



İSTANBUL AYDIN UNIVERSITY



FACULTY OF COMMUNICATION E-NEWSLETTER

OCTOBER 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)

General Meeting

The Faculty of Communication Academic General Assembly Meeting was held on Monday, October 6, 2025, at 2:00 p.m. in the IAU TV Studio. The meeting was attended by our Rector, Prof. Dr. İbrahim Hakkı Aydın, our Dean, Prof. Dr. Aybike Serttaş, and the faculty members. In addition to reviewing the previous academic terms, plans for the new academic year were also discussed.



New Academic Staff

In our Department of Advertising, Asst. Prof. Dr. Cem Gülcan, Asst. Prof. Dr. İlkay Burak Taşkıran, and Asst. Prof. Dr. Semih Ellialtı have started their positions. We wish them success in their new roles.



New Academic Staff

In the 2025–2026 academic year, Asst. Prof. Dr. İpek Krom joined the academic staff of our Department of Television Journalism and Programming.



Roundtable Talks

The fourth session of the Roundtable Talks series, where the faculty members of Istanbul Aydın University's Faculty of Communication come together, was held on Friday, October 10, 2025. The event featured a presentation by Research Assistant Burcu Kavas titled "Radical Media: Communication and Social Movements."



Journal

The October 2025 issue (Vol. 17, No. 4) of the Istanbul Aydın University Journal of Social Sciences, one of our faculty's academic journals, has been published. The journal is edited by Assoc. Prof. Dr. Deniz Akbulut, Head of the Department of Public Relations and Publicity, with Research Assistant Burcu Kavas serving as the assistant editor.



İSTANBUL AYDIN
ÜNİVERSİTESİ
SOSYAL BİLİMLER DERGİSİ
EKİM 2025 SAYISI
YAYINDA!



•IAUD.AYDIN.EDU.TR
•DERGIPARK.ORG.TR/IAUSOS

Department Meeting

Under the direction of our Department Chair, Assoc. Prof. Dr. Sertaç Kaya, the first departmental meeting of the fall semester was held. The meeting addressed topics such as the distribution of duties among the faculty members and the academic calendar. In addition, information was shared regarding the department's academic activities, including ongoing research projects, planned publications, and upcoming scholarly events.



Event

As part of the Journalism Talks series, an event titled “Cultural and Arts Journalism: Naht Art Workshop” was held with the participation of Lecturer and Naht Artist from the Ministry of Culture and Tourism, Dilek Tezcan. Under her guidance, students experienced the process of transferring calligraphic patterns onto wooden surfaces and practicing cutting and carving techniques. The event offered a hands-on opportunity to engage with and preserve our cultural heritage.



Event

The IAU Journalism Club organized the Communication Summit with the participation of renowned figures, influencers, and actors. During this two-day event, leading professionals from the industry shared their experiences and inspired students.

At this well-attended event, students not only gained valuable insights from communication experts but also had the opportunity to observe the dynamics of the media world firsthand and engage in meaningful exchanges of ideas through panels and discussions.



Workshop

As the Department of Public Relations and Publicity at the Faculty of Communication, we came together on Wednesday, October 1, at the invitation of Mehmet Esmer, Director of Youth and Sports at the Beylikdüzü Municipality, for a stakeholder meeting in preparation for the second Disaster Management Workshop, which we will organize this term in collaboration with Beylikdüzü Municipality, Istanbul Aydın University Disaster Education, Practice and Research Center (AFAM), and the Anatolian Education and Culture Foundation (AKEV). The meeting was attended by our Department Chair, Assoc. Prof. Dr. Deniz Akbulut; Vice Chair, Asst. Prof. Dr. Birgül Üstünbaş Erdoğan; Asst. Prof. Dr. Engin Başçı; and AFAM Coordinator, Dr. Serhat Yılmaz.



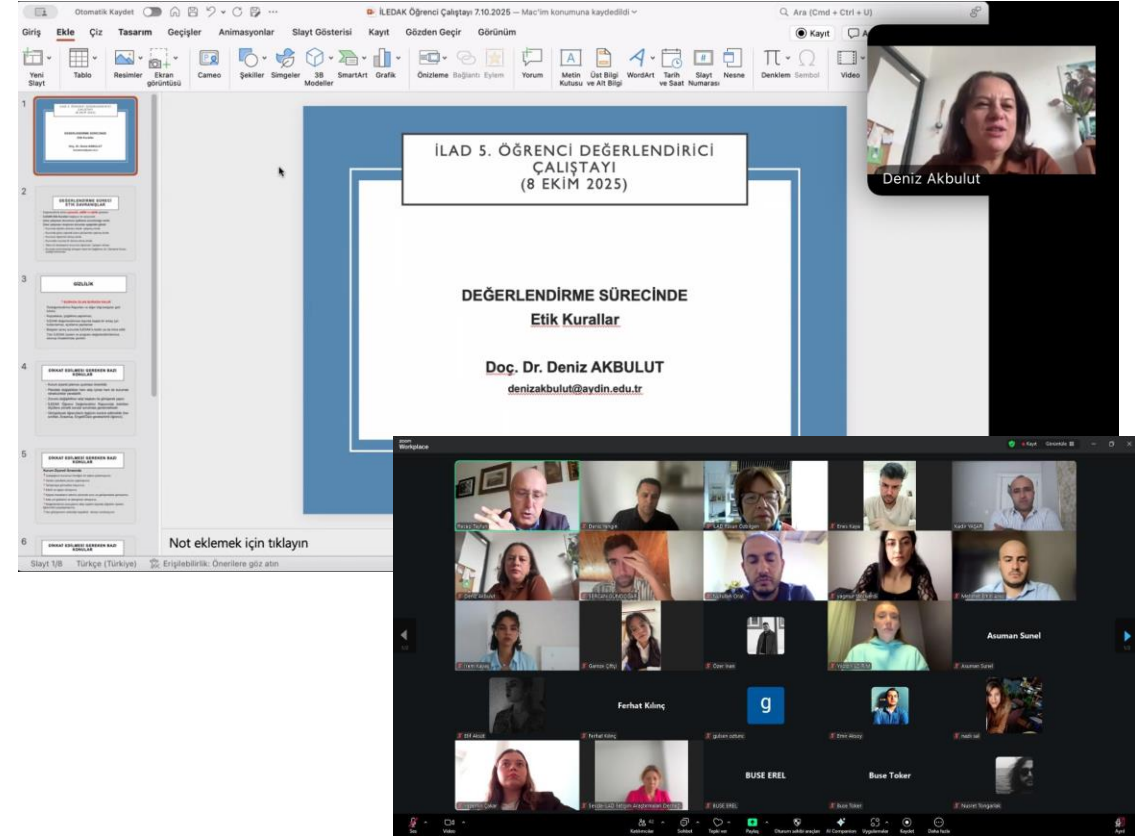
PR Workshop Coordinators Meeting

IAU PR Workshop Coordinators Meeting was held on October 2 with the participation of our Department Chair, Assoc. Prof. Dr. Deniz Akbulut; Vice Chair, Asst. Prof. Dr. Birgül Üstünbaş Erdoğan; Asst. Prof. Dr. Metin Enes Dönmez; Research Assistant Kadriye Pelin Tören; and Research Assistant Emir Aksoy. The meeting included a general evaluation and discussions on the activities planned for the fall semester.



Workshop

At the 5th Student Evaluator Training Workshop organized by the Communication Research Association (İLAD) on October 8, our Department Chair and member of the İLAD Education Commission, Assoc. Prof. Dr. Deniz Akbulut, delivered a presentation titled “Ethical Principles in the Evaluation Process.” Additionally, Research Assistant Emir Aksoy participated in the workshop and was awarded the Student Evaluator Certificate.



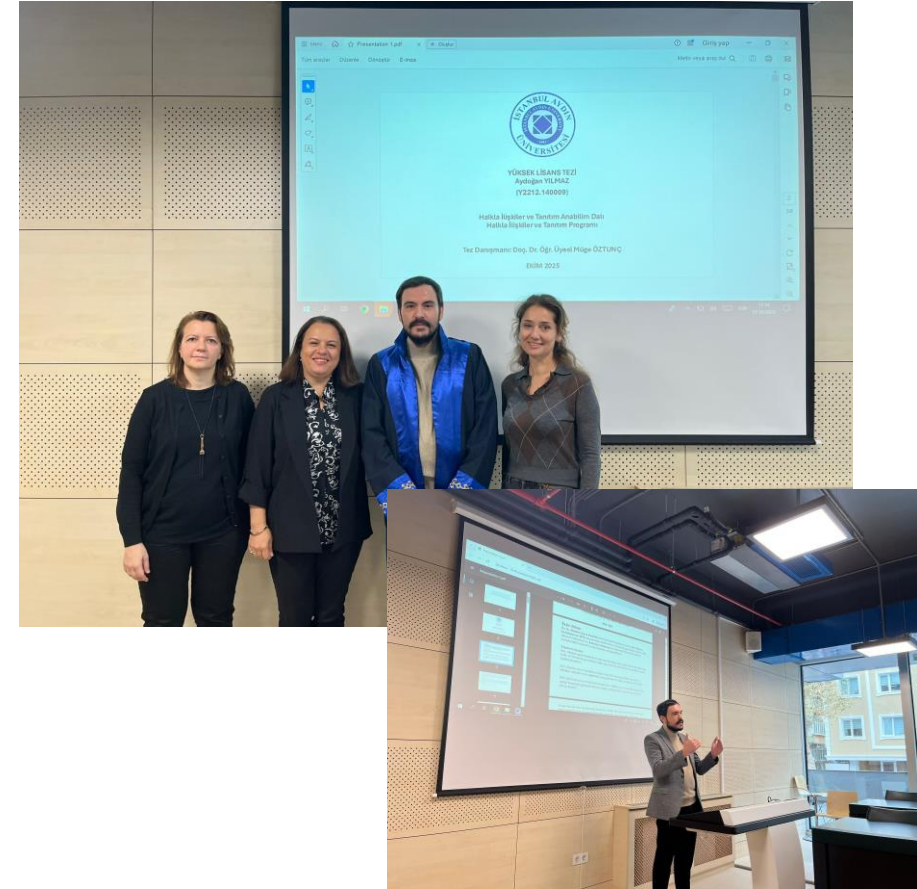
Orientation

Emrullah Uğur, Reader Services Officer of our university library, was a guest in the *Introduction to Public Relations* course taught by our Department Chair, Assoc. Prof. Dr. Deniz Akbulut, for first-year students. Through his presentation, he informed students about the use of the library and the resources available to them.



Thesis Defense

Aydođan Yılmaz, a student in the Public Relations and Publicity Master's Program with Thesis, successfully defended his thesis titled "Social Movements: The Public Opinion-Shaping Functions of NGOs in the Context of the Akbelen Environmental Movement", under the supervision of Assoc. Prof. Dr. Müge Öztunç. The thesis defense jury included our esteemed colleague from Istanbul University, Assoc. Prof. Dr. Betül Onay Dođan, and our Department Chair, Assoc. Prof. Dr. Deniz Akbulut.




PR Workshop Meeting

IAU PR Workshop family held its first meeting of the fall semester on October 8 in Room 308 of T Block. With the participation of our Department Chair, Assoc. Prof. Dr. Deniz Akbulut; Vice Chair, Asst. Prof. Dr. Birgül Üstünbaş Erdoğan; Research Assistant Pelin Tören; and Research Assistant Emir Aksoy, we discussed and planned our goals for the spring semester.



Workshop

Our Department Chair, Assoc. Prof. Dr. Deniz Akbulut, and Research Assistant Emir Aksoy participated in the 22nd Evaluator Training Workshop organized by İLAD on October 18.



The screenshot shows a Zoom meeting interface. The main content is a presentation slide with the following text:

İLAD 22. DEĞERLENDİRİCİ EĞİTİM ÇALIŞTAYI
TUTARLILIK VE DAVRANISSAL BOYUT

Below the slide, there is a meeting agenda table:

SAAT	PROGRAMIN İÇERİĞİ	SUNUCU/EG
10.30 - 11.00	Açılış Konuşması Akreditasyon Süreci	Prof. Dr. Aysel Azız İLAD Başkanı - Moderatör
11.00 - 12.00	Program Değerlendirici Raporu (PDR) hazırlanması	Prof. Dr. Nalan Bükler İLAD Yönetim Kurulu Üyesi
12.00 - 12.30	İLAD için Başkan Raporu hazırlama süreci	Prof. Dr. Deniz Yengil İLAD Üyesi
12.30 - 13.00	Davranışsal Boyut ve Tutarlilik	Prof. Dr. Senem Duruel İLAD Başkan Yardımcısı
13.00- 13.15	Ziyaret Harcamaları ile ilgili Bilgilendirme	Füsun Özbilgen İLAD Genel Sekreteri
13.15-14.00	Sorular – Yanıtlar	
14.00	Kapanış	

The meeting interface also shows a grid of participants, including Prof. Dr. Aysel Azız, Emir Aksoy, Nalan Bükler, NURAY YILMAZ SERT, Senem Duruel Erkiç, and İLAD Füsun Özbilgen. The bottom of the screen shows the Zoom meeting controls and a sidebar with a list of participants.

Event

On Tuesday, October 14, our IAU PR Workshop members took part in the Pazarlamasyon Meetup Istanbul event organized by Walther Kranz at UNIQ Istanbul, under the program titled “Zeitgeist at Meetup Istanbul.” Our students had the opportunity to meet leading professionals in the field of communication and earned participation certificates.



"Public Relations and Publicity Department Students Meet the Sector" Event

IAU PR Workshop's traditional event series, "Public Relations and Publicity Students Meet the Sector" continues at full speed. With the contributions of @ifatolyeaydin and the Faculty of Communication Studios team, the latest session was held at the Faculty of Communication Television Studio. Ms. Elmas Nida Baykal and Mr. Mustafa Boran joined our Department Chair, Assoc. Prof. Dr. Deniz Akbulut, for an engaging conversation on "Thought Leadership and Communication."



PR Workshop Social Media Meeting Department

The first PR Workshop Social Media Department meeting of the term took place on October 20 in the R block meeting room. The meeting, attended by our Department Chair Assoc. Prof. Dr. Deniz Akbulut, our Department Vice Chair Dr. Birgöl Üstünbaş Erdoğan, Dr. Metin Enes Dönmez, Research Assistant Kadriye Pelin Tören, and Research Assistant Emir Aksoy, discussed ideas for the fall semester and planned activities for the new semester.



PR Workshop Creative Department Meeting

The first PR Workshop Creative Department meeting of the semester was held on October 23 in the R Block meeting room. With the participation of our Department Chair, Assoc. Prof. Dr. Deniz Akbulut; Vice Chair, Asst. Prof. Dr. Birgül Üstünbaş Erdoğan; Asst. Prof. Dr. Metin Enes Dönmez; Research Assistant Kadriye Pelin Tören; and Research Assistant Emir Aksoy, ideas for the fall semester were discussed, and plans for upcoming projects were outlined.



Selection Committee Membership

Head of our Department, Assoc. Prof. Dr. Deniz Akbulut, will serve as a Jury Member in the Young Communicators Category of the 23rd Golden Compass Public Relations Awards organized by the Public Relations Association of Turkey (TÜHİD).



Project

As part of the “One Day a Week at University” project, Lecturer Volkan Budak hosted Mert Başkurt in his Lighting and Illumination class. The project, carried out in collaboration with Istanbul Aydın University and the Anatolian Education and Culture Foundation (AKEV), offers young individuals aged 17 and above with special needs the opportunity to experience a real university environment. Participants, who attend the university one day a week, join classes alongside students and get the chance to experience authentic campus life and classroom interaction.



Documentary Shooting

Lecturer Volkan Budak from the Department of Radio, Television and Cinema took part in the production of a documentary currently being prepared by TRT. In the documentary, Volkan Budak explores the evolution of storytelling, beginning with the first sounds produced by humankind and tracing its development through history.



Symposium Participation

"Lecturer Ahmet Berk Duman from the Department of Radio, Television and Cinema participated in the Apart International Short Film, Video, and Photography Symposium, held on October 24–26 with the support of the Ministry of Culture and Tourism. He presented an abstract titled “The Macabre in the Microcosm: Body Politics, Anomaly, and Biopolitics in the Photography of Joel-Peter Witkin.”



Symposium Participation

Lecturer Ahmet Berk Duman from the Department of Radio, Television and Cinema had his paper titled “From the Genealogy of Imperialism to the Casbah: Frantz Fanon, Gillo Pontecorvo’s The Battle of Algiers, and Joe Strummer’s The Clash” accepted for presentation at the 5th International Communication Sciences Symposium.



Sayın Ahmet Berk Duman,

5. Uluslararası İletişim Bilimleri Sempozyumu'na gönderdiğiniz “Emperyalizmin Soykütüğünden Casbah’a: Frantz Fanon, Gillo Pontecorvo’nun “Cezayir Savaşı” ve Joe Strummer’in *The Clash*’ı” başlıklı bildiriniz, hakem değerlendirme süreci sonucunda sempozyumda sunulmak üzere **kabul edilmiştir.**

Sempozyumumuz, 30–31 Ekim 2025 tarihlerinde Sakarya Üniversitesi ev sahipliğinde gerçekleştirilecektir. Oturum bilgileri ve program detayları ilerleyen günlerde tarafınıza ayrıca iletilecektir.

Bilimsel katkınız için teşekkür eder, başarılı bir sunum dileriz.


Doç. Dr. Mustafa Aslan
Sempozyum Düzenleme Kurulu Başkanı
Sakarya Üniversitesi İletişim Fakültesi



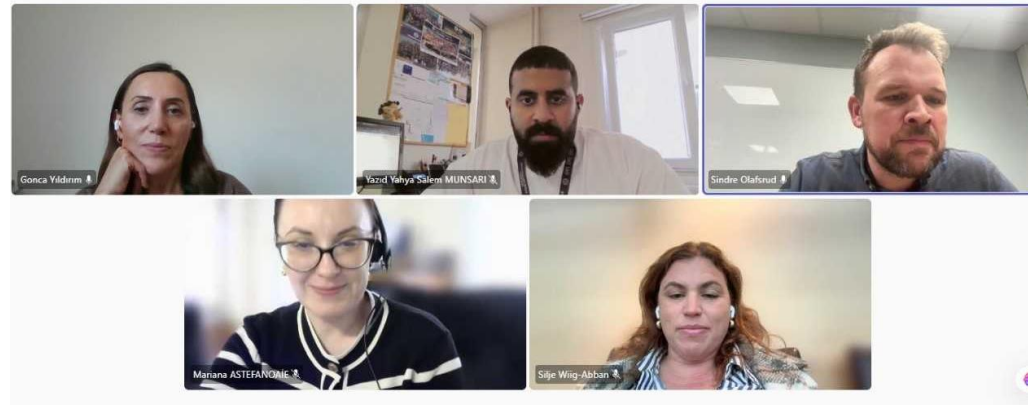
Interview

The screening of the film “The Tragedy of Black and White”, held on Thursday, October 9, in the T Block Purple Hall, was followed by a discussion with the film’s directors, Hasan Bardakçı and Onur Can Sığırıcı. During the event, an engaging and insightful conversation took place about the film’s production process, themes, and the directors’ perspectives on cinema. After the screening, participants had the opportunity to ask questions and gain detailed insights into the film’s creative process.



Erasmus Inter-University Cooperation Meeting

Assoc. Prof. Dr. Gonca Yıldırım Öge, Head of the Department of Advertising and Faculty Erasmus Coordinator, attended a meeting on October 24, 2025, as part of Erasmus inter-university collaborations. The meeting brought together IAU Erasmus Coordinator Mariana Astefanoaie and representatives from Kristiania University of Applied Sciences' International Office, Sindre Olafsrud and Silje Wiig-Abban, to discuss upcoming projects and potential partnerships.



IAU Sustainability Committee Meeting

Assoc. Prof. Dr. Gonca Yıldırım Öge, Head of the Department of Advertising, attended the meeting of the IAU Sustainability Board on October 23, 2025.



Brand Compass New Episode Published

Assoc. Prof. Dr. Gonca Yıldırım Öge, Head of the Department of Advertising at Istanbul Aydın University, moderated the sixth episode of Brand Compass, organized in collaboration with the Brand Council. The guest of this episode was Savaş Ceneviz, founder of the Markabeyi platform, brand strategy expert, and marketing and corporate communication professional. The episode is available on the IAU Advertising Workshop YouTube channel and the Brand Compass Spotify account.



Brand Council Meeting

Assoc. Prof. Dr. Gonca Yıldırım Öge, Head of the Department of Advertising and a board member of the Brand Council, attended the council meeting where upcoming training programs and events were discussed.



Tchibo + Brandmap Book Club Interview

Assoc. Prof. Dr. Gonca Yıldırım Öge, Head of the Department of Advertising and a board member of the Brand Council, attended the Tchibo + Brandmap Book Club talk organized in collaboration with the Brand Council.



Atacan College Career Days

As part of the Career Days organized by Atacan College, Research Assistant Elif İnceismail from the Istanbul Aydın University Department of Advertising met with high school students on Wednesday, October 8. During the four-session event, İnceismail provided comprehensive information about the advertising profession



Advertising Department New Term Meeting Held

The Department of Advertising at Istanbul Aydın University held its first meeting of the new term on Thursday, October 9, under the chairmanship of Assoc. Prof. Dr. Gonca Yıldırım Öge. Newly appointed faculty members Asst. Prof. Dr. Cem Gülcan, Asst. Prof. Dr. Semih Ellialtı, Asst. Prof. Dr. İlkay Burak Taşkiran, Lecturer Melis Samir, Lecturer Cem Arıdağ, Research Assistant Elif İnceismail, and Research Assistant Azime Ayşenur Çelimli Akgül attended the meeting.



Advertising Workshop Meeting

The Advertising Workshop held its first meeting of the 2025–2026 academic year on Monday, October 13, with the participation of new members. Led by Assoc. Prof. Dr. Gonca Yıldırım Öge, the meeting also featured contributions from Asst. Prof. Dr. Semih Ellialtı, Asst. Prof. Dr. Cem Gülcan, and Research Assistant A. Ayşenur Çelimli Akgül. During the presentation by the coordinator students, the workshop's vision, previous term projects, and new term goals were shared.



Prompt Dynamics: The Era of Artificial Intelligence in Financial Communication

As part of the “Conversations on Advertising” series organized by the Istanbul Aydın University Advertising Workshop, an event titled “Prompt Dynamics: The Era of Artificial Intelligence in Financial Communication” was held. The event was moderated by Lecturer Melis Samir from the Department of Advertising, with Cihan Sarı, Board Member of the Artificial Intelligence and Technology Association, as the guest speaker.



İSTANBUL AYDIN ÜNİVERSİTESİ
İLETİŞİM FAKÜLTESİ

Reklam Üzerine Konuşmalar
Advertising Talks

Öğr. Gör. Melis Samir
Reklamcılık Bölümü
Moderatör

Cihan Sarı
Yapay Zekâ ve Teknoloji Derneği
Yönetim Kurulu Üyesi
HBR Yazarı & Eğitmen

**Prompt Dynamics:
Finansal İletişimde Yapay Zekâ Dönemi**

14:00
16 Ekim 2025
Perşembe
D Blok 2512

DÜZENLEYEN: İLETİŞİM FAKÜLTESİ / REKLAMCILIK BÖLÜMÜ

iau_reklam
iau_reklam
IAÜ Reklam Atölyesi

Writing and Content Creation Workshop on Social Media

On Wednesday, October 22, two workshops were held at the Advertising Workshop: the Copywriting Workshop led by Asst. Prof. Dr. Cem Gülcan and the Social Media Content Workshop conducted by Asst. Prof. Dr. İlkey Burak Taşkiran. Participants actively engaged in creative processes, gaining hands-on experience in both copywriting and social media content production.



İSTANBUL AYDIN ÜNİVERSİTESİ İLETİŞİM FAKÜLTESİ

Reklam Üzerine Konuşmalar
Advertising Talks


Dr. Öğr. Üyesi Cem Gülcan
Reklamcılık Bölümü
Öğretim Üyesi


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

Yazarlık ve Sosyal Medyada İçerik Oluşturma Atölyesi

İAÜ REKLAM ATÖLYESİ

12:00-14:00 22 Ekim 2025 Çarşamba R Blok 4. Kat Toplantı Odası

DÜZENLEYEN: İLETİŞİM FAKÜLTESİ / REKLAMCILIK BÖLÜMÜ

f iaureklam X iau_reklam IAÜ Reklam Atölyesi

Advertising Workshop was at the 18th Istanbul Bienal

On Friday, October 17, IAU Advertising Workshop organized a guided tour to Galata Greek Primary School, one of the main venues of the 18th Istanbul Biennial held by İKSV. The visit was attended by Assoc. Prof. Dr. Gonca Yıldırım Öge, Res. Asst. Elif İnceismail, and Res. Asst. Azime Ayşenur Çelimli Akgül. During the tour, students explored artistic interpretations of challenging themes such as war, migration, and social transformation. You can access the blog posts and reels videos prepared by our students after the event on our social media accounts.



Marginal Porter Novelli Agency Visit

Elif İnceismail, Research Assistant in the Advertising Department, paid a courtesy visit to Agency President Asuman Bayrak on Friday, October 24, to thank her for her contributions to the book chapter titled Advertising and Cartooning. Defne Demir, one of the coordinators of the Advertising Workshop who will be interning at Marjinal PN this term, accompanied her on the visit.



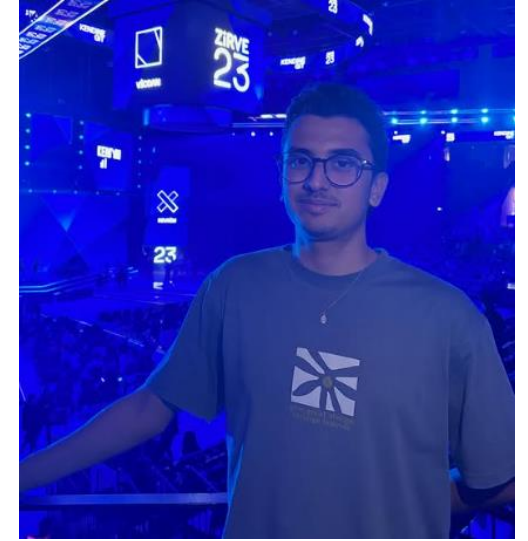
YouTube Team Meeting

The first meeting of the Advertising Workshop YouTube team was held under the supervision of Asst. Prof. Dr. Semih Ellialtı, with the participation of Research Assistant Elif İnceismail. Information was shared about video ideas that could be produced throughout the semester, as well as content creation processes and planning.



Summit 23

The 'Summit 23' event was held this year with the theme 'Go to Yourself.' Akın Uludağ and Berfin Aze Ökten, coordinators of the IAU Advertising Workshop, participated in the event.



Book Chapter

The book chapter titled 'Internal Communication in the Context of Public Relations: The Hierarchy of Transparency and Effectiveness' by Asst. Prof. Dr. İlkay Burak Taşkiran of the Department of Advertising was included in the book Public Relations Evaluations, edited by Asst. Prof. Dr. Özden Özlü and published by Yaz Publishing.



Halkla İlişkiler Değerlendirmeleri

HALKLA İLİŞKİLER BAĞLAMINDA KURUM İÇİ İLETİŞİM: ŞEFFAFLIK VE ETKİLİLİK HİYERARŞİSİ

İlkay Burak TAŞKIRAN¹

1. GİRİŞ

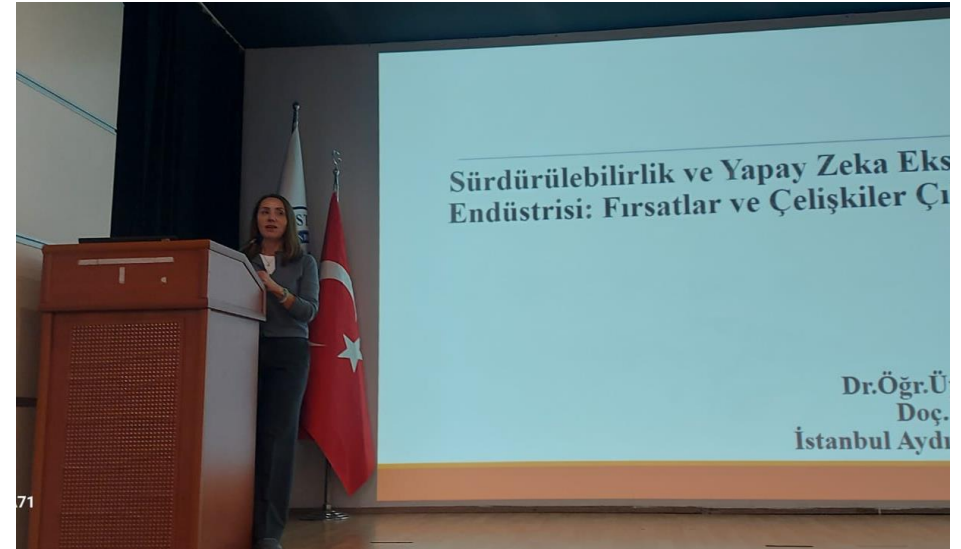
Dünyanın dört bir yanındaki kurumlar kârlılık, büyüme ve rekabet gücü elde etmek amacıyla yeni yollar aramaktadırlar. Küreselleşen serbest piyasa ekonomisinin beraberinde getirdiği baskılar göz önüne alındığında, bu oldukça zorlu bir hedef haline gelmiştir. Kurumun dışından birleşme, satın alma veya ortaklık yoluyla büyüme sağlamak için farklı yollar bulunsa da içeriden büyüme yaratmak ulaşılmaması güç bir hedefdir (Chmielecki, 2015, s. 25). Bu sebeple kurum içi iletişim, günümüz iş dünyasında en önemli faktörlerden biri haline gelmiştir. Welch ve Jackson (2007, s. 177) tarafından kurum içi iletişim, rekabet ortamındaki ilk cephe olarak nitelendirilmiştir.

Kurum içi iletişim kavramının yükselişi 1990'larda Amerika Birleşik Devletleri'nde başlamış ve oradan Avrupa'ya ulaşarak yeni milenyumun başında güç kazanmıştır (Verçic vd., 2012, s. 223). Günümüze gelindiğinde ise kurumsal dünyadaki rekabetin her geçen gün artması, kurum içi iletişimi bu dünyanın ayrılmaz bir parçası konumuna getirmiştir (Vora ve Patra, 2017, s. 30). Bu bağlamda kurum içi iletişimin, hedeflenen iç ve dış sonuçlara ulaşma konusunda elzem bir niteliğe sahip olduğu söylenebilir.

¹ Dr. Öğr. Üyesi, İstanbul Aydın Üniversitesi, İletişim Fakültesi, Reklamcılık Bölümü, İstanbul, ilkaytaskiran@aydin.edu.tr, ORCID: 0000-0001-9520-9744.

Presentation of Paper

At The STAR Global Conference 2025, hosted by our university between October 8–12, 2025, Assoc. Prof. Dr. Gonca Yıldırım Öge, Chair of the Department of Advertising, presented the paper titled 'The Fashion Industry at the Intersection of Sustainability and Artificial Intelligence: A Dilemma of Opportunities and Contradictions', which she co-authored with Dr. Meryem İmre, a faculty member of the Faculty of Fine Arts.



Our First Coordination Meeting Was Held

Together with our Vice Chair, Asst. Prof. Dr. Selin Yılmaz, and our esteemed research assistants Beste Çırak Kabakçı and Sefa Harranoğlu, we held the first coordination meeting of the semester with the participation of our social media and events team. New ideas, projects, and goals were discussed during the meeting



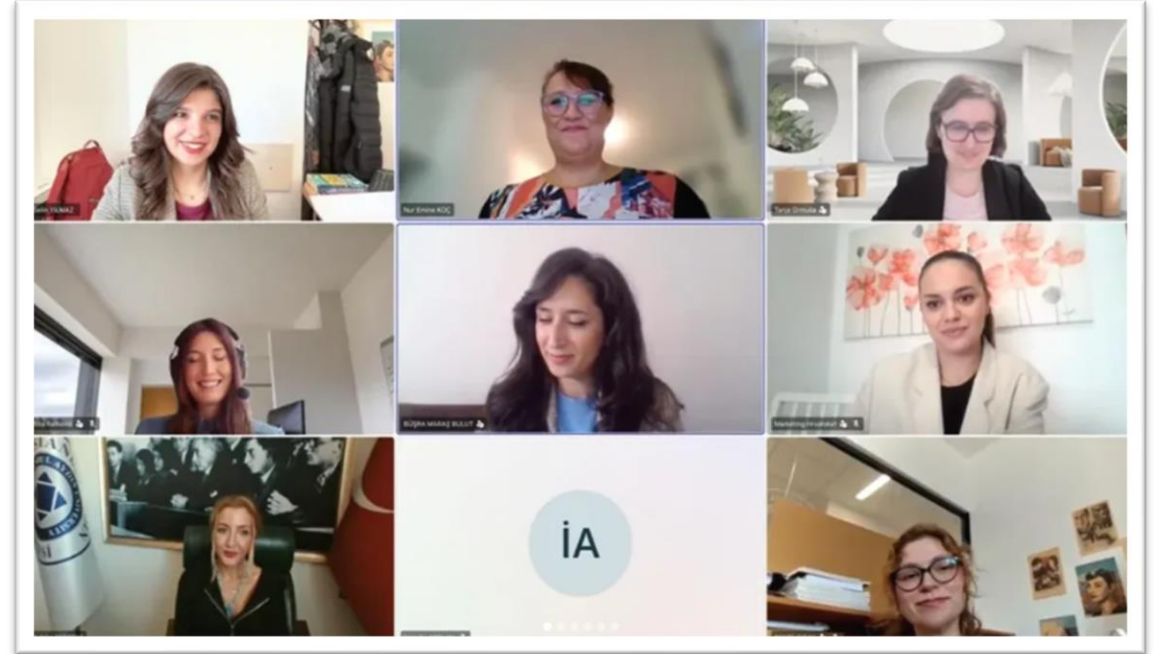
Student Representative Election

Together with our Vice Chair, Asst. Prof. Dr. Selin Yılmaz, and our esteemed research assistants Beste ırak Kabakçı and Sefa Harranođlu, we held the first coordination meeting of the semester with the participation of our social media and events team. New ideas, projects, and goals were discussed during the meeting.



Presentation of Paper

Istanbul Aydın University hosted the international conference organized in collaboration with the UNESCO Chair on Cultural Diplomacy, Governance and Education, and the STAR Scholars Network. As the IAU Faculty of Communication, we contributed to the event with the panel titled 'New Media and Education.'



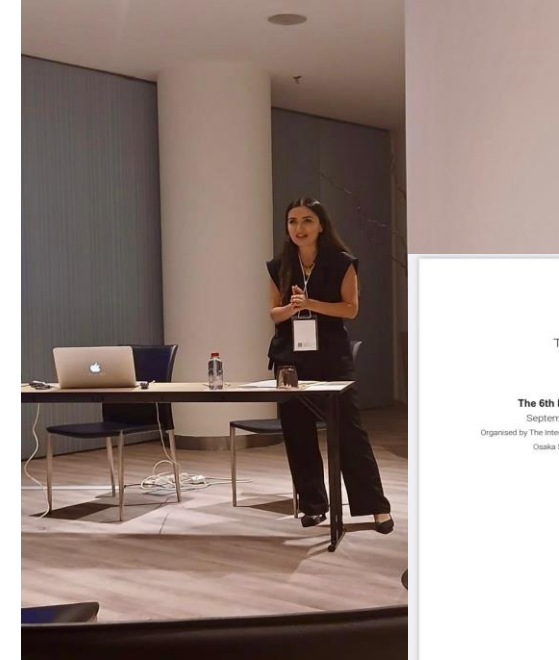
Presentation of Paper

Dr. Tuğba Gülal, Chair of the Radio, Television and Cinema Department (English), presented her paper titled 'Social Evolution of Order Observation in Art' at The 6th Barcelona Conference on Arts, Media and Culture, an international conference held in Barcelona between September 30 and October 3, 2025, with approximately 460 participants from 68 countries.



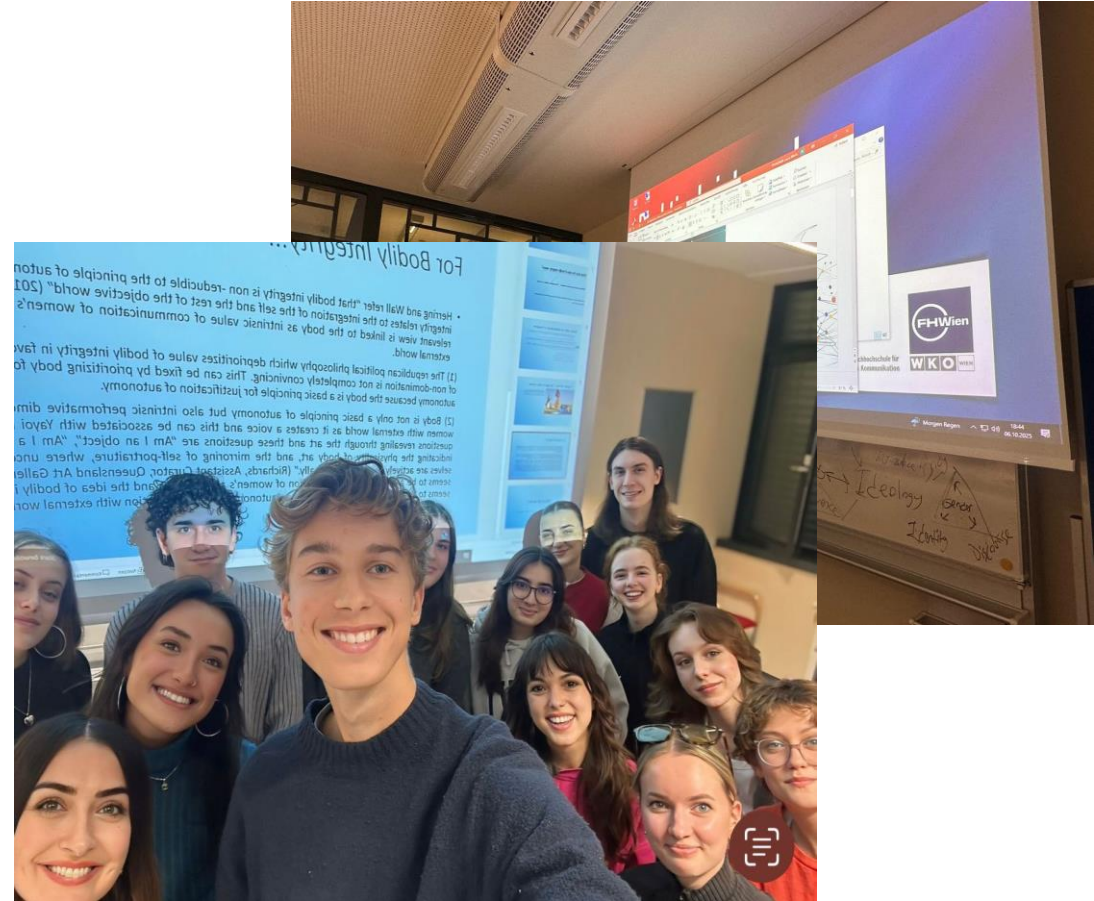
Presentation of Paper

Dr. Tuğba Gülal, Chair of the Radio, Television and Cinema Department (English), both presented her paper and served as session chair in the session titled 'Visual Culture and Communication' at The 6th Barcelona Conference on Arts, Media and Culture, an international conference held in Barcelona between September 30 and October 3, 2025, with approximately 460 participants from 68 countries.



Lecture Presentation

“Dr. Tuğba Gülal, Chair of the Radio, Television and Cinema Department (English), taught as a visiting scholar at the Department of Journalism and Media Management at FHWien der WKW in Vienna—an Erasmus partner of Istanbul Aydın University Faculty of Communication—between October 6–14, 2025. Dr. Gülal delivered lectures to undergraduate and graduate students from various European countries on ‘Gender Studies (Turkish, Middle Eastern, and Asian Contexts)’ and ‘The Representation of Syrian Refugees in News and Academic Studies in Turkey.’





CONTACT

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