

DR. BURCU ASENA-SALMAN, RESUMÉ

Title: Dr. Full-time lecturer

Years with CSO/Institution: January 2015 onwards, TED University, Ankara/Turkiye

Nationality: Turkish

Date of Birth: 09.26.1976

Phone number: +90 532 3613269

e-mail: burcuasena@gmail.com

<https://orcid.org/0000-0003-0754-2075>

<https://scholar.google.com/citations?user=rSvJ-kQAAAAJ&hl=en&oi=sra>

Researcher ID: IQS-4743-2023

<https://www.tedu.edu.tr/en/burcu-asena-salman>

EDUCATION/QUALIFICATIONS

2018-2021: Ph.D., Anthropology, Yeditepe University, Istanbul.

Thesis: "The Rhetoric of Online Motherhood in Turkey."

Supervisor: Assist. Prof. Ayşe Hilal Tuztaş Horzumlu.

The dissertation, completed on November 11, 2021, focuses on "Instamoms" (mother accounts on Instagram) in Turkey. Netnography is adopted as the research method for social media research, and the dissertation defense was conducted in the presence of the method's creator, Prof. Dr. Robert V. Kozinets. Additionally, the feminist approach, semi-structured interviews, and auto-ethnography, drawing on my own experiences as a mother and social media user, were employed.

2000-2002: MFA, Graphic Design, Bilkent University, Ankara.

Thesis: "The Rhetoric of Achaemenid Art. "

Supervisors: Assist. Prof. Mahmut Mutman

Assoc. Prof. Marie-Henriette Gates

<https://repository.bilkent.edu.tr/items/83589fa7-8fd8-4108-813d-08279be48ba7>

1993-1998: BA, Archaeology and History of Art, Bilkent University, Ankara.

1987-1993: Le Lycée Tevfik Fikret, Ankara

1987-1980: Charles de Gaulle (French Embassy), Ankara

EMPLOYMENT RECORD/EXPERIENCES

2019 December-Present: TED UNIVERSITY, BASIC SCIENCES UNIT (Art Courses), Full-time Instructor, Ankara

2023 Fall-Present: LIBE 130 Course Coordinator

COURSES TAUGHT

LIBE 130--Art and Design: An art history course that chronologically draws from the earliest examples of the Paleolithic Period to Postmodernism. As a Common Core course for all students, it adopts a holistic approach that integrates various disciplines in art history, including economics, politics, sociology, anthropology, architecture, and engineering, to which students will be specialized.

ART 100—Visual Arts and Aesthetics: A general art course briefly referring to different disciplines and their daily usages like classical music, photography, cinema, visual arts and design, modernism, postmodernism, animation, classical ballet, and dance. Highly engaged with human bodies, the course naturally refers to sex and gender issues frequently.

ART 110—Introduction to Art: History of art, starting from Paleolithic cave paintings, covering Neolithic, Near Eastern (Sumerian, Babylonian, Assyrian, Achaemenid), Egyptian, Hittite, Minoan, Mycenaean, Greek, Etruscan, Roman, Byzantine and Islamic arts.

2015 January-2019 December: TED UNIVERSITY, BASIC SCIENCES UNIT and EDUCATION FACULTY, Adjunct Instructor, Ankara

COURSES TAUGHT

ART 100—Visual Arts and Aesthetics: A general art course briefly referring to different disciplines and their daily usages like classical music, photography, cinema, visual arts and design, modernism, postmodernism, animation, classical ballet, and dance. Highly engaged with human bodies, the course naturally refers to sex and gender issues frequently.

ART 110—Introduction to Art: History of art, starting from Paleolithic cave paintings, covering Neolithic, Near Eastern (Sumerian, Babylonian, Assyrian, Achaemenid), Egyptian, Hittite, Minoan, Mycenaean, Greek, Etruscan, Roman, Byzantine and Islamic arts.

EGE 242—Art Education in Primary Education: The course aims to show the importance of art education both before and during primary education according to the successive developmental stages of children. It is an applied course where art projects are made.

EGE321—Art Education: The course aims to show the importance of art education both before and during primary education according to the successive developmental stages of children. It is an applied course where art projects are made.

INDUSTRIAL BACKGROUND

2009-2010: TURGUT TUNA ELIXIR, Visiting Artist, İznik/Bursa. Ceramic artist working on contemporary designs with traditional Ottoman "çini" materials.

2007-2009: SAGA EVENT, Project Manager, Istanbul [Launch of **Vodafone** in Türkiye: Organization of Events for 2 years for Internal Communications and Finance Departments; launches in different cities and Northern Cyprus, warming up events for new personnel routing from various companies, press conferences. **Formula 1 FIA Deputy Manager of Media Center in IstanbulPark** Circuit for 2007, 2008, 2009 Turkish F1 Grand Prix (Management of Media Center for 600 international journalists; accreditation of national journalists; preparation of Press Kits; Organization of Turkish National Anthem with Petrol Ofisi); **MotoGP Deputy Manager of Media Center in IstanbulPark** Circuit for 2007 Moto GP (Management of Media Center for 600 international journalist, accreditation of national journalists; preparation of Press Kits); **Shell Türkiye** (Anatolian Road Show for truck drivers, relaunch of Shell Card Türkiye; Shooting of an advertisement short film with Shell sponsored Ferrari F1 cars and trucks; Press conference with Ferrari F1 2008 Drivers Felipe Massa and Kimi Raikkönen in Shell; **Winx Club Türkiye** Launch and launches of Winx Club movies in; Event Management and Branding.]

2005-2007: MET GROUP (SECURITAS) Private Security Company, PR and Marketing Manager, Istanbul

2005-2007: GÜSOD (Security Services Organization Federation) PR Manager, Istanbul

2004-2007: IMAJ MUSIC, Singer and Song Writer CEM ADRIAN's Press Agent and Manager, Istanbul (Media communication; Radio and TV programs; Album releases; Album launches, Events; Concerts)

FIELDS of INTEREST

Performance Anthropology

Semiotics

Representation

Netnography

Gender

Social Media

Art History and Archaeology

Auto-ethnography

Crisis Management Communication

Communication Anthropology

PUBLICATIONS

Asena Salman, B. (2025). 1970'lerde Türk Aile Kurgusu: Ebeveynlik Kitaplarına göre İdeal Kadın ve Erkek (Turkish Family Conception in the 1970s: The Ideal Woman and Man According to Parenting Books). *Kritik İletişim Çalışmaları Dergisi (Critical Communication Studies Journal)*, 7(2). <https://doi.org/10.53281/kritik.1660539>

Asena Salman, B. (2025). The Success of Turkish Female Athletes and the "Sultans of the Net" or the National Women's Volleyball Team. In B. Balamir (Ed.), *Women in Foreign Policy, Almanac 2024: Developments from Turkey and the World on the 10th Anniversary of the Women in Foreign Policy Initiative* (pp. 42–45). https://www.womeninf-p.org/en/_files/ugd/7282c7_9805e272ab084e95862a357ddb884c25.pdf

Asena Salman, B. (2025). Filenin Sultanları veya A Milli Kadın Voleybol Takımı Üzerinden Türk Kadın Sporcuların Başarısı. In B. Balamir (Ed.), *Dış Politikada Kadınlar: 2024'te Kadınlar, Dünya Politikası ve Türkiye* (pp. 42–45). https://www.womeninf-p.org/_files/ugd/7282c7_f0a22e116d38493eae41d424e83550b6.pdf

Asena Salman, B. (2025). 11. Yüzyılda bir Antropolog: Bîrûnî ve Tahkîku'l Mâ Li'l-Hind (An Anthropologist in the 11th Century: Al-Bîrûnî and Tahkîku'l Mâ Li'l-Hind). *Türk Folklor Araştırmaları Derneği Dergisi (Turkish Folklore Research Journal)*, (370), 191–215. <https://doi.org/10.61620/tfa.42>

Asena Salman, B. (2024). 6 Şubat 2023 Depremlerinden sonra Twitter ve Twitter'ın Ölümü (Twitter and the Death of Twitter After the February 6, 2023 Earthquakes). In S. Koç Akgül & B. Pazarbaşı (Eds.), *06 Şubat 2023 Kahramanmaraş Depremlerinin Medyadaki İzdüşümü (February 6, 2023, Kahramanmaraş Earthquakes' Reflection in the Media)*. Hiper Yayın. <https://books.google.com.tr/books?id=qG87EQAAQBAJ&pg=PA2006>

Asena Salman, B. (2024). Review of Aslı Kotaman (2023), *Sanatın Erkeksiz Tarihi*. İstanbul: Karakarga Yayınları. 269 pp. ISBN: 978-625-8360-49-3. *Kadın/Woman* 2000, 25(1), 119–126. <https://dergipark.org.tr/tr/pub/jws/issue/87632/1493280>

SEMINARS and CONFERENCES

Asena Salman, B. (2026, July 21-24). Breaking the Invisibility: Anatolian Artisan Women Weaving on Instagram. [Conference presentation and abstract]. EASA Poznań 2026, European Association of Social Anthropologists, Uniwersytetu Poznańskiego, Poznań, Poland.

Asena Salman, B. (2026, June 17-19). A Netnographic Analysis of the Transformation of Anatolian Craftswomanship: Navigating the Digital Labor. [Conference presentation and abstract]. NETNOCON 2026, International Netnography Conference, İzmir Economy University, İzmir, Türkiye.

Balamir Coskun, B. & Asena Salman, B. (2026, April 28-29). Ontological Security and Reconstructing the National Self: Turkish State Television (TRT1). [Conference presentation and abstract]. Intpolsec, Association of International Politics and Security International Congress, Akdeniz University, Antalya, Türkiye.

Asena Salman, B. (2025, October 24-26). Performing Gender In The Field: A Gender-Based Evaluation Of Archaeological Practice At Kadikalesi Excavation In Türkiye. ICAS III International Anthropology Congress, Ankara University, Ankara, Türkiye. https://icas2025antropolojikongresi.ankara.edu.tr/wp-content/uploads/sites/460/2026/02/ICAS_Ozet_Kitabi.pdf

Asena Salman, B. (2025, September 10–12). A Comparative Study on Instamoms in Türkiye: Ante and Post Pandemic “Instamomity” [Conference presentation and abstract]. ESA European Sociological Association RN13 Interim Meeting 2025, TED University, Ankara, Türkiye. <https://www.europeansociology.org/research-networks/rn13-sociology-families-and-intimate-lives>

Asena Salman, B. (2025, May 28–30). Female Body Power Over Patriarchy: A Netnographic Study on the Turkish Women’s Volleyball League Players’ Instagram Images [Conference presentation and abstract]. NETNOCON 2025, Kedge Business School, Marseille, France. <https://netnocon.org/wp-content/uploads/2025/07/Netnocon-2025-proceedings.pdf>

Balamir Coşkun, B. & Asena Salman, B. (2024, September 28–29). Filenin Sponsorları: Kadın A Milli Voleybol Takımı ve Cumhuriyet'in 100. Yılında İdeal Türk Kadını İmgesi [Conference presentation]. III. National Political Science Congress, Yeditepe University,

Istanbul, Türkiye. https://iibf.yeditepe.edu.tr/sites/iibf.yeditepe.edu.tr/files/2024-12/sitd_2024_kongre_kesinlesmis_program_final2_1.pdf

Asena Salman, B. (2023, October 27–29). Hürriyet Gazetesi “Hürriyet Ana-Baba Rehberi”: 1970’lerin Başında Türk Kadınına Dayatılan Temsil [Conference presentation]. The International Symposium on the Centenary of the Turkish Republic: Women of the Republic / The Republic of Women, Beykoz University, İstanbul, Türkiye. <https://www.beykoz.edu.tr/uploads/2025/07/9nov8t1tdgfg5-100.-yilinda-cumhuriyet%E2%80%99in-kadinlari-kadinlarin-cumhuriyeti-bildiri-kitabi.pdf>

Asena Salman, B. (2023, July 26–28). A Netnographic Survey of Turkish Twitter After the Earthquakes of February 2023 [Conference presentation]. NETNOCON 2023, University of Salford, Manchester, UK. <https://netnocon.org/wp-content/uploads/2024/09/NETNOCON2023-Conference-Proceedings.pdf>

Asena Salman, B. (2023, November 16–17). Yeni annelik, yeni medya: Türkiye’de “Instamom” olmayan Instagram anneleri üzerine Netnografik bir araştırma [Conference presentation]. National New Media Studies Congress, Eskisehir, Türkiye. <https://2023.yenimedya.org.tr/content/ozet-kitabi>

Asena Salman, B. (2022, November 16). A Netnographic Analysis of Instagram Articles by ayşe Arman on Berfin Özek: The Acid Attack Case. [Conference presentation]. Congress on Gender Studies CGS22: Appearances of Violence. Karadeniz Technical University, Trabzon, Türkiye (Online).

Asena Salman, B. (2022, May 16). Ayşe Arman’ın Asit Saldırısı Mağduru Berfin Özek Üzerine Yazı Dizisinin Netnografik Analizi [Seminar presentation]. TEDU Center for Gender Studies, Ankara, Türkiye (Online). <https://genderstudies.tedu.edu.tr/etkinlikler/dr-burcu-asena-salman-ile-ayse-armanin-kezzap-saldirisi-magduru-berfin-ozek-haber>

Asena Salman, B. (2019, December 16). Arts and Politics. [Seminar presentation]. Department of Political Sciences and International Relations, Başkent University, Ankara, Türkiye.

Asena Salman, B. (2012). Formula 1; Vodafone Launch in Turkey; Shell Anatolian Roadshow: Case Studies in Event Management. [[Seminar presentation]. Department of Public Relations, Gazi University, Ankara, Türkiye.

EVENTS and PROJECT

2026, January. Goethe Institute Istanbul, Culture Civic. Preparing content on the intersection of art and gender, presenting the content in 5 module videos.

2024, November 28. Moderator."Toward the 30 years of Beijing declaration and platform for action: Shine a light on violence against women-causes, consequences, solutions." Collaboration of TED University, UN Women, SDG5 Network, Ankara City Council Youth Assembly.

<https://genderstudies.tedu.edu.tr/en/events/towards-30-years-beijing-declaration-and-platform-action-shine-light-violence-against-women>

2024, March 4. Moderator and event manager. "Who is Mihri?" Documentary screening and conversation on the life of Mihri Müşfik Aba, a female painter and founder of the fine arts academy for women in İstanbul (1881-1954).

<https://genderstudies.tedu.edu.tr/en/events/towards-30-years-beijing-declaration-and-platform-action-shine-light-violence-against-women>

CERTIFICATES & TRAININGS

23-24 October 2025-23-24 March 2026. "Researching, Writing and Publishing on Gender, Culture and Society: Upskilling Early Researchers in Türkiye." BIAA, British Institute in Ankara [Workshop Grant].

29 September 2025. EDUCAUSE: Teaching with Artificial Intelligence Training.

RESEARCH PROJECTS

Anaia, Kadıkalesi, Kuşadası, Aydın Excavation Project (2025, August). Social Anthropologist in the field, as one of the excavation team members accredited by the Republic of Türkiye Ministry of Culture and Tourism. The focal point of the research was the dynamics among team members within the excavation site and the excavation residence, as well as the impacts of physical conditions on people.

LANGUAGES

English

Latin

French

Turkish (Native)

PERSONAL INTERESTS

Painting/Illustration

Singing

Photography

Yoga