

GÜLNUR KAPLAN ESEN

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Address : Çukurova Üniversitesi İletişim Fakültesi İletişim

Bilimleri Bölümü Balcalı Kampüsü Sarıçam/ADANA

International Researcher IDs

ORCID: 0000-0003-2965-8773

Yoksis Researcher ID: 119958



Education

Doctorate
1998 - 2007

Istanbul University, Institute Of Social Sciences, İletişim Fakültesi Bölümü, Turkey

Postgraduate
1994 - 1997

Marmara University, Institute Of Social Sciences, Department Of Public Relations And Publicity, Turkey

Undergraduate
1988 - 1993

Mimar Sinan Fine Arts University, Faculty Of Arts And Sciences, Turkish Language and Literature, Turkey

Foreign Languages

German, B1 Intermediate

Certificates, Courses and Trainings

Vocational Training, Medya Okuryazarlığı Eğitimi, Cukurova University- U.S. Consulate (Adana), 2018

Education Management and Planning, Kurumsal Eğitim Çalıştayı (Akreditasyon Eğitimi), Cukurova University Faculty of Communication - ILAD (Communication Research Association), 2018

Occupational Health and Safety, İş Sağlığı ve Güvenliği Eğitimi, Cukurova University, 2017

IT, NVIVO WORKSHOP, Anı Publishing, 2013

Vocational Training, Eğitimcilerin Eğitim Semineri, Mersin Üniversitesi, 2011

Other, BİLGİSAYAR İŞLETMENLİĞİ KURSU, İSTANBUL ŞAMPİYON EĞİTİM KURUMLARI, 1992

Other, DAKTİLOGRAFLIK KURSU, İSTANBUL ŞAMPİYON EĞİTİM KURUMLARI, 1991

Dissertations

Doctorate, In Turkey the Views Consumer Organization Concept in the Context of Product-Service-Consumer Relationship, Istanbul University, Institute Of Social Sciences, İletişim Fakültesi Bölümü, 2007

Postgraduate, Evaluation of the Quality Issue in Consumer Problems From a Public Relations Perspective, Marmara University, Institute Of Social Sciences, Halkla İlişkiler Ve Tanıtım Bölümü/Halkla İlişkiler A.B.D., 1997

Academic Titles / Tasks

Assistant Professor
2018 - Continues

Cukurova University, İletişim Fakültesi, İletişim Bilimleri

Assistant Professor
2012 - 2018

Cukurova University, İletişim Fakültesi, İletişim Bilimleri

Assistant Professor
2010 - 2012

Mersin University, Faculty Of Communication, Radyo Televizyon Ve Sinema Bölümü

Supported Projects

1. KAPLAN ESEN G., Project Supported by Other Official Institutions, Telif Haklarının Ahlaki, Hukuki ve Ekonomik Boyutlarıyla İlgili Farkındalık Kazandırma Eğitimi Projesi-2. (Doğu Anadolu Bölgesi; Erzurum, Kars, Ardahan, Van, Ağrı ve Tunceli), 2014 - 2014

Jury Memberships

Academic Staff Examination, Academic Staff Examination, Adana Bilim Ve Teknoloji Üniversitesi, January, 2020

Post Graduate, Post Graduate, Ege Üniversitesi, August, 2019

Post Graduate, Post Graduate, Ege Üniversitesi, April, 2019

Articles Published in Other Journals

1. **THE ROLE OF MEDIA IN THE PRESENTATION OF THE FACTORS AND DISEASES IMPACTING HEALTH**
Kaplan Esen G., Mert Ebeş M. P.
Mediaj - Uluslararası Medya ve İletişim Çalışmaları Hakemli Dergisi, vol.6, no.2, pp.168-201, 2023 (Peer-Reviewed Journal)
2. **The Use of the Internet as a Public Relations and Promotion Tool: A Study on the Web Pages of Consumer Organizations**
Kaplan Esen G.
AKDENİZ ÜNİVERSİTESİ İLETİŞİM FAKÜLTESİ DERGİSİ, vol.-, no.11, pp.71-120, 2009 (Peer-Reviewed Journal)

Books

1. **DISASTERS AND PUBLIC HEALTH: AN ANALYSIS OF TURKISH MEDICAL ASSOCIATION DESIGNED INFOGRAPHICS IN THE FRAMEWORK OF THE THEORY OF REASONED ACTION-PLANNED BEHAVIOR**
Kaplan Esen G.
in: , Mine DEMİRTAŞ, Hasan ÇİFTÇİ, Editor, İksad Yayınevi, Ankara, pp.193-235, 2023
2. **THE PLACE AND IMPORTANCE OF HEALTH COMMUNICATION EDUCATION IN COMMUNICATION EDUCATION IN THE CONTEXT OF INTERDISCIPLINARY INTERACTION OF COMMUNICATION SCIENCE AND HEALTH COMMUNICATION**
Kaplan Esen G.
in: , Neslihan COŞKUN KARADAĞ, Abdullah BALCIOĞULLARI, Editor, Akademisyen Kitabevi, Adana, pp.387-436, 2023
3. **EVALUATION OF THE INFOGRAPHICS USED BY THE ASSOCIATION OF PUBLIC HEALTH EXPERTS DURING THE COVID-19 PANDEMIC WITHIN THE FRAMEWORK OF THE HEALTH BELIEF MODEL**

Kaplan Esen G.

in: COMMUNICATION IN COVID-19 PANDEMIC, Burcu ÖKSÜZ, Tevhide Serra GÖRPE, Editor, Akademisyen Kitabevi, Adana, pp.279-319, 2021

4. **Tüketici Örgütleri Olgusu (Türkiye'deki Görünümleri)**

KAPLAN ESEN G.

Der'in Yayınları, İstanbul, 2009

Papers Published in Refereed Scientific Meetings

1. **FAST FASHION AND GREENWASHING IN THE SUSTAINABILITY SPIRAL**

Kaplan Esen G.

BİLTEK-VIII / 8. ULUSLARARASI BİLİMSEL ARAŞTIRMALAR VE GÜNCEL GELİŞMELER KONGRESİ (INTERNATIONAL SYMPOSIUM ON CURRENT DEVELOPMENTS IN SCIENCE, TECHNOLOGY AND SOCIAL SCIENCES), Paris, France, 24 - 26 October 2023, pp.205-208

2. **USAGE OF BEHAVIORAL PUBLIC RELATIONS MODEL TO RAISE PUBLIC AWARENESS: ACTIVITIES CONDUCTED WITHIN THE SCOPE OF TOBACCO CONTROL**

Kaplan Esen G.

6. ULUSLARARASI ANKARA MULTİDİSİPLİNER BİLİMSEL ÇALIŞMALAR KONGRESİ (6. INTERNATIONAL ANKARA MULTIDISCIPLINARY STUDIES CONGRESS), Ankara, Turkey, 13 - 14 October 2023, pp.1151-1153

3. **THE ROLE OF MEDIA IN THE PRESENTATION OF THE FACTORS AND DISEASES IMPACTING HEALTH**

Kaplan Esen G., Mert Ebeş M. P.

VII. Sağlık İletişimi Sempozyumu, Eskişehir, Turkey, 11 - 12 November 2021, pp.33-34

4. **VIRAL ADVERTISEMENT VIDEOS WHICH ARE EFFECTIVE TOOLS OF DIGITAL ADVERTISING AND THEIR ETHICAL DIMENSION**

Kaplan Esen G.

ISPEC 5th INTERNATIONAL CONFERENCE ON SOCIAL SCIENCES & HUMANITIES, Ankara, Turkey, 13 - 15 November 2020, pp.83-84

5. **HOSPITALS AS CONSUMPTION PLACES: A COMPARATIVE RESEARCH ON PRIVATE AND PUBLIC HOSPITAL IN ADANA**

Kaplan Esen G., Mert Ebeş M. P.

ISPEC 5th INTERNATIONAL CONFERENCE ON SOCIAL SCIENCES & HUMANITIES, 13 - 15 November 2020, pp.85-120

6. **THE REFLECTION OF GENDER IN THE HEALTH NEWS PUBLISHED ON THE NEWSPAPERS**

Kaplan Esen G.

I. ULUSLARARASI İLETİŞİM BİLİMİ VE MEDYA ARAŞTIRMALARI KONGRESİ, Kocaeli, Turkey, 12 - 15 May 2014, vol.1, pp.627-645

7. **CONVERSION OF HEALTHISM CREATED UNDER THE SCOPE OF HEALTH NEWS TO A CONSUMPTION ITEM**

Kaplan Esen G.

I. ULUSLARARASI MEDYA ÇALIŞMALARİ SEMPOZYUMU, Antalya, Turkey, 20 - 22 November 2013, vol.-, pp.501-510

8. **The Function of Public Relations and Promotion in Nonprofit Organizations: A Study on Consumer Organizations**

Kaplan Esen G.

ULUSLARARASI HALKLA İLİŞKİLER SEMPOZYUMU, Lefkoşa, Cyprus (Kktc), 15 - 17 April 2009, vol.2, pp.387-404

Academic and Administrative Experience

2024 - Continues

**Faculty Management
Board Member**

Cukurova University, İletişim Fakültesi, İletişim Bilimleri

2023 - Continues	Head of Department	Cukurova University, İletişim Fakültesi, İletişim Bilimleri
2018 - Continues	Soruşturma Komisyonu Başkanı	Cukurova University, İletişim Fakültesi
2016 - Continues	AR-GE Komisyonu Üyesi	Cukurova University, Rektörlük
2013 - Continues	AKTS Koordinatörü	Cukurova University, İletişim Fakültesi, İletişim Bilimleri
2013 - Continues	Farabi Program Institutional Coordinator	Cukurova University, İletişim Fakültesi
2013 - Continues	Farabi Program Institutional Coordinator	Cukurova University, İletişim Fakültesi, İletişim Bilimleri
2012 - Continues	Fakülte Akademik Kurul Üyesi	Cukurova University, İletişim Fakültesi, İletişim Bilimleri
2019 - 2021	Head of Department	Cukurova University, İletişim Fakültesi, İletişim Bilimleri
2018 - 2021	Birim Kalite Komisyonu Başkanı	Cukurova University, İletişim Fakültesi
2013 - 2021	AKTS Koordinatörü	Cukurova University, İletişim Fakültesi
2019 - 2020	Bölüm Kalite Komisyonu Başkanı	Cukurova University, İletişim Fakültesi, Halkla İlişkiler ve Reklamcılık
2016 - 2020	Member of ADEK Commission	Cukurova University, İletişim Fakültesi, Halkla İlişkiler ve Reklamcılık
2017 - 2019	Head of Department	Cukurova University, İletişim Fakültesi, İletişim Bilimleri
2016 - 2019	Enstitü Kurulu Üyesi	Cukurova University, Sosyal Bilimler Enstitüsü
2013 - 2019	Head of Department	Cukurova University, İletişim Fakültesi, Halkla İlişkiler ve Reklamcılık
2013 - 2019	Fakülte Kurulu Üyesi	Cukurova University, İletişim Fakültesi
2014 - 2017	Fakülte Yönetim Kurulu Üyesi	Cukurova University, İletişim Fakültesi
2016 - 2016	Soruşturma Komisyonu Başkanı	Cukurova University, İletişim Fakültesi
2013 - 2016	Rectorate Commissioner	Cukurova University, Rektörlük
2015 - 2015	Vice Dean	Cukurova University, İletişim Fakültesi
2014 - 2014	Soruşturma Komisyonu Üyesi	Cukurova University, İletişim Fakültesi
2012 - 2013	Deputy Head of Department	Cukurova University, İletişim Fakültesi, İletişim Bilimleri
2011 - 2012	Board Member	Mersin University, Mersin Meslek Yüksekokulu (Uzaktan Eğitim)

2011 - 2012	Head of Department	Mersin University, Mersin Vocational School, Department Of Marketing And Foreign Trade
2011 - 2012	Academic Board Member	Mersin University, Mersin Meslek Yüksekokulu (Uzaktan Eğitim)/Yüksekokul Kurulu
2011 - 2012	Yüksekokul Kurulu Üyesi	Mersin University, Mersin Vocational School
2010 - 2012	Head of Department	Mersin University, Faculty Of Communication, Department Of Advertising And Public Relations
2010 - 2012	Fakülte Kurulu Üyesi	Mersin University, Faculty Of Communication
2010 - 2012	Birim Kalite Komisyonu Üyesi	Mersin University, Faculty Of Communication, Department Of Radio, Cinema And Television
2010 - 2012	Member of ADEK Commission	Mersin University, Faculty Of Communication, Department Of Radio, Cinema And Television
2010 - 2012	Fakülte Akademik Kurul Üyesi	Mersin University, Faculty Of Communication

Courses

Postgraduate

THEORIES AND CRITICAL APPROACHES OF PUBLIC RELATIONS , Postgraduate, 2024 - 2025, 2023 - 2024, 2021 - 2022, 2020 - 2021, 2018 - 2019

HEALTH COMMUNICATION DYNAMICS AND WELLNESS CULTURE, Postgraduate, 2023 - 2024, 2021 - 2022, 2018 - 2019

Undergraduate

MEDIA PLANING, Undergraduate, 2024 - 2025, 2022 - 2023, 2021 - 2022

WORKSHOP , Undergraduate, 2023 - 2024, 2021 - 2022

HISTORY OF COMMUNICATION, Undergraduate, 2023 - 2024, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2016 - 2017, 2015 - 2016, 2014 - 2015, 2013 - 2014, 2012 - 2013

HEALTH COMMUNICATION, Undergraduate, 2023 - 2024, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2019 - 2020

HEALTH COMMUNICATION PRACTICES, Undergraduate, 2023 - 2024, 2021 - 2022, 2019 - 2020

CONSUMER BEHAVIOR, Undergraduate, 2024 - 2025, 2023 - 2024, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2019 - 2020

HEALTH COMMUNICATION, Undergraduate, 2023 - 2024

COMMUNICATION LAW , Undergraduate, 2024 - 2025, 2023 - 2024

INTRODUCTION TO PUBLIC RELATIONS, Undergraduate, 2024 - 2025, 2023 - 2024, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019

COMMUNICATION LAW , Undergraduate, 2024 - 2025, 2023 - 2024, 2022 - 2023

HEALTH COMMUNICATION PRACTICES, Undergraduate, 2023 - 2024

MEDIA PLANING, Undergraduate, 2024 - 2025, 2022 - 2023, 2021 - 2022, 2019 - 2020

MEDIA AND ADVERTISEMENT, Undergraduate, 2022 - 2023, 2020 - 2021

HEALTH COMMUNICATION, Undergraduate, 2022 - 2023, 2021 - 2022

WORKSHOP I, Undergraduate, 2023 - 2024, 2021 - 2022

COMMUNICATION IN HEALTH, Undergraduate, 2023 - 2024, 2022 - 2023

HEALTH COMMUNICATION, Undergraduate, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2017 - 2018, 2016 - 2017

HISTORY OF COMMUNICATION, Undergraduate, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2019 - 2020

INTRODUCTION TO ADVERTISING, Undergraduate, 2021 - 2022, 2020 - 2021, 2018 - 2019

HEALTH COMMUNICATION, Undergraduate, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017, 2015 -

2016, 2014 - 2015

INTRODUCTION TO COMMUNICATION, Undergraduate, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018

CONSUMER BEHAVIOR, Undergraduate, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017, 2015 - 2016, 2014 - 2015

IMAGE MANAGEMENT, Undergraduate, 2020 - 2021, 2019 - 2020

INTRODUCTION TO COMMUNICATION, Undergraduate, 2020 - 2021

PUBLIC OPINION STRATEGIES AND PRACTICES , Undergraduate, 2018 - 2019, 2016 - 2017, 2015 - 2016, 2014 - 2015

HEALTH COMMUNICATION PRACTICES, Undergraduate, 2018 - 2019, 2016 - 2017, 2015 - 2016

IMAGE MANAGEMENT, Undergraduate, 2019 - 2020, 2018 - 2019, 2016 - 2017, 2015 - 2016, 2014 - 2015

MEDIA PLANING, Undergraduate, 2019 - 2020, 2017 - 2018, 2016 - 2017, 2015 - 2016

WORKSHOP II, Undergraduate, 2017 - 2018, 2016 - 2017, 2015 - 2016

PERSUASION AND MODERN RHETORIC, Undergraduate, 2016 - 2017, 2015 - 2016

WORKSHOP I, Undergraduate, 2017 - 2018, 2016 - 2017

THEORIES OF MASS COMMUNICATION, Undergraduate, 2017 - 2018

CONTENT ANALYSIS, Undergraduate, 2016 - 2017

EFFECTIVE SPEAKING AND RHETORIC, Undergraduate, 2015 - 2016

COMMUNICATION IN HEALTH, Undergraduate, 2015 - 2016

EFFECTIVE SPEAKING AND RHETORIC, Undergraduate, 2015 - 2016, 2014 - 2015, 2013 - 2014

WORKSHOP I, Undergraduate, 2015 - 2016

COMMUNICATION SEMINARS II, Undergraduate, 2012 - 2013

COMMUNICATION SEMINARS I, Undergraduate, 2012 - 2013

INTERCULTURAL COMMUNICATION, Undergraduate, 2010 - 2011

COMMUNICATION AND ETHICS, Undergraduate, 2010 - 2011, 2009 - 2010

MASS COMMUNICATION, Undergraduate, 2010 - 2011, 2009 - 2010

MEDIA AND CULTURAL STUDIES, Undergraduate, 2009 - 2010

COMMUNICATION RESEARCH, Undergraduate, 2010 - 2011

INTERPERSONAL COMMUNICATION, Undergraduate, 2010 - 2011

HISTORY OF MEDIA, Undergraduate, 2010 - 2011

Associate Degree

INTRODUCTION TO PUBLIC RELATIONS, Associate Degree, 2011 - 2012

PUBLIC RELATIONS, Associate Degree, 2011 - 2012

INTERNATIONAL MEDIA AREAS, Associate Degree, 2011 - 2012

MASS COMMUNICATION, Associate Degree, 2011 - 2012

PUBLIC RELATIONS, Associate Degree, 2011 - 2012

HISTORY OF COMMUNICATION, Associate Degree, 2011 - 2012

Supervised Theses

Kaplan Esen G., Taner Ş., Reflection of Media Contents Within the Frame of Neo-liberal Ideology to Health: Food Advertisements on Television Example, Postgraduate, M.Pınar(Student), 2019

Memberships / Tasks in Scientific Organizations

TÜKETİCİYİ KORUMA DERNEĞİ, Member, 2004 - Continues

Peer Reviews in Scientific Publications

Çukurova Üniversitesi Sosyal Bilimler Enstitüsü Dergisi, National Scientific Refreed Journal, April 2023

AKDENİZ ÜNİVERSİTESİ İLETİŞİM FAKÜLTESİ DERGİSİ, National Scientific Refreed Journal, June 2021
JOURNAL OF YAŞAR UNIVERSITY, National Scientific Refreed Journal, April 2012

Metrics

Publication: 14

Congress and Symposium Activities

T.C. SAĞLIK BAKANLIĞI SAĞLIK İLETİŞİM ÇALIŞTAYI, Attendee, ANKARA, Turkey, 2011

Invited Talks

1. Sağlık Bilimleri Sempozyumu (Sağlıkta İletişimi), Conference, İstanbul Medeniyet Üniversitesi, Turkey, May 2021

Research Areas

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

Non Academic Experience

Genetik Halkla İlişkiler Tanıtım ve Organizasyon (İstanbul), Genel Müdür
Be&Ze Halkla İlişkiler Tanıtım ve Organizasyon (İstanbul), Medya Planlama
İstanbul Özel Boğaziçi Koleji, Öğretmen
Sakıp Sabancı Lisesi (İstanbul), Öğretmen