

**ACADEMIC
CURRICULUM VITAE**

1. Name - Surname: Sarvenaz (Safavi) Luckinger

2. Title: Assist. Prof. Dr.

3. Educational Background: PhD

Degree	Department/Program	University	Year
Bachelor's	Germanic and Romance studies	Delhi University	2010
Master's	Tourism and Hospitality Management	Eastern Mediterranean University	2012
PhD	Communication and Media Studies	Eastern Mediterranean University	2018

4. Master's / PhD Thesis

4.1. Master's Thesis Title and Thesis Advisor(s):

4.2. PhD Thesis /Medical Specialty Thesis Title and Advisor(s):

5. Academic Titles:

Date of Assistant Professorship: 2020, July

Date of Associate Proferssorship:

Date of Professorship:

6. Supervised Master's and PhD Theses:

6.1. Master's Theses

6.2. PhD Theses

7. Publications

7.1. Articles Published in International Peer-Reviewed Journals (SCI,SSCI, AHCI, ESCI, Scopus)

Safavi, S. (2021). Bühler’s organon model of communication: A semiotic analysis of advertising slogans. *Semiotica: Journal of the International Association for Semiotic Studies. De Gruyter*, 242. 220-239

Safavi, S. & Gümüş, A. (2019). Bringing Back The Image Into Its Frame: Barthes’s Soldier and Contextual Criticism. *Semiotica: Journal of the International Association for Semiotic Studies. De Gruyter*. 229 (1/4). doi.org/10.1515/sem-2017-0095

Safavi,S. & Gümüş, A. (2019). Context based analysis of an advertising poster. *Semiotica: Journal of the International Association for Semiotic Studies. De Gruyter*, 229 (1/4). doi.org/10.1515/sem-2017-0096

Luckinger, S. Luckinger, Y. & Gümüş, A. (2018). New Outline to the Creation of Myths from a Semiotics Point of View. *Revista de Cercetare si Interventie Sociala (RCIS)*. Accepted in August 2018, publication to be announced

7.2. Articles Published in Other International Peer-Reviewed Journals

Safavi, S. & Luckinger, Y.(2015). Semiotic Analysis of Understanding Violence Signs in Video-Game Advertising Posters. *International Conference on Communication, Media, Technology and Design*. 400-412.

Safavi,S. (2008). Neshaneh-Shenasiye”Kuche” dar She’r-e Now’e Farsi[=Semiotic Study of “Kuche” in Modern Persian Poetry]. *Journal of Persian Studies*. University of Delhi.

7.3. Papers Presented at International Scientific Conferences and Published in Conference Proceedings

Safavi, S. & Luckinger, Y. (2015). Semiotic Analysis of Understanding Violence Signs in Videogames Advertising Posters. *International Conference on Communication, Media, Technology and Design*. May 16th_18th 2015, Dubai, United Arab Emirate.

Luckinger, S. (2021). “Semiotics of Superstitions: A Case Study of Evil Eye in Persian Culture”. 1st International Media and Cultural Studies Conference In MECS 21. September 6th-7th 2021.

Safavi, S. (2021). “The Formation of Signs”. *International Conference on Applied Economy and Finance (e-ICOAEF VIII)*. December 4th_5th 2021.

Safavi, S. (2022). “Accessibility of Sign Interpretation”. 8th International Congress on Innovative Scientific Approaches. November 23rd_24rd 2022.

7.4. National/international Books or Book Chapters

Safavi, S. (2021). Neshane Shenasi Tablighat [= Semiotics of Advertisement]. Tehran: Elmi.

Safavi, S. (2022). The Formation of Signs. MULTIDISCIPLINARY PERSPECTIVES IN EDUCATIONAL AND SOCIAL SCIENCES II; Iksad Publishing House, Ankara. Turkey. ISBN: 978-625-8405-64-4.

Safavi, S. (2022). A Semiotic Study of the Superstition of the Evil Eye in Iranian Culture. MULTIDISCIPLINARY PERSPECTIVES IN EDUCATIONAL AND SOCIAL SCIENCES IV; Iksad Publishing House, Ankara. Turkey. ISBN: 978-625-8213-09-6.

7.5. Articles Published in National Peer-Reviewed Journals

Safavi, S. (2023). Semiotic Broadening of Sign: A Semiotic Analysis of Black Color-Sign. *International Journal of Social Science and Art Studies*. 1(1). 50_55. <https://doi.org/10.32955/neuissar202321675>

8. Art and Design Activities

9. Projects

Moderator of workshop of Creating Advertising Poster

Moderator of PR Talk.

10. Administrative Responsibilities

11. Memberships in Scientific and Professional Organizations

12. Awards

13. Undergraduate and Graduate Courses Taught in the Last Two Years

Academic Year	Semester	Course	Weekly Course Hours		Number of Students
			Theoretical	Practical	
2021-2022	Fall	Persuasion in PR	3		10
		Principles of Marketing	2		67
		Political Comm	3		4

		Comm Workshop	2		56
		Research method in SC	3		6
		Digital PR	2		9
	Spring	Public opinion research	2		8
		Graphic Design	2		5
		Introduction to PR	2		10
		Sociology of Comm	3		9
		History of Comm	3		7
		Consumer Behavior	3		1
	Summer	Political Comm	6		2
		History of Comm	6		2
2022-2023	Fall	Political Comm	3		5
		PR Agency	2		4
		Persuasion in PR	3		3
		Principle of Marketing	2		7
		Research method in SC	3		3
		Comm Workshop	2		3
	Spring	Public opinion Research	2		3
		Sociology of Comm	3		4
		History of Comm	3		8
		Graphic Design	2		7
		Intro to PR	2		3
		Consumer behavior	3		5

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