

newmedia

New Media Application and Research Center E-Bulletin



VRlab

December 2021

December 2021



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Asst. Prof. Dr. Ayten ÖVÜR

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- 4th Media Literacy Forum was held
- Asst. Prof. Dr. Nur Emine KOÇ Participated in the 5th International New Media Conference Organized by Gelişim University
- Asst. Prof. Dr. Gülsün BOZKURT Participated in the 5th International New Media Conference Organized by Gelişim University
- Asst. Prof. Dr. Dilara TEKRİN Participated in the 5th International New Media Conference Organized by Gelişim University
- An Event titled New Generation Media Marketing in Post-Modern Order was held
- An Event titled Strategic Brand Management in Social Media was held
- New Media and Communication Department Meeting was held.
- The event titled “Visual Direction and Cameraman Practices with Vahap AKSOY” was held.
- Asst. Prof. Dr. Ayten ÖVÜR’s article titled “Ideological Reproduction in TV Series in the Context of the Relationship Between Politics and Entertainment” has been published.
- Asst. Prof. Dr. Umur BEDİR and Asst. Prof. Dr. Müge ÖZTUNÇ’s article titled “Symbolic Construction of National Identity: A Qualitative Analysis of Ngos Instagram Posts on National Days” has been published.
- Lecturer Murat AYDIN was the guest of the Youtube channel “Ask AnyoneWho Knows”
- Asst. Prof. Dr. Ayten ÖVÜR was published in the book titled "Communication Studies on Traditional and Digital" edited by And ALGÜL.



Activities

4th Media Literacy Forum was held. (01.12.2021)

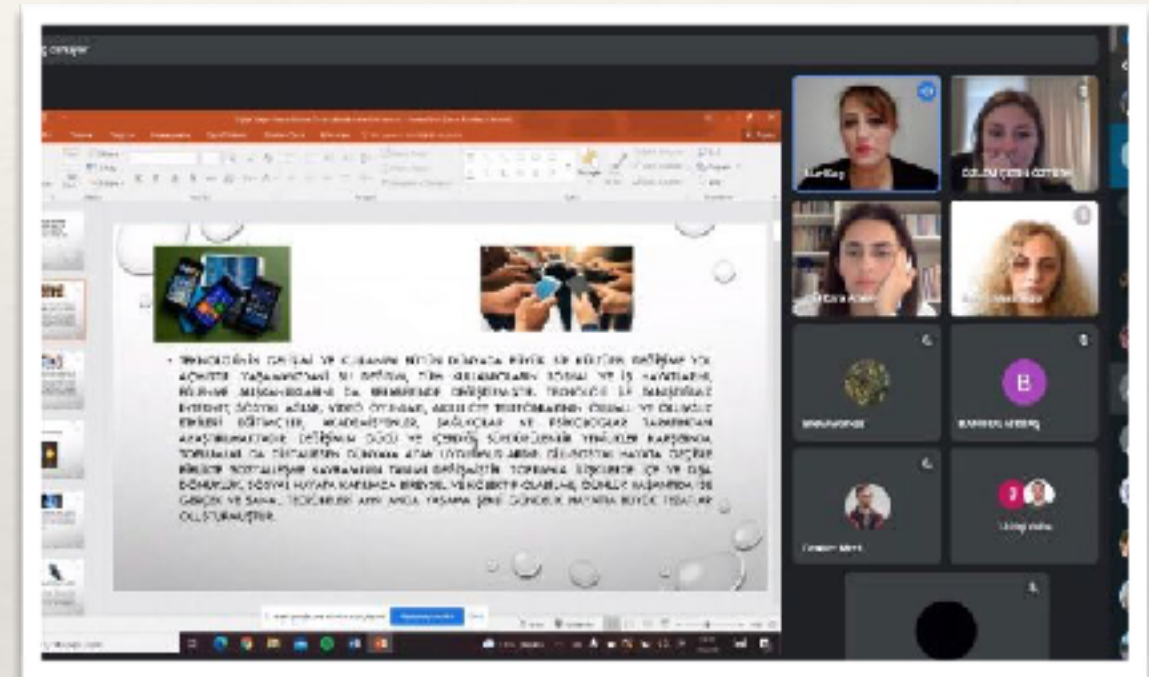
IAU Faculty of Communication Dean Prof. Dr. Deniz YENGİN attended the "4th Media Literacy Forum" within the scope of New Media Meetings.



Activities

Asst. Prof. Dr. Nur Emine KOÇ Participated in the Symposium Organized by Gelişim University. (03.12.2021)

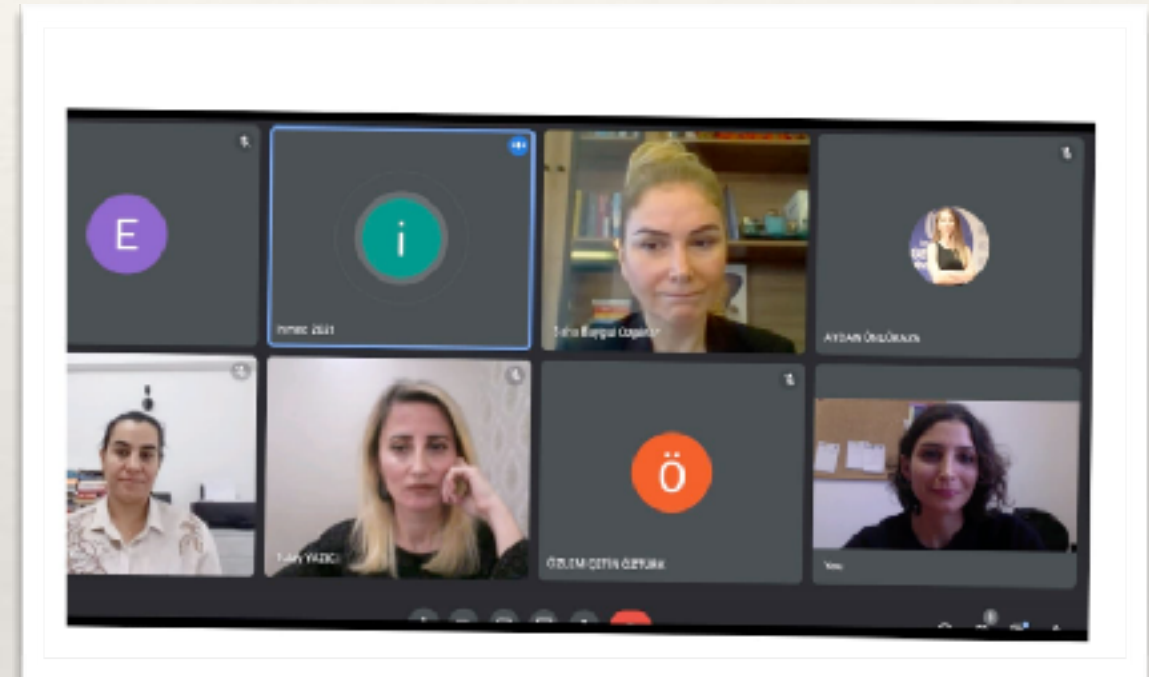
At the 5th International New Media Conference organized by Gelişim University, Asst. Prof. Dr. Nur Emine Koç made a presentation on “The Effects of Nomophobia and Plagomania on University Students as an Example of the Diseases of the Digital Age”.



Activities

Asst. Prof. Dr. Glsn BOZKURT Participated in the Symposium Organized by Gelişim University. (03.12.2021)

At the 5th International New Media Conference organized by Gelişim University, Asst. Prof. Dr. Glsn BOZKURT made a presentation on “Development of Disclosure Culture as a Seeking Rights in Social Media”.



Activities

Asst. Prof. Dr. Dilara TEKRİN Participated in the Symposium Organized by Gelişim University. (03.12.2021)

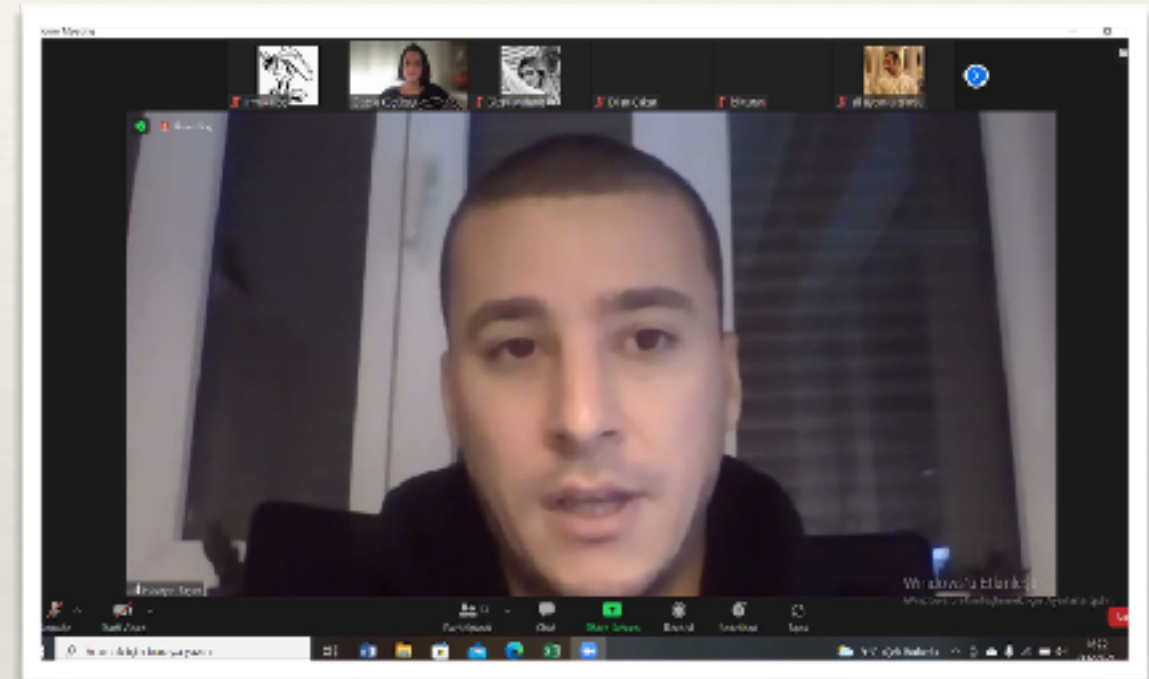
At the 5th International New Media Conference organized by Gelişim University, Asst. Prof. Dr. Dilara TEKRİN made a presentation on “Evaluation of Remix Practice in the Context of Digital Inequality”.



Activities

An Event titled New Generation Media Marketing in Post-Modern Order was held. (08.12.2021)

Within the scope of New Media Meetings, the event titled "New Generation Media Marketing in Post-Modern Order" was held with Trendyol Media Planning Manager GÖZDE KÜÇÜKAY, under the moderation of Lecturer Hüseyin SAYIN.



Activities

An Event titled Strategic Brand Management in Social Media was held. (15.12.2021)

As part of the New Media Meetings, the event titled "Strategic Brand Management in Social Media", moderated by Asst. Prof. Dr. Nur Emine KOÇ, was held with Açık Holding Corporate Communications Manager Burcu ALVER.



Activities

New Media and Communication Department Meeting was held. (20.12.2021)

The New Media and Communication Department meeting was held on Monday, December 20, 2021 at 11:00 am under the moderation of Prof. Dr. Deniz YENGIN.



Activities

Murat AYDIN was the guest of the Youtube channel “Ask Anyone Who Knows”

Instructor Murat AYDIN gave information about the concept of Clickbait by participating in the broadcast of the Youtube channel called “Ask Anyone Who Knows”.



Activities

The event titled “Visual Direction and Cameraman Practices with Vahap AKSOY” was held. (15.12.2021)

As part of THP Meets, TRT Visual Director and Cameraman Vahap AKSOY was our guest on Wednesday, December 15 at 14:00 with the event titled "Visual Direction and Cameraman Practices with Vahap AKSOY".

İSTANBUL AYDIN
UNİVERSİTESİ

İAÜ
İLETİŞİM FAKÜLTESİ

THP Meets

Vahap AKSOY
Görsel Yönetmen-Kameraman
TRT

MODERATÖR: Dr. Öğr. Üyesi Veli BOZTEPE
İAÜ İletişim Fakültesi TV Haberciliği ve Programcılığı Bölümü

**VAHAP AKSOY İLE GÖRSEL YÖNETMENLİK VE
KAMERAMANLIK UYGULAMALARI**
APPLIED CAM WITH VAHAP AKSOY

14:00

15 Aralık 2021
Çarşamba

İAÜ İletişim Fakültesi
R Blok 202 TV Stüdyosu

DÜZENLEYEN: İAÜ İLETİŞİM FAKÜLTESİ / TV HABERCİLİĞİ VE PROGRAMCILIĞI BÖLÜMÜ

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Publications

Asst. Prof. Dr. Ayten ÖVÜR's article titled "Ideological Reproduction in TV Series in the Context of the Relationship Between Politics and Entertainment" has been published.

Head of Television Journalism and Programming Department and Director of New Media Application and Research Center Asst. Prof. Dr. Ayten ÖVÜR's article is published "Ideological Reproduction in TV Series in the Context of the Relationship between Politics and Entertainment" in the book "Digital Future", edited by Faculty Asst. Prof. Dr. Tamer BAYRAK and published by Peterlang.

Ayten ÖVÜR

Ideological Reproduction in TV Series in the Context of the Relationship between Politics and Entertainment¹

Abstract: The contents, scenarios, and language of television series vary with the changes in governments. Each period has created its own language and discourse. While writing their stories and establishing their language, screenwriters were influenced by the dominant culture and their government. By using the influence of television series, governments have had the opportunity to reflect their ideology and thoughts to the public. While there are almost no religious motifs in Turkish TV series produced after 1980, these motifs began to appear in popular TV series after the conservative party became the government. Recognizing the importance of the culture industry, governments have begun to announce their various activities to the public through TV series.

Keywords: TV series, mass media, ideology, entertainment, politics

Introduction

The roots of the relationship between politics and entertainment trace back to ancient times. Since then, all governments have aimed to take advantage of this relationship. This advantage has been used to depoliticize or to transmit hidden political messages to the masses. The entertainment industry has always been of great importance in terms of delivering political and ideological messages to people who are not interested in politics.

All societies have a different sense of entertainment depending on their culture. This sense varies by the period. When we examine the concept of entertainment in the Ancient Ages, we see that the most significant entertainment activities in this age were feasts and festivals. Surprisingly, in the Middle Ages, tortures and public executions became the most interesting and "entertaining" public event. Centuries ago, the Roman Empire used the "Bread and Circus" formula to depoliticize people. By satisfying the most significant requirements of

Publications

Asst. Prof. Dr. Umur BEDİR and Asst. Prof. Dr. Müge ÖZTUNÇ's article titled "Symbolic Construction of National Identity: A Qualitative Analysis of Ngos Instagram Posts on National Days" has been published.

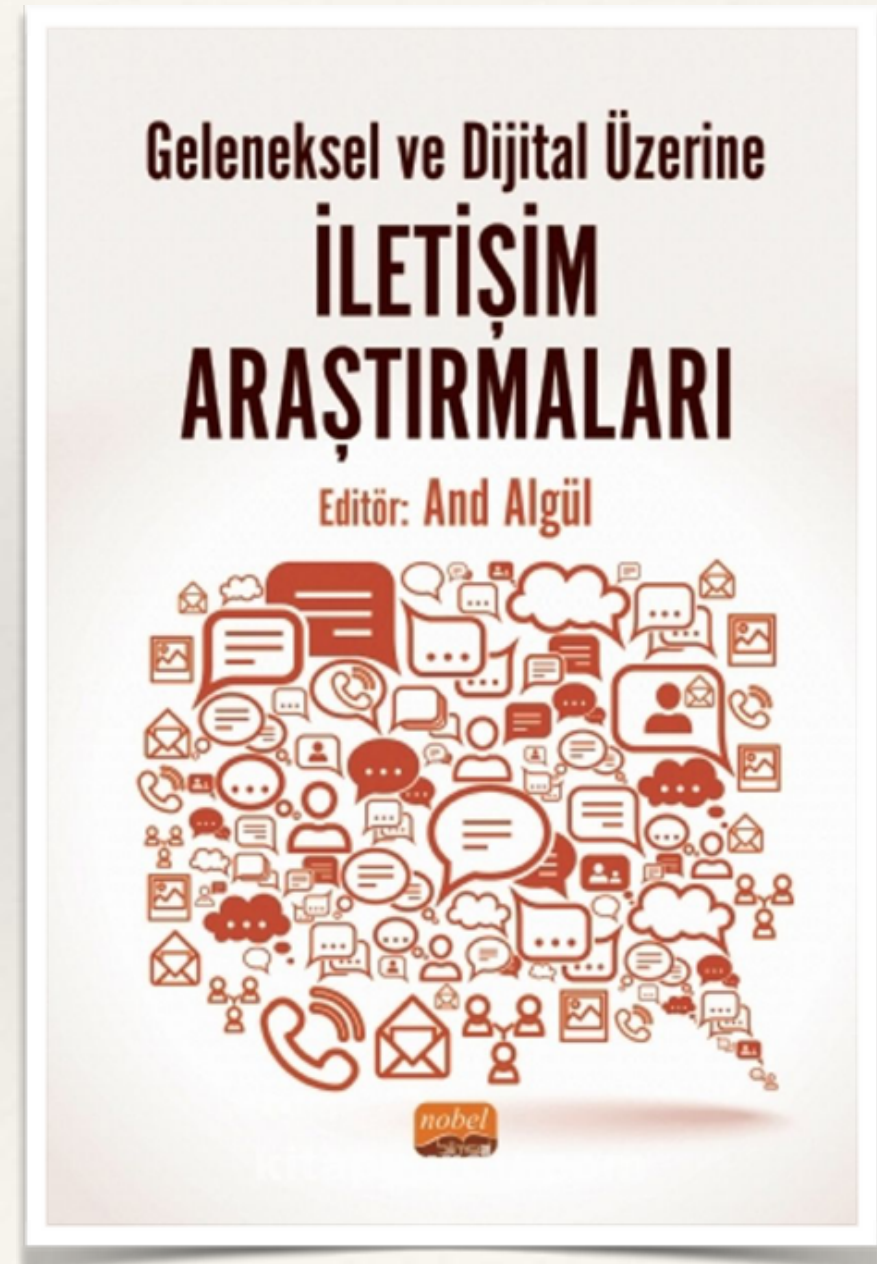
New Media Application and Research Center Vice Director Asst. Prof. Dr. Umur BEDİR and Asst. Prof. Dr. Müge ÖZTUNÇ's the article titled "Symbolic Construction Of National Identity: A Qualitative Analysis Of Ngos Instagram Posts On National Days" was published in The Turkish Online Journal of Design Art and Communication.



Publications

Asst. Dr. Ayten ÖVÜR was published in the book titled "Communication Studies on Traditional and Digital" edited by And ALGÜL.

Director of the New Media Application and Research Center, Asst. Prof. Dr. Ayten ÖVÜR's article titled "Baudrillard's View of Social Media in the Context of Simulation Theory: The Example of Facebook", produced from her master's thesis, was published in the book titled "Communication Studies on Traditional and Digital"





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