



**Prof. Sevimece KARADOĞAN DORUK**

Born in Malatya in 1975, she graduated from the Department of Journalism at the Faculty of Communication, Istanbul University, in 1995. In 1996, she began working as a Research Assistant in the Department of Public Relations and Publicity at the Faculty of Communication, Istanbul University. She completed her M.A. degree in the Journalism Program at the same university in 1997 and earned her Ph.D. in the Public Relations and Publicity Doctoral Program in 2003. She was awarded the title of Associate Professor in Communication Studies in 2010 and promoted to Professor in 2015. Since 2017, she has been serving as the Head of the Department of Public Relations and Publicity at the Faculty of Communication, Istanbul University.

She teaches a variety of undergraduate and graduate courses, including Persuasion Theories and Rhetoric, Organizational Behavior, Management and Quality in Communication, Social Capital Management, Sociology of Communication, Attitude Measurement Methods, Research Methods, and Crisis Communication. She is the author of books titled Social Capital, The Social Psychology of Persuasion, and Persuasion in Theory and Practice, and has also published numerous journal articles, book chapters, and conference papers.