute

LANGUAGES

Turkish (native), English (fluent)

REFERENCES

Rhonda Zaharna
Full Professor at School of Communication
American University of Washington, DC.
E-mail: zaharna@american.edu, Office Phone Number: (202) 885-3995

Tevhide Serra Görpe
Professor of Mass Communication
The University of Sharjah
E-mail: tgorpe@sharjah.ac.ae, Office Phone Number: 065053684

Mete Çamdereli
Professor at Public Relations and Advertising
İstanbul Ticaret University, İstanbul
E-Mail: mcamdereli@ticaret.edu.tr