



## Personal Information

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## International Researcher IDs

ScholarID: rSvJ-kQAAAAJ

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Publons / Web Of Science ResearcherID: CAF-8205-2022

Yoksis Researcher ID: 312202

## Biography

Burcu ASENA-SALMAN, Ph.D

Burcu Asena-Salman is currently a full-time member of TED University, Basic Sciences Unit where she is teaching art classes specifically tailored for TED University Liberal Arts Program, January 2015 onwards.

After her graduation from Bilkent University, Archaeology and History of Art, she had her master's degree in Bilkent University, Graphic Design and she wrote her thesis on The Rhetoric of Achaemenid Art where she analyzed Persepolis reliefs with modern political propaganda and advertisement techniques also compared with Benetton ads.

Asena-Salman went through the industry as a communications specialist, worked as artist agent, Marketing and PR Manager, Project Manager for 8 years from Istanbul with global companies such as Shell, Vodafone, Formula1 and MetGroup. Throughout these years she continued painting. In 2009 she moved to Iznik to work as visiting artist with Turgut and Şebnem Tuna in their ceramic workshop.

She received her Ph.D from Yeditepe University, Anthropology Department. The dissertation is titled as The Rhetoric of Online Motherhood in Turkey where Instamoms in Turkey were discussed. She adopted Netnography as method and she had Robert V. Kozinets, the creator of the method, in her defense committee.

Her research interests are rhetoric, netnography, gender studies, social media, performance anthropology, representation, propagandistic efforts in arts, Achaemenid art and archaeology.

## Foreign Languages

French

English

## **Dissertations**

Doctorate, The rhetoric of online motherhood in Turkey, Yeditepe University, Social Sciences Institute, Anthropology, 2021  
Postgraduate, The Rhetoric of achaemenid art, Ihsan Dogramaci Bilkent University, The Institute of Fine Arts, Graphic Design, 2002

## **Research Areas**

Social Sciences and Humanities, Social Anthropology, Communication Sciences, Media 6 Communication Systems

## **Academic Titles / Tasks**

Lecturer PhD, TED University, Faculty of Arts and Sciences, Basic Sciences, 2019 - Continues  
Visiting Lecturer, TED University, Faculty Of Arts And Sciences, Basic Sciences, 2015 - 2019

## **Academic and Administrative Experience**

YÖKAK Kurumsal Akreditasyon--Face to face accreditation meeting, 2021 - Continues

## **Courses**

Art and Design, Undergraduate, 2023 - 2024, 2022 - 2023  
Visual Arts and Aesthetics, Undergraduate, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017  
Introduction to Art, Undergraduate, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017  
Visual Arts and Aesthetics, Undergraduate, 2018 - 2019, 2017 - 2018, 2016 - 2017, 2015 - 2016, 2014 - 2015  
Introduction to Art, Undergraduate, 2018 - 2019, 2017 - 2018, 2016 - 2017, 2015 - 2016  
Art Education, Undergraduate, 2017 - 2018, 2016 - 2017, 2015 - 2016  
Art Education in Primary Education, Undergraduate, 2014 - 2015

## **Jury Memberships**

Academic Staff Examination, Academic Staff Examination, TED University, October, 2022

## **Designed Lessons**

Asena Salman B., Eyüce Şansal D., ART and DESIGN, Undergraduate, 2022 - 2023

## **Taught Courses And Trainings**

Asena Salman B., CTL-FOTOĞRAFI OKUMAK , 2022 - 2022  
ASENA SALMAN B., CSO Concert Rehearsal Fieldtrip with ART100 All Sections (Cancelled Covid), 2021 - 2021  
ASENA SALMAN B., ARTS AND POLITICS, 2019 - 2019

## **Designed Courses And Trainings**

Asena Salman B., TÜBİTAK BİLİM SÖYLEŞİLERİ, May 2022

ASENA SALMAN B., DIGITAL EXHIBITION OF STUDENTS' TERM PROJECTS, June 2020

ASENA SALMAN B., CLASSICAL MUSIC CONCERT REHEARSAL, March 2020

ASENA SALMAN B., TANGO CONCERT REHEARSAL FIELD TRIP, December 2019

## Refereed Congress / Symposium Publications in Proceedings

- I. **YENİ ANNELİK, YENİ MEDYA: TÜRKİYE'DE "INSTAMOM" OLMAYAN INSTAGRAM ANNELERİ ÜZERİNE NETNOGRAFİK BİR ARAŞTIRMA**  
Asena Salman B.  
Yeni Medya Çalışmaları VI. Ulusal Kongre, Eskişehir, Turkey, 16 - 17 November 2023, pp.117-118
- II. **HÜRRİYET GAZETESİ NEŞRİYATI "HÜRRİYET ANA-BABA REHBERİ:" 1970'lerin BAŞINDA TÜRK KADININA DAYATILAN TEMSİL**  
Asena Salman B.  
Cumhuriyet'in 100. Yılında Kadın, Kadınların Cumhuriyeti 1923-2023 Uluslararası Sempozyum, İstanbul, Turkey, 27 - 29 October 2023, pp.654
- III. **A Netnographic Survey of Turkish Twitter After the Earthquakes of February 2023**  
ASENA SALMAN B.  
Netnocon 23, Manchester, England, 26 - 28 July 2023, pp.64-65
- IV. **"A Netnographic Analysis of Instagram Articles by Ayşe Arman on Berfin Özek: The Acid Attack Case"**  
ASENA SALMAN B.  
Congress on Gender CGS22: Appearances of Violence, Trabzon, Turkey, 16 - 18 November 2022, pp.30-31

## Other Publications

- I. **Sponsors of the net: Women's national volleyball team and the ideal representation of Turkish woman in the centenary of the republic Cumhuriyet'in 100. Yılında İdeal Türk Kadını İmgesi**  
Asena Salman B.  
Presentation, pp.63-64, 2024
- II. **A Netnographic Analysis of Instagram Articles by Ayşe Arman on Berfin Özek: The Acid Attack Case**  
Asena Salman B.  
Other, pp.30-31, 2022

## Student Project

TEDU Center for Gender Studies/Winter Internship, TED University, Faculty of Arts and Sciences, BASIC SCIENCES, Turkey, 2022 - 2022

## Memberships / Tasks in Scientific Organizations

TEDU CENTER FOR GENDER STUDIES, Member, 2020 - Continues, Turkey

## Metrics

Publication: 7

## **Congress and Symposium Activities**

CGS22, CONGRESS ON GENDER STUDIES, Panelists, Trabzon, Turkey, 2022

## **Invited Talks**

Instagram Anneleri, Seminar, Laterna TV/Deküp; "İş'te Ben Programı", Turkey, August 2024

Instagram Anneleri, Seminar, Açık Radyo 95.0/ Gündelik Hayatın Sosyolojisi Programı, 16 Temmuz 2024, Turkey, July 2024

Ayşe Arman'ın, Kezzap Saldırısı Mağduru Berfin Özek Haber Dizisi Üzerine Netnografik bir Analiz, Seminar, TED University, Turkey, May 2022

## **Non Academic Experience**

AKFA UNIVERSITY

Turgut Tuna

Saga Event

GÜSOD--Güvenlik Servisleri Organizasyon Birliği Derneği

MET GROUP Private Security, Security

Imaj Müzik for Cem Adrian

BİMEYA Construction Inc.