

Billur ÜLGER



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Research Interests

Cultural studies
Communication ethics
Consumption ideology

Biography

BA: Bilkent University, Faculty of Humanities and Letters, 1992
MA: Marmara University, Institute of Social Sciences, Public Relations and Publicity MA Program, 1995
PhD.:Marmara University, Institute of Social Sciences, Public Relations and Publicity PhD Program, 1999

Selected Papers

- 1) Ülger, Billur & Gürdal Ülger (2016). A Comparison between Public Relations and Advertising Students' Perceptions of Communication Ethics. *EUPRERA Annual Congress: How Strategic Communication Shapes Value and Innovation in Society*, Hanze University of Applied Sciences, Groningen, The Netherlands (Sep. 29th-October 1st, 2016).
- 2) Ülger, Billur & Gürdal Ülger (2015). The Language of Competence in the Historical Discourse of Company Websites. *EUPRERA Annual Congress: The Management Game of Communication*, BI Norwegian Business School, Oslo, Norway (Oct. 1st-3rd, 2015).
- 3) Ülger, Gürdal & Billur Ülger (2010). Children in Family Purchase Decision-Making: Children's Role in Food Product Purchases from Mothers' Point of View. *Journal of Marketing Communications* 18 (4), 297-320.
- 4) Ülger, Billur (2008). Packages with Cartoon Trade Characters versus Advertising: An Empirical Examination of Preschoolers' Food Preferences. *Journal of Food Products Marketing* 15 (1), 104-117.
- 5) Ülger, Billur & Gürdal Ülger (2005). Akhism as a Non-Governmental Association Model in the History of the Turkish Nation and an Assessment of Today's Business Ethics: A Relationship or a Contradiction? *Journal of Human Values* 11 (1), 49-61.

Selected Books

- 1) Ülger, Billur & Gürdal Ülger (2016). Constructing Organisational Identities on the Web: A Case Study of the Presidency of Religious Affairs in Turkey. *Strategic Communication for Non-Profit Organisations-Challenges and Alternative Approaches*, E. Oliveira, A. Duarte, & G. Gonçalves (eds.), NY: Vernon Press, 2016.
- 2) Ülger, Billur (2015). Online Games and the Spirit of Capitalism: An Analysis of Youngsters and Clash of Clans. *Digital Transformations in Turkey: Exploring Current Perspectives in Communication Studies*. B. Akdenizli (ed.), NY: Rowman & Littlefield.
- 3) Hürmeriç, Pelin & Billur Ülger (2015). Ethics Statements of Public Relations Agencies in Turkey: How Do Turkish PR Agencies Present Themselves on the Web? *Communication Ethics in a Connected World*. A. Catellani, R. Tench, & A. Zerfass (eds.), Brussels: P. I. E. Peter Lang.
- 4) Ülger, Billur (2015). İdeoloji Kavramının Tarihsel Arka Planı Çerçevesinde Bir Değerlendirme. *Propaganda: Algı, İdeoloji ve Toplum İnşasına Dair İncelemeler*, G. Ülger (ed.), İstanbul: Beta Yayınları.
- 5) Ülger, Billur (2012). Reklamda Postmodern Kültürel Analiz: Yeni Modernlik Tecrübesinde Ürünün Estetikleştirilmesine Dair Bir İnceleme, ss. 170-233. *İletişim Bilimlerinde Araştırma Yöntemleri: Görsel Metin Çözümleme*. Ö. Güllüoğlu (ed.), İstanbul: Ütopya Yayınları.
- 6) Ülger, Billur (2003). *İşletmelerde İletişim ve Halkla İlişkiler: "The Big Business"*, İstanbul: Der Yayınları.

Courses

- Fall: ADV 321 Semiotics of Advertising
COMM 401 Cultural Studies
ADV 492 Graduation Project
MES 699 Thesis
- Spring: ADV 104 Principles of Marketing
ADV 312 Corporate Communications Practicum
ADV 412 Case Studies in Advertising
ADV 492 Graduation Project
MES 699 Thesis