



# ISTANBUL AYDIN UNIVERSITY



## THE FACULTY OF COMMUNICATION E-BULLETIN DECEMBER 2024



# FACULTY OF COMMUNICATION

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- Department of Journalism
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- Department of Visual Communication Design
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- Department of New Media and Communication

## LİSANSÜSTÜ EĞİTİM BAŞVURULARI BAŞLADI



### Yüksek Lisans Programları

Gazetecilik (Tezli/Tezsiz)

Halkla İlişkiler ve Tanıtım (Tezli/Tezsiz)

Yeni Medya (Tezli/Tezsiz)

Televizyon ve Sinema (Tezli/Tezsiz)

### Doktora Programları

Halkla İlişkiler ve Tanıtım

Televizyon ve Sinema

Başvuru İçin:

<https://apply.aydin.edu.tr/lisansustu/>

## WORKSHOP

The workshop titled “The Roles of Local Governments and NGOs in Individual Preparedness for Disasters” organized by our Department of Public Relations and Publicity in cooperation with Beylikdüzü Municipality, Anatolian Education and Culture Foundation (AKEV), Istanbul Aydın University Disaster Education Application and Research Center (AFAM) was held in a closed session on Thursday, December 19, 2024 with the participation of nearly 200 expert participants from 12 universities, 24 non-governmental organizations and 14 district municipalities.



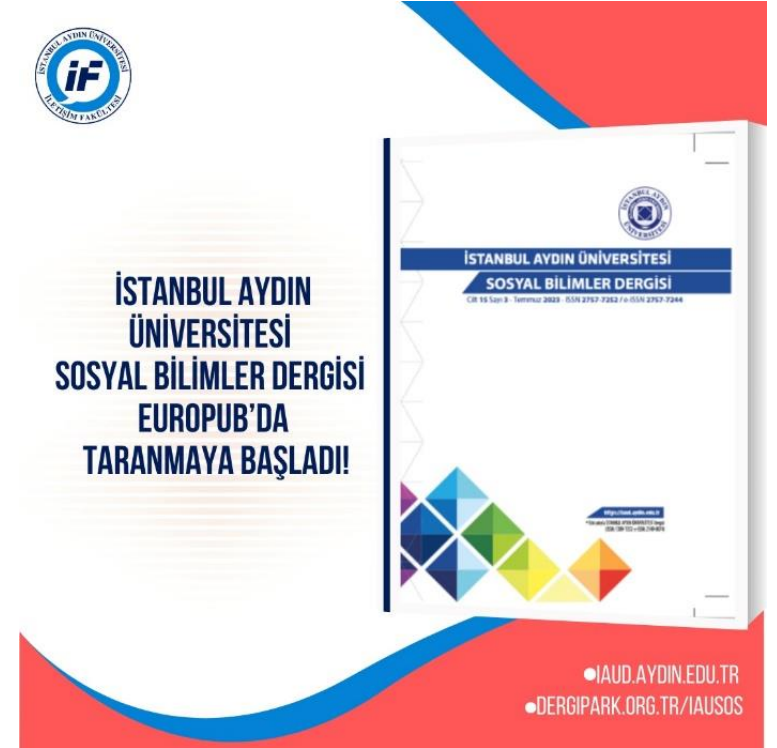


The opening speeches of the program were made by Mahmut HERSANLIOĞLU, Deputy Governor in Charge of Disasters, Mehmet Murat ÇALIK, Mayor of Beylikdüzü, Prof. Dr. İbrahim Hakkı AYDIN, Rector of Istanbul Aydın University and Prof. Dr. Haluk ÖZENER, Director of Istanbul DED. The report of the workshop will be shared with the public in the coming days.



## Istanbul Aydın University Journal of Social Sciences (IAUD) in Europub Index

Istanbul Aydın University Journal of Social Sciences (IAUD), one of our faculty journals, started to be indexed in Europub. You can access the issues of our journal via DergiPark.



## Aydin Acoustic

Aydin Acoustic music video shootings are in full swing... “Kurdili Hicazkar” clip with Karapera was released on December 3; “Dediler” clip with Hilal Yıldız was released on December 5; Ayşegül Karadeniz and her team “Loosin' My Religion” was released on December 9 on our youtube channel. Link : @Aydinakustik1

<https://youtu.be/PdS4yIKgXHw?si=H0KYP5TilrfxxAyy>

<https://youtu.be/TLHE1stScO0?si=aCEspDyHksuPFb9g>

<https://www.youtube.com/watch?v=QDAG1NpLLoo>



## Atelier Aydın

Asst. Prof. Dr. Engin BAŞCI coordinated by Atölye Aydın, where volunteer students from all departments of the Faculty work under the coordination of Atölye Aydın, the first episode of the «Açığa Çıksın» news program «Violence Against Women and Oncels» was broadcast on the workshop aydin youtube channel on Monday, December 30, 2024 at 19.00.

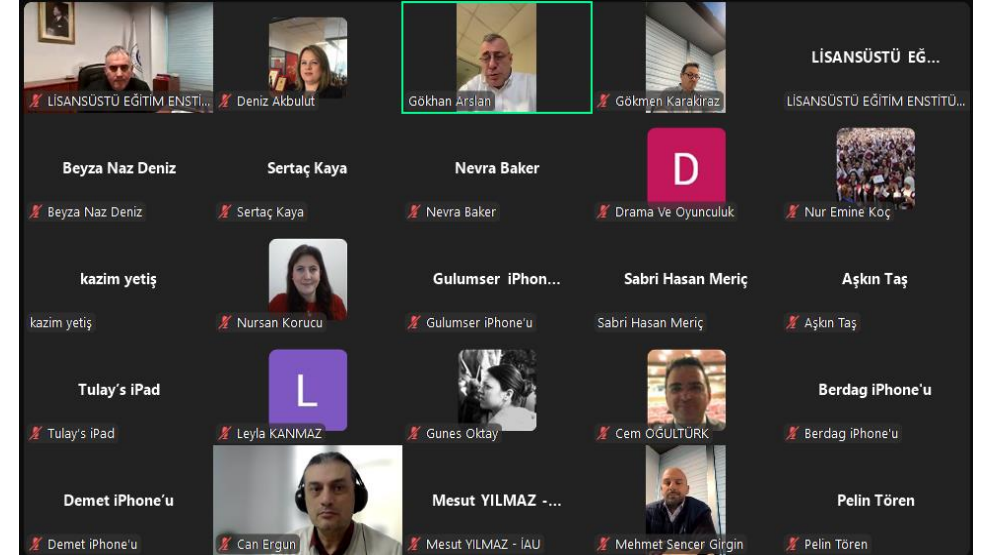
Link:

<https://youtu.be/H47wKRlnSWA?si=agO73DSHx3NAU4e->



## Institute Board Meeting

Head of the Department of Public Relations and Publicity Assoc. Prof. Dr. Deniz AKBULUT, Head of the Department of New Media and Communication Assoc. Prof. Dr. Nur Emine KOÇ, Head of the Department of Journalism Assoc. Prof. Dr. Sertaç KAYA and Head of the Department of Television and Cinema Asst. Prof. Dr. Burhan KILIÇ attended the Institute Board Meeting held by the Institute of Graduate Studies on Thursday, 26 December 2024.



## Academic Publication

Head of the Department of Journalism, Assoc. Prof. Dr. Sertaç KAYA and Head of the Department of Radio, Television and Cinema, Asst. Prof. Dr. Burhan KILIÇ, : Examining the Homogenization of Social Media Platforms in the Context of Convergence” was published in İnönü University Faculty of Communication Electronic Journal (İNİF E-Dergi).

İNİF E-DERGI

Kasım, 2024, 9(2)

**Atıf Bilgisi:** Kaya, S. ve Kılıç, B. (2024). The yearning to be everything to everyone: Examining the homogenization of social media platforms in the context of convergence. *İNİF E-Dergi*, 9(2), 369-390.

**THE YEARNING TO BE EVERYTHING TO EVERYONE: EXAMINING THE HOMOGENIZATION OF SOCIAL MEDIA PLATFORMS IN THE CONTEXT OF CONVERGENCE**

Doç. Dr. Sertaç KAYA\*  
Dr. Öğr. Üyesi Burhan KILIÇ\*\*

DOI: 10.47107/inifdergi.1509570

Araştırma Makalesi\*\*\*  
Başvuru Tarihi: 03.07.2024  
Kabul Tarihi: 07.10.2024

### Abstract

Social media platforms are continually adding new features and enhancing existing ones to attract users and extend their screen time. These platforms constantly innovate to capture users' attention and gain an edge in the competitive landscape of social media. This study focuses on identifying the similarities between features of popular social media platforms and examines whether these similarities lead to homogenization. Specifically, presenting the chronological development of these features over time is crucial for understanding the historical development and evolution of social media. The framework of this research is based on the concept of convergence. The convergence concept is used to assess whether there are commonalities in the tools, interfaces, and interaction modes offered by the platforms to their users. In this context, the study investigates how the features provided by social media platforms become similar over time and how user experiences become homogenized. The 'walkthrough method' was employed to analyze the interfaces of the selected platforms. This method involves a step-by-step examination of user experiences on the platforms to understand how features are presented and how they are utilized by users. Data were collected through notes and recordings made by researchers while using the platforms. The results indicate a significant similarity and convergence in the features offered by popular social media platforms. For instance, features such as story sharing, live streaming, filter usage, and the explore tab have become widespread across different platforms. Platforms that consider users' habits and preferences offer familiar and easily accessible experiences through these similar features. Consequently, it can be said that social media platforms create a form of homogenization in user experiences by providing similar features over time. This phenomenon offers important insights into the evolution and future development of social media. Additionally, the study suggests that the concept of convergence not only encompasses the merging of features from different technologies but also indicates a tendency for similar platforms to converge internally.

**Keywords:** Social media, convergence, homogenization, feature similarities, social media history

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\*\*\* Yazarlar, mükalede araştırma ve yayın etiğine uyulduğuna ve kullanılan fikir ve sanat eserleri için telif hakları düzenlemelerine riayet edildiğine yönelik beyanda bulunmuşlardır.

## Academic Publication

In the book titled “Human-AI Interaction in the Production of Cultural Symbols” edited by Erkan SAKA, Department of Advertising faculty member Assoc. Prof. Dr. Müge ÖZTUNÇ and Department of Radio, Television and Cinema Lecturer Volkan BUDAK, “Human-AI Interaction in the Production of Cultural Symbols: An Implementation on Kilim Motifs” was published in IGI Global.

### Chapter 4 Human-AI Interaction in the Production of Cultural Symbols: An Implementation on Kilim Motifs

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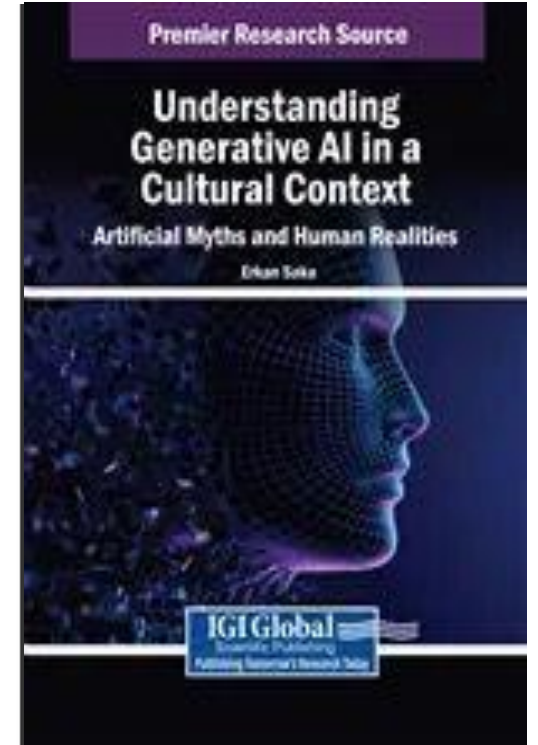
#### ABSTRACT

*This chapter explores how artificial intelligence can contribute to the production of visual cultural values and how we can collaborate with AI more effectively and creatively by adapting rug motifs that have existed since the early second millennium BC. The reproduction of these rug symbols with contemporary values acts, in a sense, as a revival of the Anatolian rug language. Generative AI tools have the potential to revolutionize representation and visualization through their ability to interpret and generate visual content. Rug motifs are powerful symbols of female identity, productivity, and creativity, especially in cultures where rug weaving is traditionally a female-dominated craft. By addressing issues of gender inequality and adapting these cultural symbols to the present through AI collaboration, this study seeks to rediscover and recontextualize women's creative spirit within the framework of the modern world. Additionally, it aims to explore AI's contributions and limitations in creating cultural visuals through human-AI interaction.*

DOI: 10.4018/979-8-3693-7235-7.ch004

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## Event

Within the scope of Journalism Talks, an event titled "New Media, New Opportunities: Generating Income in Journalism with Digital Advertising" was held under the moderation of Department of Journalism faculty member Assoc. Prof. Dr. Ayşegül AKAYDIN AYDIN and Melon Reklam Digital Advertising Director Dr. Cenap COŞKUN.



## Event

From Department of Journalism, Asst. Prof. Dr. Hüseyin KAZAN participated in the events titled “Career Planning and Career Choice” organized by Schools of Fen Bilimleri Sefaköy. Also, Asst. Prof. Dr. Hüseyin KAZAN gave a seminar on “Exam Anxiety and Stress Management” at the event held at Kadriye Moroğlu Anatolian High School and Şehit Binbaşı Bedir Karabıyık High School.



## Club Opening

Istanbul Aydın University Journalism Club has opened. The first meeting of the club was held on December 9, 2024 in the R Block Meeting Room with the participation of our students.



## Event

From Department of Journalism, Asst. Prof. Dr. Hüseyin KAZAN addressed the issues of social communication and violence within the scope of the title of “Femicide and Nonviolent Communication: The Path to a Solution with Empathy and Sensitivity” in the panel titled “Gender Inequality and Violence Against Women” organized by Okan University Psychology Society.



## Education

As part of the "Sustainable Life and Environmental Awareness" event organized by the Istanbul Aydın University Sustainability Board, Assoc. Prof. Dr. Ayşegül AKAYDIN AYDIN gave a seminar titled "Environmental Awareness and Communication" at Bağcılar Hasan Kağnıcı Primary School.



## Event

Within the scope of Journalism Talks, an event titled "Violence Against Women in the Language of News" was held by journalist Ayten SERİN İNSEL, moderated by Assoc. Prof. Dr. Ayşegül AKAYDIN AYDIN, who is faculty member of the Department of Journalism. The event addressed the topics such as the language used by the media through news stories about violence against women and how the news language shapes social perceptions.



## Education

From Department of Journalism, Asst. Prof. Dr. Hüseyin KAZAN gave training on effective body language use and communication skills in nurse-patient communication for staff working at IAU VM Medicalpark Park Florya Hospital.



## Academic Publication

Our Department Head Assoc. Dr. Deniz Akbulut co-authored by The article titled “The Use of Annual Reports and Websites as Investor Relations Tools: An Analysis on Turkish Airlines” was published in TAM Academy Journal.(TAMDE).

<https://dergipark.org.tr/tr/pub/tamde/issue/88329/1532843>



## External Stakeholder Meeting

Our Head of the Department of Public Relations and Publicity Assoc. Prof. Dr. Deniz AKBULUT, Department Lecturers and AFAM Coordinator Serhat YILMAZ came together with Beylikdüzü Municipality Disaster Affairs Manager Mehmet ESMER and Yazgül ÖNEL from his team on Wednesday, December 11, 2024 and held a stakeholder meeting on the cooperation they will carry out on disaster management.



## Public Relations Talks

The guest of the “Public Relations and Publicity Students Meet with the Sector” event organized by IAU PR Workshop was Meral SAÇKAN, President of MPR Communication Consultancy Agency. In the program, which was filmed at the Faculty of Communication Television Studio, Meral SAÇKAN and our Head of the Department of Public Relations and Publicity Assoc. Prof. Dr. Deniz AKBULUT had a conversation titled “The Past, Present and Future of Public Relations”.

You can watch the program from the link below:

<https://www.youtube.com/watch?v=OW3aAapbCzk&t=7s>



## Event

MPR Communication Consultancy Agency President Meral SAÇKAN took part as a guest speaker in the “Introduction to Public Relations” course of Department of Public Relations and Publicity with Assoc. Prof. Dr. Deniz AKBULUT on Monday, December 9, 2024. Meral SAÇKAN talked about the development of the public relations sector, the relationship between integrated marketing and public relations and shared her experiences in the sector with the 1st year students.



## Accreditation Team Member

Rsch. Assist. in our department. Kadriye Pelin TÖREN took part in the accreditation process of Department of Public Relations and Publicity of Istanbul Haliç University Faculty of Business Administration on December 1-2-3, 2024 as a student evaluator of the ILAD / IILEDKAK evaluation team.



## Education

The second of the “Adobe Illustrator” training held by IAU PR Workshop on Thursday, December 12, 2024 within the scope of the in-workshop training program was given by our faculty’s Rsch. Assist. Hatice ÖKSÜZ at the Faculty of Communication VRLAB. The use of Adobe Illustrator was discussed practically in the training attended by the members of the Creative Department.



## PR Workshop Students at the Workshop

IAU PR Workshop students took part in the workshop titled “The Roles of Local Governments and NGOs in Individual Preparedness for Disasters” organized on Thursday, December 19, 2024 in cooperation with our Department of Public Relations and Publicity, Beylikdüzü Municipality, Anatolian Education and Culture Foundation (AKEV) and Istanbul Aydın University Disaster Education Application and Research Center (AFAM). Students who took part in both welcoming the workshop participants and reporting processes gained experience in event organization, one of the application areas of public relations.



## Academic Publication

Vice Head of the Department of Public Relations and Publicity Asst. Prof. Dr. Birgül ÜSTÜNBAŞ ERDOĞAN's article titled “A Research on Individuals' Motivations for Using Political and Current Content Channels on YouTube” was published in the New Media Journal.



## External Stakeholder Meeting

Head of the Department of Public Relations and Publicity Assoc. Prof. Dr. Deniz AKBULUT and Vice Head of the Department Asst. Prof. Dr. Birgöl ÜSTÜNBAŞ ERDOĞAN met with Ms. Banu ARIDURU, CEO of Little Ceasers on Wednesday, December 25, 2024. Marketing Director Selin ERKÖK and TimePR Agency President Sevda SOLAK also attended the stakeholder meeting where cooperation and new projects to be carried out in the spring semester were discussed.



## In-Class Activity

Within the scope of the “Introduction to Public Relations” course of Head of the Department of Public Relations and Publicity, which is taught by Assoc. Prof. Dr. Deniz AKBULUT, the event titled “Use of Tools and Techniques in Public Relations Projects” was held on Monday, December 23, 2024. Assist. Dr. Fatih ÖZKOYUNCU was the guest for the event.



## In-Class Activity

Within the scope of Lecturer Serhat DOĞAN's Storytelling course, on Saturday, December 28, 2024, Instructor Özlem KAYMAKCI was the guest of the event titled “Body Language Use and Voice Intonation Applications Workshop with Creative Drama Method”.



## New Year's Eve Event

IAU PR Workshop students and Public Relations and Publicity Lecturers participated in the New Year's program organized by IAU PR Workshop and Photography Club on Friday, December 27, 2024.



## Jury Membership

The Department of Visual Communication Design Reseach Assist. Hatice Öksüz took part as jury member at the 4<sup>th</sup> Golden Horn Film Festival.



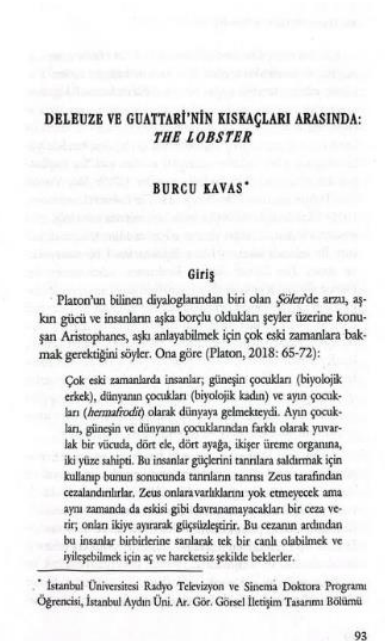
## Event

Within the scope of Visual Communication Design Meetings, an interview titled “Journey to the World of Visual Design” was held on December 5, 2024 with the guest of Senior Art Director Betül KARAKIŞ from Aka Dijital.



## Academic Publication

The book titled “Which Film's Sequence is This?: An Overview of Film Analyzes” ?” edited by Assoc. Prof. Dr. Berceste Gülçin ÖZDEMİR from Istanbul University Faculty of Communication was published by Ütopya Publishing House. In the book, Department of Visual Communication Design Rsch. Assist. Burcu KAVAS's research titled “Between Deleuze and Guattari's Claws: The Lobster” was also published.



## Event Participation

Hatice ÖKSÜZ, Rsch. Assist. at the Department of Visual Communication Design, attended the “Canva Digital Teachers Summit” event where the magical ways of education, artificial intelligence and design with Canva were explained.



## Istanbul Modern Visit

Department of Advertising Lecturers Assoc. Prof. Dr. Gonca YILDIRIM ÖGE, Assoc. Prof. Dr. Müge Öztunç, Lecturer Benian KALAFATOĞLU, Rsch. Assist. Azime Ayşenur ÇELİMLİ AKGÜL, Rsch. Assist. Elif İNCEİSMAİL and Advertising Workshop students visited Istanbul Museum of Modern Art on November 29, 2024. Olafur Eliasson: Your unexpected encounter After the exhibition visit, students had the opportunity to examine sustainability studies more closely in the Eco Art Lab Workshop.



## Sustainable Life Festival

IAU Advertising Workshop students attended the Sustainable Living Festival with the Head of the Department of Advertising Assoc. Prof. Dr. Gonca YILDIRIM ÖGE. At the invitation of Aslı DEDE, founder of the School of Sustainable Living, and Prof. Dr. Esra YÜKSEL ACI, faculty member of Marmara University, the students listened to inspiring ideas and projects that make a difference at the first and only festival in Türkiye that brings together universities, young people and the business world in the vision of sustainability.



## Adforce

Organized by the Advertising Foundation, Adforce took place on Thursday, December 5 at IAU Department of Advertising. This year, with the participation of Haluk ERKMEN, an experienced name of the sector, knowledge, experience and successes about the sector were shared. At the end of the day, students had the chance to showcase their knowledge and talents with a creative workshop sponsored by Flormar. As a result of the workshop, Eda Tuana TURAL and Şeyma İBRİKÇİ group, who came first, won a Flormar Türkiye gift package and the right to attend Adcampüs free of charge. Irmak İLKİZ and Buse EKİN, who came second and third respectively, won the right to attend Adcampüs free of charge.



## Conversations on Advertising: Sports Marketing and Athlete Communication in Turkiye

Within the scope of the Conversations on Advertising series, Lecturer TEM Sports Marketing Director Çağatay DURGUN was the guest of the event on “Sports Marketing and Athlete Communication in Turkiye” moderated by Cem ARIDAĞ. On December 5, at 11:00 am, Çağatay DURGUN talked about the increasing importance of sports marketing, its growing share in the economy and the communication strategies of athletes.



## Conversations on Advertising: Creativity Cuisine Advertising

Assoc. Prof. Dr. Gonca YILDIRIM ÖGE moderated the event titled “Creativity Kitchen: Advertisement” event was organized by Tribal Worldwide Istanbul Creative Director Emre LAFÇI and Yılmaz Erman ANIT. On December 11, 2024 at 11:00 am, Emre LAFÇI and Yılmaz Erman ANIT talked about the creative ideas and teams behind successful advertising campaigns.



## Together for a Sustainable Future!

Head of the Department of Advertising Assoc. Prof. Dr. Gonca YILDIRIM ÖGE took part as a moderator and speaker in the “Sustainable Future: University Meetings” Workshop organized at Marmara University Faculty of Communication. During the event, case studies were conducted with the students and inspiring discussions on sustainability and social responsibility were held with Communicator, Author, Trainer Fatma Çelenk.



## KONU-K ARKASI

TEM Sports Marketing Director Çağatay DURGUN was our guest within the scope of the Conversations on Advertising series and shared his valuable information with us. After the event, the reels video in which he answered the questions of the students and conveyed his messages to young communicators within the scope of the “KONU-K ARKASI” content was shared on the IAU Reklam Instagram account.



## Logoritma Contest New Season Episode is Online!

The “Logoritma” Contest video, in which IAU Advertising Workshop students try to recognize brands from logo shadows, was published on IAU Advertising Youtube Channel.



## Conversations on Advertising: Marketing 101

Within the scope of the Conversations on Advertising series, Marketing Expert and Brand Council member Savaş CENEVİZ was the guest of the event titled “Marketing 101”, which was moderated by Assoc. Prof. Dr. Gonca YILDIRIM ÖGE. For the interview, which was held on 23 December 2024, Savaş CENEVİZ talked about marketing processes and strategic marketing campaigns.



## Neuromarketing Applications: Understanding the Consumer Brain

Rsch. Assist. Elif İNCEİSMAİL was a guest of Assoc. Prof. Dr. Özen OKAT's Neuromarketing course at Ege University Faculty of Communication, Department of Advertising as part of the “Graduates in the Classroom” series. “Neuromarketing Applications: Understanding the Consumer Brain” and then İNCEİSMAİL experimented the EEG device with the students.



## Event

Within the scope of THP Meets activities, an event titled “Digital Storytelling and Vision Development” was held on 05.12.24 with digital artist and director Gökay GEDİK. The event was moderated by Assoc. Prof. Dr. Umur BEDİR.



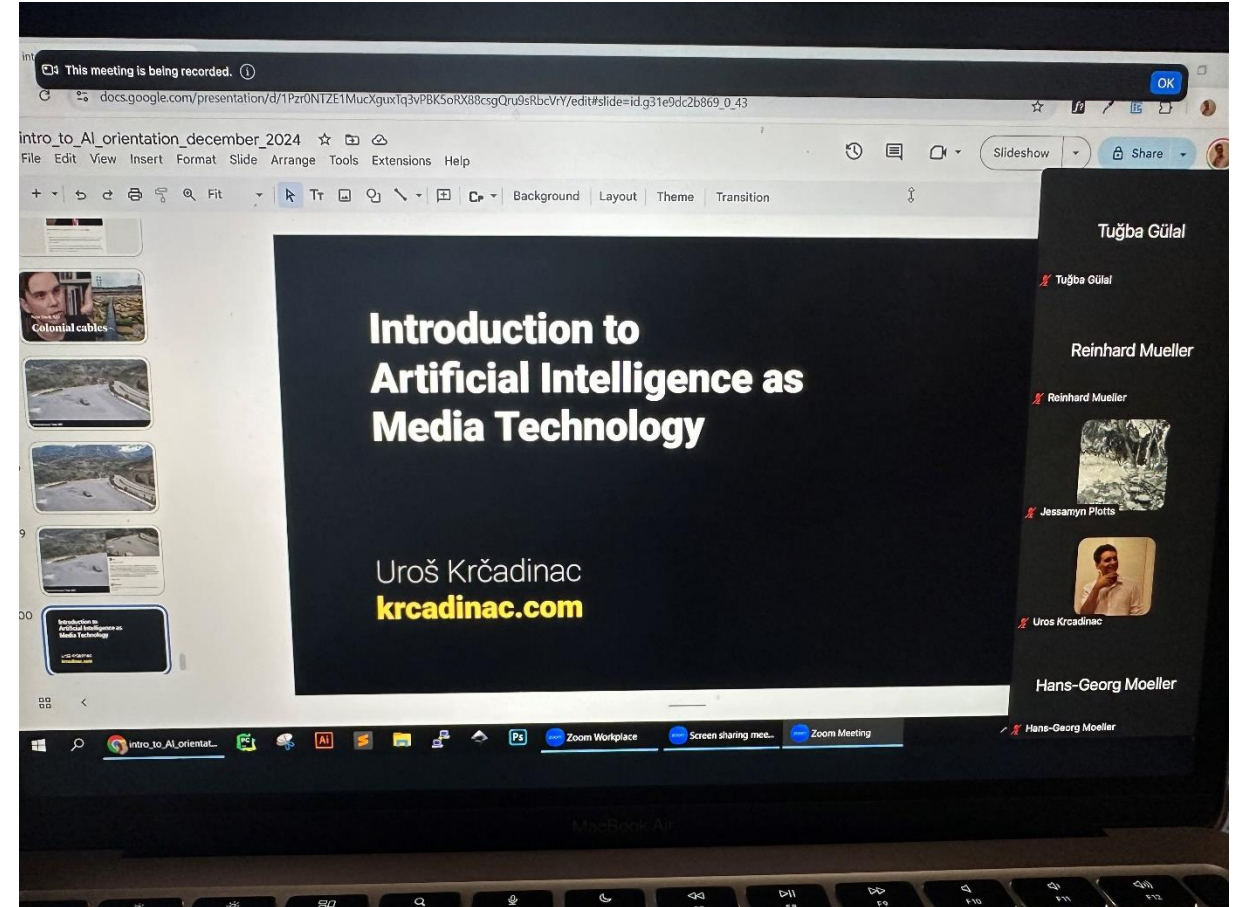
## Academic Publication

In the book titled “Which Film's Sequence is This?: An Overview of Film Analyzes” edited by Assoc. Prof. Dr. Berceste Gülçin ÖZDEMİR from Istanbul University Faculty of Communication, Assist. Oğuzhan ALTUNKURT's research titled “Analysis of Dune and Dune: Part Two Films as Examples of Adaptation from Literature to Cinema” and the co-authored work of Rsch. Assist. Özlem VATANSEVER's chapter titled “It's Not Just a Computer: The Movie ‘Her’ in the Context of Plato's Philosophy of Love”.



## Seminar

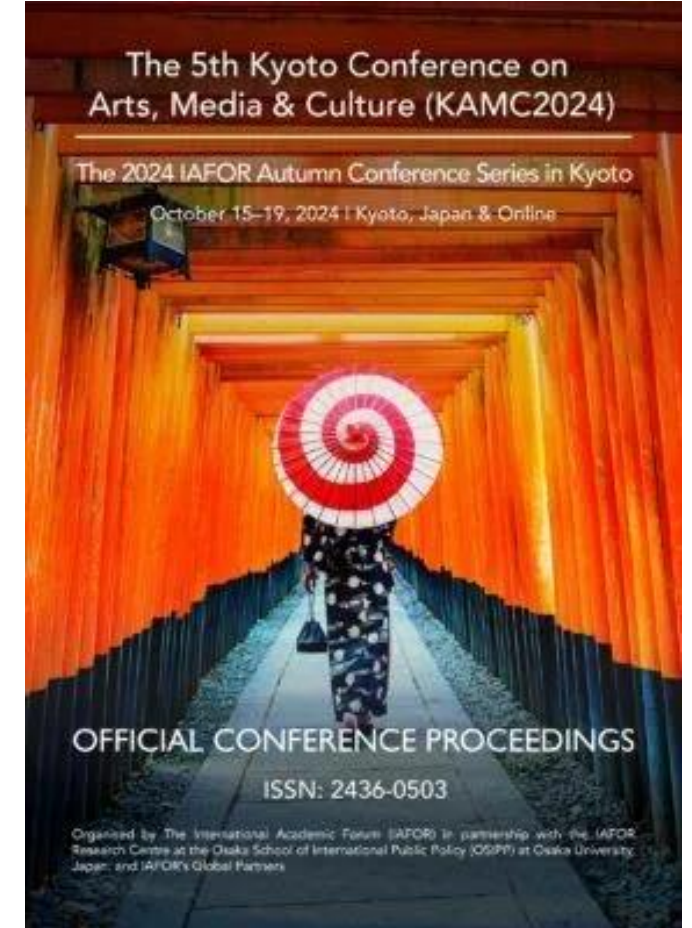
The Department of Radio, Television and Cinema, Asst. Prof. Dr. Tuğba GÜLAL attended the seminar titled “Introduction to Artificial Intelligence as Media Technology” presented by Prof. Krčadinac on December 20, 2024 as part of the seminar series titled “Media and Art in (Second-Order) Orientation.” The seminar series are organized by the Foundation For Philosophical Orientation based in Tennessee, USA.



## Declaration

From Department of Radio, Television and Cinema, Asst. Prof. Dr. Tuğba GÜLAL's paper titled "Body As an Intrinsic Value of Communication" presented at The Kyoto Conference on Arts, Media & Culture Conference was selected among the papers presented and included in the proceedings booklet.

Link: <https://papers.iafor.org/proceedings/conference-proceedings-KAMC2024/>



## Jury Membership

Volkan BUDAK, Lecturer at the Department of Radio, Television and Cinema, was selected as a pre-jury member for the TAYF International Short Film Festival, which will take place for the fourth time between April 24-26, 2025.



## Workshop

Head of the Department of Radio, Television and Cinema Asst. Prof. Dr. Burhan KILIÇ attended the Radio, Television and Cinema Department Heads Workshop organized by Sakarya University within the scope of the 3rd Film Research Symposium.





# DEPARTMENT OF RADIO, TELEVISION AND CINEMA

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## Academic Publication

Head of the Department of Radio, Cinema and Television  
Asst. Prof. Dr. Burhan KILIÇ's research article titled  
“Evaluation of Criticism Writing Gains of Students Taking  
Film Criticism Course” was published in Beykoz Academy  
Journal.

Beykoz Akademi Dergisi, 2024; 12(2), 283-299  
Gönderim tarihi: 15.08.2024 Kabul tarihi: 07.11.2024  
DOI: 10.14514/beykozad.1353804

ARAŞTIRMA MAKALASI

1

### FİLM ELEŞTİRİSİ DERSİNİ ALAN ÖĞRENCİLERİN ELEŞTİRİ YAZIM KAZANIMLARININ DEĞERLENDİRİLMESİ

Burhan KILIÇ<sup>1</sup>

Öz

1950'li yıllarda üniversiteler çatısı altında Fransız eğitimi verilmeye başlanan film eleştirisi ülkemizde Muhsin Ertuğrul'un Pençe filmi için yazdığı eleştiri yazısından itibaren uzun bir süre gazetelerin gündeminde film tanıtım faaliyetlerine yakın bir çizgide kalmıştır. Ülkemizde süreç içerisinde film eleştirisini bu çizgiden kurtarmak ve film eleştirisine hak ettiği saygınlığı kazandırmak için çeşitli uygulamalar yapılmıştır. Bu uygulamalardan biri film alanı eğitimi içermektedir. Türkiye'de üniversitelerin ilgili alan müfredatında “film eleştirisi” dersleri bulunmaktadır. Ancak bu derslerin öğrencilerin sinemaya algalayışlarında ve filmleri değerlendirmelerinde yapmış olduğu katkısı irdelenen bilimsel bir çalışma bulunmamaktadır. Bu çalışmanın amacı film eleştirisi dersi alan öğrencilerin, verilen dersler sonrasında filmleri anlamalarında ve yorumlamalarında anlamlı bir farklılığın olup olmadığını incelemektir. Bu amaç doğrultusunda bir vakıf üniversitesinde Film Eleştirisi dersi alan (Radyo Televizyon ve Sinema 4. Sınıf) 19 öğrenciden film eleştiri yaklaşımlarıyla eleştirilebilecek 10 filmin yer aldığı film örneklerinden bir adet film seçmeleri istenmiş, öğrencilerden bu film hakkında, 14 hafta boyunca işlenen dersin ilk haftasında, vize sınavlarından sonraki haftaya denk gelen 9. haftada ve derslerin son haftası olan 14. haftada en az 1 sayfalık eleştiri yazısı kaleme almaları beklenmiştir. Öğrenciler belirlenen haftaların bitiminde seçmiş oldukları filmi toplamda üç kere eleştiri yazısına ele almışlardır. Eleştiri yazılarının doküman analizi yöntemiyle incelenmiş, yazılar, kullanılan başlık, dil kullanımı, seçilen film eleştiri yaklaşımı ve bu yaklaşımın uygunluğu, üslup, yazılarda öne çıkan değerlendirme konuları, yetkinlik gibi temalara ayrılmıştır. Bu temalar ozaide ilk yazıdan son yazıya kadar var olan değişimler saptanmıştır. Eleştiri yazılarında süreç içerisinde ilk tur yazılarda hiç kullanılmayan, sosyolojik (K6), psikanalitik (K1, K3), gostergebilimsel (K13), tarihsel (K4, K5, K15), auteur (K5), ideolojik (K8, K12) ve feminisist (K6) film eleştiri yaklaşımlarının tercih edilmeyle başlandığı görülmüştür. Ancak yazılan eleştiri yazılarında bu yaklaşımların tam anlamıyla doğru seçilecek kullanıldığı söylenememektedir. Ayrıca kanıtların filmleri değerlendirmek için yazıldığı yazıların film tanıtım yazısı ile film eleştiri yazısı arasında bir konumda kaldığı sonucuna ulaşılmıştır.

Anahtar kelimeler: Film eleştirisi, Sinema, Eleştiri  
JEL Sınıflaması: I21, Z00, L82.

### EVALUATION OF THE CRITICAL WRITING ACQUISITIONS OF STUDENTS TAKING THE FILM CRITICISM COURSE

Abstract

Film criticism, which started to be taught in France under the umbrella of universities in the 1950s, has remained in a line close to film promotion activities under the guidance of newspapers for a long time in our country since Muhsin Ertuğrul wrote a review for the film Pençe. In our country, various practices have been carried out in order to free film criticism from this line and to give film criticism the prestige that it deserves. One of these practices involves film education. There are “film criticism” courses in the curricula of universities in Turkey. However, there is no scientific study that examines the contribution of these courses to students' perception of cinema and their evaluation of films. The aim of this study is to examine whether there is a significant difference in the comprehension and interpretation of films by students taking film criticism courses after the courses. For this purpose, 19 students taking a Film Criticism course (Radio, Television and Cinema 4th grade) at a foundation university were asked to select one film from a sample of 10 films that could be criticized with film criticism approaches, and students were expected to write at least 1-page criticism about this film in the first week of the 14-week course, in the 9th week, which coincided with the week after midterm exams, and in the 14th week, the last week of the course. At the end of the specified weeks, the students reviewed the selected film three times in total. The criticism texts were analyzed by document analysis method, and the essays were divided into themes such as the title used, language use, the chosen film criticism approach and the appropriateness of this approach, style, evaluation topics that stand out in the essays, and competence. The changes in these themes from the first to the last text were identified. It was observed that sociological (P6), semiotic (P13), historical (P8, P15), ideological

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## Academic Publication

Department of New Media and Communication Asst. Prof. Dr. Mert Can ATAR's article titled "Russia's Relations with the European Far Right in the Context of Public Diplomacy and the Role of Media" was published in the edited book titled "Strategic Communication and Public Diplomacy in International Relations" published by Palet Publications. The study deals in depth with Russia's public diplomacy strategies and its relations with far-right groups in Europe through the media.



## Event

In the #NewMediaMeetings event series organized by the Department of New Media and Communication, an event titled “Politics in the Age of Artificial Intelligence” was held with the participation of Scrolli Media Co-Founder Ilgaz FAKIOĞLU. In the event moderated by Rümeyza KUZU and Tunahan BOYRAZ, who are students of the Department of New Media and Communication, the effects of artificial intelligence on politics and the transformations it has created in the field of new media were discussed.



## Event

Within the scope of #NewMediaMeetings, Digital Communication Specialist Elanur YÜRÜRÜR met with students at the event titled “Corporate Communication at Huawei: The Role of Corporate Communication Teams in a Global Company”. In the event moderated by Zeynep Nisa AYDIN and Emine Sahra SAVI, students of the Department of New Media and Communication, the important evaluations were made on the role of corporate communication teams in global companies, communication strategies and digital transformation.



## Event

English Language Teaching Department students visited the VRLab as part of Asst. Prof. Dr. Ayşe Betül TOPLU's Instructional Technologies course. Thanks to Rsch. Assist. Muhammed Yahya BİLİR from the Department of New Media and Communication and Rsch. Assist. Burcu Berre ATMACAN from the Department of New Media and Communication, the students were given detailed information about virtual reality technologies and applications. Students who experienced VR glasses had the opportunity to explore the potential uses of virtual reality technology in education.



## BAP Project

Our horror-themed VR game “Self Control”, developed within the scope of Aydın University BAP project, has completed its production process. Within the framework of the project, Rsch. Assist. Muhammed Yahya BİLİR and Rsch. Assist. Burcu Berre ATMACAN gave VR usage training for New Media and Communication students. In addition, the game experience was enriched by measuring the reactions of the students through pre-test and post-test processes.





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