

newmedia

New Media Application and Research Center E-Bulletin



VRlab

2019 August - September

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PREPARING THE BROADCAST

Res.Ast. Tamer BAYRAK



- Meeting of Research Centers
- Audience Assignment in Design Centers
- Digital Game Writing
- New Media Application and Research Center started to work
- Damla Pınar KÜRKCÜOĞLU's thesis defense jury
- Istanbul Aydın University Journal October 2019 issue
- New Media Electronic Journal September 2019 issue
- Meeting with Yusuf GÜRSOY, president of RATEM, an external stakeholder of the Faculty of Communication
- Lecturer İhsan Emre EROL's "Swift İle Uygulama Geliştirme: Yeni Başlayanlar İçin" book
- İrfan ATASOY's thesis defense jury
- Nihan BOYAR's thesis defense jury
- Starting the 2019-2020 fall semester at IAU Social Facilities
- September meeting of the Anti-Smoking Association
- Semra TÜPLEK's thesis defense jury
- Training on "Communication in the family"
- Orientation Program
- Article by Dr. Gökmen Hakan KARADAĞ
- TESFED E-Spor workshop

2019 August - September



Activities

Rector of Istanbul Aydın University Prof. Dr. Yadigar İZMİRLİ chaired the Research Centers Meeting. Activity plans for 2019-2020 period were discussed.



Activities

Assoc. Prof. Dr. Deniz YENGIN made observations in Medyapım with the designation of the Ministry of Industry and Technology as an audience in the design centers.

The logo for Medyapım, featuring the word "MEDYAPIM" in white, uppercase, sans-serif font centered on a solid blue square background. The square is framed by a thin white border.

MEDYAPIM

Activities

The New Media Application and Research Center has started preparations for the new academic year.



Activities

Assoc. Prof. Dr. Deniz YENGİN
participated in the thesis defense of
Damla Pınar KÜRKCÜOĞLU at Istanbul
University.



Publication

Istanbul Aydın University Journal
October 2019 issue has been published.

[Link](#)



İAÜD

EKİM 2019

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Publication

September 2019 issue of New Media
Electronic Journal was published.

[İlişim](#)



e-JNM

SEPTEMBER 2019

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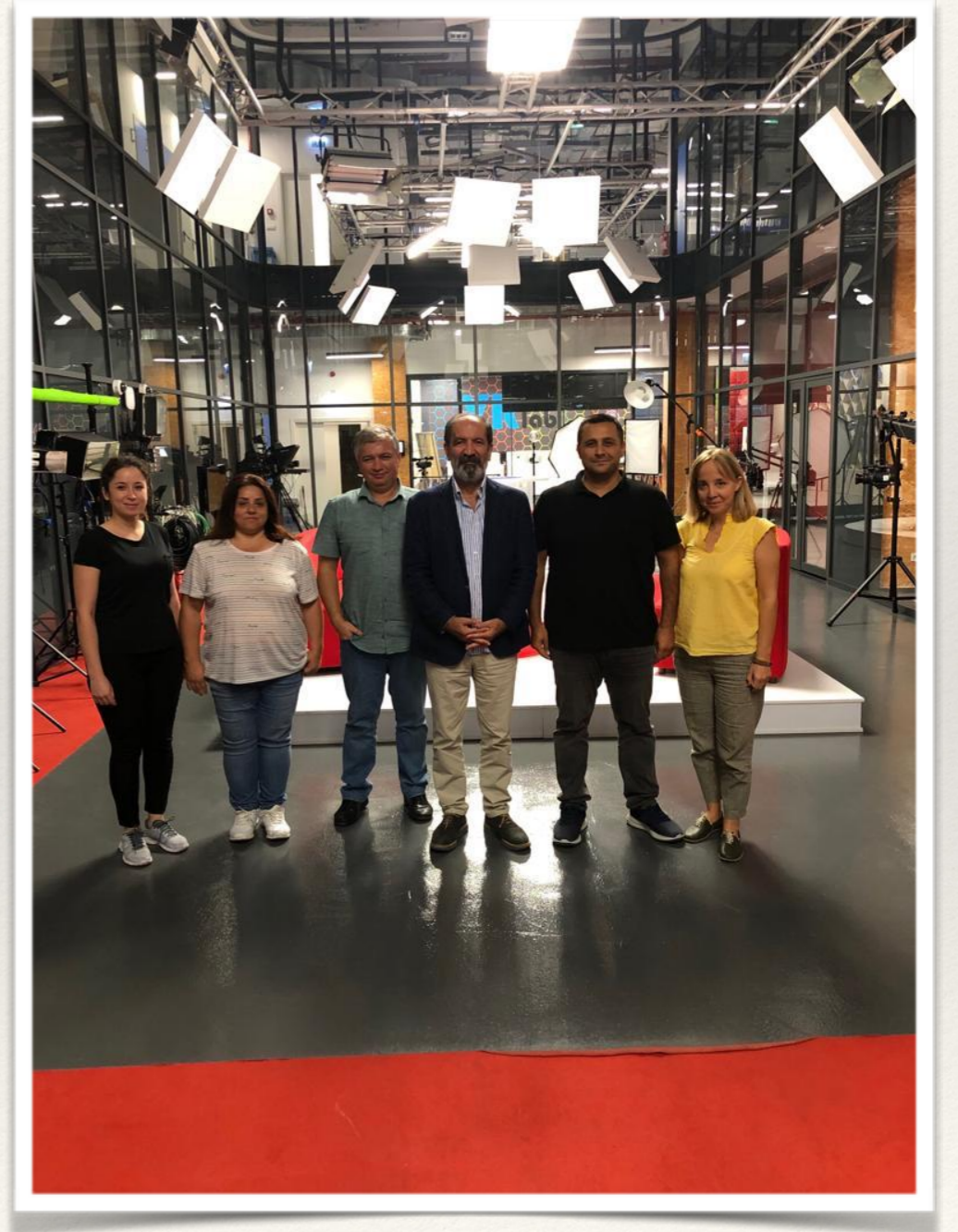
Volume 3 – Issue 3

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Contents

Activities

The meeting was held with the participation of Deniz YENGİN, Hale TORUN, Ayten ÖVÜR, Tamer BAYRAK and Okan ORMANLI on the "An Idea Has Come to My Mind" competition with Yusuf GÜRSOY, president of RATEM, the external stakeholder of the Faculty of Communication.



Publication

İhsan Emre EROL's Application Development with Swift: For Beginners is published as an e-book.

[İlişim](#)



Activities

Assoc. Prof. Dr. Okan ORMANLI participated in the thesis defense jury of İrfan ATASOY at Istanbul Kültür University.



Activities

Assoc. Prof. Dr. Okan ORMANLI participated in the thesis defense jury of Nihan BOYAR at Istanbul Kltr University.



Activities

Samples from the start activity for the fall semester of 2019-2020 academic year at IAU Social Facilities
#iauyenimedya #iauif #iaukampus



Activities

Assoc. Prof. Dr.Deniz YENGIN participated in the September meeting of the Anti-Smoking Association.



Activities

Assoc. Prof. Dr. Deniz Yengin participated in the thesis defense jury of Semra TÜPLEK at Yeni Yüzyıl University.



Activities

Assoc. Prof. Dr. Okan ORMANLI gave training to the parents of Çatalca Environmental Science College on Communication in the Family.



Activities

Within the scope of the Orientation Program of the 2019-2020 Academic Year, we met with the first year students who joined our family together with the Faculty of Communication. #iauif



Publication

Dr. Gökmen Hakan KARADAĞ's article was published in Dokuz Eylül University Journal of the Institute of Social Sciences.

[Link](#)



KAM SPIKER TÜRLERİ AÇISINDAN GENEL KANALLAR İLE HABER KANALLARI KARŞILAŞTIRMASI

Gökmen Hakan KARADAĞ^[1]

👁 3 📄 12

<https://doi.org/10.16953/deusosbil.590565>

Öz

tr en

Bu çalışmanın amacı televizyon kanallarının izlenme oranı (rating) yarışının haberlerin sunum şekillerinden biri olarak kam spiker tercihlerine etkisini araştırmaktır. Çalışma, izlenme oranı baskısının televizyon haber editörlerini daha sansasyonel bir tarza sevk edip etmediğini, sevk ediyorsa bunun derecesini ortaya çıkarmak bakımından önem taşımaktadır. TV haberciliği literatüründe kam spiker'ler üç türde sınıflandırılabilir: doğrudan ve sert girişli kam spiker (hard lead), dolaylı girişli ve merak uyandıran kam spiker (soft lead), çarpıcı bir alıntıyla başlayan kam spiker (quote lead). Bu kam spikerlerden hangisinin ne oranda kullanılacağına ilişkin editöryal karar alırken çeşitli kriterler göz önünde tutulur: kanalın türü, yayın kuşağının türü, haberin türü. Çalışmada Türkiye'de genel TV kanalları ile tematik haber kanalları arasında kam spiker türü tercihi ve kullanım ağırlığı karşılaştırmalı olarak incelenmektedir. Genel TV kanalları olarak Show, Star ve ATV; haber kanalları olarak da NTV, Haber Global ve HaberTürk'ün ana haber bültenlerinin içerik analizi yapılmıştır. Görece daha yoğun "izlenme oranı baskısı" altında çalışan genel kanalların ana haber bültenlerinde, tematik haber kanallarının ana haber bültenlerine göre 'dolaylı ve merak uyandıran kam spiker'lerin daha fazla tercih edilmesi beklenebilir. Çalışmanın sonuçları bu varsayımı desteklemiştir.



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Yeni Medya İAU