

Asst. Prof. MUSTAFA CINGI

Office Phone: [+90 352 207 6666](tel:+903522076666) Extension: 36109

Fax Phone: [+90 352 437 5261](tel:+903524375261)

Email: mcingi@erciyes.edu.tr

Web: <https://www.mustafacingi.com>

Address: T.C. Erciyes Üniversitesi İletişim Fakültesi Yenidoğan Mah. Ahmet El Biruni Cad. 38280 TALAS/ KAYSERİ/ TÜRKİYE



Biography

Mustafa Cingi was born in Kayseri/Turkey. He completed his primary, secondary and high-school education in Istanbul.

His bachelor's degree in Business Administration at Anadolu University. He worked in the private sector during his undergraduate and graduate education. His master's degree and Ph.D. in Public Relations and Publicity at Erciyes University. He worked as a professional in private sector throughout his higher education.

He started to work at Erciyes University Faculty of Communication as a lecturer in 2011. In 2015, he was appointed as an assistant professor to the same faculty. He is still working at Erciyes University, Faculty of Communication, Department of Public Relations.

Throughout his doctorate, Cingi concentrated on social media and digital communication campaigns. His current research focuses on the effects of digitalization, especially effects of digital media on social life such as digital addiction and digital divide.

He conducted a project investigating the alteration of the game habits affected by digital technologies among parents and their children. He supervises theses and papers on new Communication Technologies and their effects on social life. He gives some lectures in this context.

Education Information

- I. Doctorate, Erciyes University, Sosyal Bilimler Enstitüsü, Public Relations and Publicity, Turkey 2010 - 2015
- II. Postgraduate, Erciyes University, Sosyal Bilimler Enstitüsü, Public Relations and Publicity, Turkey 2008 - 2010
- III. Undergraduate, Anadolu University, Faculty Of Business Administration, Department Of Business, Turkey 2002 - 2007

Foreign Languages

- I. English, C2 Mastery

Certificates, Courses and Trainings

- I. Finance, Finansçı Olmayanlar İçin Finans, ABİGEM (European Turkish Business Centres Network), 2008
- II. Finance, A' dan Z' ye Dış Ticaret Sertifikalı Eğitim Programı, Mediterranean Exporters' Association of TR. Prime Ministry Under Secretariat of Foreign Trade, 2006

Dissertations

- I. Doctorate, A practical study on social media planning in tourism publicity: Mount Erciyes case, Erciyes University, Sosyal Bilimler Enstitüsü, Public Relations and Publicity , 2015

Research Areas

Social Sciences and Humanities, Social Stratification and Mobility, Information Law, Strategic Marketing and Brand Management, Mass Communications and Mass Media, Public Relations, Advertising and Acquaint

Academic Titles / Tasks

- I. Assistant Professor, Erciyes Üniversitesi, İletişim Fakültesi, Halkla İlişkiler ve Tanıtım , 2018 - Continues
- II. Assistant Professor, Erciyes Üniversitesi, İletişim Fakültesi, Halkla İlişkiler ve Tanıtım , 2015 - 2018
- III. Lecturer, Erciyes University, İletişim Fakültesi, Halkla İlişkiler Ve Tanıtım , 2011 - 2015

Academic and Administrative Experience

- I. Deputy Head of Department, Erciyes University, İletişim Fakültesi, Halkla İlişkiler Ve Tanıtım , 2020 - Continues
- II. Deputy Head of Department, Erciyes University, İletişim Fakültesi, Halkla İlişkiler ve Tanıtım , 2017 - 2019

Courses

- I. Qualitative Research Methods, Postgraduate, 2020 - 2021
- II. Internet Strategies ant E-trade, Undergraduate, 2018 - 2019, 2019 - 2020, 2020 - 2021
- III. Social Media Practices, Undergraduate, 2017 - 2018, 2018 - 2019, 2019 - 2020, 2020 - 2021
- IV. Public Relations and Media Management, Postgraduate, 2020 - 2021
- V. Production Processes in Public Relations , Undergraduate, 2012 - 2013, 2013 - 2014, 2014 - 2015, 2015 - 2016, 2016 - 2017, 2017 - 2018, 2018 - 2019, 2019 - 2020, 2020 - 2021
- VI. Professional Public Relations Researches, Undergraduate, 2012 - 2013, 2013 - 2014, 2014 - 2015, 2015 - 2016, 2016 - 2017, 2017 - 2018, 2018 - 2019, 2019 - 2020, 2020 - 2021
- VII. New Communication Technologies in Public Relations, Postgraduate, 2015 - 2016, 2016 - 2017, 2017 - 2018, 2018 - 2019, 2019 - 2020, 2020 - 2021
- VIII. Modern Approaches in Public Relations, Undergraduate, 2011 - 2012, 2012 - 2013, 2013 - 2014, 2014 - 2015, 2015 - 2016, 2016 - 2017, 2017 - 2018, 2018 - 2019, 2019 - 2020, 2020 - 2021
- IX. Public Relations Campaigns, Undergraduate, 2011 - 2012, 2012 - 2013, 2013 - 2014, 2014 - 2015, 2015 - 2016, 2016 - 2017, 2017 - 2018, 2018 - 2019, 2019 - 2020, 2020 - 2021
- X. Consumption Culture and Consumer Behaviour, Postgraduate, 2017 - 2018, 2018 - 2019, 2019 - 2020

Advising Theses

- I. Cıngı M., The relationship between Advergame and purchase behaviour: A study on players, Postgraduate, T.İPEK(Student), 2021
- II. Cıngı M., Native advertising as a type of digital advertising: A research on Onedio.com, Postgraduate, S.ECE(Student), 2020
- III. Cıngı M., Generations and brand preferences: A qualitative research on brand preferences of Y generation, Postgraduate, B.BARIŞ(Student), 2020

- IV. Cıngı M., Instagram as a digital marketing tool: A research on small enterprises, Postgraduate, F.ADMIŞ(Student), 2020
- V. Cıngı M., The use of social media as the corporate communication tool of municipalities: The Twitter case, Postgraduate, S.AKSEKİLİ(Student), 2020
- VI. Cıngı M., A critical view on adult child image use in advertising in the context of advertising ethics: A research on children journals, Postgraduate, S.ÇİĞDEM(Student), 2019
- VII. Cıngı M., The effect of the interaction on Instagram posts on the sense of self: The case of Erciyes University Faculty of Communication Students, Postgraduate, A.ULUER(Student), 2019
- VIII. Cıngı M., Image as a view point of attractiveness of a tourism region and Mount Erciyes example, Postgraduate, R.TOKER(Student), 2019
- IX. Cıngı M., Comparison of the Justice and Development Party's 3rd November 2002 and 24th June 2018 general elections declarations in terms of conservative identity building and transformation, Postgraduate, S.KESKİN(Student), 2019
- X. Cıngı M., The use of digital media for public relations: A qualitative research intended for cafes and restaurants, Postgraduate, D.DEMİRKAYA(Student), 2019
- XI. Cıngı M., İletişim aracı olarak işaret dilinin kullanılması ve işaret dilinin medyada temsili üzerine uygulamalı bir çalışma, Postgraduate, Ö.ÖPENGİN(Student), 2018

Jury Memberships

- I. PhD Thesis Monitoring Committee Member, PhD Thesis Monitoring Committee Member, Erciyes Üniversitesi, January, 2020
- II. Post Graduate, Post Graduate, Erciyes Üniversitesi, December, 2019
- III. Doctoral Examination, Doctoral Examination, Erciyes Üniversitesi, December, 2019
- IV. Doctorate, Doctorate, Erciyes Üniversitesi, December, 2018

Designed Lessons

- I. Cıngı M., Qualitative Research Methods, Postgraduate, 2021 - 2022
- II. Cıngı M., Social Media Practices, Undergraduate, 2017 - 2018
- III. Cıngı M., Overview of Communication Sector, Undergraduate, 2017 - 2018
- IV. Cıngı M., Public Relations and Social Media, Undergraduate, 2013 - 2014

Articles Published in Other Journals

- I. **Digital Game Addiction in Individual and Social Aspects**
Cıngı M.
Sosyoloji Divanı, vol.9, no.17, pp.103-128, 2021 (Other Refereed National Journals)
- II. **İslamofobinin Bir Aracı Olarak Oyunlar**
Cıngı M.
İstanbul Müftülüğü Din ve Hayat Dergisi, vol.12, no.38, pp.146-150, 2019 (National Non-Refereed Journal)
- III. **Views of Digital Game Lovers on Games with Islamophobic Content**
Cıngı M.
Medya ve Din Araştırmaları Dergisi, vol.1, no.1, pp.49-72, 2018 (National Refreed University Journal)
- IV. **The Zero Marginal Cost Society**
Cıngı M.
TRT Akademi, vol.1, no.2, pp.796-797, 2016 (Other Refereed National Journals)

- V. **The effect of the video contents in online marketing communication to the publicity of a product**
Cıngı M.
Humanities Sciences, vol.10, no.4, pp.145-163, 2015 (International Refereed University Journal)
- VI. **The Impact of Internet and Social Media on Kids and Parents Game Habit**
AKDAĞ M., CINGI M.
Epiphany, vol.7, no.1, pp.63-89, 2014 (Refereed Journals of Other Institutions)
- VII. **The Impact Of Internet And Social Media On Kids And Parents Game Habits**
Akdağ M., Cıngı M.
Epiphany Journal of Transdisciplinary Studies, vol.7, no.1, pp.63-89, 2014 (Refereed Journals of Other Institutions)

Books & Book Chapters

- I. **Excessive Internet Use**
Cıngı M.
in: Popular Digital Issues in The New Media Era, Fikret Yazıcı, Hakan Aydın, Editor, Nobel Yayın Dağıtım, Ankara, pp.93-132, 2020
- II. **Legal and Ethical Regulations in Digitalization**
Cıngı M.
in: Digital Culture and Social Media, Mustafa Akdağ, Editor, Erzurum Üniversitesi Açıköğretim Fakültesi, Erzurum, pp.276-295, 2020
- III. **Digitalization in Trade: E-trade**
Cıngı M.
in: Digital Culture and Social Media, Mustafa Akdağ, Editor, Erzurum Üniversitesi Açıköğretim Fakültesi, Erzurum, pp.255-275, 2020
- IV. **Advertising on The Digital Medium**
Cıngı M.
in: Digital Culture and Social Media, Mustafa Akdağ, Editor, Erzurum Üniversitesi Açıköğretim Fakültesi, Erzurum, pp.233-254, 2020
- V. **Views of Digital Game Lovers on Games with Islamophobic Content**
Cıngı M.
in: Media and Islamophobia, Hakan Aydın, Metin Eken, Mustafa Derviş Dereli, Editor, Nobel Yayın Dağıtım, Ankara, pp.213-23, 2019
- VI. **Dijital Oyunseverlerin İslamofobi İçerikli Oyunlara Bakışı**
CINGI M.
in: Medya ve İslamofobi, Aydın Hakan, Eken Metin, Dereli Mustafa Derviş, Editor, Nobel Yayınevi, Ankara, pp.213-239, 2019
- VII. **Social Media Planning in Tourism Publicity**
Cıngı M.
Tezmer Yayınları, Kayseri, 2016
- VIII. **International Public Relations and New Communication Technologies**
Cıngı M.
in: International Public Relations, Emel Tanyeri Mazıcı, Editor, Türkiye Alim Kitapları (Omniscryptum GmbH & Co. Kg), Saarbrücken, pp.255-286, 2016
- IX. **Uluslararası Halkla İlişkiler ve Yeni İletişim Teknolojileri**
CINGI M.
in: Uluslararası Halkla İlişkiler, Tanyeri Emel, Editor, Türkiye Alim Kitapları (OmniScriptum GmbH & CO. KG), Saarbrücken, pp.255-286, 2016
- X. **The Campaign Process of Public Relations: 4 Steps Management**
Cıngı M.

in: Introduction to Public Relations, Metin Işık, Editor, Eğitim Kitabevi, Konya, pp.92-117, 2012

XI. Halkla İlişkiler Kampanya Süreci: 4 Adım Yöntemi

CINGI M.

in: Halkla İlişkilere Giriş, IŞIK METİN, Editor, Eğitim Yayınevi, Konya, pp.92-117, 2012

Refereed Congress / Symposium Publications in Proceedings

- I. **A phenomenological research on social media use by middle-aged and older individuals.**
Cıngı M., Suküt M., Yazılıtaş K.
3. Uluslararası Medya Çalışmaları Sempozyumu, Antalya, Turkey, 1 - 03 November 2018, pp.59
- II. **Presentation of the self in social media: A research on Erciyes University students.**
Cıngı M., Koçak Ö. F. , Suküt M., Eriş S.
Uluslararası Dijital Çağda İletişim Sempozyumu, Mersin, Turkey, 18 - 19 October 2018, vol.1, pp.163-164
- III. **Social media campaign: A model proposal**
Cıngı M.
3. Uluslararası Sosyal Bilimler Sempozyumu, Kahramanmaraş, Turkey, 26 - 28 October 2017, pp.418
- IV. **An examination of skiing tourists' socio-demographic features and skiing-specific preferences in Erciyes Ski Centre**
YILMAZ E., ÖZEN G., CINGI M.
9th Conference of the International Society for the Social Sciences of Sport, Çorum, Turkey, 13 - 15 October 2017, pp.41
- V. **The Effect of Social Media on the Selection of Ski Center by Ski Lovers: Erciyes Ski Center Example**
CINGI M., YILMAZ E., ÖZEN G.
9th Conference of the International Society for the Social Sciences of Sport, Çorum, Turkey, 13 - 15 October 2017, pp.43
- VI. **The Effect of Social Media on the Selection of Ski Resorts by Ski Lovers: Erciyes Ski Resort Example**
CINGI M., YILMAZ E., ÖZEN G.
9th Conference of the International Society for the Social Sciences of Sport, Çorum, Turkey, 13 - 15 October 2017
- VII. **An Examination of Skiing Tourists Socio-demographic Features and Skiing-specific Preferences in Erciyes Ski Center**
YILMAZ E., CINGI M., ÖZEN G.
9th Conference of the International Society for the Social Sciences of Sport, Çorum, Turkey, 13 - 15 October 2017
- VIII. **Oyun Alışkanlıkları Bağlamında Yeni İletişim Teknolojilerinden İnternet ve Sosyal Medyanın Ebeveynlere ve Dijital Nesil Çocuklara Etkisi**
AKDAĞ M., CINGI M.
Uluslararası Yeni Medya Yeni Yaklaşımlar Konferansı, 8 - 09 May 2014
- IX. **OYUN ALIŞKANLIKLARI BAĞLAMINDA YENİ İLETİŞİM TEKNOLOJİLERİNDEN İNTERNET VE SOSYAL MEDYANIN EBEVEYNLERE VE "DİJİTAL NESİL" ÇOCUKLARA ETKİSİ**
AKDAĞ M., CINGI M.
Uluslararası Yeni Medya-Yeni Yaklaşımlar Konferansı, Çanakkale, Turkey, 8 - 09 May 2014, pp.472-488
- X. **The Impact Of Internet And Social Media On Kids And Parents Game Habits**
AKDAĞ M., CINGI M.
International Conference on Education, Culture and Identity (ICECI), Saraybosna, Bosnia And Herzegovina, 6 - 08 July 2013, no.1
- XI. **internet ve sosyal medyanın çocukların oyun alışkanlıklarına etkisi**
AKDAĞ M., CINGI M.
2 nd International Symposium "New Communication Technologies and Social Transformation, Kyrgyzstan, 1 - 04 July 2012, pp.681-700
- XII. **İnternet ve Sosyal Medyanın Çocukların Oyun Alışkanlıklarına Etkisi**

AKDAĞ M., CINGI M.

2 nd International Symposium "New Communication Technologies and Social Transformation, Kyrgyzstan, 1 - 04 July 2012, pp.681-700

Supported Projects

- I. Cıngı M., Green S., Pemperton A., TÜBİTAK - AB COST Project, Viktimoloji (Mağdur bilimi) Kültürleri: Avrupa çapında mağduriyet süreçlerini anlamak, 2019 - 2023
- II. AKDAĞ M., CINGI M., Project Supported by Higher Education Institutions, Turizm Tanıtımında Sosyal Medya Planlamasına Yönelik Uygulamalı Bir Çalışma: Erciyes Dağı Örneği, 2013 - 2015
- III. AKDAĞ M., CINGI M., Project Supported by Higher Education Institutions, Yeni İletişim Teknolojilerinden İnternet ve Sosyal Medyanın Ebeveynler ve "Dijital Nesil" Çocuklarının Oyun Alışkanlıklarına Etkisi, 2012 - 2014

Memberships / Tasks in Scientific Organizations

- I. Public Relations Association of Turkey , Member, 2020 - Continues
- II. Kayseri Governorship Provincial Coordination Board for Combating Addiction, Member of Science Committee, 2019 - Continues, Turkey

Scientific Refereeing

- I. Abant İzzet Baysal Üniversitesi Sosyal Bilimler Enstitüsü Dergisi, National Scientific Refreed Journal, December 2020
- II. TÜRKİYE SOSYAL ARAŞTIRMALAR DERGİSİ, National Scientific Refreed Journal, November 2020
- III. TÜRK EĞİTİM BİLİMLERİ DERGİSİ, National Scientific Refreed Journal, November 2020
- IV. AKDENİZ ÜNİVERSİTESİ İLETİŞİM FAKÜLTESİ DERGİSİ, National Scientific Refreed Journal, September 2020
- V. OPUS Uluslararası Toplum Araştırmaları Dergisi, National Scientific Refreed Journal, May 2020
- VI. Uluslararası Kültürel ve Sosyal Araştırmalar Dergisi, Other journals, May 2019
- VII. Medya ve Din Araştırmaları Dergisi , National Scientific Refreed Journal, October 2018
- VIII. Gümüşhane Üniversitesi İletişim Fakültesi Elektronik Dergisi , National Scientific Refreed Journal, November 2017
- IX. Erciyes İletişim Dergisi , National Scientific Refreed Journal, September 2017
- X. Tourism Management, Journal Indexed in SSCI, July 2017

Mobility Activity

- I. Erasmus Programme, Lecturing, Torun University of Social and Media Culture, Poland, 2018 - 2018

Invited Talks

- I. Public Relations and Communication Education in Traffic Controls, Conference, Kayseri Provincial Directorate of Security, Turkey, November 2020
- II. How to use social media, Conference, Turkey Republic Ministry of National Education, General Directorate of Lifelong Learning, Turkey, November 2019
- III. Use of Internet and Social Media, Conference, Erciyes Üniversitesi, Turkey, October 2019

- IV. Social Media Addiction and Solution Suggestions, Seminar, Kayseri Governorship Provincial Coordination Board for Combating Addiction, Turkey, August 2019
- V. Social Perception of Imam Hatip Schools, Perception Management, Corporate Image Management, Conference, Turkey Republic Melikgazi District Governorship Directorate of National Education, Turkey, April 2019
- VI. Media and Internet Addiction, Conference, Erciyes College, Turkey, December 2018
- VII. Social Media and Internet Use, Conference, Erciyes Üniversitesi, Turkey, September 2017
- VIII. Communication and The Social Media, Seminar, Turkey Republic Yeşilhisar District Governorship National Education Directorate, Turkey, June 2017
- IX. Humanitarian Relief and Communication, Conference, Turkish Red Crescent Youth Services Directorate, Turkey, March 2017
- X. Social Media and The Media Plan, Conference, Turkey Youth Foundation Kayseri, Turkey, March 2017

Coaching Duties

Refereeing Duties

Non Academic Experience

- I. Business Establishment Private, Motiva End. Dış. Tic.