



# ISTANBUL AYDIN UNIVERSITY

## FACULTY OF COMMUNICATION E-BULLETIN



**JULY 2024**



# FACULTY OF COMMUNICATION

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## OUR DEPARTMENTS

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

## The 13th Issue of Göz Magazine is Out

The 13th issue of GÖZ, the practical magazine of the Journalism Department at Istanbul Aydın University, has been published. This issue, featuring news articles by our journalism students, includes stories such as "Celebrations on the 100th Anniversary of October 29," "Timeless Friends: Vinyl Records," "A Journey Through Time with the Süreyya Opera House," and "The Unsleping Workers of the Night," among many other original reports.

### GÖZ DERGİSİNİN 13. SAYISI ÇIKTI



20 Yıl





# FACULTY NEWS

2

## Academic Periodical

The July 2024 (Volume 16, Issue 3) issue of one of our faculty journals, Istanbul Aydın University Journal of Social Sciences has been published. The editor of the journal is Assoc. Prof. Dr. Deniz AKBULUT and the assistant editor is Res. Asst. Burcu KAVAS.

The link: <https://dergipark.org.tr/tr/pub/iausos>



İSTANBUL AYDIN ÜNİVERSİTESİ

SOSYAL BİLİMLER DERGİSİ

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Doç. Dr. Deniz AKBULUT

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Arş. Gör. Burcu KAVAS

<http://iaud.aydin.edu.tr>

## Promotional Activities

Starting from July 17, 2024, faculty members from the Faculty of Communication have been involved in the Selection and Promotion Days of Istanbul Aydın University, serving in the D Block Foyer area.



## Promotional Activities



## Vice Rector Prof. Dr. Ali SINAĞ Visits the Faculty of Communication

On July 11, 2024, Prof. Dr. Ali SINAĞ, Vice Rector of Istanbul Aydın University, visited the Faculty of Communication and held an informative meeting regarding the quality unit's activities prior to the YÖKAK visit.



## The 8th Issue of PR Atölye Magazine is Out

The 8th issue of PR Atölye, Turkey's leading public relations magazine, has been published. This issue primarily focuses on the impact of artificial intelligence, which is evolving rapidly and affecting communication processes. It covers a variety of topics including the history of public relations, international public relations, brand management, leadership communication, corporate communication, event management, and integrated reporting. Additionally, it features engaging interviews and project examples.

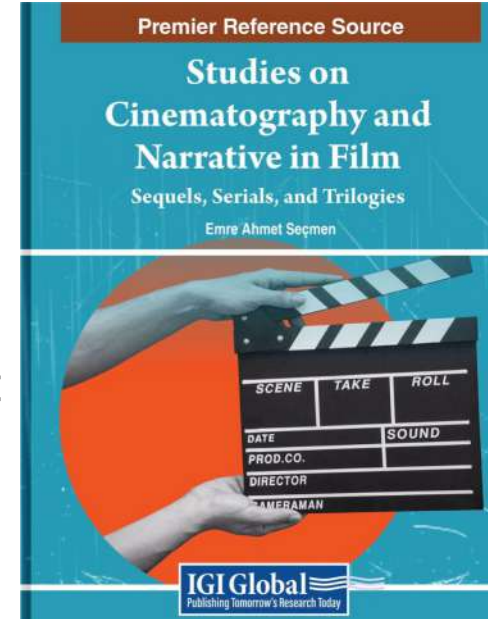
**pr atölye** DERGİSİ 8. SAYISI ÇIKTI!



pratolyedergisi pr-atölye-dergisi Okumak için: [pratolye.com/dergi](http://pratolye.com/dergi)

## Academic Publication

The book chapter titled "A Study of Ambition to Create, Frankenstein (1931) and Bride of Frankenstein (1935)," co-authored by Assoc. Prof. Dr. Nur Emine KOÇ, Head of the Department of New Media and Communication, and Assoc. Prof. Dr. Ayşegül AKAYDIN AYDIN, Faculty Member in the Department of Journalism, has been published in the book *Studies on Cinematography and Narrative in Film, Sequels, Serials, and Trilogies*, edited by Assoc. Prof. Dr. Emre Ahmet SEÇMEN and published by IGI Global.



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## Academic Publication

The work titled "Yapay Zekâ Çağında Walter Benjamin'i Yeniden Okumak: Dijital Yeniden Üretilebilirlik Çağında Sanat Eseri" authored by Assoc. Prof. Dr. Sertaç KAYA, Head of the Department of Journalism, has been published in Istanbul Arel University The Journal of Communication Studies.

Istanbul Arel Üniversitesi İletişim Çalışmaları Dergisi (İSACÜDER)  
2024, 19(29), 77-100  
ISSN: 2146-4362

*Denleme Makale*

### YAPAY ZEKÂ ÇAĞINDA WALTER BENJAMİNİ YENİDEN OKUMAK: DİJİTAL YENİDEN ÜRETİLEBİLİRLİK ÇAĞINDA SANAT ESERİ

Sertaç KAYA\*

**Özet**

Walter Benjamin'in "Teknik Olarak Yeniden Üretilebilirlik Çağında Sanat Eseri" başlıklı eseri, 1936 yılında kaleme alındığından bu yana, teknolojinin ilerlemesiyle, günümüz sanatında yeni bir anlam kazanmıştır. Sanat eserlerinin dijital ortamda üretilebilir, kopyalanabilir ve paylaşılabilir olması, Benjamin'in öngörülerinin günümüzde yeniden anlamlandırılmasına olanak sağlamaktadır. Buradan hareketle çalışmanın temel sorunsalı, yapay zekâ ile üretilen sanat eserlerinin Walter Benjamin'in kavramsal çerçevesiyle nasıl ilişkilendirilebileceğidir. Çalışmanın temel amacı ise, yapay zekâ ile üretilen eserlerin sanat alanındaki konumunun, sanat eserlerinin niteliğinin ve sanat üretim süreçlerinin dönüşümünün Benjamin'in yaklaşımları üzerinden irdelenmesidir. Çalışmada, Benjamin'in eseri günümüz teknolojileri, özellikle de yapay zekâ ile üretilen eserler bağlamında ele alınarak yeniden okunmaktadır. Bu okuma, Benjamin'in yaklaşımını kullanarak çağdaş üretim pratiklerini "dijital yeniden üretilebilirlik" tanımıyla yeniden kavramsallaştırmayı hedeflemektedir. Dijital yeniden üretilebilirlik çağı, sanatı Benjamin'in öngördüğü teknik çoğaltılabilirlik kavramının da ötesine taşımaktadır. Bu yaklaşımı günümüz dijital sanatına uyarlamak, eserlerin çoğaltılabilirliği ve orijinalliği gibi konuları eleştirel bir bakış açısıyla değerlendirmeyi ifade etmektedir. Makale, literatürdeki akademik çalışmalar üzerinden mevcut bilgi birikimini derinlemesine anlamak ve şimdiye kadar yapılmış olan araştırmalar üzerinden okuyucuya konu hakkında kapsamlı bir bakış sunmak amacıyla taşınmaktadır. Bu kapsamda, yapay zekâ ile üretilen eserlerin orijinalliği, sanatçının da yaratıcılık ve özgünlüğü açısından nasıl değerlendirileceği sorusu çalışmada tartışılmaktadır.

**Anahtar Kelimeler:** Sanat, yapay zekâ, dijitalleşme, Walter Benjamin, dijital yeniden üretilebilirlik

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Gönderim Tarihi: 30/04/2024

Rakul Tarihi: 14/06/2024

## Academic Publication

The study titled "Use of Free Labour in the Media within the Scope of Citizen Journalism: A Case Study of the Main News Bulletin on Show TV," authored by Assoc. Prof. Dr. Sertaç KAYA, Head of the Department of Journalism, has been published in the Connectist: Istanbul University Journal of Communication Sciences, which is indexed in the Emerging Sources Citation Index (ESCI).

Connectist: Istanbul University Journal of Communication Sciences  
E-ISSN: 2636-8943



Araştırma Makalesi / Research Article

### Use of free labour in the media within the scope of citizen journalism: A case study of the main news bulletin on Show TV

*Yurttaş gazeteciliği kapsamında medyada ücretsiz emek kullanımı: Show TV ana haber bülteni üzerine bir örnek olay incelemesi*

Sertaç KAYA<sup>1</sup>



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#### Abstract

Citizens' ability to interact with content and participate in its production has enabled shifts in journalism techniques. Citizens' ability to record experiences, thanks to digital technologies and internet usage, has offered new perspectives on the news and helped place certain events on the agenda. Media organisations are now using user-generated content derived from images submitted by the public to report news that their reporters do not have access to. This research addresses the process by which media organisations exploit free labour by incorporating images captured by citizens into their broadcasts. To this end, news coverage on Show TV from May 9 to 15, 2022 and May 9 to 15, 2023 was analysed, with content analysis conducted to determine the proportion of non-professional images in the broadcasts. An in-depth interview was also conducted with the person in charge of Show TV's WhatsApp Notification Line, which allows citizens to contribute to news production and gain insight into the operational processes of this structure. The findings that while the use of citizen-generated content varies from newscast to newscast, such images are present in every broadcast and enable the exploitation of free labour and the creation of value.

**Keywords:** Citizen journalism, user-generated content, crowdsourcing, prosumer, free labour

#### Öz

Vatandaşların içerikle etkileşime girebilme ve üretime katılabileme yeteneği, gazetecilik pratiklerinde değişimlere olanak sağladı. Dijital teknolojiler ve internet kullanımı sayesinde vatandaşların deneyimlerini kayıt altına alabilmesi, haberlere yeni bakış açıları kazandırmış ve bazı olayların gündeme gelmesine yardımcı olmuştur. Medya kuruluşları artık kendi muhabirlerinin erişemeyeceği haberleri bildirmek için kullanıcı tarafından oluşturulan içeriklerden elde edilen görselleri kullanıyor. Bu araştırma, vatandaşların çektiği görsellerin yayınlarına dahil edilmesini

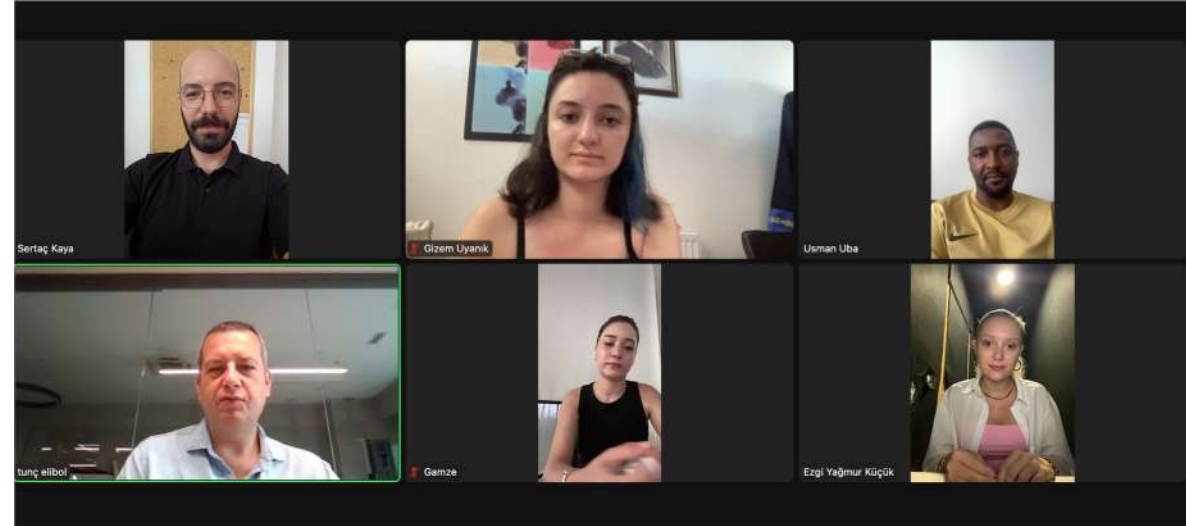
## Dual Major Protocol between the Department of Journalism and the Department of Sociology

As part of the collaboration between the Department of Journalism in the Faculty of Communication and the Department of Sociology in the Faculty of Arts and Sciences, dual major protocols have been signed. Starting from the Fall 2024-2025 semester, our Journalism students will have the opportunity to receive education in the Sociology department.



## Advisory Board Meeting

The Advisory Board meeting of the Department of Journalism was held under the moderation of our Department Head, Assoc. Prof. Dr. Sertaç KAYA. The meeting included the participation of Res. Asst. Gizem UYANIK, General Manager of Fenerbahçe TV Lecturer Tunç ELİBOL, Producer (Demirören News Agency) Gamze POLAT, Journalist (SHOW TV) Ezgi Yağmur KÜÇÜK and TRT WORLD News Producer Usman Aliyu UBA.



## Training of Trainer Certificate Program

Dr. Hüseyin KAZAN, a faculty member of the Department of Journalism, provided training to personnel of the Istanbul Provincial Health Directorate as part of the "Training of Trainer Certificate Program" organized by Istanbul Aydın University Continuing Education Center and the Istanbul Provincial Health Directorate. The training covered topics including teaching, presentation and effective communication techniques, and classroom management.



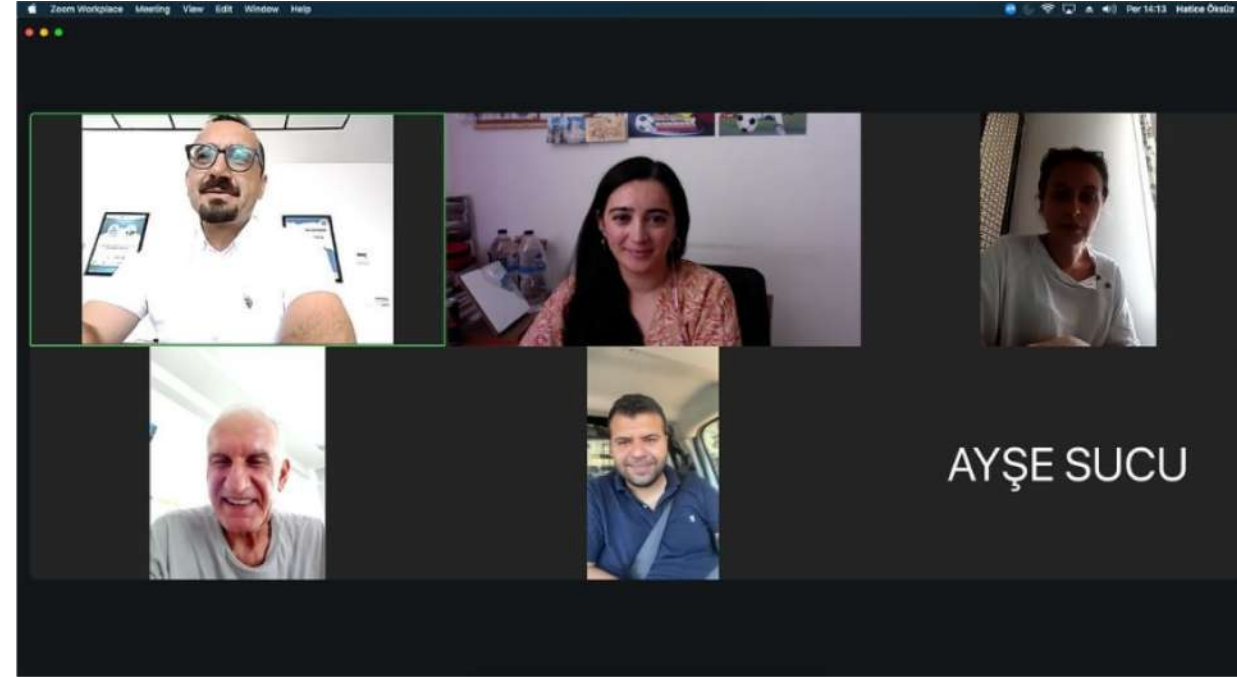
## Thesis Jury

Dr. Lecturer Birgöl ÜSTÜNBAŞ ERDOĞAN participated in the thesis defense jury for Buse KOCA, a graduate student in the Department of Public Relations and Publicity at the Istanbul University Institute of Social Sciences. The thesis was supervised by Assoc. Prof. Dr. Özlem KALAN.



## Advisory Board Meeting

The Advisory Board meeting of the Department of Visual Communication Design was held on July 18, 2024, under the chairmanship of the Department Head, Assoc. Prof. Dr. Veli BOZTEPE.



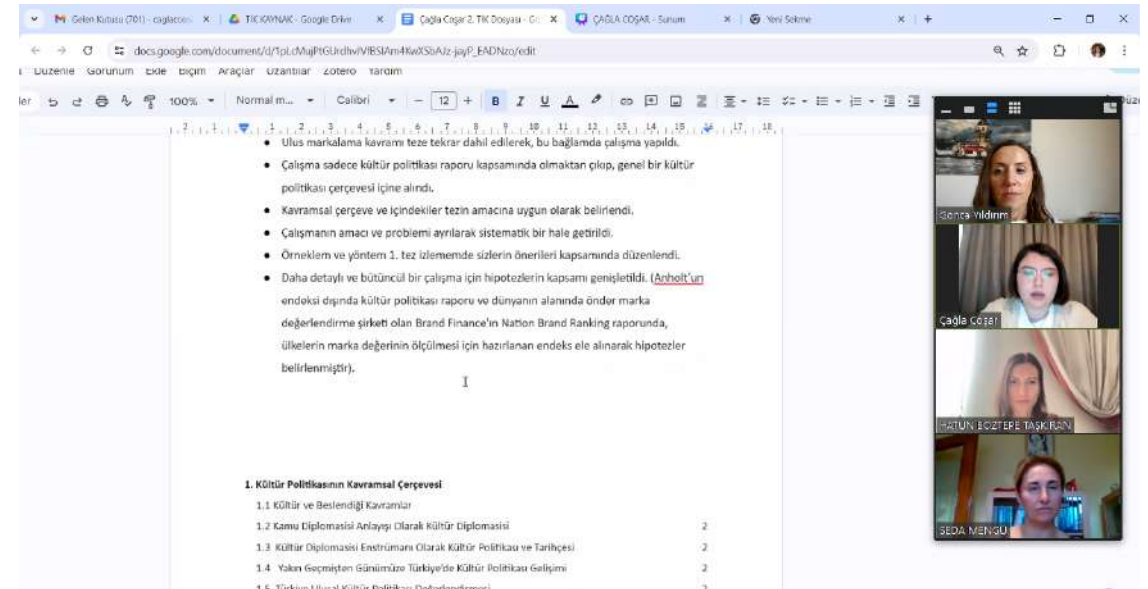
## Thesis Jury

Assoc. Prof. Dr. Veli BOZTEPE, Head of the Department of Visual Communication Design, participated in the thesis defense jury for Mesut Batuhan ÇANKIR, a doctoral student in the Department of Radio, Television and Cinema at Istanbul University, whose thesis was supervised by Prof. Dr. Seçkin ÖZMEN.



## Thesis Jury

Assoc. Prof. Dr. Gonca YILDIRIM ÖGE, Head of the Department of Advertising, served on the doctoral thesis monitoring committee for Çağla COŞAR, a doctoral student in the Department of Public Relations and Publicity at Istanbul University, on July 3, 2024.



Google Docs document titled "Çağla Coşar 2. Tiki Dosyası - Çi...". The document content includes a list of bullet points and a table of contents.

- Ulus markalama kavramı teze tekrar dahil edilerek, bu bağlamda çalışma yapıldı.
- Çalışma sadece kültür politikası raporu kapsamında olmaktan çıkıp, genel bir kültür politikası çerçevesi içine alındı.
- Kavramsal çerçeve ve içindekiler tezin amacına uygun olarak belirlendi.
- Çalışmanın amacı ve problemi ayrılarak sistematik bir hale getirildi.
- Örneklem ve yöntem 1. tez izlememde sizlerin önerileri kapsamında düzenlendi.
- Daha detaylı ve bütüncül bir çalışma için hipotezlerin kapsamı genişletildi. (Anholtz'un endeksi dışında kültür politikası raporu ve dünyanın alanında önder marka değerlendirme şirketi olan Brand Finance'in Nation Brand Ranking raporunda, ülkelerin marka değerinin ölçülmesi için hazırlanan endeks ele alınarak hipotezler belirlenmiştir).

1. Kültür Politikasının Kavramsal Çerçevesi

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1.2 Kamu Diplomasisi Anlayışı Olarak Kültür Diplomasisi	2
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## Thesis Jury

Assoc. Prof. Dr. Gonca YILDIRIM ÖGE, Head of the Department of Advertising, participated in the doctoral thesis defense jury for Nilay TAN ÇAKIR, a doctoral student in the Department of Public Relations and Publicity at Istanbul University, on July 8, 2024.



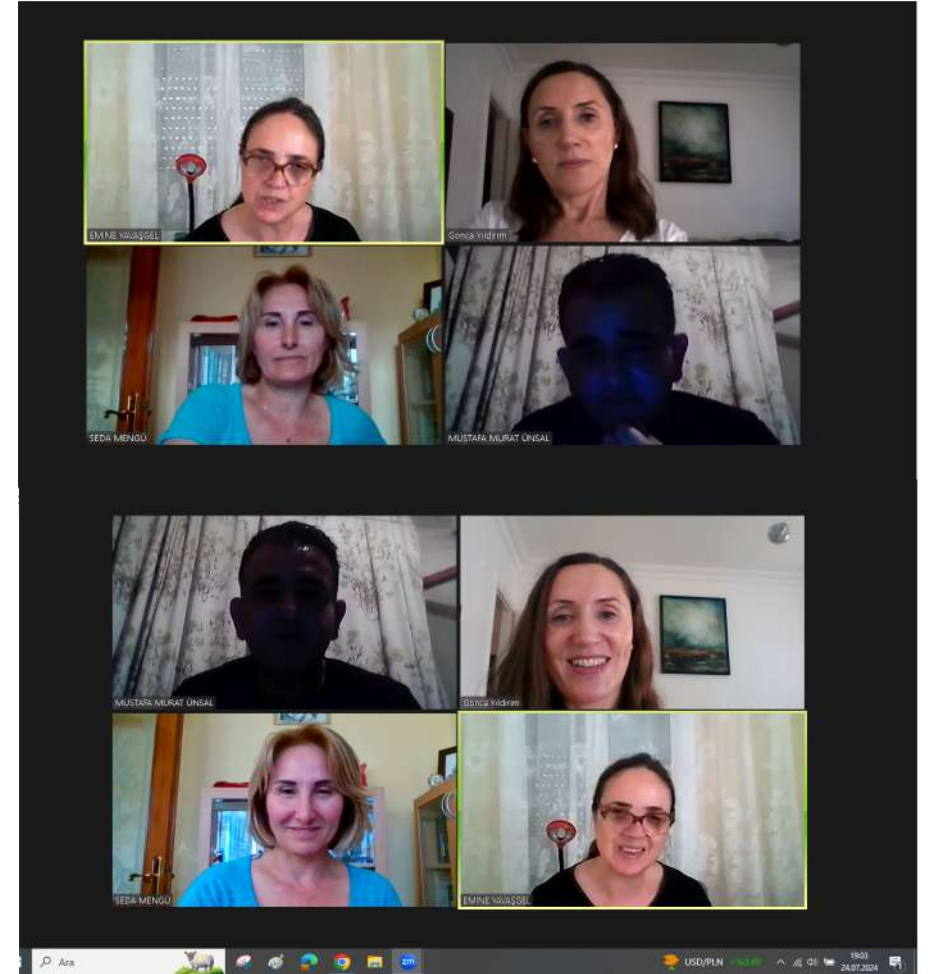
## Thesis Jury

Assoc. Prof. Dr. Gonca YILDIRIM ÖGE, Head of the Department of Advertising, participated in the doctoral thesis defense jury for Burcu ÖZCAN KEÇECİ, a doctoral student in the Department of Public Relations and Publicity at Istanbul University, on July 25, 2024.



## Thesis Jury

Assoc. Prof. Dr. Gonca YILDIRIM ÖGE, Head of the Department of Advertising, served as a jury member on the thesis monitoring committee for Mustafa Murat ÜNSAL, a doctoral student in the Department of Public Relations and Publicity at Istanbul University, on July 24, 2024.



## Erasmus Mobility

Elif İNCEİSMAİL, Research Assistant in the Department of Advertising, will undertake a 3-month internship at Euromos Global in Prague, the capital of The Czech Republic, starting August 1, as part of the Erasmus Internship Program at Ege University.



## Best of Turkey Awards

At the Best of Turkey Awards, the Best Female Reporter of the Year award was given to our graduate of Television News Reporting and Programming, İremnaz AKSOY.





# CONTACT US

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