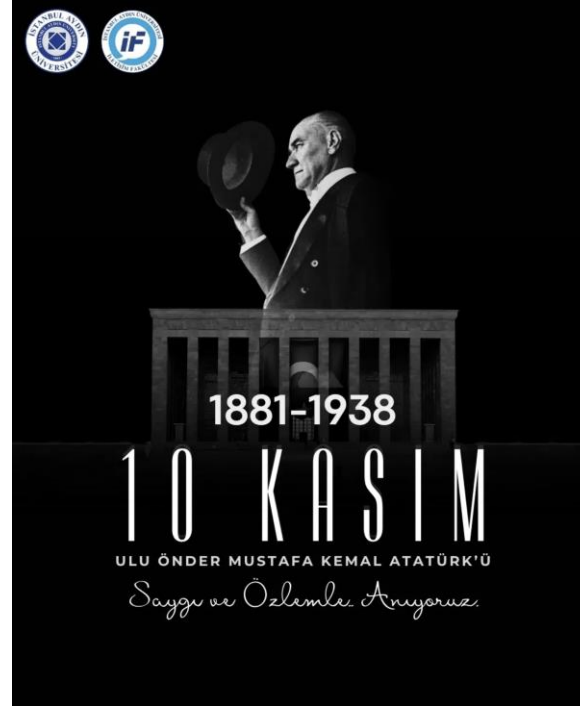




İSTANBUL AYDIN UNIVERSITY



FACULTY OF COMMUNICATION E-NEWSLETTER NOVEMBER 2025



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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
- Department of Radio, Television and Cinema (English)

5th Haliç GoldenHorn International Film Festival

Organized by Fotofilm Culture & Arts and Ansam Culture Association in collaboration with Istanbul Aydın University Faculty of Communication, the 5th Haliç GoldenHorn International Film Festival will meet film enthusiasts between 10–12 December 2025.



Science Communication Meeting

Chaired by Prof. Dr. Aybike SERTTAŞ, Dean of the Faculty of Communication, the second session of the “Science Communication” meetings organized by the Science Communication Office was held. During the meeting, it was planned to establish collaboration with the Faculty of Pharmacy and the Faculty of Applied Sciences, and to conduct public information talks in cooperation with municipalities. In addition, in order to promote science communication, it was decided to launch a program titled “Science in One Minute”, through which academics will produce short video content aimed at the public.



Project and Research Meeting

A project and research meeting was held with our Vice Rector, Prof. Dr. Füsün Terzioğlu. Our Dean, Prof. Dr. Aybike Serttaş; Vice Deans, Assoc. Prof. Ayten Övür and Assoc. Prof. Veli Boztepe; Heads of Departments; and our faculty members were present at the meeting. During the meeting, the strategic plans of our faculty, as well as publication and project activities, were discussed, and suggestions were received from Prof. Dr. Füsün Terzioğlu. Prof. Dr. Füsün Terzioğlu also shared her experiences regarding project development and academic publishing with our faculty members.



Erasmus Staff Exchange

As part of the Erasmus Staff Exchange program, Miriam Zoeter, International Office Coordinator from Ede Christian University of Applied Sciences, visited our Faculty on 4 November 2025. Following the meeting chaired by our Dean, Prof. Dr. Aybike Serttaş, during which potential collaborations and projects were discussed, our Faculty Erasmus Coordinator Assoc. Prof. Gonca Yıldırım Öge and New Media and Communication Department faculty member Dr. Mert Can Atar accompanied the guest on a tour of our faculty's studios and workshops..



Second Place Award for Our Student!

The film *KARAR*, for which Aria Kouhnavard, a student in our RTS Department, served as the director of photography, and Shahram Hussaini, a student in the Radio and Television Programming Department, served as the director, has been awarded second place in Yeşilay's 9th *Healthy Ideas Short Film Competition*.



Table Talks

The fifth session of the *Table Talks* series, which brings together the faculty members of Istanbul Aydın University Faculty of Communication, was held on Friday, November 14, 2025, with a presentation by Research Assistant Sefer Gedikli titled “Mafia Morality as the Spirit of Capitalism, From the 19th to the 21st Century: The Relationship Between the Mafia and Capitalism.”



MASA SOHBETLERİ

MAFYA AHLÂKI KAPİTALİZMİN RUHU
19. Yüzyıldan 21. Yüzyıla: Mafya ve Kapitalizm İlişkisi



Arş. Gör. Sefer GEDİKLİ



TARİH
14 Kasım 2025



SAAT
12:30



YER
R Blok -3 Toplantı Salonu

Erasmus Staff Exchange

As part of the Erasmus Staff Exchange program, we hosted Sindre Olafsrud and Silje Wiig-Abban, international office representatives from Kristiania University College in Oslo, at our faculty on November 25, 2025. Following a meeting with Prof. Dr. Aybike Serttaş, Dean of the Faculty of Communication, and Assoc. Prof. Gonca Yıldırım Öge, the Faculty Erasmus Coordinator, where future joint projects and opportunities were discussed, a guided tour of the faculty was organized.



The Pick of the Galaxy: Selected for Turkey's Oscar-Qualifying Short Film Lineup

The short film *"The Pick of the Galaxy"*, directed by Dr. Semih Ellialtı, a faculty member of Istanbul Aydın University, Faculty of Communication, Department of Advertising, became a finalist at the 26th International Izmir Short Film Festival—Turkey's first and only Academy Award Qualifying festival—and competed as Turkey's Oscar contender. Starring prominent actors such as Güven Kıraç, Meral Çetinkaya, and Ozan Osmanpaşaoğlu, this fantasy short film thus made its Turkey premiere at the country's most prestigious short film festival.



10th Kısa'dan Hisse Short Film Festival

The short film “*Galaksinin Tezenesi*” (The Lute of the Galaxy), directed by Dr. Semih Ellialtı, a faculty member of Istanbul Aydın University, Faculty of Communication, Department of Advertising, was screened at Yeşilçam Cinema in the Atatürk Cultural Center as part of the 10th Kısa'dan Hisse Short Film Festival, supported by the Republic of Turkey Ministry of Culture and Tourism. Following the screening, a director's talk was held. With the enthusiastic interest of the audience, *Galaksinin Tezenesi* made its second appearance at national festivals.



Event

As part of the *Journalism Talks* series, journalist Eda Narin delivered a session titled “*Specialization in News Reporting.*” During the event, participants were introduced to skills for critically reading news. Methods for analyzing the reliability of news sources, identifying biases in news texts, and recognizing the framing of language used in reporting were explained in detail. Additionally, the session emphasized the importance of developing in-depth knowledge in a specific field without relying solely on a single news piece, as well as ways to evaluate current events within their historical and socio-economic contexts.



Event

Dr. Hüseyin Kazan, faculty member of the Department of Journalism, delivered a training session titled “Professional Representation, Effective Communication, and Efficient Nursing in Clinical Discipline” at Ankara Güven Hospital. The interactive and practical training program, designed for staff nurses, focused on effective communication, empathetic management of different personality types, feedback, the institutional value of human-centeredness, courtesy, and open communication. Enriched by the participants’ knowledge and experience, the training aimed to support individual development and strengthen the institutional culture.



Training

Dr. Hüseyin Kazan, a faculty member in the Department of Journalism, delivered a training program titled “*Professional Representation, Effective Communication, and Efficient Nursing in Clinical Discipline*” at Ankara Güven Hospital.

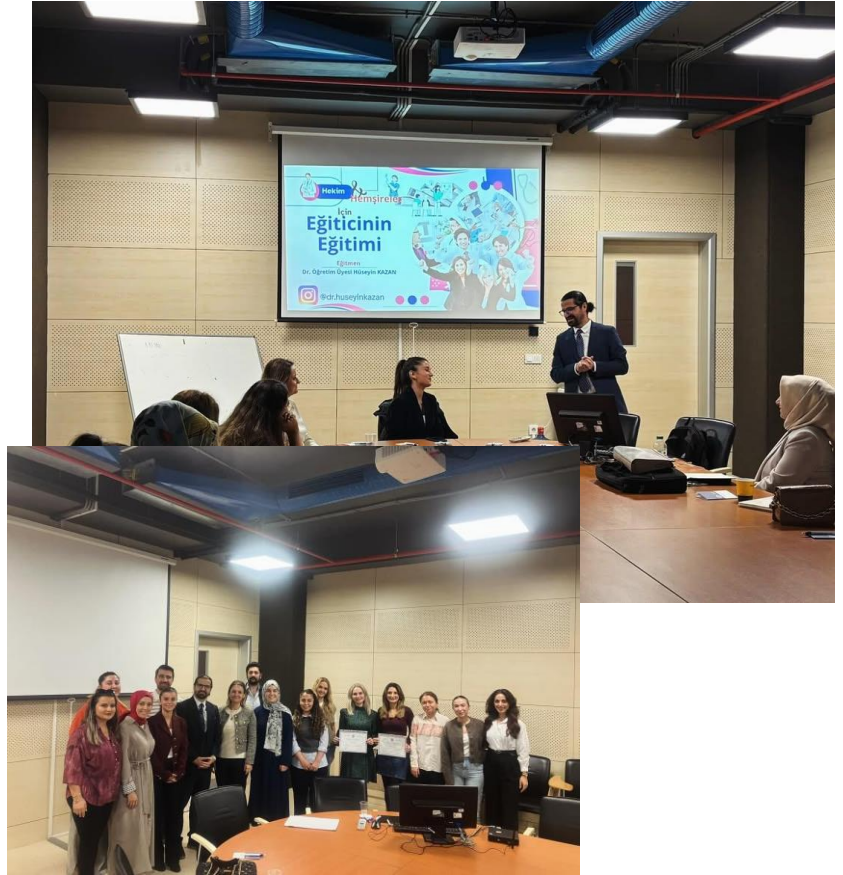
The interactive and hands-on sessions organized for nurses focused on effective communication, empathetic management of different personality types, feedback, and core institutional values such as human-centeredness, courtesy, and open communication. Enriched by the participants’ knowledge and experience, the training aimed to strengthen individual development and institutional culture.



Education

Within the scope of the “Training of Trainers” program, a session on effective communication and educational principles was delivered by Dr. Hüseyin Kazan, a faculty member of the Department of Journalism.

The 5-day “Training of Trainers” program—organized in cooperation with Istanbul Aydın University Continuing Education Center and the Istanbul Provincial Health Directorate, and attended by a wide range of healthcare professionals from physicians to nurses, midwives to social workers—has been successfully completed. Throughout the training, Dr. Hüseyin Kazan conducted both theoretical and practical sessions on adult education principles, effective communication, presentation techniques, assessment–evaluation methods, and group dynamics.



Paper Presentation

Research Assistant Gizem UYANIK UĞUR from the Department of Journalism presented her paper titled “Discursive Construction of Entrepreneurial Journalism Education: A Critical Analysis of Journalism Curricula in Turkey” at the Republic and Communication Symposium organized by the Faculty of Communication at Ankara University.



Jury Presidency

Our Department Chair, Assoc. Prof. Deniz Akbulut, who is a member of the Corporate Social Responsibility Association of Turkey, served as the Jury President this year for the “Institutions Adding Value to Sustainability Awards” within the scope of the Association’s annual “Corporate Responsibility Summit and Institutions Adding Value to Sustainability Awards Ceremony.” At the summit, which will be held on December 5 with the theme of “Trust,” awards will be presented in two categories: social and environmental.



Brand Week

Istanbul Aydın University PR Atelier students participated in the KIDCommsCamp#2025 Corporate Communication Certificate Program, organized by the Corporate Communicators Association within the scope of Brand Week Istanbul on November 12-13-14. Throughout the program, during the sessions conducted by Turkey's most influential CCOs and leading figures of the communication world, our students had the opportunity to gain insight into critical topics such as public relations, corporate communication, sustainability, artificial intelligence, and crisis communication.



PR Workshop Meeting

The first PR Workshop Copywriting Department meeting of the semester was held on November 6. In the meeting, which took place with the participation of our Department Chair Assoc. Prof. Deniz Akbulut, our Vice Chair Dr. Birgöl Üstünbaş Erdoğan, and Dr. Metin Enes Dönmez, ideas for the fall semester were discussed and the projects planned for the upcoming term were outlined.



TÜBİTAK 2209-A Project Applications

As the Department of Public Relations and Publicity, we have submitted four different project applications to TÜBİTAK's 2209-A Research Projects Support Programme for Undergraduate Students.

Our student Mevlüt Tosun applied with the project titled *"An Evaluation of Part-Time Historical TV Series from a Media Literacy Perspective: The Case of 'Kuruluş Osman',"* under the supervision of Dr. Metin Enes Dönmez.

Our student Bensu Akı applied to the programme with the project titled *"Analysis of Greenwashing Sustainability Reports in the Fast Fashion Industry Through AI-Supported Text Mining,"* supervised by Research Assistant Kadriye Pelin Tören.

Our students Seren Terzioğlu, Selin Filik, and Nida Özkan submitted their application with the project *"Perceptions of Artificial Intelligence Among Quantitative and Verbal Track Students,"* supervised by Research Assistant Emir Aksoy.



The poster features a teal header with logos for the Ministry of Industry, Trade and Technology, the Ministry of National Education, and TÜBİTAK. Below the header is a photograph of students in a laboratory setting, with one student using a microscope. The main text is in white and teal, announcing the 2025 call for applications. The footer includes the logo of the Bilim İnsanı Destek Programları Başkanlığı (BİDEB).

T.C. SANAYİ VE
TEKNOLOJİ BAKANLIĞI

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TEKNOLOJİ
ÜNİVERSİTESİ

TÜBİTAK

2209-A

ÜNİVERSİTE ÖĞRENCİLERİ
ARAŞTIRMA PROJELERİ
DESTEKLEME PROGRAMI

2025 YILI
ÇAĞRI DUYURUSU

Bilim İnsanı Destek Programları Başkanlığı (BİDEB)

Academic Publication

Our Vice Head of Department, Dr. Birgül Üstünbaş Erdoğan's article titled *“Brands' Influencer Communication Strategies: A Qualitative Study from the Perspective of Public Relations Practitioners”* has been published in the *Journal of Communication Theory and Research*.

İletişim
Kuram ve Araştırma
Dergisi

Sayı: Vol. 71, Güz, Autumn, (2025)
https://dergipark.org.tr/tr/pub/ikad
DOI » https://doi.org/10.47998/ikad.1754304

Markaların Influencer İletişimi Stratejileri: Halkla İlişkiler Uzmanlarının Perspektifinden Nitel Bir Araştırma Brands' Influencer Communication Strategies: A Qualitative Study from the Perspective of Public Relations Professionals

Birgül ÜSTÜNBAŞ ERDOĞAN*

Araştırma Makalesi / Research Article

Başvuru / Received: 30.07.2025 • Kabul / Accepted: 22.09.2025

öz

Günümüzde markaların dijital ortamlarda hedef kitleleriyle etkili iletişim kurma arayışı, halkla ilişkiler uygulamalarını yeniden şekillendirmiş ve sosyal medya etkileyicilerini bu sürecin önemli aktörleri haline getirmiştir. Bu doğrultuda influencer iletişimi, markaların görünürlük kazanması ve hedef kitlelerle daha samimi ilişkiler geliştirmesi için stratejik bir araç olarak öne çıkmaktadır. Bu çalışma, markaların influencer iletişimi stratejilerini halkla ilişkiler perspektifinden incelemeyi amaçlamaktadır. Markaların influencer iletişimini halkla ilişkiler stratejileriyle nasıl bütünleştirdiği ve bu süreci hangi uygulama biçimleri doğrultusunda yapılandırdığı araştırılmaktadır. Nitel araştırma yöntemiyle tasarlanan çalışmada, İletişim Danışmanlığı Şirketleri Derneği'ne (IDA) üye olan ajanslar içerisinde 10 (on) halkla ilişkiler profesyoneli ile yapılandırılmış görüşmeler gerçekleştirilmiştir. Bulgulara göre influencerlar, markalar için en çok güven inşa eden ve marka sözcüsü gibi işlevlerle tanımlanmakta; halkla ilişkiler faaliyetlerine entegre edilmelerinin temel nedeni olarak hedef kitleyle samimi iletişim, güven artırma ve dijital görünürlük ihtiyacı öne çıkmaktadır. Influencer seçiminde en çok hedef kitle uyumu, içerik kalitesi ve özgünlük ile takipçi güvenilirliği dikkate alınmaktadır. Kurumsal itibar yönetimi, etkinlik yönetimi ve pazarlama iletişimi öne çıkan uygulama alanları olurken, kampanya etkinliğinin ölçülmesinde etkileşim oranı, görüntülenme ve erişim sayıları gibi dijital metriklerin kullanıldığı görülmektedir. En çok tercih edilen platform ise Instagram'dır. Kampanyalarda içerik üretim süreci stratejik biçimde brief, fikir alışverişi ve uyum aşamalarından geçmekte; markalar yönlendirici bir rol üstlenmektedir.

Anahtar Kelimeler: Dijital İletişim, Influencer İletişimi, Stratejik İletişim, Halkla İlişkiler Uygulamaları, Halkla İlişkiler Yöntem ve Araçları.

Advisory Board Meeting

Our Department Chair, Assoc. Prof. Deniz Akbulut, attended the Advisory Board meeting of Medipol University Faculty of Communication, Department of Public Relations and Promotion, held on November 27, 2025, as a board member.



In-Class Activity

Fourth-year Public Relations and Publicity students came together with FM Communication Co-Founders Ms. Fülây Yaşa Keskin and Ms. Meltem Çetin Turgan in an event titled “Strategy and Practices in Brand Communication,” held as part of Dr. Birgül Üstünbaş Erdoğan’s Workshop Studies course. We would like to thank Ms. Fülây Yaşa Keskin and Ms. Meltem Çetin Turgan for the valuable insights they shared.



In-Class Activity

As part of the Event Management course taught by Lecturer Elmas Nida Baykal Alkan, 3rd-year Public Relations and Publicity students met with Mr. Şahin Sezer Dinçer, Founder of The Brand Planet, in an event titled “Experience Design in Events.” We would like to thank Mr. Şahin Sezer Dinçer for the valuable insights he shared.



In-Class Activity

3rd-year Public Relations and Publicity students met with Mr. Alp Akal, Founder of Akal Digital, as part of Lecturer Serhat Doğan's *Storytelling* course, for an event titled "Getting to Know Artificial Intelligence and Understanding It." We thank Mr. Alp Akal for the valuable insights he shared.



Class Representation

The class representative election for the 1st year students of the Department of Radio, Television and Cinema has been completed. In the election where Erol Mert Dülger and Eylül Şahin were candidates, Eylül Şahin was elected as the class representative.



Master's Graduation

Our Cinema and Television master's student, Sümeyye Cansu Yılmaz, has successfully defended her thesis titled "The Influence of the Three Kemals in Turkish Cinema: Adaptations of Yaşar Kemal, Orhan Kemal, and Kemal Tahir", and has thus graduated. In the thesis defense supervised by Assoc. Prof. Hale Torun, Dr. Burhan Kılıç, Head of the Radio, Television and Cinema Department, and Dr. Esen Kunt served as jury members.



The Department of Radio, Television and Cinema at the 16th TRT International Documentary Event!

Under the coordination of Dr. Fatma Esra Öztürk and Research Assistant Oğuzhan Altunkurt, our department participated in the event where students had the opportunity to watch impressive documentaries from all around the world—focusing on diverse cultures, human stories, nature, life, and history. They also had the chance to visit the concurrently held exhibitions and panels.



Participation in the TRT Documentary Awards Ceremony

As part of the 16th TRT International Documentary Awards, our Head of the Department of Radio, Television and Cinema, Assist. Prof. Burhan Kılıç, our Vice Head of Department, Dr. Fatma Esra Öztürk Bedir, and our Faculty Member from the Television, Cinema and Broadcasting Department, Assoc. Prof. Umur Bedir, attended the award ceremony.



Film Festival Selection

The short film *Game*—starring and advised by Dr. Burhan Kılıç, Chair of the Department of Radio, Television and Cinema; produced and cinematographed by our master's student Enes Gül; and written and directed by our master's student Osman Kopadze—has been selected for the lineup of the Hallelujah Film Festival held in Rome.

Congratulations!



GAME

★ Selected



Hallelujah
Film Festival

You've received yet another selection of FilmFreeway! We're so happy for you and all your success. Keep up the amazing work!

Film Analysis

In his project prepared for the *Lighting and Illumination* course taught by Lecturer Volkan Budak, our student Ulaş Özaydın examined how the neon colors in Wong Kar-wai's *Chungking Express* make the characters' states of loneliness and search visible.



Honor Award

The short film “*Game*”, for which our Department Chair Dr. Burhan Kılıç served as an actor and consultant, our graduate student Enes Gül took on the roles of producer and cinematographer, and our graduate student Osman Kopadze served as the writer and director, has been awarded the Honor Award at the *Films That Move Film Festival!*



Paper Announcement

The abstract booklet for Lecturer Ahmet Berk Duman's paper titled *"Database Cinema and Algorithmic Culture: A Neo-Vertovian Aesthetic Following Manovich"* has been published!



SEMPOZYUM ÖZET KİTAPÇIĞI-2025
SYMPOSIUM ABSTRACT BOOKLET-2025



MİMARLIK ATÖLYELERİ VE METAVERSE: SÜRDÜRÜLEBİLİRLİK PERSPEKTİFİNDEN BİR DEĞERLENDİRME
ARCHITECTURAL STUDIOS AND THE METAVERSE: AN EVALUATION FROM A SUSTAINABILITY PERSPECTIVE
Volkan CANTEMİR, Ece CANTEMİR

DİJİTAL ÇAĞDA; ÇOCUK SINEMASINA ALGORİTMİK KÜLTÜR BAĞLAMINDA FARKLI DISİPLİNLERDEN YAKLAŞIMLAR, ÖNCELİKLER VE ÇÖZÜM ÖNERİLERİ
APPROACHES, PRIORITIES, AND SOLUTIONS FROM DIFFERENT DISCIPLINES TO CHILDREN'S CINEMA IN THE DIGITAL AGE WITHIN THE CONTEXT OF ALGORITHMIC CULTURE
Emel GÖRAL

DİJİTAL KÜLTÜR VE SINEMA: DERVİŞ ZAIM SINEMASINDA YENİ ANLATIM BİÇİMLERİ "TAVURİ" ÖRNEĞİ
DIGITAL CULTURE AND CINEMA: NEW NARRATIVE FORMS IN DERVİŞ ZAIM'S CINEMA – THE CASE OF TAVURİ
Mert Yusuf ÖZLÜK

VERTABANI SINEMASI VE ALGORİTMİK KÜLTÜR: MANOVİCH'İN İZİNDEN YENİ-VERTOVCU ESTETİK
DATABASE CINEMA AND ALGORITHMIC CULTURE: A NEO-VERTOVIAN AESTHETIC IN THE FOOTSTEPS OF MANOVICH
Ahmet Berk DUMAN

SİNEMA ÜRETİM VE TÜKETİM DİNAMİKLERİ AÇISINDAN DİJİTAL KÜLTÜRLEŞME
DIGITAL CULTURISATION IN TERMS OF CINEMA PRODUCTION AND CONSUMPTION DYNAMICS
Rahime Özgün KEHYA

SİNEMA VE ÇOCUK BAĞLAMINDA SOSYAL ADALETSİZLİK: CENNETİN ÇOCUKLARI VE CENNETİN RENGİ FİLMLERİ
SOCIAL JUSTICE IN THE CONTEXT OF CINEMA AND CHILDHOOD: A STUDY ON CHILDREN OF HEAVEN AND THE COLOR OF PARADISE
Miray ENGİNDENİZ

VAKIFLARIN SOSYAL MEDYA KULLANIMI: DÜNYA DOĞAYI KORUMA VAKFI'NIN (WWF) TIKTOK HESABI ÜZERİNE BİR İNCELEME
THE USE OF SOCIAL MEDIA BY FOUNDATIONS: AN ANALYSIS OF THE WORLD WIDE FUND FOR NATURE'S (WWF) TIKTOK ACCOUNT
Tuana Tümer, Zindan Çakıcı

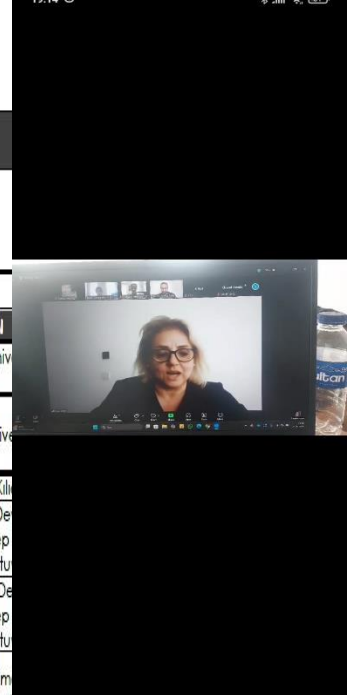
METROPOLİTAN CORNELIUS'UN BİLİMSEL VE TEKNOLOJİK İLERLEME HAKKINDAKİ KAMUOYUNA AÇIKLAMALARI
PUBLIC STATEMENTS OF METROPOLİTAN CORNELIUS ON SCIENTIFIC AND TECHNOLOGICAL PROGRESS
Natalia DUSHAKOVA, Irina DUSHAKOVA

23

Paper Announcement

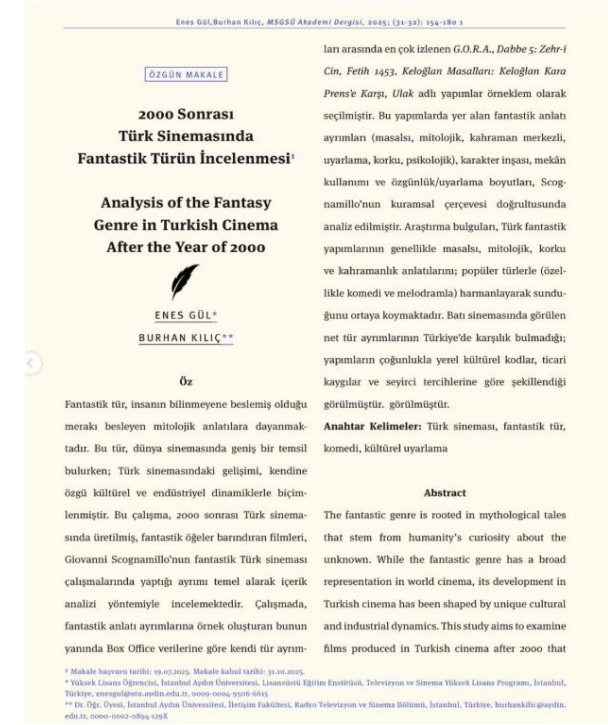
Our faculty member, Assoc. Prof. Hale Torun, participated in the International Mardin Scientific Research and Innovation Congress!

24.10.2025 / Hall-10, Session-2		
	ANKARA LOCAL TIME	 MEETING ID: 874 1711 4442
	11 ⁰⁰ : 12 ³⁰	 PASSCODE: 939102
HEAD OF SESSION: Assoc. Prof. Dr. Hale TORUN		
TOPIC TITLE	AUTHORS	AFFILIATION
The Rifai Ritual In Istanbul's Long-Standing Sufi Culture: The Qiyam Kalima Al-Tawhid	Assist. Prof. Dr. Levent KAYA	Yildiz Technical Univ
The Notion Of Exile As Destiny In Amin Maalouf's Ports Of The East	Assoc. Prof. Dr. Hale TORUN	İstanbul Aydın Univ
Citizens Of Nature: Discover, Learn, Share	Tayfur SARI	Avukat Hasan Hüsnü Kılıç
A Formal Analysis Of Two Beste Compositions In Hacı Sadullah Ağa's Bayatı-Araban Suite	Assoc. Prof. Dr. Ünsal DENİZ Lect. Gülgün ÇOLAK	İnönü University De Konservatuarı/Gaziantep Devlet Konservatu
A Modal Analysis Of Cinuçen Tanrıkorur's Work "A Bir Büselik Mehlika Sultan"	Assoc. Prof. Dr. Ünsal DENİZ Lect. Gülgün ÇOLAK	İnönü Üniversitesi De Konservatuarı/Gaziantep Devlet Konservatu
The Effect Of Green Psychological Climate On Green Knowledge Sharing: A Study On Tourism Sector Employees In Karaman	Dr. Evrim TARTAN SELÇUK Lect. Dr. Vural DENİZ Prof. Dr. Gökhan KERSE	Karamanoğlu Mehmet University/Selçuk University/Katkas University



Academic Publication

The article titled “*An Analysis of the Fantasy Genre in Post-2000 Turkish Cinema*”, written by Dr. Burhan Kılıç, Head of the Radio, Television and Cinema Department, and Enes Gül, a master's student in Television and Cinema, has been published in the MSGSÜ Academy Journal.



Paper Presentation

Our department's research assistant, Edip Cevahir Moroğlu, presented his paper titled “Searching for Eric J. Hobsbawm’s Social Bandit in Television’s Transition to Digital: Şahsiyet Chapter II” at the ARTFACTOR 4th International Art and Design Symposium held on November 7–8. The paper has now been published in the symposium’s full-text proceedings book.

ARTFACTOR

4. Uluslararası Sanat ve Tasarım Sempozyumu 2025

TELEVİZYONDAN DİJİTALE GEÇİŞTE ERIC J. HOBSBAWM’IN SOSYAL İSYANCISINI ARAMAK: ŞAHSİYET İL FASIL ÖRNEĞİ

Arş. Gör. Edip Cevahir MOROĞLU¹

¹Istanbul Aydın Üniversitesi, Görsel İletişim Tasarım Bölümü, edip.moroglu@aydin.edu.tr

ÖZET

Bu çalışmada sinema çalışmalarında da kendine sıklıkla yer bulmuş ve Üçüncü Sinema, postkolonyal eleştiri ve estetik gibi alanların literatürlerinde karşılaşılan Eric J. Hobsbawm’ın sosyal isyancılık olgusu üzerinden televizyondan dijital geçiş sürecinde sisteme alternatif seslerin ve duruşun yer aldığı, Üçüncü Sinemanın özellikleri arasında da yer alan egemenler tarafından yaratılmış yapıyı gerçekliğin yerine toplumsal gerçekliği yerleştirme, hasıralı edilecek sistem tarafından unutturulmaya çalışılan toplumsal belleği hatırlama pratikleriyle yeniden canlandırma gibi özellikleriyle karşı veya muhalif anlatıların gündüzünde hayatımıza entegre olmuş dijital medyada televizyona oranla daha kolay bir şekilde var olabileceği ortaya konulmaya çalışılmıştır. 20. yüzyılda Walter Benjamin’in çalışmalarında ortaya çıkan teknolojik yeniden üretilebilirlik kavramıyla birlikte auranın kaybı ve kült değerinin yerini tehir değerinin almasını politik bilinç yaratmadaki öneminin vurgulanması örnek alınarak dijital medyanın söz konusu bu aura kaybını hiper seviyeye çıkardığı göz önünde bulundurulmuş, bu tip anlatıların olanaklılığı 2018 yılında bir dijital yayın platformu olan Puhutv’de ilk sezonu yayınlanan Şahsiyet dizisinin yine bir başka dijital yayın platformu olan Gain’de yayınlanan ikinci sezonu örneklem olarak seçilmiştir. Şahsiyet: II Fasil adıyla yayınlanan bu sezonun ülkemiz açısından hala çözülememiş bir toplumsal meseleyle örtülü olması ve anlatı yapısıyla karşı duruşu sergilemesi gibi özellikleriyle dijital medyada hayata geçirilen bazı projelerin karşı hegemonik söylemlere ev sahipliği yapabildiğini örneklemetedir. Bu doğrultuda çalışmada ilk televizyon ve yeni medyanın arasındaki yapısal farklar ele alınmış, Üçüncü Sinema ve Mükemmel Olmayan Sinema gibi kuramlardan yararlanılarak anlatıdaki sosyal isyancılığın peşine düşülmüştür. Bu izlikle hedeflenen dijital mecranın kapitalizme içkin çelişkileri bir yana estetik olanlık politik olanın kesişimindeki olanakları ve kültürel üretimin yeni biçimlerini gözler önüne sermektedir.

Anahtar Kelimeler: Dijital medya, Televizyon, Sosyal İsyancılık, Eric J. Hobsbawm, Şahsiyet.

Erasmus+ Staff Mobility for Teaching

Assoc. Prof. Gonca Yıldırım Öge, Head of the Department of Advertising, visited Universidad Miguel Hernández de Elche in Spain between 17–21 November 2025 within the scope of the “Erasmus+ Staff Mobility for Teaching” program.

She attended the classes of Prof. Maria Teresa Zaragoza Fuster and delivered the course *Creative Advertising Campaigns* to students from the Departments of Journalism and Visual Design. She also gave a seminar presentation on *Brand Management and Brand Communication* to the faculty members.



The New Episode of Brand Compass Is Now Live

The seventh episode of *Brand Compass*, moderated by Assoc. Prof. Gonca Yıldırım Öge, Head of the Advertising Department at İstanbul Aydın University and produced in collaboration with the Brand Council, features Meltem Çetin Turgan, Co-Founder of FM Communication, as the guest. You can access the episode on the IAU Advertising Workshop YouTube channel and the Brand Compass Spotify account.



Scientific Committee Membership

Head of the Department of Advertising, Assoc. Prof. Gonca Yıldırım Öge, is serving on the scientific committee of *The Women in Science International Conference*, which will be held in Lithuania on February 11–12 in collaboration with Mykolas Romeris University and the Association of Spanish Scientists in the Baltic Countries. The application deadline for the conference is December 31, 2025.



Thesis Monitoring

Research Assistant A. Ayşenur Çelimli Akgül from the Department of Advertising has successfully completed another significant stage in her doctoral dissertation process at Istanbul University. The third monitoring meeting was held on 7 November 2025 under the supervision of the thesis jury, which also included the Head of Department, Assoc. Prof. Gonca Yıldırım Öge.



Event

Dr. Semih ElliAltı, upon the invitation of the Istanbul Kültür University Department of Radio, Television and Cinema, was a guest in the “Short Film Production” course on 25 November 2025. During the event, which took place with the active participation of the students, the film *Galaksinin Tezenesi* was screened and a fruitful discussion on film production processes was held.



Representative Elections

The elections for the 1st-year representative of the Department of Advertising have concluded. Among the candidates, Berfin Sözen was elected as the department representative, and Baran Yusuf Taş was elected as the deputy representative. We congratulate our new representatives and wish them success in their duties!



Hyundai Brand Collaboration

Senior students from the Advertising Workshop course presented their campaign ideas prepared in line with the brief they received from Hyundai! During their presentations to Strategist Can Akın, the students shared their creative concepts and strategic perspectives. Guided by the course instructor Assoc. Prof. Gonca Yıldırım Öge, the students had the opportunity to experience working with a real brand and enhance their professional presentation skills throughout this process.



Writing and Social Media Content Creation Workshop II

The second session of the Copywriting Workshop was held on Wednesday, November 5, conducted by Dr. Cem Gülcan from the Department of Advertising. The workshop activities will continue throughout the semester.



İSTANBUL AYDIN ÜNİVERSİTESİ İLETİŞİM FAKÜLTESİ

Reklam Üzerine Konuşmalar
Advertising Talks

Dr. Öğr. Üyesi Cem Gülcan
Reklamcılık Bölümü
Öğretim Üyesi

Yazarlık ve Sosyal Medyada İçerik Oluşturma Atölyesi-II



IAÜ REKLAM ATÖLYESİ

12:00-14:00 5 Kasım 2025 Çarşamba R Blok 4. Kat Toplantı Odası

DÜZENLEYEN: İLETİŞİM FAKÜLTESİ / REKLAMCILIK BÖLÜMÜ

iaureklam iaureklam IAÜ Reklam Atölyesi

Advertising Workshop YouTube Team Held Its First Meeting

The Advertising Workshop's YouTube team held its first meeting under the supervision of Dr. Semih Ellialtı with the participation of Research Assistant Elif İnceismail. During the meeting, information was shared regarding potential video ideas to be produced throughout the semester, content creation processes, and planning.

At the well-attended meeting, students were introduced to the units in which they can take part within the YouTube team, including social media, filming, editing, and content/text creation.



Basic Editing Workshop I-II

Dr. Semih ElliAltı, a faculty member in the Department of Advertising, successfully completed the Basic Editing Workshop for the editing unit of the İAÜ Advertising Workshop YouTube team through two training sessions held on November 4 and 24. Thanks to the hands-on exercises, students had the opportunity to develop their editing skills more effectively. Thus, the Basic Editing Workshop was successfully concluded.



Reklam Üzerine Konuşmalar
Advertising Talks

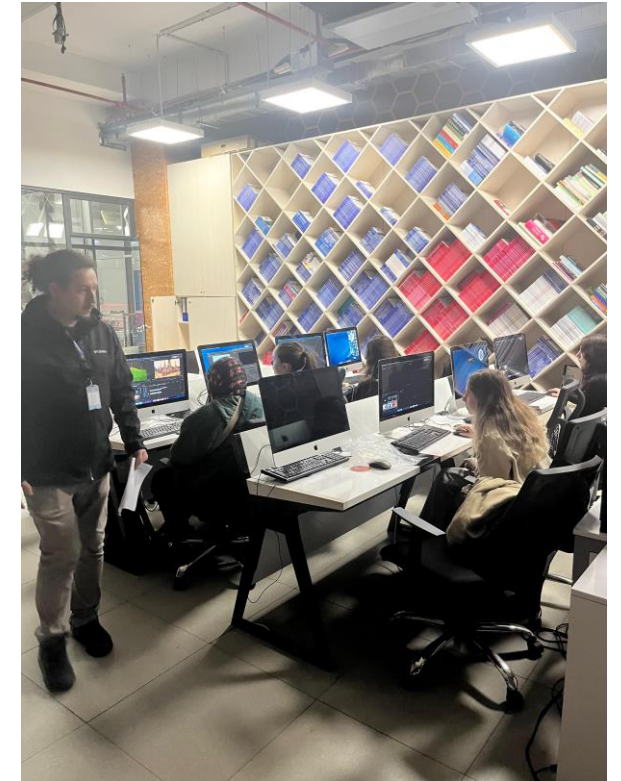
Dr. Öğr. Üyesi Semih ElliAltı
Reklamcılık Bölümü
Öğretim Üyesi

Temel Kurgu Atölyesi-II

11:00 24 Kasım 2025 Pazartesi R Blok -3. Kat VR Lab

DÜZENLEYEN: İLETİŞİM FAKÜLTESİ / REKLAMCILIK BÖLÜMÜ

iau_reklam iau_reklam İAÜ Reklam Atölyesi



Youth Day

As Advertising Workshop students — Sudem Oğuzman, Sıla Aydemir, and Zehra Deniz — we had the opportunity to take part in an event organized in collaboration with the Istanbul Marketing Summit and Popeyes. The case study prepared by our students and the presentations they delivered became one of the most valuable elements of this unforgettable experience.



BrandWeek 2025

Between 12–14 November, our students, who earned the right to attend BrandWeek 2025 through KİD CommsCamp, had the opportunity to meet young professionals and industry leaders, get to know the sector more closely, gain inspiration, and build new connections.



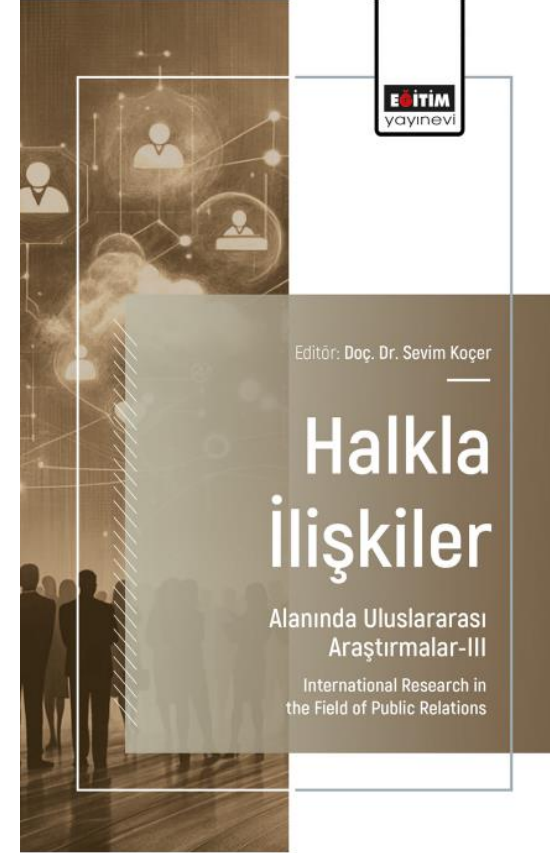
ADhere Advertising Days

At the 19th ADhere Advertising Days held this year, our students had the opportunity to meet leading figures in the industry and gain valuable insights through sessions that explored creative processes, new trends, and the importance of human insight in advertising. Filled with inspiring talks, special sessions, and networking opportunities, the event provided a wonderful experience for our students who wish to discover the world of advertising.



Book Chapter

A book chapter titled “*Artificial Intelligence in Public Relations: Applications, Ethical Dilemmas, and Future Perspectives*” by Dr. İlkey Burak TAŞKIRAN from the Department of Advertising has been published in the book *International Research in the Field of Public Relations*, edited by Assoc. Prof. Sevim KOÇER and released by Eğitim Publishing.



HALKLA İLİŞKİLERDE YAPAY ZEKÂ: UYGULAMALAR, ETİK İKİLEMLER VE GELECEK PERSPEKTİFLERİ

İlkay Burak Taşkıran*

Giriş

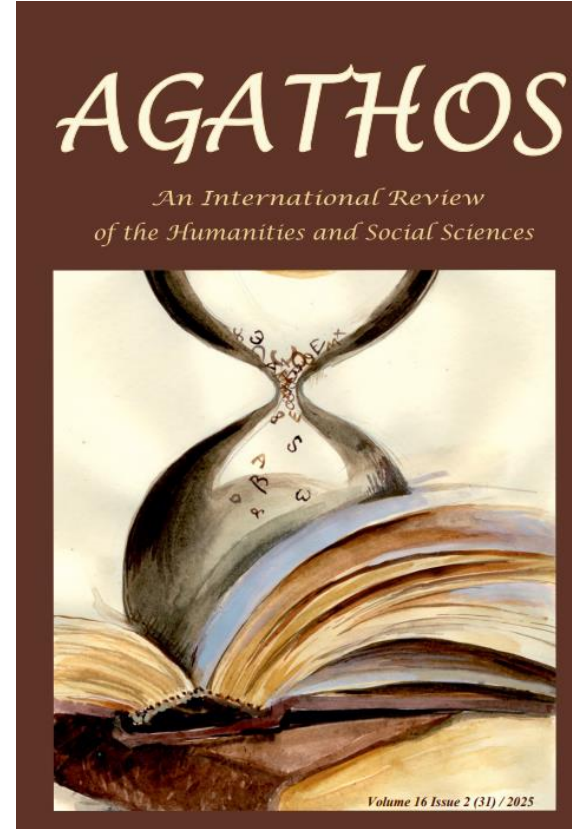
Günümüz dijital çağında, yapay zekâ teknolojileri ile bireyler neredeyse her an temas halindedir. İnternette aktif olan kullanıcılar; web sitelerindeki sohbet robotları, otomatik mesajlaşma sistemleri, müşteri deneyimleri, arama motorları veya bilinçli olarak yapay zekâ uygulamalarını kullanarak bu teknolojiyle sürekli etkileşim içerisinde (Buhmann ve White, 2022: 625). Bu kapsamda yapay zekâ teknolojilerinin, basit yanıtlama sistemlerinden otonom araçlara kadar uzanan geniş bir yelpazede var olduğu söylenebilir.

Çağdaş tartışmaların odak noktası artık yapay zekânın gündelik yaşama entegrasyonunun olup olmayacağı değil, nasıl ve hangi alanlarda olacağı üzerinedir. Yapay zekâ yalnızca dijital asistanlık işlevlerinin ötesine geçerek, otonom araçları kontrol etme, medikal teşhislerde bulunma, duygusal tepkileri algılama, yaratıcı içerik kurgulama ve oyunlarda insanları yenibilmeye kapasitesine ulaşmıştır. Teknolojinin hayal sınırlarını aşıp uygulanabilir gerçekliğe dönüştüğü bu dönemde, yapay zekâ olmayan bir gelecek değerlendirmesi yapmak imkânsızdır.

* Dr. Öğretim Üyesi İstanbul Aydın Üniversitesi, İletişim Fakültesi, Reklamcılık Bölümü, İstanbul, ilkaytasikiran@aydin.edu.tr, ORCID: orcid.org/0000-0001-9520-9744

Academic Publication

The research article titled "*The Role of Public Service Announcements in Creating Media Literacy*", co-authored by Dr. İlkey Burak TAŞKIRAN from the Department of Advertising, Prof. Dr. Emet GÜREL, and doctoral student Ekin KARAKUYU as part of a scientific research project, has been published in *Agathos: An International Review of the Humanities and Social Sciences*, a Romania-based journal indexed in ESCI.



The role of public service announcements in creating media literacy

Emet Gürel, İlkey Burak Taşkiran and Ekin Karakuyu*

Abstract: Media literacy is an essential communication tool that helps develop individuals' ability to evaluate and interpret media content consciously and analyze it critically. In today's digital age, the dissemination of media literacy education not only protects individuals from misleading or manipulative content but also improves their ability to access correct information. Public service announcements (PSAs) are considered a vital tool for creating media literacy by enhancing social awareness, raising consciousness, and educating the public, thanks to their potential to reach large masses. This study was conducted to examine the importance of PSAs in creating media literacy. The study sample comprised a PSA series titled 'Nuclear Family' prepared by the Turkish Radio and Television Supreme Council. The study was conducted using content analysis, which is a qualitative research method. The data were analyzed using the MAXQDA 2024 qualitative data analysis program. The results of the study highlighted the use of PSAs as an effective tool in raising media literacy awareness. Especially, the issue of information reliability was at the forefront in terms of combating disinformation. The results conformed to the international and national findings on media literacy and PSAs, revealing that they play an important role in media literacy. The study systematically examined the relationship between media literacy and PSAs, thus contributing to the available findings and offering suggestions for increasing social awareness.

Keywords: media literacy, public service announcements, communication, media, awareness, information

Introduction

Rapid developments in communication technologies and the digitalization process have radically transformed individuals'

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TÜBİTAK 2209-A Project Applications

Under the supervision of Dr. İlkay Burak TAŞKIRAN from the Department of Advertising, the project titled *“An Examination of Advertising Students’ Perceptions of Artificial Intelligence Ethics,”* prepared by department students Ceren ÇALIŞKAN, Hazal Şimal BİNGÖL and İrem İNTEPELİ, has been submitted to the TÜBİTAK 2209-A program.

Under the supervision of Dr. Cem Gülcan from the Department of Advertising, the project titled *“Distorted Body Image: The Impact of Social Media on Women,”* prepared by third-year Advertising student Hira Kaya, has been submitted to the TÜBİTAK 2209-A program.

Under the supervision of Dr. Semih Ellialtı from the Department of Advertising, the project titled *“Producing Sustainability-Themed Genre Films with Appropriate Budgets through the Use of Artificial Intelligence: The Example of the Short Film Suyu Arayanlar,”* prepared by New Media and Communication students Ceren Aydınel, Bahadır Durmuş and Selin Kaman, has been submitted to the TÜBİTAK 2209-A program.

Under the supervision of Research Assistant A. Ayşenur Çelimli Akgül from the Department of Advertising, the project titled *“Communication Strategies of GSM Operators After the February 6 Earthquake,”* prepared by third-year Advertising student Melike Eminoğlu, has been submitted to the TÜBİTAK 2209-A program.



TÜBİTAK

2209-A

Üniversite Öğrencileri Araştırma Projeleri
Destekleme Programı

Department Meeting

A departmental meeting was held with the THP department faculty members regarding the overall status of the department.



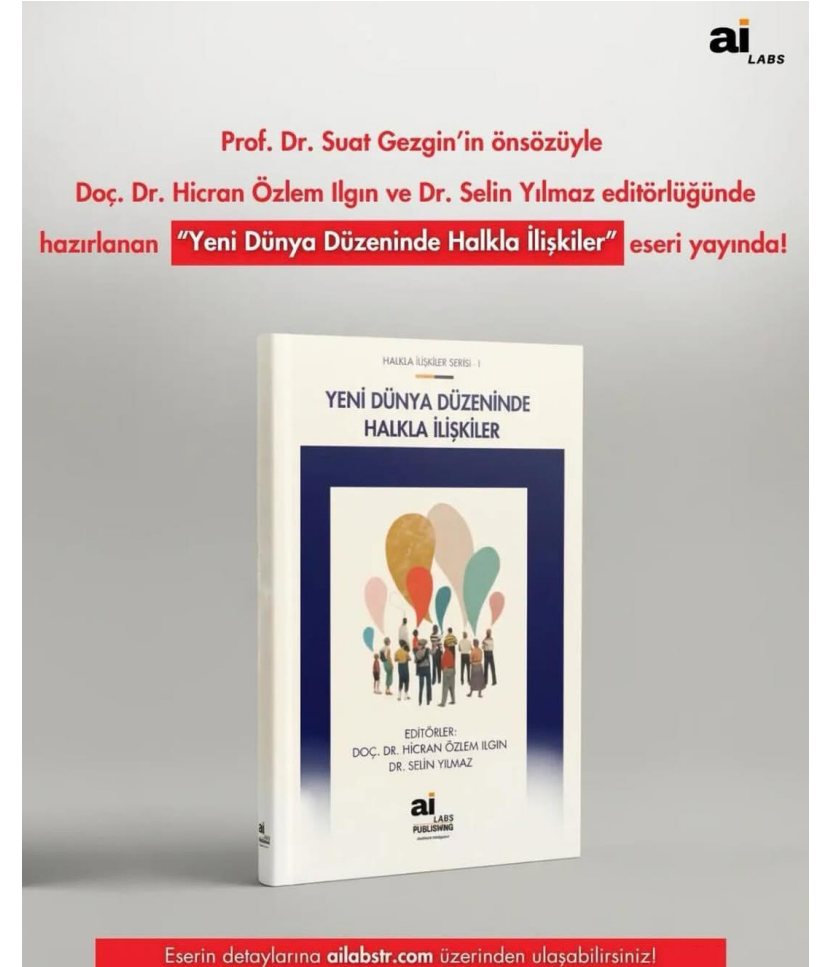
External Stakeholder Meeting

A meeting was held with our external stakeholder, journalist Murat Aydın, during which developments in the sector and its connections with academia were discussed.



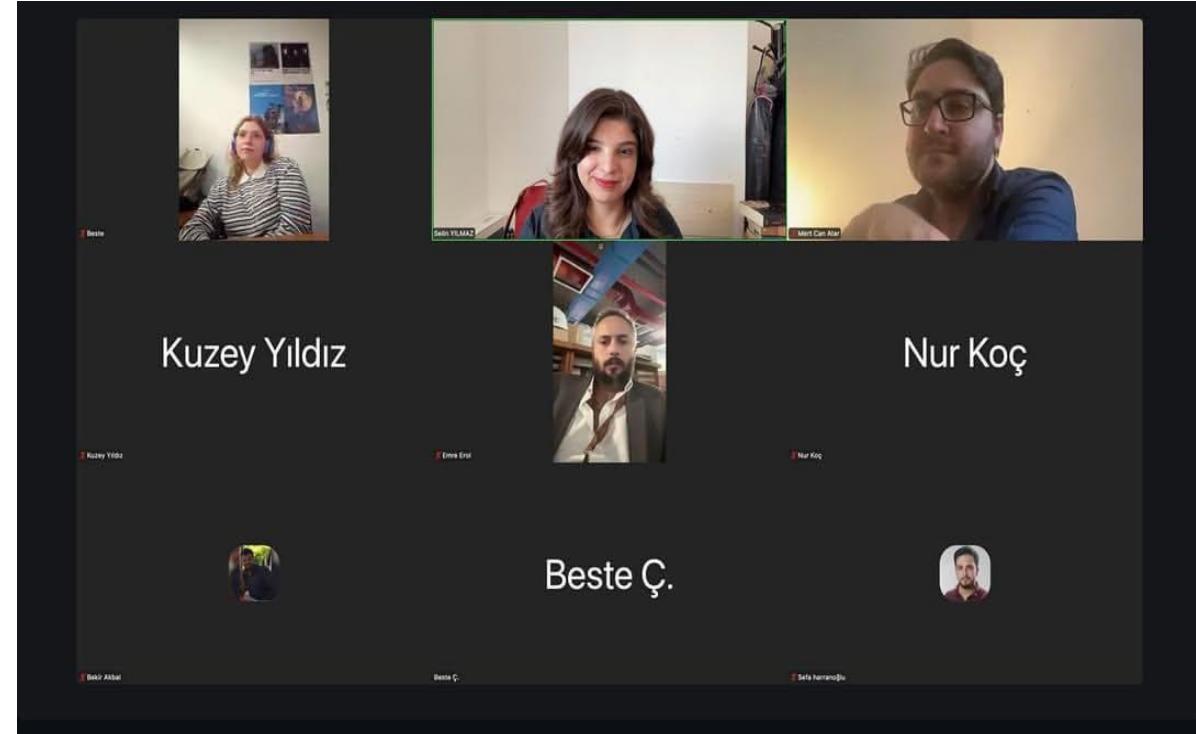
Publication of an Edited Book

The work titled “*Public Relations in the New World Order*”, prepared under the editorship of Assoc. Prof. Hicran Özlem Ilgın and Dr. Lecturer Selin Yılmaz, with a foreword by Prof. Dr. Suat Gezgin, has been published.



Department of New Media and Communication Meeting

Today, under the moderation of Assoc. Prof. Nur Emine Koç and with the valuable contributions of our esteemed faculty members, we held our departmental meeting. We made important decisions regarding midterm exams, upcoming semester projects, and academic collaborations.



New Media Meetings Event

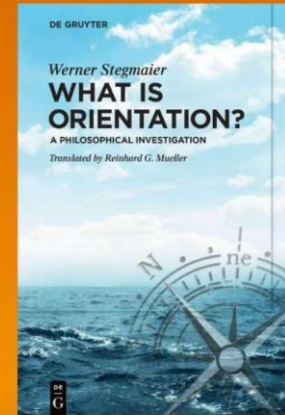
As part of the New Media Meetings, we held our event titled “*Production Processes in New Media.*” We would like to thank our guest, Yunus Gökçen, for his valuable talk and contributions!



Seminar

The weekly seminars of the “Foundation for Philosophical Orientation,” an organization based in Nashville, USA, that brings together academics and researchers from around the world to read and discuss philosophers’ ideas on philosophy, communication, and ethics, were attended from Türkiye by Asst. Prof. Tuğba Gülal, Head of the RTS English Department.

Foundations of the Philosophy of Orientation I



Virtual Seminar
organized by
Dr. Reinhard G.
Mueller and
Dr. Douglas Giles



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