



İSTANBUL AYDIN UNIVERSITY

**FACULTY OF COMMUNICATION
E-NEWSLETTER**



JUNE 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 Undergraduate Program Launched

The Department of Radio, Television, and Cinema has announced that starting from the 2025–2026 academic year, it will begin admitting students to its English-language undergraduate program. This newly established program aims to train graduates who closely follow global media dynamics and are competent on an international level. While offering an important opportunity especially for students wishing to receive education in English, the program promises a strong academic foundation for young people aspiring to pursue international careers in the field of communication.

**RADYO, TELEVİZYON VE SİNEMA BÖLÜMÜ
İNGİLİZCE PROGRAMI AÇILDI!**

2025-2026 eğitim-öğretim döneminde öğrenci kayıtları açılacaktır.

**THE ENGLISH PROGRAM OF THE
DEPARTMENT OF RADIO, TELEVISION, AND
CINEMA HAS BEEN LAUNCHED!**

Student registrations for the 2025-2026 academic term will be opening.



Assignment

Dr. Lecturer Tuğba GÜLAL, a faculty member of the Faculty of Communication, has been appointed as the Head of the English Undergraduate Program of the Department of Radio, Television, and Cinema. We wish our esteemed professor success in her new position.



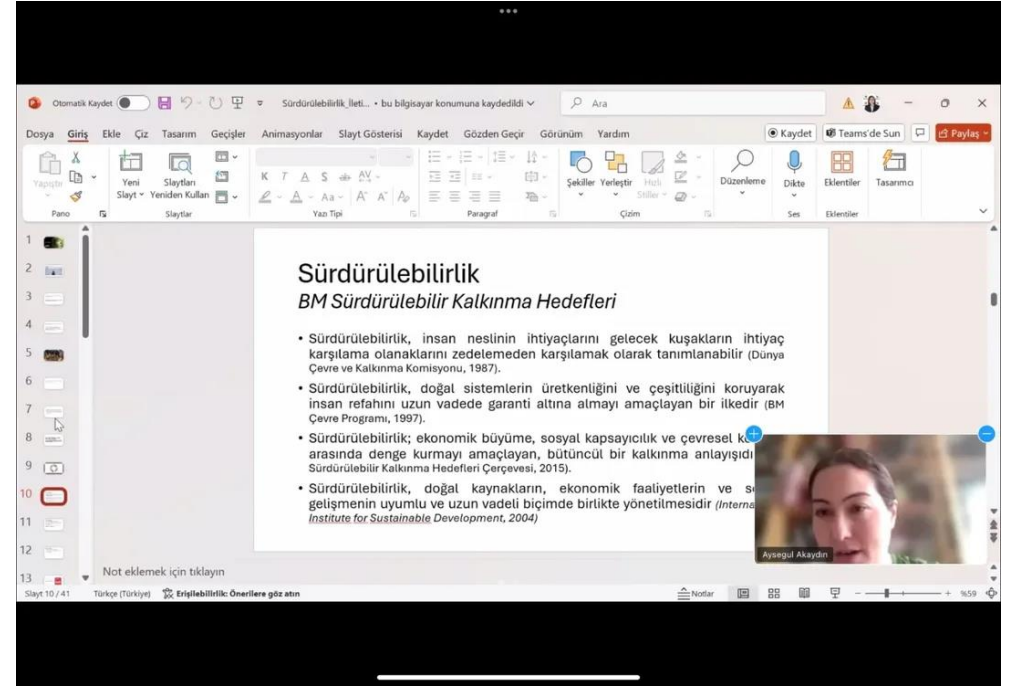
In-Service Training

Within the scope of the event organized by the Faculty of Communication In-Service Training Commission on June 25, 2025, Dr. Mert Can ATAR, faculty member of the New Media and Communication Department, delivered a presentation titled "Contemporary Politics in the Post-Truth Era."



Imagination Center Trainings

Within the scope of the training protocol signed between our university and the Imagination Center (HGM), the Spring 2025 training sessions concluded with the seminar on "Sustainability" by Associate Professor Dr. Ayşegül AKAYDIN AYDIN. Participants had the opportunity to explore the principles of environmental, social, and economic sustainability, examining key topics such as climate change, resource usage, circular economy, and individual/social responsibilities during the training.



Farewell to Assoc. Prof. Dr. Müge ÖZTUNÇ

A farewell meeting was held for Assoc. Prof. Dr. Müge ÖZTUNÇ, Vice Chair of the Department of Advertising, with the participation of faculty members from the Faculty of Communication. We thank Assoc. Prof. Dr. ÖZTUNÇ, who has made significant contributions to our faculty with her academic knowledge, experience, and strong communication with students; and we wish her success in her new academic journey.



Education

İAÜ Journalism Club conducted a Fact-Checking Training Workshop as part of the 4th Term ÜNİDES Project on Strategies to Prevent Disinformation, with the participation of Koray KAPLICA, Chief Coordinator of Doğruluk Payı.



Visit to Cumhuriyet Newspaper

Journalism department students paid a visit to Cumhuriyet Newspaper, one of the longstanding publications in the Turkish press. Mustafa Birol GÜGER, Foreign News Director, guided them through the newspaper's 101-year archive and shared information about its history. News Director Can UĞUR and experienced journalist Şükran SONER provided comprehensive briefings on the operation of the news center and journalistic practices.



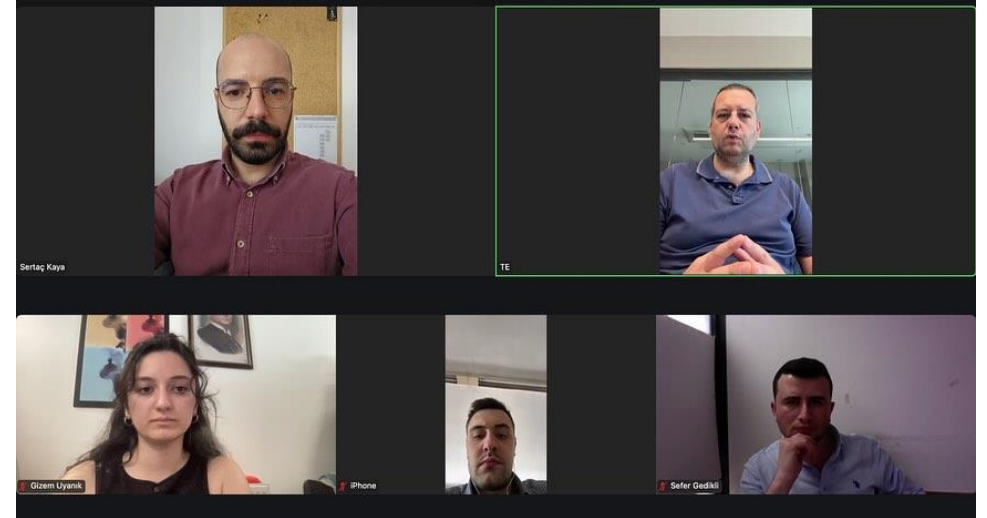
News Writing Workshop

In the workshop organized for journalism students, practical studies on news writing were conducted under the guidance of experienced journalist Filiz GÜLER GÜLBEK. Going beyond the 5W1H rule, the workshop explored ways of creative and in-depth journalism. Participants had the opportunity to experience storytelling techniques enriched with human stories that resonate with society.



Advisory Board Meeting

The 2024-2025 Spring Semester Advisory Board Meeting of the Department of Journalism was held under the coordination of Associate Professor Dr. Sertaç Kaya. Topics such as artificial intelligence in journalism, the use of drones, and digitalization were discussed with the participation of Tunç Elibol, General Manager of Fenerbahçe TV; Orhan Şener, Director of TGS Academy; and Erdem Öktem, Reporter at Cumhuriyet Newspaper.



Award

The Journalism Club, supervised by Assoc. Prof. Dr. Sertaç KAYA, was awarded a Certificate of Appreciation and Achievement for its activities, projects, and efforts to encourage student participation throughout the year. The club stood out among student organizations with its active and productive structure. At the award ceremony, the certificate was presented to Research Assistant Gizem UYANIK together with Aysu KÖROĞLU, the President of the Journalism Club and a first-year student.



Academic Publication

The article titled “A Perspective on Public Relations and Promotion Education in Turkey from the Accreditation Framework,” authored by our Department Chair Associate Professor Dr. Deniz AKBULUT and our Deputy Department Chair Dr. Öğr. Üyesi Birgül ÜSTÜNBAŞ ERDOĞAN, has been published in the latest issue of İnönü University Faculty of Communication Electronic Journal (İNİF E-DERGI).



Mayıs, 2025, 10(1)

TÜRKİYE'DE HALKLA İLİŞKİLER VE TANITIM EĞİTİMİNE AKREDİTASYON
ÇERÇEVESİNDE BİR BAKIŞ*

Dr. Öğr. Üyesi Birgül ÜSTÜNBAŞ ERDOĞAN**

Doç. Dr. Deniz AKBULUT***

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Araştırma Makalesi

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Öz

İletişim biliminin önde gelen dallarından biri olan halkla ilişkiler, psikoloji, sosyoloji, hukuk, siyaset gibi birçok disiplin ile ilişki halindedir. Medya ilişkilerinden kriz yönetimine, uluslararası halkla ilişkilerden kamu diplomasisine kadar uzanan çok boyutlu uzmanlık gerektiren birçok uygulama alanı bulunmaktadır. Bu kadar çok alandan beslenmesi halkla ilişkilerin önemini arttırmakta, eğitimi daha kapsamlı bir hale getirmektedir. Bu doğrultuda lisans programlarının müfredatlarında genel iletişim derslerinin haricinde öğrencilere teorik ve uygulama odaklı alan derslerinin sunulması önem kazanmaktadır. 2016 yılından bu yana iletişim eğitiminin kalitesinin yükseltilmesi için faaliyetlerini sürdüren İletişim Eğitimi Değerlendirme Kurulu (İLEDAK), halkla ilişkiler ve tanıtım programları için ölçütler ortaya koymuştur. Bu ölçütler, müfredatları yeniden yapılandırmaya ve sürekli iyileştirmelerle güncellemeye teşvik etmektedir. Bu çalışmanın amacı, İLEDAK tarafından yeniden genel değerlendirme ile ikinci kez beş sene akredite olan halkla ilişkiler ve tanıtım

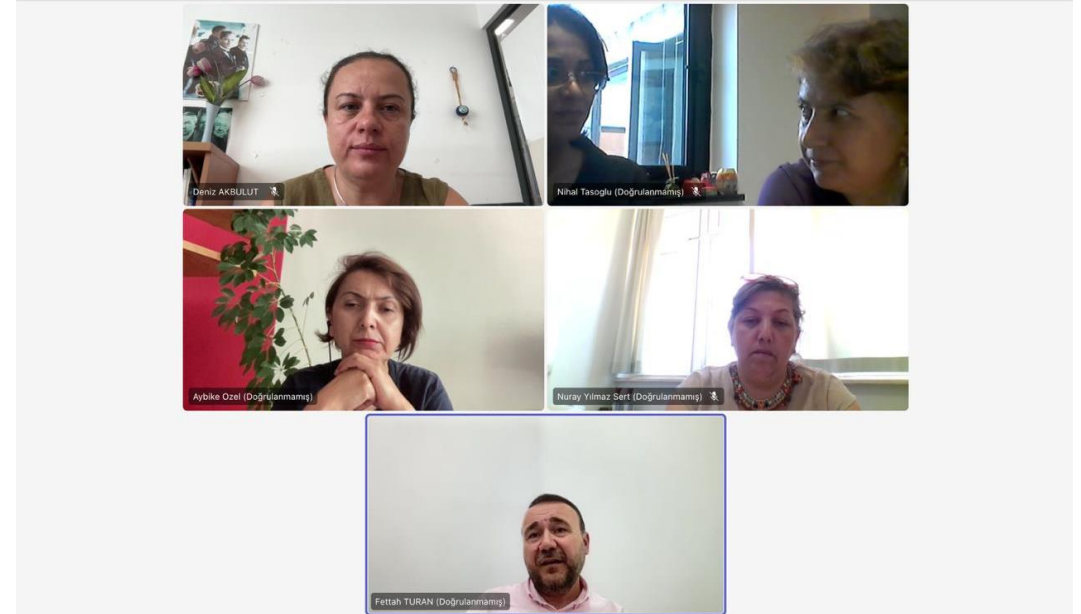
Graduation Project Presentations

The Graduation Project course presentations of the 4th-year students from the Department of Public Relations and Publicity took place on Friday, June 13, 2025. Throughout the semester, the students worked according to the brief provided by Architech and presented their final projects in groups to a jury that included our Department Professors as well as Yunus YILMAZ, Brand and Corporate Communication Manager at Architech, and Demet TELKEŞ, Deputy Director of Brandfocus Communication Agency.



PhD Qualifying Exam Jury Membership

The PhD qualifying exam of Fettah TURAN, a doctoral student in the Department of Public Relations and Publicity at Kocaeli University, was held on June 16, 2025. Our Department Chair, Associate Professor Dr. Deniz AKBULUT, also served on the exam jury.



Membership in the Advisory Board

The External Advisory Board of the Department of Public Relations and Advertising at Yaşar University Faculty of Communication, which includes our Department Chair Associate Professor Dr. Deniz AKBULUT among its members, convened on Thursday, June 19, 2025.



Doctoral Thesis Proposal Exam

Our doctoral student from the Department of Public Relations and Publicity, Umut ÖZDEMİR, successfully completed the doctoral thesis proposal exam on Friday, June 20, 2025.



Institute Board Meeting

The Institute Board Meeting, attended by our Department Head Associate Professor Dr. Deniz AKBULUT, took place on Thursday, June 19, 2025.



Welcome Summer Party with KİD

Our Department Head, Associate Professor Dr. Deniz AKBULUT, joined industry professionals and communication academics at the Welcome Summer Party organized by the Corporate Communicators Association on the evening of Thursday, June 19, 2025.



TÜHİD Academics Member Meeting

Our Department Head, Associate Professor Dr. Deniz AKBULUT, also attended the Academics Member Meeting organized by the Public Relations Association of Turkey (TÜHİD) on Thursday, June 26, 2025.



Workshop

As part of the Visual Communication Design Meetings, the "Product Photography Workshop" event, featuring guest lecturer Çelik ŞENGÖNÜL, was held under the moderation of our faculty member Asst. Prof. Ayşe SUCU. During the event, students were provided with both theoretical and practical knowledge on the basic concepts of photography, lighting values, and product photography. We would like to thank our guest and participants for their contributions.



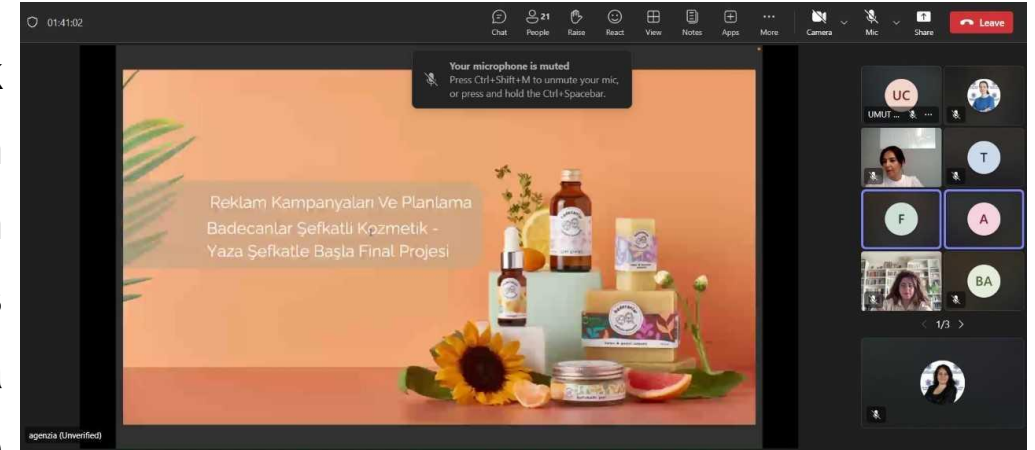
Graduation Project Presentations

The 4th-year students of the Visual Communication Design Department conducted their Graduation Project presentations on June 26-27, 2025. They presented their projects, which they prepared with great dedication and effort, to our jury composed of our Department Chair Assoc. Prof. Dr. Veli BOZTEPE, faculty members Dr. Ayşe SUCU, instructors Gülcan İDACI, and guest evaluators Asst. Prof. M. Batuhan ÇANKIR and Instructor Mete YALÇIN. We congratulate our students and wish them continued success.



Academia – Industry Collaboration

Within the scope of the Advertising Campaigns and Planning course, a collaboration was conducted with Badecanlar Şefkatli Kozmetik under the supervision of Associate Professor Dr. Müge ÖZTUNÇ. In this context, the students presented their summer campaign ideas in a meeting held via Google Meets on Friday, June 13. Badecanlar's Social Media Coordinator and Communication Consultant Funda UĞRAŞ, along with Brand Manager Gülşah SARI, attended the presentations. Through this experience, students had the opportunity to receive professional feedback and enhance their practical skills in the industry.



Academia – Industry Collaboration

Within the scope of the Public Relations course conducted in collaboration between the Advertising Department and Aık Holding, term project presentations prepared for Hotel Komana-Binbirdirek were successfully completed. In the course led by Assoc. Prof. Dr. Gonca YILDIRIM ÖGE, students presented their projects prepared according to the brief, with the participation of Aık Holding Content and PR Manager Burcu ALVER and Brand Manager Meri Murat ERDİN. The guests listened attentively to the students' projects and provided constructive feedback.



Academia – Industry Collaboration

Within the scope of the Public Relations course, sustainability-themed projects were developed in collaboration with the Advertising Department and Açık Holding. Third-year students, in the course conducted by Assoc. Prof. Dr. Gonca YILDIRIM ÖGE, successfully presented their campaign ideas prepared based on the brief they received from Zeynep ÇELİK, Brand Manager at Cronos Pharma, and Burcu ALVER, Content and PR Manager at Açık Holding. During this process, students gained both presentation experience and personal development through professional feedback. The students expressed their gratitude to the contributing academics and guests.



37th Kristal Elma Creativity Festival

On Friday, June 13, the 37th Kristal Elma Creativity Festival was held at Rixos Tersane Istanbul. The event was attended by Associate Professor Dr. Gonca YILDIRIM ÖGE, Head of the Advertising Department, Research Assistant A. Ayşenur ÇELİMLİ AKGÜL, and students from the Advertising Workshop. Under the theme "Long Live Good Ideas," the festival brought together professionals from the creative industry. Inspirational talks were given by figures such as Ata DEMİRER, Özgür MUMCU, Candaş Tolga IŞIK, and Hasan SALTİK. The event also provided an opportunity to reconnect with alumni students.



“Guest on the “Homo Academicus” Podcast

Research Assistant Azime Ayşenur ÇELİMLİ AKGÜL from the Department of Advertising was a guest on the 11th episode of the “Homo Academicus” podcast series, prepared by Research Assistants İbrahim ÖKSÜZ and herself. In this episode, we discussed the history of museums from ancient times to the modern era, their significance in our cultural life and history, Bourdieu’s fieldwork on museums in his book *The Love of Art*, and museums in Turkey in detail.

Podcast Episode

Homo Academicus #11 | Müze ve İnsan İlişkisi

Homo Academicus

Jun 3 • Finished ✓

▶ ⬇️ ⬆️ ...

Episode Description

Bu bölümde konuğum Arş. Gör. A. Ayşenur ÇELİMLİ AKGÜL ile müzelerin kadim zamanlardan modern zamanlara tarihini, kültür yaşantımızda ve tarihindeki önemini, Bourdieu'nun Sanat Sevdası kitabındaki müzeler üzerine saha çalışmasını ve Türkiye'deki müzeleri detaylı olarak konuştuk. Herkese iyi dinlemeler.

Advertising Workshop Picnic Event

The Advertising Workshop team celebrated the closing of the 2024-2025 academic year with a picnic event held at Florya Atatürk Forest. The event was also attended by the Head of the Advertising Department, Associate Professor Dr. Gonca YILDIRIM ÖGE, and Research Assistant A. Ayşenur ÇELİMLİ AKGÜL. Coordinator students who left their roles due to graduation handed over their duties to new members. The picnic, which took place in a warm and friendly atmosphere, strengthened team bonds and concluded the term with an enjoyable event.



İAÜ Advertising and Communication Club Received Appreciation and Achievement Award

The Clubs Union Award Ceremony took place on Friday, June 13. At the ceremony, İAÜ Advertising and Communication Club was honored with the Appreciation and Achievement Award. The award was received on behalf of the club by Research Assistant Elif İNCEİSMAİL, along with Club President Yusuf Eren KARTAL and Club Advisor Associate Professor Dr. Gonca YILDIRIM ÖGE.



The Second Episode of "Brand Compass" Has Been Released

The second episode of the program "Brand Compass," prepared and presented jointly by Istanbul Aydın University Advertising Department Chair Associate Professor Dr. Gonca YILDIRIM ÖGE and Vice Chair Associate Professor Dr. Müge ÖZTUNÇ, has been completed. The program, which covers current topics on brand communication and inspiring content, featured Marketing and Growth Hacking Consultant Haydar ÖZKÖMÜRCÜ as a guest. The episode can be accessed on the İAÜ Advertising YouTube channel or the Brand Compass Spotify account.



The Third Episode of "Brand Compass" Has Been Filmed

The third episode of the program "Brand Compass," prepared and presented jointly by Associate Professor Dr. Gonca YILDIRIM ÖGE, Chair of the Advertising Department at Istanbul Aydın University, and Associate Professor Dr. Müge ÖZTUNÇ, Vice Chair of the Department, featured Derya ERGÜÇ, Communication and Management Director at Salt, as its guest.



Graduation Project Presentations

Fourth-year Advertising Department students developed creative communication campaigns focused on the final term for Starbucks as part of their Graduation Project course. The project, supervised by Associate Professors Dr. Gonca Yıldırım Öge and Dr. Müge Öztunç, involved 16 groups. The final presentations were evaluated by a jury including Murat Buyurgan and Serli Kibar from Starbucks, and Haluk Erkmen, President of Puck Global Agency. Award-winning groups were rewarded, while students gained industry experience on their path to graduation.



New Social Reflexes Talk

Assoc. Prof. Dr. Gonca YILDIRIM ÖGE, Head of the Advertising Department, participated in the "New Social Reflexes" talk organized by Brandmap BookClub as an invitee of Tchibo Turkey and Brandmap.



Brandverse Award Ceremony

At the Brandverse Awards, organized in collaboration with Marketing Turkey and Boomsonar, Associate Professor Dr. Gonca YILDIRIM ÖGE, Head of the Advertising Department and jury member in the Sustainability and Social Responsibility category, presented the category awards to the recipients at the ceremony held on June 18, 2025.



Global Sustainable Development Congress

Associate Professor Dr. Gonca YILDIRIM ÖGE, Head of the Department of Advertising, attended the panels on the second day of the Global Sustainable Development Congress held between June 16-19, 2025.



Graduation and Farewell Dinner for Associate Professor Dr. Müge Öztunç

The Advertising Department graduation dinner took place on June 23, 2025, with the participation of the department's faculty members and students. The dinner also served as a farewell event for Associate Professor Dr. Müge Öztunç, who is leaving the department. A surprise cake was presented for Müge Öztunç, and she was thanked for her contributions. The event combined both the excitement of graduation and a meaningful farewell.



Thesis Monitoring

Associate Professor Dr. Gonca YILDIRIM ÖGE, Head of the Department of Advertising, served on the thesis monitoring juries of Çağla COŞAR and Kerim Fatih ÇELİK, doctoral candidates in Public Relations and Publicity at Istanbul University.



Department Representatives Meeting

The Department Representatives Meeting of the Radio, Television, and Cinema Department was held under the chairmanship of the Head of Department, Dr. Lecturer Burhan KILIÇ. During the meeting, students' opinions, requests, and suggestions related to the department were evaluated; current issues and proposed solutions were discussed. The meeting was attended by first-year representative Beyza ÇIÇEK, second-year deputy representative Zeynep DOĞAN, third-year representative Oğuzhan BİTER, and fourth-year representative Motasem Bani ODEH.



Doctoral Qualification

Research Assistant İbrahim Öksüz from the Department of Radio, Television and Cinema successfully completed the qualification exam within the scope of his doctoral program at Istanbul University, Department of Radio, Television and Cinema. The exam jury included his advisor Associate Professor Ahsen Deniz MORVA KABLAMACI, as well as Professor Gülin TEREK ÜNAL, Professor Nilay ULUSOY, Associate Professor Cem YILDIRIM, and Dr. Lecturer Habibe ÖNGÖREN.



Graduation Project Presentations

The graduation projects of the senior students from the Department of Radio, Television, and Cinema were submitted for jury evaluation during sessions held on June 26–27, 2025. On the first day of presentations, the jury members included Department Chair Dr. Asst. Prof. Burhan KILIÇ, Prof. Dr. Sefa ÇELİKSAP, Assoc. Prof. Hale TORUN, Dr. Asst. Prof. Fatma Esra ÖZTÜRK, and Lecturer Volkan BUDAK, as well as Director of Photography İlker ÖZKAP and Adem Ulaş DÖNMEZ from the film industry. On the second day, the jury consisted of Department Chair Dr. Asst. Prof. Burhan KILIÇ, Prof. Dr. Sefa ÇELİKSAP, Assoc. Prof. Hale TORUN, Dr. Asst. Prof. Fatma Esra ÖZTÜRK, together with director Onur DOĞAN.



Ordinary General Assembly Meeting of the Turkish Translation Association

The Ordinary General Assembly Meeting of the Turkish Translation Association took place on June 13, 2025, at the IMED: Institute of Business Economics Alumni Association building. During the General Assembly Meeting, Dr. Lecturer Tuğba GÜLAL was elected as a full member of the board of directors of the Turkish Translation Association.



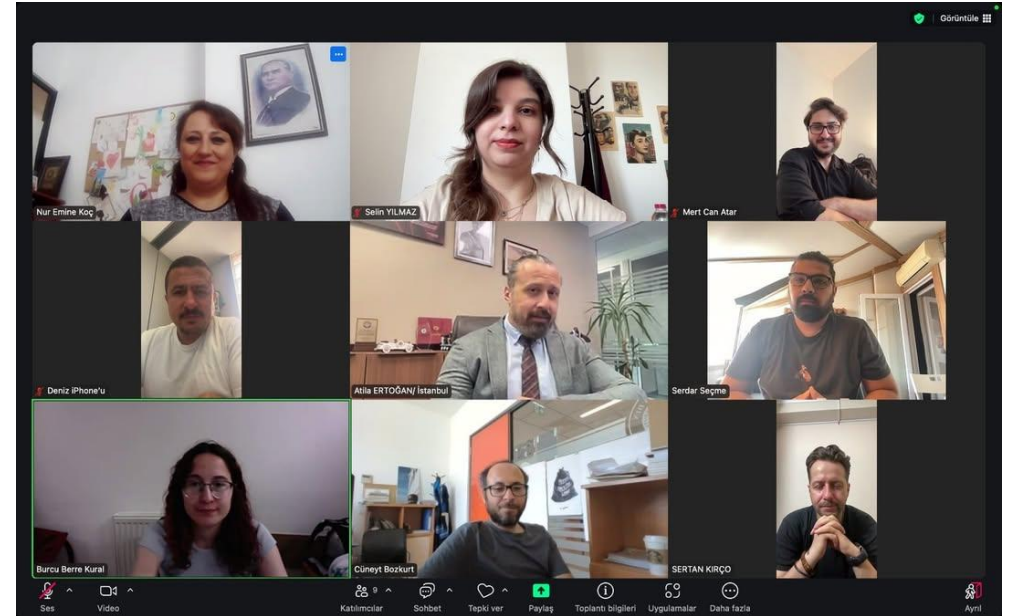
Global Sustainable Development Congress

Dr. Tuğba GÜLAL, Faculty Member of the Department of Radio, Television and Cinema, attended the "Refugee Student Leadership" and "Sustainability" conferences held at the Global Sustainable Development Congress on Monday, June 16, 2025.



Advisory Board Meeting

The Advisory Board Meeting of the Department of New Media and Communication was held under the moderation of the Head of Department, Associate Professor Dr. Nur Emine KOÇ, with the participation of our faculty members and advisory board members. During the meeting, the planned course contents for the upcoming year, curriculum adjustments, and workshop proposals for students were discussed. Additionally, comprehensive evaluations were made regarding potential collaborations to be developed in line with industry needs and projects aimed at the future.



Graduation Project Presentations

Fourth-year students of the New Media and Communication Department successfully completed their Graduation Project presentations for the 2024–2025 Spring Semester. The presentations, carried out after an intensive preparation process lasting an academic year, were evaluated by a jury consisting of expert academicians and industry representatives. The jury members included Associate Professors Begüm Aylin ÖNDER, Kenan DUMAN, and Lecturer Orhan FAİK from Istanbul Arel University; software developer İhsan Emre EROL; as well as our Department Chair Associate Professor Nur Emine KOÇ, Associate Professor Serdar Kuzey YILDIZ, Lecturer Selin YILMAZ, Lecturer Cüneyt BOZKURT, and Lecturer Mert Can ATAR.





CONTACT

Florya Yerleşkesi (Halit Aydın Yerleşkesi)
Beşyol Mah. İnönü Cad.No: 38, R Blok,
Sefaköy–Küçükçekmece / İSTANBUL

Tel: 444 1 428 (25010)

Email: info@aydin.edu.tr

