

Assoc. Prof. Sergün KURTOĞLU

Personal Information

Office Phone: [+90 212 440 0000](tel:+902124400000) Extension: 12686

Fax Phone: [+90 212 440 0316](tel:+902124400316)

Email: sergunk@istanbul.edu.tr

Web: <http://aves.istanbul.edu.tr/sergunk/>

Address: İletişim Fakültesi, Kaptanı Derya İbrahim Paşa Sokak, 34116, Beyazıt

Dissertations

Doctorate, Avrupa'da Yaşayan Türklerin Avrupa Birliği'ne İlişkin Kamu Gündemi Oluşması Sürecinde Avrupa Birliği'ne Yönelik Tutumlarının Kalitatif Bir Değerlemesi: Avusturya Örneği , Istanbul University, Communication faculty, Public Relations and Publicity Department, 2009

Postgraduate, Haberleşme Sürecinde Basın ile Kurumlar Arasındaki İlişkinin Halkla İlişkiler Yönünden İncelenmesi:AB Örneği, Istanbul University, Communication faculty, Public Relations and Publicity Department, 2004

Research Areas

Social Sciences and Humanities, Mass Communications and Mass Media, Public Relations, Communication Sciences

Academic Titles / Tasks

Associate Professor, Istanbul University, Communication faculty, Public Relations and Publicity Department, 2002 - Continues

Published journal articles indexed by SCI, SSCI, and AHCI

- I. **The Relation Between the Objectivity and the Context of a Survey Research**
KURTOĞLU S.
European Journal of Scientific Research, vol.42, no.1, pp.93-105, 2010 (SCI-Expanded)

Articles Published in Other Journals

- I. **A Critical Approach to Modern Conception in the Context of Objectivity and Quantitative Method**
KURTOĞLU S.
World Academy of Science, Engineering and Technology, vol.0042, pp.1315-1323, 2010 (Peer-Reviewed Journal)
- II. **Do the PR Campaigns Provide Efficacy?**
KURTOĞLU S.
Communication Director, Magazine for Corporate Communications and Public Relations, vol.04/2007, 2007 (Non Peer-Reviewed Journal)
- III. **Sosyal Pazarlama Kavramının Analizi**
KURTOĞLU S.

- İstanbul Üniversitesi Sosyal Bilimler Dergisi, pp.125-134, 2007 (Peer-Reviewed Journal)
- IV. **Bant Reklamların Maç Sırasında Yayınlanmasının İzleyici Üzerindeki Etkileri**
KURTOĞLU S.
İSTANBUL ÜNİVERSİTESİ İLETİŞİM FAKÜLTESİ DERGİSİ, no.20, pp.253-259, 2004 (ESCI)
- V. **Halkla İlişkiler ve Basın Arasındaki İlişkiler**
KURTOĞLU S.
İSTANBUL ÜNİVERSİTESİ İLETİŞİM FAKÜLTESİ DERGİSİ, no.18, pp.371-382, 2003 (ESCI)
- VI. **Haberin Söylemini Çözümlemek**
KURTOĞLU S.
İSTANBUL ÜNİVERSİTESİ İLETİŞİM FAKÜLTESİ DERGİSİ, no.17, pp.145-164, 2003 (ESCI)
- VII. **Avrupa Birliği'ne Doğru Türk Toplumu**
KURTOĞLU S.
İSTANBUL ÜNİVERSİTESİ İLETİŞİM FAKÜLTESİ DERGİSİ, no.14, pp.463-493, 2002 (ESCI)

Books & Book Chapters

- I. **The Individual as an Active Subject Related to Agend Setting**
KURTOĞLU S.
in: Agenda Setting: Old and New Problems in the Old and New Media, Dobek-Ostrowska B., Lodzki B., Wanta W., Editor, Wydawnictwo Uniwersytetu Wrocławskiego, Wrocław, pp.53-68, 2012
- II. **Küresel Yoksullaşmanın Yerel Yoksullaşmaya Dönüştürülmesinde Bir Güç ve Ksrş Güç Olarak Halkla İlişkiler**
KURTOĞLU S.
in: Halkla İlişkiler ve Reklamın Anatomisi: Eleştirel Bir Kavrayış, Yıldırım Becerikli S., Editor, Ütopya Yayınevi, Ankara, pp.103-118, 2011
- III. **Empatik Kurgulanmış Sempatik Kamu: Halkla İlişkilerde Hedef Kitlenin Kamulara Dönüştürülmesi**
KURTOĞLU S.
in: Halkla İlişkilerde İletişim Öznesi: Empati, Ertürk Y.D., Editor, Derin Yayınları, İstanbul, pp.259-271, 2010
- IV. **The Relation Between Media and Propaganda: An Analysis of the Photographs of Torture in Iraq**
KURTOĞLU S.
in: Mass Media: International Issues, Arampatzis A., Pasadeos Y., Editor, Athens Institute For Education And Research, Atina, pp.53-69, 2005
- V. **An Analysis of the Turkish Press in the Process of Public Opinion Formation Related to Global Terrorism**
KURTOĞLU S.
in: Elections, News Media and Public Opinion, Lopez-Escobar E., Algarra M. M., Editor, Navarra University, Pamplona, 2004
- VI. **Yoksullaşma Karşısında Halkla İlişkilerin Anlamını Yeniden Düşünmek**
KURTOĞLU S.
in: 2nd International Symposium: Communication in the Millenium, Görpe S., Editor, İstanbul Üniversitesi İletişim Fakültesi, İstanbul, pp.743-754, 2004

Refereed Congress / Symposium Publications in Proceedings

- I. **ORTA ÇAĞ KARANLIK MIYDI?.**
Kurtoğlu S.
Dijital Çağda Kriz İletişimi, İstanbul, Turkey, 26 - 28 May 2021, pp.139
- II. **Kanun Benim: Dizi Kahramanlar ve Ergen**
KURTOĞLU S.

9. Ergen Psikiyatrisi Sempozyumu, İstanbul, Turkey, 1 - 04 November 2004, pp.66-68

III. Pros and Cons of Using New Communication Technologies in Public Relations: An Analysis of Public Relations Practitioners' Views

KURTOĞLU S.

11th BledCom, 11th International Public Relations Research Symposium: New Concepts and Technologies for Public Relations, Public Affairs and Corporate Communication, Slovenia, 1 - 04 July 2004, pp.22-27

Other Publications

I. We Couldn't Bid Farewell to Weapons!

Kurtoğlu S.

Presentation, pp.3-6, 2023

Metrics

Publication: 18

Congress and Symposium Activities

International Journal Arts and Sciences/European Conference for Academic Disciplines, Attendee, Germany, 2011

World Academy of Science, Engineering and Technology/International Conference in Social Sciences, Attendee, France, 2010

World Association for Public Opinion Research/Quality Criteria in Survey Research VI, Attendee, Cadenabbia, Italy, 2006

Athens Institute for Education and Research/3. International Conference on Communication and Mass Media, Attendee, Atina, Greece, 2005

World Association for Public Opinion Research,Regional Conference/Elections, News Media and Public Opinion, Attendee, Pamplona, Turkey, 2004

The Association of Turkish and American Communication Scholars/2nd International Symposium: Communication in the Millenium, Attendee, İstanbul, Turkey, 2004

Non Academic Experience

İstanbul Üniversitesi