

Assoc. Prof. AYŞE MÜGE YAZGAN



Personal Information

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Kuyubasi



International Researcher IDs

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Publons / Web Of Science ResearcherID: KVB-7955-2024

Yoksis Researcher ID: 172951

Education Information

Doctorate, Marmara University, Institute of Social Sciences, Kişilerarası İletişim (Dr),
Turkey 2011 - 2017

Associate Degree, Anadolu University, Open Education Faculty, Department Of Marketing
And Advertising, Turkey 2013 - 2015

Postgraduate, Marmara University, Institute of Educational Sciences, İngilizce Eğitimi (YI)
(Tezli), Turkey 1986 - 1988

Undergraduate, Marmara University, Atatürk Faculty of Education, İngilizce Eğitimi
Bölümü, Turkey 1980 - 1984

Biography

Ayşe Müge YAZGAN completed her primary, secondary and high school education at T.E.D., one of Turkey's prestigious schools. She graduated from Ankara College. After graduating from Marmara University, Department of English Language Education, he started his master's degree in linguistics in London and completed his thesis in Turkey with the doyen of linguistics Prof. Dr. He completed it under the consultancy of Özcan BAŞKAN.

She first worked as the Foreign Languages Coordinator of Marmara University Atatürk Faculty of Education and the Founder of the Foreign Language Research and Application Center. As one of the founders of the Continuing Education Center at the university, she served as an academic and administrative coordinator between 2001 and 2021.

In 2011, he started his doctoral studies at the Interpersonal Communication Department of the Faculty of Communication, Department of Public Relations and Promotion, one of the most valuable faculties of Marmara University. Prof. is an authority in his field. Dr. She completed her research on "The Reflection of Interpersonal Communication on Family Relationships" under the supervision of Ebru ÖZGEN (Deputy Dean, University Senate Member) and received the title of Doctor on March 29, 2017. She was awarded the title of Associate Professor in the field of Communication Studies on April 18, 2022.

The main topics among his work areas are; Examples of Women in the Media, Family Relations, Child Brides, The Art of Conversation with Correct Word Choices, Empathetic Tendencies of Academicians, Consumer Culture, Marketing

Communication, Time Management, Helicopter Parents, Health Communication, movie and TV series analysis. He has published in national and international journals and has four books published together with this work.

He was invited to international congresses held in Singapore and Greece in 2018. He served as the keynote speaker at the international congress held in Dubai in 2021.

Currently, "Media Studies", "Crisis Communication Management", "World Civilizations", "Public Relations" and "Effective Communication Skills", "Interpersonal Communication", "Marketing Communication", "Time Management", "Media Literacy", "Discourse" She provides training and carries out projects on the subjects of "Analysis" and "Interpersonal Relations" at doctoral, master and undergraduate levels.

Foreign Languages

English, C1 Advanced

Dissertations

Doctorate, Kişilerarası iletişimin aile içi ilişki algısına etkisi: Alan araştırma üzerinden analiz, Marmara Üniversitesi, Institute of Social Sciences, Kişilerarası İletişim (Dr), 2017

Postgraduate, Cumhuriyet Döneminden Günümüze Kadar Yayınlanmış Tüm İngilizce Dili Öğretimi Ders Kitaplarının Analizi, Marmara Üniversitesi, Institute of Educational Sciences, İngilizce Eğitimi (YI) (Tezli), 1987

Research Areas

Social Sciences and Humanities, Mass Communications and Mass Media, Public Relations, Communication Sciences, Radio, Cinema and Television, Media 6 Communication Systems

Academic Titles / Tasks

Associate Professor, Marmara University, School of Foreign Languages, 2022 - Continues

Lecturer PhD, Marmara University, Faculty of Health Sciences, Nursing, 2018 - Continues

Lecturer PhD, Marmara University, Faculty of Communication, Public Relations and Publicity, 2011 - Continues

Lecturer PhD, Marmara University, School of Foreign Languages, 1985 - Continues

Lecturer PhD, Marmara University, Rectorate, 2001 - 2021

Lecturer, Marmara University, Ataturk Faculty of Education, Foreign Languages Education, 2010 - 2018

Instructor, Marmara University, School of Foreign Languages, 1990 - 2011

Lecturer, Marmara University, Ataturk Faculty of Education, Foreign Languages Education, 1985 - 1990

Academic and Administrative Experience

ACADEMIC and ADMINISTRATIVE COORDINATOR, Marmara University, Rectorate, 2001 - 2021

Other Academic Duty, Marmara University, Rectorate, 2001 - 2021

Courses

Discourse Analysis, Doctorate, 2023 - 2024

Basic Principles of Marketing, Undergraduate, 2023 - 2024

İzlenec Merkezli İletifim alıřmaları, Postgraduate, 2023 - 2024
Integrated Marketing Communication, Undergraduate, 2023 - 2024
Medya Okuryazarlıđı, Postgraduate, 2023 - 2024
STUDIES of MEDIA, Undergraduate, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2016 - 2017, 2015 - 2016
Pazarlama İletifimi, Undergraduate, 2021 - 2022
İletifim ve Zaman Yönetimi, Undergraduate, 2021 - 2022
World Civilizations and Global Encounters: Since 1300 CE, Undergraduate, 2021 - 2022
Crisis Management , Undergraduate, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019
History of Communication, Undergraduate, 2021 - 2022
STUDIES of MEDIA, Undergraduate, 2018 - 2019
Public Relations, Undergraduate, 2018 - 2019
Studies of Media, Undergraduate, 2017 - 2018
Advanced Reading and Writing, Undergraduate, 2017 - 2018
ADVANCED READING and WRITING, Undergraduate, 2017 - 2018
advanced READING and WRITING, Undergraduate, 2016 - 2017, 2015 - 2016
STUDIES of MEDIA, Undergraduate, 2017 - 2018

Advising Graduates (Non-Thesis)

Yazgan A. M., Döner Projesi, Masters (Non-Thesis, Evening Education), M.Korkmaz(Student), Continues
Yazgan A. M., Yazgan A. M., Döner projesi, Masters (Non-Thesis, Evening Education), E.Kaya(Student), Continues
Yazgan A. M., Döner Projesi, Masters (Non-Thesis, Evening Education), E.Cořar(Student), Continues

Jury Memberships

Doctorate, Doctorate, Marmara Üniversitesi, April, 2024

Designed Lessons

Yazgan A. M., İzlenec Merkezli İletifim alıřmaları, Postgraduate, 2023 - 2024
Yazgan A. M., Söylem Analizi, Doctorate, 2023 - 2024

Taught Courses And Trainings

Yazgan A. M., Kriz İletifimi Nasıl Yönetilmelidir?, 2023 - 2023
Yazgan A. M., Hedonizm / Hepitalizm, 2023 - 2023
Yazgan A. M., Tükenmeden Tüketmek, 2023 - 2023
Yazgan A. M., Dijital Pazarlama ve Sosyal Medya Temel Eğitimi, 2023 - 2023
Yazgan A. M., Zamanın Doğru Yönetimi, 2022 - 2022
Ahmed Abdo Shaban A., Yazgan A. M., TÜRKÇENİN YABANCI DİL OLARAK ÖĞRETİMİ, 2016 - 2021
Özgen E., Yazgan A. M., Body Language and Communication Training, 2017 - 2017
Yılmaz G., Yazgan A. M., BEŐİKTAŐ BELEDİYESİ ZABITA EĞİTİMİ , 2017 - 2017

Articles Published in Other Journals

- The Effect of Online Education on Children's Socialization Processes During the Pandemic Period: A Communication- Based Research on First Grade Primary School Students**

Yazgan A. M., Özgen E.

TURKIYE İLETİSİM ARASTIRMALARI DERGİSİ-TURKISH REVIEW OF COMMUNICATION STUDIES, no.45, pp.76-99, 2024 (ESCI)

- II. **AİLE İÇİ İLİŞKİLERDE GÜÇ MESAFESİ-SOSYAL KİMLİK ve SOSYAL BASKINLIK: "YALI ÇAPKINI" DİZİSİ ÜZERİNDEN ANALİZ**
Yazgan A. M.
Marmara Üniversitesi Kadın ve Toplumsal Cinsiyet Araştırmaları Dergisi, vol.8, no.1, pp.45-62, 2024 (Peer-Reviewed Journal)
- III. **Integrated Marketing Communication: Advertisements on Children and Women Body and Ethical Value Perception**
Yazgan A. M.
Elektronik Cumhuriyet İletişim Dergisi, vol.6, no.1, pp.25-34, 2024 (Peer-Reviewed Journal)
- IV. **Analysis of Interpersonal Relations: Film, Green Book**
Yazgan A. M.
International Anatolia Academic Online Journal Social Sciences Journal, vol.9, no.1, pp.53-60, 2023 (Peer-Reviewed Journal)
- V. **ISOLATED LIFE AND SOCIAL MEDIA ADDICTION OF HOUSEWIVES IN THE NEW NORMALIZATION OF THE COVID-19 PANDEMIC: AN ANALYSIS of POPULAR CULTURE**
Yazgan A. M.
Marmara Üniversitesi Kadın ve Toplumsal Cinsiyet Araştırmaları Dergisi, vol.6, no.2, pp.1-16, 2022 (Peer-Reviewed Journal)
- VI. **Proje Çocuklar ve Helikopter Ebeveynler Üzerine Bir Analiz**
Yazgan A. M.
Sosyal Politika Çalışmaları Dergisi, vol.22, no.55, pp.227-258, 2022 (Peer-Reviewed Journal)
- VII. **Şiddet Sarmalı İçinden Gelen Saldırganlık: Arka Sokaklar Dizisi Üzerinden Bir Analiz**
Yazgan A. M.
International Anatolia Academic Online Journal, vol.8, no.1, pp.1-5, 2021 (Peer-Reviewed Journal)
- VIII. **Sağlık İletişiminde Motivasyona Yönelik Bir Çaba: Öz Yeterlilik İnancının ve Kişilerin Diyete İkna Edilmesi Sürecinin Analizi**
Yazgan A. M.
OPUS Uluslararası Toplum Araştırmaları Dergisi, vol.18, no.40, pp.2085-2115, 2021 (Peer-Reviewed Journal)
- IX. **End of Globalization Welcoming a New Era: "The Plague" a Novel by Albert Camus Becomes Real**
Yazgan A. M.
International Anatolia Academic Online Journal, vol.7, no.1, pp.60-64, 2021 (Peer-Reviewed Journal)
- X. **The Consumption Relations and Loneliness Amongst Adults**
Yazgan A. M.
İnsan ve İnsan Dergisi, vol.7, no.23, pp.52-67, 2020 (Peer-Reviewed Journal)
- XI. **ŞİDDETİN GÖRÜNMEYEN YÜZÜ: ÇOCUK GELİNLER**
Yazgan A. M., Özgen E.
INTERNATIONAL PEER-REVIEWED JOURNAL OF COMMUNICATION AND HUMANITIES RESEARCHES, no.16, pp.68-84, 2017 (Peer-Reviewed Journal)
- XII. **A Case Study on Empathic Tendency of Academicians in the Context of Interpersonal Relations**
Yazgan A. M., Özgen E.
David publishing Journalism and Mass Communication, vol.7, pp.46-52, 2017 (Peer-Reviewed Journal)

Books & Book Chapters

- I. **Pazarlama İletişim ile Bütünleşti**
YAZGAN A. M.
BETA, İstanbul, 2023

- II. **Dijital Çağda Başarılı Kriz Yönetiminde Anahtar: SANALDAN GERÇEKLİĞE DOĞRU İLETİŞİM**
Yazgan A. M.
DER YAYINEVİ, İstanbul, 2021
- III. **Yazılı Medyada Sağlık Alanında Çalışan Kadın Olgusu: Gazeteler Üzerinden Bir Değerlendirme**
YAZGAN A. M.
in: Ulusal Sağlık sektöründe Kadın İstihdamı Çalıştayı, Uslu Demir Yeter; Ayanoglu Fatma, Editor, Medipol Üniversitesi Yayınları, İstanbul, pp.69-74, 2021
- IV. **İNSAN İLİŞKİLERİNDE KRİZİ ÇÖZME SANATI**
Yazgan A. M.
in: İLETİŞİM ÇALIŞMALARI, Prof. Dr. Serhat Ulağlı, Editor, MOTTO YAYINLARI, İstanbul, pp.118-134, 2020
- V. **Kapitalizmin Gölgesinde Tükenen İnsan**
YAZGAN A. M.
Der Yayınları, İstanbul, 2018
- VI. **SOSYAL MEDYA BAĞIMLILIĞINDA BENLİK ve KİMLİK PERSPEKTİFLERİNE BAKIŞ: İNTERNETTEN GELEN TUTSAKLIK**
YAZGAN A. M., ÖZGEN E.
in: SOSYAL BİLİMLERE MULTİDİSİPLİNER BAKIŞ, Prof. Dr. Ayhan Ataç, Prof. Dr. Gülsen Demir, Prof.Dr. Mustafa Talas, Doç. Dr. Bekir Kocadaş, Editor, GÜVENPLUS GRUP DANIŞMANLIK A.Ş. YAYINLARI, İstanbul, pp.99-111, 2018
- VII. **SOSYAL MEDYA BAĞIMLILIĞININ BİR SONUCU OLARAK NESNELEŞEN İNSANIN ÖZNE OLMA ÇABASI**
ÖZGEN E., YAZGAN A. M.
in: SOSYAL BİLİMLERE MULTİDİSİPLİNER BAKIŞ, Prof. Dr. Ayhan Ataç, Prof. Dr. Gülsen Demir, Prof. Dr. Mustafa Talas, Doç. Dr. Bekir Kocadaş, Editor, GÜVENPLUS GRUP DANIŞMANLIK A.Ş. YAYINLARI, İstanbul, pp.422-431, 2018
- VIII. **Aile içi İlişkiler Odaklı İletişim**
YAZGAN A. M.
DER YAYINLARI, İstanbul, 2017
- IX. **Yazılı Medyada "Çalışan Kadın" Algısı: Gazeteler Üzerinden Bir İnceleme**
ÖZGEN E., YAZGAN A. M.
in: Çalışma Hayatında Kadın, Prof.Dr. Gülay Yılmaz, Editor, Marmara Üniversitesi Yayını, İstanbul, pp.205-211, 2017

Refereed Congress / Symposium Publications in Proceedings

- I. **İLETİŞİMİN EKONOMİ POLİTİĞİNDE SAĞLIK SEKTÖRÜNDE PAZARLAMA İLETİŞİMİ ÇELİŞKİSİ BESLENME ÜZERİNDEN BİR ÇALIŞMA (1) (1)**
YAZGAN A. M., ERDİL T. S.
13. ULUSLARARASI YENİ DÜNYADA İLETİŞİM KONGRESİ, Çanakkale, Turkey, 1 - 03 October 2024, vol.1, pp.9-13
- II. **THE LANGUAGE OF FASHION AND ITS REFLECTION ON YOUTH IN TERMS**
YAZGAN A. M.
International Topkapı Congress IV, İstanbul, Turkey, 18 - 20 September 2024, vol.1, pp.443-450
- III. **CONSUMER SATISFACTION RESULTS FROM EMPLOYEE SATISFACTION**
YAZGAN A. M.
INTERNATIONAL TOPKAPI CONGRESS IV, İstanbul, Turkey, 18 - 20 September 2024, vol.1, pp.451-458
- IV. **Sosyal Medya Reklamları Krizleri ve Örnekler**
Özgen E., Yazgan A. M.
7th International African Conference on Contemporary Scientific Research, Tripoli, Greece, 15 - 16 May 2024, pp.53-59
- V. **A Perspective on Media Literacy in the Context of Mass Culture**
Yazgan A. M., Özgen E.
7th International African Conference on Contemporary Scientific Research, Tripoli, Greece, 15 - 16 May 2024, pp.46-52

- VI. **The Impact of Sustainability Communication and Sustainability Reports On Corporate Reputation**
Yazgan A. M., Özgen E.
Proceedings of International Conference on Studies in Education and Social Sciences, Colorado, United States Of America, 20 - 23 October 2023, vol.1, pp.522-528
- VII. **The Impact of Sustainability Communication and Sustainability Reports on Corporate Reputation**
Yazgan A. M., Özgen E.
International Conference in Studies on Social and Education Sciences, Antalya, Turkey, 20 - 23 October 2023, vol.1, pp.21-22
- VIII. **Ethical Values in Integrated Marketing Communication: An Analysis of Commercials**
Yazgan A. M., Özgen E.
17th Communication Ethics Conference: Communication Ethics, Pennsylvania, United States Of America, 6 - 08 June 2023
- IX. **Analysis of Satisfaction and Nutrition Concepts on Newspapers in Terms of HealthCommunication**
Yazgan A. M.
ISERD International Conference, Dubai, United Arab Emirates 26-27 October 2021, Dubai, United Arab Emirates, 24 October 2021, vol.167, pp.18-21
- X. **Yazılı Medyada Sağlık Alanında Çalışan Kadın Olgusu**
YAZGAN A. M.
Marmara Üniversitesi Kadın Çalışmaları Uygulama ve Araştırma Merkezi ve Medipol Üniversitesi Sağlık Yönetimi Anabilim Dalı Ulusal Sağlık Sektöründe Kadın İstihdamı Çalıştayı (Pandemi Özel), İstanbul, Turkey, 06 February 2021, pp.69-75
- XI. **YAPAY ZEKA GELECEĞİN DİKTATÖRÜ OLABİLİR Mİ?: İLETİŞİMSEL BİR BAKIŞ**
ÖZGEN E., YAZGAN A. M.
ULUSLARARASI EĞİTİMDE GÜNCEL SORUNLARVE TEKNOLOJİ BAĞIMLILIĞI KONGRESİ, 6 - 07 December 2018
- XII. **İNSANOĞLUNUN KRİZ ÇÖZME BECERİSİNE BAKIŞ**
ÖZGEN E., YAZGAN A. M.
ULUSLARARASI EĞİTİMDE GÜNCEL SORUNLARVE TEKNOLOJİ BAĞIMLILIĞI KONGRESİ, 6 - 07 December 2018
- XIII. **Yapay Zeka Geleceğin Diktatörü Olabilir mi? İletişimsel Bir Bakış**
ÖZGEN E., YAZGAN A. M.
Uluslararası Eğitimde Güncel Sorunlar ve Teknoloji Bağımlılığı Kongresi, İstanbul, Turkey, 06 December 2018, vol.1, pp.149-152
- XIV. **İnsanoğlunun Krizi Çözme Becerisine Bakış**
YAZGAN A. M., ÖZGEN E.
Uluslararası Eğitim Güncel Sorunlar ve Teknoloji Bağımlılığı Kongresi, İstanbul, Turkey, 06 December 2018, vol.1, pp.161-167
- XV. **"Y" Generations and Their Parents**
YAZGAN A. M.
Proceeding for the 2nd Annual International Conference on Journalism Mass Communications (JMComm 2013), Singapore, 22 - 23 October 2018, vol.1, pp.75-79
- XVI. **Exhausted Person Exhausting Relationships in the Culture of Consumption**
YAZGAN A. M.
International Congress on Social and Economic Sciences, ATİNA, Greece, 15 - 19 November 2017, vol.1, pp.16
- XVII. **PRESSURE ON YOUNG ADULTS IN THE FAMILY RELATIONS**
YAZGAN A. M.
2. Uluslararası İletişim, Edebiyat, Müzik ve Sanat Çalışmalarında Güncel Yaklaşımlar Kongresi, Kocaeli, Turkey, 26 - 27 October 2017, vol.1, pp.120-121
- XVIII. **INVISIBLE VIOLENCE: BRIDE CHILDREN**
Yazgan A. M., Özgen E.
3. Uluslararası farklı Şiddet Boyutları ve Toplumsal Algı Kongresi, Kocaeli, Turkey, 21 - 22 April 2017, pp.146-148
- XIX. **Yazılı Medyada "Çalışan Kadın" Algısı: Gazeteler Üzerinden Bir İnceleme**
ÖZGEN E., YAZGAN A. M.

Supported Projects

Yazgan A. M., Project Supported by Higher Education Institutions, Y Generation and Their Parents, 2018 - 2018

Yazgan A. M., Project Supported by Higher Education Institutions, Tüketim Kültürü İçinde Tükenen İlişkiler ve Tükenen İnsan, 2017 - 2017

Activities in Scientific Journals

Türkiye İletişim Araştırmaları Dergisi (Online), Assistant Editor/Section Editor, 2021 - Continues

Scientific Refereeing

Spor Bilimleri Dergisi, National Scientific Refreed Journal, April 2024

Marmara İletişim Dergisi, Journal Indexed in ESCI, December 2023

Akdeniz Kadın Çalışmaları ve Toplumsal Cinsiyet Dergisi , National Scientific Refreed Journal, December 2023

International Anatolia Academic Online Journal Social Sciences Journal, Other Indexed Journal, March 2023

Tasks In Event Organizations

Yazgan A. M., HIT KARİYER OFİSİ MENTÖR BULUŞMASI, Student Club and Community Activity, İstanbul, Turkey, Kasım 2024

Yazgan A. M., SANA İlham Akademisi, Science / Art Camp or Summer School Organization, Hatay, Turkey, Kasım 2024

Yazgan A. M., Ekonomi Gazeteciliğine Dair Her Şey, Student Club and Community Activity, İstanbul, Turkey, Mart 2024

Yazgan A. M., Geçmiş Gerçekten Güzel miydi?, Student Club and Community Activity, İstanbul, Turkey, Mart 2024

Ayanoğlu Şişman F., Yazgan A. M., Sağlık Sektöründe Kadın İstihdamı Çalıştayı, Workshop Organization, İstanbul, Turkey, Şubat 2021

Scientific Research / Working Group Memberships

Akreditasyon Grubu, Marmara University, Turkey, <http://hit.iletisim.marmara.edu.tr/>, 2023 - Continues

Metrics

Publication: 42

Citation (Scopus): 1

H-Index (Scopus): 1

Congress and Symposium Activities

International Conference in Studies on Social and Education Sciences, Attendee, Antalya, Turkey, 2023

17th Communication Ethics Conference: Communication Ethics , Attendee, Pennsylvania, United States Of America, 2023

ISERD International Conference, Invited Speaker, Dubai, United Arab Emirates, 2021

International Conference on Economics, Management, and Social Study, Attendee, Dubai, United Arab Emirates, 2021

Türkiye Kent Konseyleri Birliği, Invited Speaker, İstanbul, Turkey, 2021

Sağlık Sektöründe Kadın İstihdamı Çalıştayı (Pandemi Özel), Invited Speaker, İstanbul, Turkey, 2021
Sağlık Sektöründe Kadın İstihdamı Çalıştayı (Pandemi Özel), Working Group, İstanbul, Turkey, 2021
International Congress on Current Problems in Education and Technology Addiction, Attendee, İstanbul, Turkey, 2018
International Congress on Current Problems in Education and Technology Addiction, Session Moderator, İstanbul, Turkey, 2018
7th Annual International Conference on Journalism Mass Communications, Attendee, Singapore, Singapore, 2018
Women in Working Life, Attendee, İstanbul, Turkey, 2018
International Congress on Social and Economic Sciences, Attendee, Athens, Greece, 2017
2nd Congress on Current Approaches in Communication, Literature, Music, and Art Studies, Attendee, Kocaeli, Turkey, 2017
3rd International Congress on Different Dimensions of Violence and Social Perception, Session Moderator, Kocaeli, Turkey, 2017

Invited Talks

Joint Conference for the fields of Engineering, Technology, and Management, Conference, International Society for Engineering Research and Development, United Arab Emirates, November 2021
International Conference on Economics, Management and Social Study, Conference, International Society for Engineering Research and Development, United Arab Emirates, October 2021
Göç; Uyum ve kadın Meclisleri, Workshop, Marmara Üniversitesi, Turkey, March 2021
Sağlık Sektöründe Kadın İstihdamı Çalıştayı, Workshop, İstanbul Medipol Üniversitesi, Turkey, February 2021

Visual Activities

Yazgan A. M., Family Relationships, TV Show, 2018 - 2018

Representation and Promotion Activities

Institutional Representation, Kariyer Ofisi İdareciliği, Turkey, İstanbul, 2023 - 2030
Institutional Representation, Tüyük Fuarçılık, Turkey, İstanbul, 2008 - 2008

Non Academic Experience

Professional Association, İletişim Mezunları Derneği (İLMED), İLMED