

## Assoc. Prof. ALPARSLAN NAS

### Personal Information

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### Biography

Having completed my BA and MA in Cultural Studies at Sabancı University in Istanbul, I gained my Ph.D. degree in Advertising at Marmara University Faculty of Communication in Istanbul.

During my Ph.D. research I studied the commodification of social movements from a critical advertising and branding perspective. During this period, I was also engaged in projects on Islamophobia and social movements with articles published in SSCI and Scopus-indexed international journals. After gaining my Ph.D. degree in 2015, I continued my postdoctoral work as a research assistant at the Department of Advertising on the critical studies of advertisements from critical/cultural studies perspectives. This period was also a stage when I successfully finished my first book project in Turkish, "Nation Branding: Theory and Practice", which is the first book in the subject written in Turkish.

After working as a research assistant for 5 years, I was appointed as an assistant professor in March 2018. In May 2018, my first book in English, "**Media Representations of the Cultural Other in Turkey**", was published by Palgrave Macmillan. In July 2018, I was granted the title of the "associate professor" by the Turkish Higher Education Council after a positive decision made by the jury who assessed my overall work. I am currently working as an associate professor in the same faculty.

### Education Information

Doctorate, Marmara University, Institute of Social Sciences, Reklamcılık Ve Tanıtım (Dr), Turkey 2012 - 2015

Postgraduate, Sabancı Üniversitesi, Sanat Ve Sosyal Bilimler Fakültesi, Sanat Ve Sosyal Bilimler Programları Bölümü, Turkey 2010 - 2011

Undergraduate, Sabancı Üniversitesi, Sanat Ve Sosyal Bilimler Fakültesi, Sanat Ve Sosyal Bilimler Programları Bölümü, Turkey 2004 - 2010

### Foreign Languages

English, C1 Advanced

### Dissertations

Doctorate, Toplumsal hareketlerin markalanmasında reklamın kullanımı, Marmara Üniversitesi, Sosyal Bilimler Enstitüsü, Reklamcılık Ve Tanıtım (Dr), 2015

Postgraduate, Between national and minor literature in Turkey: Modes of resistance in the works of Mehmed Uzun and Mıgırdiç Margosyan, Sabancı Üniversitesi, Sanat Ve Sosyal Bilimler Fakültesi, Sanat Ve Sosyal Bilimler Programları Bölümü, 2011

## Research Areas

Advertising and Acquaint, Communication Sciences

## Academic Titles / Tasks

Associate Professor, Marmara University, Faculty Of Communication, Public Relations And Publicity, 2018 - Continues

Assistant Professor, Marmara University, Faculty Of Communication, Public Relations And Publicity, 2018 - 2018

Research Assistant, Marmara University, Faculty Of Communication, Public Relations And Publicity, 2013 - 2018

## Academic and Administrative Experience

Marmara University, Faculty of Communication, 2015 - 2018

Marmara University, Faculty of Communication, Public Relations and Publicity, 2015 - 2018

## Courses

Public Opinion, Public Diplomacy and Lobbying , Undergraduate, 2018 - 2019

Corporate Communication, Postgraduate, 2018 - 2019

Introduction to Mass Communication, Undergraduate, 2017 - 2018, 2018 - 2019

Sociology of Communication, Undergraduate, 2017 - 2018, 2018 - 2019

Introduction to Mass Communication, Undergraduate, 2017 - 2018, 2018 - 2019

Public Opinion, Public Diplomacy and Lobbying, Undergraduate, 2018 - 2019

Siyasal İletişim, Doctorate, 2018 - 2019

Introduction to Communication, Undergraduate, 2017 - 2018, 2018 - 2019

Communication Theories, Undergraduate, 2017 - 2018, 2018 - 2019

Digital Image and Advertising, Postgraduate, 2018 - 2019

Philosophy of Advertsing, Doctorate, 2018 - 2019

Mass Communication, Undergraduate, 2017 - 2018, 2018 - 2019

## Advising Theses

Nas A., GERÇEK ZAMANLI REKLAMLARIN TÜKETİCİ DAVRANIŞLARINA ETKİSİ: SOSYAL MEDYA ÜZERİNE BİR ARAŞTIRMA, Postgraduate, M.GÜNAYDIN(Student), 2019

Nas A., TOPLUMSAL CİNSİYET ÇERÇEVELERİ VE GLOKALİZYON NİJERYA VE TÜRKİYE REKLAMLARININ KARŞILAŞTIRMALI ANALİZİ, Postgraduate, G.MATTHEW(Student), 2019

NAS A., Gender frames and glocalization : comparative study of Turkish and Nigerian advertisements : Toplumsal cinsiyet çerçeveleri ve Glokalizasyon Nijerya ve Türkiye reklamlarının karşılaştırılmalı analizi, A.Goodluck(Student), 2019

## Articles Published in Journals That Entered SCI, SSCI and AHCI Indexes

- I. **"Women in Mosques": mapping the gendered religious space through online activism**  
NAS A.  
FEMINIST MEDIA STUDIES, 2021 (Journal Indexed in SSCI)
- II. **Branding and National Identity: The Analysis of "Turkey: Discover The Potential" Campaign**  
Nas A.  
BILIG, pp.201-224, 2017 (Journal Indexed in SSCI)

- III. **Insight Islamophobia: Governing the public visibility of Islamic lifestyle in Turkey**  
Yel A. M. , Nas A.  
EUROPEAN JOURNAL OF CULTURAL STUDIES, vol.17, pp.567-584, 2014 (Journal Indexed in SSCI)

### Articles Published in Other Journals

- I. **Mustang Filminde Temsil Edilemeyen Taşralı Kadınlık Halleri**  
NAS A.  
Sinemarmara, pp.6-15, 2017 (National Non-Refereed Journal)
- II. **Erkekler de Ağlar Ama... Axe Reklamındaki Hegemonik Erkeklik Eleştirisinin Yorumlanma Biçimleri**  
NAS A.  
Erciyes İletişim Dergisi, vol.5, pp.62-80, 2017 (Other Refereed National Journals)
- III. **Between the Urban and the Natural: Green Marketing of Istanbul'xxs Gated Community Projects**  
Nas A.  
İdealkent, vol.8, pp.396-422, 2017 (Other Refereed National Journals)
- IV. **CULTURAL REPRESENTATION OF SPEED IN TURKEY'S 4.5G ADVERTISEMENTS**  
NAS A.  
ISTANBUL UNIVERSITESI ILETISIM FAKULTESI DERGISI, no.52, pp.67-87, 2017 (Journal Indexed in ESCI)
- V. **Imagining the Periphery: The Construction of Orientalist Discourse in Turkish Airlines Advertisements**  
Nas A.  
İleti-ş-im Galatasaray Üniversitesi İletişim Fakültesi Dergisi, no.24, pp.145-164, 2016 (International Refereed University Journal)
- VI. **Orta Doğu'yu İnşa Etmek: Medya, İdeoloji ve Kültür**  
NAS A.  
Marmara İletişim Dergisi, pp.113-118, 2015 (Other Refereed National Journals)
- VII. **Kadına Yönelik Simgesel Şiddet Aracı Olarak Temizlik Ürünleri Reklamlarının Eleştirel Analizi**  
Nas A.  
Akdeniz İletişim, no.24, pp.11-30, 2015 (International Refereed University Journal)
- VIII. **Women Chewing Gum: Feminist Critical Analysis of Advertising as Symbolic Violence**  
NAS A.  
ILEF DERGISI, vol.2, no.2, pp.35-54, 2015 (Journal Indexed in ESCI)
- IX. **Toplumsal Hareketlerin Markalanmasında Reklamın Kullanımı**  
Yel A. M. , Nas A.  
Maltepe Üniversitesi İletişim Fakültesi Dergisi, vol.2, pp.1-23, 2015 (National Refreed University Journal)
- X. **Tarih Sinemaya Gidiyor: The Black Rose**  
NAS A.  
Sinemarmara, pp.68-73, 2015 (National Non-Refereed Journal)
- XI. **After Gezi: Moving Towards Post Hegemonic Imagination in Turkey**  
Yel A. M. , Nas A.  
INSIGHT TURKEY, vol.15, pp.177-190, 2013 (Refereed Journals of Other Institutions)
- XII. **Democratization in Turkey: the end of the First Republic?**  
Nas A.  
openDemocracy, vol.0, no.0, 2013 (Non-Refreed Journal)
- XIII. **Reklamlarda Gençlik Kimliğinin Kugulanması: Genç Turkcell Örneği**  
NAS A.  
Selçuk İletişim Dergisi, vol.8, pp.116-127, 2013 (Other Refereed National Journals)
- XIV. **Reframing the agents of resistance at Gezi Park**  
Nas A.  
openDemocracy, vol.0, no.0, 2013 (Non-Refreed Journal)

- XV. **Taksim Square is not Tahrir Square**  
Nas A.  
Al Jazeera, vol.0, no.0, 2013 (Non-Refereed Journal)
- XVI. **Radyo Günlerinde Çocuk: Diriliş ve Direniş**  
NAS A.  
Yeni Film, pp.105-109, 2009 (National Non-Refereed Journal)
- XVII. **Aylak Adam ve Anayurt Oteline Psikanalitik Yaklaşım: Atılgan'ın Oidipal Roman Kişileri Olarak C. ve Zebercet**  
NAS A.  
Nota Bene Sabancı University Journal of Arts and Social Sciences, pp.72-86, 2009 (National Non-Refereed Journal)
- XVIII. **1961 Paris Katliamı ve Saklı Anılar**  
NAS A.  
Nota Bene Sabancı University Journal of Arts and Social Sciences, pp.60-71, 2009 (National Non-Refereed Journal)

## **Books & Book Chapters**

- I. **Ulus Markalama: Dünyadan Örneklerle Kuram ve Uygulama**  
NAS A.  
E-Book, İstanbul, 2021
- II. **"Save Us from Valentine's Day!" Advertising Imaged Carnivals, Imagined Resistances**  
NAS A.  
in: Discourse and Identity in Turkish Media, Mustafa, Süheyla Nil; Bostan, Ayşe Dilara, Editor, Peter Lang, Berlin, pp.41-64, 2021
- III. **Articulating Diversity, Decoding Polarization: Online Responses to Coca Cola's Memleket Advertisement**  
NAS A.  
in: Differing Outlook of Contemporary Advertising, Aydinlioglu, Omer, Editor, Peter Lang, Berlin, pp.11-41, 2019
- IV. **Media Representations of the Cultural Other in Turkey**  
Nas A.  
Palgrave Macmillan, London , London, 2018
- V. **Reklam Yönetimi**  
Tosun N. Z. , Tüzel Uraltaş K. N. , Nas A., Özkaya B., Güdüm S., Ertürk B., Dönmez M., Çerçi Mustafazade M., Ülker Y., Karşu Cesur D., et al.  
Beta Basım Yayım Dağıtım A. Ş., İstanbul, 2018
- VI. **Ulus Markalama: Dünyadan Örneklerle Kuram ve Uygulama**  
Nas A.  
Kriter Yayınevi, İstanbul, 2017
- VII. **Siyasal İletişim Temel Kavramlar**  
DEVİRAN Y., NAS A., GÖKSUN Y., Ekşi B.  
Kaknüs Yayınları, İstanbul, 2013
- VIII. **Siyasal iletişim temel kavramlar**  
DEVİRAN Y., NAS A., EKŞİ B., GÖKSUN Y.  
Kaknüs Yayınları, 2013
- IX. **Reklam Bağlamında İkna ve Retorik**  
NAS A.  
in: İletişim Ve, Ruken Özgül Kılınç, Editor, Es Yayınları, İstanbul, pp.11-42, 2013
- X. **Beckett & Ionesco: The Absurd & Resistance**  
NAS A.  
in: LE NÉANT DANS LA PENSÉE CONTEMPORAINE The Nothing in Contemporary Thought, Norbert-Bertrand Barbe, Editor, Bès Editions, pp.529-533, 2012

## Refereed Congress / Symposium Publications in Proceedings

- I. **Scholactivism as a Counter Hegemonic Pedagogy: A Course experience at a Turkish University**  
NAS A.  
12th OURMedia Conference : Mediactivism – Scholactivism, Brüksel, Belgium, 27 - 30 November 2019
- II. **Değişen Güzellik Kavramının Reklamlara Yansımaları**  
ÜLKER Y., NAS A., TOSUN N. Z.  
International Management and Social Science Symposium, İstanbul, Turkey, 17 - 19 November 2018, pp.22-31
- III. **Reconsidering Advertising Literacy from a Semiotic Perspective**  
NAS A.  
5th International Conference on Teaching, Education Learning (ICTEL), Lizbon, Portugal, 23 - 24 May 2018
- IV. **Branding Turkey as the “Home”: Probing the Boundaries of a Nation Brand Identity**  
NAS A.  
NordMedia 2017: 23rd Nordic Conference on Media and Communication Research, Tampere, Finland, 17 - 19 August 2017
- V. **Goodvertising: A New Perspective In The Philosophy Of Advertising**  
NAS A.  
1st International Conference on New Trends in Communication, İstanbul, Turkey, 4 - 05 May 2017, pp.302-313
- VI. **Increasing Critique of Sexism in Advertising Mainstreaming of Feminist Activism in Turkey**  
NAS A.  
14th International Symposium Communicationin The Millennium, İstanbul, Turkey, 5 - 07 May 2016, pp.321-338
- VII. **Subvertising Activism in Turkey Exploring a Critical Alternative**  
NAS A.  
Conference on Advances in Management, Economics and Social Science - MES 2016, ROMA, Italy, 18 - 19 August 2016, pp.10-14
- VIII. **Reklamlarda Cinsiyetçilik Karşıtı Feminist Aktivizm**  
Nas A.  
Marmara Üniversitesi 8. Sosyoloji Günleri, İstanbul, Turkey, 09 May 2016
- IX. **Advertising as Ecogovernmentality: Analysis of Akkuyu Nükleer Campaign**  
NAS A.  
ADVED15 - INTERNATIONAL CONFERENCE ON ADVANCES IN EDUCATION AND SOCIAL SCIENCES, 12 - 14 October 2015
- X. **Representation of Syrian Refugees in Turkish Media:A Critical Analysis of the News Items**  
Nas A.  
“Constructing” Middle East: Media, Ideology and Culture, Ankara, Turkey, 22 - 23 October 2015
- XI. **ADVERTISING AS ECOGOVERNMENTALITY: ANALYSIS OF AKKUYU NUKLEER CAMPAIGN**  
NAS A.  
International Conference on Advances in Education and Social Sciences (ADVED), İstanbul, Turkey, 12 - 14 October 2015, pp.164-174
- XII. **Minorities in Turkish Cinema**  
LÜLECİ Y., NAS A.  
Third Annual Conference on Muslim World 2014, İstanbul, Turkey, 26 - 30 October 2014
- XIII. **Vatandaş Görmek, Vatandaş Görünmek: Medyada Bir Görsel Vatandaşlık Çözümlemesi**  
NAS A.  
II. Türkiye Lisansüstü Çalışmalar Kongresi, Bursa, Turkey, 6 - 08 May 2013, pp.1105-1125
- XIV. **Seeing the Citizen, Being Seen as the Citizen: National Imagination of the Migrant’s Desirable Labor**  
NAS A.  
6th Equality, Diversity and Inclusion International Conference, Atina, Greece, 1 - 03 July 2013

## Activities in Scientific Journals

Türkiye İletişim Araştırmaları Dergisi, First Editor, 2020 - Continues

## Scientific Refereeing

JOURNAL OF ADVERTISING, Other Indexed Journal, January 2021  
CRITICAL STUDIES IN MEDIA COMMUNICATION, Journal Indexed in SSCI, July 2020  
NORA - Nordic Journal of Feminist and Gender Research, Other Indexed Journal, March 2020  
FEMINIST MEDIA STUDIES, Journal Indexed in SSCI, February 2020  
CRITICAL STUDIES IN MEDIA COMMUNICATION, Journal Indexed in SSCI, February 2020  
INTERNATIONAL JOURNAL OF CONSUMER STUDIES, Journal Indexed in SSCI, December 2019  
JOURNAL OF MARKETING MANAGEMENT, Journal Indexed in SSCI, November 2019  
FEMINIST MEDIA STUDIES, Journal Indexed in SSCI, October 2019  
FEMINIST MEDIA STUDIES, Journal Indexed in SSCI, October 2019  
ASIAN JOURNAL OF COMMUNICATION, SCI Journal, June 2019  
Galatasaray İletişim Dergisi, Other Journals, June 2018  
The International Spectator, Other Indexed Journal, June 2018  
Akdeniz İletişim Dergisi, Other Journals, June 2018  
Feminist Media Studies, Other Indexed Journal, November 2017  
Feminist Media Studies, Other Indexed Journal, July 2017  
International Spectator, Other Indexed Journal, March 2017

## Citations

Total Citations (WOS):3

h-index (WOS):1

## Invited Talks

8. Sosyoloji Günleri, Conference, Marmara Üniversitesi, Turkey, May 2016