

## **Asst. Prof. SEYRA KESTEL**

### **Personal Information**

**Office Phone:** [+90 212 422 7000](tel:+902124227000)

**Email:** [skestel@gelisim.edu.tr](mailto:skestel@gelisim.edu.tr)

**Web:** <https://avesis.gelisim.edu.tr/skestel>

### **Education Information**

Doctorate, Istanbul University, Institute Of Social Sciences, Turkey 2016 - 2020

Postgraduate, Bahcesehir University, Institute Of Social Sciences, Turkey 2012 - 2016

Undergraduate, Yeditepe University, İletişim Fakültesi, Halkla İlişkiler Ve Tanıtım Bölümü, Turkey 2007 - 2012

### **Academic Titles / Tasks**

Assistant Professor, Istanbul Gelisim University, FACULTY OF ECONOMICS, ADMINISTRATIVE AND SOCIAL SCIENCES, ADVERTISING, 2021 - Continues

### **Academic and Administrative Experience**

Assistant Manager of Research and Application Center, Istanbul Gelisim University, FACULTY OF ECONOMICS, ADMINISTRATIVE AND SOCIAL SCIENCES, 2023 - Continues

### **Courses**

Corporate Social Responsibility, Undergraduate, 2023 - 2024, 2022 - 2023

Positioning Strategies in Advertising, Undergraduate, 2023 - 2024, 2022 - 2023, 2021 - 2022

Reklamda Yaratıcılık 1, Undergraduate, 2023 - 2024

Strategic Advertising Planning, Undergraduate, 2022 - 2023, 2021 - 2022

Communication Theories, Undergraduate, 2023 - 2024, 2022 - 2023, 2021 - 2022

Communication and Human Relations, Undergraduate, 2022 - 2023

Gender Representation in Advertising, Undergraduate, 2022 - 2023, 2021 - 2022

Consumer Society, Undergraduate, 2022 - 2023, 2021 - 2022, 2020 - 2021

Political Communication, Undergraduate, 2022 - 2023, 2021 - 2022

Writing in Corporate Communication, Undergraduate, 2022 - 2023, 2021 - 2022

Advertising Management, Undergraduate, 2021 - 2022, 2020 - 2021

Sponsorship, Postgraduate, 2021 - 2022

Professional Ethics, Undergraduate, 2020 - 2021

Integrated Marketing Communication, Undergraduate, 2021 - 2022

Media History, Undergraduate, 2020 - 2021

### **Articles Published in Other Journals**

- I. **Rhetorical Activism in Politics: Stability Discourse and Pragmatic Practicality in Times of Crisis**  
TEKİNALP Ş., KESTEL S.  
CONNECTIST-ISTANBUL UNIVERSITY JOURNAL OF COMMUNICATION SCIENCES, vol.0, no.56, pp.153-178, 2019  
(Peer-Reviewed Journal)
- II. **Kadınların Madun Sorunsalı ve Bir Alternatif Olarak Yeni Medyada Dijital Aktivizm: Change. Org**  
KİRAZ S., KESTEL S.  
CONNECTIST-ISTANBUL UNIVERSITY JOURNAL OF COMMUNICATION SCIENCES, vol.2, no.53, pp.139-163, 2017  
(Peer-Reviewed Journal)

## **Books & Book Chapters**

- I. **Siyasal Kültür ve Seçim İletişimi Çalışmaları**  
KESTEL S.  
Urzeni Yayınevi, 2023
- II. **Postmodern Dönemde Siyasal Toplumsallaşmanın Siyasal Kimliğe Etkileri Üzerine Bir Araştırma**  
KESTEL S.  
in: Postmodern Çağda Toplumsal Kimlikler, Kiraz, Selin, Editor, Kriter Yayınevi, İstanbul, pp.40-60, 2022
- III. **KÜLTÜREL PERSPEKTİF - Çoğulcu Teori**  
GÜNDAŞ M., YENİLMEZ KAÇAR G., BÜDÜN E., ALTUN B., BİLGİÇ B., ELMACIOĞLU G., SAVAŞ S., ÇOKLUK CÖMERT N., KESTEL S., YILDIZ İ., et al.  
in: ÇOĞULCULUK - Demokrasi Kuramı, YAVAŞGEL Emine, Editor, Filiz Kitabevi, İstanbul, pp.5-20, 2018

## **Refereed Congress / Symposium Publications in Proceedings**

- I. **Çoğulcu Demokrasi Perspektifinde Türkiye'de Seçim Sistemi, İletişimi ve Temsilde Adalet(sızlık) Sorunu**  
KESTEL S.  
Güçlendirilmiş Parlamenter Sistem Görüş ve Öneriler, Turkey, 28 - 29 May 2022
- II. **Dijital Pazarlama: Giyim Sektörünün Sosyal Medya Kullanımlarına Yönelik Bir Araştırma**  
DİKME H., KESTEL S.  
7. Uluslararası Marmara Sosyal Bilimler Kongresi, Turkey, 10 December 2021