



ISTANBUL AYDIN UNIVERSITY

# FACULTY OF COMMUNICATION E-BULLETIN



MARCH 2025



# FACULTY OF COMMUNICATION

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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

## Aydın IF TV Starts Broadcasting Life

Istanbul Aydın University Faculty of Communication is launching Aydın İF TV. The channel, which encourages student-oriented content production and aims to support applied education, will be starting broadcasting in the last week of April.

While Aydın FC TV offers students the opportunity to gain experience in television broadcasting, it is also planned to contribute to the formation of a dynamic media environment within the faculty.



## Artificial Intelligence Seminars

The Faculty of Communication artificial intelligence seminars have begun. The first seminar was held on Monday, March 17, 2025 by the Department of Public Relations and Publicity with the participation of Üsküdar University Faculty of Communication Faculty Member Asst. Prof. Dr. Burak ÇEBER under the title of “Artificial Intelligence Applications in Public Relations”.



## Artificial Intelligence Seminars

The second seminar within the scope of the Faculty of Communication artificial intelligence seminars was held by the Department of New Media and Communication on Tuesday, March 18, 2025, with the participation of Euronews Turkish writer Çağla ÜREN, under the title of “Artificial Intelligence and Digital Ethics”.



Yeni Medya Buluşmaları  
New Media Meetings

**Çağla ÜREN**  
Euronews Türkçe  
Bilim Teknoloji Yazarı

**Dr. Öğr. Üyesi Mert Can ATAR**  
Yeni Medya ve İletişim Öğretim Üyesi  
Moderatör

**YAPAY ZEKA VE DİJİTAL ETİK**

14:00

18 Mart 2025  
Salı

T Blok  
206 Numaralı Derslik

**DÜZENLEYEN:** İLETİŞİM FAKÜLTESİ / YENİ MEDYA VE İLETİŞİM BÖLÜMÜ

f i X iaufyeni medya

## Artificial Intelligence Seminars

The third seminar within the scope of the Faculty of Communication artificial intelligence seminars was held by the Advertising Department, under the instructorship of Strategic Marketing and Communication Consultant Melis ERYİĞİT SAMİR, on March 19, 2025, on artificial intelligence applications in the field of advertising.

The seminars planned by our other departments will continue in April.



İSTANBUL AYDIN ÜNİVERSİTESİ İLETİŞİM FAKÜLTESİ

Reklam Üzerine Konuşmalar  
Advertising Talks



Melis Eryiğit Samir  
Stratejik Pazarlama ve İletişim Danışmanı, Yazar

Reklamcılıkta Yapay Zeka Kullanımı  
Sertifikalı Eğitim

İAÜ REKLAM ATÖLYESİ

13:00 19 Mart 2025 Çarşamba T BLOK 1-07

DÜZENLEYEN: İLETİŞİM FAKÜLTESİ / REKLAMCILIK BÖLÜMÜ

f iau\_reklam X iau\_reklam IAÜ Reklam Atölyesi



## İSTANBUL AYDIN HABER AJANSI'NDAN MERHABA!

Uzun bir aradan sonra yeniden birlikteyiz!



### **Istanbul Aydin News Agency Started Its New Term Activities**

Istanbul Aydin News Agency (IANA), operating under the Department of Journalism of the Faculty of Communication, started its new term activities. The first meeting of Istanbul Aydin News Agency, coordinated by Journalism Department Rsch. Asst. Gizem UYANIK, was held.

The meeting, which was held with the participation of our students, discussed the agency's working principles and news production process. In addition, the distribution of tasks was made and the roadmap to be followed in the new term was determined.

## Industry & Academy Collaboration

A meeting was held with İşin Olacak under the presidency of our Dean Prof. Dr. Aybike Serttaş within the scope of the Faculty of Communication's industry collaboration activities. İşin Olacak CEO Çise AYHAN, Holding officials and IAU Career Center Manager Süleyman Sözer KIRCA attended the meeting. Many topics were discussed at the meeting, such as internship opportunities to be provided to students, artificial intelligence technology transfer, TUBITAK projects and seminar plans.



## Panel

Our Dean Prof. Dr. Aybike SERTTAŞ took part as a panelist in Session II titled ‘Crisis Communication and New Media: Uncertainties and Strategic Approaches’ at the New Trends in Strategic Communication Panel organised by the Presidency of the Republic of Türkiye Directorate of Communication on 5 March 2025.



## Interview

An interview was organised at Istanbul Aydın University Faculty of Communication, where publication processes in international indexed journals were discussed. In the event hosted by Assoc. Prof. Dr. Hasan Gürkan from Istinye University, important information was shared with academicians on article submission to journals in SSCI, SCI and Q categories, writing techniques and journal selection.



## Education

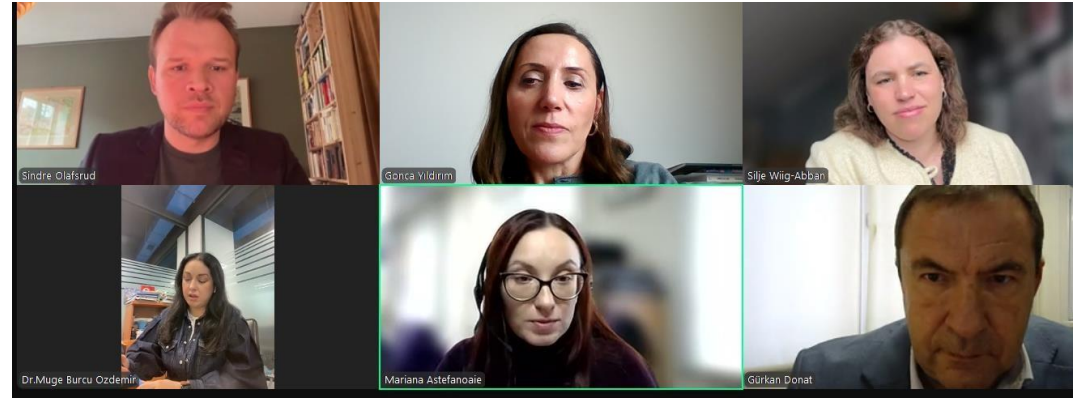
Faculty of Communication International Relations Coordinator and Head of the Department of New Media Assoc. Prof. Dr. Nur Emine KOÇ and Department of Journalism faculty member Assoc. Prof.

Dr. Ayşegül AKAYDIN AYDIN have been entitled to participate in the Star Certificate Training. Within the scope of training programme, the academics from all over the world will collaborate with online and free trainings organised by the Society of International Academic Researchers (STAR Scholars Network), which has a cooperation agreement with our university to support international academic studies.



## International Cooperation Meeting

Faculty Erasmus Coordinator Assoc. Prof. Dr. Gonca YILDIRIM ÖGE attended a meeting on 26.03.2025 with University Erasmus Coordinator Mariana Astefanoaie and International Academic Relations Director Gürkan DONAT with Kristiania University of Applied Sciences School of Communication coordinators Sindre Olafsrud and Silje Wiig Abban to discuss future projects and collaborations.



## Table Talks Started

The first of the Table Talks meeting organised with the participation of the faculty members of the Faculty of Communication was held with the participation of Rsch. Assist. Elif İNCEİSMAİL and Rsch. Assist. Gizem UYANIK with the title 'Patriarchy of Things: Why the World Doesn't Fit Women?' on Friday, 7 March 2025. At the meeting, our lecturers exchanged ideas on patriarchy and women within the framework of the field of communication.



## Workshop

Our department head Assoc. Prof. Dr. Sertaç KAYA attended the workshop titled 'Media of the Future: Digital Transformation, Artificial Intelligence and Türkiye'.



## Thesis Defence

New Media Master's student Nihal AĞIRBAŞ SARIKAYA, supervised by Assoc. Prof. Dr. Ayşegül AKAYDIN AYDIN, presented her thesis titled 'TRT's International Digital Platform Tabi and Cultural Analysis of the Platform' and was unanimously successful.



## Event

The 'Women and Media' event, organised by IAU Journalism Club, was held on Wednesday, 5 March 2025 at the D Block Orange Hall. Actress Gülsen TUNCER, Lawyer Elif ESKİN and Aydınlik Newspaper News Manager Özlem KONUR Usta were the guests of the event, where women's representation in the media, gender equality and sectoral challenges were discussed. At the end of the event, participants and guests were given certificates.



## Graduation Project

Within the scope of the Graduation Project course of the Department of Public Relations and Publicity, Architect Senior Brand and Corporate Communications Manager Yunus YILMAZ briefed our 4th year students on Thursday, 13 March 2025. Brandfocus Communication Agency President Mrs Tulin Çeneli and Vice President of the Agency Demet Telkeş also attended the briefing and answered the questions of the students.



## PR Workshop Coordinators Meeting

The first IAU PR Workshop Coordinators Meeting of the semester was held on Monday, 3 March at 13.30 with the participation of our Department of Public Relations and Publicity lecturers. At the meeting, successor and predecessor coordinators came together, and certificates of appreciation were presented to our students who handed over their coordinator duties at the end of the autumn semester.



## PR Workshop Social Media Department Meeting

The spring term Social Media Department meeting was held on Monday, 24 March at 14.00 in the R Block meeting room. Ideas for the spring term were discussed at the meeting. The work to be done in the new semester was planned.



## Event

Within the scope of Faculty of Communication Sector Meetings, 3D Generalist Barış Sungu, who was the guest of the Department of Radio, Television and Cinema, shared his sector experiences with the students. The moderator of the meeting was Lecturer. Lecturer. İbrahim Tarkan DOĞAN undertook the moderation of the meeting.



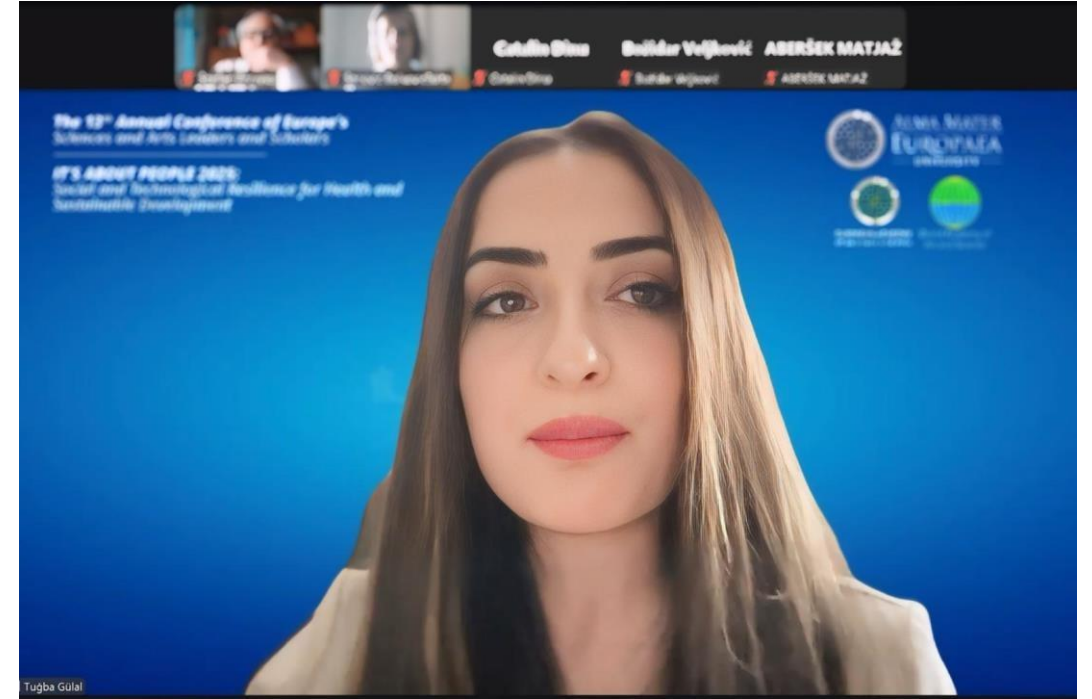
## Aydin Acoustic

With faculty member Volkan BUDAK, Rsch. Assist. Oğuzhan ALTUNKURT and Rsch. Assist. İbrahim ÖKSÜZ, Aydın Acoustic started the spring term shootings after the semester break. The first guest of the spring term was the artist Jülide ÖZENBAŞ.



## Presenting the Paper

Asst. Prof. Dr. Tuğba GÜLAL presented her paper titled “A Methodological Overview of Academic Research on News Reporting About Syrian Refugees” at the ‘It's About People 2025’ conference which was held between 14-19 March 2025, organised by Alma Mater Europaea University in cooperation with the European Academy of Sciences and Maruša Mavsar.



## Thesis Jury

Head of the Department of Visual Communication Design  
Assoc. Prof. Dr. Veli BOZTEPE took part in the doctoral thesis  
defence jury of Mustafa ÇÖLLÜOĞLU, a student of Istanbul  
University Department of Radio, Television and Cinema.



## Book

Department of Visual Communication Design faculty member Assoc. Prof. Serdar Kuzey YILDIZ's edited book 'Metaverse: New Reality Paradigms', which includes 11 different chapters, has been put on sale again with its second edition.



## Event Conversations on Advertising

Within the scope of our Conversations on Advertising series, the event themed ‘Strategic Sustainability Communication’ took place on 4 March 2025. Within the scope of Assoc. Prof. Dr. Gonca YILDIRIM ÖĞE's in-class activity, Burcu ALVER, Content and PR manager of Açık Holding, was the guest. Alver shared her knowledge and experience about the importance of sustainability communication for brands and how the success can be achieved with the right communication strategies.



## Agency Visit

Students of IAU Advertising Workshop, Rsch. Assist. Ayşenur ÇELİMLİ AKGÜL and Rsch. Assist. Elif İNCEİSMAİL visited Walther Kranz PR Agency. At the end of the event, students interviewed Bilal Boğa, Founder of the Agency. The interview is available on IAU Advertising Workshop social media accounts.



## 3rd Imagination Award Ceremony

The 3rd Imagination Awards, where the Head of the Department of Advertising Assoc. Prof. Dr. Gonca YILDIRIM ÖGE was among the jury members, took place on the evening of 15 March 2025 at Sabancı Cultural Centre. Students of the Department of Advertising also participated in the ceremony.



## Sector & Academy Collaboration

Starbucks was determined as the brand to be collaborated with for the graduation project of the Department of Advertising for the 2024-2025 academic year. The brief of the project was presented to the students by Starbucks Eurasia Digital & Marketing Director Murat BUYURGAN and Puck Global Agency President & Creative Director Haluk ERKMEN on Wednesday, 19 March.



## Event: Talks on Depression and Mental Health

For the event 'Talks on Depression and Mental Health' organised by Istanbul Aydın University Department of Advertising and Department of Psychology and co-organised by Hayata Varım and PİBAD, Viatris Medical Senior Manager Op. Dr. Salih DEMİRCİOĞLU was together with us. The event was held on Wednesday, 19 March 2025 at 3 p.m. in the Purple Hall of Block T.



## Sector & Academy Collaboration

Within the scope of Assoc. Prof. Dr. Müge Öztunç's Advertising Campaigns and Analysis course, students were given a brief for Fenza Karavan by Sude UZUN, a graduate of 2022 Department of Advertising and member of the Board of Directors of Fenza Karavan. It was planned to evaluate the projects of the students both as a midterm grade and to award the first group as a result of the competition.



## Cronos Pharma Production Plant Visit

Within the scope of Conversations on Advertising series, Burcu ALVER, Content and PR Manager of Açık Holding, was our guest.

For the Advertising and Public Relations course, students visited the production facility for more detailed information after the brief they received from Cronos Pharma. The visit took place on Tuesday, 25 March 2025 with the participation of 30 students and Assoc. Prof. Dr. Gonca YILDIRIM ÖGE.



## Career

Our TJP Graduate Musa MUTLU started to take part as a programme host in the programme called 12th Man on “Lig Radyo.”



## Coordination Meeting

With the participation of the faculty members of the Department of New Media and Communication, a monthly coordination meeting was held with our social media and activity team consisting of our volunteer students.



## Event: Mobile Games in New Media

Within the scope of New Media Meetings, an event titled 'Mobile Games in New Media' was held with the participation of Ziya AYDIN, co-founder of Flickle Games. Accordingly, Rsch. Assist. Muhammed Yahya BİLİR, New Media 2nd year student Rümeyza KUZU moderated the event and discussed the place of digital and mobile game technologies in new media.





# CONTACT

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