

<p><b>Elgiz YILMAZ</b></p> <p>Bahçesaray Sok. Dostlar Apt. B/Blok No:18/21</p> <p>Office: 0090 212 227 44 80 /extension:638</p> <p>Fax: 0090 212 227 51 48</p> <p>GSM: 0090 532 767 79 09</p> <p><a href="mailto:elyilmaz@gsu.edu.tr">elyilmaz@gsu.edu.tr</a> / <a href="mailto:elgizyilmaz@hotmail.com">elgizyilmaz@hotmail.com</a></p> <p>Turkish Nationality</p> <p>Born on 1st of September 1978</p>	<p><b>Assistant Professor,</b></p> <p><b>Galatasaray University</b></p> <p><b>Faculty of Communication</b></p> <p><b>Interpersonal Communication Department</b></p>
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## Education

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| 2005-2007 | <b>PhD in Sciences de l'Information et de la Communication<br/>EDILEC (Ecole doctorale des langages et des cultures) of I.S.I.C<br/>Université Michel de Montaigne Bordeaux 3, France</b> |
| 2004.     | <b>MA in Communication Sciences Department<br/>Public Relations Program<br/>Social Sciences Institute, Marmara University, Istanbul</b>   |
| 1997-2002 | <b>BA-Communication Sciences<br/>Faculty of Communication, Galatasaray University, Istanbul</b>   |
| 1989-1997 | <b>Saint-Benoit High School</b>   |

## Foreign Languages

- **French: Fluent**
- **English: Fluent**
- **Germany: Beginner**

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## Teaching Experiences

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| 2009- | <b>Social Media and Public Relations (graduate degree 2 hours/w)</b> |
| 2009- | <b>Marketing Public Relations (graduate degree 2 hours/w)</b>        |
| 2009- | <b>Interpersonal Communication (graduate degree 2 hours/w)</b>       |
| 2009- | <b>Introduction to Media Professions (graduate degree 2 hours/w)</b> |

- 2009- Introduction to Communications Professions (graduate degree 2 hours/w)  
2009- Final Project (graduate degree 2 hours/w)  
2008- Organizational Behavior (master degree 3 hours/w)  
2008- Brand Management (master degree 3 hours/w)  
2008- Professional French (2 hours/w)  
2007-2008 Introduction to Public Relations (2 hours/w)

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### Administrative Tasks

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- 2012- Galatasaray University Communication Club (student's club) - Advisor Professor  
2010- University Galatasaray - Université Michel de Montaigne Bordeaux 3 Licence  
Délocalisée (Co-Degree) Program - Pedagogical Coordinator  
2007-2008 28<sup>th</sup> National Act of Operating and Industrial Engineering Congress - Member of  
Organization Committee  
2007-2012 Galatasaray Cooperation Community - Representative of Galatasaray University  
2007. Alliance des Anciens de l'Université Galatasaray - Member of Administrative Council  
2004-2005 Galatasaray University Faculty of Communication "Communication Club" -  
Consultant  
2005. Marketing Communication Seminar - Coordinator  
2003-2012 Alliance des Anciens de l'Université Galatasaray, Communication and Marketing  
Committee - Vice President

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### Publications and Research Activities

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Yılmaz, Elgiz, "I am My Doctor's Patient.Com", Mavna Publishing, İstanbul, 2011.

Yılmaz, Elgiz, "Glocal Strategies in Brand Management", Markaloji, Filiz Otay DEMİR  
(ed.), Giza Publishing, İstanbul, 2012.

Yılmaz, Elgiz. & S.G. Oral, The Communication Dynamics of Turkish CEO's as Strategic  
Leaders in Change Management, *PRism Online PR Journal*, Vol.6, No. 2, (December  
2009).

Gardere, E., H.M. Montagnac, C. Pascal, & E. Yılmaz, « Co-construction d'un réseau de  
partenaires en recherche-action : prévention et promotion de la santé mentale des

personnes en insertion socio-économique», 1<sup>er</sup> Colloque International Francophone, La santé : communiquer pour qui, pourquoi, avec quels enjeux ? Spécificités et défis, 14-15 Février, Lille-France, 53-65 (**Communication & Santé : enjeux contemporains** (2010)).

Yılmaz, Elgiz, “New Media and Public Relations: Reaching Target Audiences over The Network”, *Public Relations From Yesterday To Today*, M. IŞIK & M. AKDAĞ (ed), Ankara: Eğitim Kitabevi Yayınları, 197-212 (2009).

Yılmaz, Elgiz, “L’extériorisation des représentation des médecins par leur langage de spécialité”, *Galatasaray University Faculty of Communication’s peer-reviewed journal İleti(s)im*, Special Issue, July, 361-376, (2009).

Akgün Çomak, N. & E. Yılmaz, “*The Reputation Symbol of Ottoman Empire and Turkey: Tulip: A Semiotic Approach to Political Identity’s Transition*”, **13<sup>th</sup> Reputation Institute Conference Ensuring Business Continuity through Impactful Reputation Management**, 28-30 May, Amsterdam-Netherlands (2009)

Akgün Çomak, N. & E. Yılmaz, “The Communication and Mediation Strategies: Discourse Analysis of Kirghiz Cultural Codes - Epic of Manas”, **II. Congress of International Social Scientists : Social, Political and Economic Search in Central Asian Societies**, 22-24 October, Bishkek-Kyrgyzstan, 921-937, (2008).

1. Yılmaz, Elgiz. 16. International SFSIC Congress, Compiègne, France “*La Communication Organisationnelle entre différents publics en milieu hospitalier: L’effet de la caractéristique hétérogène du milieu hospitalier sur les pratiques de communication*”, 11-13 June 2008.

2.

3. Karsak, Banu and Yılmaz, Elgiz. 12<sup>th</sup> International Conference on Reputation, Brand, Identity & Competitiveness, Beijing, China, “*How Chinese Toys Managed Crisis Communication In Turkey? : Case Of MATTEL*”, 29 May - 1 June 2008.

Akgün Çomak, Nebahat and Yılmaz, Elgiz, 12<sup>th</sup> International Conference on Reputation, Brand, Identity & Competitiveness, Beijing, China, “*The Symbol of Reputation and Power: Dragon: A Semiotic Approach To Intercultural Transition*”, 29 May - 1 June 2008.

Karsak, Banu and Yılmaz, Elgiz. 14<sup>th</sup> Annual International Conference on Industry Engineering, and Management Systems, Holiday Inn Oceanfront Hotel, Floride, USA " *New Marketing Public Relations Trend: Customer as a Business Partner in Corporate Innovation Strategies* ", 10-12 mars 2008.

Gardère, Elisabeth, Montagnac, H.M., Pascal, Catherine, Yılmaz, Elgiz. 1<sup>er</sup> Colloque International Francophone, La santé : communiquer pour qui, pourquoi, avec quels enjeux ? Spécificités et défis, (14-15 février 2008), Equipe C-SIS Université Catholique de Lille, France. « *Co-construction d’un réseau de partenaires en recherche-action : prévention et promotion de la santé mentale des personnes en insertion socio-économique*».

Yılmaz, Elgiz. “*Balanced Scorecard: Une méthode d’évaluation du management de campagne dans la gestion de relation-client*”, Journées "Méthodologies" du groupe Org&Co, 25-26 janvier 2007, Paris, France. “Journées "Méthodologies" du groupe Org & Co, le 25-26 Janvier 2007, CELSA, 77 rue de Villiers, 92 Neuilly/SeineParis, France.

Karsak, Banu and Yılmaz, Elgiz. 4th International Conference on COMMUNICATION AND MASS MEDIA, Athènes, GRECE, “*Crisis Communication On News Portals: Onur Air*”, 22-24 may 2006.

Karsak, Banu and Yılmaz, Elgiz. 12 th Annual International Conference on Industry Engineering, and Management Systems, Holiday Inn Oceanfront Hotel, Floride, USA " *An evaluation of customer oriented campaign management on value-enhancing relationship* ", 13-15 march 2006.

Yılmaz, Elgiz and Özkan, Asibe. “*The Knowledge Level of Women About Family Planning and The Influence of Mass Communication Tools on This*” will be published in Congress for Social Sciences and Health in İstanbul, at August 21st-26th, 2005.

Yılmaz, Elgiz and Özkan, Asibe. “*The State of The Mass Communication Tools In Satisfying Pregnant Women’s Education Needs*” will be published in « Congress for Social Sciences and Health » in İstanbul, at August 21st-26th, 2005.

Çınarlı, İnci and Yılmaz, Elgiz. “*The Media Manufacturing The Sense of Health, Illness and Disease : Health Coverage in Turkish Newspapers*” will be published in « 4th Global Conference: Making Sense Of: Health, Illness and Disease » in Oxford, at July 4th-7th, 2005.

Çınarlı, İnci and Yılmaz, Elgiz. 1st International Media Litteracy Conference, 23-25 May 2005, “*The Importance of Media Litteracy constituing Health Conscious*” Marmara University, Istanbul, Turkey.

Yılmaz, Elgiz. “*A New Approach In Internal Organizational Communication: E-Learning*” , Galatasaray University Faculty of Communication’s peer-reviewed journal İleti(s)im, No.2, June 2004.

Yücel, Halime Altınel and Yılmaz, Elgiz. “*The Influence of New Functions Attribued To Children On Social Conditioned In Advertisements*” will be published in “2<sup>nd</sup> International Children and Communication Congress ‘The Impact of Communication on Children’ & “2<sup>nd</sup> International Children Films Festival & Congress: Children, Peace and War” in İstanbul, at April 4-6, 2005.

Yılmaz, Elgiz. “Symbol of Medicine”, published on the Chamber of Physicians, İstanbul organizational web site: <http://www.istabip.org.tr/genel/yorumarsiv.asp>, 2002.

**Translation:**

Op.Dr. Peker, Hakan. Translation of 100 medical papers referred to “Glucose Intolerance in Pregnant Women with Hypertension” medical expertness thesis, Zeynep Kamil Child and Women Disease Education and Resarch Hospital, İstanbul, 2002.

“Systems of Jawbreaker and Setting” BA thesis, Faculty of Technical Education, Marmara University, İstanbul, 1997.

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### Professional Work Experience

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2003. American Hospital - Strategic Communication Specialist  
2003-2004 Yunus Emre Hospital - Public Relations Manager  
2004-2007 Galatasaray University Faculty of Communication Research Assistant  
2007-2008 Galatasaray University Faculty of Communication Research Assistant Ph.D  
2008- Galatasaray University Faculty of Communication Assistant Professor  
2011 Advisor and Educator in Health Communication professional project  
(conferences, seminars, TV programs...etc.)