



ISTANBUL AYDIN UNIVERSITY

FACULTY OF COMMUNICATION E-BULLETIN OCTOBER 2024





FACULTY OF COMMUNICATION

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OUR DEPARTMENTS

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

Opening Ceremony

Istanbul Aydın University 2024-2025 Academic Year Opening Ceremony was held at T Block Necdet Timur Auditorium with the participation of Minister of Justice Yılmaz TUNÇ. Our academic staff and students attended the ceremony.



II. ICDS Full Text Proceedings Book Published

The full-text proceedings book of the II. International Symposium on Communication, Digitalisation and Society, which was organised by Istanbul Aydın University Faculty of Communication on 24-25-26 April 2024 with the theme of 'The Age of Disinformation', was published at icds.aydin.edu.tr.





III. ICDS Executive Committee Meeting

The meeting of the ICDS Symposium, which will be held for the third time this year, was held on Wednesday, October 9, 2024 with the participation of the Chairman of the Executive Committee Assoc. Prof. Dr. Deniz AKBULUT and the members of the executive committee. At the meeting, the theme, date and speakers of this year's symposium were discussed.

Faculty of Communication Academic Board Meeting

Faculty of Communication Academic General Assembly Meeting was held on 1 October 2024 at the TV studio. In the meeting attended by the faculty members of our faculty, evaluations of the past periods as well as plans for the new academic year were discussed.



Farewell Meeting

Our esteemed Professor Prof. Dr. Selahattin YILDIZ, who served as the Dean of the Faculty of Communication, said goodbye to our faculty. We thank him for his contributions to our faculty and wish him continued success.



We hosted Sanat Deliorman at Acoustic Studio

We hosted Sanat Deliorman at Istanbul Aydın University Aydın Acoustic Studio. The performances of the successful artist Sanat Deliorman, who performed Spider and Book songs, were published on Aydın Acoustic YouTube channel.





FACULTY NEWS

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Journal of Social Sciences October Issue

The October Issue (Volume 16 Issue 4) of the Journal of Social Sciences, one of the journals of Istanbul Aydın University Faculty of Communication, edited by Assoc. Prof. Dr. Deniz AKBULUT, Head of the Department of Public Relations and Publicity, has been published. We wish you enjoyable reading.



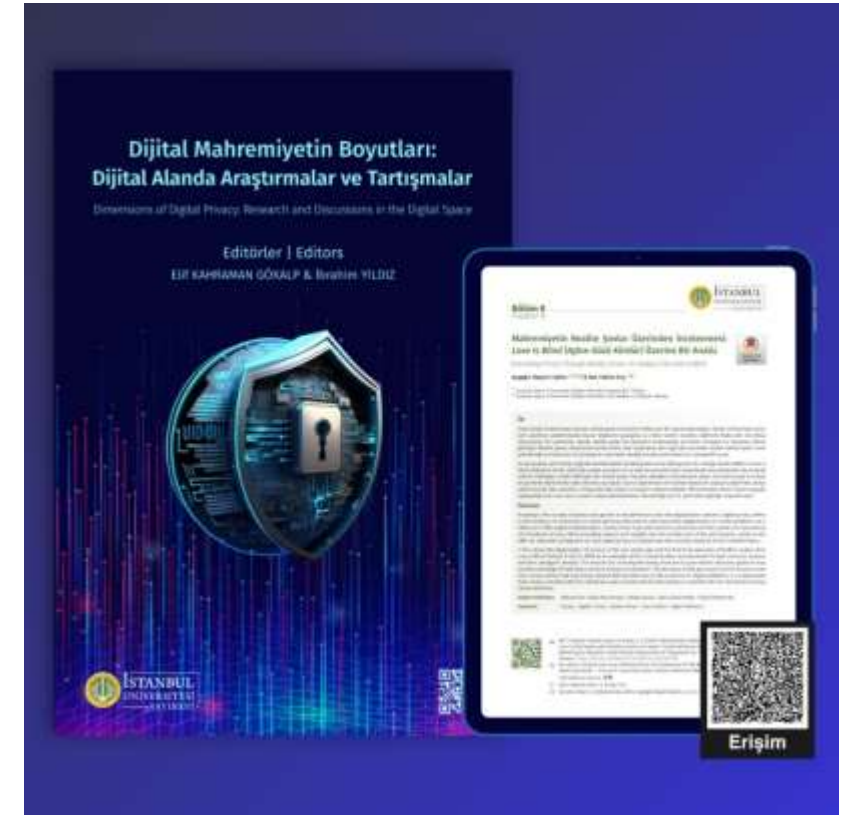
Participation in Book Days

Head of the Department of New Media and Communication Assoc. Prof. Dr. Nur Emine KOÇ and Journalism Faculty Member Assoc. Prof. Dr. Ayşegül Akaydın AYDIN participated as guests in the Book Days interview program organised by Küçükçekmece Municipality.



Academic Publication

Head of the Department of New Media Assoc. Prof. Dr. Nur Emine KOÇ and Department of Journalism faculty member Assoc. Prof. Dr. Ayşegül Akaydın AYDIN prepared a study titled 'Examining Privacy through Reality Shows: An Analysis on Love is Blind' in 'Dimensions of Digital Privacy: Researches and Discussions in the Digital Field' published by İÜPress.



Paper Presentation

Our journalism department head Assoc. Prof. Dr. Sertaç KAYA presented his study titled 'Examining the Role of Social Media in Political Communication Processes through Babala Tv Mevzular Open Microphone Programme' with his student Nisanur YAVUZ, who was his master's thesis advisor, at the VII International New Media Conference organised by Istanbul Gelişim University.



External Stakeholder Meeting

Our Public Relations and Publicity Department Head Assoc. Prof. Dr. Deniz AKBULUT and our department lecturers held an external stakeholder meeting on Friday, October 25 2024, with the participation of Cihan ŞAHLA, Deputy Mayor of Beylikdüzü Municipality and Nagihan ÖZALP SARUHAN, Strategy Development Manager.



External Stakeholder Meeting

Our Public Relations and Publicity Department Head Assoc. Prof. Dr. Deniz AKBULUT and our department lecturers held an external stakeholder meeting on Wednesday, 16 October 2024, with the participation of AFAM Coordinator Serhat YILMAZ, AKEV Foundation Coordinator Nezihe ATILGAN, Beylikdüzü Municipality Disaster Affairs Manager Mehmet ESMER and Yazgöl ÖNEL from his team.



OMG! Communication Agency Visit

The 4th year students of the Department of Public Relations and Publicity visited OMG! Prof. Dr. Birgül ÜSTÜNBAŞ ERDOĞAN's Workshop Studies course, visited OMG! Communication Agency. Media Relations Director Mustafa BORAN informed our students about the functioning of the agency, its application areas and the campaigns they carry out. Our 2018 alumni Halime ÇEKİÇ and 2019 alumni Yiğit MÜEZZİN took part in the presentation and shared their experiences with our students.



PR Workshop at ICCO

Nida ÖZKAN, Müzeyyen TOKALAK, İbrahim EKEN, Hilal ÇİPLİ, Büşra KUTUCU and Rümeysa ÇELİK, members of IAU PR Workshop, took part in the ICCO Global Summit 2024 hosted by the Association of Communication Consultancy Companies (IDA) on 9-10 October 2024. Lecturer. Ender GÖREN, our students had the opportunity to meet with national and international leading names in the field of communication.



PR Workshop at NTT Data Transformation Now! Event

PR Workshop members Damla BÜYÜKKOL and İlayda CÖMERT took part in the NTT Data Transformation Now! event on Thursday, 10 October 2024 to support our members Yasin ARSLAN and Seren TERZİOĞLU working at Pozitif PR.



Sectoral Event

Muzaffer ERGUN, Manifesto Communication Brand Director, was the guest of the event titled 'Processes to be followed in PR and Crisis Communication' on Thursday, 31 October 2024 within the scope of Asst. Prof. Dr. Birgül ÜSTÜNBAŞ ERDOĞAN's Workshop Studies class.



A Coffee Event with Pr Atelier

Our Public Relations and Publicity Department Lecturers and PR Workshop students met with Manifesto Brand Manager Muzaffer ERGUN on October 31, 2024.



PR Workshop at DasDas

İbrahim EKEN, Selin FİLİK, Selin BENGÜ, members of our PR Workshop, and Seren TERZİOĞLU and Yasin ARSLAN, members working at Pozitif PR, took part in the organisation of the play 'Keşke' staged at DasDas with the contributions of Pozitif PR. The premiere of the play, which took place on Tuesday evening, 15 October 2024, was attended by one of our department lecturers, Erhan Serhat ÖZKÜTÜKCÜ and Research Assist. Kadriye Pelin TÖREN.



PR Workshop at Istanbul Coffee Festival

On October 3, 2024, Seren TERZİOĞLU, Rümeyisa ÇELİK and Yasin ARSLAN, our workshop members, participated in the Istanbul Coffee Festival.



First PR Workshop Meeting of the Semester

The first IAU PR Workshop meeting for the 2024-2025 Fall Semester was held on Friday, 11 October 2024 with the participation of our Head of Department Assoc. Prof. Dr. Deniz AKBULUT and our department professors. At the meeting, our PR Workshop coordinators explained the departments and the functioning of the Workshop to the prospective members.



PR Workshop Coordinators Meeting

IAU PR Workshop Coordinators Meeting was held on Friday, 4 October 2024 with the participation of our Head of Department Assoc. Prof. Dr. Deniz AKBULUT, Asst. Prof. Dr. Engin BAŞCI, Asst.Prof.Dr. Birgül ÜSTÜNBAŞ ERDOĞAN, Asst. Prof. Dr. Metin Enes DÖNMEZ, Research Assist. Kadriye Pelin TÖREN and Research Assist. Ece ERGİN took place with the participation of our professors. During the meeting, the evaluation of the last semester was made and the activities planned for the autumn semester were discussed.



1st Year Student Representative Elections

Public Relations and Publicity Department 1st Year Student Representative Elections were held on Monday, 7 October 2024. As a result of the voting, the 1st Year Representative was determined as Azra GÜRSOY and her deputy as Ekin DAĞDELEN.



Institute Board Meeting

On 1st October 2024, our Head of the Department of Public Relations and Publicity, Assoc. Prof. Dr. Deniz AKBULUT also participated in the Institute Board Meeting.



Library Use Orientation

On Monday, October 7 2024, Oğuzhan SANDIKCIOĞLU, Deputy Head of Istanbul Aydın University Information Centre Department, and Emrullah UĞUR, Library Officer, gave a detailed orientation about the use of the library to our 1st year students of the Department of Public Relations and Publicity.



Academic Publication

Public Relations and Publicity Department Asst.Prof.Dr. Metin Enes DÖNMEZ's book titled Transmedia Storytelling in Consumer-Brand Interaction was published by Kriter Publishing House.



ILAD 4th Student Evaluator Training Workshop

The 4th Student Evaluator Training Workshop, which was held by the Association for Communication Research (ILAD) on Tuesday, 22 October, was attended by our lecturers from the Department of Public Relations and Publicity Research Assist. Kadriye Pelin TÖREN and Research Assist. Ece ERGİN participated.



PR Workshop Event Department Meeting

The first PR Workshop Event Department Meeting of the semester was held on Friday, 18 October 2024. The meeting, moderated by Event Department Coordinators İbrahim ÖKSÜZ and Seren TERZİOĞLU, was attended by our Head of Department Assoc. Prof. Dr. Deniz AKBULUT, Research Assist. Kadriye Pelin TÖREN and Research Assist. Ece ERGİN also participated.



Thesis Jury

Head of the Department of Visual Communication Design Assoc. Prof. Dr. Veli BOZTEPE took part in the doctoral thesis defence jury of Ece KARAÇAY ARIN, whose supervisor was Prof. Dr. Seçkin ÖZMEN.



Exhibition Visit

Within the scope of Asst. Prof. Dr. F. Esra ÖZTÜRK's Design Project Development and Innovation course, we attended Frida Kahlo's Diaries exhibition at Grand Pera and Dune Varela's Ancient Future exhibition at St. Antuan Church, one of the 212 Photography Istanbul exhibitions.



Photography Club Meeting

The first board meeting of the Photography Club, advised by Hatice ÖKSÜZ, who is Department of Visual Communication Design Research. Assist., was held for the 2024-2025 academic year.



Student Representative Election

Visual Communication Design Department 1st year student representative elections were held. Enes Ensari ÇAĞLAR was elected as the representative while Azra YILDIRIM will serve as his deputy.



Photo Exhibition: In the Trace of Experience

Having been coordinated by Lecturer İ. Tarkan DOĞAN and the students of the Department of Visual Communication Design in the Digital Photography course, the exhibition 'In the Trace of Lived' was opened to visitors in the foyer area of Block T.



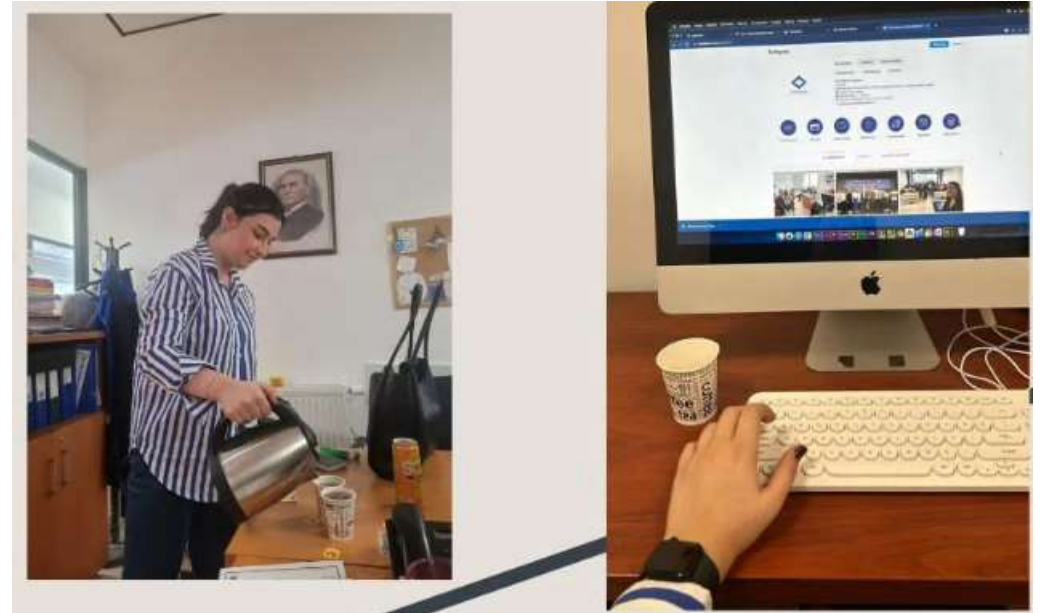
Advertising Workshop Greeting Meeting

Our workshop coordinators came together with our 1st grade students and shared their workshop experiences with them and introduced the areas where they can play a role with their creativity.



Advertising Workshop Renovated

Department of Advertising 3rd year students Asya DEMİREL, Sudem OĞUZMAN and Eda Tuana TURAL started their YUM internship at IAU Advertising Workshop. Renovated R Block -4. The Advertising Workshop office on the 4th floor is ready for the use of our students.



Advertising Workshop Meeting

A meeting was held with the new members of the Advertising Workshop about task sharing. Assoc. Prof. Dr. Gonca YILDIRIM ÖGE and Research Assistant Azime Ayşenur ÇELİMLİ AKGÜL's suggestions, new term plans were made. Teams met their new members.





THE DEPARTMENT OF ADVERTISING

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Thesis Jury

Head of Advertising Department Assoc. Prof. Dr. Gonca YILDIRIM ÖGE took part as a jury member in the doctoral thesis defence of Birgül BİLGİÇ, PhD student of Istanbul University Public Relations and Publicity Department.

Advertising Department Sector Co-operation

Within the scope of the 4th grade Advertising Workshop course, K/Lab cooperation with Karpas Independent Advertising Agency continues this semester. In line with the brand briefs that the agency will give to our students during the semester, it is aimed that our students will gain experience in many subjects such as how to work on the brief, how to prepare a campaign, what the brand wants, how to make a presentation to the agency. The work of the students who make presentations in the following week in line with the brief they receive each week will be evaluated together with the lecturer and the agency officials attending the course.



Event: Social Media Content Creation Workshop

IAU Advertising Workshop continues the series of Talks on Advertising! Assoc. Prof. Serdar Kuzey YILDIZ made a workshop on 'Creating Content on Social Media' on Tuesday, October 22 in R block 803 classroom. Upon the intense demand of the students, the 2nd workshop will be held in November.



Sectoral Event

Emir Bilal ÖZKAN, Managing Partner of Walther Kranz Communication Agency, was the guest of Department of Advertising Lecturer Cem ARIDAĞ's Digital Advertising and Media Planning course with the subject of 'Programmatic Advertising'.



Sectoral Event

Ece Su AĞDAŞ, the founder of Ağdaş Studio, was the guest of Department of Advertising Lecturer Umutcan SAVCI's Artificial Intelligence Applications in Advertising course. Ağdaş's presented a topic titled was 'Using Artificial Intelligence in Social Media Ads'.



Orientation

An informative orientation about our libraries and the resources offered to the students of the Department of Advertising was held by Istanbul Aydın University Information Centre Coordination. This orientation provided guidance to our students about how to use the library facilities in the most efficient way in their academic journey.



Panel and Workshop Participation

Head of Advertising Department Assoc. Prof. Dr. Gonca YILDIRIM ÖGE and Advertising Workshop students participated in the panels and workshop on 'Nation Brand Creation, Country Image and Communication Strategies in Turkey's Centenary Year' organised by Kent University on October 23-24.



Panel and Workshop Participation

Head of the Department of Advertising Assoc. Prof. Dr. Gonca YILDIRIM ÖGE took part in the Green Talks & Drinks' Meetings organised by the Corporate Responsibility Association of Turkey (TKSD), of which she is a board member. Our Advertising Workshop students also took part in the event.



Thesis Jury

Public Relations and Publicity Master's student İlker Derya, who was supervised by the Head of Advertising Department Assoc. Prof. Dr. Gonca YILDIRIM ÖGE , defended his thesis in the jury, which also included the Vice Head of Advertising Department Assoc. Prof. Dr. Müge ÖZTUNÇ.



Corporate Responsibility Association of Turkey Board of Directors Meeting

Head of the Department of Advertising Assoc.
Prof. Dr. Gonca YILDIRIM ÖGE attended the
board meeting of the Corporate Responsibility
Association of Turkey, which operates in the
fields of sustainability and corporate
responsibility, where she is a board member.



Live Broadcast

Advertising Department Head Assoc. Prof. Dr. Gonca YILDIRIM ÖGE explained the discriminatory and racist content in advertisements to Anadolu Agency Discrimination Line.



Paper Presentation

Radio, Television and Cinema department vice chairman Asst. Prof. Dr. Burhan KILIÇ attended the New Media Conference titled 'Media and Social Transformation from Digital Content Production to Consumption' which has been organised by Istanbul Gelisim University for the seventh time.





THE DEPARTMENT OF RADIO, TELEVISION AND CINEMA

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Senior Reviewer Certificate

Asst. Prof. Dr Tuğba GÜLAL, who is faculty member of the Department of Radio, Television and Cinema, has been chosen and actively worked as the senior reviewer for 'The 5th Kyoto Conference on Arts, Media & Culture (KAMC2024)' conference, which researchers from 50 different countries participated.



Exhibition Opening

Prof. Sefa ÇELİKSAP, faculty member of the Department of Radio, Television and Cinema, attended the opening of the exhibition organised for the graduates of Tatbiki School of Fine Arts (Marmara University) who have important traces in Turkey's contemporary art journey and development. The exhibition was held on October 3, 2024 at Maltepe Türkan Saylan Cultural Centre. Our professor's work was exhibited in this exhibition.



29 October Lantern Procession Shooting

The TV Studio under the coordination of İbrahim Tarkan DOĞAN, who is Lecturer at the Department of Radio, Television and Cinema, filmed the Lantern Procession organised by Istanbul Aydın University on Wednesday, 23 October.



Scenario Training

Küçükçekmece Film Office, which signed a protocol with the Department of Radio, Television and Cinema, visited the Faculty of Communication. The visitors were given scenario training by Lecturer İbrahim Tarkan DOĞAN at the TV studio.



Video Production Club Meeting

The member acquaintance meeting of the Video Production Club, whose advisor was İbrahim Tarkan DOĞAN, Lecturer of the Department of Radio, Television and Cinema, was held on October 15, 2024.



Participation in “Film Ekimi” Festival

İbrahim Tarkan DOĞAN, Lecturer at the Department of Radio, Television and Cinema, held a film watching event with the Video Production Club and department students within the scope of the Film Ekimi Festival.



Akademic Staff

Department of New Media and Communication Asst.
Prof. Dr. Selin YILMAZ was appointed as vice head of
the department.



Akademic Staff

Muhammed Yahya BİLİR and Burcu Berre ATMACAN started their duties as Research Assistants in the Department of New Media and Communication.



New Media Workshop Meeting

Under the directorate of our Head of Department Assoc. Prof. Dr. Nur Emine KOÇ, the first meeting of the 2024-2025 academic year was held with the participation of the New Media Workshop team and department lecturers.



Paper Presentation

Asst. Prof. Dr. Mert Can ATAR presented his paper titled 'Objective Truth Problem of Artificial Intelligence' at the VIIth International New Media Conference organised by Gelişim University.



Representative Elections

New Media and Communication Department 1st year student representative elections were held.

Relevantly, Eylül KAYA and Alpay AKTAŞ have been elected as representatives. Besides, Sıla ÇAKIROĞLU and Nehir KARA will serve as assistants.



Coordination Meeting

New Media and Communication department coordination meeting was held under the directorate of our Head of Department Assoc. Prof. Dr. Nur Emine KOÇ with the participation of all department lecturers.



Selection of Social Media Event Coordinators

Social Media and Activity Coordinator elections were held for first grade. Eylül KAYA and Nehir KARA were elected as Social Media Coordinators. Zeynep Nisa AYDIN and Dilanaz DEMİR were elected as Activity Coordinators.



Academic Publication

The study titled 'A Study on Surveillance Society in the Context of Digital Privacy and Digital Security' prepared by Asst. Prof. Dr. Selin YILMAZ's study titled 'A Review on Surveillance Society in the Context of Digital Privacy and Digital Security', prepared in collaboration with Prof. Dr. Deniz YENGİN, was published in İÜPress titled 'Dimensions of Digital Privacy: Researches and Discussions in the Digital Field' was published in İÜPress.





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