

# newmedia

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*New Media Application and Research Center E-Bulletin*



**VR**lab

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*April 2022*



April 2022



# Editorial Board

T.C.

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PREPARED FOR PUBLICATION BY

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Assoc. Prof. Dr. Ayten ÖVÜR

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- New Media and Communications Department Head Dr. Nur Emine KOÇ's book titled "Sinemada Şeytanın Yansıması" has been published.
- New Media and Communication Department Head Dr. Nur Emine KOÇ's article titled "Digital Culture and Language" has been published.
- New Media and Communication Department Res. Asst. Irmak KOÇ ALAMASLI's article titled "The Effect of Social Media on E-Commerce in Turkey During COVID-19: Instagram Example" has been published.
- IAUD Journal of Social Sciences, edited by New Media and Communication Department Head Dr. Nur Emine KOÇ, has been published.
- The "Social Media Contents" meeting was held under the moderation of Dr. Nur Emine KOÇ, Head of the New Media and Communication Department.
- Student representatives meeting was held under the moderation of Dr. Nur Emine KOÇ, Head of New Media and Communication Department.
- A meeting was held with IAU Board of Trustees Chairperson Advisor Prof. Dr. Funda SİVRİKAYA, New Media Application and Research Center Director Assoc. Prof. Dr. Ayten ÖVÜR and Visual Communication Design Department Head Dr. Begüm Aylin ÖNDER on the use of VRLab glasses.

*April 2022*







- The EU Project meeting was held under the leadership of New Media and Communication Department Head Dr. Nur Emine KOÇ and Visual Communication Design Department Head Dr. Begüm Aylin ÖNDER.
- The EU Project meeting was held under the leadership of Prof. Dr. Selahattin YILDIZ, Dean of the Faculty of Communication, Dr. Nur Emine KOÇ, Head of the New Media and Communication Department, and Dr. Begüm Aylin ÖNDER, Head of the Visual Communication Design Department.
- New Media Talks were held with the participation of Dr. Gülsün BOZKURT and Corporate Communications Expert Erman BALAK.
- New Media Talks were held with the participation of Dr. Gülsün BOSKURT and Human Resources Director Nuran ÇİTE.
- The event on “Mobile Game Design” was held with the participation of “2D Artist” Gülcan YEŞİLBAŞ within the scope of THP Meets events.
- “Ali İhtiyar Virtual Photography Exhibition and Film Screening” was organized by Istanbul Aydın University Faculty of Communication.
- Dr. Gökmen H. KARADAĞ received the “TV News Program of the Year” award.
- Gaye ÇETİN, a second-year student at the Department of Television, Journalism and Programming, made it to the finals of the Aydın Doğan Foundation Young Communicators Competition.
- New Media Application and Research Center March 2022 E-Bulletin has been published.

*April 2022*





# Publications

**1. New Media and Communications Department Head Dr. Nur Emine KOÇ's book titled "Sinemada Şeytanın Yansıması" has been published.**

New Media and Communication Department Head Dr. Nur Emine KOÇ's book titled "Sinemada Şeytanın Yansıması" has been published by Literaturk Academia.





# Publications

2. New Media and Communication Department Head Dr. Nur Emine KOÇ's article titled "Digital Culture and Language" has been published.

New Media and Communication Department Head Dr. Nur Emine KOÇ's article titled "Digital Culture and Language" has been published in International Journal of Arts, Humanities & Social Sciences.

## IPRPD

International Journal of Arts, Humanities & Social Science  
ISSN 2693-2547 (Print), 2693-2555 (Online)  
Volume 03; Issue no 03: March, 2022



## DIGITAL CULTURE AND LANGUAGE

Nur Emine Koç<sup>1</sup>

<sup>1</sup> Assistant Prof. Dr., New Media and Communication Department, Communication Faculty, İstanbul Aydın University, Turkey

### Abstract

*Digitalization is a very commonly problem and also an advantage for all the people around the world. Spending alot of time in front of the screen, has changed the understanding of people, cultures and languages as it changes everything through the process. All the communication systems especially education is reconsidered through the needs of people. By the help of technology, people interact with different kind of people facing different kind of culture; but the lingua franca language English, has also become the language of digital culture, so all the languages are affected by this language as the globalization continues its effects through digital world. Yet the use of mother tongue languages and the cultures with the effect of digitalization have not been expired but transformed. In this article, the transformation process of both written and spoken versions of mother tongue languages into new inevitable digital language and the effects on cultures is examined by giving examples from the world langauges and Turkish.*

**Keywords:** Digitalization, Digital Culture, Digitilized Languages and Transformation Process

### Introduction

Digitalization has brought human life into the process of irreversible change. Digital new technologies have changed the way people interact with each other, how experiences are shared and disseminated, and the way reality is presented and perceived. The reason why this process of change is irreversible is that as a result of children growing up with these new digital technologies, their lives and developments continue under the influence of these technologies. It is unthinkable that digitalization, which affects human beings from an early age, does not affect the languages that form the basis of human societies and cultures. These cultures are the sum of the values that societies have revealed in the historical-social evolution processes. In this article, the relationship between digitalization and language are focused on. The relationship between digitalization and language on two different platforms is considered: One of them; is the data flow from a certain center such as printing, publishing, radio, and television, but in return, the other one is the response platform of individuals. At this platform, the addressee is mostly a community and this community is in a passive state. Therefore, both the individuals of this community and the language spoken by the community are affected by the information flow and the language in which the information flow is provided, at the individual and community level, and sometimes they are put under pressure. The second platform is a common information network where individuals can interact with each other or with the system, although it partially contains some of the features of the first. This reciprocity, of course, affects the relationship of the whole with the language differently.

Another dimension that should not be overlooked in the relationship between digitalization and language is the relationship of digitalization with writing. Although the writing itself is not a part of the language directly, it is an element that should be taken into account because it is a means of visually conveying the sub-language.

Amalia E. Gnanadesikan, who has a global approach to the development of writing, calls the process that started with the printing revolution, carried out by Johannes Guttenberg in the German city of Mainz in 1447, as "the meeting of the alphabet with the machine" and describes the common information network as the last current stage of this process (Gnanadesikan, 2009:250). While there is no doubt that this is the case, the common information network has revealed a higher degree of communication than at any other time in the history of writing. Thanks to the common information network; a great breakthrough has been achieved in communication at the global level. Today, the common information network has spread to almost all countries of the world, and thus, people from all over the world have had the opportunity to connect each other directly.

When languages are taken into account in general, the negative effects of digital devices such as media and common information network on the language have been emphasized. Peck states that media, especially digital media, harms languages with its written, oral and visual forms (1998:28). She also adds that especially the verbal



# Publications

3. New Media and Communication Department Res. Asst. Irmak KOÇ ALAMASLI's article titled "The Effect of Social Media on E-Commerce in Turkey During COVID-19: Instagram Example" has been published.

New Media and Communication Department Res. Asst. Irmak KOÇ ALAMASLI, Maltepe University Faculty of Communication Informatics Department Prof. Dr. Cem Sefa SÜTÇÜ's article titled "The Effect of Social Media on E-Commerce in Turkey During COVID-19: Instagram Example" was published in the TR Index member Journal of Selçuk Communication.





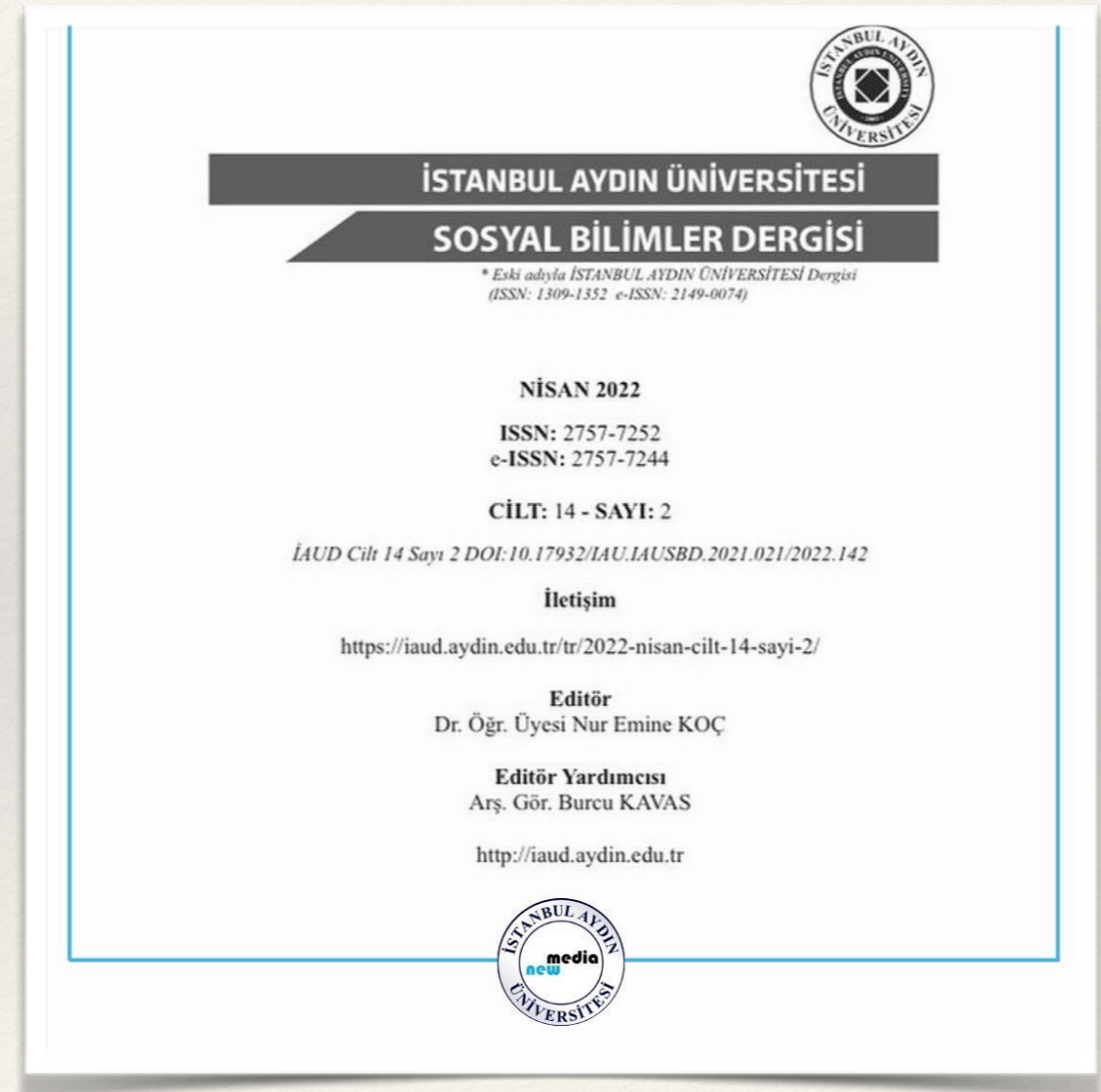
# Publications

**4. IAUD Journal of Social Sciences, edited by New Media and Communication Department Head Dr. Nur Emine KOÇ, has been published.**

One of our faculty's journals IAU Journal of Social Sciences April 2022 (Volume: 14 Issue: 2), edited by New Media and Communication Department Head Dr. Nur Emine KOÇ, has been published.

**Link:**

<https://dergipark.org.tr/tr/pub/iausos/issue/69442>





# Activities

**6. The “Social Media Contents” meeting was held under the moderation of Dr. Nur Emine KOÇ, Head of the New Media and Communication Department. (05.04.2022)**

A meeting regarding the social media contents to be shared was held with the New Media and Communication Department students, and with the leadership of our Department Head Dr. Nur Emine KOÇ, Res. Asst. Selin YILMAZ and Res. Asst. Irmak KOÇ ALAMASLI.





# Activities

**7. Student representatives meeting was held under the moderation of Dr. Nur Emine KOÇ, Head of New Media and Communication Department. (05.04.2022)**

The student representatives meeting was held with the participation of student representatives and junior representatives, and with the leadership of Department Head Dr. Nur Emine KOÇ, Res. Asst. Selin YILMAZ and Res. Asst. Irmak KOÇ ALAMASLI.





# Activities

## 8. A meeting was held with the IAU Board of Trustees

**Chairperson Advisor Prof. Dr. Funda SİVRİKAYA, New Media Application and Research Center Director Assoc. Dr. Ayten ÖVÜR and Visual Communication Design Department Head Dr. Begüm Aylin ÖNDER on the use of VRLab glasses. (12.03.2022)**

IAU Board of trustees Chairperson Advisor Prof. Dr. Funda SİVRİKAYA, New Media Application and Research Center Director Assoc. Dr. Ayten ÖVÜR, Visual Communication Design Department Head Dr. Begüm Aylin ÖNDER and New Media and Communication Department Res. Asst. Selin YILMAZ and Res. Asst. Irmak KOÇ ALAMASLI and New Media and Communication Department students Fatih İNCE and Burak TOPÇUHASANO attended the meeting, where VR laboratory studies were evaluated and the foundations of a new project were laid.





# Activities

**9. The EU Project meeting was held under the leadership of New Media and Communication Department Head Dr. Nur Emine KOÇ and Visual Communication Design Department Head Dr. Begüm Aylin ÖNDER. (19.04.2022)**

Our first meeting was held with our university's European Union and Sustainable Development and Environmental Management Consultant Neli AKAY and Project Coordinator İrem Ece AKPINAR with the participation of New Media and Communication Department students Berzan ÖNER, Fatih İNCE and Ece Arsan, New Media and Communication Department Head Dr. Nur Emine KOÇ, Visual Communication Design Department Head Dr. Begüm Aylin ÖNDER, and Res. Asst. Irmak KOÇ ALAMASLI for the project that will represent our university abroad.





# Activities

**10. The EU Project meeting was held under the leadership of Prof. Dr. Selahattin YILDIZ, Dean of Faculty of Communication, Dr. Nur Emine KOÇ, Head of New Media and Communication Department, and Dr. Begüm Aylin ÖNDER, Head of Visual Communication Design Department. (26.04.2022)**

The EU Project initiatives were discussed with our university's European Union and Sustainable Development and Environmental Management Consultant Nelih AKAY and Project Coordinator İrem Ece AKPINAR with the participation of Prof. Dr. Selahattin YILDIZ, Dean of Faculty of Communication, Dr. Nur Emine KOÇ, New Media And Communication Department Head, Dr. Begüm Aylin ÖNDER, Visual Communication Design Department Head, New Media and Communication Department students Berzan ÖNER, Fatih İNCE and Ece ARSLAN.





# Activities

## 11. New Media Talks were held with the participation of Dr. Gülsün BOZKURT and Corporate Communications Expert Erman BALAK. (05.04.2022)

The webinar titled “New Media and New Opportunities” was held under the moderation of Dr. Gülsün BOZKURT and with the participation of Corporate Communications Expert Erman BALAK within the scope of New Media Talks.

**Yeni Medya Söyleşileri**  
New Media Talks

**Erman BALAK**  
Kurumsal İletişim Uzmanı

**MODERATÖR:** Dr. Öğr. Üyesi Gülsün BOZKURT  
İAÜ İletişim Fakültesi Yeni Medya ve İletişim Bölümü

**YENİ MEDYA ve YENİ OLANAKLAR**

**VRlab** **new media**

11:00 5 Nisan 2022 Salı ZOOM ID: 863 4505 7425  
ŞİFRE: 4441428

**DÜZENLEYEN:** İLETİŞİM FAKÜLTESİ / YENİ MEDYA VE İLETİŞİM BÖLÜMÜ

iaufyenimedya



# Activities

**12. New Media Talks were held with the participation of Dr. Gülsün BOZKURT and Human Resources Director Nuran ÇİTE. (26.04.2022)**

The event titled “Power of New Media and Significance of Digitalization” was held under the moderation of Dr. Gülsün BOZKURT and with the participation of Reckitt Benckiser Human Resources Director Nuran ÇİTE.

**Yeni Medya Söyleşileri**  
New Media Talks

**Nuran ÇİTE**  
Reckitt Benckiser  
İnsan Kaynakları Müdürü

**MODERATÖR:** Dr. Öğr. Üyesi Gülsün BOZKURT  
İAÜ İletişim Fakültesi Yeni Medya ve İletişim Bölümü

**İNSAN KAYNAKLARI YÖNETİMİNDE  
YENİ MEDYANIN GÜCÜ VE DİJİTALLEŞMENİN ÖNEMİ**

**VRlab new media**

14:00 26 Nisan 2022 Salı R Blok R502

**DÜZENLEYEN:** İLETİŞİM FAKÜLTESİ / YENİ MEDYA VE İLETİŞİM BÖLÜMÜ

iaufyenimedya



# Activities

13. The event on “Mobile Game Design” was held with the participation of “2D Artist” Gülcan YEŞİLBAŞ within the scope of THP Meets events. (25.04.2022)

The event on “Mobile Game Design” was held on April 25, Monday, with the participation of “2D Artist” Gülcan YEŞİLBAŞ within the scope of THP Meets.

İSTANBUL AYDIN  
ÜNİVERSİTESİ

İSTANBUL AYDIN  
ÜNİVERSİTESİ  
İLETİŞİM FAKÜLTESİ

THP Meets

**Gülcan YEŞİLBAŞ**  
2D Artist / UI Designer

**MODERATÖR:** Dr. Öğr. Üyesi Veli BOZTEPE  
Arş. Gör. Sema BULAT DEMİR  
İAÜ İletişim Fakültesi TV Haberciliği ve Programcılığı Bölümü

**MOBİL OYUN TASARIMI**

12:00

25 Nisan 2022  
Pazartesi

İAÜ İletişim Fakültesi  
R Blok 804

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

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# Activities

**14. “Ali İhtiyar Virtual Photography Exhibition and Film Screening” was organized by Istanbul Aydın University Faculty of Communication. (21.04.2022)**

Küçükçekmece Mayor Advisor Celal GERÇEK, Vice Rector Prof. Dr. Hakkı Mustafa AYDIN, Prof. Dr. Mehmet Hakan KESKİN, Dean Prof. Dr. Selahattin YILDIZ, Vice Dean Prof. Dr. Okan ORMANLI and Dr. Veli BOZTEPE have attended the event “Ali İhtiyar Virtual Photography Exhibition and Film Screening” held on April 21, Thursday at 14:00, by Istanbul Aydın University Faculty of Communication.





# Activities

15. Dr. Gökmen H. KARADAĞ received the “TV News Program of the Year” award.

Gökmen KARADAĞ has received the “TV News Program of the Year” award with his program named *Açıkça* which is broadcasted by Halk TV on August 5, 2021.



Dr. Öğr. Üyesi  
Gökmen Hakan KARADAĞ

TGC Başarı Ödüllerinde Gökmen Karadağ,  
Açıkça programıyla “Yılın TV Haber Programı”  
ödülüne layık görüldü.





# Activities

**16. Gaye ÇETİN, a second-year student at the Television, Journalism and Programming Department, made it to the finals of the Aydın Doğan Foundation Young Communicators Competition.**

The project prepared by Television, Journalism and Programming Department second-year student Gaye ÇETİN for Atölye Aydın made it to the finals of Aydın Doğan Young Communicators Competition.



**Gaye ÇETİN**

Televizyon Haberciliği ve Programcılığı Bölümü 2. sınıf öğrencisi  
Gaye ÇETİN'in Atölye Aydın için hazırlamış olduğu proje  
Aydın Doğan Vakfı Genç İletişimciler Yarışması'nda finale kaldı.  
Öğrencimizi tebrik ediyor başarılarının devamını diliyoruz.





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# Activities

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**17. New Media Application and Research Center March 2022 E-Bulletin has been published. (01.04.2022)**

New Media Application and Research and Application Center March 2022 e-bulletin was published.

**Link: TR:** <https://bit.ly/3LouZAX>

**ENG:** <https://bit.ly/3JRL4yB>







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Yeni Medya

