



Prof. Dr. Recep TAYFUN

Born on May 19, 1965, in Istanbul, he completed his Master's and Ph.D. studies in Journalism and Public Relations at Istanbul University between 1987 and 1994, followed by doctoral research in Germany.

In 2011, he received the title of Associate Professor in Communication Sciences, and in 2016, he was promoted to Professor in the field of Public Relations and Promotion.

He has held various administrative positions at Bařkent University, including Vice Rector, Vice Dean of the Faculty of Communication, and Head of the Department of Public Relations and Promotion. He currently serves as a faculty member in the Department of Public Relations and Promotion at Maltepe University's Faculty of Communication.

He is the author of several books, including "Understanding the Public," "Corporate Communication and Humor," "Effective Communication and Body Language," "Mediation and Reconciliation Communication," and "Uncertainty and Perception Management."

His research continues in areas such as Consent Production Processes, Public Opinion and Media Propaganda, Public Relations, Strategic Communication and Intelligence, Crisis Communication, Lies, and Non-Verbal Communication.