

Nihan Aytekin was born in 1979 in Izmir, Turkey. She received her MS and PhD degree from Ege University the Graduate School of Social Sciences, Public Relations and Publicity Department in Turkey. She worked as an assistant professor in Manisa Celal Bayar University, School of Applied Sciences, Turkey. Now she is working as an assistant professor in Beykent University, Communication Faculty.

As a researcher, she has studied on a wide range of topics. Her early studies were generally on business: Information and communication technologies (ICTs) and corporate communication, the promotion activities of NGOs, marketing communication and ecotourism, recruitment advertising and business communication.

As her career develops, her research interests have acquired multi-layered form. Her works have started to resemble the connection between advertising, cultural politics and critical thinking. She has papers on environmental communication (the representations of nature in media), human - animal relations (body and power, space and power), the cultural politics of emotions, music in advertising, and popular culture and youth.

She has always been fond of learning and teaching foreign languages. She taught Business English (elementary and advanced levels, as formal lessons), Spanish and Greek (elementary level, voluntarily) at Manisa Celal Bayar University. Learning Russian, as a communication scholar, has provided her an opportunity to discover the similarities and the differences between the cultures from different geographies.