

CURRICULUM VITAE 2023

YEŞİM KAPTAN, Ph.D.

School of Communication Studies
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EDUCATION

Dual Ph.D.

Indiana University, Bloomington IN, 2010

1. Department of Communication and Culture and
2. Department of Folklore
(*Qualifying exams passed with distinction*)

Dissertation: *Selling 'Turkishness': Nationalism and Globalization in Turkish Advertising* (Director: Dr. Richard Bauman)

M.A.

Indiana University, Bloomington IN, 2004

Department of Folklore and Ethnomusicology,

M.A. Thesis: *Kemalism, Nationalism and Folklore in Modern Turkey*

M.S.

Middle East Technical University (METU) Ankara, Turkey, 2002

(a leading research university of Turkey that accepts only top 1% of the applicants), The Department of Political Science

M.S. Thesis: *Cultural Policies of the Early Republican Regime in the Context of Folklore*

B.S.

Middle East Technical University (METU), Ankara, Turkey, 1999

The Political Science Department, University Honors in Political Science

RESEARCH AND TEACHING INTERESTS

Global Media Studies, Media Ethnography, Identity Politics, Globalization, Nationalism, Consumer Culture, Advertising, Critical Cultural Theory, the Middle East, Europe, Contemporary Turkey.

ACADEMIC AND PROFESSIONAL APPOINTMENTS

Associate Professor (2022-Present)	School of Communication Studies, Kent State University Kent, Ohio.
Assistant Professor (2016-2021)	School of Communication Studies, Kent State University Kent, Ohio.
Affiliate Partner (2019-Present)	The Centre for Transnational Media Research, Aarhus University, Kingdom of Denmark.
Faculty Affiliate (2020-Present)	Women's Studies Program. Kent State University, Kent, Ohio.
Visiting Researcher (May-June 2018)	Aarhus University, School of Communication and Culture, Aarhus, Kingdom of Denmark.
Associate Professor (March 22, 2016)	Granted by the Council of Higher Education, Ankara Turkey.
Faculty Fellow (January-February 2016)	Annenberg School for Communication, Center for Advanced Research in Global Communication (CARGC), University of Pennsylvania, Philadelphia, PA.
Assistant Professor (August 2011-2015)	Izmir University of Economics, Faculty of Communication, Izmir, Turkey.
Associate Dean (August 2012-2015)	Izmir University of Economics, Faculty of Communication Izmir, Turkey.
Associate Instructor (August 2011-2015)	Indiana University, Department of Communication & Culture Bloomington, IN.
Research Assistant (September 2000-2002)	Total Quality Management & Human Resources, METU Ankara, Turkey.

RESEARCH

EDITED BOOK

Kaptan, Y. & Algan, E. (Eds.). (2020). *Television in Turkey: Local Production, Transnational Expansion and Political Aspirations*. London, UK: Palgrave Macmillan.
<https://www.palgrave.com/gp/book/9783030460501#reviews>

PEER-REVIEWED JOURNAL ARTICLES

Algan, E., & Kaptan, Y. (Forthcoming June 2023). Introduction: Global Audiences and Fans of Turkish TV Dramas. Special Issue: Transnational Turkish Television Production and Consumption. *International Communication Gazette*, 85(3).

Algan, E., & Kaptan, Y. (Forthcoming June 2023). Introduction: Cultural Politics and Production Practices of the Turkish TV Industry. Special Issue: Transnational Turkish Television Production and Consumption. *International Communication Gazette*, 85(4).

Algan, E., & Kaptan, Y. (2023). Content is Power: Cultural Engineering and Political Control over Transnational Television. *International Communication Gazette*, Online First. <https://doi.org/10.1177/17480485231152879>

Vitrinel, E., Kaptan, Y. & Algan, E. (2023). Introduction: Capturing the New Dynamics of Turkish Television Series: Disjunctions and Continuities, *Series: International Journal of TV Serial Narratives*, 3(2): 5-8. Winter Issue.
<https://series.unibo.it/article/view/16308/15689>

Kaptan, Y. (2021). “Down-to-Earth TV Dramas”: The Reception of Authenticity, Reality and Modality in Danish TV Dramas. *Critical Studies in Television: The International Journal of Television Studies*. 16(4): 375-393. <https://doi.org/10.1177/17496020211046333>

Kaptan, Y., & Kraidy, M.M. (2021). Depoliticizing Politics: Egypt’s Media Boycotts in the Turkish Media. *Communication, Culture and Critique*. 14(3): 405-421.
<https://doi.org/10.1093/ccc/tcab002>

Algan, E., & Kaptan, Y. (2021). Turkey’s TV celebrities as cultural envoys: The role of celebrity diplomacy in nation branding and the pursuit of soft power. *Popular Communication: The International Journal of Media and Culture*. 19(3): 222-234.
<https://doi.org/10.1080/15405702.2021.1913494>

Kaptan, Y. (2020). Authoritarian Populism and the Discourse of “the People” in the Turkish Islamist Media: The Case of *Yeni Şafak*. *International Journal of Communication*, 14, 19: 3986-4002. <https://ijoc.org/index.php/ijoc/article/view/14004>

Kaptan, Y. (2019). At the Nexus between the National and the Global: The Discursive Construction of the Turkish Halal Market in the Neoliberal Age. *Markets, Globalization*

& Development Review. 4(1): 1-24. doi: 10.23860/MGDR-2019-04-01-05
<https://digitalcommons.uri.edu/mgdr/vol4/iss1/5>

Kaptan, Y. (2018). Multiple Proximities and National Identities: Turkish Audiences' Perception of Advertising Adaptations. *Popular Communication: The International Journal of Media and Culture*, 17(1): 18-34. doi: [10.1080/15405702.2018.1497800](https://doi.org/10.1080/15405702.2018.1497800)

Kaptan, Y. (2016). Laugh and Resist: Humor and Satire Use in the Gezi Resistance Movement. *Perspectives on Global Development and Technology*, 15(5): 567-587. doi: <https://doi.org/10.1163/15691497-12341407>

Kaptan, Y. (2016). Marking Differences, Consuming Identities: United Condoms of Benetton Campaign and "Global Turkishness. *Journal of Consumer Culture*, 16 (2): 447-466. doi: <https://doi.org/10.1177/1469540514521075>

Kaptan, Y. (2016). Media Ethnography Matters in Advertising Studies: Multi-sited Ethnographies. (In Turkish). (Reklamcılık Çalışmalarında Medya Ethnografisinin Önemi: Çok Alanlı Etnografiler). *Selçuk Journal of Communication*, 9(3): 162-177.
<https://dergipark.org.tr/tr/download/article-file/226305>

Kaptan, Y. (2015). Advertising Adaptations betwixt and between locality and globalization: Case of Snickers (In Turkish). (Küresellik Ve Yerellik Arasında Reklam Adaptasyonları: Snickers Örneği). *Ankara University's Journal: İLEF*, Spring, 2(2): 11-36.
<https://dergipark.org.tr/en/pub/ilef/issue/28588/305304>

Kaptan, Y., & Karanfil, G. (2013). RTU(®)K, Broadcasting, and the Middle East: Regulating the Transnational. *International Journal of Communication*, 7(1): 2232-2340.

Karanfil, G., & Kaptan, Y. (2013). Turkey, the Middle East & the Media Special Section: Editorial Introduction. *International Journal of Communication*, 7(1): 2419-23.
<http://ijoc.org/index.php/ijoc/article/view/2449/1010>

Kaptan, Y. (2013). We just know!: Tacit Knowledge and Knowledge Production in the Turkish Advertising Industry. *Journal of Consumer Culture*, 13(3): 264-282.
<http://journals.sagepub.com/doi/full/10.1177/1469540513482601>

Kaptan, Y. (2013). Proximity or Difference: Media Representation of Turkish Melodramas in the Middle East and Balkans. *Global Media Journal: Mediterranean Edition*, Fall, 8(2): 1-10.

Kaptan, Y. (2013). A Conceptual Perspective to Media: Cultural Globalization, Clash of Civilizations, or Hegemony. *Global Media Journal: Turkish Edition*, 3(7): 118-134.
<https://globalmediajournaltr.yeditepe.edu.tr/sites/default/files/Yes%CC%A7im%20KAPTA N.pdf>

Kaptan, Y. (2013). 3 in 1: Construction of Starbucks Cafes as a Hybrid Space” (in Turkish) (Üçü bir arada: Melez bir Mekanın Kuruluşu ve Starbucks Üzerine Gözlemler), *Kİ: Kültür ve İletişim (The Journal of Culture and Communication*, 16(2): 73-96.

Kaptan Y. (2012). Who can change the world? Resistance as Communication and METU Advertisements. *Global Media Journal: Mediterranean Edition*, 8(1): 44-51.

Ogan, C., F. Cicek & Y. Kaptan (2008). Reverse Glocalization? Marketing a Turkish Cola in the Shadow of a Giant.” *The Journal of Arab & Muslim Media Research*, 1 (1): 47-62.
<https://www.ingentaconnect.com/content/intellect/jammr/2007/00000001/00000001/art00004;jsessionid=8a9q8imdf1tp2.x-ic-live-03#>

Kaptan, Y. (2006) “For the Sake of the Folk or the Ideology of the State: Folklore Studies in the People’s Houses in the Early Years of Modern Turkey. *The Folklore Historian*, 23(1): 19-44.

Kaptan, Y. (2000). Bizim Nasreddin (In Turkish) (Our Nasreddin), *Halkbilim*, 12(1): 52-63.
Ankara: Middle East Technical University. (A Refereed Folklore Journal in Turkish).

PEER REVIEWED & INVITED BOOK CHAPTERS

Kaptan, Y. (2023, Invited chapter). Streaming Nationalism, Advertising Localization: Netflix Türkiye Advertisements. In M. P. McAllister & E. West (Eds.), *The Routledge Companion to Advertising and Promotional Culture*, 2nd Edition. London, UK and New York, NY: Routledge.

Kaptan, Y. & Tutucu, M. (2021, Invited chapter). The Rise of K-dramas in the Middle East: Cultural Proximity and Soft Power. In Y. Kim (Ed.), *The Soft Power of the Korean Wave: Parasite, BTS and Drama*, London, UK and New York, NY: Routledge.

Kaptan, Y. & Algan, E. (2020). Introduction: Turkey’s National Television in Transnational Context. In Y. Kaptan, & E. Algan (Eds.), *Television in Turkey: Local Production, Transnational Expansion and Political Aspirations* (pp. 1-24). London, UK: Palgrave Macmillan.

Kaptan, Y. (2020, Invited chapter,). Sensing authenticity, seeing aura: Turkish audiences’ reception of Danish dramas. In P. M. Jensen, & U. C. Jacobsen (Eds.), *The Global Audiences of Danish Television Drama* (pp. 91-106). Gothenburg: Nordicom.

Eichner, S., Kaptan, Y., Prommer, E., & Yurtaeva-Martens, Y. (Invited chapter, 2019). New media and audience behavior. In K. Arnold, P. Preston, & S. Kinnebrock (Eds.), *The Handbook of European Communication History* (pp. 385-402). Malden, MA and Oxford, UK: Wiley Blackwell.
<https://onlinelibrary.wiley.com/doi/abs/10.1002/9781119161783.ch21>

- Kaptan, Y. & Tutucu, M. (2019). The East meets the Middle East: Cultural Proximity, Audience Reception and Korean TV Adaptations on Turkish Televisions. In J. Park & A.G. Lee (eds.), *The rise of K-dramas: Essays on Korean television and its global consumption* (pp. 193-216). Jefferson, NC: McFarland and Company.
- Kaptan, Y. (2019, Invited chapter). Global Communication and Culture. In Y. Kamalipour (ed.), *Global Communication: A Multicultural Perspective*, 3rd Edition (pp. 344-370). Lanham, MD: Rowman & Littlefield Publishers.
- Kaptan, Y. (2018, Invited chapter). Crime Drama Between Fidelity and Cultural Specificity: Audiences' Reception of *Cinayet*, the Turkish Remake of *Forbrydelsen*. In S. Peacock, S. Turnbull and K.T. Hansen (eds.), *European Television Crime Drama and Beyond* (pp. 193-210). New York: Palgrave Macmillan.
- Ogan, C. & Kaptan, Y. (2018). Was That Tear Gas or Just Me Laughing Until I Cried: Humor and Satire Use in the Gezi Resistance Movement. In J. Dee (ed.), *From Tahrir Square to Ferguson: Social Networks as Facilitators of Social Movements* (pp. 103-130). Bern: Peter Lang. <https://www.peterlang.com/view/title/22844>
- Kaptan, Y. (2017). Media, Culture and Society. In J. D. Ponder (ed.), *Foundations of Communication* (pp 255-264). Southlake, TX: Fountainhead Press.
- Kaptan, Y. & Oksuz, B. (2014). Articulating locality in advertising adaptation: The Snickers case. In P. Kitchen & E. Uzunoglu (eds.), *Integrated Communications in the Post-Modern Era* (pp.195-211). New York: Palgrave Macmillan.

BOOK REVIEWS (1)

- Kaptan, Y. (2017). Review of *Global Entertainment Media: A Critical Introduction* by Lee Artz. *Global Media and Communication*, 13(3): 305-307.

WORKS IN PROGRESS

Book manuscript (In preparation) Reimagining Transnational Identities & Consuming National Cultures in the Age of Global Television.

NON-PEER REVIEWED POPULAR PUBLICATIONS

Birgun Pazar (Sunday supplement of a daily newspaper in Turkish)

- Kaptan, Y. (October 9, 2022). *Yakarsa dünyayı kadınlar yakar: Kadınlar kurtaracak dünyayı (Women will save the world)*, visit <https://www.birgun.net/haber/yakarsa-dunyayi-kadinlar-yakar-kadinlar-kurtaracak-dunyayi-1-405582>
- Kaptan, Y. (January 23, 2021). *Hrant için, Adalet için (For Hrant, For Justice)*, visit <https://www.birgun.net/haber/hrant-icin-adalet-icin-374330>

Kaptan, Y. (April 25, 2021). *Vedat Milor neyi temsil eder? (What does Vedat Milor represent?)*, visit <https://www.birgun.net/haber/vedat-milor-neyi-temsil-eder-342505>

Kaptan, Y. (November 11, 2018). *The election is over in the United States. What's next? (ABD'de secimler bitti, peki baslayan ne?)* <https://www.birgun.net/haber/abd-de-secimler-bitti-peki-baslayan-ne-236410>

Kaptan, Y. (March 26, 2017). *With great power comes great responsibility. (Mutlak güç büyük bir sorumluluklarla birlikte gelir)*, visit: <https://www.birgun.net/haber-detay/mutlak-guc-buyuk-sorumluluklarla-birlikte-gelir-152628.html>

Kaptan, Y. (May 05, 2015). *Why did Panoptikon collapse in Turkey? (Panoptikon niye Türkiye'de çöktü?)*, visit: <https://www.birgun.net/haber-detay/panoptikon-niye-turkiye-de-coktu-78589.html>

Kaptan, Y. (November 29, 2014). *JDP's democracy exam: Media and law (AKP'nin demokrasi sınavı: Medya ve Hukuk)*, visit: <https://www.birgun.net/haber-detay/akp-nin-demokrasi-sinavi-medya-ve-hukuk-71884.html>

Kaptan, Y. (October 12, 2014). *How many flowers has gone (Kaç çiçek soldu, hani bu sondu)*, visit: <https://www.birgun.net/haber-detay/kac-cicek-soldu-hani-bu-sondu-69889.html>

Kaptan, Y. (February 16, 2014). *What happens to [Turkish] media? (Ne olacak bu medyanın hâli?)*.

Kaptan, Y. (June 15, 2014). *Reflections on Gezi's Anniversary: Mainstream media as you know it! (Gezi'nin yıldönümünden yansımalar: Ana akım medya bildiğiniz gibi)*.

Kaptan, Y. (October 6, 2013). *My humor is special! (Bir başkadır benim mizahım!)*.

Kaptan, Y. (August, 6, 2013). *Invitation to the capitalists: Universities are yours!, (Sermaye buyur gel, üniversiteler sizindir!)*.

Kaptan, Y. (July, 15, 2013). *#Alternative Media Resist, (#Diren Alternatif Medya)*.

Kaptan, Y. (June 16, 2013). *This week in Taksim: The State's exam with the peace (Taksim'de bu hafta: Devletin Barışla İmtihanı)*.

Kaptan, Y. (May 19, 2013). *Zero Problem Policy with Neighbors and Media (Komşularla sıfır sorun politikası ve medya)*.

Kaptan, Y. (December 30, 2012). *Something is wrong with METU! (ODTÜ'de bir terslik var!)*,

Radikal 2 (Sunday supplement of a former daily newspaper in Turkish)

Kaptan, Y. (July 2006). *Are you Middle Eastern? (Ortadogulu musun?)*, *Radikal* 2, (In Turkish), http://www.radikal.com.tr/ek_haber.php?ek=r2&haberno=6032

ACADEMIC HONORS, AWARDS AND FELLOWSHIP

Fall 2022	Research and Creative Activity Fund (RACAF) Award, College of Communication and Information, Kent State University, Kent, Ohio. (\$4620)
Summer 2020	Remote Instruction Workshop. The Center for Teaching and Learning (CTL), Kent State University, Kent, Ohio. (\$1000).
Spring-Summer 2019	The Faculty Academy for Student Success (FASS) Program, “Developing a Democratic Classroom Model”. The Center for Teaching and Learning (CTL), Kent State University, Kent, Ohio. (\$1500).
Fall 2018	The Intercultural Faculty Scholars Cohort Program. (\$1500). Center for Teaching and Learning. Kent State University.
May-June, 2018	Visiting Scholar Grant, Aarhus University, School of Communication and Culture, Denmark.
January-February, 2016	PARGC Grant, Annenberg School for Communication, University of Pennsylvania (\$4000).
September, 2015	Erasmus Teaching Program Grant, Visiting Scholar, <i>University of Ljubljana, Faculty of Social Sciences, Slovenia</i> . (760 €).
September, 2013	The SUNY Global Scholars Award (formerly known as the Levin Scholarship). <i>State University of New York, Fredonia</i> and <i>SUNY Global Center</i> , New York City (\$5000).
September, 2013	Erasmus Teaching Program Grant, Visiting Scholar, <i>Budapest College of Communication and Business</i> , Hungary. (890 €). (I declined the grant).
April, 2012	Erasmus Teaching Program Grant, Visiting Scholar, Media and Communication Department, <i>Karlstad University</i> , Sweden. (1000 €).
2011-2015	Izmir University of Economics Travel Grant (\$1500 for each year).
2009-2010	The International Society for the Scholarship of Teaching and Learning, Conference Fellowship (\$280).
2008-2009	Future Faculty Teaching Fellowship, (\$16,000), Indiana University-Purdue University, Indianapolis. (I declined the grant).

2008-2009	Future Faculty Teaching Fellowship, (\$22,000), Indiana University-East, Indianapolis. (I declined the grant).
2005-2006	Communication and Culture Travel Grant, (\$300), Indiana University.
2005	“Honorable Mention” for the Richard Reuss Prize, The Folklore and History Section of the American Folklore Society.
2003-2004	The Ilhan Basgoz Fellowship of the Folklore Institute, (\$10,000), Indiana University.
2004-2005	The Ilhan Basgoz Fellowship of the Folklore Institute, (\$12,000), Indiana University.
2003-2004	College of Arts and Sciences Graduate Fellowship, (\$10,000), Indiana University.
2002-2003	First Indiana University Foundation Scholarship, (\$10,000), Indiana University.
2002-2003	Ilhan Basgoz Graduate Student Award, Department of Folklore and Ethnomusicology, Indiana University, Bloomington.
1995-1997-1998	B.Sc. Honor Student, Middle East Technical University (METU), Ankara, Turkey.

CONFERENCE PRESENTATIONS- Competitively Selected

Kaptan, Y. (May, 2023). Battle over Content: State Media Institutions and the Re-Shaping of Transnational Commercial Television in Turkey (with E. Algan) at the annual meeting of International Communication Association (ICA). Toronto, Canada.

Kaptan, Y. (April, 2023). Content is Power: Cultural Engineering and Political Control over Transnational Television (with E. Algan) at the annual meeting of The Society for Cinema and Media Studies (SCMS), Denver, Colorado.

Kaptan, Y. (November, 2022). Panel organizer, Chair, and Presenter. Cultural Contestations: The Geopolitics and Reception of Turkish TV Dramas (with E. Algan) at the meeting of Middle East studies Association of North America (MESA). Denver, Colorado.

Kaptan, Y. (May, 2022). Reception of Place and Time through Authenticity and Local Colors in Danish TV Dramas at the annual meeting of International Communication Association (ICA). Paris, France.

Kaptan, Y. (May, 2022). Streaming Nationalism, Advertising Localization: Netflix Türkiye Advertisements at the annual meeting of International Communication Association (ICA). Paris, France.

- Kaptan, Y. (October, 2021). Global Celebrities as Cultural Envoys and Soft Power of Turkey (with E. Algan.) Global Fusion Conference. Virtual Conference.
- Kaptan, Y. (June, 2021). Television in Turkey: Local Productions, Transnational Aspirations at the annual meeting of Cultural Studies Association (CSA) with E. Algan. Virtual Conference.
- Kaptan, Y. (May, 2021). Spatiotemporal Artifacts: Reception of Place and Time Through Authenticity and Local Colors at the annual meeting of International Communication Association (ICA). Virtual Conference.
- Kaptan, Y. (May, 2021). Down to Earth TV Dramas: Authenticity and Modality in Danish TV Drama Series and the Reception of Turkish Audiences at the annual meeting of International Communication Association (ICA). Virtual Conference.
- Kaptan, Y. (May, 2021). Global celebrities of Turkish dramas: Cultural envoys of a (trans)national TV industry and the question of soft power at the annual meeting of International Communication Association (ICA). Virtual Conference.
- Kaptan, Y. (October, 2020). Local Productions, Transnational Aspirations: The Case of Turkish Television at the annual meeting of *the* Middle East Studies Association of North America (MESA) with E. Algan. Virtual Conference.
- Kaptan, Y. (July, 2020). Turkish Television Goes Global: National Productions, Transnational Audiences at the annual meeting of *the International Association for Media and Communication Research* (IAMCR) with E. Algan. Media Production Analysis Working Group (MPA). Virtual Conference.
- Kaptan, Y. (July, 2020). Panel organizer, the panel chair and the respondent. *Television in Turkey: Local production, transnational expansion and political aspirations* at annual meeting of *the International Association for Media and Communication Research* (IAMCR) with E. Algan. Virtual Conference.
- Kaptan, Y. (May, 2020). We, the President: The People, Authoritarian Populism and the Turkish Media Discourse at the meeting of International Communication Association (ICA). Virtual Conference.
- Kaptan, Y. (May, 2020). Sensing Authenticity, Seeing Aura: Turkish Audiences' Reception of Aura and Authenticity in Danish Dramas at the meeting of International Communication Association (ICA). Virtual Conference.
- Kaptan, Y. (October, 2019). Identities beyond boundaries: Danish TV drama audiences in Turkey. Panelist at the meeting of the Global Fusion Conference, University of Texas, Austin.

- Kaptan, Y. (October, 2019). Constructing authenticity through modality and locality: Danish TV dramas and Turkish audiences. Panelist at the meeting of the Global Fusion Conference, University of Texas, Austin.
- Kaptan, Y. (May, 2019). In Search of Authenticity: Modality and Local Colors in the Danish TV Dramas and the Turkish Audiences Reception at the meeting of International Communication Association (ICA). Washington DC.
- Kaptan, Y. (January, 2019). Challenges of Neo-Populism: The new formations of the “Other”, Authoritarian Populism and the Turkish Media. 1st Lisbon Winter School for the Study of Communication: Media & Populism. Lisbon, Portugal.
- Kaptan, Y. (November, 2018). Panel organizer and Presenter. Peripheral Connections: Turkish Audiences’ Reception to Popular Danish TV Series and Cultural Proximity at the meeting of Middle East studies Association of North America (MESA). San Antonio, Texas.
- Kaptan, Y. (June, 2018). The East meets the Middle East: Cultural proximity, audience response and Korean TV adaptations on Turkish televisions. Panelist at the meeting of the Transnational Television Drama Conference: Tastes, Travels, Trends. Aarhus University, Aarhus, Denmark.
- Kaptan, Y. (May, 2018). Neo-Ottomans and Neoliberals of New Turkey: Egyptian Boycotts in the Turkish Media, Panelist at the meeting of the ICA 2018, Prague, Czech Republic.
- Kaptan, Y. (May, 2018). Marketing Monologism, or Pluralistic Logics in a Faith-based Marketing: Discursive construction of Turkish Halal Market, Panelist at the meeting of the ICA 2018. Pre-Conference: Voice and voices: Exploring Tensions between Plurivocity and Univocity, Prague, Czech Republic.
- Kaptan, Y. & Tutucu, M. (April, 2018). Culturally Proximate, Socially Different: Reception of Korean Drama Adaptations. Panelist at the meeting of the the *Central States Communication Association (CSCA)* 2018 Convention, Milwaukee, WI.
- Kaptan, Y. (April, 2018) Politics and National Identity in the Middle East: Boycotting Turkish Media Products in Egypt, Panelist at the meeting of the *Central States Communication Association (CSCA)* 2018 Convention, Milwaukee, WI.
- Kaptan, Y. (October, 2017). Democratic Classroom: Is democracy not for everyone? A Pedagogical Experiment & Learning through Failures, Panelist at the meeting of the Celebrating College Teaching Conference, Kent State University, Kent, OH.
- Kaptan, Y. (May, 2017). Challenges of Researching European Audience History, with S. Eichner and E. Prommer. Panelist at the meeting of the The International Communication Association (ICA) 67nd Annual Conference, San Diego, CA.
- Kaptan, Y. (May 2017). Multiple Proximities: Identities and Advertising Adaptations. Panelist at the meeting of the The International Communication Association (ICA) 67nd Annual Conference, Global Communication and Social Change Division, San Diego, CA.

- Kaptan, Y. (November, 2016). Snickers: “You are not ‘local’ you when you are consuming” Advertising Adaptations and National Identities. Panelist at the meeting of the The National Communication Association (NCA) 102nd Annual Convention, Philadelphia, PA.
- Kaptan, Y. (October, 2016). Economy vs. politics: The Turkish media coverage of Egyptian media boycotts (the view from Turkey). Panelist at the meeting of the Global Fusion Conference, Temple University, Philadelphia, PA.
- Kaptan, Y. (June, 2016). Cultural Proximity as a Marketing Strategy. Panelist at the meeting of the EURAM 2016 (European Academy of Management) Conference, Paris, France.
- Kaptan, Y. (September, 2015). Realities and Identities in Conflict: Reconstruction of Turkish Gezi Park Protest in Domestic and American Newspapers. Panelist at the meeting of the The third bi-annual conference of the "Network of Critical Studies of Global Capitalism", Global Studies Association-North America and the Centre of Global Studies at the Czech Academy of Sciences, Prague.
- Kaptan, Y. (October, 2014). Proximity in Modernity: Representation of Turkish Melodramas in the Middle East and the Balkans. Panelist at the meeting of the Turkish TV series: production, representations and reception in the Mediterranean, International colloquium, Paris, France, Université Paris 8.
- Kaptan, Y. (June, 2013). Who can change the world? Resistance as Communication and METU Advertisements. Panelist at the meeting of the IAMCR, Dublin, Popular Culture Working Group.
- Kaptan, Y. (May, 2012). *Proximity or Difference: Reflections on the reception of Turkish melodramas in the Middle East*. Panelist at the meeting of the Conference on the Transforming Cultural Geographies, Izmir, Turkey.
- Kaptan, Y. (June, 2012). Between Theory and Practice: Advertising Knowledge in a Neoliberal Age. Panelist at the meeting of the Advertising in Communication & Media Research ECREA Symposium, Advertising Research TWG University of Tuebingen, Germany.
- Kaptan, Y. (July, 2011). Not for Johnny: Advertising, Consumer Identity, and Nationalism in Turkey. Panelist at the meeting of the IAMCR, Istanbul, Turkey.
- Kaptan, Y. (July, 2011). Consumer Nationalism in a Neoliberal Age: Case of United Condoms of Benetton Advertising Campaign. Panelist at the meeting of the IAMCR, Istanbul, Turkey.
- Kaptan, Y. (May, 2011). Continuity and Change: Resurrection of Popular Cultural Forms in Modern Turkish Advertising. Panelist at the meeting of the 13nd International Cultural Studies Symposium, Izmir, Turkey.
- Kaptan, Y. (November, 2009). Turkifies Even Americans: Nationalism in the Cola Turka Advertisements. Panelist at the meeting of the 43rd Annual Meeting of Middle East Studies Association of North America (MESA), Boston, MA.
- Kaptan, Y. (November, 2009). Going Global or Staying Local: “Turkish” and Global Advertising Agencies in Crisis. Panelist at the meeting of the Annual Convention of the National Communication Association (NCA), Chicago, Illinois.

- Kaptan, Y. (November 2008). The Marketing of Nationalism in a Global World and Cola Turka Commercials. Panelist at the meeting of the 42nd Annual Meeting of Middle East Studies Association of North America (MESA), Washington D.C.
- Kaptan, Y. (April, 2008). The Rise of Nationalism in the Turkish Media. Panelist at the meeting of the Association for the Study of Nationalities World Convention, New York, NY.
- Kaptan, Y. (March, 2007). We, the Turks: Nihal Atsız, the Ülkücü Movement, and Turkish Nationalism. Panelist at the meeting of the Annual Central Eurasian Studies Conference, Bloomington, IN.
- Kaptan, Y. (November 2006). Teaching and Ethnographic Approach to Interpersonal Communication: An Introduction to Literature and Methodology. Paper presented at the preconference of the Annual Convention of the National Communication Association (NCA), San Antonio, Texas.
- Kaptan, Y. (November 2006). The Marketing of Ideologies: Cola Turka Commercials on Turkish Televisions. Panelist at the meeting of the Annual Convention of the National Communication Association (NCA), San Antonio, Texas.
- Kaptan, Y. (March 2006). Re-thinking Gramsci in the Age of Globalization: The Case of Turkey. Panelist at the meeting of the Annual Conference of the Marxist Reading Group, University of Florida, Gainesville, Florida.
- Kaptan, Y. (April, 2006). Changing Traditions, Transforming Identities: A Celebration of Turkish Festival in Bloomington Turkish Community. Panelist at the meeting of the The Pushing Boundaries: Extreme Folklore and Ethnomusicology Graduate Student Conference, Bloomington, IN.
- Kaptan, Y. (May 2005). Reverse Glocalization? Marketing a Turkish Cola in the Shadow a Giant. (Co-Presenter). Panelist at the meeting of the Annual meeting of the International Communication Association (ICA), New York, NY.
- Kaptan, Y. (April 2004). Turkey in the Age of Globalization. Panelist at the meeting of the Global Studies Association Conference. Brandeis University, Waltham, MA.
- Kaptan, Y. (April 2003). Cultural Policies of the Turkish Republic in the Nascent Period. Panelist at the meeting of the Central Eurasian Studies Conference. Bloomington, IN.
- Kaptan, Y. (September 2003). The Role of Tradition on the Reconstruction of Identity: A Religious Festival Amongst Liberal Turkish People Living Abroad. Panelist at the meeting of the Annual Conference of Muslim Social Scientist. Bloomington, IN.

RESEARCH EXPERIENCE

International Consultant and Researcher, *What makes Danish TV Series travel? Drama series as cultural export, transnational production and reception*. Project Team: Anne Marit

Waade, Pia Jensen, Susanne Eichner, Ushma Jacobsen (all Aarhus University), Kim Toft Hansen (Aalborg University) (2016-2020).

Researcher, *New Media and Audience Behavior*. Research Team: Susanne Eichner (Aarhus University), Yesim Kaptan (IEU), Elizabeth Prommer (University of Rostock), Yulia Yurtaeva (Film University Potsdam), in association with Wiley Blackwell and ECREA Television Studies Division (2018-2019).

Primary Researcher, *Fieldwork research*: transnational and national advertising agencies in Istanbul, Turkey, Summer 2007.

Primary Researcher, *Ethnographic study*: religious festival activities (The Feast of Sacrifice/Kurban Bayrami) of Turks living in Bloomington, Indiana, Spring 2003.

Researcher, *Fieldwork research*: Alevi and Bektashi (religious minority groups) villages in rural Antalya (Turkey) to examine influence of inner migration on oral literature, August-September 1998.

TEACHING

TEACHING AWARDS AND RECOGNITION

- | | |
|-----------|--|
| 2020 | Gold Teaching Recognition Award, Democratic Classroom Model, Center for Teaching and Learning, Kent State University. |
| 2009-2010 | International Student Fellowship, the International Society for the Scholarship of Teaching and Learning. |
| 2009 | Teaching Award for an Independent Course (C413 Global Television, National Cultures, Local Perspectives), Department of Communication and Culture, Indiana University. |
| 2007 | Excellent Teaching by a Graduate Student Award, International Communication Association (ICA), The Instructional and Development Division. |
| 2005-2006 | Teaching Award for Excellence in Teaching Interpersonal Communication, Indiana University. |

TEACHING EXPERIENCE

Kent State University

COMM 65766 Commination in a Global Society (MA & Ph.D.), The School of Communication Studies, Kent State University.

COMM 65652 Theories of Communication (MA & Ph.D.), The School of Communication Studies, Kent State University.

COMM 65000 Foundations of Communication Inquiry (MA), The School of Communication Studies, Kent State University.

COMM 45091 Media, Nationalism and Globalization (BA), The School of Communication Studies, Kent State University.

COMM 25902 Communication Theory (BA), *The* School of Communication Studies, Kent State University.

COMM 35852 Intercultural Communication (BA), The School of Communication Studies, Kent State University.

Izmir University of Economics (IUE)

MCS501 Research Methods in Communication Studies, Media and Communication Graduate Program (MA).

MCS570 Global Consumer Culture and Identities, Media and Communication Graduate Program.

MMC220 Theories of Communication, Department of Media and Communication.

MMC 101 Introduction to Communication Studies, Department of Media and Communication.

MCS304 Methods in Communication *Research*, Department of Media and Communication.

PRA202 Interpersonal Communication, Department of Public Relations and Advertising.

PRA402 Political Communication and Public Opinion, Department of Public Relations and Advertising.

PRA 424 Consumer Culture and Advertising, Department of Public Relations and Advertising.

BA230 Marketing Communication, Department of Public Relations and Advertising.

Indiana University, Bloomington

GLLC-G220/CMCL C204 Global Media, Consumerism, and Commercial Nation-Making, Global Village Living-Learning Center.

C413 Global Villages: Television: Local and Global Perspectives and Global Television, National Cultures, Local Perspectives, Department of Communication and Culture.

C315 Advertising and Consumer Culture, Department of Communication and Culture.

C 292 History of American Film: Hollywood and its Others (1945-Present), Department of Communication and Culture.

C122 Interpersonal Communication, Department of Communication and Culture

STUDENT ADVISING AND COMMITTEES

Kent State University

Ph.D. Dissertation Advisor, Kristen Piasecki, The College of Communication & Information (2019-Present).

Ph.D. Dissertation Committee Member, Yazeed Aldukhayil (2021-Present). Doctoral Dissertation: *The packaging and Reception of Digital Paratext: The Case of Netflix Originals for a Saudi Arabian Audience*, The Department of Modern and Classical Language Studies.

Ph.D. Dissertation Committee Member, William Kelvin (2019). Doctoral Dissertation: *Environmental Ideologies, Sourcing Patterns: Framing Contests in U.S. Print Media in Coverage of Keystone XL Protests and Gulf of Mexico Oil Spill*, The College of Communication & Information.

Ph.D. Dissertation Committee Member, Mohammad Alanazi (2019). Doctoral Dissertation: *The Use of Computer-assited Translation Tools for Arabic Translation: User Evaluation Issues and Improvements*, Modern and Classical Language Studies.

M.A. Advisor, Lauren Owens, The School of Communication Studies Graduate Program (2020).

M.A. Advisor, Tia Myers-Rocker, The School of Communication Studies Graduate Program (2019-2021).

MA Thesis Committee Member, Siera Terry (2020). Thesis: *Sales to Service: How Businesses Can Incorporate Service Attributes to Drive Customer Retention*. Masters of Fashion Industry Studies Program.

M.A. Thesis Advisor, Raiana de Carvalho (2019). Thesis: *Negotiating Illness Narratives on Instagram: The Case of the Networked Oncoguide Causers* (2019). The School of Communication Studies Graduate Program (2017-2019).

M.A. Advisor, Olivia Watson, The School of Communication Studies Graduate Program (2017-2019).

M.A. Advisor, Kelli Johnston, The School of Communication Studies Graduate Program (2016-2018).

M.A. Advisor, Erika Batyko, The School of Communication Studies Graduate Program (2016-2018).

Izmir University of Economics (IUE)

M.A. Thesis Advisor, Sena Günay, *Creativity in Viral Advertising as a New Advertising Strategy*, Media and Communication Studies Graduate Program (M.A. Thesis, 2016).

M.A. Thesis Committee Member, Gurur Asi, *Sound of Blase, Sound of Spirit, Sound of War: Soundtrack Analysis of Reha Erdem Films: Hayat Var, Kosmos and Jin*, Media and Communication Studies Graduate Program (M.A. Thesis, 2016).

M.A. Thesis Advisor, Murat Tutucu, *Intercultural Encounters: Korean TV Series Adaptations in Turkish Television Industry*. Media and Communication Studies Graduate Program (M.A. Thesis, 2015).

M.A. Thesis Advisor, Yeliz Yapıcıoğlu, *Glocalization Effect in Turkish Advertising*. Media and Communication Studies Graduate Program (M.A. Thesis, 2014).

M.A. Thesis Advisor, Esin Sayın, *Articulation of Conservatism in Turkish Television Advertisements*. Media and Communication Studies Graduate Program (M.A. Thesis, 2013).

M.A. Thesis Committee Member, Demir Hodzic, *Cultural Life of Bosniak Diaspora in Turkey and Their New Media Usage*, Media and Communication Studies Graduate Program (M.A. Thesis, 2014).

M.A. Thesis Committee Member, Burcu Yaman, *An Analysis of Crime-Based Reality TV Shows: The Case of Müge Anlı ile Tatlı Sert*. Media and Communication Studies Graduate Program (M.A. Thesis, 2013).

Indiana University, Bloomington

Mentor for Honors Thesis, Alexandra Hayden, *Media Concentration in Italy and Effects on Italian Music Culture*. Indiana University, International Studies I 400 Senior Capstone Project, 2008-2009.

INVITED TALKS AND KEYNOTE SPEECHES

November 21, 2020 The Return of the Aura: Danish TV series, Aura and Authenticity in Popular Culture. Colloquium Talk. Kadir Has University, Istanbul Turkey.

February 19, 2020 Representing and Marketing Latinx: Representation of U.S. Latinos in Advertising Media.
November 8, 2019 Latinos in the Media: The World Outside and the Pictures in Our Head. Cultural Dialogue, Kent State University and Ohio Latino Education Summit.

- June 6-9, 2018 Keynote Speaker, Global Proximity, New Audience Identity and Reception: Case of Danish TV series. In Transnational Television Drama: Tastes, Travels, Trends Conference. Aarhus University, Aarhus, Denmark.
- February 8-9, 2016 The Turkish Halal Market and Islamic Capitalism. Stanford University, Stanford Global Studies Division, The Mediterranean Studies Forum, Palo Alto, California.
- May 28-29, 2015 Turkish Media Landscape and Transnational Media. Danish TV Drama and Its Audiences Conference, Aarhus University, Aarhus, Denmark.
- September 09, 2013 Marking Differences, Consuming Identities: Race, Sexuality and Identity in the United Nations of Benetton Campaign. SUNY Fredonia, New York.
- September 04, 2013 National Identities and the Media in a Global World. SUNY Fredonia, New York.
- April 25, 2013 The Media and the Capital. The 18th Izmir Book Fair, Izmir, Turkey.

LANGUAGES: Turkish (Native Tongue),

English (fluent)

French (elementary)

PROFESSIONAL SERVICE

President, Communication Theory Interest Group, Central States Communication Association, 2020-2021.

Vice President, Communication Theory Interest Group, Central States Communication Association, 2019-2020.

Secretary, Communication Theory Interest Group, Central States Communication Association. 2018-2019.

Special Issues Edited

- **Guest Editor**, Special Issue: Transnational Turkish Television Production and Consumption (Double Special Issue, 85: 3 & 4). *The International Communication Gazette*, (co-edited with Ece Algan), (Forthcoming) June 2023.
- **Guest Editor**, Special Issue: Capturing the New Dynamics of Turkish Television Series: Disjunctions and Continuities, *Series: International Journal of TV Serial Narratives*, (co-edited with Ece Vitrinel and Ece Algan), Winter Issue 2023.

- **Guest Editor**, Media, Turkey and the Middle East Special Section, *International Journal of Communication* (co-edited with Gokcen Karanfil), Vol. 7, October 2013.

Editorial Board Member

- Journal of Interdisciplinary Media and Communication Studies (IMCS). 2023-Present.
- MENA Humor Digital Docent Project. University of British Columbia. 2020-Present.
<https://asia.ubc.ca/news/mehumor-support-students-spread-humor-erase-stereotypes/>
- *Cultural Studies*. 2017-Present.
- *Media Dialogues: Journal for Research of the Media and Society*. 2013- Present.

Manuscript Reviewer

- *European Journal of Cultural Studies*, 2023-Present.
- *Television and New Media*, 2020-Present.
- *Critical Studies in Television*, 2020- Present.
- *Cultural Studies*, 2017-Present.
- *Global Media and Communication*, 2016-Present.
- *European Journal of Cultural Studies*, 2012-Present.
- *International Journal of Communication* (IJOC), 2012-Present.
- *Journal of Consumer Culture*, 2010-Present.
- *Critical Studies in Media Communication*, 2010-2012.
- *Platform: Journal of Media and Communication*, 2009-2013.
- *American Journal of Islamic Social Sciences*, 2006-2007.

The Radio Show Host/Programmer

- *Captain's log book*, 2012-2013. University Radio, (radyoeko.org).
- *Talking Live: Face to Face*, 2011- 2012, University Radio, (radyoeko.org).

Course Reviewer

- The OpenCourseWare Consortium (The Turkish Academy of Sciences).

Organizational Activities (International and National Conferences)

- Hosting of panels in multiple sessions, Cultural Studies Association Annual Conference, June 2-4, 2022.
- Organizer of an interactive panel, *Inclusive Teaching Strategies I: Engaging International Students in Classroom*. April 12, 2019. Kent State University.
- Member of the Organizing Committee, *Turkey's Long Decade: Media, Politics and Culture in the Transnational Era*, February 4, 2016, University of Pennsylvania, Philadelphia.
- Member of the Organizing Committee, *Integrated Communication Conference*, May 10, 2013, Izmir, Turkey
- Member of the Organizing Committee, *Social Movements, Media and Politics Conference*, March 13-14, 2013, Izmir, Turkey
- Member of the Organizing Committee, *The Transforming Cultural Geographies: Reflections on Transnational Media Flows Conference*, May 9-10, 2012, Izmir, Turkey.
- Member of the Organizing Committee, *First, Second, and Third Annual Folklore Congress*, Middle East Technical University (METU) and Ankara University, 1998-1999-2000, Ankara, Turkey.

Other Administrative Experience

- **COMM Undergraduate Studies Committee Member**, Kent State University, School of Communication Studies, Kent, OH., 2021-2023.
- **COMM Handbook Revision Committee**, Kent State University, School of Communication Studies, Kent, OH., 2020-2021.
- **COMM Marketing/PR/Recognition and Award Committee**, Kent State University, School of Communication Studies, Kent, OH., 2019-2020.
- **COMM Library Representative**, Kent State University, School of Communication Studies, Kent, OH., 2019-2020.
- **COMM Graduate Studies Committee Member**, Kent State University, School of Communication Studies, Kent, OH., 2016-2018.
- **Coordinator of the State University of New York (SUNY) Collaborative Online International Learning (COIL) Center at IUE** 2015- 2016.
- **Representative of the university, IUE, (1) The 26th Annual EAIE Conference, Prague, 16-19 September 2014.**
- **Representative of the university, IUE ERASMUS Congress and Exhibition, ERACON** 2015, 13-17 May 2015, Porto, Portugal.
- **Program coordinator, M.A. in (1) Marketing Communication and Public Relations and (2) Brand Communication**, Department of Public Relations and Advertising, Izmir University of Economics, 2014-2016.

- **ERASMUS Committee** of the Izmir University of Economics, 2012-2016.
- **The Scientific Research Project Commission (BAP)** of the Izmir University of Economics, 2012-2016.
- **Global Impact Committee** of the Izmir University of Economics, 2014-2016.
- **International Education and Erasmus Coordinator**, Department of Public Relations and Advertising, Izmir University of Economics, 2010-2016.
- **Double Major and Minor Program Coordinator**, Department of Public Relations and Advertising, Izmir University of Economics, 2010-2016.
- **Associate Editor and Member of Editorial Board, *Halkbilim (Folklore)***, Middle East Technical University (METU) Ankara, Turkey, 1994—1995.
- **Editor's Assistant, Journal of Arthroscopy and Artroplasty**, Ankara, Turkey, 2001-2002.
- **Elected Graduate Student Representative to the Faculty**, the Department of Communication and Culture at Indiana University, 2007-2009.
- **Elected President (2008-2009) and Vice President (2007-2008)** of the Communication and Culture Graduate Student Association at Indiana University.
- **Member** of Preparing Future Faculty Program, Indiana University, 2004-2009.
- **Member** of Shadow Mentoring Program, Communication and Culture, Indiana University, Bloomington, 2009.
- **Member** of the International Society for the Scholarship of Teaching and Learning, 2009-2010.

MEDIA APPEARANCES, INTERVIEWS

- Radio Interview, *France Culture* (a French public radio channel of *Radio France*). Culture Monde: Hallyu Effect in the West and in the Middle East, June 24, 2022.
- Interview, *EL PERIÓDICO* (a top-selling Catalan language newspaper in Spain). Pasión Desenfrenada por las Series Turcas. (<https://www.elperiodico.com/es/series/20200825/pasion-desenfrenada-por-las-series-turcas-8087750>).
- Interview, Episode 4: Nationalism and Globalism: The New Realities? “*World Class*” Podcast. Hosted by Daniel Henderson and Hana Barkowitz. <https://www.kent.edu/cci/explore/episode-4-nationalism-vs-globalism-new-realities>
- Interview, *Cumhuriyet* (a national newspaper) and *Milliyet Ege* (a local supplement of a national newspaper). Virtual Bayrams (Religious National Holidays). September 23, 2015.

- Interview, *Touch Buca Life*, (Local Popular Magazine). İki Okul, Dort Soru (Two Schools, Four Questions), September 2011, 1(8): 34-35.
- Radio Interview, *Voice of America*. East Meets West: Identity of secular Muslims in the United States. Washington, September 25, 2003.
- Interview, *Indiana Daily Student*, a nationally recognized, independent, *student-run* newspaper located on the Indiana University Bloomington campus. Muslim Conference comes to IU. September 26, 2003.
- Interview, *Indiana Daily Student*. Biopics: A new film genre? March 30, 2010.

VOLUNTEER EXPERIENCES

- **Yoga Instructor**, Certified by Yoga Alliance, RYS200, İzmir Yoga.
- **International Polling Supervisor**, United Nations, National Election in Kosovo, November 2001.
- **Training Camp for Election Supervisors**, Thessalonica, Greece, November 2001.
- **Community Service Work**, Besancon, France, Summer 1998.
- **Festival Guide** Inter-universities Folk Dances Festival, METU, 1997-1999.
- **Curator**, Photograph and Handcraft Exhibitions, Middle East Technical University and Ankara University, 1994-1999.

PROFESSIONAL AFFILIATIONS

- The International Association for Media and Communication Research (IAMCR)
- Middle East Studies Association (MESA)
- International Communication Association (ICA)
- National Communication Association (NCA)
- Central States Communication Association (CSCA)
- Indiana University Alumni Association
- Middle East Technical University Alumni Association and METU Turkish Folklore Club (THBT) Alumni Organization.