



UNIVERSITÀ
di **VERONA**

Dipartimento
di **CULTURE E CIVILTÀ**



YENAL GÖKSUN

della Marmara University terrà un ciclo di lezioni nell'ambito
dello scambio Erasmus Staff Teaching Mobility

7, 8 e 9 MAGGIO 2019

1- Turkish TV Series as a tool for Soft Power (ore 14.30-16 in Aula Messedaglia Chiostro S. Maria delle Vittorie)

Insight into Turkish television series which have been popular in recent years around the world. Turkey second largest TV series exporter in the world. Turkish TV series attract national and international audience and also help increasing knowledge and awareness about Turkey. In this course, It will be shown that television series have a favorable influence on foreign audience and act as a tool for expanding Turkey's influence on far countries.

2- One public session which provides information with respect to the Marmara University in general and the courses we offer to incoming Erasmus students (8 MAGGIO ore 11.30-12.30 in Aula Daneloni al Polo Zanotto)

3- Political Communication in Turkey General outline of the Turkish political life with special emphasis on the media use throughout the political campaigns. (9 MAGGIO ore 10-11.30 in Aula Daneloni al Polo Zanotto)

YENAL GÖKSUN is an assistant professor at School of Communications at the Marmara University. He received his B.A. degree from Istanbul University, Faculty of Political Sciences and his M.S from Institute of Middle East Researches at the Marmara University. Göksun completed his Ph.D. at Marmara University, Radio and Television department. Göksun has worked at different tv channels and publications as a reporter, editor and editor in chief. He has conducted field research in Syria and Lebanon for 3 years. His research interests are political communication, media and discourse, Middle East media and media strategies of terrorist organizations.

Referente dello scambio **Paola Cotticelli**