VRIGE (R Block)

13.15 / 14.15

1. Session: Social Media and Technology in Education

Moderator: Hüseyin Kazan

Technology and Accreditation Process in Communication Education

Hülya Yengin

Evaluation on First Ottoman Newspapers Transition

From Verbal to Written Culture

Esra Oğuzhan Yeşilova

Social Media Comments in Triangle of Belonging,

Ignorance of Narcissism

Gül Dilek Türk

The Effects of Social Media Ads on Adolescents'

Perception of Consumption

Hüseyin Kazan, Gözde Karaman, Merve Okdemir

14.15 / 14.25

Coffee Break

14.25 / 15.35

2. Session: New Media, Advertising and Marketing

Moderator: Tuğçe Çevik

Contribution of Digitalization to The Brand Registry

Applications in The Context of Globalization

Sema Gümüş

Cultural Indicators in Global Advertising Strategies

An Apple Case

Meriç Kılınç

Use of Artificial Intelligence in Creative Advertising in

Terms of A New Work Ethic

Mustafa Cebrail Sadakaoğlu

The Effect of Social Media Marketing Activities of E-

Commerce Companies on Vocational School of Higher

Education Students

Tuğçe Çevik

Online Cultural Transmission: A Memetic Approach to

the Case of Tombili The Cat

Dilara Tekrin

CTC 2019 CTC 2019

Communication and Technology Congress

17th April 2019

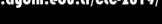
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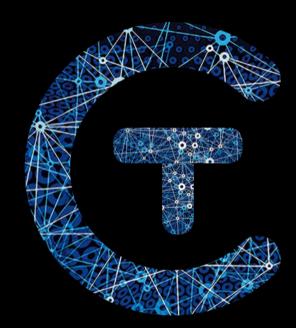












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CTC 2019

Turuncu (D Block)

09.00 / 09.30 Registration

09.30 / 10.00 **Opening**

10.00 / 10.30 **Keynote Speaker** Atıf Ünaldı

10.30 / 10.40 Coffee Break

10.40 / 12.00

1. Session: Series and Cinema in New Media

Moderator: Özden Cankaya

Analysing The Series "Game of Thrones"

From A Freudian Perspective

Ayten Övür

Online Film Platforms and the Future of the Cinema

Okan Ormanlı

New Media and Turkish Cinema

Arif Can Güngör

An Evaluation on Forms of Movie Watching and

Interactive Cinema in Digital Age (Netflix and Bandersnatch Movie)

Engin Bascı, Orhan Tanakıncı

A Study of Generation Z Viewing Habits in

Context of Uses and Gratification Theory:

The Protector Netflix Series Case

Adem Ayten, Sema Bulat, Elif İnceismail

Interactive Series on New Generation Televisions

Ayşegül Akaydın

12.00 / 13.00 Lunch

13.15 / 14.15

2. Session: The New Agenda of New Media

Moderator: Deniz Yengin

Comparison of the Online Education Platforms,

and Innovative Solution Proposals

Serhat Yılmaz. İhsan Emre Erol

A New Dimension in Marriage Relationship:

Digital Sexuality, Its Reasons and Future

Sümeyya Olcay

Photolurking, an Example of Digital Disorder

Within The Context of Digital Privacy

Phenomenon in Turkey

Nur Emine Koc

Protecting The Rights in WEB 2.0 with WEB 1.0

Instruments or Self-Defence

Ömer Kahraman Kurtoğlu, İhsan Emre Erol

14.15 / 14.25 Coffee Break

14.25 / 15.25

3. Session: New Media, Journalism and Data

Moderator: Cem Sefa Sütçü

A Comparative Study of Fact-checking

Organizations in Turkey: teyit.org and

dogrulukpayi.com

Gökmen H. Karadağ, Adem Ayten

The Innovation in The Form of Crowd-Sourcing

That Modern Communication Technologies and The

Online Individual Brought to Journalism Practices

Sertac Kaya

A Sample Pragmatic Analysis in Natural Language Processing: Sentimental Analysis on Movie Reviews

Cem Sefa Sütçü, Çiğdem Aytekin

An Analysis on The Context of News Texts

Naciye Beril Eksioğlu Sarılar

15.25 / 15.35

Coffee Break

15.35 / 16.35

4. Session: New Media Applications

Moderator: And Algül

Youtube Motivations of University Students in The

Context of Uses and Gratifications Approach

And Algül, Aysun Köktener

The Role of Influencers' Credibility on Attitude Towards

Advertising

Ceyda Deneçli, Sevda Deneçli

New Media and Digital Surveillance Reflections

İrem Yeniceler, Hicran Özlem Ilgin

To Examine The Transformation of Personal Image

Management in the Context of Bourdieu on Social

Media

Hakan Tan

New Privacy Understanding in Social Media in Digital

Laman İsmayilzada, Özge Topçu

16.35 / 16.45 Coffee Break

16.45 / 17.55

5. Session: Digitization and Gamification

Moderator: Aysun Köktener

Analysis of Virtual Reality Technology in Gamification

Tamer Bayrak, Deniz Yengin

The Usage of Green Gamification For Public Interest

Function of Public Relations

Gonca Yıldırım, Deniz Akbulut

An Evaluation of Game Mechanics and Dynamics:

"Black Mirror" Series Exemplary

Berkan Bayındır, Gökmen H. Karadağ

Reflections of Digitalization on Painting

Derya Aydoğan

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