



ISTANBUL AYDIN UNIVERSITY

FACULTY OF COMMUNICATION E-BULLETIN



JANUARY 2025



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- Department of Journalism
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- 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/>

Dean Appointment

Our esteemed professor Prof. Dr. Aybike SERTTAŞ was appointed as the Dean of Istanbul Aydın University Faculty of Communication. We congratulate our esteemed academic and wish her success in her new position.



Academic Promotion

Assoc. Prof. Ayşenur AKYAZI, one of our faculty members in the Department of Journalism, has been awarded the title of Professor. We congratulate our esteemed academic and wish her ongoing success.



Academic Promotion

Assoc. Prof. Dr. Özlem ÖZDEMİR, one of our faculty members in the Department of Public Relations and Publicity, has been awarded with the title of Professor. We congratulate our esteemed academic and wish her ongoing success.





Q2 Indexed Publication

The article titled "Breaking the Power Dynamics Behind the Scenes of Turkish Cinema: A Head-count Research" written by our Dean of the Faculty of Communication Prof. Dr. Aybike SERTTAŞ and İstinye University Faculty Member Dr. Tugay SARIKAYA was accepted by CINEJ Cinema Journal (Q2), which is scanned in international indexes.

CINEJ CINEMA JOURNAL
ISSN 2159-2411 (PRINT) ISSN 2158-8724 (ONLINE)

Istanbul Aydın University Journal of Social Sciences (IAUD) New Issue is Online

The chief editor of the journal was Assoc. Prof. Dr. Deniz AKBULUT, the associate editor was Rsch. Assist. Burcu KAVAS. The January 2025 (Volume 17 Issue 1) issue of Istanbul Aydın University Journal of Social Sciences was published.

<https://dergipark.org.tr/tr/pub/iausos/issue/90126>



İSTANBUL AYDIN
ÜNİVERSİTESİ
SOSYAL BİLİMLER DERGİSİ
OCAK 2025 SAYISI
YAYINDA!



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

Istanbul Aydın University Journal of Communication Studies January Issue has been Published

The CHIEF editor of the journal was Assoc. Prof. Dr. Veli BOZTEPE, the assistant editor was Rsch. Assist. Meltem BAŞARAN. The January issue of the Journal of Communication Studies (Volume 11 Issue 1) was published. <https://dergipark.org.tr/tr/pub/icd/issue/90158>



Electronic Journal of New Media (e-JNM) January Issue Has Been Published

The chief editor was Assoc. Prof. Dr. Serdar Kuzey YILDIZ, the assistant editor was Rsch. Assist. Özlem VATANSEVER, Electronic Journal of New Media (e-JNM) January 2025 issue (Volume 9 Issue 1) was published.

<https://dergipark.org.tr/tr/pub/ejnm/issue/90170>

e-Journal of New Media / Yeni Medya Elektronik Dergi - eJNM January 2025 Volume 9 Issue 1



e-Journal of New Media

JANUARY 2025
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Editor

Assoc. Prof. Dr. Serdar Kuzey YILDIZ

Co-Editor

Rsc. Asst. Özlem VATANSEVER


yenimedya@aydin.edu.tr

Atelier Aydın

The sports program "Average", prepared and presented by volunteer students of our Faculty's short film, news and television workshop Atelier Aydın, which is carried out under the consultancy of Asst. Prof. Dr. Engin BAŞCI, one of our faculty members from the Department of Public Relations and Publicity, has been broadcasted on the Atelier Aydın YouTube channel with its first episode featuring different branches of sports.

Link: <https://I24.im/TwQtpc>



Erasmus+ Student Exchange Program

Within the scope of the Erasmus+ student exchange program, Graziana D'Alo from Academia Di Belle Arti Di Lecce-Italy and Mara Elena Vlad and Bianca Violeta Bacescu from Universitatea Ecologica Din Bucuresti-Romania successfully completed their education at our faculty in the 2024-2025 Fall Semester. The certificates of achievement were presented to the students by the Dean of the Faculty of Communication Prof. Dr. Aybike SERTTAŞ and the Faculty Erasmus Coordinator Assoc. Prof. Dr. Gonca YILDIRIM ÖGE.



Period Newspaper

The second issue of the Period Newspaper, prepared by the students of the Department of Journalism under the supervision of Lecturer Filiz GÜLER GÜLBEK, has been published.

Güzellik algısının kurbanı oldum
Sosyal medyanın dayattığı güzellik standartları uğruna hepik alına yalın Gececiye: Esin Övet görme yetisini kaybetti. Geçirip uyardı: "Size dayattılan kılıplara kapılmayın, bedenimize zarar vermeden önce iki kez düşünün." S/2

Süttaç'a ilk yardım
Can dostlarımız yaralandığında ne yapacağınızı bilmiyorsanız imdadınıza hayvan ilk yardımcılar koşuyor. Eğitim Servisi Dağdelen, mikik dostlarımız için nasıl ilk yardım yapacağını anlattı. S/3

Bir katil gibi düşünülmelisiniz
Her cinayetin mulaka çözülebileceğini söyleyen ünlü dedektif Sinay Kurtuba "Gündelik cinayetler 3-4 gün yaratıcı cinayetler ise zaman alır. Bu cinayetlerin çözümü için bir katil gibi düşünülmelisiniz" dedi. S/5

Futbolcularda tükenmişlik sendromu
S/7

DÖNEM SAYI 2
2024/2025 GÜZ DÖNEMİ UYGULAMA GAZETESİ

Z KUŞAĞININ 'İŞ' PROBLEMİ

Patronların 'uyumsuz', 'kayıp' ve 'istikrarsız' gençlerden, gençlerin ise anlaşılamaktan yakındığı iş dünyasındaki kuşak çatışması kangrene döndü. X ve Z kuşağının yaşadığı düş kırıklığı için çözüm yolları aranıyor.

Deneyimsiz ve sabırlı X kuşağı, pratik, hızlı ve istikrarsız Z kuşağı ile empati frekansını yakalayamıyor. İş dünyasında da ortaya çıkan farklılıklar Z kuşağı ile X kuşağının beraber çalışmasını zorluyor. X kuşağının tecrübesine güvenen şirketler Z kuşağının kendilerine göre uyumsuz olarak nitelendirdikleri fikir ve işlerine önemli bakmıyor. Bu durum Z kuşağının işsizlikle karşı karşıya kalmasına sebep oluyor. Kuşaklar arası çatışmayı sonlandırmamanın mümkün olduğunu söyleyen kurumsal bir şirketin bölge müdürü A.K yöneticilere Z kuşağın kontrolü bir şekilde bula vıpna hakkı tanımları konusunda tavsiyelerde bulundu.

Bu şekilde gençlerin hatırlamadan ders çıkarak şirkete adaptasyon sağlayabileceklerini öne sürdü. Z kuşağın kazanılması gerektiğini belirten A.K gençlerin potansiyelini X kuşağın göze daha fazla bir şekilde ortaya çıkılgın ifade ederek şunları anlattı: "Z Kuşağın özümlemesi gerekiyor. Yeni kuşağın kendine özgü jargonları, konuşma dili söz konusu. Karşedaki kıyım onları anlaması gerekiyor. Bu nedenle kendini anlatma ihtiyacı hissetmiyor. Bu durum Z kuşağın etkili iletişim konusunda sınıfta kaldığına ortaya koyuyor. Nesiller arası çatışmanın en büyük gereksinimi bu oluyor." S/4

Cehennemini yaşadım

Büyük umutlarla mezun olan gençler, değişen çalışma koşullarına uyum sağlamakta zorlanıyor

External Stakeholder Meeting

Upon the invitation of Küçükçekmece Municipality, our Department of Public Relations and Publicity instructors held an external stakeholder meeting with the Strategy Development Directorate and Disaster Directorate officials on Monday, January 13, 2025. Our Department Head Assoc. Prof. Dr. Deniz AKBULUT and our Department instructors, as well as our University AFAM Coordinator Serhat YILMAZ were present at the meeting at which projects and collaborations are planned to be carried out in the spring term thanks to partnership with Küçükçekmece Municipality and our Department.



Prida Jury Membership

Our Head of the Department Public Relations and Publicity, Assoc. Prof. Dr. Deniz AKBULUT, is among the jury members of the PRIDA Communication Awards, designed and organized by the Association of Communication Consultancy Companies (IDA).



ILAD Screening Meeting

Our Faculty Accreditation Board and Department Head Assoc. Prof. Dr. Deniz AKBULUT, who serves as the ILAD Advisory Board Coordinator and ILEDAK Education Commission Member, attended the “Artificial Intelligence in Communication Education, Media Production and Ethics” screening meeting organized by the Communication Research Association (İLAD) on Saturday January 8, 2025. At the meeting, which was also attended by stakeholder organization representatives from the sector, artificial intelligence and its effects on communication education and how it will be integrated into accreditation criteria were discussed.



Article

The article titled “Migrant Smuggling and Terrorism Connection on Migration Routes” written by Prof. Dr. Özlem ÖZDEMİR was published by the Research Center for Combating Terrorism and Radicalization (TERAM).



Terörizm ve Radikalleşme ile
Mücadele Araştırma Merkezi



MIGRANT SMUGGLING AND TERRORISM CONNECTION
ON MIGRATION ROUTES

ÖZLEM ÖZDEMİR

INTRODUCTION

The connection between migrant smuggling and terrorism is becoming an increasingly prominent issue in global security. There are many aspects that could require cooperation between terrorist organizations and migrant smugglers. The income generated from migrant smuggling can be used to finance the activities of terrorist groups. Many irregular migrants, including women, men, and children, can be targeted by terrorist groups as potential new recruits.

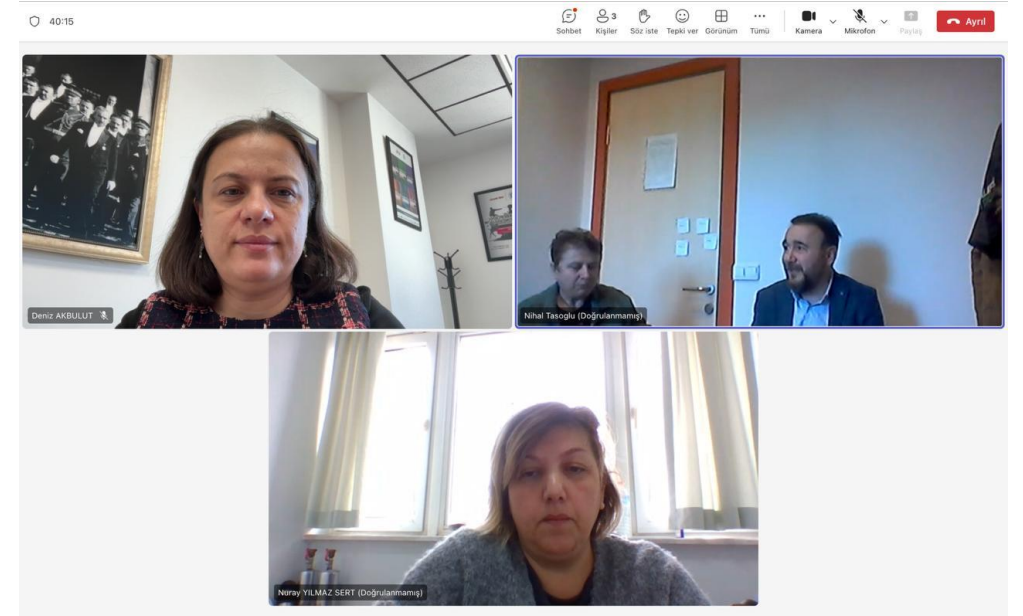
Accreditation Team Member

Ece ERGİN, Research Assistant of our department, took part in the accreditation process of Izmir University of Economics, Faculty of Communication, Department of Public Relations and Advertising as a student evaluator in the ILAD/ILEDK evaluation team on January 5-6-7, 2025.



Jury Membership

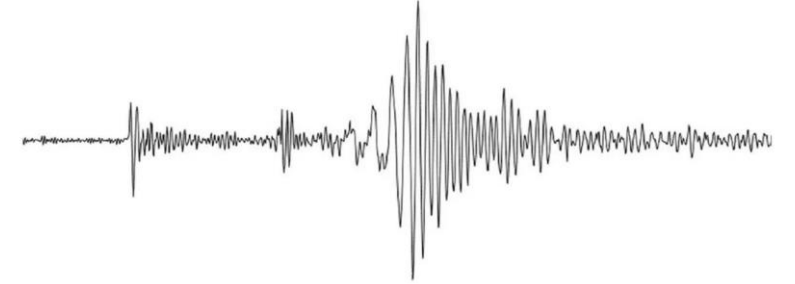
Head of Our Department Assoc. Prof. Dr. Deniz AKBULUT took part in the qualification jury of Kocaeli University Institute of Social Sciences Public Relations and PhD Program Student Fettah TURAN on Wednesday, January 8, 2025.



Radio Broadcasting

Serhat YILMAZ, PhD student of Public Relations and Publicity Program and Coordinator of Istanbul Aydın University Disaster Education Application and Research Center (AFAM), was the guest of Apaçık Radio Golden Hours Program on January 15, 2025. In the program, the report of the “Workshop on the Roles of Local Governments and NGOs in Individual Preparedness Against Disasters” held last month in partnership with AFAM, Anatolian Education and Culture Foundation (AKEV), Beylikdüzü Municipality and IAU Faculty of Communication Public Relations Department was mentioned.

“Apaçık Radyo.



ALTIN SAATLER

ARGUN YUM
ELVAN CANTEKİN

GÜRHAN ERTÜR
NURAY AYDINOĞLU

Doctoral Qualifying Examination/ PhD Qualification Exam

Public Relations and Publicity Department PhD Program student Tugay Galip HADİ's PhD qualification exam was held on January 14-15, 2025. Our student who successfully completed the exam was evaluated by the PhD qualification jury whose members were Istanbul University faculty member Prof. Dr. Yeşim GÜÇDEMİR, Kocaeli University faculty member Assoc. Prof. Dr. Nihal PAŞALI TAŞOĞLU, Department Head Assoc. Prof. Dr. Deniz AKBULUT, Asst. Prof. Dr. Birgül ÜSTÜNBAŞ ERDOĞAN and Asst. Prof. Dr. Metin Enes DÖNMEZ.



Doctoral Qualifying Examination

The doctoral qualification exam of Umut ÖZDEMİR, our PhD student in the Department of Public Relations and Publicity, took place on 14-15 January 2025. Istanbul University faculty member Prof. Dr. Yeşim GÜÇDEMİR, Kocaeli University faculty member Assoc. Prof. Dr. Nihal PAŞALI TAŞOĞLU, our Department Head Assoc. Prof. Dr. Deniz AKBULUT, Assoc. Dr. Özlem ÖZDEMİR and Asst. Prof. Dr. Engin BAŞCI took part in the doctoral qualification jury of our student who successfully completed the exam.




Thesis Monitoring Examination

The thesis monitoring exam of Ayten ÇALIŞ KURTÇU, 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 January 16, 2025. Among the thesis monitoring jury, Asst. Prof. Dr. Engin BAŞCI and Kocaeli University Faculty of Communication Dean Prof. Dr. İdil SAYIMER also took part.



Sector - Academy Meetings

Our Head of Department Assoc. Prof. Dr. Deniz AKBULUT attended the meeting on the results of the “Global Competencies in Public Relations and Communication Management Profession: Türkiye Study” which was organized by the Turkish Public Relations Association (TÜHİD) on January 27, 2025.



The screenshot shows a Zoom meeting interface. The main slide content is as follows:

جامعة الشارقة
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كلية الاتصال
COLLEGE OF COMMUNICATION

Halkla İlişkiler ve İletişim Yönetimi Me Küresel Yetkinlikler Çerçevesi: Türkiye

Global Capability Framework for the Public Relations and Communication
Profession: Türkiye Study

Prof. Dr. Tevhide Serra Görpe
Sharjah Üniversitesi, BAE

Prof. Dr. Burcu Öksüz
İzmir Kâtip Çelebi Üniversitesi

The slide also features a vertical stack of five video thumbnails on the right side, showing participants in the meeting. The Zoom interface includes a top bar with 'Kaydediliyor...' and 'YouTube' options, and a bottom bar with icons for 'See', 'Video', 'Katılımcılar', 'Sohbet', 'Teplir ver', 'Paylaş', 'AI Companion', 'Uygulamalar', 'Daha fazla', and 'Ayrı'.

Accreditation Team Member

Research Assistant Ece ERGİN in our department, as a student evaluator of ILAD/ILEDK evaluation team, took part in the accreditation process of Istanbul Yeni Yüzyıl University Vocational School of Radio and Television Programming department on 19-20-21 January 2025.



Doctoral Qualifying Examination

Department of Radio, Television and Cinema Lecturer İbrahim Tarkan DOĞAN's doctoral qualifying exam was held under the supervision of Assoc. Prof. Dr. Serdar Kuzey YILDIZ, Prof. Dr. Okan ORMANLI, Assoc. Dr. Ragıp TARANÇ, Assoc. Prof. Dr. Cüneyt BOZKURT and Asst. Prof. Dr. Burhan KILIÇ. Our instructor successfully completed the qualification phase and passed to the thesis phase.



Workshop

Our Head of Department, Assoc. Prof. Dr. Gonca YILDIRIM ÖGE, took part in the “Branding, Türkiye Brand and Reputation Management Working Group” within the scope of the Preparatory Workshop of the 2nd Communication Council organized by the Presidency of Communication of the Republic of Türkiye in Ankara on January 8-9, 2025. Yıldırım was an invitee of the Trademark Office of Türkiye.



IAU Clubs Association Evaluation Meeting

Our Head of Department Assoc. Prof. Dr. Gonca Yıldırım Öge and the executive students of the IAU Advertising and Communication Club attended the Fall semester evaluation meeting organized by the IAU Clubs Association on January 03, 2025.



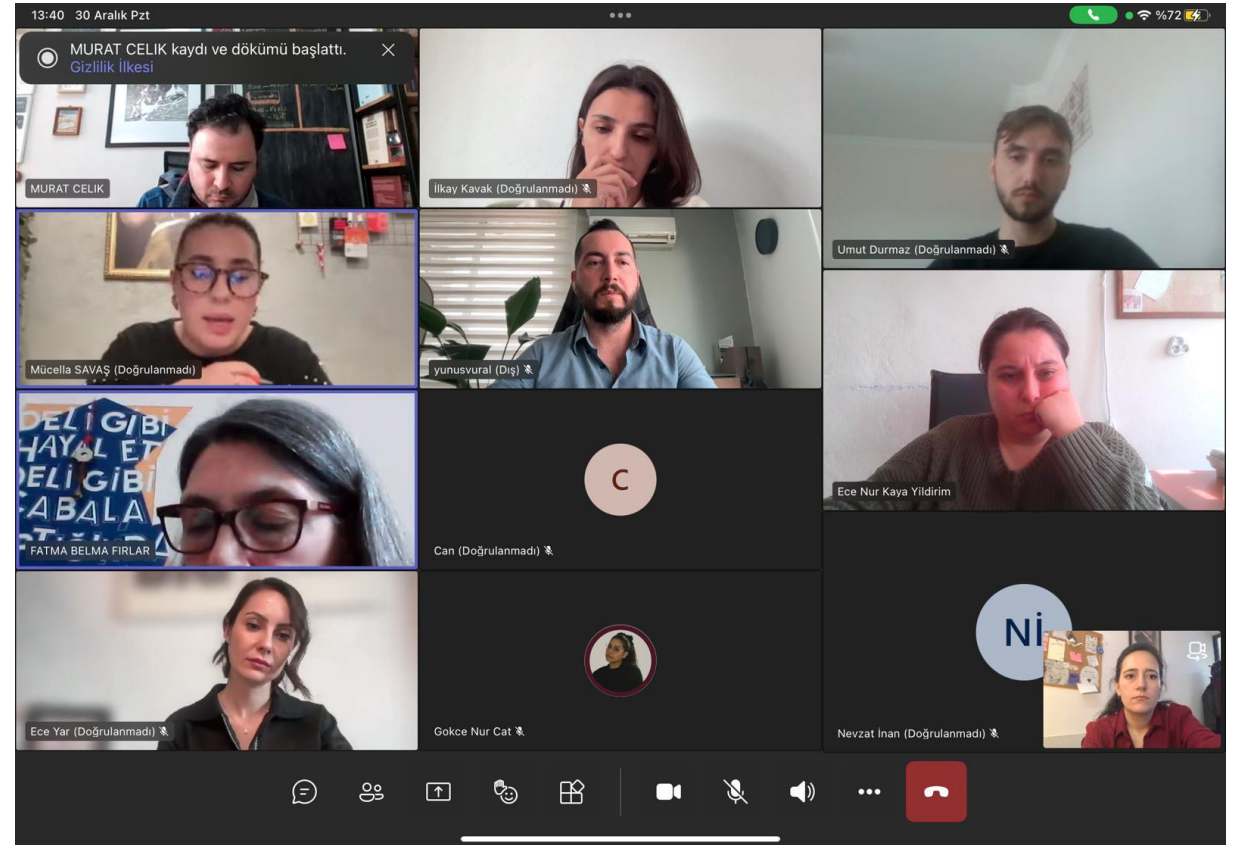
Academy Sector Cooperation

Within the scope of the academy and sector cooperation carried out with the PastaVilla brand, Lecturer Murat KARSLIOĞLU, the final brief of the “Creativity and Creative Strategies in Advertising” course was shared with the students. As a result of the meeting which was held online with the participation of Pastavilla brand managers Güneş ÖZCAN and Buket ÖZBAY, students started working.



External Stakeholder Meeting

Rsch. Assist. Elif İNCEİSMAİL attended to Ege University Faculty of Communication, Department of Advertising the External Stakeholder Meeting for the 2024-2025 academic year.



Academy Sector Collaboration

3rd year students of Department of Advertising presented their ideas for Pastavilla. The final presentations, which took place within the scope of Instructor Murat KARSLIOĞLU's Creativity and Creative Strategies in Advertising course, were held on Tuesday, January 21 within the cooperation of Pastavilla. Students who received a campaign brief for the Mac&Cheese product from Pastavilla shared their campaign ideas with 15-minute presentations as 7 groups. Buket ÖZBAY and Güneş ÖZCAN, who were among the jury members as brand representatives, evaluated the presentations and shared their ideas with our students.



Brand Council General Assembly Meeting

Head of Our Department of Advertising, Assoc. Prof. Dr. Gonca YILDIRIM ÖGE was elected as one of the new Board Members for 2025-2026 at the Brand Council General Assembly meeting, which was held on January 25, 2025.



Event

As part of the New Media Meetings, a speech was organized with the esteemed journalist Begüm OKTAY in an event titled “Being a Journalist in the Digital Age”. The event, at which an inspiring conversation took place on journalism practices in the digital age, opportunities in the new media field and the effects of digital transformation, was moderated by our Department of New Media and Communication students Samet Furkan GÜNEY and Sudenas BÜYÜKKESKİN.



Meeting

A department meeting was held with the participation of all our instructors as the Department of New Media and with the Dean of the Faculty of Communication Prof. Dr. Aybike SERTTAŞ. In the meeting, evaluations were made regarding the development of the department's current academic studies and educational programs. New strategies and collaborations that can be implemented to increase the sectoral competencies of students have been discussed.



Podcast

From Department of New Media and Communication, Asst. Prof. Dr. Mert Can ATAR was a guest in the fifth episode of the Homo Academicus podcast. In this episode, the significant evaluations were made on Donald Trump's policies. Besides, Trump's political strategies and analyses on the global effects of far-right movements were shared with the listeners.



Meeting

The last department meeting of the fall semester was held by the Department of New Media and Communication. In the meeting chaired by Department Head Assoc. Prof. Dr. Nur Emine KOÇ, future projects and academic collaborations were evaluated. In addition, strategies for developing student-focused projects and strengthening academic programs were discussed. Following the fall semester analyses, plans were made for the spring semester.





CONTACT

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