

newmedia

New Media Research and Application Center Bulletin



VRlab

November 2021

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- New Media Department Board Meeting was held.
- The event called "Importance of Content Marketing for Brands" was held.
- The Webinar titled "Next Generation Branding in Multiple Cultures" was held.
- 29. Faculty of Communication Deans Council (ILDEK) was held.
- The event titled “E-Commerce Instruments 2” was held.
- External Stakeholder Meeting was held with E-com 101.
- A Meeting was Held Before the Logo Competition for the “Be Aware of the Genderist Discourse” Project.
- Book Chapter titled “New Media and the Concept of Public Space: 2020 Tokyo Olympics and the Case of the 4th World Deaf Women's Volleyball Team” Has Been Published.
- Chapter Titled "Social Media Overview in the Context of Baudrillard's Simulation Theory: The Example of Facebook" was published.
- Accreditation Studies has started.

November 2021

Activities

**New Media Department Board Meeting was held.
(03.11.2021)**

Our department meeting was held with the participation of our faculty members.

[Link](#)



Activities

The Event “Importance of Content Marketing for Brands” was held (12.11.2021)

On Friday, November 12, 2021, at 11.00, our event called "The Importance of Content Marketing for Brands" was held with the participation of Turkish Airlines Online Content Marketing Chief Özlem Aytaş, moderated by our Lecturer Melih Güney.



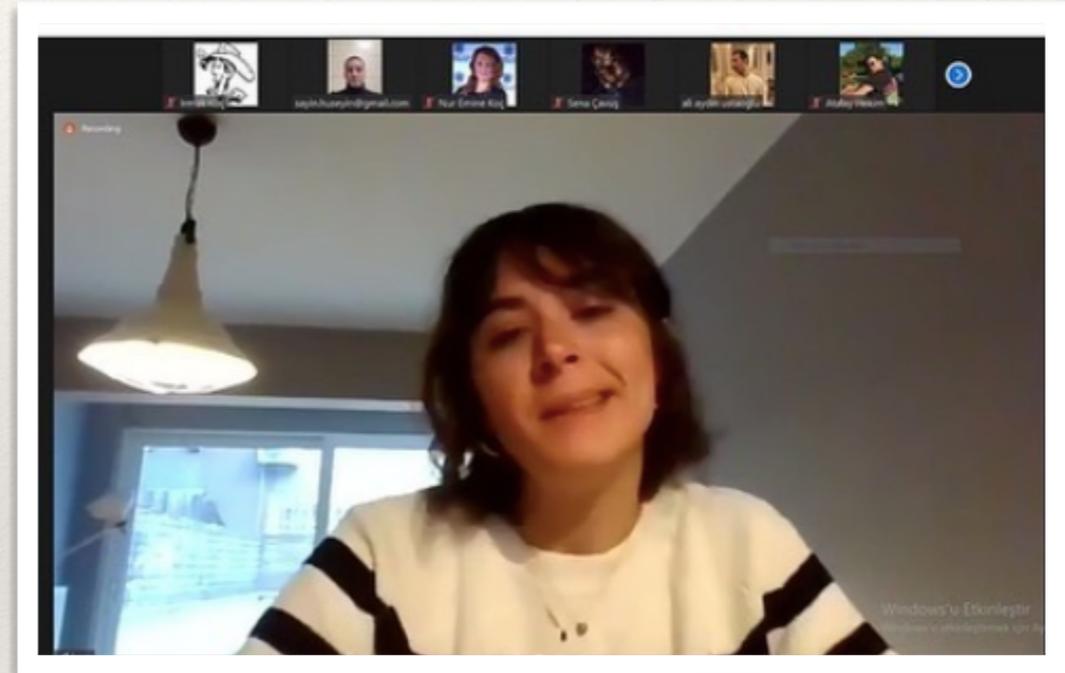
[Link](#)

Activities

The Webinar titled "Next Generation Branding in Multiple Cultures" was held. (12.11.2021)

A webinar titled "Next Generation Branding in Multiple Cultures" was held with the participation of House of Superstep and Converse Turkey Marketing Manager İrem Balkan, moderated by Lecturer Hüseyin Sayın from New Media and Communications Department.

[Link](#)



Activities

29. Faculty of Communication Deans Council (ILDEK) was held. (13.11.2021)

Our presentation titled "Accreditation Processes in Communication Faculties" was shared with our Deans at the 29th Communication Faculty Deans Council (ILDEK) meeting held at Pamukkale University.

[Link](#)



Activities

The event titled “E-Commerce Instruments 2” was held.
(17.11.2021)

Within the scope of New Media Meetings, Erkan Uzunođlu, Customer Experience Department Manager of İncehesap.com, moderated by E-com 101 E-Commerce Mentors Yeliz Kaymakçı and Erdem GÜNGÖR, was our guest with the event titled “E-Commerce Instruments 2”.

[Link](#)



Activities

A Meeting was Held Before the Logo Competition for the “Be Aware of the Genderist Discourse” Project (18.11.2021)

Limak Energy Group and Uludağ Electricity Distribution Inc. (UEDAŞ), Limak Corporate Communications Manager Yusuf Ziya Yüce and UEDAŞ Corporate Communications Manager Can GİNYOL were guests of our faculty to give detailed information about the "Be Aware of Genderist Discourse" project logo competition. Our Dean Prof. Dr. Deniz YENGİN and faculty members came together with our guests.



[Link](#)

Publications

Book Chapter titled “New Media and the Concept of Public Space: 2020 Tokyo Olympics and the Case of the 4th World Deaf Women's Volleyball Team” Has Been Published (24.11.2021)

The book chapter titled "The Concept of New Media and Public Space: 2020 Tokyo Olympics and the Case of the 4th World Deaf Women's Volleyball Team", co-written by Prof. Dr. Deniz YENGİN, Asst. Prof. Dr. Tamer BAYRAK and Rsc. Asst. Irmak KOÇ ALAMASLI from the New Media and Communications Department, was published in the book titled "Sports and Media”.

[Link](#)

YENİ MEDYA VE KAMUSAL ALAN KAVRAMI: 2020 TOKYO OLİMPİYATLARI VE 4. DÜNYA İŞİTME ENGELLİLER KADIN VOLEYBOL TAKIMI ÖRNEĞİ

Tamer BAYRAK*
Irmak KOÇ ALAMASLI**
Deniz YENGİN***

GİRİŞ

Yeni iletişim teknolojilerindeki gelişmelerin neticesinde ortaya çıkmakta olan yeni medya ortamları ve sanal ağlar; toplumsal iletişim, etkileşim ve dolayısıyla kamusal alan kavramını da dönüştürmüştür. 17. ve 18. yüzyıllarda insanların toplumu denetleyen, kısıtlayan güçler olarak siyasi ve ekonomik erklerin baskısı olmaksızın bir araya gelip konuşup tartışabildiği ortamlar olarak nitelendirilebilirken, günümüzde kamusal alan ve sınırlarının ne olduğu en çok konuşulan kavramlardan biri haline gelmiştir. İnternet'in ortaya çıkması ve yeni medya araçları ile dönüşen iletişim süreçleri uzamsal ve zamansal bağlamları yerelliğinden kurtarır; uzamsal ve zamansal açıdan birbirinden çok uzak iletişim

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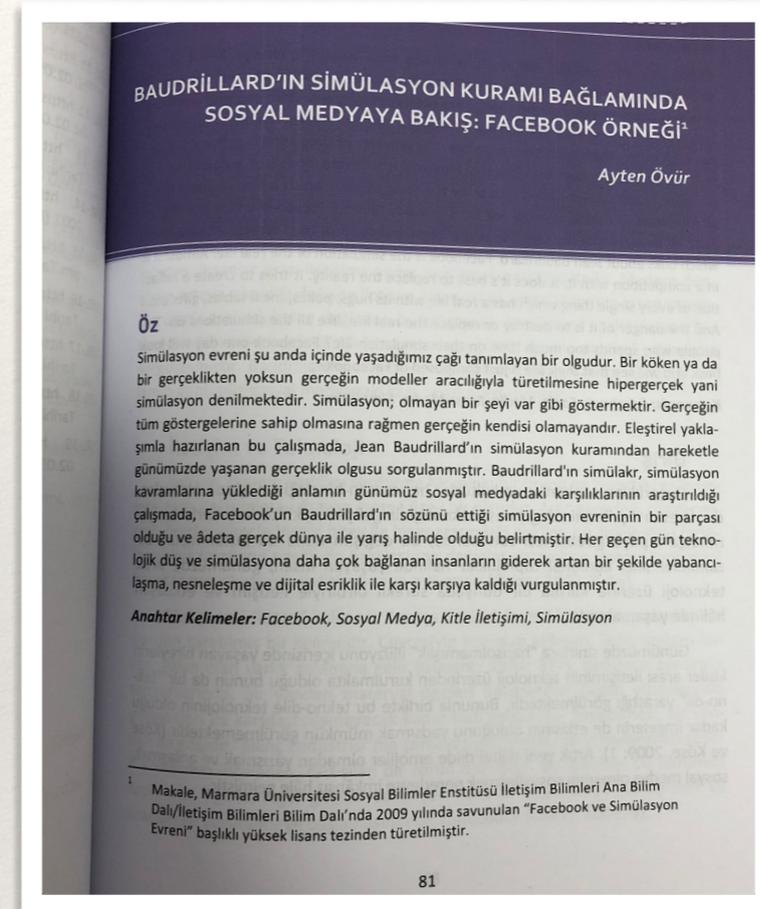
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Publications

Chapter Titled "Social Media Overview in the Context of Baudrillard's Simulation Theory: The Example of Facebook" was published (24.11.2021)

The article titled "Baudrillard's View of Social Media in the Context of Simulation Theory: The Example of Facebook" produced by Asst. Prof. Dr. Ayten Övür, Head of Television Journalism and Programming Department and Director of New Media Application and Research Center, was published in the book titled edited by Assoc. Prof. Dr. And Algül "Communication on Traditional and Digital".

[Link](#)



Activities

Accreditation Studies has started. (26.11.2021)

The first meeting of our accreditation studies took place on Friday, 26.11.2021 at VR Lab.

[Link](#)





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Yeni Medya İAU

