



ISTANBUL AYDIN UNIVERSITY

**FACULTY OF COMMUNICATION
E-BULLETIN**



FEBRUARY 2025



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- **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**

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/>

Academic General Assembly Meeting

Faculty of Communication Academic General Assembly Meeting was held on Friday, February 7, 2025 at 10:00 am at IAU TV Studio. In the meeting attended by our Dean of the Faculty of Communication Prof. Dr. Aybike SERTTAŞ and faculty members of our faculty. Evaluations of the past semesters as well as plans for the new academic year were discussed.



Search Conference

The search conference on “Corporate Innovation and Future-Focused Difference Making Process”, organized by Istanbul Aydın University in order to integrate innovative approaches that shape the future into our corporate culture, make a difference and strengthen our processes, was held on January 31 - February 2, 2025. Our Dean of the Faculty of Communication Prof. Dr. Aybike SERTTAŞ participated in the meeting, where the methods of raising our students as visionary individuals who can compete globally were evaluated.



17th IAU Communication Awards

The 17th Istanbul Aydın University Communication Awards were presented at a ceremony held on Thursday, 27.02.2025. In the Communication Awards, which were determined by the votes of IAU students, awards were presented to individuals and institutions that made a difference in different fields of media, cinema, television, radio, digital content and communication. The award ceremony, which was supported by the faculty members of the Faculty of Communication during the organization process, witnessed colorful moments with the intense participation of famous names.



Protocol

An educational cooperation protocol was signed between the Imagination Power Association and the Rectorate of Istanbul Aydın University under the leadership of the Faculty of Communication. Istanbul Aydın University Acting Rector Prof. Dr. İbrahim Hakki AYDIN, Chairman of the Board of Directors of Imagination Association Emre Alaattin KESKİN, Board Members Esra BAYKAL and Hüseyin Sayın, Dean of the Faculty of Communication Prof. Dr. Aybike SERTTAŞ and Head of Advertising Department Assoc. Dr. Gonca YILDIRIM ÖGE took part in the signing ceremony.



Second Place in Aydın Doğan Young Communicators Competition

34th Journalists Association of Türkiye Aydın Doğan Young Communicators Competition “Visual Documentary” second prize was won by Şevval Şahin, a graduate of the Department of Television Journalism and Programming.



PR Workshop Magazine 9th Issue Published

The ninth issue of PR Atölye, the leading magazine of the public relations industry in Türkiye, published by the faculty members of IAU Faculty of Communication, Department of Public Relations and Publicity, is out. Focusing on integrated marketing communication strategies, which are critical for brands to reach their target audiences effectively, this issue includes articles by academics and industry professionals on different topics such as public relations, brand management, advertising, digital marketing, direct marketing, social media strategies, leader communication and corporate communication.



Workshop

ILAD/ILEDAK 22nd Institution Information Workshop was held on Saturday, February 22, 2025 at 11:00 am. Faculty members of the Departments of Journalism, Radio, Television and Cinema, New Media and Communication and Television Journalism and Programming, who applied for accreditation from our Faculty of Communication, attended the workshop.



Education

Head of the Department of Journalism Assoc. Prof. Dr. Sertaç KAYA, Head of the Department of Radio, Television and Cinema Asst. Prof. Dr. Lecturer Burhan KILIÇ, Research Assistant of the Department of Journalism Gizem UYANIK, Research Assistants of the Department of Journalism Elif İNCEİSMAİL and A. Ayşenur ÇELİMLİ AKGÜL participated in the “TÜBİTAK Project Development and Writing Training in the Field of Media and Communication Studies” prepared by Marmara University Faculty of Communication and supported by TÜBİTAK.



International Relations Directorate Meeting

At the International Relations Directorate meeting moderated by Prof. Dr. Aybike SERTTAŞ, Dean of the Faculty of Communication, the global collaborations and strategic goals of our faculty were discussed, while Asst. Prof. Dr. Osman GÜLTEKİN and his team made a presentation. Faculty members responsible for international relations of all departments attended the meeting.



Agenda Assessments

Dean of the Faculty of Communication Prof. Dr. Aybike Serttaş made evaluations about the consequences of using social media incorrectly and with bad intentions.



Education

Dean of the Faculty of Communication Prof. Dr. Aybike SERTTAŞ gave a lecture titled “Media, post-truth and the battle for reality” at the UNESCO Peace and Diplomacy School Program organized by the UNESCO Chair in Cultural Diplomacy, Governance and Education.



Atelier Aydın

Prepared by the volunteer students of Atölye Aydın, the Short Film, News and Television Workshop of IAU Faculty of Communication, the documentaries “Time in My Saddlebag: Haliç” and Pasaj documentaries were released on Atölye Aydın Youtube channel.



Education

Assoc. Prof. Ayşegül AKAYDIN AYDIN, one of our Department of Journalism faculty members, gave a training on Effective Communication Techniques and Environmental Communication to the staff of IBB Urban Ecological Systems Directorate Wildlife Chief.



Event

Istanbul Aydın University Faculty of Communication Journalism Club and Media Academy Association (MAKDER) organized a Media Talks event on “The Importance of Combating Disinformation in Media”.



Thesis Monitoring

Assoc. Prof. Ayşegül AKAYDIN AYDIN, one of the faculty members of the Department of Journalism, took part in the doctoral thesis monitoring jury under the supervision of Assoc. Prof. Selin SÜAR at the Faculty of Fine Arts.



We are at AkademIDA PRJam Final

Two groups consisting of Eda KASANTUĞ, Işıl Su YILMAZ, Ece KURTBAŞ and Hilal ÇİPLİ and İbrahim EKEN, Berfin YILDIRIM and Pınar ŞANLI, 4th grade students of the Department of Public Relations and Publicity, qualified for the final stage of the AkademIDA PRJam competition.



PRIDA Communication Awards Jury Meeting

Our Head of Department Assoc. Prof. Dr. Deniz
AKBULUT participated in the PRIDA Communication
Awards Jury Meeting which was held on Wednesday,
February 5, 2025.



TÜHİD Member Meeting

Our Head of Department Assoc. Prof. Dr. Deniz AKBULUT attended the member meeting hosted by the Public Relations Association of Türkiye (TÜHİD) on Saturday, February 8, 2025 at 39 Kalamış Hotel. At the meeting where plans for the next semester, innovative and inclusive projects and collaborations were discussed, she came together with industry stakeholders and exchanged ideas.



E-bulletin

[Department of Public Relations and Publicity / IAU PR Workshop 2024-2025 Fall Semester E-Bulletin prepared by PR Workshop students has been published. You can access it from the link below:](https://www.aydin.edu.tr/tr-tr/akademik/fakulteler/iletisim/halkla-iliskiler-ve-tanitim/Pages/ebulten.aspx)

<https://www.aydin.edu.tr/tr-tr/akademik/fakulteler/iletisim/halkla-iliskiler-ve-tanitim/Pages/ebulten.aspx>



PhD Thesis Monitoring Jury

The thesis monitoring exam of Serhat YILMAZ, our PhD student in the Department of Public Relations and Publicity, whose thesis advisor is our Department Head Assoc. Prof. Dr. Deniz AKBULUT, took place on February 10, 2025. Yıldız Technical University faculty members Prof. Dr. Şükrü ERSOY and Assoc. Prof. Dr. Gonca YILDIRIM ÖGE also took part in the thesis monitoring jury.



PR Workshop Students Participated in Walter Kranz Zeigeist PR Summit Online Training Program

PR Workshop students also participated in the training organized by Walter Kranz on February 1-6, 2025. Students had the opportunity to listen to experienced names from the sector on topics such as Public Relations, Brand Communication and Crisis Management in the 6-day Zeigest PR Summit online training program.



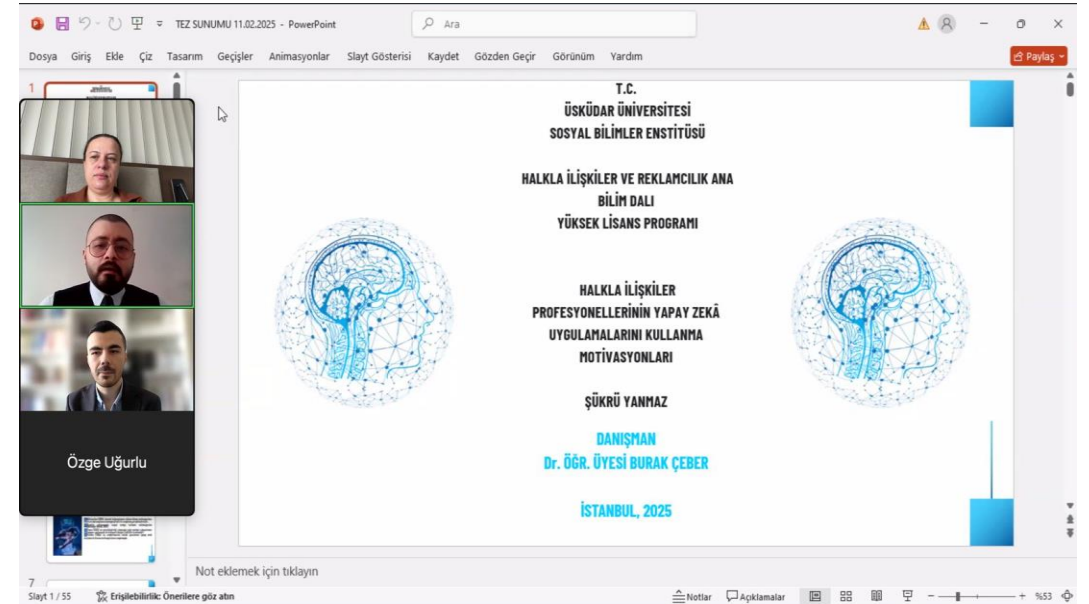
Prida Award Ceremony

Our Head of the Department of Public Relations and Publicity, Assoc. Prof. Dr. Deniz AKBULUT, who took part in the jury of PRIDA 2024 awards given within the scope of PRIDA Suare event, participated in the award ceremony which was held on Wednesday, February 19, 2025.



Master's Thesis Defense

Our Head of Department of Public Relations and Advertising Assoc. Prof. Dr. Deniz AKBULUT took part in the master's thesis defense jury of Üsküdar University Institute of Social Sciences, Department of Public Relations and Advertising Master's Program Student Şükrü YANMAZ on Thursday, February 20, 2025.



PR ATÖLYE Students at the 17th Communication Awards

The 17th Communication Awards organized by Istanbul Aydın University found their owners. IAU PR Workshop students also took part in the organization where valuable names of the communication world received awards.



Green Talks & Drink Event

Our Head of Department Advertising Assoc. Prof. Dr. Gonca YILDIRIM ÖGE participated in the eighth Green Talks & Drink meetings organized by the Corporate Responsibility Association of Turkiye (TKSD), which she is a Board Member of, at Vodafone Headquarters on February 07, 2025. Advertising Workshop students also took part in the event.



Public Relations Society of Turkiye (TÜHİD) Member Meetings

Our Head of the Department of Advertising Assoc. Prof. Dr. Gonca YILDIRIM ÖGE participated in the member meetings organized by the Public Relations Association of Turkiye (TÜHİD), where innovative projects and cooperation possibilities were discussed on behalf of the sector.



Jury Membership

Our Head of the Department of Advertising Assoc. Prof. Dr. Gonca YILDIRIM ÖGE served as a jury member at the Imagination Awards organized by the Imagination Center for the third time this year.



Brand Compass

The first episode of the Brand Compass program was broadcast. The program was moderated by Assoc. Prof. Dr. Gonca YILDIRIM ÖGE and Assoc. Prof. Dr. Müge ÖZTUNÇ. Brand Consultant and Goodjob Co-Founder Serhan OK was the guest in this episode. In the program, the question about how the inner vision transforms into brand experience was discussed. The program can be accessed via IAU Reklam Atölyesi's Youtube account or Marka Pusulası channel on Spotify.



Thesis Defense Jury

Our Head of the Department of Advertising Assoc. Prof. Dr. Gonca Yıldırım Öge took part in the doctoral defense jury of Mahmut Enes Ağca, PhD student of Istanbul University Public Relations and Publicity Department.



Academic Publication

Advertising Department Research. Assist. Elif İNCEİSMAİL contributed with the chapter titled “Brand and Cartoon Relationship” for the book titled “Current Practices in Brand Management” and edited by Prof. Dr. Işıl ALTUĞLU and published by Cem Publishing House.



Department Meeting

2024-2025 Spring Semester Department of New Media and Communication meeting was held.

During the meeting which was held with the participation of the faculty members of the Department of New Media and Communication, plans and goals for the new semester were discussed in detail. Besides, exchanging views on academic studies, educational content and strategic steps for the department, suggestions for the development of the department were also evaluated during the meeting.



Academic Publication

New Media Department faculty member Asst. Prof. Dr. Mert Can ATAR's book "The Road to the January 26 Uprising: The Sky of Truth and the Power of Social Network Masses in the USA" has met with readers. The book analyzes the process leading up to the January 6 uprising in the US and analyzes the perception of truth and the impact of social networks on the masses.





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