



İSTANBUL AYDIN UNIVERSITY

# FACULTY OF COMMUNICATION E-NEWSLETTER

SEPTEMBER 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)

## Article Publication

Our Faculty of Communication Dean, Prof. Dr. Aybike SERTTAŞ, has published an article titled “*Synthetic Social Alienation: The Role of Algorithm-Driven Content in Shaping Digital Discourse and User*” in the Q1 indexed journal *Journalism and Media*.

Access link: <https://www.mdpi.com/journal/journalmed>



İSTANBUL AYDIN ÜNİVERSİTESİ | 22 Yıl

## WOS - Q1

Makalenin Adı: **Synthetic Social Alienation: The Role of Algorithm-Driven Content in Shaping Digital Discourse and User**

Dergi Adı: **Journalism and Media**

İNDEKS: **WOS - Q1**

Yayın Tarihi: **Eylül, 2025**

**Prof. Dr. Aybike SERTTAŞ**  
İletişim Fakültesi, Dekan





# The News of Faculty

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## Journal of Communication Studies

Our faculty journal, *Journal of Communication Studies*, Volume 11, Issue 3 (September 2025), has been published.

Access link: <https://dergipark.org.tr/tr/pub/icd/issue/94875>



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# The News of Faculty

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## Journal of New Media (Electronic Journal)

Our faculty's journal, *Journal of New Media (e-JNM)*, September issue (Volume 9, Issue 3) has been published.

Access link : <https://www.kisa.link/ccwqa>

e-Journal of New Media / Yeni Medya Elektronik Dergi - eJNM September 2025 Volume 9 Issue 3

### İÇİNDEKİLER

Eylül 2025 Cilt 9 Sayı 3

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## Assignment

Research Assistant Emir Aksoy has started his duty in our Department of Public Relations and Publicity, and Research Assistant Fahrettin Girgin has started his duty in our Department of Radio, Cinema and Television. We wish them success in their new positions.



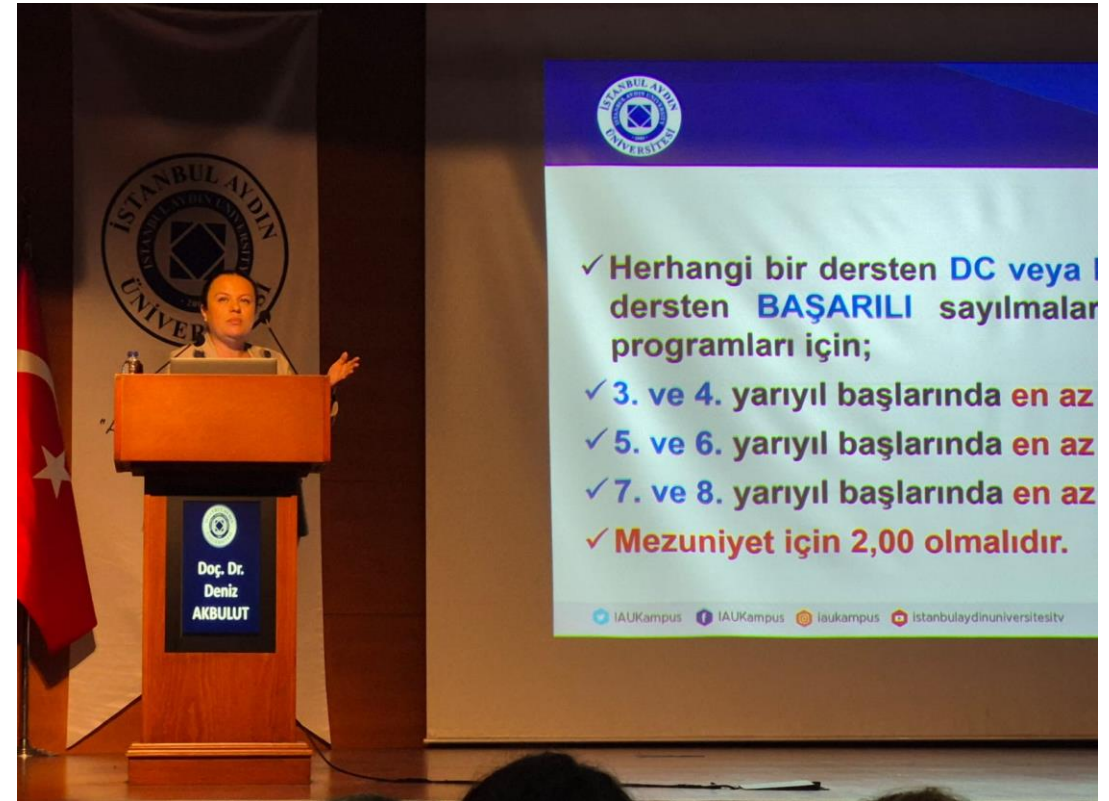
## The Happy Day of Our Faculty

Our faculty's Research Assistant from the Department of Journalism, Gizem Uyanık, united her life with Can Uğur, News Director of Cumhuriyet Newspaper, on Saturday. We wish them a lifetime of happiness.



## University Orientation Program

Head of the Department of Public Relations and Publicity, Assoc. Prof. Dr. Deniz Akbulut, delivered a presentation on “Academic Advising” for newly appointed academics within our university as part of the university-wide orientation program held on September 18.



## Internal Stakeholder Meeting

The first internal stakeholder meeting of the Public Relations and Publicity Department for the 2025–2026 Fall Semester was held today with the participation of our full-time and part-time faculty members. In the meeting, attended by Lect. Elmas Nida Baykal, Lect. Serhat Doğan, Lect. Dr. Serhat Yılmaz, and Lect. Tugay Galip Hadi—who will be teaching practical courses in our department this semester—topics such as educational principles, course content, assessment methods, and planned collaborations were discussed.



## Orientation

In the program held on September 24, our Department Head, Assoc. Prof. Dr. Deniz Akbulut, gave a presentation about the department. This was followed by the PR Workshop General Coordinators, Seren Terzioğlu and Yasin Arslan, who introduced the workshop activities to the students. Our faculty members also attended the program: Vice Head of Department Asst. Prof. Dr. Birgül Üstünbaş Erdoğan, Asst. Prof. Dr. Metin Enes Dönmez, Asst. Prof. Dr. Engin Başçı, Research Assistant Kadriye Pelin Tören, and Research Assistant Emir Aksoy.



## Jury Membership

Our Head of the Journalism Department, Associate Professor Dr. Sertaç KAYA, served on the master's thesis defense juries held at Marmara University.



## Orientation

The orientation for the Journalism Department for the 2025-2026 academic year was held with the participation of the department's faculty members. During the orientation, information was provided about the structure of the department and the course contents, as well as briefings on the Istanbul Aydın News Agency (İAHA) and Göz Magazine.



## Orientation

The orientation program for the Advertising Department took place on September 22, 2025, at 2:00 PM. Our Department Head, Assoc. Prof. Dr. Gonca Yıldırım Öge, gave a presentation about the department. Following this, the Advertising Workshop Coordinators—Akın Uludağ, Berfin Aze Öktan, and Marziye Tutar—introduced the workshop activities to the students. Faculty members from the department, Research Assistants Elif İnceismail and Azime Ayşenur Çelimli Akgül, also attended the program.



## Green Talks and Drinks

The *Green Talks & Drinks* event, organized for the first time on September 25, 2025, in İzmir by the Corporate Responsibility Association of Turkey (TKSD) in collaboration with Control Union Turkey, brought together key stakeholders in sustainability and corporate responsibility. Associate Professor Dr. Gonca Yıldırım Öge, TKSD Board Member and Head of the Advertising Department at Istanbul Aydın University, also attended the meeting and contributed valuable insights. The event inspired new collaborations by bringing the business world and academia together on a shared platform.



## New Episode of Brand Compass Released

In the fifth episode of *Brand Compass*, moderated by Assoc. Prof. Dr. Gonca Yıldırım Öge, the guest was Nuran Aksu, member of the Brand Council, Chairperson of the Board of the Turkish Corporate Responsibility Association, and Founding Partner of ZENNA Research and Consulting.



## IAU Advertising Workshop was at the 2025 Rookie Camp

This year's 2025 Rookie Camp, organized by the Advertising Foundation, took place from September 15-18 at Müze Gazhane. Our Advertising Workshop students, Sudem Oğuzman, Irmak İlkiz, İlayda Akbaş, and Defne Demir, had the opportunity to gain firsthand experience from industry professionals. Sponsored primarily by Cornetto, the four-day event allowed participants to receive briefs from the brand and develop their creative ideas with their teams.



## 2nd Place at the 2025 Rookie Camp!

At the Rookie Camp organized by the Advertising Foundation, our 4th-year student Sudem Oğuzman, together with the team she worked with under the mentorship of Beste Atasoy, received high praise from the jury for their creative project prepared for Cornetto and was awarded second place. We wholeheartedly congratulate our student and her team and wish them continued success.



## Marketing Summit Success

Zehra Deniz, a student of the Advertising Department, created content for brands alongside her team at the Istanbul Marketing Summit as part of #ContentCamp organized by H2O United. Receiving positive feedback from the brands for their projects was an additional source of pride. We congratulate her and wish her continued success.



## Participation in TEKNOFEST25

As the Department of Radio, Television, and Cinema of the Faculty of Communication, our university visited the Istanbul Aydın University TEKNOFEST25 stand. While receiving information about the projects our university was exhibiting at the event, we also engaged in a discussion about future plans and projects.



## Conference Abstract Booklet

The paper titled “*Emotional and Cognitive Well-Being in Education: Reflections of Dead Poets Society on the Learning Culture*”, presented by Ahmet Berk DUMAN, Lecturer at the Department of Radio, Television, and Cinema, at the 3rd International Positive Schools and Well-Being Conference, has been published.

Eğitimde Duygusal ve Bilişsel İyi Oluş: Dead Poets Society'nin Öğrenme Kültürü Üzerine Yansımaları

Ahmet Berk Duman

İstinye Üniversitesi, Türkiye

e-mail: ahmet.duman@istinye.edu.tr, Orcid No: 0009-0000-0385-5782

### Özet

Öğretmen/Ebeveyn/Öğrenci İyi Oluşu, Okullarda Pozitif İklim, Eğitimde yaratıcılığın ve özgür düşüncenin desteklenmesinin, öğrencilerin akademik başarıları üzerindeki katkıları, film üzerinden irdelenecek temsil edilen öğretmen-öğrenci ilişkilerini, öğrencinin zihinsel, duygusal ve sosyal bağlamında Carl Rogers'ın *İnsancıl Eğitim Yaklaşımı* yöntemiyle, Rogers'ın öğrenme süreçlerinde içsel motivasyon, empati, destekleyici ilişki biçimini anlamlandırmada temel alınmaktadır. Öğrencinin düşünmenin teşvik edildiği, öğrencinin birey olarak değer gördüğü, önceliklendirildiği bir sınıf ortamının, öğrencilerin akademik gelişimlerini destekleyici etkileri tematik içerik analizi ve göstergebilimsel olarak incelenmiştir.

**Anahtar Kelimeler:** İnsancıl Eğitim, Öğrenci İyi Oluşu, Öğretmen İyi Oluşu, Gerçekleştirme, Ölü Ozanlar Derneği



## Academic Publication

The article by Lecturer Volkan BUDAK from the Department of Radio, Television, and Cinema, entitled “*The Kilim as a Means for Women to Express Themselves and Their Lives: A Comparative Analysis of the Motifs and Compositions of Pirot and Anatolian Kilims*”, has been published in *Turkish Studies*.



Turkish Studies



eISSN: 1308-2140

Research Article / Araştırma Makalesi

**Kadının Kendini ve Yaşamı İfade Etme Aracı Olarak Kilim: Pirot ve Anadolu Kilimlerinin Motif ve Kompozisyonları Üzerinden Karşılaştırmalı Bir Analiz**

*Kilims as a Medium of Women's Self-Expression and Life: A Comparative Analysis of Motifs and Composition in Pirot and Anatolian Kilims*

Volkan Budak\* - Müge Öztunç\*\*\* - Mine Taylan\*\*\*

**Abstract:** The stamps, images, “yanış,” and motifs employed by Anatolian communities, which have endured for thousands of years, have been preserved through social memory and passed down through generations. These symbolic elements serve as indicators of cultural continuity, carrying the traces of the past into the present. One of the most powerful carriers of this communication language is kilims. Although the purpose of use, size, or color may change over time, it is observed that the stamps, symbols, and motifs on kilims remain unchanged in essence and exhibit cultural continuity. In Turkish weaving tradition, women come to the forefront of transforming these symbols into compositions. Women have played a significant role, especially in transmitting language and meaning. Women are not only craftsmen but also narrators and memory carriers in which thoughts, feelings, mythology, and epics are expressed through symbols. In this context, women express themselves through kilims in preserving and transmitting social memory. Kilims contain the symbolic forms of thoughts, feelings, mythology, and epics. Motifs constitute the composition scheme; different meanings can emerge from combining different motifs. This study uses the semiotic analysis method to examine the motifs used in Pirot (Balkan) kilims and Anatolian kilims by focusing on women. It evaluates the compositions formed by these motifs in the context of film theorist Sergey Eisenstein's theory of editing. Thus, a new reading is suggested by establishing an interdisciplinary connection between the art of weaving and film theory.

\* Sorumlu Yazar: Öğr. Gör., İstanbul Aydın Üniversitesi, İletişim Fakültesi, Televizyon Haberciliği ve Programcılığı Bölümü

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## Membership in the Scientific Committee

Asst. Prof. Dr. Tuğba GÜLAL, Chair of the English Department of Radio, Television and Cinema, served as a reviewer for the selection of papers to be presented at the 6th Barcelona Conference on Arts, Media and Culture (September 30 – October 4, 2025).





# Department of Radio, Television and Cinema (English)

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## Seminar

Asst. Prof. Dr. Tuğba GÜLAL, Head of the Department of Radio, Television, and Cinema (English Program), actively participated on September 3 and 11, 2025, in the series of seminars titled "*The Limits*", organized by Dr. Reinhard G. Mueller and Prof. Douglas Giles under the Foundation for Philosophical Orientation, based in Tennessee, USA. The seminar series, which included participants from various parts of the world, spanned two months.



## Department Orientation

The 2025-2026 academic year department orientation was held with first-year students of Television Journalism and Programming.



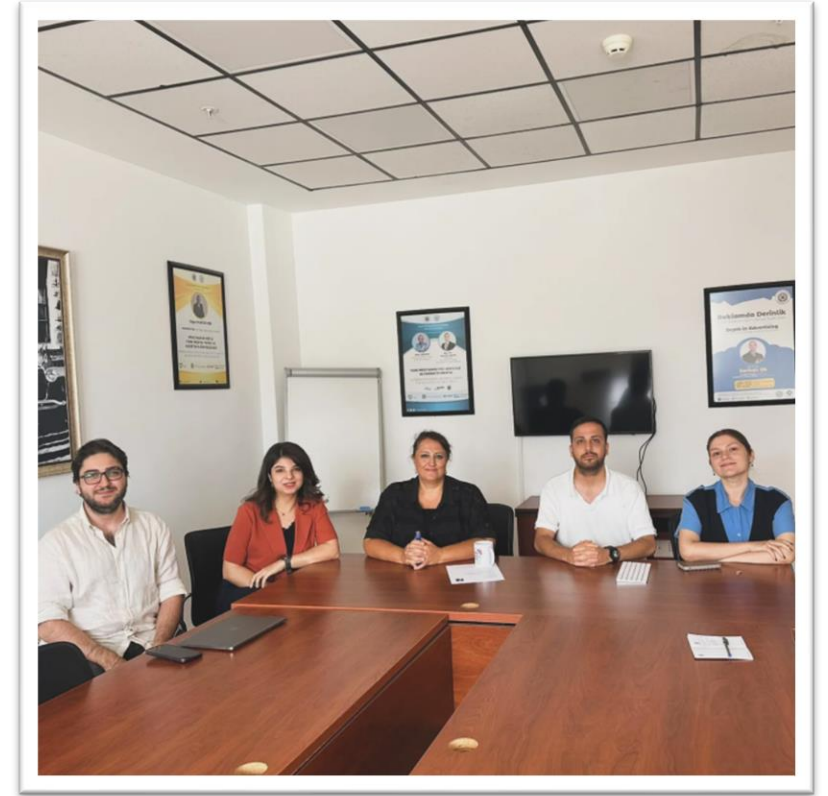
## Student News

Our department students, Barış Ket and Mevlüt Tosun, have been selected as the coordinators of Workshop Aydın for the 2025-2026 term.



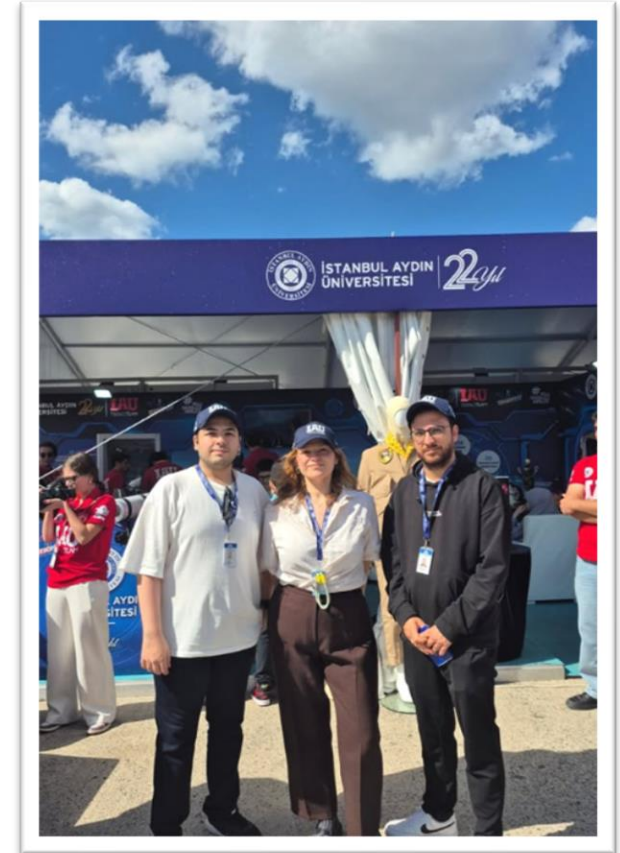
## Department Meeting

Under the moderation of Assoc. Prof. Dr. Nur Emine Koç, Head of the Department of New Media and Communication, the opening meeting for the Fall Semester of the 2025-2026 academic year was held with the participation of the department's faculty members and research assistants. During the meeting, plans for the new semester were evaluated, and opinions, suggestions, and expectations regarding the education and teaching processes were shared.



## Participation in TEKNOFEST25

As the Department of New Media at the Faculty of Communication, we visited the Aydın University stand within the scope of TEKNOFEST25. While receiving detailed information about the projects, we had an enjoyable conversation with the team members about future projects and innovative ideas.



## Master's Thesis Defense

Rabia GÜLTAŞ AYGÜL, a Master's student in New Media, successfully defended her thesis titled *"From Technical Reproduction to Digital Representation: The Evolution of Art in New Media and the Google Arts & Culture Application"*, prepared under the guidance of her advisor, Associate Professor Dr. Nur Emine KOÇ.



## Master's Thesis Defense

Atila ERTOĞAN, a Master's student in New Media, successfully defended his thesis titled "*Design of an Interactive Education Portal in Values Education and Determining Its Effects on Secondary School Students*" under the guidance of his advisor, Associate Professor Dr. Nur Emine KOÇ.



## Master's Thesis Defense

Rumeysa Nur TAMYİĞİT, a Master's student in New Media, successfully defended her thesis titled "*News on Violence Against Women in the Age of Microblogging in Turkey: Perception and Dissemination Dynamics on X Platform*", prepared under the supervision of Associate Professor Dr. Nur Emine KOÇ.



## Orientation

In the orientation program conducted by the faculty members of the New Media and Communication Department, Asst. Prof. Dr. Selin YILMAZ and Asst. Prof. Dr. Mert Can ATAR, our students were provided with general information about the courses they will take in the new academic year, as well as the New Media Workshop, Digi Club, student representation, and the department and school. Our student volunteers gave presentations about the New Media Workshop and Digi Club.



## Orientation

An orientation session was held for first-year students of the Visual Communication Design Department. The orientation program, organized within Asst. Prof. Dr. Ayşe SUCU's *Introduction to Visual Communication* course, was completed with the delivery of general information about the department and the university.



## Visit to TEKNOFEST

On behalf of the Department of Visual Communication Design, our university, İstanbul Aydın University, was represented at the TEKNOFEST25 stand by Research Assistant Edip Cevahir MOROĞLU.





# CONTACT

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