

# NILÜFER TÜRKSOY, Ph.D.

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## DETAILS

*Saklıkent Sitesi, H Blok, No: 7,  
99690, Famagusta, North  
Cyprus, Mersin 10 Turkey  
[nilufer.turksoy@emu.edu.tr](mailto:nilufer.turksoy@emu.edu.tr)*

## SKILLS

*Qualitative Research Methods  
Teaching  
Training  
Multitasking  
Teamwork  
Office Technology*

## LANGUAGES

*Turkish*



*English*



*Bulgarian*



*Russian & Dutch & German*



## PROFESSIONAL

### MEMBERSHIPS

<i>EUPRERA</i>	2021-Present
<i>IAMCR</i>	2011-Present
<i>ICA</i>	2012-2014
<i>ECREA</i>	2010-2014
<i>MeCCSA</i>	2010-2011
<i>IPRA</i>	2003-2008

## EDUCATION

**Ph.D.**, Erasmus School of Social and Behavioural Sciences,  
Department of Sociology, Erasmus University Rotterdam, Netherlands  
February 2010 – May 2015

**Master of Arts (MA)**, Faculty of Communication & Media Studies  
Eastern Mediterranean University (EMU), Famagusta, North Cyprus  
(Completed cum laude: 4.00/4.00)  
September 2000 – September 2002

**Bachelor of Arts (BA)**, Faculty of Communication & Media Studies  
Eastern Mediterranean University, Famagusta, North Cyprus  
(Completed cum laude: 3.80/4.00)  
September 1996 – June 2000

## NON-DEGREE EDUCATION

**Certificate, ECREA European Media & Communication Doctoral  
Summer School**, Ljubljana University, Slovenia, August 2011

**Certificate, UNDP and USAID funded Training of Trainers**, Cyprus Civil  
Society Strengthening Program, Nicosia, North Cyprus, September 2007

**Post-Graduate Certificate, Contemporary European Studies**, University  
of Birmingham, UK, January – April 2006

**Certificate, Future Global Leaders in Peace & Conflict Resolution**,  
American University, Washington DC, USA, June – August 2000

## RESEARCH EXPERIENCE

**Research Assistant**, Centre for Rotterdam Cultural Sociology (CROCUS),  
Department of Sociology, Erasmus University Rotterdam, Netherlands  
February 2010 – January 2014

**Visiting Ph.D. Researcher**, Loughborough University, UK  
February – March 2013, March – April 2012, November – Dec. 2010

**Research Fellow (with a European Union Scholarship)**, Amsterdam  
School of Communication Research (ASCoR), University of Amsterdam,  
Netherlands (Advisor: Prof. Dr. Klaus Schoenbach)  
September 2008 – September 2009

## EMPLOYMENT HISTORY

**Academic Staff**, Faculty of Communication & Media Studies  
Eastern Mediterranean University, Famagusta, North Cyprus  
September 2015 – Present

**Senior Instructor**, Faculty of Communication & Media Studies  
Eastern Mediterranean University, Famagusta, North Cyprus  
February 2014 – August 2015

**Trainer**, Continuous Education Centre at Eastern Mediterranean  
University, Famagusta, North Cyprus  
September 2005 – Present

**Freelance Consultant**, The Management Center of the Mediterranean,  
Nicosia, North Cyprus  
March 2007 – August 2008 / March 2015 – March 2017

## PUBLICATION RECORD

### Articles (in International Peer Reviewed Journals)

Türksoy, N. (2022). The future of public relations, advertising and journalism: How artificial intelligence may transform the communication profession and why society should care?

*Türkiye İletişim Araştırmaları Dergisi (Turkish Review of Communication Studies)*, 39: xxx. **Forthcoming**

Türksoy, N. (2020). Appealing to hearts and minds: The case of a political advertising campaign in the 2019 European Parliament elections in Cyprus.

*Intersections.East European Journal of Society and Politics*, 6(2): 22-39.

Türksoy, N. (2020). “Roy's Turkish delight”: Football, nationalism and the Representation of Turkey in the British sports media.

*Journalism Practice*, 14(4): 499-514.

Hamid-Türksoy, N., Kuipers, G. and Van Zoonen, L. (2014). “Try a taste of Turkey”: An analysis of Turkey’s representation in British newspapers travel sections.

*Journalism Studies*, 15(6): 743-758.

Hamid-Türksoy, N., Van Zoonen, L. and Kuipers, G. (2014). “I dumped my husband for a Turkish toyboy”: Romance tourism and intersectionality in British tabloid newspapers.

*Feminist Media Studies*, 14(5): 806-821.

### Articles (in National Peer Reviewed Journals)

Türksoy, N. (2022). British editorials portray of Turkey during the 2000s: An analysis of the Guardian, the Financial Times, and the Daily Telegraph. *İletişim Çalışmaları Dergisi (Journal of Communication Studies)*, 8(1): 67-98.

Erisen, H. & Türksoy, N. (2021). Turkey’s Representation in the News Covering the Cyprus Problem: An Analysis of the British Press (2000).

*Kritik İletişim Çalışmaları Dergisi (Journal of Critical Communication Studies)*, 3(2): 70-99.

Türksoy, N. & Toros, E. (2021). Residents' perception of city branding: The case of Famagusta and Kyrenia (North Cyprus). *Finans Ekonomi ve Sosyal Araştırmalar Dergisi (Research of Financial Economic and Social Studies)*, 6(4): 636-650.

#### **Book(s)**

Hamid, N. (2015). *Representing Turkey: An Analysis of the Power and Politics of Turkey's Representation in the British Lifestyle News*. Erasmus University Rotterdam. ISBN: 978-9963-731-93-0

#### **Book Chapter(s) in English**

Hamid-Türksoy, N. (2012). Turkey's representation in the European media: A glimpse to France, Germany and Britain. In Can Bilgili and Nesrin Tan Akbulut (Eds.), *Broken Grounds 1: Mass Communication and Cultural Transformation*, pp.135-152. Sofia: Prof. Martin Drinov Academic Publishing House. ISBN: 978-954-322-488-3

#### **Book Chapter(s) in Turkish**

Hamid-Türksoy, N. (2011). Avrupa basınında Türkiye: Fransa, Almanya ve İngiltere'ye bakış. In C. Bilgili and N. Tan Akbulut (Eds.), *Kırılan Kalıplar 1: Kültürlerarası İletişim, Çokkültürlülük 1*, pp. 179-198. İstanbul: Beta. ISBN: 978-605-377-383-2

Türksoy, N. (2006). Sinema ve reklamın gizli buluşması: Ürün yerleştirme. In D. Bayrakdar (Ed.), *Türk Film Araştırmalarında Yeni Yönelimler 5: Sinema ve Tarih*, pp. 247-255. İst.: Bağlam. ISBN: 978-975-880-362-0

#### **Book Editor**

Ersoy, M., Türksoy, N. et al. (Eds.) (2019). *Think Talk Cultivate Peace*. 5<sup>th</sup> International Conference in Communication and Media Studies. Famagusta: EMU Press. ISBN: 978 605 9595 29 2

#### **Abstracts in International Conference Proceeding(s)**

Toros, E. and Türksoy, N. (2017). City Branding: Residents' Perceptions of Kyrenia and Famagusta. 14. *Annual International Conference on SMEs, Entrepreneurship and Innovation*. In Gregory T. Papanikos (Ed.). The Athens Institute for Education and Research Publishing, Athens, Greece, p.41. ISBN: 978-960-598-169-3

Hamid-Türksoy, N., Van Zoonen, E. and Kuipers, G. (2011). Turkish toyboys: A growing trend or a media construction? An analysis of the British tabloid media. *IAMCR2011 – Cities, Creativity, Connectivity Conference* Kadir Has University, 13 – 17 July 2011, İstanbul, Turkey, p.306.

Türksoy, N. (2006). Multiple identities: Bulgarian Turk immigrants living in North Cyprus. *Association for Cultural Studies Crossroads Conference proceeding*. İstanbul: İstanbul Bilgi Üniversitesi Yayınları, 20-23 July, İstanbul, p.443.



## TEACHING EXPERIENCE

### **Undergraduate**

Intercultural Communication Skills • Political Communication •  
Sociology for Communication • Nation and City Branding •  
Organizational Paradigms for PRA • Public Relations and Society •  
Organizational Culture • Organizational Communication • Branding in  
Politics • New Media and Politics • Media, Politics and Society



## SPEECHES DELIVERED AT INTERNATIONAL CONFERENCES

*IAMCR2019 – Communication, Technology and Human Dignity:  
Disputed Rights, Contested Truths* (Media and Sports section)

**Paper Presented:** “Roy’s Turkish Delight”: Football, nationalism and the  
representation of Turkey in the British sports media

Universidad de Complutense de Madrid, 7 – 11 July 2019, Madrid, Spain

*ATINER2017 – 14<sup>th</sup> Annual International Conference on SMEs,  
Entrepreneurship and Innovation* (Panel on Place Branding)

**Paper Presented:** City Branding: Residents’ Perceptions of Kyrenia and  
Famagusta

The Athens Institute for Education and Research, 24-27 July, Athens,  
Greece

*IAMCR2013 – Crises, Creative Destruction, and the Global Power and  
Communication Orders* (Media, Religion and Culture session)

**Paper Presented:** Exploring the political division of British serious and  
tabloid Press covering religion

Dublin City University, 25 – 29 June 2013, Dublin, Ireland

*ETMAAL2013 – 24 Hours of Communication Sciences* (Journalism  
session)

**Paper Presented:** Mediating travel in British *élite* and *popular*  
newspapers: Media inspired imagination of Turkey

Erasmus University Rotterdam, 7 – 8 February 2013, Rotterdam, NL

*IPSA2012 – Political Communication Conference* (Politics, Elections and  
Media Discourse session)

**Paper Presented:** How to understand the editorial coverage of Turkey  
by the British *élite* journalists?

Masaryk University, 8 – 9 November 2012, Brno, Czech Republic

*EUPOP2012 – The European Popular Culture Conference, Inaugural  
Conference of the European Popular Culture Association* (National  
Identities session)

**Paper Presented:** Media-inspired imagination of Turkey as a  
destination for British tourists: Travel journalism and popular culture

University of the Arts London, 11 – 13 July 2012, London, UK

*ICA2012 – 62nd Annual Conference on Communication and Community*  
(Gender Politics from Ads to Aesthetics in Contemporary Popular  
Culture Session)

**Paper Presented:** "I dumped my husband for a Turkish toyboy":  
Romance tourism and intersectionality in British popular media  
International Communication Association, 24 – 28 May 2012, Phoenix,  
Arizona, USA

*2012 Discourse – Communication – Conversation Conference*  
(Representing the Other session)

**Paper Presented:** Political image of contemporary Turkey: An analysis  
of British *quality* journalism, 2005 – 2010  
Loughborough University, 22 – 23 March 2012, Loughborough, UK

*IAMCR2011 – Cities, Creativity, Connectivity Conference* (Gender and  
Communication session)

**Paper Presented:** Turkish Toyboys: A Growing Trend or a Media  
Construction? An Analysis of the British Tabloid Media  
Kadir Has University, 13 – 17 July 2011, Istanbul, Turkey

*CROSSROADS2006 – 6<sup>th</sup>International Crossroads in Cultural Studies  
Conference*

**Paper Presented:** Multiple identities: Bulgarian Turkish immigrants  
living in North Cyprus  
Istanbul Bilgi University, 20 – 23 July 2006, Istanbul, Turkey



#### **ACADEMIC GRANTS AND SCHOLARSHIPS**

**Conference Travel Grant (USD 600)** to 65<sup>th</sup> International  
Communication Association Conference in Puerto Rico by International  
Communication Association (ICA) Sports Section Division, March 2015

**Research Visit Grant (EURO 1.375)** to Loughborough University by the  
European Cooperation in Science and Technology (COST) Action IS0906  
"Transforming Audience, Transforming Societies", Feb. – March 2013

**Conference Travel Grant (EURO 500)** to Masaryk University by CROCUS  
at Erasmus University Rotterdam, November 2012

**Conference Travel Grant (EURO 1.500)** to 62<sup>nd</sup> International  
Communication Association (ICA) Conference in Phoenix by CROCUS at  
Erasmus University Rotterdam, May 2012

**Research Visit Grant (EURO 750)** to Loughborough University by  
Vereniging Trustfunds at Erasmus University, March – April 2012

**Conference Travel Grant (USD 500)** to San Diego by the International  
Studies Association to participate at 53<sup>rd</sup> Annual Convention on Power,  
Principles and Participation in the Global Information Age (Rejected),  
September 2011

**Conference Travel Grant (EURO 1.000)** to Istanbul Kadir Has University  
by CROCUS at Erasmus University Rotterdam, July 2011

**ECREA Doctoral Summer School Grant (EURO 1.000)** to Ljubljana University by the COST Action IS0906 “Transforming Audience, Transforming Societies”, August 2011

**Research Visit Grant (EURO 1.000)** to Loughborough University by CROCUS at Erasmus University Rotterdam, November – December 2010

**Ph.D. Scholarship (4 years contract)** by the Department of Sociology at Erasmus University Rotterdam to pursue doctoral education February 2010 – January 2014

**Research Fellowship Grant (EURO 17.000)** by the European Commission Scholarship Programme, at Amsterdam School of Communication, Research and Education at Amsterdam University September 2008 – September 2009

**Scholarship (GBP 8.000)** by the British High Commission at Birmingham University January – April 2006

**Full Tuition Fee Grant** by Eastern Mediterranean University for Outstanding Achievement throughout the M.A. Program September 2000 – August 2002

**Scholarship (USD 7.500)** by the American Embassy, at the American University Washington, DC, June – August 2000

**Full Tuition Fee Grant** by Eastern Mediterranean University for Outstanding Achievement in the B.A. Program, Sept. 1996 – June 2000



#### PEER REVIEWER FOR

*e-Journal of New Media* (DergiPark, ISSN 2548-0200)

\*Manuscript reviewed: “Haber üretim sürecinde gazetecilerin bilgiye erişimde yaşadığı zorluklar” (February 2022)

*Journalism Practice* (Routledge, ISSN 1751-2786)

\*Manuscript reviewed: “A democratic approach to religion news: Newspaper coverage of faith in the UK and Turkey” (September 2021)

*Journalism and Media* (MDPI, ISSN 2673-5172)

\*Manuscript reviewed: “Football misinformation matrix: A comparative study of 2020 winter transfer news in four European sports media outlets” (September 2021)

\*Manuscript reviewed: Twitter engagement in media organizations: The case of the Greek National Broadcasting Corporation (Oct. 2021)

*Catalan Journal of Communication and Cultural Studies* (Intellect, ISSN 1757-1901)

\*Manuscript reviewed: “Cuba in travel journalism in Spain: Discourses about an exceptional destination (2010-2019)” (June 2021)

**International Journal of Social Sciences** (DergiPark, e-ISSN 2687-2641)

\*Manuscript reviewed: "Medyada kadın istihdamının temsili ve reklamlardaki kadın imajı üzerine bir alımlama analizi" (June 2021)

**Feminist Media Studies** (Routledge, ISSN 1471-5902)

\*Manuscript reviewed: "The Feminization and misrepresentation of public relations practitioners in Turkish TV dramas" (Jan. 2020)

**International Journal of Communication** (USC Annenberg Press, ISSN 1932-8036)

\*Manuscript reviewed: "Environmental Mobilizations Through Online Networks: An Analysis of Environmental Activism on Turkey's Twittersphere" (February 2022)

\*Manuscript reviewed: "Sarcasm beyond hate speech: Facebook comments on Syrian refugees in Turkey" (January 2021)

\*Manuscript reviewed: "Social media use of Turkish women against violence: Use of social media in Turkish women's struggle for justice in cases of violence against them" (March 2020)

\*Manuscript reviewed: "The sphere of 'shallow' consensus in a polarized media system: Post-coup attempt framing strategies of Turkish media outlets" (January 2018)

\*Manuscript reviewed: "Value priority and humour as a defence to cultural schism: Analysis of the Istanbul Gezi Park protest" (December 2015)

\*Manuscript reviewed: "Comparing online alternative and mainstream media in Turkey: News coverage and framing of TEKEL workers protest against privatization" (November 2015)

**Critical Discourse Studies** (Taylor & Francis, ISSN: 1740-5912)

\*Manuscript reviewed: "'See no evil, read no evil': The failing role of Turkish newspapers in coverage of Turkey's 2016 coup attempt" (January 2018)

**Gender, Place and Culture** (Taylor & Francis, ISSN: 0966-369X)

\*Manuscript reviewed: "'The strangeness gives the kicks': Female sex tourism and Kenya beach boys in Paradise Love" (February 2017)

**Journalism Studies** (Taylor & Francis, Print ISSN: 1461-670X)

\*Manuscript reviewed: "News values go on holiday: The ideological values of travel journalism" (October 2016)

**European Journal of Communication** (Sage, ISSN: 0267-3231)

\*Manuscript reviewed: "Turkey as 'a positive Other': A theoretical discussion to comprehend the British media's view on Turkey-EU relations" (October 2013)



**GRANT PROJECT REVIEWER FOR**

**The Science Fund of the Republic of Serbia**, Program for excellence projects of young researchers – PROMIS

1. Project reviewed: COSLAM – The Contemporary Serbian Language and Culture of Communication, August 2021

2. Lead reviewed: LIS\_DH\_20 – Library and Information Science and Digital Universe of Humanities, July 2021
3. Project reviewed: MIDI – Media Distortion Index, Sept. 2019



## MA/PhD SUPERVISIONS

### **PhD Supervisions**

Soboh, K.W. (Ongoing). *Peace discourse in the Israeli Facebook pages: How is the normalization of relations with Arab countries represented online in 2020*

PhD in Communication & Media Studies, EMU, North Cyprus

Erişen, H. (Ongoing). *UK and USA Media Representation of Cypriot People: A Focus on the Press*

PhD in Communication & Media Studies, EMU, North Cyprus

Muhammed Suiçmez (Ongoing). *Evaluating presidential and parliamentary campaign ads in North Cyprus': A historic analysis from 1983 till 2022*, Communication & Media Studies, EMU

### **MA Supervisions**

Ukpong, I. (2020). *Environmental journalism in Nigerian media: Representation and framing of climate change*

MA in Communication & Media Studies, EMU, North Cyprus

Defended and Graduated

Deek, A. (2020). *The Palestinian – Israeli peace process in the alternative Palestinian media: The case of Palestine Today news channel*

MA in Communication & Media Studies, EMU, North Cyprus

Defended and Graduated

Erişen, H. (2019). *Representing Turkish Cypriots: An analysis of the power and politics of Turkish Cypriots representation in British new.*

MA in Communication & Media Studies, EMU, North Cyprus

Defended and Graduated