



ISTANBUL AYDIN UNIVERSITY

**THE FACULTY OF COMMUNICATION  
E-BULLETIN  
NOVEMBER 2024**



# FACULTY OF COMMUNICATION

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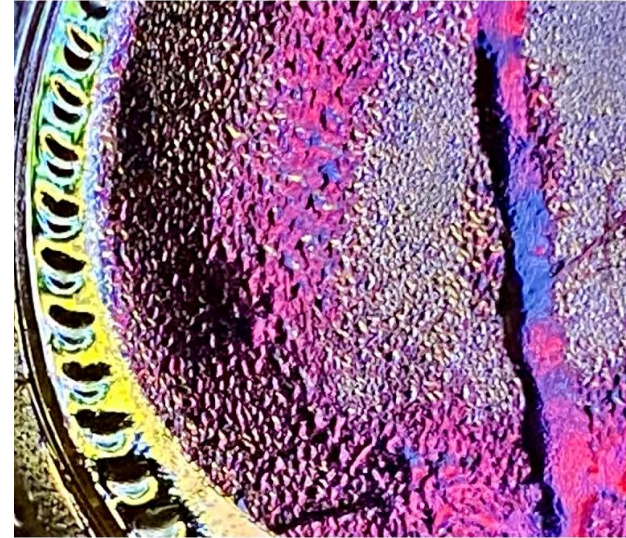
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## OUR DEPARTMENTS

- Department of Journalism
- Department of Public Relations and Publicity
- Department of Radio, Television and Cinema
- Department of Visual Communication Design
- Department of Advertising
- Department of Television Journalism and Programming
- Department of New Media and Communication

## III. ICDS Post Digital Age: Society, Culture and Media Symposium

The third ICDS Symposium, which will be organised by IAU Faculty of Communication in cooperation with Zagreb School of Business and Mykolas Romeris University, will be held as a hybrid on 28-29-30 April 2025 with the theme 'Post Digital Age: Society, Culture and Media' will be held as a hybrid on 28-29-30 April 2025. The main purpose of the symposium is to create an environment open to information sharing where the effects of the post-digital age on media, society and culture will be discussed in all its dimensions. Detailed information about the symposium can be found at <https://icds.aydin.edu.tr/>.





## Q2 Indexed Academic Publication

The article titled ‘Digital Solidarity And Adaptation: Applications Developed For Refugees In Host Countries’, in which Public Relations and Publicity Faculty Member Assoc. Prof. Dr. Özlem Özdemir is the first author, was published in Frontiers in Sociology Journal (Q2) on 31 October 2024. We congratulate our professor and wish him continued success.

frontiers | Frontiers in Sociology

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PUBLISHED: 31 October 2024  
DOI: 10.3389/fsoc.2024.1479288

Check for updates

### OPEN ACCESS

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## Digital solidarity and adaptation: applications developed for refugees in host countries

Özlem Özdemir<sup>1</sup>, Melih Görgün<sup>2</sup> and Elif Başak Saroğlu<sup>3\*</sup>

<sup>1</sup>Faculty of Communication, Istanbul Aydın University, Istanbul, Türkiye, <sup>2</sup>Department of Political Science and International Relations, Yeditepe University, Istanbul, Türkiye, <sup>3</sup>Communication Faculty, Marmara University, Istanbul, Türkiye

The scale of international migration is growing day by day, and the issue of refugees constitutes a significant agenda item for all countries. In today's digital age, characterized by technological advancements, refugees are also benefiting from the advantages of technology. With various applications downloaded to their mobile phones, refugees can directly access all kinds of information about the countries they are heading to and even communicate with each other to share experiences. This study explores how mobile phone applications can be developed to serve the refugees in the familiarizing themselves with the receiving culture. In the study, a total of 10 applications prepared for refugees on Android and iOS platforms, selected by random sampling and purposeful sampling methods, were examined. These applications were analyzed using the qualitative content analysis method. As a result, when the applications developed in host countries were examined, it was observed that the most needed basic information for refugees, such as housing, education, finding a job, health, language, daily words, legal documents, rules, and fundamental rights, was provided. Additionally, in the 10 refugee applications examined, Global Positioning System (GPS) and Geographic Information System (GIS) were used as locative media for mapping locations. Location-based data and maps that show where refugees are located are extremely important for them. These maps are believed to help reduce stress, make them feel safe, and facilitate the adaptation process by showing refugees the nearest shelters, dining places, hospitals, transportation, and asylum locations.

## Faculty Representative Election

The Faculty of Communication representative election was held on Wednesday, 6 November 2024 with the participation of the department representatives of the Faculty of Communication. As a result of the voting, Faculty Representative Fatih İnce, the representative of the New Media and Communication department, and his deputy Cenker Durmuş, the representative of the TV Journalism and Programming department, were elected.



## Aydin Acoustic Shootings

Within the scope of the Aydın Acoustic project carried out by the Faculty of Communication, we hosted Azade Simge and Ayşegül Karadeniz and their team. The performances of the artists were published on Aydın Acoustic YouTube channel.



## In memory of Atatürk from Aydın Akustik

We commemorated Gazi Mustafa Kemal ATATÜRK, the founder of our Republic, with his favourite songs at Aydın Akustik studios with Alperen Paşa Kamburoğlu and Gürkan Becelik from the music department of our school on the anniversary of his passing into eternity.



## NEWS FROM FACULTY

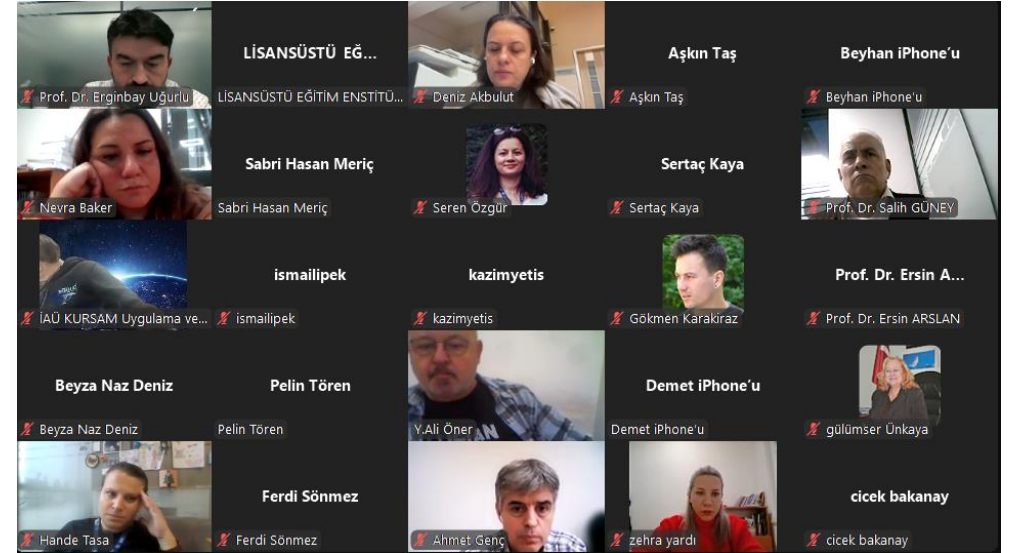
### Aydin Acoustic Shootings

We hosted Melis Hızır and her team with their performances broadcasted on Aydın Akustik YouTube channel within the scope of Aydın Akustik project carried out by the Faculty of Communication.



## Social Sciences Institute Board Meeting

For the Institute Board Meeting which was held by the Institute of Graduate Studies on Wednesday, 13 November 2024, the Head of the Department of Public Relations and Publicity Assoc. Prof. Dr. Deniz Akbulut, Head of the Department of Journalism Assoc. Prof. Dr. Sertaç Kaya, Head of the Department of Radio, Television and Cinema Asst. Prof. Dr. Burhan Kılıç, Deputy Head of the Department of New Media and Communication, Prof. Dr. Selin YILMAZ participated.



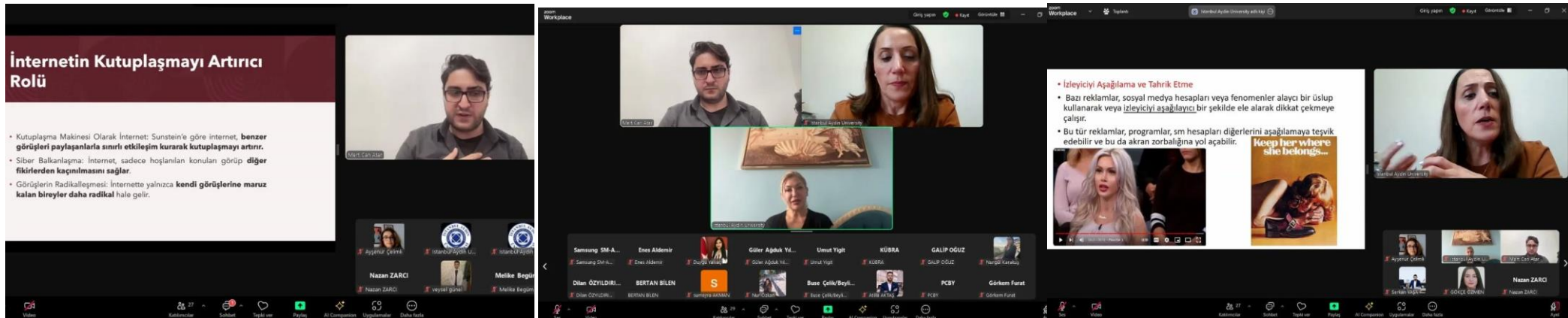
## Seminar of AKUT

Within the scope of Journalism Talks, with the participation of AKUT Foundation, 'Basic Disaster Awareness Seminar' event was held under the moderation of Journalism Department Faculty Member Assoc. Prof. Dr. Ayşegül Akaydın Aydın. Students of the Department of Journalism and the Department of New Media and Communication attended the event. Within the scope of Disaster Preparedness Day, awareness-raising activities were carried out to raise awareness among students.



## Qualified Training Seminars

Within the scope of the Sustainable Development Goals, the second of the 'Combating Digital Bullying: Qualified Education Seminars' was held on Wednesday, 27 November at Ümraniye Central Anatolian High School. Asst. Prof. Dr. Mert Can Atar from the Department of New Media and Communication. Assoc. Prof. Dr. Gonca Yıldırım Öge, Head of the Advertising Department of the Faculty of Communication, and Asst. Prof. Dr. from the Department of Psychology. Prof. Dr. Çılga Beril Yavuz from the Department of Psychology; topics such as digital literacy, digital bullying, its effects and coping strategies were discussed.



## Qualified Training Seminars

Within the scope of the Sustainable Development Goals, the second of the 'Combating Digital Bullying: Qualified Education Seminars' was held on Wednesday, 27 November at Ümraniye Central Anatolian High School. Asst. Prof. Dr. Mert Can Atar from the Department of New Media and Communication, Assoc. Prof. Dr. Gonca Yıldırım Öge, Head of the Advertising Department of the Faculty of Communication, Asst. Prof. Dr. Çılga Beril Yavuz from the Department of Psychology have participated and topics such as digital literacy, digital bullying, its effects and coping strategies were discussed.



## Academic Publication

Department of Journalism , Rsch. Assist. Gizem Uyanık and Ege University Faculty Member Assoc. Prof. Dr. Tolga Çelik co-authored an article titled 'Mobile Applications and Data Surveillance: A Research on Privacy Concerns of Mobile Application Users in Türkiye' and it was published in Gümüşhane University Faculty of Communication Electronic Journal.

### MOBİL UYGULAMALAR VE VERİ GÖZETİMİ: TÜRKİYE'DEKİ MOBİL UYGULAMA KULLANICILARININ GİZLİLİK ENDİŞELERİ ÜZERİNE BİR ARAŞTIRMA<sup>1</sup>

Gizem UYANIK<sup>2</sup>

Tolga ÇELİK<sup>3</sup>

#### Araştırma Makalesi Research Article

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#### ÖZ

Sosyal medya platformlarından, mobil uygulamalardan, telefon operatörlerinden ve daha birçok farklı kaynaktan elde edilen pek çok kişisel veri (iletişim veya kimlik bilgileri, fotoğraf vb.) çeşitli sebeplerle kullanılmaktadır. Verinin çok hızlı bir şekilde artış göstermesi ve dijital alanlarda belirli amaçlarla işlenerek alınıp satılan bir metaya dönüştürülmesi gizlilik ihlallerine yönelik birçok tartışmayı da beraberinde getirmektedir. Bu verilerin en fazla üretildiği alanların başında mobil uygulamalar gelmektedir. Bir mobil uygulama indirildiğinde o uygulamayı kullanabilmek için fotoğraf, e-posta, kişiler, dosyalar, konum, sesler vb. uygulamalara erişim izni istemekte ve izin verilmediği takdirde uygulamalar kullanılamamaktadır. Dolayısıyla kullanıcıların mobil uygulamaları kullanırken mahremiyetlerine yönelik aldığı kararlar, gizlilik ihlallerine karşı tutumlarını ve farkındalık düzeylerini ortaya koymaktadır. Çalışma mobil uygulamaların kullanım pratiklerine ilişkin mevcut durumu ortaya koyma, mobil uygulamalar aracılığıyla kişisel bilgilerin işlenmesi adına gerçekleşen işlemlere karşı bireylerin bilgi düzeylerini ve bakiş açılarını saptama amacı taşımaktadır. Nicel araştırma desenlerinden tarama araştırmasına dayanan çalışmada, veriler anket tekniği ile toplanmış ve SPSS 25.0 programında analiz edilmiştir. Amacına yönelik örnekleme yöntemi kullanılarak Türkiye'de mobil uygulama kullanan 18 yaş üstü 1762 kişiyle yapılan araştırma sonucunda, bireylerin mobil uygulamaları kullanırken kişisel verilerine dair endişe duymalarına rağmen mobil uygulamaları kullanmaya devam ettikleri ve kişisel verilerinin üçüncü kişiler tarafından kullanılmasına yönelik farkındalık düzeylerinin düşük olduğu sonucuna ulaşılmıştır.

**Anahtar Kelimeler:** Gözetim, Mobil Uygulamalar, Mahremiyet, Veri Gözetimi

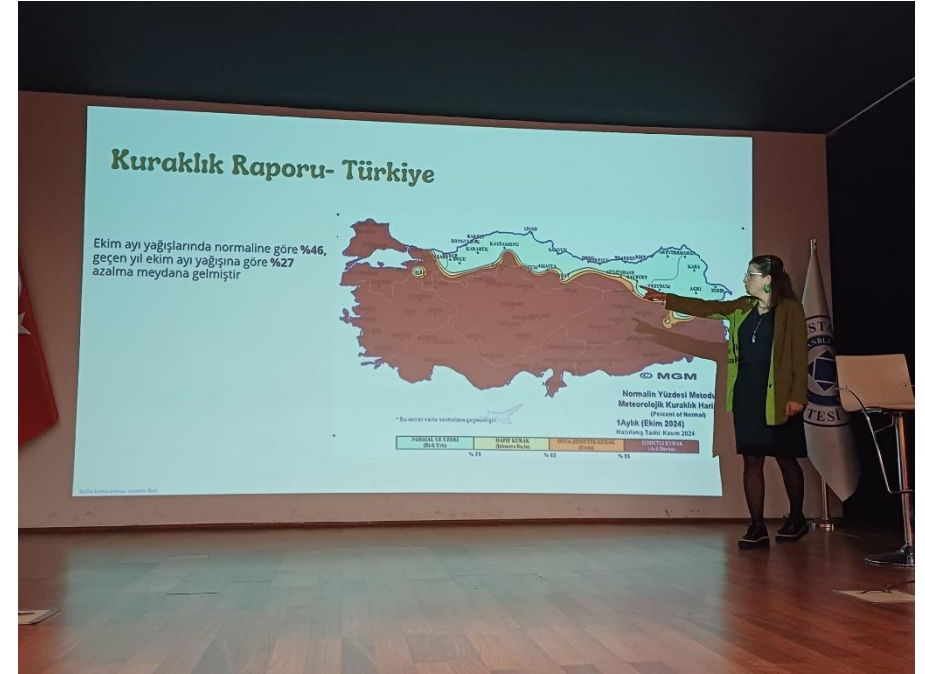
## Seminar

Department of Journalism, Asst. Prof. Dr. Hüseyin Kazan gave training on the ways to establish healthy communication in the seminar titled 'Effective Communication and Body Language Use in Patient-Physician Relations' within the scope of Istanbul Aydın University Faculty of Medicine activities.



## Event

Aslı Korkmaz gave a seminar on 'A Sustainable Life' in the event titled 'Sustainable Life is Not a Choice, It is Now a Necessity' coordinated by journalism department faculty member Assoc. Prof. Dr. Ayşegül Akaydın Aydın. In the seminar, protection of natural resources, combating climate change, environmentally friendly consumption and social sustainability were discussed.



## Symposium Participation

Head of the Department of Public Relations and Publicity  
Assoc. Prof. Dr. Deniz Akbulut, Vice Head of the  
Department Asst. Prof. Dr. Birgül Üstünbaş Erdoğan and our  
department lecturers Asst. Prof. Dr. Metin Enes Dönmez  
and Asst. Prof. Dr. Alâeddin Asna participated in the 8th  
Communication and Public Relations Symposium which  
was held on Friday, 8 November 2024.



## **EduTalks II: University Meetup**

EduTalks: University Meetings' event was held on Monday, 4 November 2024 in cooperation with Branding Turkiye and 1Fikir1Marka. Our Head of Public Relations and Publicity Assoc. Prof. Dr. Deniz Akbulut took part as a speaker in the event. The event was held with intensive student participation and conveyed the importance of personal image in academic and business life with her presentation on personal image management.



## Tübitak 2209-A Application

Büşra Kutucu, 3rd year student of the Department of Public Relations and Publicity, applied to TÜBİTAK-2209-A University Students Research Projects Support Programme with a research proposal titled 'KADES Application in Preventing Violence Against Women' under the supervision of Assoc. Prof. Dr. Özlem Özdemir.

2209/A ÜNİVERSİTE ÖĞRENCİLERİ ARAŞTIRMA PROJELERİ DESTEĞİ PROGRAMI  
ARAŞTIRMA ÖNERİSİ FORMU

### A. GENEL BİLGİLER

Başvuru Sahibinin Adı Soyadı: Büşra Kutucu
Araştırma Önerisinin Başlığı: Kadına Yönelik Şiddeti Önlemede KADES Uygulaması
Danışmanın Adı Soyadı: Doç. Dr. Özlem Özdemir
Araştırmanın Yürütüleceği Kurum/Kuruluş: İstanbul Aydın Üniversitesi

### ÖZET

Türkçe özetin araştırma önerisinin (a) özgün değeri, (b) yöntemi, (c) yönetimi ve (d) yaygın etkisi hakkında bilgileri kapsaması beklenir. Bu bölümün en son yazılması önerilir.

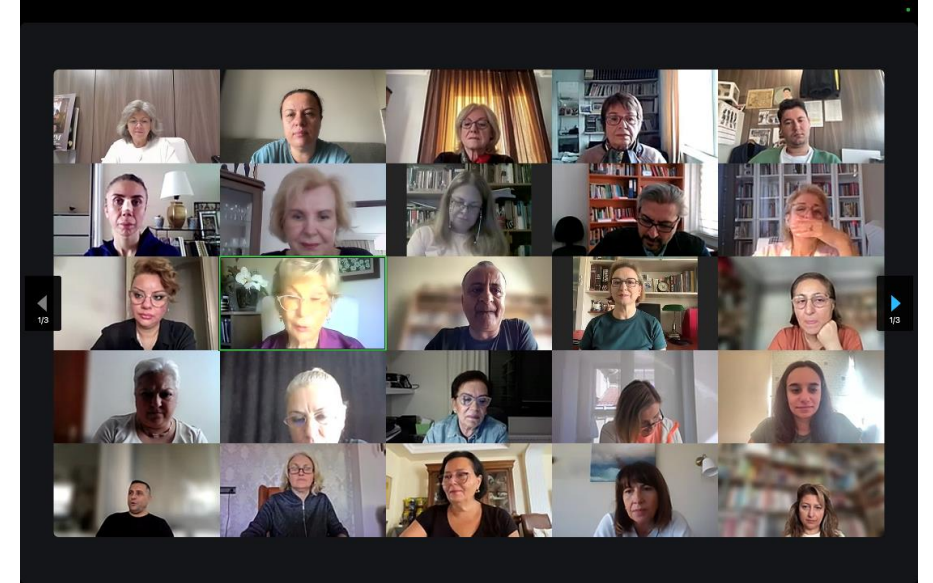
### Özet

Dünya genelinde her üç kadından biri hayati boyunca en az bir kez fiziksel ve/veya cinsel şiddete maruz kalmaktadır. Kadına yönelik şiddet insan haklarının temel bir ihlali olmasına rağmen kadına yönelik şiddet olayları ve çeşitleri, ulusal ve uluslararası yasal düzenlemelere rağmen her geçen gün daha da artmaktadır. Dolayısıyla kadınların güvenliği tüm dünyada olduğu gibi Türkiye'de de endişe verici boyutlara ulaşmıştır. Son zamanlarda çeşitli ülkelerde kadına yönelik şiddet olaylarının önlenmesine yönelik farkli amaçlara ve farklı işlevlere sahip akıllı cep telefonu uygulamalarının popülaritesinde bir artış yaşandığı görülmektedir. Dijital teknolojilerin gelişmesi ile birlikte güvenliğin de dijitalleştiğini görmekteyiz. Bu çalışma, kadınların olası şiddet anında panik butonuna basılı tutarak 112'de görevli irtibat kişilerine bir SOS uyarısı göndermelerine yardımcı olan bir Android akıllı telefon uygulaması olan KADES'i (Kadın Acil Destek Uygulaması) analiz etmektedir. KADES (Kadın Destek Uygulaması), Türkiye'de kadınların karşılaşılabileceği şiddet, tehdit ve acil durumlarda hızlıca yardım alabilmelerini sağlamak amacıyla kullanılan bir cep telefonu uygulamasıdır. Kadına yönelik şiddetin yaygın olduğu toplumlarda, acil bir durumda güvenlik güçlerine hızlı ulaşmak, kadınların güvenliği açısından hayati öneme sahiptir. KADES, bu amaca hizmet etmek için geliştirilen ve emniyet güçlerinin hızlı müdahalesini sağlayan bir mobil uygulamadır. KADES, Türkiye'de kadınların güvenliklerini artırmak, şiddete karşı daha hızlı ve etkili koruma sağlamak amacıyla kullanılmaktadır. Çalışmada, kartopu örnekleme kullanılarak KADES uygulamasını cep telefonuna indiren toplam 12 kadın ile yarı-yapılandırılmış görüşme tekniği yöntemi kullanılarak görülecektir. Uygulamayı kullanan kadınların deneyim, görüş ve önerilerini ortaya çıkarılarak kavramsal araştırma yönteminin geliştirilmesi sağlanacak ve güvenlik güçlerine önerilerde bulunulacaktır. Kavramsal araştırma yöntemi, araştırmanın belirli bir konu hakkında halihazırda mevcut olan bilgilerin gözlemlenmesi ve analiz edilmesi yoluyla yürütüldüğü bir metodoloji olarak tanımlanmaktadır. Böylece, uygulamanın görünürlüğünü arttırmak, toplumda şiddetle mücadeleyle yönelik farkındalığı artırarak destek vermek, uygulamayı önerilerle geliştirmek ve toplumsal fayda sağlamak çalışmanın amaçları arasında yer almaktadır.

Anahtar Kelimeler: KADES, Kadın, Şiddet, Aplikasyon, Güvenlik

## İLEDAK Workshop

Our Head of Department Assoc. Prof. Dr. Deniz Akbulut attended the online Evaluation Team Information Workshop organised by İLEDAK on Saturday, 2 November between 11.00 - 15.00.



## Kid Comms Camp #2024

Our Head of Public Relations and Publicity Department  
Assoc. Prof. Dr. Deniz Akbulut and IAU PR Workshop  
Students participated in the KIDCommsCamp#2024 event  
organised by the Association of Corporate  
Communicators within the scope of Brand Week Istanbul  
on 6-7-8 November.



## Academic Publication

Vice Head of the Department of Public Relations and Publicity  
Asst. Prof. Dr. Birgül Üstünbaş Erdoğan's article titled 'From  
Social Memory to Media Memory: Digital Mediums in Memory  
Construction' was published in the 4th Dimension Journal of  
Media and Cultural Studies.



JOURNAL OF MEDIA AND CULTURAL STUDIES  
MEDYA VE KÜLTÜREL ÇALIŞMALAR DERGİSİ



4. Boyut Journal of Media and Cultural Studies - 4. Boyut Medya ve Kültürel Çalışmalar Dergisi, Issue/Sayı 25, 2024  
DOI: 10.26650/4boyut.2024.1527628 Araştırma Makalesi / Research Article

### Toplumsal Bellekten Medya Belleğe: Hafıza İnşasında Dijital Ortamlar

#### From Collective Memory to Media Memory: Digital Environments in Memory Construction

Birgül Üstünbaş Erdoğan<sup>1</sup>



#### ÖZ

Bellek çalışmaları, bireylerin ve toplumların geçmişi anlama ve yorumlama sürecinde önemli bir role sahiptir. Toplumsal bellek olarak adlandırılan kolektif zihinsel yapı, bir toplumun tarihi olayları, kültürel mirası ve ortak değerleri hakkında anlamlı bir anlayış geliştirmesini sağlar. Medya ise, bu sürecin merkezinde yer alır; bireyler ve gruplar arasında bilgi, duygu ve deneyimlerin aktarılmasını sağlar; bu sayede toplumsal belleğin oluşumu ve yeniden şekillenmesinde kritik öneme sahiptir. Günümüzde çağdaş medya gelişmelerini toplumsal bellek çalışmalarına entegre etmenin yeni yollarını bulmaya yönelik artan bir eğilim vardır. Dijital teknolojilerin ve ağ tabanlı uygulamaların gelişimi bellek çalışmalarını farklı bir boyuta taşımış, hafıza pratiklerinin nasıl değiştiğini anlamaya yönelik geniş bir çerçeveye sunmuştur. Bu çalışmanın amacı, toplumsal bellek ve dijital medya ilişkisine odaklanarak, hafıza inşasında dijital ortamların rolünü irdelemektir. Bu bağlamda çalışma, teorik tartışmalar üzerine kuruludur. Dijital medya teknolojisinin gelişmesiyle birlikte farklı medya ortamları ve toplumsal bellek ilişkisine dair bir çerçeve çizmek ve alandaki çalışmalara bir perspektif sunmak hedeflenmiştir.

**Anahtar kelimeler:** Toplumsal bellek, kültürel hafıza, medya bellek, dijital medya, iletişim teknolojileri

## In-Class Activity

Yusuf Ziya Yüce, Corporate Communications Director of Uludağ Energy, was the guest of Asst. Prof. Dr. Birgül Üstünbaş Erdoğan's Workshop course on Thursday, 28 November 2024. For Asst. Prof. Dr. Birgül Üstünbaş Erdoğan's Workshop Studies course, Yusuf Ziya yüce made a presentation on the theme of 'Corporate Social Responsibility'.



## Workshop Training

'Adobe Illustrator' training, which was held within the scope of IAU PR Workshop's in-workshop training programme on Thursday, 7 November 2024, was given by our faculty's Rsch. Assist. Hatice Öksüz. During the training attended by the members of the Creative Department, the use of Adobe Illustrator and how to do Photoshop were discussed practically.



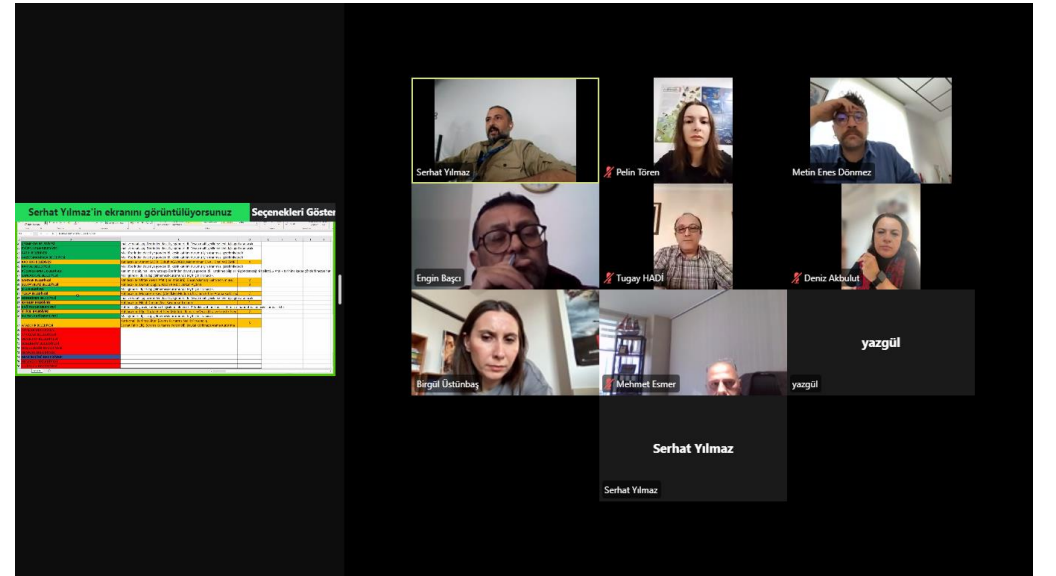
## Workshop Participation

Our Public Relations and Publicity Department Head Assoc. Prof. Dr. Deniz Akbulut and PR Workshop members Sevgi Diren Aydoğan, Damla Büyükkol, Rümeyssa Çelik, Yasin Arslan and Seren Terzioğlu attended the 'Transformation of Cities through Communication and Media' workshop within the scope of Istanbul Sustainable Urban Transport Plan (SKUp) organised by Istanbul Metropolitan Municipality on 22 November 2024. Public Relations and Publicity students participated in the last session of the workshop titled 'Communication Campaigns for the Transformation of Cities' and produced campaign ideas by participating in groups formed with other participants.



## External Stakeholder Meeting

Our Public Relations and Publicity Department Head Assoc. Prof. Dr. Deniz Akbulut, Department Lecturers and AFAM Coordinator Serhat Yılmaz came together with Beylikdüzü Municipality Disaster Affairs Manager Mehmet Esmer and Yazgöl Önel from his team on Friday, 29 November 2024 and held a stakeholder meeting on the cooperation which they will carry out on disaster management.



## Edutalks III: University Meetup

EduTalks organised in cooperation with Branding Turkiye and 1Fikir1Marka: The third of the University Meetings event series was held at Istinye University on 18 November 2024. In the event, our Head of Public Relations and Publicity Department Assoc. Prof. Dr. Deniz Akbulut took part as a guest speaker with her presentation titled 'Personal Image Management'.



## Accreditation Team Member

Our Head of Department Assoc. Prof. Dr. Deniz Akbulut, ILAD/ILEDK evaluation team co-chair, Assoc. Assist. Kadriye Pelin Tören, as a student evaluator, took part in the accreditation process of Istanbul Medipol University Public Relations and Advertising, Radio, Television and Cinema and Media and Visual Arts departments on 25-26-27 November 2024.



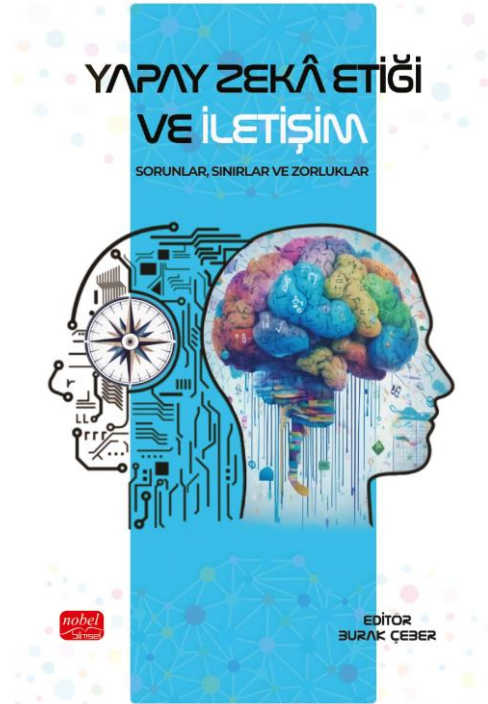
## Invited Speaker

Public Relations and Publicity Faculty Member Assoc. Prof. Dr. Özlem Özdemir took part as an invited speaker in the 'International Migration and Politics' course of Yeditepe University, Department of Political Science and International Relations. In her presentation, our lecturer focused on issues such as irregular migration, border security and migrant smuggling.



## Academic Publication

In the book titled 'Artificial Intelligence Ethics and Communication: Problems, Limits and Challenges', Assoc. Prof. Serdar Kuzey Yıldız, a faculty member of the Department of Visual Communication Design, participated with a book chapter titled 'Disruptive Innovation of Human-Machine Interaction: On the Future of Natural Language Processing Technologies from the Perspective of ChatGPT'.



Onuncu Bölüm

**İNSAN-MAKİNE ETKİLEŞİMİNİN YIKICI  
YENİLİĞİ: ChatGPT PERSPEKTİFİNDEN DOĞAL  
DİL İŞLEME TEKNOLOJİLERİNİN GELECEĞİ  
ÜZERİNE**

Serdar Kuzey Yıldız

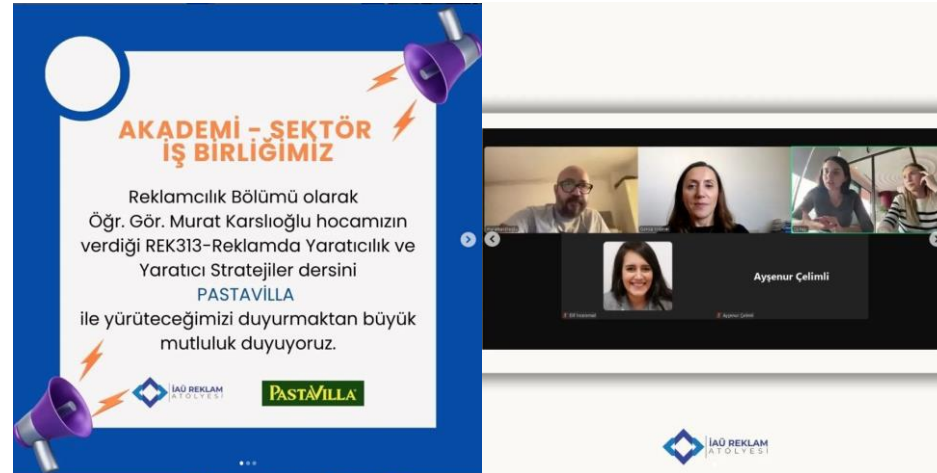
Giriş

İnsanlar için duygular önemlidir. Biz bireyler bunu sezgisel olarak bilesek de günün teknolojisiyle ürettiğimiz makinelerimiz henüz bunu bilmiyor. Bir makine bir insanın nasıl hissettiğini bilmiyor ya da onun ne demek istediğine dair hiçbir fikri yok. Henüz. Hızlıca söylenen "iyi günler" sözünün ya da "nasılsın?" sorusunun gerçekten gerçek olup olmadığını anlamakta da hiçbir fikirleri yok. Bu duygusal kör nokta, deneme eksikliğinden kaynaklanıyor. Araştırmacılar ve bilgisayar bilimcileri onlara yıldır makinelere, biz insanların kanıksadığı bu devredilemez nitelikleri kazandırmaya çalışmaktadır. Üstelik kelimeler tek başına yeterli değildir. Etkileşime derinlik kazandıran faktörler bireyin iç dünyasında neler olup bittiğini aktaran beden dili, duruşu, yürüyüş biçimi ve yüz ifadesi gibi son bağlamı doğrudan belirleyebilen farklı etkenler de son derece belirleyici ve önemlidir. Geçtiğimiz 10 yılda, ses sentezi, 'şimdi bile insana benzeyen ses tonlamalarıyla, örneğin uygun yerlerde cümlelerin sonunda artan tonaliteyle', konuşma tarımı ve metinden konuşma alanında büyük atılımlar yaşanmıştır. Günün-

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## Pastavilla Collaboration

Advertising Department Lecturers; Assoc. Prof. Dr. Gonca Yıldırım Öge, Lecturer. Assist. Murat Karşlıođlu, Assoc. Assist. Ayşenur Çelimli, Assist. Elif İnceismail and Güneş Özcan and Buket Özbay from Pastavilla team attended the meeting and the details of the campaign were discussed. In line with the brief to be given in December, our students were asked to prepare an advertising campaign for Pastavilla pasta and make a presentation to the brand.



## Social Media Content Creation Workshop

The series of talks on advertising organised by IAU Advertising Workshop continued with the Social Media Content Creation Workshop-II led by Assoc. Prof. Serdar Kuzey Yıldız. The event took place on Tuesday, 5 November at 13:00 in T Block 316 classroom.



İSTANBUL AYDIN ÜNİVERSİTESİ İLETİŞİM FAKÜLTESİ

Reklam Üzerine Konuşmalar  
Advertising Talks



Doç. Dr. Serdar Kuzey YILDIZ  
Görsel İletişim Tasarımı Bölümü

Sosyal Medyada İçerik Oluşturma Atölyesi-II  
Content Creation Workshop on Social Media-II

IAÜ REKLAM ATÖLYESİ

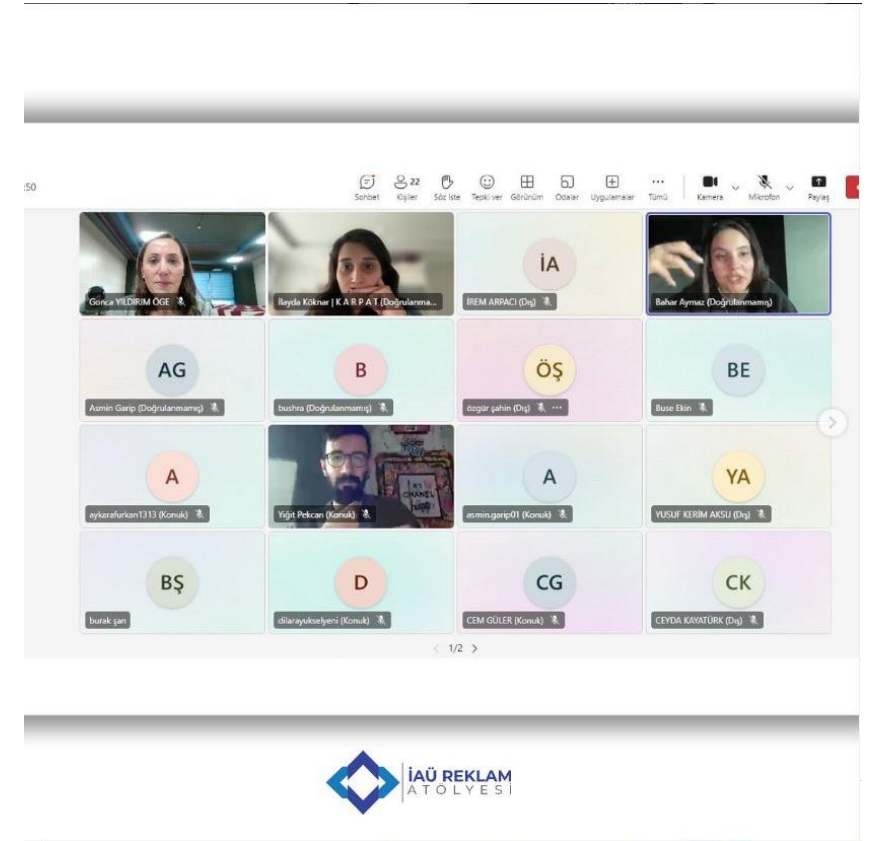
13.00-15.00 5 Kasım 2024 Salı Etkinlik Yeri T 316

DÜZENLEYEN: İLETİŞİM FAKÜLTESİ / REKLAMCILIK BÖLÜMÜ

iaureklam iau\_reklam IAU Reklam Atölyesi

## Collaboration

The Advertising Workshop course we conducted with Karpas Independent Advertising Agency continued with new briefs and presentations. Advertising students, who received a brief for a different brand every week and developed their work with the comments of agency officials İlayda Köknar, Bahar Aymaz and Yiğit Kökcan. They learnt the logic of agency work and experienced the dynamics of the advertising world.



## Brandweek Istanbul and Kid Comms Camp

Students of the Department of Advertising participated in the KIDCommosCamp# programme organised by the Association of Corporate Communicators within the scope of Brand Week Istanbul with scholarship. During the three-day KIDCommosCamp# programme, our students had the opportunity to gain valuable information for their education and career journeys with the presentations of the professionals of the sector who offered new perspectives.



## Advertising Workshop Events: Podcast Publishing

For Artificial Intelligence Applications in Advertising course on November 14, which was held with the contributions of Lecturer Umutcan Savcı, Poddict founder and academician Aykut İbrişim participated. İbrişim shared his experiences and valuable information on podcast publishing and audio material production with artificial intelligence with the students of the Department of Advertising.



## Interview

The Advertising and Communication Club, advised by Assoc. Prof. Dr. Gonca Yıldırım Öge, hosted the «Çılgın Dersane» team at the school on 11 November 2024. On 8 November, the first stop of the members of the film team, which was released on 8 November, was Istanbul Aydın University.



## Erasmus Internship Mobility

Elif İnceismail, Rsch. Assist at the Department of Advertising, completed her internship at Euromos Global in Prague, the capital of Czechia, within the scope of Ege University Erasmus Internship Programme and returned to her duty.



## Launch

Head of the Department of Advertising Assoc. Prof. Dr. Gonca Yıldırım Öge attended the book launch meeting of 'Türkiye's Cultural Mobilisation in the 21st Century', 'No Exit' exhibition and cultural mobilisation panels as a guest of the Public Diplomacy Coordinatorship of the Directorate of Communication..



Galaxy A71

## Erasmus+Teaching Mobility

Head of Advertising Department Assoc. Prof. Dr. Gonca Yıldırım Öge gave lectures at Academia di Belle Lecce as an invited faculty member between November 18-22 within the scope of Erasmus+Teaching Mobility programme. Assoc. Prof. Dr. Gonca Yıldırım Öge who participated in the faculty visit, cooperated with teachers and gave lectures on branding-brand management, communication and presentation techniques.



## In-Class Activity

On 12 November 2024, Prof. Dr. Fatma Esra Öztürk's Advanced Television Practices course was attended by programme editor Serkan Bayraktar. An interview was held with the editor Serkan Bayraktar on news programming and the dynamics of the media world. He shared his experiences in the sector and made suggestions to the students.



## New Media Workshop team at IDEA24

The New Media Workshop team participated in the IDEA'24 simulation organised by the Marmara Global Diplomacy Club on 1-2-3 November. The workshop team acted as a news agency during the simulation. The team's field reporter Eylül Kaya was awarded the 'Best Field Reporter' award.



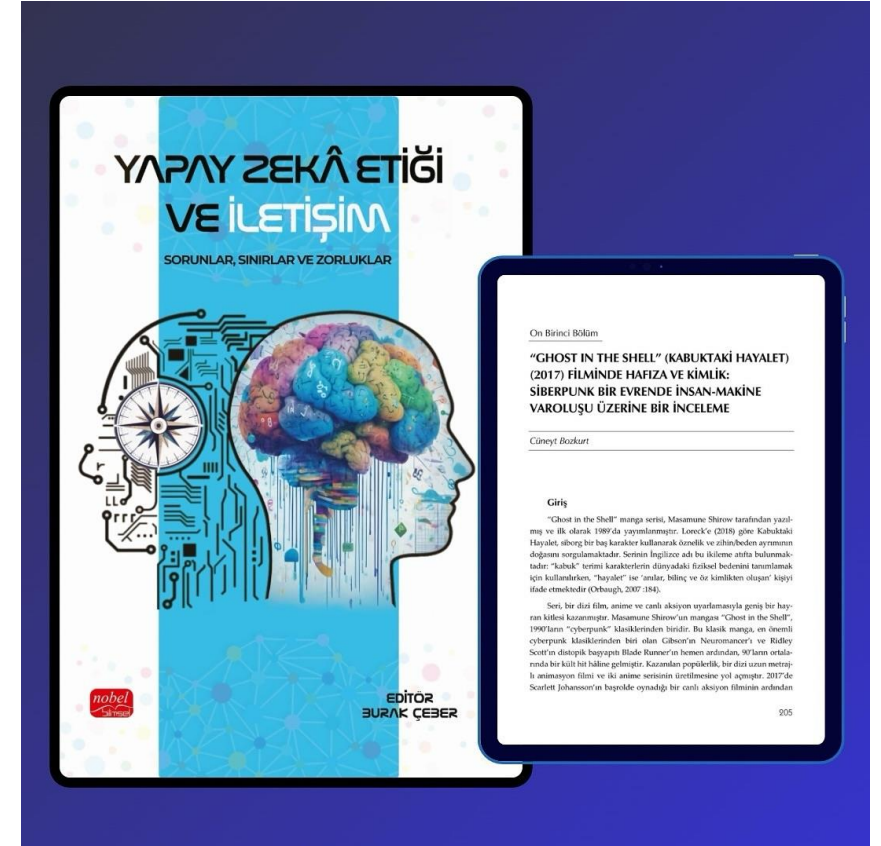
## Workshop Meeting

Department of New Media and Communication, Under the moderation of Asst. Prof. Dr. Mert Can Atar, Rsch. Assist. Burcu Berre Atmacan, the fifth coordination meeting was held with the participation and contributions of the social media and event team. Future projects and activities were discussed at the meeting.



## Academic Publication

'Artificial Intelligence Ethics and Communication: Problems, Limits and Challenges' has been recently launched with Nobel Scientific Works label. In the work, Dr. Cüneyt Bozkurt, faculty member of the Department of New Media and Communication has participated with his book chapter titled 'Memory and Identity in Ghost In The Shell (2017): A Study on Human-Machine Existence in a Cyberpunk Universe'.



## Coordination Meeting

Department of New Media and Communication coordination meeting was held under the moderation of Assoc. Prof. Dr. Nur Emine Koç, Head of the Department of New Media and Communication, with the contributions of Selin Yılmaz, Deputy Head of the Department, and with the participation of all department lecturers. At the meeting, the future of our department, new projects, events and academic cooperation opportunities were discussed, evaluations were made and important decisions were taken.



## Representative Meeting

Moderated by Head of the Department of New Media and Communication Assoc. Prof. Dr. Nur Emine Koç and contributed by Assoc. Assist. Muhammed Yahya Bilir and Assist. Burcu Berre Atmacan, a productive meeting was held with our class representatives. At the meeting, student expectations and suggestions for the future were discussed in detail.





# CONTACT

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