

ALPARSLAN NAS

Full Professor, Department of Advertising

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ACADEMIC POSITIONS

2025–present	Full Professor Department of Advertising, Faculty of Communication, Marmara University, Istanbul
July 2018–2025	Associate Professor Department of Advertising, Faculty of Communication, Marmara University, Istanbul
March–July 2018	Assistant Professor Department of Advertising, Faculty of Communication, Marmara University, Istanbul
2015–2018	Research Assistant Dr. Department of Advertising, Faculty of Communication, Marmara University, Istanbul
2013–2015	Research Assistant Department of Advertising, Faculty of Communication, Marmara University, Istanbul

EDUCATION

2012–2015	Ph.D. in Advertising Marmara University, Institute of Social Sciences, Istanbul Dissertation: 'The Use of Advertising in the Branding of Social Movements' [in Turkish]
2009–2011	M.A. in Cultural Studies Sabancı University, Faculty of Arts and Social Sciences, Istanbul Thesis: 'Between National and Minor Literature in Turkey: Modes of Resistance in the Works of Mehmed Uzun and Mıgırdiç Margosyan'
2004–2009	B.A. in Cultural Studies Sabancı University, Istanbul

RESEARCH INTERESTS

Cultural studies · Critical media studies · Advertising and brand activism · Feminist media theory · Gender and representation · Inclusive advertising · Nation branding · Turkish media and politics

BOOKS

Monographs

Media Representations of the Cultural Other in Turkey. Palgrave Macmillan, Cham, 2018.

Marka Aktivizmi: Eleştirel Bir Bakış [Brand Activism: A Critical Perspective]. Çizgi Kitabevi, 2023.

Ulus Markalama: Dünyadan Örneklerle Kuram ve Uygulama [Nation Branding: Theory and Practice]. Kriter Yayınevi, 2017; E-Book, 2021.

Edited/Co-Authored Books

Reklam Yönetimi [Advertising Management]. Beta, Istanbul, 2018.

Siyasal İletişim Temel Kavramlar [Key Concepts in Political Communication]. Kaknüs Yayınları, Istanbul, 2013.

REFEREED JOURNAL ARTICLES

SSCI

Nas, A. (2025). "From Heroic Masculinity to Feminist Dads: Advertising Fatherhood in Türkiye." *International Journal of Communication* 19, 1337–1356.

Nas, A. (2022). "Women in Mosques: Mapping the Gendered Religious Space through Online Activism." *Feminist Media Studies* 22(5), 1163–1178.

Nas, A. (2017). **"Branding and National Identity: The Analysis of Turkey: Discover The Potential Campaign."** *Bilig* 201–224.

Yel, A. M. & Nas, A. (2014). **"Insight Islamophobia: Governing the Public Visibility of Islamic Lifestyle in Turkey."** *European Journal of Cultural Studies* 17, 567–584.

ESCI

Sisli, F. & Nas, A. (2025). **Ecofeminism as a Consumption Narrative in Postfeminist Media Culture: A Thematic Analysis of Advertisements in Türkiye.** *Ankara Üniversitesi İLEF Dergisi* 12(1), 101-143.

Nas, A. (2023). **"Nation Branding and Sustainability: A Comparative Analysis of European Countries."** *Connectist: Istanbul University Journal of Communication Sciences* 64, 183-211.

Nas, A. (2017). **"Cultural Representation of Speed in Turkey's 4.5G Advertisements."** *Istanbul University Journal of Communication* 52, 67-87.

Nas, A. (2015). **"Women Chewing Gum: Feminist Critical Analysis of Advertising as Symbolic Violence."** *İLEF Dergisi* 2(2), 35-54.

Scopus

Nas, A. (2021). **"The Cultural Limits of Challenging Hegemonic Masculinity: Critical Analysis of Online Responses to Axe Turkey Advertisements."** *Socialni Studia / Social Studies* 18(2), 67-86.

Yel, A. M. & Nas, A. (2013). **"After Gezi: Moving Towards Post-Hegemonic Imagination in Turkey."** *Insight Turkey* 15, 177-190.

Other Peer-Reviewed Journals (Selected)

Nas, A. (2023). **"You Won't Walk Alone: Online Feminist Testimony and Transforming Subjectivities of Veiling."** *Fe Dergi*, 15(1), 185–109.

Nas, A. (2016). **"Glocal Limits of Postfeminist Advertising: The Case of Orkid's #LikeAGirl Campaign."** *The Journal of International Social Research*, 9(45), 833–842.

Nas, A. (2016). **"Imagining the Periphery: The Construction of Orientalist Discourse in Turkish Airlines Advertisements."** *Galatasaray University Journal of Communication*, 24, 145–164.

Nas, A. (2016). **"Familialization of Women: Gender Ideology in Turkey's Public Service Advertisements."** *Fe Dergi*, 8(1), 168–182.

Nas, A. (2016). **"Advertising Resistance? The Analysis of New Social Movements as Brand Communities."** *International Journal of Humanities and Social Science*, 6(6), 136–143.

Nas, A. (2017). **"Between the Urban and the Natural: Green Marketing of Istanbul's Gated Community Projects."** *İdealkent*, 8, 396–422.

WORK UNDER REVIEW

Nas, A. Article under review, Popular Communication.

Nas, A. Article under review, Southeast European and Black Sea Studies.

BOOK CHAPTERS (SELECTED)

Nas, A. (2022). **"The Classroom as Praxis: An Autoethnographic Approach Towards a Critical Journalism Assignment in Turkey."** In Garrisi, D. & Kuang, X. (Eds.), *Journalism Pedagogy in Transitional Countries*, pp. 111–137. Palgrave Macmillan.

Nas, A. (2021). **"Save Us from Valentine's Day! Advertising Imaged Carnivals, Imagined Resistances."** In Mustafa, S. N. & Bostan, A. D. (Eds.), *Discourse and Identity in Turkish Media*, pp. 41–64. Peter Lang.

Nas, A. (2019). **"Articulating Diversity, Decoding Polarization: Online Responses to Coca Cola's Memleket Advertisement."** In Aydinlioglu, O. (Ed.), *Differing Outlook of Contemporary Advertising*, pp. 11–41. Peter Lang.

EDITORIAL ROLES

2020–2025 **Editor** Turkish Review of Communication Studies (ESCI-indexed)

RESEARCH PROJECTS

- 2023 **Project Coordinator** Science Communication in Public Relations and Advertising. TÜBİTAK, Project Training Activities Support Program (2237).
- 2013–2014 **Research Assistant, Advisor & Translator** Faith in Democracy: Militant Democracy, Legal Pluralism, and the Turkish State. Principal Investigators: Dr. Kathleen Cavanaugh & Dr. Edel Hughes, University of East London. Funded by the Leverhulme Trust and the British Academy.

ADMINISTRATIVE ROLES

- 2018–2020 **Coordinator, Marmara Media Center** Faculty of Communication, Marmara University
- 2015–2018 **Institutional Coordinator, Erasmus Programme** Faculty of Communication, Marmara University

TEACHING

Undergraduate (taught in English)

Introduction to Communication · Sociology of Communication · Communication Theories · Public Opinion, Public Diplomacy and Lobbying · Cultural Studies · Mass Communication

MA Level (taught in Turkish)

Global Marketing Communication · Propaganda, Advertising and Promotion: Tools and Techniques · New Trends in Advertising and Brand Management · Brand Management and Advertising · Digital Image and Advertising · Brand Positioning · Corporate Communication · New Media and Advertising · Advanced Advertising Research

PhD Level (taught in Turkish)

Brand Communication and Advertising · Philosophy of Advertising · Political Communication

GRADUATE SUPERVISION

PhD Theses Supervised

- Ekşioğlu Şensoy, G. (2025). 'A Deleuzian Analysis of Nomadic Consumption through the Framework of Rhizomatic Brands' [in Turkish]. Marmara University.
- Uslu, D. (2024) 'Packaging Design and Bourdieu's Concept of Cultural Intermediaries: A Phenomenological Study' [in Turkish]. Marmara University.
- Temelli, A. (2023). 'A Study on the Consumption Practices of the New Middle Class from the Perspective of Pierre Bourdieu' [in Turkish]. Marmara University.

Completed Thesis Supervisions

18 completed graduate thesis supervisions (MA and PhD level).
Currently developing a new MA program in Media and Cultural Studies at Marmara University.

PUBLIC SCHOLARSHIP

CultPost (podcast on media, culture and critical theory). Spotify, 2023–present.
<https://open.spotify.com/show/1ZOzR15b3k3cVJMpKXSFtr>

AD HOC PEER REVIEW

Men and Masculinities · Feminist Media Studies · Politics, Religion & Ideology · Global Digital and Print Media Review · International Journal of Communication · Journal of Advertising · Critical Studies in Media Communication · NORA — Nordic Journal of Feminist and Gender Research · International Journal of Consumer Studies · Journal of Marketing Management · Asian Journal of Communication · The International Spectator · Ethnicities

LANGUAGES

Turkish (native) · English (fluent)

Last updated: April 2026