



# İSTANBUL AYDIN UNIVERSITY

## İSTANBUL AYDIN UNIVERSITY

CAMPUS PODIUM / UNIVERSITY E-BULLETIN APRIL 1-15, 2025  
ISSUE 59



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# İSTANBUL AYDIN UNIVERSITY

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# AYDIN AGENDA

1



**Delivering the opening speech at the Eurasia Higher Education Summit (EURIE), which brings together prestigious universities, academics, and leading representatives of the higher education sector from around the world every year, President of the Board of Trustees of Istanbul Aydın University, Prof. Dr. Mustafa Aydın, emphasized the key competencies that will stand out in the business world of the future.**

# AYDIN AGENDA

2



**On the second day of EURIE 2025, a panel organized by the Council of Higher Education (YÖK) featured Prof. Dr. Naci Gündoğan, Member of the YÖK Executive Board, Prof. Dr. Derviş Karaboğa, Member of YÖK, and Mustafa Efe, Director of International Relations at YÖK, as speakers. The panel was chaired by Prof. Dr. Haldun Göktaş, Vice President of the Council of Higher Education.**

# AYDIN AGENDA

3



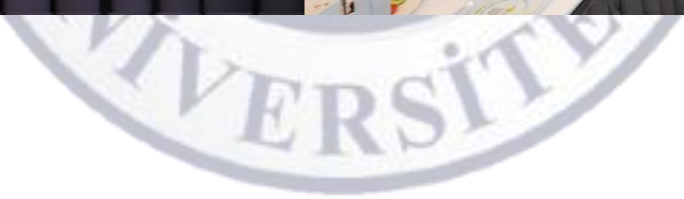
**On the final day of the Eurasia Higher Education Summit (EURIE), a series of valuable panels took place. Academics and education experts from Turkey and around the world came together to discuss the future of higher education. With the exchange of ideas and the sharing of visions, these meaningful panels made EURIE 2025 a guiding light on the global journey of higher education.**

# AYDIN AGENDA

4



**Prof. Dr. Mustafa Aydın, President of the Board of Trustees of Istanbul Aydın University, held highly productive meetings with delegations from Brazil, Poland, Romania, Azerbaijan, and Uzbekistan, as well as the German Academic Exchange Service (DAAD), within the scope of the Eurasian Higher Education Summit. A wide range of topics were discussed, including academic mobility, joint research projects, student and academic staff exchange programs, as well as joint conferences and workshops.**



**Prof. Dr. Mustafa Aydın, Chairman of the Board of Trustees of Istanbul Aydın University, attended the April Board Meeting of the Eurasian Universities Union (EURAS) on the third day of EURIE 2025.**

# AYDIN AGENDA

6



**The closing session of EURIE 2025 was held with the participation of Istanbul Technical University (ITU) Rector Prof. Dr. Hasan Mandal, University of Potsdam Rector Florian Schweigert, General Coordinator of the Turkish-German University Consortium Prof. Dr. Ferit Küçükay, and DAAD Secretary General Kai Sicks.**

# AYDIN AGENDA

7



**At the Eurasia Higher Education Summit (EURIE), the largest international education summit in Eurasia, visionary leaders who have contributed to global academic collaboration were honored with the 10th Anniversary Awards. The awards were presented by Prof. Dr. Mustafa AYDIN, Chairman of the Board of Trustees of Istanbul Aydın University, to distinguished individuals who have played a significant role in EURIE's 10-year success and have worked devotedly to enhance its global recognition.**

# AYDIN AGENDA

8



**Prof. Dr. Mustafa AYDIN, President of the Board of Trustees of Istanbul Aydın University, participated in the Turkey-Malaysia Joint Forum chaired by Vice President of the Council of Higher Education (YÖK), Prof. Dr. Haldun GÖKTAŞ, with the attendance of Malaysian Minister of Education Dr. Zambry Abd KADIR.**



**Prof. Dr. Mustafa Aydın, Chairman of the Board of Trustees of Istanbul Aydın University, attended the April Board Meeting of the Foreign Economic Relations Board (DEİK), which was held with the participation of the Minister of Labour and Social Security of the Republic of Türkiye, Prof. Dr. Vedat Işıkhhan.**

# AYDIN AGENDA

10



**Chairman of the Board of Trustees of Istanbul Aydın University, Prof. Dr. Mustafa Aydın, made a press statement at the launch event of Manisa BİL College, which will be opened with the vision of the World Innovation School.**

# AYDIN AGENDA

11



**Professor Dr. Mustafa AYDIN, Chairman of the Board of Trustees of Istanbul Aydın University, delivered opening speeches at the launch event of Manisa BIL College, which will be opened with the vision of the World Innovation School.**



The Aydın Policies Platform, one of Istanbul Aydın University's think tanks, brought the topic of "The Trump Era and Trade Wars," one of the most striking issues in the global economy in recent years, to the agenda in its April session. Dr. Elif KAYA and Dr. T. Tuncay TOSUN, faculty members of the Faculty of Economics and Administrative Sciences at IAU, were the speakers at the event, which was attended by Prof. Dr. Mustafa AYDIN, Chairman of the Board of Trustees of Istanbul Aydın University, and many other academics.

# AYDIN AGENDA

13



**The Delightful Cappadocia Spring School 2025, offering an unforgettable educational and discovery experience to its participants, has started with a series of vibrant cultural activities.**



The international Imagine Tomorrow 2025 Entrepreneurship and Innovation Event, organized in collaboration with İAÜ TEKMER and TTPYO, was held this year within the scope of the 10th Eurasian Higher Education Summit. At the event, young entrepreneurs received awards for their innovative ideas and projects, while steps were also taken to shape the future of the business world.



# NEWS FROM THE CAMPUS

15

**98 projects prepared by our students have been granted support within the scope of the TÜBİTAK 2209-A University Students Research Projects Support Program! We wholeheartedly congratulate all the students and advisor academics who made the İAÜ family proud, and we wish them continued success.**



**İSTANBUL AYDIN  
ÜNİVERSİTESİ**



İAÜ öğrencilerinin geliştirdiği 98 proje, TÜBİTAK 2209-A desteği almaya hak kazandı! Başarılarıyla bizleri gururlandıran öğrencilerimizi ve akademisyenlerimizi tebrik eder, başarılarının devamını dileriz.



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Our athletes brought us great pride by winning 2 championships, 2 second places, and 2 third places in the Turkey Universities Kickboxing Championship held in Balıkesir. We wholeheartedly congratulate our athletes and their coaches who prepared them for this success.



# NEWS FROM THE CAMPUS

17

**Prof. Dr. Mustafa AYDIN, the Chairman of the Board of Trustees of Istanbul Aydın University, met with Iranian students on the set of a series directed by the famous director Ibrahim Sheybani, starring Mohammad Reza Foroutan, one of Iran's well-known actors.**



# NEWS FROM THE CAMPUS

18



**We are pleased to host the 5th International Education and Social Sciences Conference (IECES 2025) organized by the UNESCO Chair in Cultural Diplomacy, Governance, and Education at Istanbul Aydın University, held from April 4-6, 2025! The conference, organized with the cooperation of universities from Europe and Asia, saw the participation of 87 researchers from 16 countries. Presentations were made in Turkish, English, Polish, and Albanian.**



# IAU ACADEMICS IN VISUAL MEDIA

19

((●)) CANLI YAYIN



DR. ÖĞRETİM ÜYESİ  
**CANAN TERCAN**

İKTİSADİ VE İDARİ BİLİMLER FAKÜLTESİ SİYASET VE  
ULUSLARARASI İLİŞKİLER İNGİLİZCE ÖĞRETİM ÜYESİ

05.04.2025 / 13.00  
Cumartesi



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((●)) CANLI YAYIN



DR. ÖĞRETİM ÜYESİ  
**FİLİZ KATMAN**

İAÜ EPPAM MÜDÜRÜ

01.04.2025 / 14.00  
Salı



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((●)) CANLI YAYIN



ÖĞR. GÖR.  
**YELİZ ALBAYRAK**

FEN EDEBİYAT FAKÜLTESİ

02.04.2025 / 14.30  
Çarşamba



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((●)) CANLI YAYIN



DR.  
**ELİF KAYA**

İAÜ İKTİSADİ VE İDARİ BİLİMLER FAKÜLTESİ  
Ekonomi ve Finans Bölüm Başkan Yardımcısı

04.04.2024 / 16.00  
Salı



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# IAU ACADEMICS IN VISUAL MEDIA

20

(((•))) CANLI YAYIN



USTA ÖĞRETİCİ  
**SANDRA ÖZ**

GASTRONOMİ VE MUTFAK SANATLARI BÖLÜMÜ  
USTA ÖĞRETİCİ

05.04.2025 / 11.15  
Cumartesi

**NOW**



(((•))) CANLI YAYIN



DOÇ. DR.  
**MEHMET CEM OĞULTÜRK**

SİYASET BİLİMİ VE ULUSLARARASI İLİŞKİLER  
ÖĞRETİM ÜYESİ

06.04.2025 / 15.00  
Pazar



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DR. ÖĞRETİM ÜYESİ  
**ÖZGÜR TÖR**

İAÜ ULUSLARARASI İLİŞKİLER  
ÖĞRETİM ÜYESİ VE TAM MÜDÜRÜMÜZ

05.04.2025 / 19.30  
Cumartesi

**LİDER HABER**



(((•))) CANLI YAYIN



PROF. DR.  
**TARIK OĞUZLU**

İAÜ FEN EDEBİYAT FAKÜLTESİ DEKANI

07.04.2025 / 21.00  
Pazartesi



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Dr. Hazar Vural

(((•))) CANLI YAYIN



DR. ÖĞRETİM ÜYESİ  
GÜVEN ÖZDEMİR

İAÜ ANADOLU BİL MYO  
MÜDÜR YARDIMCIMIZ

11.04.2025/ 16.30  
Cuma

TGRT  
HABER

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(((•))) CANLI YAYIN



DR. ÖĞRETİM ÜYESİ

AYSUN SAĞLAM

GIDA KALİTE KONTROLÜ VE ANALİZİ  
PROGRAM BAŞKANI

10.04.2025 / 19.00  
Perşembe



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# FACULTY OF EDUCATION

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**Istanbul Aydın University has achieved great success by securing support for 33 projects out of the total 98 projects funded under the TÜBİTAK 2209-A University Students Research Projects Support Program 2024, 1st Term Results. We congratulate our faculty members and students who contributed to this proud achievement.**



## İSTANBUL AYDIN ÜNİVERSİTESİ EĞİTİM FAKÜLTESİ



**TÜBİTAK 2209-A**  
**Üniversite Öğrencileri Araştırma Projeleri**  
**2024 Yılı 1. Dönem Sonuçları açıklanmış olup,**  
**Eğitim Fakültemiz 33 proje kabulüyle büyük bir**  
**başarıya imza atmıştır. Bu başarıda emeği geçen**  
**tüm öğretim üyelerimize ve öğrencilerimize**  
**teşekkürlerimizi sunar; gelecekte daha birçok**  
**başarıyı ve mutluluğu birlikte paylaşmayı dileriz.**

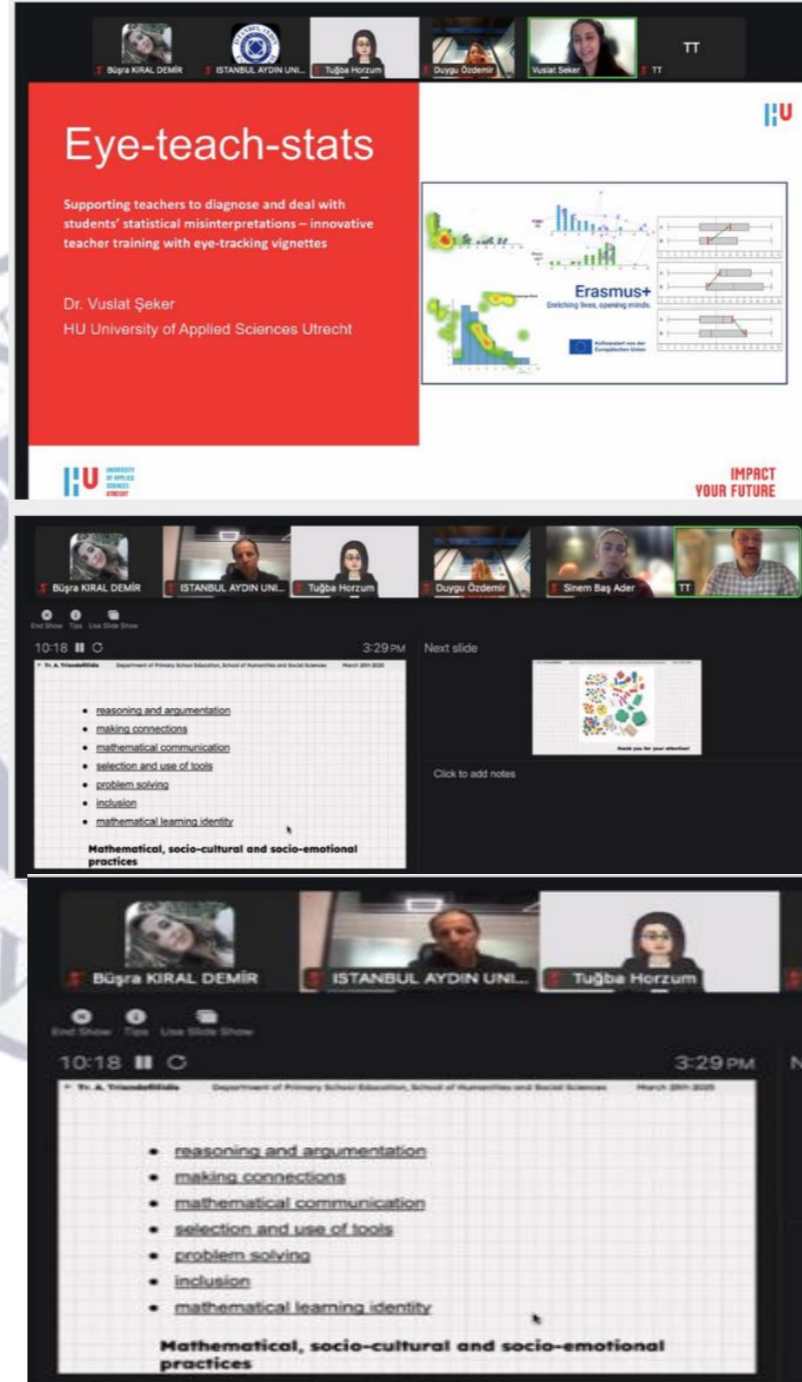




# FACULTY OF EDUCATION

24

The Department of Mathematics Teaching organized an international webinar titled "Innovations in Mathematics Education" on March 25, 2025. The program, which included participants from South Korea, Greece, the Netherlands, Italy, and the United States, was moderated by Dr. Lecturer Ramazan Zengin from the Department of English Language Teaching and Associate Professor Dr. Duygu Özdemir from the Department of Primary Education Mathematics Teaching.



**ISTANBUL AYDIN UNIVERSITY** FACULTY OF EDUCATION

## Innovations in Mathematics Education

**Assoc. Prof. Kim SEKWANG**  
Northpoint University (South Korea)

**Prof. Triandafilos TRIANDAFILLIDIS**  
University of Thessaly (Greece)

**Vuslat ŞEKER**  
HU University of Applied Sciences Utrecht (Holland)

**Gözde KAPLAN CAN**  
University of Genoa (Italy)

**Hongyang ZHAO**  
University of California, Irvine (USA)

**Moderatörler:**  
**Dr. Öğr. Üyesi Ramazan ZENGİN**  
İngilizce Öğretmenliği Programı

**Doç. Dr. Duygu ÖZDEMİR**  
İlköğretim Matematik Öğretmenliği Programı  
Yetenek Yönetimi Uygulama ve Araştırma Merkez Müdürü

**Tarih:** 25 Mart 2025  
**Saat:** 15.30

**ONLINE** Meeting ID : 83232424340  
Password : 4441428



**Research Assistant Seren Özgür, Research Assistant Ayşe Yaren Bağcı, and Research Assistant Hazal Tekeli from the Faculty of Education, English Language Teaching Program, participated in the "Conversation Analysis" training organized within the scope of the Erasmus+ Staff Mobility program at the Norwegian University of Science and Technology (NTNU), one of Norway's leading universities, between April 2–8, 2025.**



## Duygusal İhmal Çalıştayı

Tarih: 8 Nisan 2025 Saat: 09:30 - 17:00

The Chair of the Preschool Teaching Program, Prof. Dr. Belma Tuğrul, together with Aslı Özdemir, President of Projemiz Hayat Association, and Leman Yenigün, Deputy Minister of Family and Social Services, delivered the opening speeches at the "Emotional Neglect Workshop," organized in collaboration with the Ministry of Family and Social Services, Projemiz Hayat Association, and Başkent University on April 8, 2025.



# FACULTY OF EDUCATION

27

**Dr. Murat Balcı from the Faculty of Education, Special Education Teaching Program, participated as a speaker in the event titled "Strengthening with Differences: Understanding and Supporting Specific Learning Disabilities, Attention Deficit, and Hyperactivity" organized for the teachers and administrators of Prof. Dr. Necmettin Erbakan Anatolian High School on April 10, 2025.**

Webinar

"Farklılıklarla Güçlenmek:  
Özel Öğrenme Güçlüğü, Dikkat  
Eksikliği ve Hiperaktiviteyi  
Anlamak ve Desteklemek"

**10 NİSAN 2025**  
**19:00**

Toplantı Kimliği: 838 5199 4738  
Parola: 1234



İSTANBUL AYDIN ÜNİVERSİTESİ  
ÖZEL EĞİTİM BÖLÜMÜ  
DR. ÖĞR. ÜYESİ MURAT BALCI



# FACULTY OF EDUCATION

28

**The Dean of the Faculty of Education, Prof. Dr. Aysel Ergül Keskin, participated in the 2nd Artificial Intelligence Summit in Education, organized on April 12, 2025, in collaboration with the Istanbul Provincial Directorate of National Education and Istanbul Technical University.**



**Research Assistant Sümeyye Eliz Burhan Karacan from the Guidance and Psychological Counseling Program of the Faculty of Education participated in the 'TÜBİTAK 2237B- Effective Research Project Development Workshop in Social Sciences' held at Ankara University on April 10-12, 2025.**



**Prof. Dr. Belma Tuğrul, the Head of the Department of Preschool Teaching in the Faculty of Education, gave a seminar titled 'The Facial Language of Children' on April 14, 2025, to teachers and parents at the Mektebim College Batman Campus.**

BİLİM KURULU



**SEMİNER**  
**"ÇOCUKLARIN YÜZ DİLİ"**  
**Prof. Dr. Belma TUĞRUL**  
*İstanbul Aydın Üniversitesi  
Öğretim Üyesi  
Erken Çocukluk Eğitimsi  
Oyun Dostu Öğretmen*  
**Tüm Batman Kampüsü  
Öğretmen ve Velilerimiz  
Davetlidir.**

**14 NİSAN 2025  
PAZARTESİ**

**19.30**

**MEKTEBİM KOLEJİ  
BATMAN KAMPÜSÜ**

**MEKTEBİM  
KOLEJİ**  
*Gelecek Benim*



The Vitamin-O Club, with the guidance of Prof. Dr. Belma Tuğrul, the Head of the Department of Preschool Education at the Faculty of Education, has been granted support under the University Student Clubs Collaboration and Support Program (ÜNİDES) conducted by the Higher Education Council with their project titled "Game-Friendly University (ODÜ)." Kübra Cihan, a student of the Preschool Education Program and the Club President, received the congratulatory letter on behalf of the club.



**Research Assitant Dr. Serenay Başalev Acar, from the Department of Preschool Education in the Faculty of Education, has been selected to participate in the European Educational Research Summer School (EERSS 2025), which will be held at the University of Technology, Chemnitz, from June 2-6, 2025. This participation is supported by the 2024 KA131 Erasmus+ Staff Mobility program, for which the researcher has been awarded a grant.**



# FACULTY OF EDUCATION

33



Bursary Winners 2025

**Büşra Gündeş Orman**

Istanbul Aydın University  
Türkiye



**Büşra Gündeş Orman, Research Assistant in the Preschool Education Program, won the Emerging Researcher Bursary from the European Educational Research Association with her study titled 'The Intersection of Critical Pedagogy and Social-Emotional Learning.' She has earned the right to attend the European Conference on Educational Research, which will be held in Belgrade from September 8-12, 2025.**



**Büşra Gündeş Orman, Research Assistant in the Preschool Education Program, won the Emerging Researcher Bursary from the European Educational Research Association with her study titled 'The Intersection of Critical Pedagogy and Social-Emotional Learning.' She has earned the right to participate in the European Conference on Educational Research, which will be held in Belgrade from September 8-12, 2025.**



# FACULTY OF SCIENCE AND LITERATURE

35

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**PROF. DR. TARIK OĞUZLU**

İAÜ FEN EDEBİYAT FAKÜLTESİ DEKANI

07.04.2025 / 21.00  
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09.04.2025 / 15.15  
Çarşamba

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**Prof. Dr. Tarık Oğuzlu, Dean of the Faculty of Arts and Sciences, appeared as a guest on live broadcasts on various television channels.**

**The study titled "The Mediating Role of Social and Emotional Loneliness in the Relationship Between Smartphone Addiction and Brain Fog" conducted by Sema Ceren Aras and Alev Güler under the supervision of Dr. Elif Özge Erbay in the Department of Psychology has been accepted as part of the TÜBİTAK 2209 project.**

## TÜBİTAK 2209 BAŞARISI

Psikoloji Bölümü Dr.Öğr. Üyesi Elif Özge Erbay danışmanlığında, öğrencilerimiz Sema Ceren Aras ve Alev Güler tarafından yürütülen "Akıllı Telefon Bağımlılığı İle Beyin Sisi Arasındaki İlişkide Sosyal Ve Duygusal Yalnızlığın Aracı Rolü" isimli çalışma Tübitak 2209 projesi kapsamında kabul almıştır. Tebrik ediyor, başarılar diliyoruz.



Dr. Öğr. Üyesi  
Elif Özge Erbay

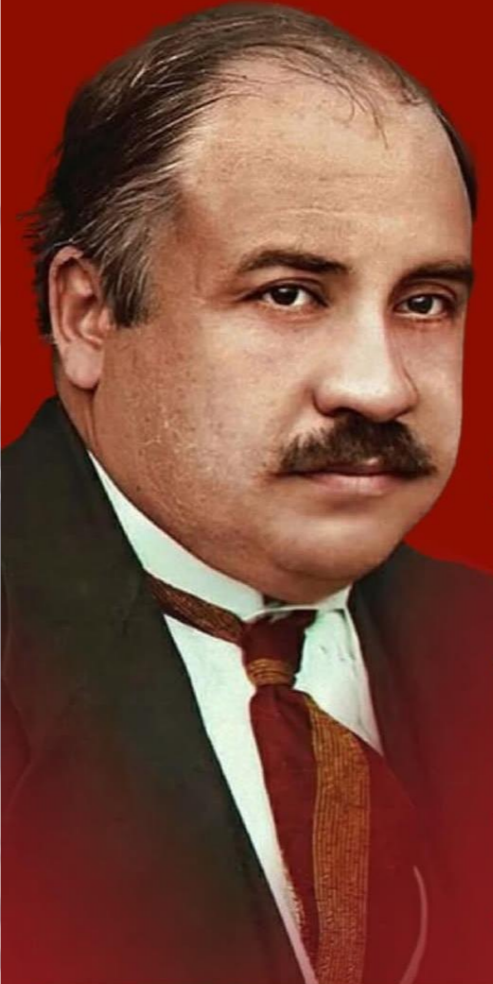




Sema Ceren Aras



Alev Güler

**Dr. Burcu GÜDÜCÜ, a faculty member of the Sociology Department, participated as a speaker in the seminar titled "Ziya Gökalp and His Sociology on the 150th Anniversary of His Birth" on April 10, 2025.**



**“Söyleşi:  
Doğumunun  
150. Yılında  
Ziya Gökalp ve  
Sosyolojisi”**

Konuşmacılar / **Prof. Dr. Ertan EĞRİBEL**

**Doç. Dr. Ufuk ÖZCAN**

**Dr. Öğr. Üyesi Burcu GÜDÜCÜ**

Tarih / **10 Nisan 2025 Persembe** / Saat / **14.00**

The project titled "KADES Application in Preventing Violence Against Women," conducted under the guidance of Prof. Dr. Özlem ÖZDEMİR, a faculty member of the Public Relations and Promotion Department, and belonging to Büşra KUTUCU, a 3rd-year student of the Public Relations and Promotion Department, has been awarded funding under the TÜBİTAK 2209-A University Students Research Projects Support Program.

## TÜBİTAK 2209-A

### Kadına Yönelik Şiddeti Önlemede Kades Uygulaması



**Büşra Kutucu**  
Halkla İlişkiler ve Tanıtım  
3. Sınıf öğrencisi



**Prof. Dr. Özlem Özdemir**  
Danışman

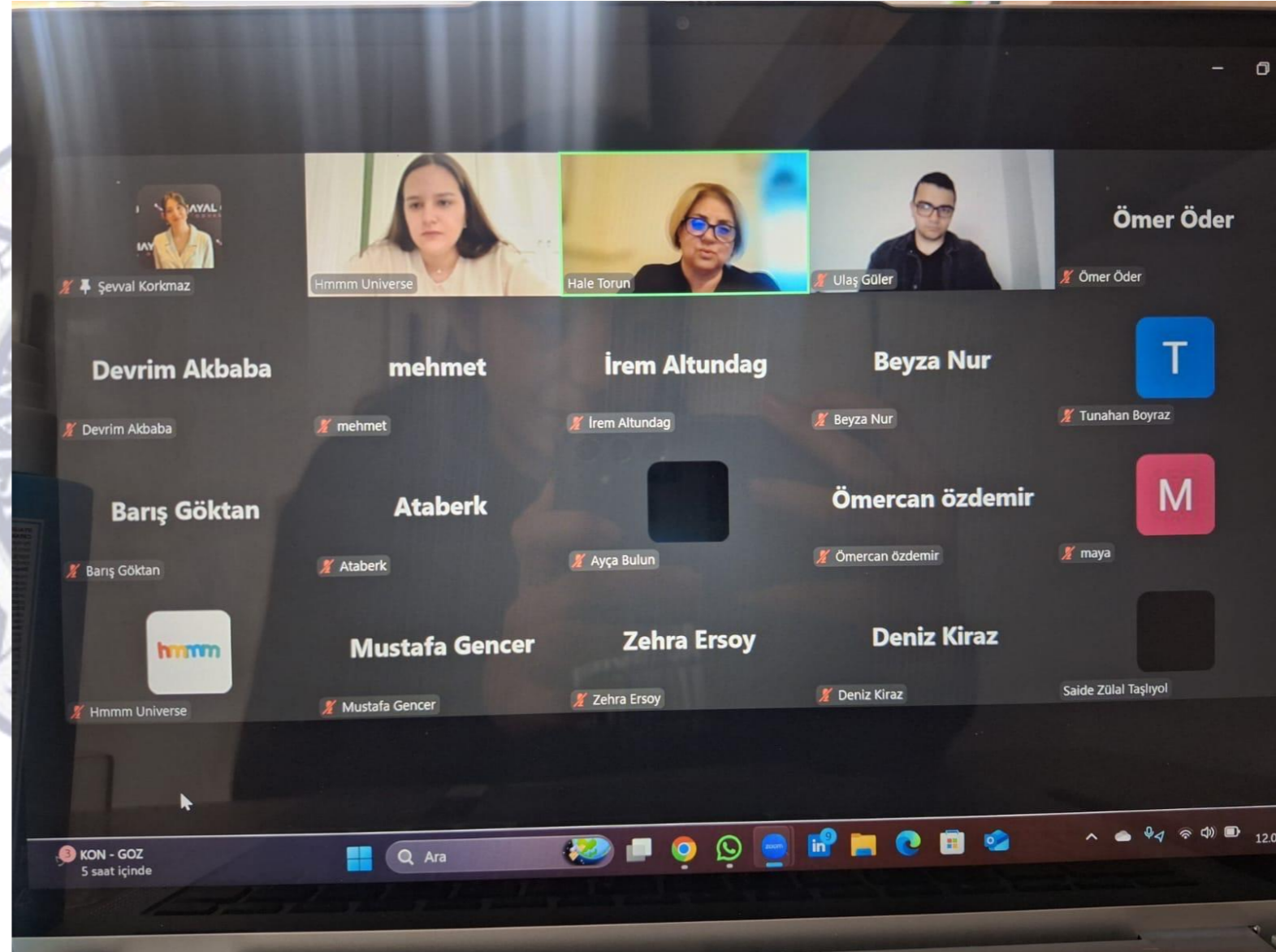
"Kadına Yönelik Şiddeti Önlemede Kades Uygulaması" başlıklı proje, TÜBİTAK 2209-A Üniversite Öğrencileri Araştırma Projeleri Destekleme Programı kapsamında desteklenmeye hak kazanmıştır.



**According to the education protocol signed between the Faculty of Communication and the Imagination Center (HGM), the first program of the training, which will take place from March 22 to June 7, 2025, began with the Media Literacy course by Assoc. Prof. Dr. Serdar Kuzey YILDIZ from the Department of Visual Communication Design. The training, attended by HGM member students, was held at İltek Media on April 5, 2025.**



**According to the education protocol signed between the Faculty of Communication and the Imagination Center (HGM), the first program of the series, which will be held between March 22 – June 7, 2025, started with the Media Literacy course by Dr. Serdar Kuzey YILDIZ, a faculty member of the Department of Visual Communication Design. The training, which was attended by HGM member students, took place on April 5, 2025, at İltek Media.**



**The second Communication Faculty Table Talk meeting was held on Friday, April 11, 2025, with a presentation by Assistant Researcher İbrahim ÖKSÜZ titled "Rings of Power Series in the Context of Digital Public Sphere, Digital Activism, and Woke Culture" at the R Block Meeting Hall. In the meeting, attended by the faculty members of the Communication Faculty, academic discussions were held on digital activism and woke culture, which are among the current and important topics in the field of communication.**





# FACULTY OF COMMUNICATION

42

**In the third and final music video at Aydın Akustik, our artist Jülide Özenbaş performed the unforgettable song "Sesini Duyur" by Ayten Alpman. The song performed by our artist has been released on the Aydın Akustik YouTube channel.**



**Dr. Birgül ÜSTÜNBAŞ ERDOĞAN,**  
the Deputy Head of the Department  
of Public Relations and Promotion,  
and **Dr. Metin Enes DÖNMEZ,** a  
faculty member of our department,  
co-authored the article titled "**An  
Examination of the Purposes of  
Using Art in Brand Communication  
Strategies,**" which was published  
in the **Gümüşhane University  
Communication Faculty's  
Electronic Journal.**

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SAYI: 1

MART/MARCH 2025

## MARKA İLETİŞİM STRATEJİLERİNDE SANATIN KULLANIM AMAÇLARININ İNCELENMESİ

**Birgül ÜSTÜNBAŞ ERDOĞAN<sup>1</sup>****Metin Enes DÖNMEZ<sup>2</sup>**

### ÖZ

Markaların iletişim stratejilerinde sanatı kullanımlarının günümüzde ne durumda olduğunu analiz etmeyi amaçlayan bu çalışmada marka iletişimi ve sanat ilişkisine dair güncel sektör durum tespiti yapılmıştır. Bu kapsamda sanatın iletişim sürecinde neden kullanıldığını belirlemek, hangi uygulama alanlarında kullanıldığını tespit etmek ve sanatın hangi dalının iletişim sürecinde kullanıldığını ortaya çıkarmak üzerine odaklanılmıştır. Türkiye Halkla İlişkiler Derneği (TÜHİD) üyesi olan halkla ilişkiler ajansları ve Kurumsal İletişimciler Derneği'ne (KİD) üye olan markalar içerisinde 10 (on) halkla ilişkiler ajansı temsilcisi ve 10 (on) kurumsal iletişim birimlerinde çalışan halkla ilişkiler profesyoneli ile yarı yapılandırılmış görüşme yapılmıştır. Araştırma sonucunda, sanatın tercih edilme nedeninin temelde iletişimi güçlendirmek, tüketiciyle duygusal bağ kurmak, farklı hedef kitlelere ulaşmak ve olumlu algı/ımaj yaratmak olduğu; bu sayede duygusal bağ kurabilen marka başta olmak üzere akılda kalıcı, itibarlı ve sosyal sorumluluk sahibi marka konumlandırması amaçlandığı ortaya çıkmıştır. Sanatın iletişim sürecinde çoğunlukla etkinlik yönetimi ve kurumsal sosyal sorumluluk gibi uygulama alanlarında kullanıldığı, resim ve müzik gibi sanat dallarının stratejik iletişim faaliyetlerine dahil edildiği bulgulanmıştır. Ajans ve marka tarafındaki halkla ilişkiler profesyonelleri arasında marka iletişimi ve sanat ilişkisine yönelik karşılaştırmalı değerlendirmelere ulaşılmıştır.

**Anahtar kelimeler:** Sanat ve iletişim, bütünsel marka iletişimi, stratejik iletişim,

### Araştırma Makalesi Research Article

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The guest of the event held within the scope of the "New Trends in Advertising" course by Lecturer Cem Arıdağ was Ahmet Tosun, the Founder and CEO of Poltio. During the event, which took place on April 10, 2025, Tosun shared his insights on producing and managing interactive content on social media.



The poster is for an event titled "Reklam Üzerine Konuşmalar / Advertising Talks". It features two speakers: Öğr. Gör. Cem Arıdağ, Reklamcılık Bölümü Moderatör, and Ahmet Tosun, Poltio Kurucu & CEO. The event is organized by İAÜ Reklam Atölyesi. The date is 10 Nisan 2025, Perşembe, at 11:00, in T Blok 304. The poster includes logos for Istanbul Aydın University and the Faculty of Communication, as well as social media handles for İAÜ Reklam Atölyesi.

İSTANBUL AYDIN  
ÜNİVERSİTESİ

İSTANBUL AYDIN  
ÜNİVERSİTESİ  
İLETİŞİM FAKÜLTESİ

Reklam Üzerine Konuşmalar  
Advertising Talks

Öğr. Gör. Cem Arıdağ  
Reklamcılık Bölümü  
Moderatör

Ahmet Tosun  
Poltio Kurucu & CEO

Etkileşimli İçerik ve Rehberli Satış

İAÜ REKLAM  
ATÖLYESİ

11:00

10 Nisan 2025  
Perşembe

T Blok 304

DÜZENLEYEN: İLETİŞİM FAKÜLTESİ / REKLAMCILIK BÖLÜMÜ

İAÜ Reklam Atölyesi

**Dr. Hüseyin Kazan, a faculty member of the Journalism Department, provided training to students on "Effective Communication and Body Language" as part of the Peer Mentoring Program of the Technology and Human Relations Application and Research Center at Maltepe University.**



**Prof. Sefa ÇELİKSAP, a faculty member of the Radio, Television, and Cinema Department, published an article titled "Conceptual Art and Aesthetics in Photography" by Atatürk University Publications.**



**İnci ÖZBAŞ**  
Istanbul Aydın Üniversitesi,  
Üniversite Eğitim Enstitüsü, Grafik  
Tasarımı Anasanat Dalı, Sanatta  
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Istanbul Aydın Üniversitesi, İletişim  
Fakültesi, Radyo-TV Sinema Bölümü,  
İstanbul, Türkiye

Araştırma Makalesi Research Article

DOI: 10.32547/artvision.1553127

## Kavramsal Sanat ve Fotoğrafta Estetik

Conceptual Art and Aesthetics in Photography

Öz

Tarihsel süreçte sanat her zaman kavramlarla ilişki içinde olmuştur, ancak kavramsal sanatın ortaya çıkışıyla sanatçılar, çalışmalarında malzemeyi değil kavramları ve fikirleri ön planda tutmuşlardır. Resim sanatının temel işlevlerinden biri gibi görülen gerçekliği temsil etme durumu, yani belgesel niteliği, fotoğrafın keşfiyle değişime uğramıştır. Bu gelişme, sanatçıları özgürleştirmiş, iç dünyalarını, özgün düşüncelerini dışavuracak çalışmaların önünü açmış ve kavramsal sanatın temel etkenlerinden biri olmuştur. Zamanla bu yeni sanat anlayışından fotoğraf da etkilenmiş, kavramsal fotoğraf tanımı ortaya çıkmıştır. Bu makalede deratılmış kitap örneklem olarak kavramsal sanat ve fotoğraf ilişkisini en iyi temsil eden öncü sanatçılardan Joseph Kosuth ve John Baldessari seçilmiştir. Sanatçıların eserleri, fotoğraf ve metin kullanımı üzerinden kavramsal sanatın estetik ve anlam çerçevesinde nasıl dönüştüğünü incelemektedir. Kavramsal fotoğrafta, özellikle Baldessari'nin kadrosuyla geleneksel kompozisyon anlayışı ve estetik algı değişime uğramıştır. Sanatçı, çalışmalarında gündelik görüntüleri ve metinleri kullanarak sanatı sorgulamış; fotoğrafın estetik değerlerinden ziyade, düşünsel boyutunu ve iletişimdeki rolünü ön plana çıkarmıştır. Böylelikle "iyi" fotoğraf tanımı da güncellenmiştir. Bu makale, kavramsal sanatın oluşumu ile fotoğraf arasındaki ilişkiyi ve bu süreçte estetik anlayışın dönüşümünü incelemiştir. Bu doğrultuda, günümüzde estetik ilişkisini koruyan kavramsal yaklaşımların varlığı da göz önünde bulundurularak, yazarların özgün sanat eserlerine yer verilmiş ve kavramsal sanatın günümüzdeki yansımaları peşitlendirilmiştir.

**Anahtar Kelimeler:** Kavramsal Sanat, Fotoğraf, Estetik

**ABSTRACT**

Throughout history, art has always been in relation with concepts. However, with the emergence of conceptual art, artists prioritized ideas and concepts over materials in their works. The function of painting as a means of representing reality its documentary nature underwent a transformation with the invention of photography. This development liberated artists, enabling them to express their inner worlds and unique ideas, paving the way for works that emphasize thought rather than materiality, ultimately becoming one of the fundamental factors of conceptual art. Over time, photography was also influenced by this new artistic approach, leading to the emergence of the concept of conceptual photography. In this study, Joseph Kosuth and John Baldessari, two pioneering and foundational artists who best represent the relationship between conceptual art and photography, were selected through a narrowed quota sampling. Their works explore how conceptual art has evolved within the framework of aesthetics and meaning through the use of photography and text. In conceptual photography, particularly with Baldessari's contributions, traditional notions of composition and aesthetic perception have undergone significant changes. The artist has questioned art by incorporating everyday images and texts into his works, emphasizing the intellectual dimension of photography and its role in communication rather than its aesthetic values. Consequently, the definition of "good" photography has been revised. This study examines the relationship between the emergence of conceptual art and photography. as well as the transformation of aesthetic perception in this process. In this context, considering the existence of conceptual approaches that still maintain a connection with aesthetics today, the authors' original artworks have been included, and the contemporary reflections of conceptual art have been exemplified.

**Keywords:** Conceptual Art, Photography, Aesthetics

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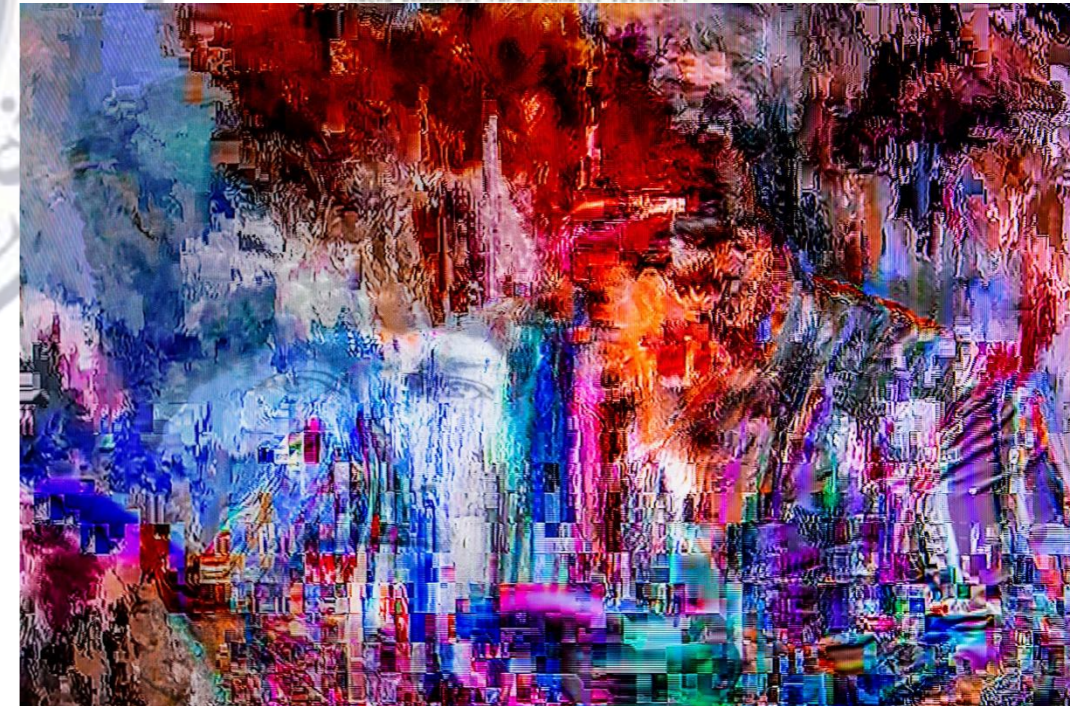
**Sorumlu Yazar/Korresponding author:**  
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**Cite this article:** Özbay, I., & Çeliksap, S. (2025). Conceptual art and aesthetics in photography. *Art Vision*, 22(54), 71-81.  
<https://doi.org/10.32547/artvision.1553127>

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**The AKADEMIX V exhibition, organized by the International Association of Plastic Arts (a+A UPSED) in collaboration with its official partner UNESCO and IAA/AIAP, was held at the UPSD Art Gallery in Maçka Democracy Park from April 19 to 30, 2025, as part of World Art Day on April 15. With the theme "Modern Time Stories," the exhibition featured 26 invited academicians, including Prof. Sefa Çeliksap, a faculty member from the Radio, Television, and Cinema Department.**



As part of the THP Meets events, on Thursday, April 10th at 14:00, an event titled "On Artificial Intelligence" was held in Classroom 304 of Block T, moderated by Assoc. Prof. Dr. Naciye Beril EKŞİOĞLU SARILAR, with Özlem EKŞİOĞLU KUMUK, Director of Koç Finance Information Technologies and R&D, as the speaker.



THP Meets



**Özlem EKŞİOĞLU KUMUK**  
Koçfinans Bilişim Teknolojileri ve Ar-Ge Direktörü

**MODERATÖR:** Doç. Dr. Naciye Beril EKŞİOĞLU SARILAR

**YAPAY ZEKA ÜZERİNE**

 **Koçfinans**

 14:00  10 Nisan 2025 Perşembe  T Blok 304 No'lu Derslik

**DÜZENLEYEN:** İAÜ İLETİŞİM FAKÜLTESİ / TV HABERCİLİĞİ VE PROGRAMCILIĞI BÖLÜMÜ

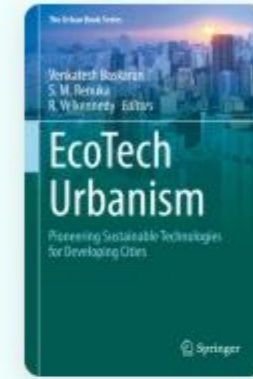
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[Home](#) > [EcoTech Urbanism](#) > Chapter

## Autism-Friendly Built Environment Design Criteria for Children

Chapter | First Online: 01 April 2025

pp 179–193 | [Cite this chapter](#)



**EcoTech Urbanism**

[Gökçen Firdevs Yücel Caymaz](#) ✉ & [Meryem Eren](#)

[Access this chapter](#)

The article titled "Autism-Friendly Built Environment Design Criteria for Children" by Assoc. Prof. Dr. Gökçen Firdevs Yücel Caymaz, Head of the Department of Industrial Design at the Faculty of Architecture and Design, and Meryem Eren, a graduate student, was published by Springer in the book EcoTech Urbanism.



# FACULTY OF ARCHITECTURE AND DESIGN

50

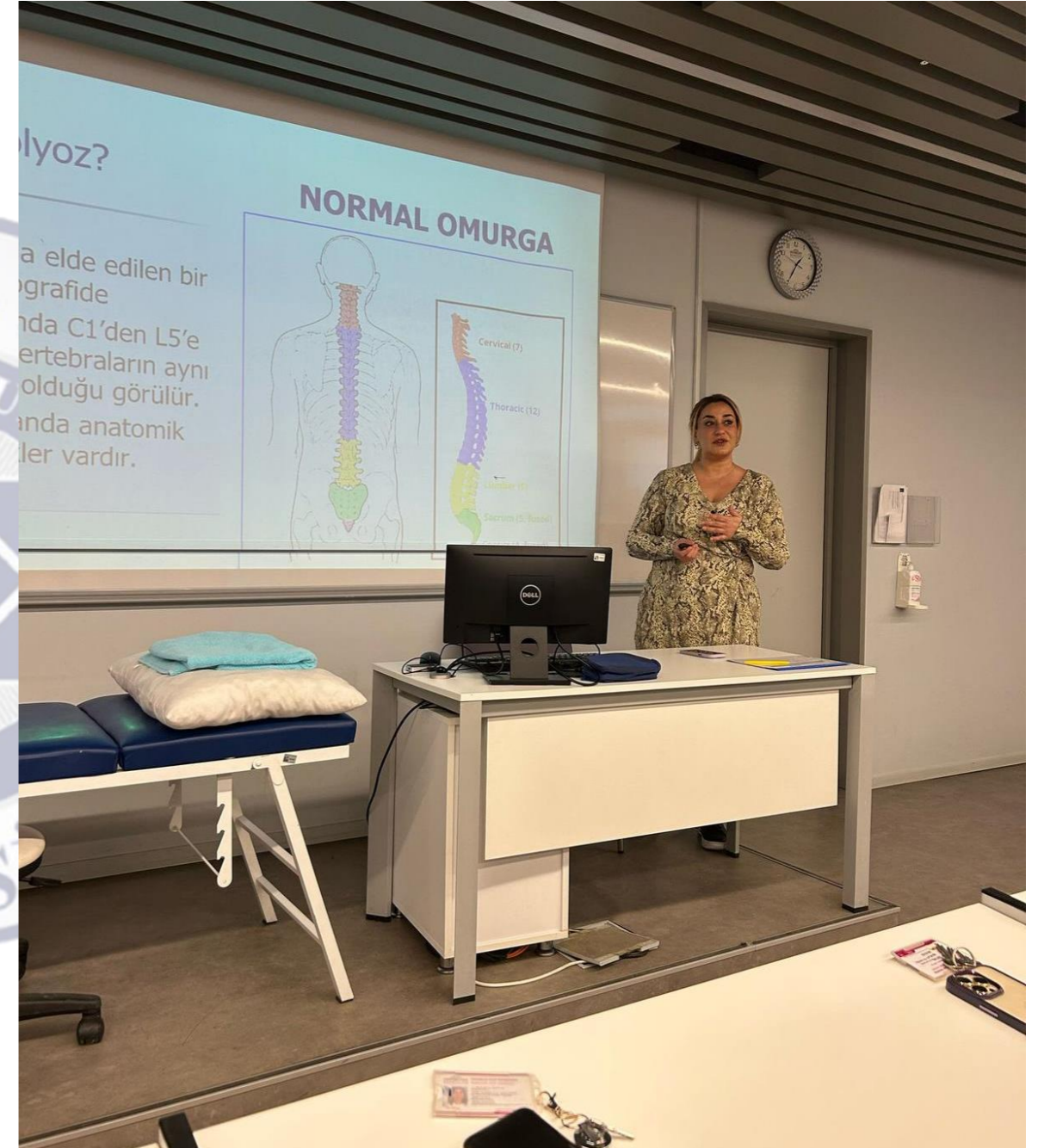
**Dr. Fatma SEDES, a faculty member of the Architecture Department, participated in the seminar titled "Nature Drawing Nature-Today and Tomorrow," organized by Urbancreativity (Lisbon, Portugal) on April 3, 2025.**



**Dr. Fatma SEDES, a faculty member of the Department of Architecture, has published her joint paper titled \*Living Spirit of Cities / Taksim Square in an Example\* in the proceedings of the 6th International Selçuk Scientific Research Congress, which was published on April 3, 2025, on pages 927-939.**



**Dr. Öğr. Üyesi Gözde BAŞBUĞ, a faculty member of the Department of Physiotherapy and Rehabilitation, delivered a lecture on "Idiopathic Scoliosis in Adolescent Athletes".**





**The poster presentation titled "Improvement of Intercultural Communication Skills through Motion Analysis and Therapy in Physiotherapy Applications," led by Dr. Lecturer Member Demet BiÇKİ, the Head of the Department of Physiotherapy and Rehabilitation, was successfully conducted by our faculty members at EURIE 2025. This presentation is part of the Erasmus KA220-HED MOV-E Project, which is supported by the European Union.**

**Dr. Lecturer Makbule Karcı, the Head of the Physiotherapy and Rehabilitation Department Internship Committee, held an external stakeholder meeting at Başak Special Education and Rehabilitation Center. During the meeting, collaboration opportunities were discussed to strengthen the alignment of clinical training processes with field expectations.**





The students who are doing internships in the Audiology Department were visited. During the institutional visits carried out by Lecturer Mina GÖK, Research Assistant Melek Başak ÖZKAN, and Research Assistant Rukiye Tanışır DİŞÇİ, feedback and checks were collected from both the center managers and our students, and records were taken on improvements.

www.ipac2025.com  
Joint with 15<sup>th</sup> International Symposium EURO-CIU

**2<sup>nd</sup> International Pediatric Audiology Congress**  
4-6 April 2025

**Local Executive Committee**

Nilüfer BAL, Özge GEDİK TOKER, Selma YILAR

**Executive Assistants**

Kürşad KARAKOÇ, Ece KARTAL ÖZCAN, Melek Başak ÖZKAN

**Submission Committee (Oral and Poster)**

Coordinator: Eylem SARAÇ KAYA

Zehra AYDOĞAN, Banu BAŞ, Deniz TUZ

**Submission Committee (Graduate and Undergraduate Projects)**

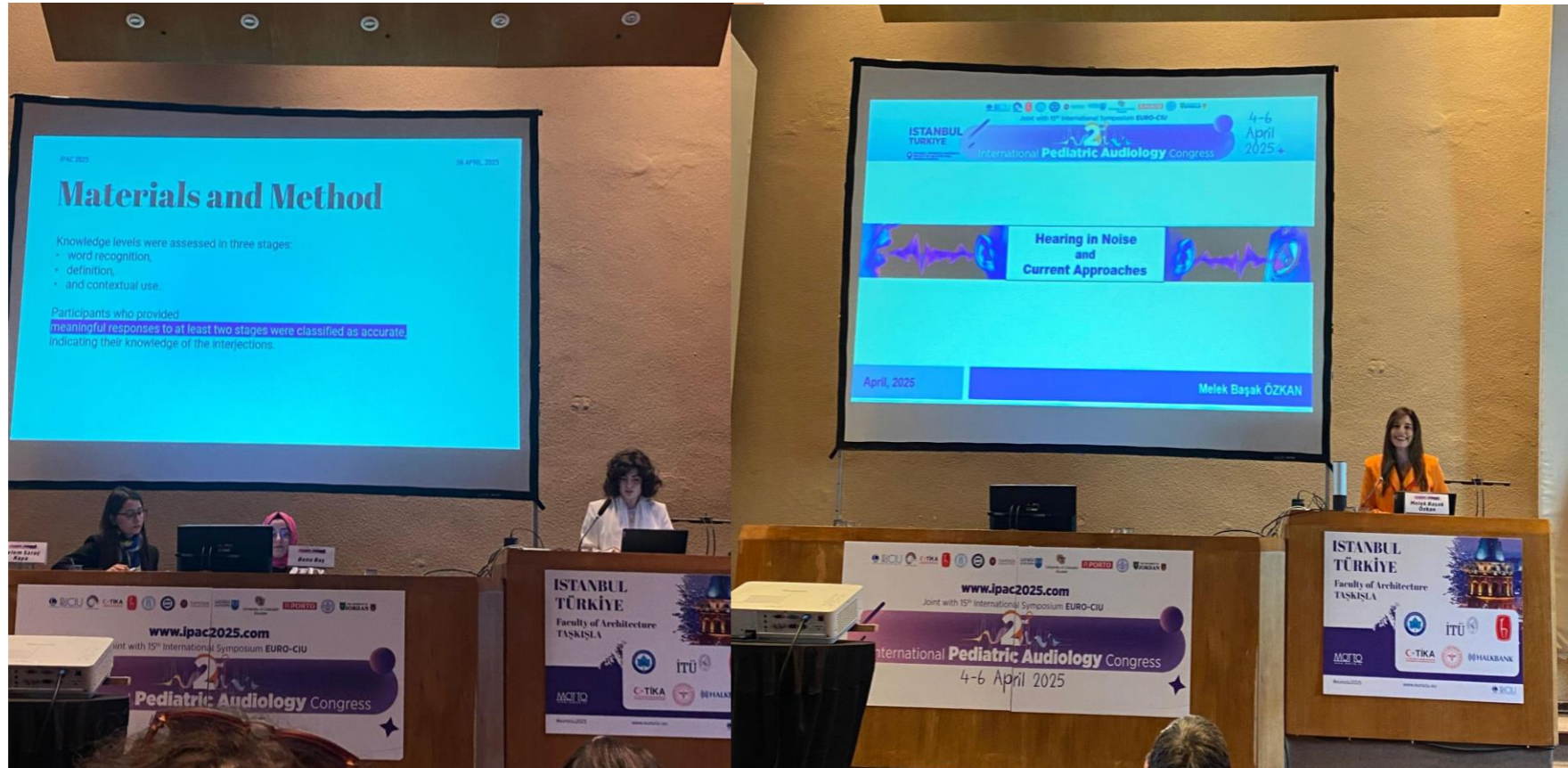
Coordinator: Ümit Can ÇETİNKAYA

Selvet AKKAPLAN, Erva DEĞİRMENCI UZUN, Semire ÖZDEMİR

ISTANBUL TECHNICAL UNIVERSITY, FACULTY OF ARCHITECTURE, TAŞIŞLA CAMPUS



Dr. Ümit Can Çetinkaya, who is a member of the organizing committee of the "2nd International Pediatric Audiology Congress - IPAC2025," served in the "Submission Committee," and Research Assistant Melek Başak Özkan served in the "Executive Assistants" committees.



At the 2nd International Pediatric Audiology Congress - IPAC2025, Instructor Mina GÖK presented her paper in the 'Oral Presentations' session. Research Assistant Melek Başak ÖZKAN gave her speech in the 'Young Audiologists Session Pioneers of Tomorrow' session.



**At the "2nd International Pediatric Audiology Congress - IPAC2025," Assistant Professor Şeyma Nur TABAK won the first-place award with her project presented at the "PROJECTS" session. We congratulate Assistant Professor Şeyma Nur TABAK and her project advisor Dr. Faculty Member Merve MERAL ÇETİNKAYA.**



Under the TÜBİTAK 2209-A University Students Research Projects Support Program, a total of 7 projects from the IAU ODYOLOGY Department were accepted, under the guidance of our faculty members Dr. Instructor Member Merve MERAL ÇETİNKAYA, Dr. Instructor Member Ümit Can ÇETİNKAYA, Research Assistant Melek Başak ÖZKAN, and Research Assistant Şeyma Nur TABAK.



# FACULTY OF HEALTH SCIENCES

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**The students of the Health Management Department who are going to the Professional Field Practice visited their internship institutions and met with the department managers.**





**A field visit to the Turkey Spinal Cord Injury Association was conducted for first-year students under the guidance of Research Assistant İsmail KURUHALİL, as part of the SHB112 Social Service Areas Examination course in the Social Services Department.**



**Within the scope of the Social Work Department SHB404 Field Application course, a facility visit was conducted to the Zeytinburnu Semiha Şakir Nursing Home and Zeytinburnu Child Protection Site by Associate Professor Dr. Mira ASSADI.**



# FACULTY OF MEDICINE

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In the case presentation series organized within the framework of the vertical education system of the Istanbul Aydın University Faculty of Medicine, a case presentation on "Approach to GI Bleeding Patients" was conducted with the moderation of Dr. Burak Kankaya, Faculty Member of the General Surgery Department at IAU, and Prof. Dr. Mahir Cengiz, Faculty Member of the Department of Internal Medicine at IAU. The presentation was given by Dr. Zeynep Şevval Torun and Dr. İrem Yılmaz, both interns.

The poster is for a medical case presentation series. It features the Istanbul Aydın University logo in the top left corner. The main title is 'AYDIN TIP OLGU SUNUMLARI' in large, bold, white letters on a blue background. Below this, the specific topic is 'GİS Kanamalı Hastaya Yaklaşım' (Approach to GI Bleeding Patient) in blue, followed by 'Genel Cerrahi' (General Surgery) in white. The moderators are listed as 'Dr. Öğr.Üyesi Burak KANKAYA - Prof. Dr. Mahir CENGİZ' and the responsible interns as 'Zeynep Şevval Torun - İrem Yılmaz'. The date and time are '8 Nisan 2025 Salı 13:00-15:00'. The location is 'Hasan Fehmi Büyükbayram Konferans Salonu (A Blok -3. Kat)'. The website 'www.aydin.edu.tr' and 'iaukampus' are at the bottom.

İSTANBUL AYDIN ÜNİVERSİTESİ  
TIP FAKÜLTESİ

**AYDIN TIP**  
**OLGU SUNUMLARI**

**GİS Kanamalı Hastaya Yaklaşım**  
Genel Cerrahi

**Moderatörler**  
Dr. Öğr.Üyesi Burak KANKAYA - Prof. Dr. Mahir CENGİZ

**Sorumlu İntörnler**  
Zeynep Şevval Torun - İrem Yılmaz

8 Nisan 2025 Salı  
13:00-15:00  
Hasan Fehmi Büyükbayram Konferans Salonu (A Blok -3. Kat)

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# FACULTY OF MEDICINE

64

As part of the 'Aydın Medical Seminars' series organized under the vertical education system of Istanbul Aydın University Faculty of Medicine, a seminar titled 'Autism Spectrum Disorders from the Perspective of Developmental Neurology' was held. The seminar was moderated by Prof. Dr. Umut Mert Aksoy, Head of the Department of Psychiatry, and presented by Assoc. Prof. Dr. Barış Ekici.

The poster is for a seminar titled 'AYDINTIP SEMİNERLERİ'. It features the Istanbul Aydın University logo and the text 'İSTANBUL AYDIN ÜNİVERSİTESİ TIP FAKÜLTESİ'. The main title 'AYDINTIP SEMİNERLERİ' is prominently displayed. Below this, the speaker is listed as 'Konuşmacı Doç. Dr. Barış EKİCİ (Çocuk Nörolojisi)' and the moderator as 'Moderatör Prof. Dr. Umut Mert AKSOY'. The moderator's title is 'İAÜ Tıp Fakültesi Ruh Sağlığı ve Hastalıkları Anabilim Dalı Başkanı'. The seminar topic is '«Gelişimsel Nörolojisi Penceresinden Otizm Spektrum Bozuklukları»'. The date and time are '8 Nisan 2025 Salı 10:00-12:00'. The location is 'Hasan Fehmi Büyükbayram Konferans Salonu (A Blok -3. Kat)'. The website 'www.aydin.edu.tr' and the social media handle 'iaukampus' are at the bottom.

İSTANBUL AYDIN ÜNİVERSİTESİ  
TIP FAKÜLTESİ

**AYDINTIP**  
**SEMİNERLERİ**

**Konuşmacı**  
**Doç. Dr. Barış EKİCİ**  
(Çocuk Nörolojisi)

**Moderatör**  
**Prof. Dr. Umut Mert AKSOY**  
İAÜ Tıp Fakültesi Ruh Sağlığı ve Hastalıkları Anabilim Dalı Başkanı

**«Gelişimsel Nörolojisi Penceresinden Otizm Spektrum Bozuklukları»**

8 Nisan 2025 Salı  
10:00-12:00  
Hasan Fehmi Büyükbayram Konferans Salonu (A Blok -3. Kat)

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# ANADOLU BİL VOCATIONAL SCHOOL

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**On April 10, 2025, Ayten Nahide KORKMAZ, faculty member of the Foreign Trade Program, hosted Dr. Öğr. Üyesi Beatrice LIM (Human Resource Economics Program Faculty of Business, Economics and Accountancy - Universiti Malaysia Sabah) and Dr. Elaine TING (Universiti Malaysia Sabah) at our university. During the enjoyable campus tour, various academic discussions and exchanges of ideas took place with our professors.**





# ANADOLU BİL VOCATIONAL SCHOOL

66

On April 11, 2025, Ayten Nahide KORKMAZ, an instructor in the Foreign Trade (English) Program, conducted the 5th seminar in the "Green Deal and Foreign Trade" series at Bilgi University. The seminar was held with our esteemed lecturer, Prof. Dr. Ayşe Uyduranoğlu, who has research areas in "Sustainable Water and Transportation Models, Climate Policies, Carbon Tax, Smart Cities." The webinar titled "Carbon Pricing to Address Climate Change" concluded with a Q&A session, attended by 54 participants. We would like to extend our deepest thanks to all the professors and students who showed interest.

İSTANBUL AYDIN  
ÜNİVERSİTESİ

FOREIGN  
TRADE

İstanbul  
Bilgi Üniversitesi

## GREEN DEAL AND FOREIGN TRADE SEMINER SERIE-5

CARBON PRICING TO ADDRESS CLIMATE CHANGE

11 Nisan 2025 18.30

Zoom

Zoom ID: 85499730000  
Zoom Password: 4441428

Speaker

Prof. Dr. Ayşe UYDURANOĞLU

Moderator

Lecturer Ayten Nahide KORKMAZ



# CONTACT

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