



# ISTANBUL AYDIN UNIVERSITY

## FACULTY OF COMMUNICATION E-BULLETIN



**AUGUST 2024**



# FACULTY OF COMMUNICATION

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**Prepared for publication by**

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## OUR DEPARTMENTS

- **Journalism**
- **Public Relations and Publicity**
- **Radio, Television and Cinema**
- **Visual Communication Design**
- **Advertising**
- **Television News Reporting and Programming**
- **New Media and Communication**

## Academy Talks

Within the scope of Academy Talks, English Preparatory Program Lecturer Deniz POSTACI gave a seminar titled “Understanding and Using Artificial Intelligence” to the faculty members of the Faculty of Communication on Wednesday, August 14, 2024.



20 Yıl

AKADEMİ SOHBETLERİ

## Yapay Zekayı Anlamak ve Kullanmak



Öğr. Gör. M. Deniz POSTACI



@iauif



14.08.2024  
10.00 - 12.00



R Blok  
R801

## Istanbul Aydın University Journal of Social Sciences (IAUD) is in ERIH PLUS Index

Istanbul Aydın University Journal of Social Sciences (IAUD), with Assoc. Prof. Dr. Deniz AKBULUT as the editor and Res. Asst. Burcu KAVAS as the assistant editor, has been indexed in ERIH PLUS.



İSTANBUL AYDIN  
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•IAUD.AYDIN.EDU.TR  
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## Acoustic Studio Installation

As the Faculty of Communication, our infrastructure has become even stronger. The installation of our Acoustic Studio has been completed and is ready for our students to use in the new term. We would like to thank our faculty members who contributed to the project.



## “Esra Gürçay Quartet’ Aydın Acoustic Shooting

Aydın Acoustic Project, which is carried out within the scope of BAP, started with the acoustic shooting of the band, "Esra Gürçay Quartet". The shooting team of Aydın Acoustic Project consists of students of the Faculty of Communication, while the project is directed by Lecturer Volkan BUDAK and produced by Assoc. Prof. Dr. Müge ÖZTUNÇ. The program will be broadcast on our YouTube channel very soon.



## Academic Publication

The study titled "Professionalism? Restricting Expressions? Determining Journalists' Individual Social Media Uses Based on Institutional Guidelines" written by the Head of Journalism Department, Assoc. Prof. Dr. Sertaç KAYA, was published in Erciyes Communication Journal.

Research Article | Araştırma Makalesi

**Professionalism? Restricting Expressions?  
Determining Journalists' Individual Social Media  
Uses Based on Institutional Guidelines**  
Profesyonellik mi? İfadelerin Kısıtlanması mı?:  
Gazetecilerin Bireysel Sosyal Medya Kullanımlarının  
Kurum Yönergeleri Üzerinden Belirlenmesi

Sertaç KAYA (Assoc. Prof. Dr.)  
Istanbul Aydın University, Faculty of Communication  
Istanbul/Türkiye  
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Başvuru Tarihi | Date Received: 25.02.2024  
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Kaya, S. (2024). Professionalism? Restricting Expressions? Determining Journalists' Individual Social Media Uses Based on Institutional Guidelines. *Erciyes İletişim Dergisi*, 11(2), 405-422. <https://doi.org/10.17680/erciyesiletisim.1442004>

### Abstract

The usage of social media by journalists might lead to problems with the conflict between their personal and professional identities. Because it can be difficult to distinguish between private and public posts, media companies are developing guidelines to regulate how their employees use social media. The study examines how institutional guidelines for journalists' use of social media can influence their personal use of social media. Through document analysis, the guidelines of both the BBC and Anadolu Agency in Türkiye were examined with the aim of uncovering the expectations of these institutions. Both documents were analyzed using the Python programming language. Furthermore, with the goal to uncover the journalists' perceptions of the guidelines, in-depth interviews were carried out with personnels from BBC and Anadolu Agency. The research showed that the guidelines were designed to safeguard corporate identity and reliability. Moreover, it was noted that the journalists who were interviewed did not view the guidelines as a form of intervention or censorship.

**Keywords:** Social Media, Journalist, Social Media Guidelines, Personal Identity, Professional Identity.

### Öz

Gazetecilerin sosyal medyayı kullanması, kişisel ve profesyonel kimlikleri arasındaki çatışmada sorunlara yol açabilmektedir. Özel ve herkese açık gönderiler arasında ayırım yapmak zor olabileceğinden medya şirketleri, çalışanlarının sosyal medyayı nasıl kullanacağını düzenlemek için yönergeler geliştirmektedir. Çalışma, gazetecilerin sosyal medya kullanımına ilişkin kurum yönergelerinin, kişisel sosyal medya kullanımlarını nasıl etkileyebileceğini incelemektedir. Doküman analizi yoluyla hem BBC'nin hem de Anadolu Ajansı'nın yönergeleri incelenerek bu kurumların beklentilerinin ortaya çıkarılması amaçlandı. Her iki belge de Python programlama dili kullanılarak analiz edildi. Ayrıca gazetecilerin yönergeye ilişkin algılarını ortaya çıkarmak amacıyla BBC ve Anadolu Ajansı çalışanları ile derinlemesine görüşmeler yapıldı. Araştırma, yönergelerin kurumsal kimliği ve güvenilirliği korumak için tasarlandığını gösterdi. Ayrıca görüşme yapılan gazetecilerin yönergeleri bir müdahale ya da sansür olarak görmedikleri kaydedildi.

**Anahtar Kelimeler:** Sosyal Medya, Gazeteci, Sosyal Medya Yönergeleri, Kişisel Kimlik, Profesyonel Kimlik.

## Magazine Article: Culture and Literature Changing with Technological Developments

In the August 2024 issue of Varlık magazine, titled "Art as a Language of Communication", Journalism Department Faculty Member Assoc. Prof. Dr. Ayşegül AKAYDIN AYDIN's article titled "Changing Culture and Literature with Technological Developments" was featured.



## Thesis Jury

New Media and Communication Department Master's student Nisanur YAVUZ, whose advisor was Assoc. Prof. Dr. Sertaç KAYA, Head of the Journalism Department, successfully defended her thesis titled "Analysis of the Changes Caused by Digitalization in Political Communication Processes through Social Media Platforms".



## International Communication Studies Congress Scientific Committee Membership

Our Department Head Assoc. Prof. Dr. Deniz AKBULUT is among the members of the scientific committee of the International Communication Studies Congress, organized in cooperation with İletisim Studies and Ankara Hacı Bayram Veli University. The congress will be held on 20-21 November 2024.

İLETİŞİM STUDIES

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## Thesis Jury

Ahmet YEŞİLTEPE, a student of the Television and Cinema Master's Program whose advisor was one of our department's Assist. Prof. Dr. Engin BAŞCI, successfully defended his thesis on August 5, 2024.



## Academic Publication

The book titled “Digital Activism and Design” edited by Assoc. Prof. Dr. Begüm Aylin ÖNDER and Prof. Dr. Deniz YENGİN included the chapter titled “Eco-criticism in "I am Greta" documentary film design” by Visual Communication Design Department Res. Asst. Hatice ÖKSÜZ.



## Paper Presentation

At the 25th World Philosophy Congress held in Rome, Italy on August 1-8, 2024 and attended by 4000 researchers from more than 50 countries, Assist. Prof. Dr. Tuğba GÜLAL presented her paper titled “On View of Public Justification and Invisibles” under the theme of Political Philosophy.



## Lighting Training

A lighting training was given to the Aydın Acoustic project team consisting of communication faculty students by Latif BULUT from the company, Cinetechnic, under the moderation of Lecturer Volkan BUDAK.



## Thesis Jury

Melek YAKUBİ, a New Media Master's student whose advisor was Assoc. Prof. Dr. Gülsün BOZKURT, successfully defended her thesis.



## Thesis Jury

Elif Beyza AKKAYA, a New Media Master's student whose advisor was Assoc. Prof. Dr. Gülsün BOZKURT, successfully defended her thesis.



## Thesis Jury

Nisa Nur YAVUZ, a New Media Master's student whose advisor was Assoc. Prof. Dr. Sertaç KAYA, successfully defended her thesis.



## Academic Promotion

Dr. Selin YILMAZ, who has been working as a Research Assistant in the New Media and Communication Department for four years, has been appointed as Dr. Lecturer in the same department.





# CONTACT US

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