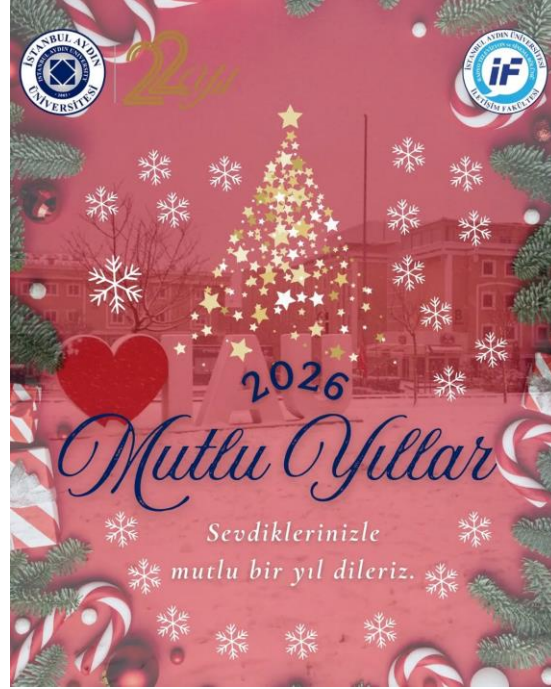




İSTANBUL AYDIN UNIVERSITY



FACULTY OF COMMUNICATION E-NEWSLETTER DECEMBER 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)

4th ICDS Symposium Call for Papers Announced

The fourth edition of the International Communication, Digitalization, and Society Symposium, organized by the Faculty of Communication at Istanbul Aydın University in collaboration with Zagreb School of Business and Mykolas Romeris University, will be held in a hybrid format on April 28–29–30, 2026, under the theme “From Democracy to Infocracy.” Centered around the motto “Truth in the Optimized Society,” the symposium aims to bring together academics in particular, as well as civil society actors, artists, industry professionals, and doctoral and master’s students, to foster interdisciplinary dialogue.



5. Haliç GoldenHorn Film Festival

With the collaboration of our faculty, the 5th Haliç GoldenHorn Film Festival was held at our university between 10–12 December 2025. Over the course of three days, students fully experienced the magic of cinema through special screenings, inspiring meetings with directors, and a variety of events.



5. Haliç Goldenhorn Film Festival Events

On the first day of the 5th Haliç Goldenhorn International Film Festival, organized under the Faculty of Communication at Istanbul Aydın University, two separate talks were held. In the first workshop of the day, the renowned artist Murat Evgin met with students and conducted an inspiring session on how film and television series music is produced. Another talk held on the same day featured actors Yosi Mizrahi and Aybars Kuday, who engaged in a pleasant and sincere discussion with our students and academic staff. On the second day of the festival, in addition to film screenings, the “Actor Directing Workshop” was conducted by Prof. Dr. Sabri Özaydın, while the “Photography Workshop” was presented by Mehmet Özşimşek.



5. Haliç Goldenhorn Film Festival Award Ceremony

The award ceremony of the 5th Haliç Goldenhorn International Film Festival, hosted this year by the Faculty of Communication at Istanbul Aydın University, was held successfully. With the participation of 43 films from 35 countries, the festival served as a significant platform reflecting our university's international vision in the fields of art, communication, and creative industries.



Second Place Award for Our University

Our Department of Public Relations and Promotion has once again earned second place in the Young Communicators Category of the Golden Compass Turkey Public Relations Awards, organized for the 23rd time this year by the Public Relations Association of Turkey (TÜHİD), with the project “PR Is Done Best by PR Professionals!”.

Prepared under the supervision of Department Chair Assoc. Prof. Deniz Akbulut, the project was awarded during the ceremony held on Monday evening, December 1. We congratulate our senior students Seren Terzioğlu and Nida Özkan on their achievement and wish them continued success.



İLEDAK Accreditation Evaluation Visit

The accreditation evaluation visits for the Journalism, Radio, Television and Cinema, Television Journalism and Programming, and New Media and Communication programs, which applied for accreditation within our faculty, were conducted by İLEDAK evaluation teams between December 15–17, 2025.



PhD Dissertation Defense

Research Assistant Elif İNCEİSMAİL of the Department of Advertising has successfully completed her doctoral dissertation titled “An Examination of the Relationship Between Intrinsic Spirituality and Attitudes Toward Spiritual Consumption in Turkey” at the Department of Advertising, Graduate School of Social Sciences, Ege University, and has been awarded the title of Doctor of Philosophy (PhD). We congratulate her and wish her continued success in her academic career.



Erasmus+ Staff Exchange

Within the scope of the Erasmus+ Staff Exchange program, we hosted Dr. Arina-Corduta Neagu, a faculty member of the Faculty of Communication at Universitatea Babeş-Bolyai in Cluj-Napoca, along with an international office representative, at our faculty on December 4, 2025. Following a meeting in which future joint projects and collaboration opportunities were discussed with the Dean of the Faculty of Communication, Prof. Dr. Aybike Serttaş, and the Faculty Erasmus Coordinator, Assoc. Prof. Gonca Yıldırım Öge, a faculty tour was organized.



GÜL–GEÇ Cartoon Exhibition

The GÜL–GEÇ Cartoon Exhibition opened on December 23, 2025, at İstanbul Aydın University's Galeri Aydın, featuring a curated selection of cartoons by artist Sevda Deniz Anıl. The exhibition explores the thought-provoking dimension of humor that entertains while inviting reflection, addressing everyday life and collective memory through the axis of laughing–pausing–moving on. The exhibition was curated by Research Assistant A. Ayşenur Çelimli Akgül and Research Assistant Oğuzhan Altunkurt from the IAU Department of Advertising. We would like to extend our thanks to Rector's Advisor Prof. Dr. Füsün Terzioğlu for attending the opening, as well as to the doyen of cartoon art Tan Oral, Elif Aydoğdu Oral, and the artist's family.



Workshop

With the narration of artist Sevda Deniz Anıl, as part of the GÜL–GEÇ Cartoon Exhibition, our students and academics came together at the cartoon workshop organized by the Faculty of Communication of Istanbul Aydın University on 23 December 2025 at the IAU TEKMER Office. In the workshop, which focused on the communicative and artistic dimensions of humor, participants had the opportunity to experience the expressive power of cartoons and their production process through hands-on practice.



The Short Film “Galaksinin Tezenesi” Returned from Festivals with Two Awards

Advertising Department faculty member Dr. Semih Ellialti’s short film “Galaksinin Tezenesi,” which he directed, returned from festivals this month with two awards. Supported by the Republic of Türkiye Ministry of Culture and Tourism, the film won the Best Editing award at the 13th International Silk Road Film Festival and received the Third Place Award at the 6th Istanbul International Nartugan Film Festival.



World Cinema Screenings

The first event of the World Cinema Screenings organized by the İAÜ Aydın Film Workshop was held on December 22. The Spanish film *Novembre* met audiences in the Orange Hall, followed by a post-screening discussion in which the film was critically evaluated. The second screening of the series in December took place on December 29 in the Purple Hall with *The Seventh Seal*. In the post-screening discussion, the film was examined through its historical and philosophical dimensions.



Office of Science Communication

The third of the Science Communication Meetings organized by the Office of Science Communication was held on December 3, with the participation of our Vice Rector, Prof. Dr. Füsün Terzioğlu, and the Dean of the Faculty of Communication, Prof. Dr. Aybike Serttaş, at Istanbul Aydın University. The meeting was also attended by Assoc. Prof. Olcay Uçak, Assoc. Prof. Umut Bedir, Assist. Prof. Cem Gülcan, and Assist. Prof. Mert Can Atar from our faculty.



Education

“Effective Communication and Active Listening” training was conducted by Dr. Hüseyin Kazan, a faculty member of the Department of Journalism, within the scope of the Training Development Program of the Human Resources Directorate at Istanbul Aydın University.

Sen Dili

- 7.Öfke ve nefret duyguları oluşturur.
- 8.Benlik saygısı düşük bireylerde çekingenliğe, öfke kontrolü olmayan bireylerde saldırganlığa yol açar.
- 9.Yeniden konuşma, iletişime devam etme isteğini azaltır.
- 10.Savunma mekanizmaları oluşturur.
- 11.Empatiyi devre dışı bırakarak sadece karşı tarafa odaklanıldığı için kutuplaştırıcı etkiye yol açar.

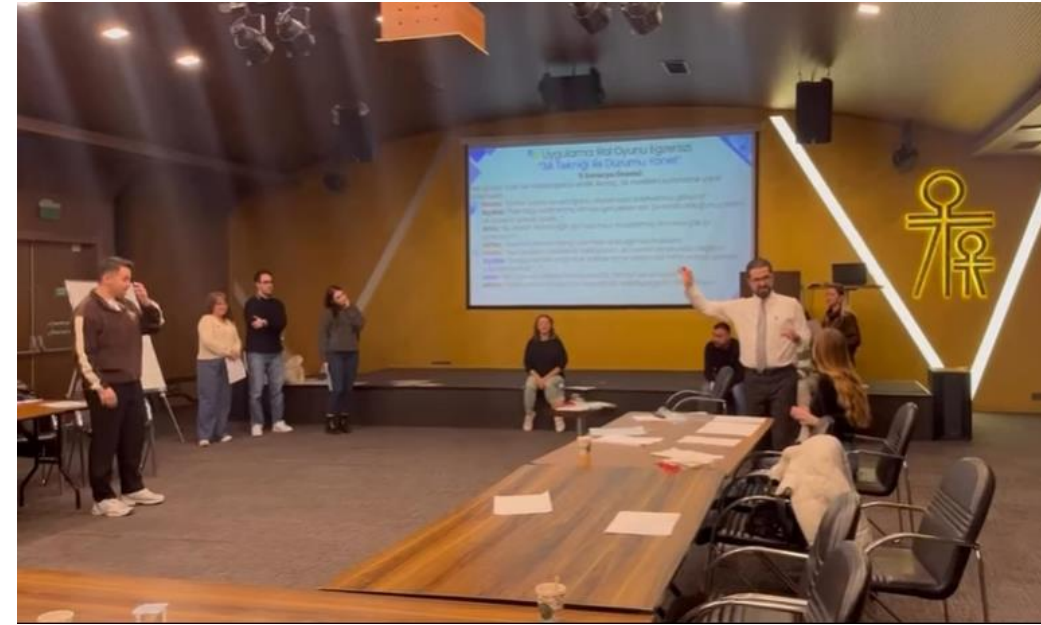
Thesis Defense Jury

Assoc. Prof. Sertaç Kaya, Head of the Department of Journalism, served on the doctoral dissertation defense jury of Yılmaz Öztürk at İstinye University.



Education

Journalism Department faculty member Dr. Hüseyin Kazan delivered a training session at Ankara Güven Hospital titled “From Organizational Culture to Effective Communication: Strategies That Advance Patient Satisfaction.” Within the scope of the training, role-playing exercises, group work, and interactive activities were conducted.



Conference Presentations

The 9th Alaeddin Asna Symposium on Communication and Public Relations was held on 2–3 December 2025 under the theme “Public Relations and Sustainability: Communication Strategies for Building the Future,” hosted by the Department of Public Relations and Promotion at the Faculty of Communication, Istanbul Bilgi University. At the symposium, faculty members from our department presented the following papers: Assoc. Prof. Deniz Akbulut and Dr. Evrim Al, “The Ethical Crisis of Corporate Sustainability Discourses: A Conceptual Framework of Bluewashing Practices”; Dr. Birgül Üstünbaş Erdoğan, “The Impact of Sustainability Education on Public Relations Students’ Perceptions and Understanding of the Profession”; and Dr. Metin Enes Dönmez, “Examining Regulatory Impact Analyses from a Lobbying Perspective within the Context of Sustainability Communication: The Case of the Resource, Environment, and Climate Association.”



Event

Second-year students of the Department of Public Relations and Publicity met with Mr. Aydın Sün, CEO of Faselis, within the scope of the Media Relations course taught by Dr. Engin Başçı. The event, titled “Media Relations from Past to Present,” provided valuable insights, and we would like to extend our sincere thanks to Mr. Aydın Sün for his contributions.



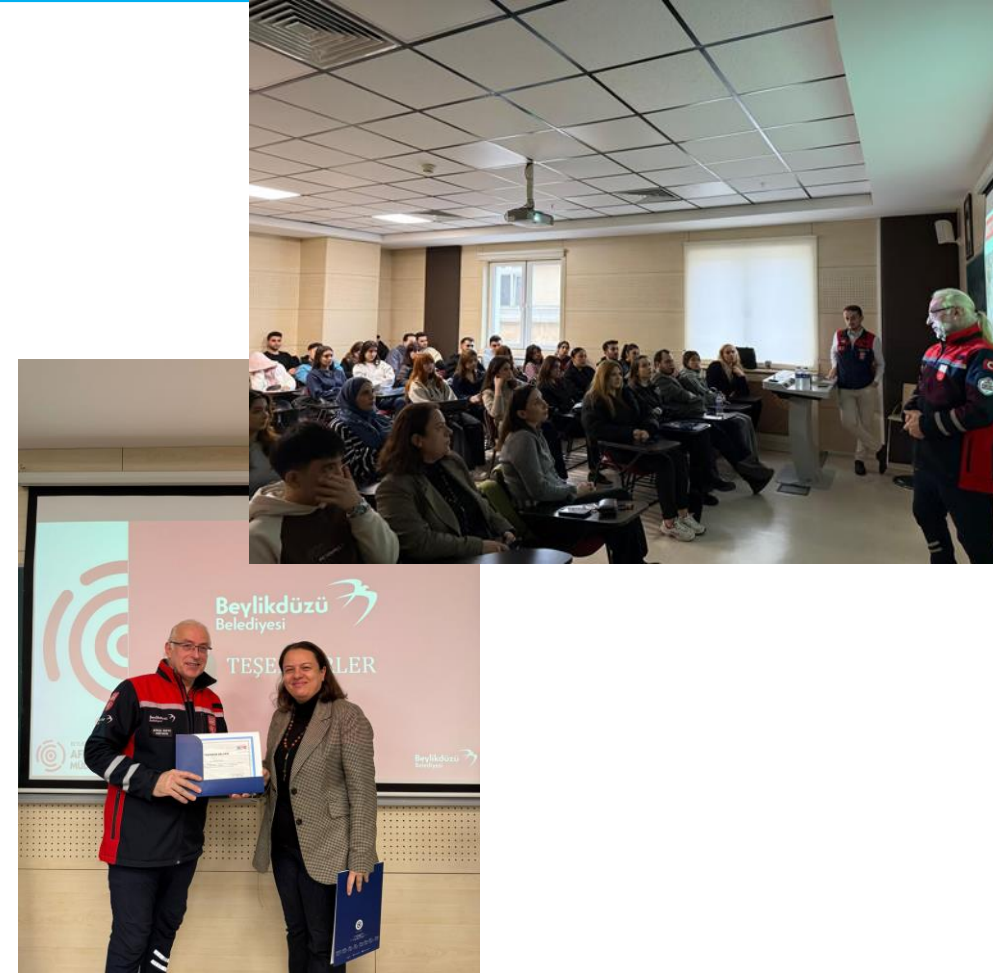
16th Corporate Responsibility Summit

The 16th Corporate Responsibility Summit, organized by the Corporate Responsibility Association of Turkey (TKSD), was held on Friday, December 5, 2025, at Feriye. At the summit, where our Department Chair, Assoc. Prof. Deniz Akbulut, served as a jury member in the Environmental Category, expert speakers and industry stakeholders came together, and organizations that added value to sustainability were awarded. Additionally, our PR workshop members Ebrar Zafer, Irmak Nisa Obuz, Elif Çetin, and Nisa Başıbüyük took part in the event.



Basic Disaster Awareness Training

Students from the Department of Public Relations and Publicity came together with expert trainers from the Disaster Affairs and Risk Management Directorate of Beylikdüzü Municipality at an event titled “Basic Disaster Awareness Training.” We would like to thank Mr. Birol Mete, Barış Türk, and Sinem Dikici for the valuable information they shared.



Doctoral Qualifying Examination

Public Relations and Publicity Department Research Assistant Emir Aksoy has successfully passed the PhD qualifying examination in the Public Relations and Publicity program at Istanbul University Institute of Social Sciences. We congratulate him and wish him continued success in his academic career.



Academic Publication

The article titled “Communication Management in a Disaster: The February 6 Earthquakes in Türkiye – A Case Study” by our Head of Department, Assoc. Prof. Deniz Akbulut, and Lecturer Dr. Serhat Yılmaz has been published in the Sakarya Journal of Communication.



Sakarya İletişim Sakarya Communication Journal

e-ISSN : 2791-6464
Publisher : Sakarya University

Vol. 5, No. 2, 57-76, 2025
DOI: <https://doi.org/10.70684/silet.1641426>

Research Article

Communication Management in a Disaster: February 6 Earthquakes in Türkiye Case Study

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Abstract: Communication constitutes one of the most crucial components of disaster management, as it does in all management systems. However, even within the universally accepted integrated disaster management approach, communication often fails to receive the attention it deserves. Yet, errors or overlooked deficiencies in communication processes can escalate into major crises. Therefore, it is of great importance to have a well-structured communication plan in place before a disaster occurs and to conduct post-disaster evaluations aimed at improving this plan. In this context, the present study, which examines the earthquakes centered in Kahramanmaraş on February 6, 2023, as a case study, focuses on the communication practices carried out by official disaster institutions and disaster managers during the crisis. It also offers recommendations on how to achieve an ideal disaster communication management. Utilizing both content analysis and focus group methods, this research identified three new communication criteria in addition to the 13 existing criteria found in the literature. The study reveals that while communication content primarily focuses on informing the public and maintaining public order, critical elements such as empathy, accurate source attribution, and combating disinformation are insufficiently addressed. It underscores the need for public institutions to integrate communication professionals into decision-making mechanisms and to establish a multi-stakeholder, systematic structure in disaster communication.

Keywords: Kahramanmaraş Earthquakes, Disaster Communication, Communication Management in Disasters, Content Analysis, Focus Group Study

Jury Membership

Our Head of Department, Assoc. Prof. Deniz Akbulut, will serve as a jury member at the PRİDA 2025 Communication Awards, which are designed and organized by the Communication Consultancy Companies Association (İDA).



Workshop

Sony Alpha Training Manager and content creator Aykut Kılıç met with students at the Istanbul Aydın University Faculty of Communication's Applied Television Studio, where he conducted an engaging and educational workshop.



Presantation

Lecturer Ahmet Berk Duman presented a paper entitled “In Search of Subjective–Objective Transformation: Urban Space, Memory, and the Exceptional Condition of the Aging Body in Cinema” at the 4th International Film Studies Symposium.



Interview

Lecturer Volkan Budak from the Department of Radio, Television, and Cinema participated in a talk titled “Visual Storytelling in Volkan Budak’s Films: Eksik & Yaban”, held on Tuesday, December 23, at the Gedik Vocational School Drawing Workshop.



Presantation

Our department's Lecturer, Ahmet Berk Duman, presented his paper on the film Twelve Monkeys (Terry Gilliam, 1995) at the 2nd Interdisciplinary Student Symposium titled "Sustainability and Emerging Technologies," hosted by İstinye University Faculty of Economics, Administrative and Social Sciences, and organized in collaboration with the International Sustainability Application and Research Center.



Academic Publication

Department Chair Assoc. Prof. Veli Boztepe's article titled "Framing the COVID-19 Pandemic: A Content Analysis of Television News in Turkey" has been published in the Beykoz Akademi Journal.

Beykoz Akademi Dergisi, 2025; 13(2), 92-112
Gönderim tarihi: 24.09.2024 Kabul tarihi: 03.09.2025
DOI: 10.14514/beykozad.1555356

ARAŞTIRMA MAKALESİ

COVID-19 PANDEMİSİNİN ÇERÇEVELENMESİ: TÜRKİYE'DE TELEVİZYON HABERLERİNİN İÇERİK ANALİZİ

Veli BOZTEPE¹

Öz

Haber çerçevelenmeleri salgın gibi risk dönemlerinde kamu algısını biçimlendirmede önemli bir role sahiptir. Bu çalışma, COVID-19 salgınının erken döneminin Türkiye'deki televizyon haberlerinde nasıl çerçevelendiğini incelemektedir. Çalışmada Kanal D, Show TV, Now TV (Fox TV) ve ATV'nin ana haber bültenleri örneklem olarak alınmıştır. Söz konusu televizyon ana haber bültenlerinin seçilme nedeni en fazla izlenen televizyon ana haber bültenleri olmalarıdır. Çalışma Kanal D, Show TV, Now TV (Fox TV) ve ATV'nin ana haber bültenlerinin COVID-19 pandemisinin başladığı tarihten, Türkiye'de ilk vakanın görüldüğü 11 Mart 2020 tarihine kadar yayınladıkları ana haber bültenleriyle sınırlanmıştır. Çalışmada "sorumluluk yükleme", "insan ilgisi", "ekonomik sonuçlar", "çatışma" ve "ahlak" çerçeveleri nitel içerik analizi yöntemiyle incelenmiştir. Çalışmanın sonuçları Semetko ve Valkenburg tarafından kuramsal bir çerçeve olarak önerilen genel çerçeveler tipolojisinin, bu araştırmada incelenen televizyon haberleri için de geçerli olduğunu göstermektedir. Çalışmanın sonuçlarına göre en fazla kullanılan çerçeve "sorumluluk yükleme" çerçevesidir. Bu çerçeveyi "ekonomik sonuçlar", "insan ilgisi" ve "çatışma" çerçeveleri izlemektedir. "Ahlak" çerçevesi en az kullanılan çerçevedir. Çerçevelerin ve temaların şekillenmesinde televizyon kanallarının yayın anlayışlarının yanı sıra hükümetle ilişkilerinin belirleyici olduğu tespit edilmiştir. Show TV, ATV ve Kanal D'nin devlet yetkililerinin bakış açısını destekledikleri ve sağlık krizinin ilk döneminde hükümet tarafından alınan kararlarla temelde aynı doğrultuda yayın yaptığı saptanmıştır. Çalışmanın bulgularından biri de Kanal D, Show TV ve ATV'nin COVID-19 pandemisiyle ilgili haberlerinde ağırlıklı olarak epizodik, sansanyonel temalar kullandıklarıdır. Muhalif ve ciddi bir yayın çizgisi bulunan Now TV'nin (Fox TV) ise daha az çerçeve kullandığı, sansanyonel olmayan bir yaklaşım benimsediği görülmektedir. Çalışmada ayrıca, çerçevelerin dağılımının aylara göre değişim gösterdiği saptanmıştır.

Anahtar Kelimeler: COVID-19, pandemi, televizyon haberleri, çerçeveleme analizi, Türkiye.
JEL Sınıflandırması: L82, I10, I18

“Galaksinin Tezenesi” Short Film Holds Its International and Asian Premiere in the Philippines

The short film *Galaksinin Tezenesi*, directed by Dr. Semih Ellialti, a faculty member of the Department of Advertising, held both its international premiere and Asian premiere at the 12th Bakunawa Fantastic Film Festival, the largest genre film festival in the Philippines. The film has also been selected as a finalist to compete this month at the Trabzon Film Festival, supported by the Republic of Türkiye Ministry of Culture and Tourism, as well as at the 8th Siirt International Short Film Festival.



Event

On Monday, 1 December, at an event moderated by Assoc. Prof. Gonca Yıldırım Öge, Yılmaz Erman Anıt—Co-Founder and Creative Director of DifferentGuys—met with our students. During the event, our distinguished guest discussed the production processes behind the advertising projects he has worked on and, together with our students, evaluated the role of artificial intelligence in the field of advertising and its future prospects.



İSTANBUL AYDIN ÜNİVERSİTESİ İLETİŞİM FAKÜLTESİ

Reklam Üzerine Konuşmalar
Advertising Talks

Yılmaz Erman Anıt
DifferentGuys Co-Founder
Creative Director

Doç. Dr. Gonca Yıldırım Öge
Reklamcılık Bölümü
Moderatör

Reklam ve Teknoloji

İAU REKLAM ATÖLYESİ

1 Aralık 2025
Pazartesi

T Blok 214

İLETİŞİM FAKÜLTESİ / REKLAMCILIK BÖLÜMÜ

iau_reklam iAU Reklam Atölyesi

Event

Asst Prof. İlkey Burak Taşkiran conducted a Writing and Content Creation for Social Media Workshop with our students. In the third session of the workshop, held with the participation of Dr. Cem Gülcan and Research Assistant Ayşenur Çelimli, our students learned the key principles of producing effective texts and content for social media. At the end of the session, second-year student Emine Yağmur Akçiçek was appointed as the coordinator of the social media and content team.



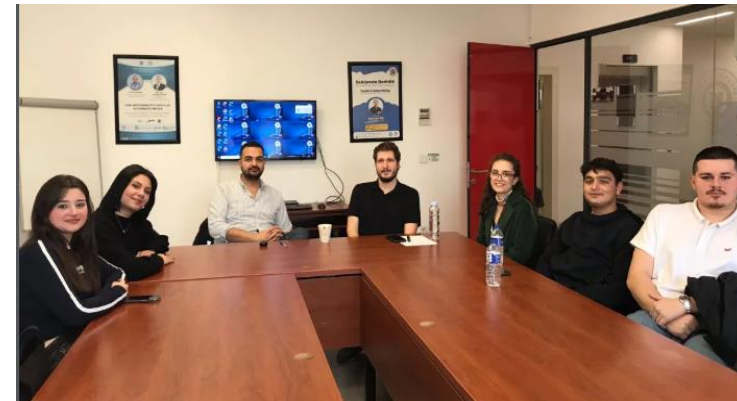
İSTANBUL AYDIN ÜNİVERSİTESİ İLETİŞİM FAKÜLTESİ

Reklam Üzerine Konuşmalar
Advertising Talks



Dr. Öğr. Üyesi İlkey Burak Taşkiran
Reklamcılık Bölümü
Öğretim Üyesi

Yazarlık ve Sosyal Medyada İçerik Oluşturma Atölyesi-III



IAÜ REKLAM ATÖLYESİ

3 Aralık 2025
Çarşamba

R Blok 4. Kat
Toplantı Odası

İLETİŞİM FAKÜLTESİ / REKLAMCILIK BÖLÜMÜ

iau_reklam

IAÜ Reklam Atölyesi

Event

On Thursday, December 4, as part of our event titled “The Attention War in the Age of Noise,” moderated by Lect. Cem Arıdağ, Aykut İbrişim, co-founder of Poddict and Kodluyoruz, joined us.

The poster is for an event titled "Reklam Üzerine Konuşmalar" (Advertising Talks) organized by the IAÜ Reklam Atölyesi. It features two speakers: Aykut İbrişim, a podcaster and co-founder of Poddict and Kodluyoruz, and Öğr. Gör. Cem Arıdağ, a lecturer and moderator from the Advertising Department. The event is moderated by Cem Arıdağ. The topic is "Gürültü Çağında Dikkat Savaşı: Podcasting & Podfluencers" (Attention War in the Age of Noise: Podcasting & Podfluencers). The event is scheduled for Thursday, December 4, 2025, at 11:00 AM in T Blok 204. The organizing department is the Faculty of Communication / Advertising Department.

İSTANBUL AYDIN ÜNİVERSİTESİ
İLETİŞİM FAKÜLTESİ

İSTANBUL AYDIN ÜNİVERSİTESİ
İLETİŞİM FAKÜLTESİ

Reklam Üzerine Konuşmalar
Advertising Talks

Aykut İbrişim
Girişimci & Akademisyen
Poddict ve Kodluyoruz Kurucu
Ortağı

Öğr. Gör. Cem Arıdağ
Reklamcılık Bölümü
Moderatör

Gürültü Çağında Dikkat Savaşı:
Podcasting & Podfluencers

IAÜ REKLAM
ATÖLYESİ

11:00
04 Aralık 2025
Perşembe
T Blok 204

DÜZENLEYEN: İLETİŞİM FAKÜLTESİ / REKLAMCILIK BÖLÜMÜ

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IAÜ Reklam Atölyesi

Event

In our event moderated by Assoc. Prof. Gonca Yıldırım Öge, CampFire İstanbul Founder & Creative Director Yiğit Ayvazoğlu met with our students. Throughout the event, our distinguished guest shared his professional experience with the students, providing valuable insights into the structure and operational dynamics of advertising agencies.



İSTANBUL AYDIN ÜNİVERSİTESİ İF İLETİŞİM FAKÜLTESİ

Reklam Üzerine Konuşmalar
Advertising Talks

Yiğit Ayvazoğlu
Campfire İstanbul Founder
Creative Director

Doç. Dr. Gonca Yıldırım Öge
Reklamcılık Bölümü
Moderatör

Ajans Dünyasına Giriş:
Kaos, Kahve ve Çok İyi Fikirler

İAÜ REKLAM ATÖLYESİ

8 Aralık 2025
Pazartesi

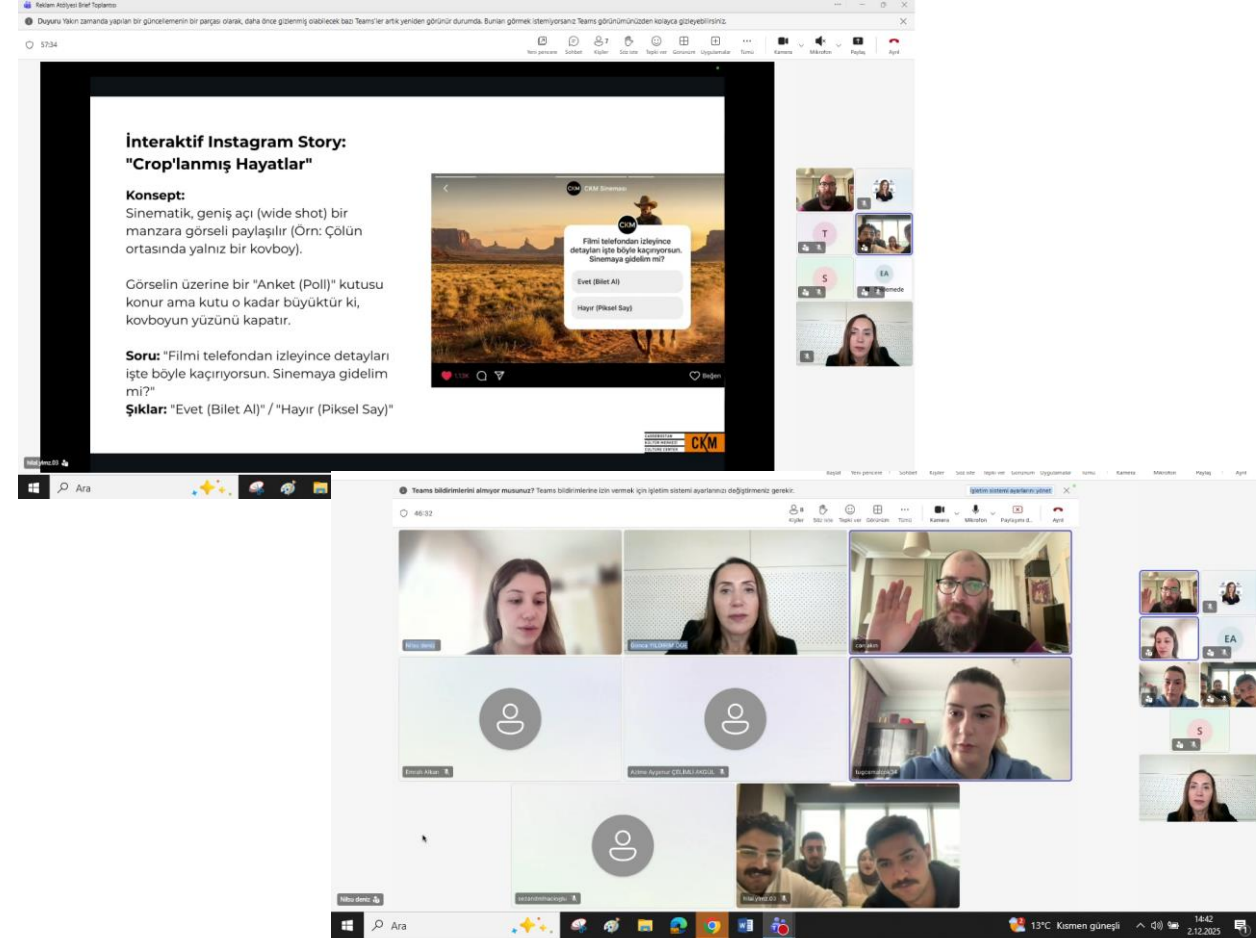
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İLETİŞİM FAKÜLTESİ / REKLAMCILIK BÖLÜMÜ

iau_reklam IAU Reklam Atölyesi

Campaign Presentation

Within the scope of the Advertising Workshop course led by the Head of the Department of Advertising, Assoc. Prof. Gonca Yıldırım Öge, students delivered presentations of the campaigns they developed in line with the briefs they received from Serdesin Advertising Agency for Hyundai and CKM Cinema.



Colors Of Marketing

We were invited to Colors of Marketing 2025, one of the most creative events in the marketing world, held on December 9–10 this year. At this event, which we attended together with our students and with the participation of Assoc. Prof. Gonca Yıldırım Öge and Res. Asst. A. Ayşenur Çelimli Akgül, we had the opportunity to gain a closer insight into the marketing industry through comprehensive content addressing the impact of artificial intelligence on humans and media, brand transformation through technology, brand creation shaped by social benefit, and the behind-the-scenes processes of advertising.



Awards Ceremony

Assoc. Prof. Gonca Yıldırım Öge, Head of the Department of Advertising, attended the 16th Turkey Corporate Responsibility Summit and the Companies Adding Value to Sustainability Awards Ceremony, held on December 5, 2025, as a board member of the Corporate Responsibility Association of Turkey.



Brand Council Event

Assoc. Prof. Gonca Yıldırım Öge, Head of the Department of Advertising, attended the members' meeting of the Brand Council—of which she is a board member—on December 6, 2025. At the meeting, the year 2025 was reviewed and projects planned for 2026 were discussed.



“Super Brain Theory” Talk

Assoc. Prof. Gonca Yıldırım Öge, Head of the Department of Advertising, participated in the “Super Brain Theory” talk held at Brandmap BookClub, upon the invitation of Tchibo Türkiye and Brandmap, in her capacity as a Member of the Board of Directors of the Brand Council.



Jury Membership

Assoc. Prof. Gonca Yıldırım Öge, Head of the Department of Advertising, participated as a jury member in the thesis monitoring committee meeting of Fatih Çelik, a PhD candidate in the Department of Public Relations and Publicity at Istanbul University, held on December 11.



Jury Membership

Advertising Department Chair Assoc. Prof. Gonca Yıldırım Öge served as a member of the jury for the doctoral qualifying examinations of Muhammet Emin Şimşek, Selin Dizbay, and Ece Demirkapu, PhD candidates in the Department of Public Relations and Publicity at the Faculty of Communication, Istanbul University, on December 18, 2025.



The New Episode of Brand Compass Has Been Released

The eighth episode of Brand Compass, moderated by Assoc. Prof. Gonca Yıldırım Öge, Head of the Advertising Department at Istanbul Aydın University, and produced in collaboration with the Brand Council, featured Mehmet Kaya, founder of Neuro Reflect Neuromarketing Agency and Deeper Strategy Growth Agency, as its guest. The episode is available on the IAU Advertising Workshop YouTube channel and on the Brand Compass Spotify account.



YENİ BÖLÜM YAYINDA!

marka pusulası

İstanbul Aydın Üniversitesi

8.Bölüm: Mehmet Kaya ile Nöropazarlama

Marka Pusulası

Marka Pusulası

İAÜ Reklam Atölyesi

Yeni bölüm ve daha fazlası için kodu taramayı unutmayın!

Academic Publication

The article titled “Motivation of Public Relations Professionals to Use Artificial Intelligence: A Study on Türkiye”, co-authored by Assoc. Prof. Gonca Yıldırım Öge, Head of the Department of Advertising, and Lect. Meltem Koç Kaplan from the AB Vocational School Marketing Program, was published in the December 2025 issue of ESSACHESS – Journal for Communication Studies, a journal indexed in Scopus.



ESSACHESS – Journal for Communication Studies

Motivations of Public Relations Professionals to Use Artificial Intelligence: A Study on Türkiye

ESSACHESS –
Journal for Communication Studies
Volume 18 Issue 2(36), p. 53-84
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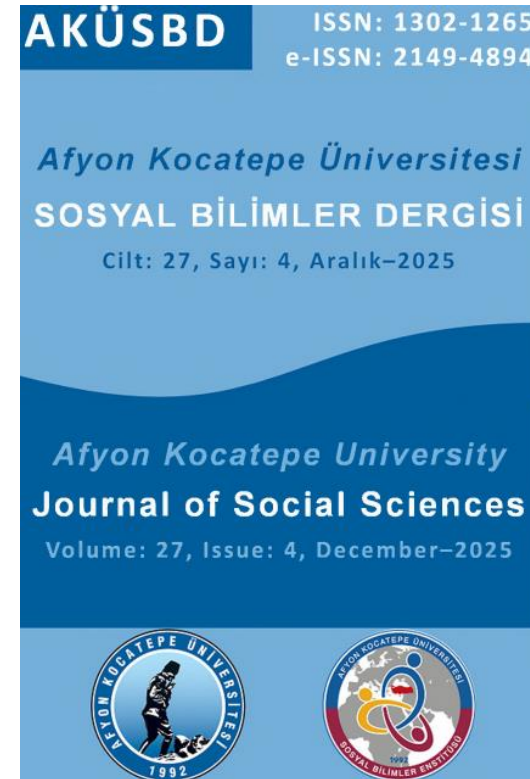
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Abstract: As all the other sectors, Public Relations (PR) sector, which is evolving from traditional to digital, must also integrate AI into its process of change and development. This study is inspired by the latest digital developments and it examines the role of AI in the Turkish PR world. The study aims to identify PR professionals' experiences, perceptions and attitudes regarding AI, as well as their approaches to AI tools and their motivations for using these tools, within the framework of a phenomenological research design. This study seeks to answer questions such as how the digitalized communication and PR sector is evolving with AI, how professionals in the industry are approaching this change, what opportunities and risks AI will bring

Academic Publication

Advertising Department Assistant Professor Dr. İlkay Burak Taşkıran's research article titled "A Bibliometric Analysis of Postgraduate Theses on Sponsorship in Turkey," co-authored with Research Assistant Halil Altunkaya, has been published in the Afyon Kocatepe University Journal of Social Sciences.



Book Chapter

The book chapter titled “CEO Charisma: Corporate Impact, Transformation, and Performance” by Dr. İlkey Burak Taşkiran from the Department of Advertising has been published in the book “CEO Brand and Personal Branding”, edited by Prof. Dr. Emet Gürel and released by Detay Publishing.

CEO KARİZMASI: KURUMSAL ETKİ, DÖNÜŞÜM VE PERFORMANS

Dr. İlkey Burak TAŞKIRAN*

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Giriş

Liderlik kavramının en temel bileşenlerinden biri olan karizma, son yıllarda gerek akademik alanyazında gerekse kurumsal dünyada giderek artan bir öneme sahiptir. Özellikle çağcıl yönetim paradigmasının şekillenmesinde merkezi bir rol oynayan karizmatik liderlik, kurumsal başan ve sürdürülebilir performans açısından stratejik bir unsur olarak değerlendirilmektedir. Bu çerçevede karizma; liderlerin etkinliğini, kurumsal etkisini ve kişisel marka değerini belirleyen temel unsurlardan biri olarak dikkat çekmektedir.

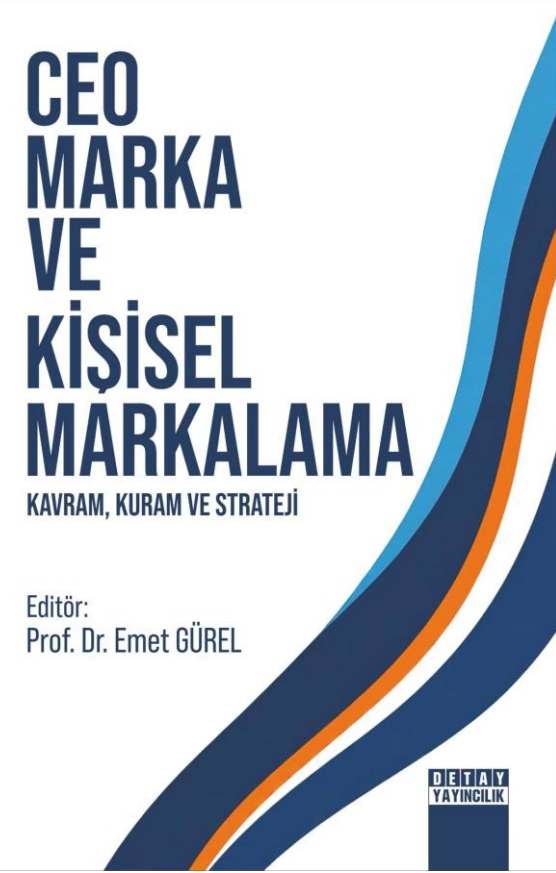
Tarihsel süreç içerisinde farklı boyutlarda ele alınan karizma, günümüzde bireyin başkaları üzerinde bıraktığı etki ve yönlendirme gücüyle ilişkilendirilmektedir. Özellikle üst düzey yöneticilerin, diğer bir deyişle CEO'ların sahip olduğu karizmanın; çalışan motivasyonu, bağlılığı ve performansı üzerindeki yansımaları, konunun kurumsal düzlemdeki önemini daha da artırmaktadır.

Örgütsel davranış alanyazını incelendiğinde karizmatik liderliğin, Alman toplumbilimci ve düşünür Max Weber'in kuramsal çerçevesiyle sistematik bir temele oturduğu görülmektedir. İzleyen dönemlerde yapılan çalışmalar, karizmatik liderliğin bireysel ve kurumsal düzeydeki etkilerini farklı açılardan ele almış; bu liderlik tarzının yalnızca kişisel bir özellik değil, aynı zamanda örgütsel yapıyı şekillendiren bütüncül bir liderlik biçimi olduğunu ortaya koymuştur.

Belirsizliklerin ve krizlerin etkisiyle şekillenen çağcıl iş dünyasında karizmatik liderliğin daha da kritik bir hale geldiğini ifade etmek mümkündür. Son dönemde yapılan araştırmalar; bu liderlik tarzının çalışanların öz yeterlilik algısını güçlendirdiğini, kurumsal güveni artırdığını ve kurumun krizlere daha dirençli hale gelmesini sağladığını göstermektedir. Bu bağlamda karizmatik liderlik, yalnızca olağan dönemlerde değil; belirsizliklerin hâkim olduğu dönemlerde de kurumsal istikrarın ve başarnın aslı unsurlarından biri olarak öne çıkmaktadır.

CEO Marka ve Kişisel Markalama - Kavram, Kuram ve Strateji adlı bu kitap çalışmasının “CEO Karizması: Kurumsal Etki, Dönüşüm ve Performans” başlıklı bu bölümünde, liderlikte karizma kavramı kuramsal bir çerçevede ele alınmakta ve CEO

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UYGAR Meeting

Under the leadership of our Vice Rector, Prof. Dr. Füsün Terzioğlu, a Coordination Board meeting was held with the participation of Prof. Dr. Berrin Erdağ, Coordinator of the Application and Research Centers; Dr. Utku Bulut Şimşek, Director of TEKMER/TTPYO; Assoc. Prof. Ayten Övür, Director of the New Media Application and Research Center; and the directors of other application and research centers.



Elected as Faculty Student Representative

Our third-year THP student, Mevlüt Tosun, has been elected as the student representative of the Faculty of Communication. We wish him continued success.



Event

Our event titled “Multilayered Podcast Editing” with independent journalist Özlem Kahveci took place at the Faculty of Communication Studio. Participants gained valuable insights into the podcast production process and multilayered sound editing.



Industry Experience

As part of the Historical Cities Union documentary filming conducted at the Beyoğlu ÇEKÜL Foundation, information was provided regarding set assistance and set processes. This briefing on the filming process was conducted under the guidance of Lecturer Onur Atıcı, during which general knowledge was gained about team operations, shooting planning, and basic set organization.



Event

As part of the New Media Meetings, an event titled “Branding and Visual Identity” was held with Sandra Kharnoub. During this session, which focused on how brand identity is strengthened through the visual world, participants had the opportunity to gain inspiring insights on a wide range of topics, from branding processes to the fundamental components of visual identity.



Presantation

Research Assistant İbrahim Öksüz from the Department of Radio, Television, and Cinema (English) presented his study titled “Data Selves and Digital Surveillance: A Feminist Evaluation Through the Flo Application” at the 7th New Media Conference, organized by the Faculty of Communication at Istanbul Gelişim University on December 4–5.





Department of Radio, Television and Cinema (English)

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Publication

The paper presented by Dr. Tuğba Gülal, Head of the Department of Radio, Television, and Cinema (English), at the 4th Barcelona Conference on Arts & Media and Culture, held in Spain from September 30 to October 4, 2025, was selected from among many submissions and published in full in the conference proceedings.





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