



Handbook of Research on Effective Advertising Strategies in the Social Media Age

By Nurdan Öncel Takran



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Social media pervades peoples awareness and everyday lives while also influencing societal and cultural patterns. In response to the social media age, advertising agents are creating new strategies that best suit changing consumer relationships.

The **Handbook of Research on Effective Advertising Strategies in the Social Media Age** focuses on the radically evolving field of advertising within the new media environment. Covering new strategies, structural transformation of media, and changing advertising ethics, this book is a timely publication for policymakers, government officials, academicians, researchers, and school practitioners interested in furthering their research exposure and analyzing the rapidly evolving advertising sector and its reflection on social media.



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Editorial Review

About the Author

Nurdan Oncel Taskiran has been working for Ondokuz Mayıs University, Samsun, Faculty of Communication, since 2014 July. Professor Taskiran has written three books: *An Introduction to Media Literacy*, *The New Image of Turkish Women Role Model on a Screen Serial "Aliye,"* and *Advertising in 99 Questions*. Her researches are primarily on popular culture products and Media Literacy. She also has studies on semiology as a means of communication and advertising communication, and visual analyses relating visual arts via iconographical method. She is interested in distance learning as well as a way of communication related with semiotics as a part of human perception and signification. She has a keen interest on animal communication. She has papers, articles, and translations published in national and international journals. She has been giving courses on graduate and post graduate levels at Ondokuz Mayıs University, Faculty of Communication.

Recep Yilmaz, Ph.D., has been working as an Assistant Professor at Ondokuz Mayıs University, Faculty of Communication, Public Relations and Publicity Department since 2015 February. Dr. Yilmaz has co-authored four books (*Techniques for Scriptwriting*, *Advertising in 99 Questions*, *Keywords in Advertising*, and *Leadership and its Contemporary Dimensions*) and has published numerous papers in several journals, conference proceedings and chapters in edited books since he got his MA. His major is Theoretical Communication. He also has studies on social semiology, advertising communication and promotion culture. Some of the graduate courses he has given are Introduction to Advertising, Advertising Scriptwriting, Introduction to Public Relations, Public Relations Campaigns, Visual Communication Applications, and Copywriting in Public Relations.

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