

Res. Asst. PhD BETÜL KILIÇ TARAN

Personal Information

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Education Information

Doctorate, Marmara University, Faculty Of Communication, Public Relations And Publicity, Turkey 2017 - 2020

Postgraduate, Yeditepe Üniversitesi, Güzel Sanatlar Fakültesi, Grafik Tasarımı Bölümü, Turkey 2010 - 2013

Foreign Languages

English, B2 Upper Intermediate

Dissertations

Doctorate, Yeni Medyada Hikayeleştirme Kullanımı Bağlamında Marka Sadakati, Marmara University, Faculty Of Communication, Public Relations And Publicity, 2020

Postgraduate, Plastik sanatlarda tipografi, Yeditepe Üniversitesi, Güzel Sanatlar Fakültesi, Grafik Tasarımı Bölümü, 2013

Research Areas

Social Sciences and Humanities

Academic Titles / Tasks

Research Assistant PhD, Marmara University, Faculty Of Communication, Radio, Television And Cinema, 2012 - Continues

Articles Published in Other Journals

- I. **Görsel Marka Kimliğinin Instagram'daki Yansıması**
AKBAYIR Z., KILIÇ TARAN B.
OPUS Uluslararası Toplum Araştırmaları Dergisi, vol.17, no.37, pp.4581-4618, 2021 (Other Refereed National Journals)
- II. **Yeni Medyada Hikayeleştirme Kullanımı Bağlamında Marka Sadakati**
Kılıç Taran B., Tosun N. Z.
Türkiye İletişim Araştırmaları Dergisi, no.36, pp.233-252, 2020 (Journal Indexed in ESCI)
- III. **Tüketim Toplumunda Postmodern Sanat Akımlarının Reklamdaki Yansımaları**
Kılıç Taran B.
International Journal of Social Sciences and Education Research, vol.3, no.2, pp.433-447, 2017 (Other Refereed National Journals)

Books & Book Chapters

- I. **Halkın Yeni Afyonu Sosyal Medyada "Gündem Belirleme" ve Gündem Belirlemeye Eleştirel Bakış**
Kuşay Y., Kılıç Taran B.
in: Ağdaki Şüphe, Tolga Kara,Ebru Özgen, Editor, Beta, İstanbul, pp.191-228, 2015
- II. **Plastik Sanatlarda Tipografi**
Kılıç Taran B.
Türkiye Alim Kitapları, Berlin, 2014

Refereed Congress / Symposium Publications in Proceedings

- I. **An Investigation on the Ministry of Health's Public Service Ads on Covid-19 in Terms of Effective Communication Factors**
AKBAYIR Z., KILIÇ TARAN B.
IV. International Conference on Covid-19 Studies, Ankara, Turkey, 17 - 19 April 2021, pp.292-307
- II. **One-Way And Two-Way Communication In Healthcare Communication "An Evaluation Of Healthcare Programs On Television"**
Kuşay Y., Kılıç Taran B.
International Multidisciplinary Eurasian Congress, Barcelona, Spain, 27 - 30 April 2017, pp.56-66
- III. **The Reflections of Postmodern Art Movements on Advertising in Consumer Society**
KILIÇ TARAN B.
2'xxnd International Conference on Social Sciences and Education Research, İstanbul, Turkey, 4 - 06 November 2016