

# newmedia

---

*New Media Research and Application Center Bulletin*



**VR**lab

---

*October 2021*

October 2021



# Editorial Board

T.C. Istanbul Aydın University

Dr. Mustafa AYDIN

President of the Board of Trustees

Prof. Dr. Yadigar İZMİRLİ (Rector)

Dr. Öğr. Üyesi Ayten ÖVÜR (Director)

## PREPARING THE BROADCAST

Asst. Prof. Dr. Tamer BAYRAK

Asst. Prof. Dr. Nur Emine KOÇ

Rsc. Asst. Özlem VATANSEVER





# CONTENTS



- Orientation was given to the Students of Istanbul Aydın University Faculty of Communication
- A Department Meeting was held with the Faculty Members of the New Media and Communication
- New Media Application and Research Center Directorate transferred to Ayten ÖVÜR
- Prof. Dr. Deniz YENGİN participated in the Graduate Communication Studies Symposium themed “Communication and Beyond”
- Student Representative Election was made
- The Book Titled “Digital Future” will be published at the end of October 2021
- The Book with the Section Authorship of the New Media Team was published
- The Work of the Project Titled "Measurement of the Physiological Effects of Gaming Experience and Its Effect on Individuals' Perception of Reality" has begun.
- Webinar titled "Digital Brand Management in the 4E Universe" was held
- Webinar titled "E-Trade Instruments-I“ was held
- The book titled "TV Series Sector and Export Opportunities in Turkey: MEDYAPIM EXAMPLE" was published

*October 2021*



# Activities

**Orientation was given to the Students of Istanbul Aydın University Faculty of Communication (28.09.2021)**

On the second day of the fall semester of the 2021-2022 academic year, the students of the New Media and Communication Department were orientated at the meeting attended by Prof. Dr. Deniz YENGİN, the former director of the New Media Application and Research Center and the dean of the Faculty of Communication, and the faculty members of the department.

[Link](#)



# Activities

**A Department Meeting was held with the Faculty Members of the New Media and Communication (29.09.2021)**

A departmental board meeting was held with faculty members, moderated by Asst. Prof. Dr. Tamer BAYRAK, Head of the New Media and Communications Department, and Prof. Dr. Deniz YENGIN.



[Link](#)

# Activities

**New Media Application and Research Center Directorate transferred to Ayten ÖVÜR (06.10.2021)**

Our teacher Prof. Dr. Deniz YENGİN, who is the founder and has been the director for two terms, transferred the New Media Application and Research Center to his assistant Asst. Prof. Dr. Ayten ÖVÜR.

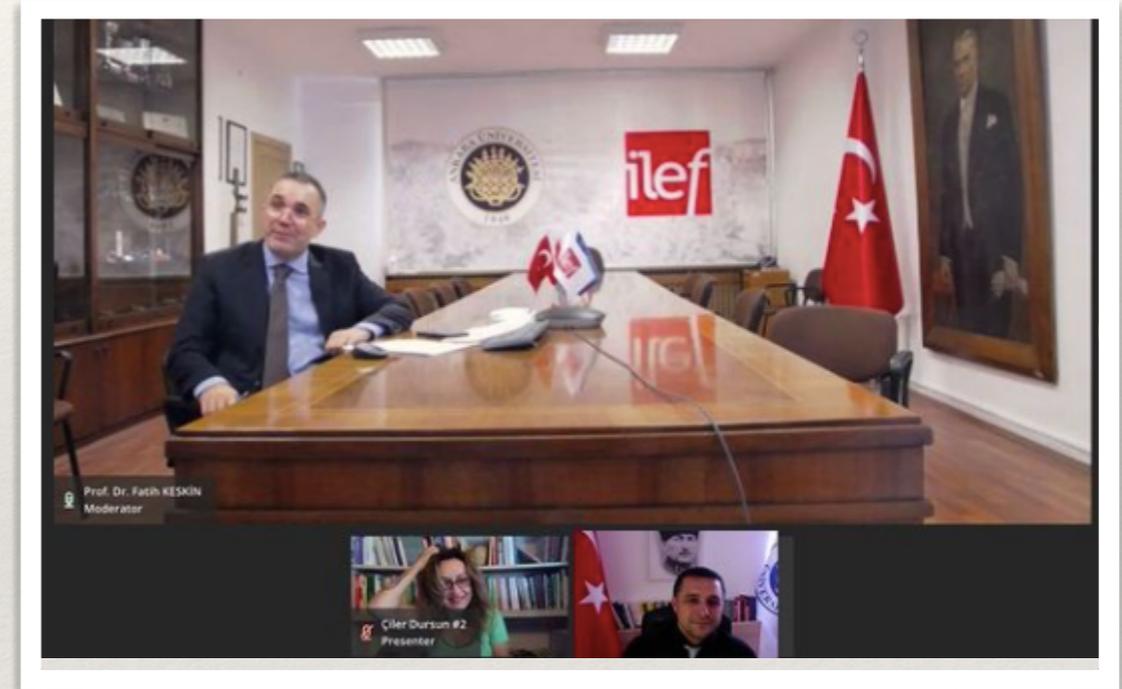


[Link](#)

# Activities

**Prof. Dr. Deniz YENGİN Participated in the Graduate Communication Studies Symposium themed “Communication and Beyond” (13.10.2021)**

Prof. Dr. Deniz YENGİN, Dean of the Faculty of Communication, attended the "Communication and Beyond" themed Graduate Communication Studies Symposium hosted by Ankara University Faculty of Communication on 11-12 October 2021 as a panelist.



[Link](#)

---

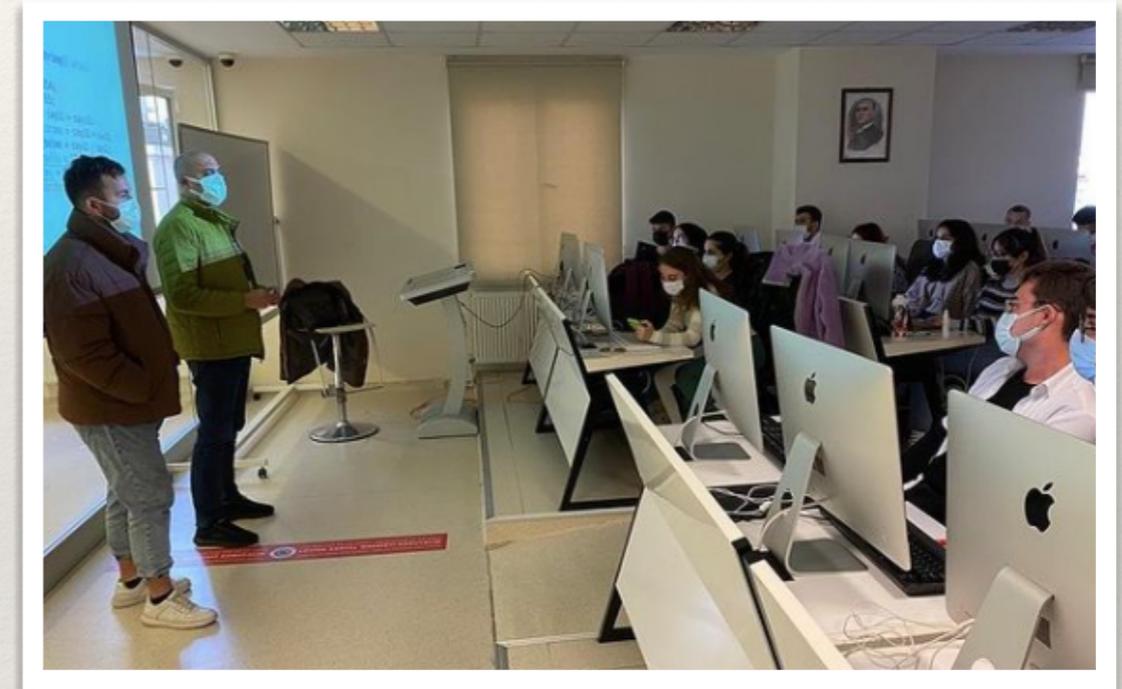
# Activities

---

**Student Representative Election was made(13.10.2021)**

Under the moderation of New Media and Communications Department Head Asst. Prof. Dr. Tamer BAYRAK, department representatives were elected with the votes of the students.

[Link](#)



---

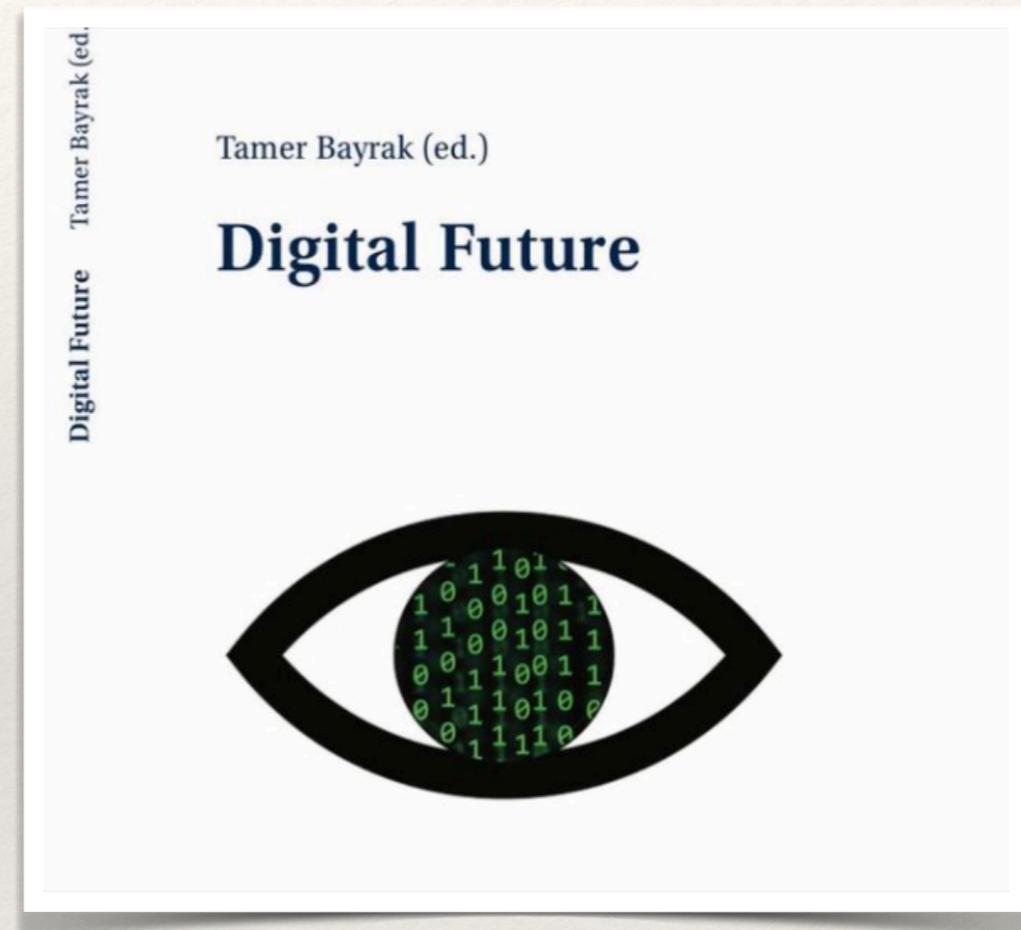
# Publications

---

**The Book Titled “Digital Future” will be published at the end of October 2021. (16.10.2021)**

The book titled "Digital Future", edited by Asst. Prof. Dr. Tamer BAYRAK, Head of the New Media and Communications Department, will be published by Peterlang publishing house at the end of October 2021, with 24 chapters by 30 authors.

[Link](#)



# Publications

**The Book with the Section Authorship of the New Media Team was published (18.10.2021)**

The new media team's chapter titled "Enriching Course Content in University With New Media Technologies and Neuro Education" was included in the book published by IGI Global Publishing House.

[Link](#)

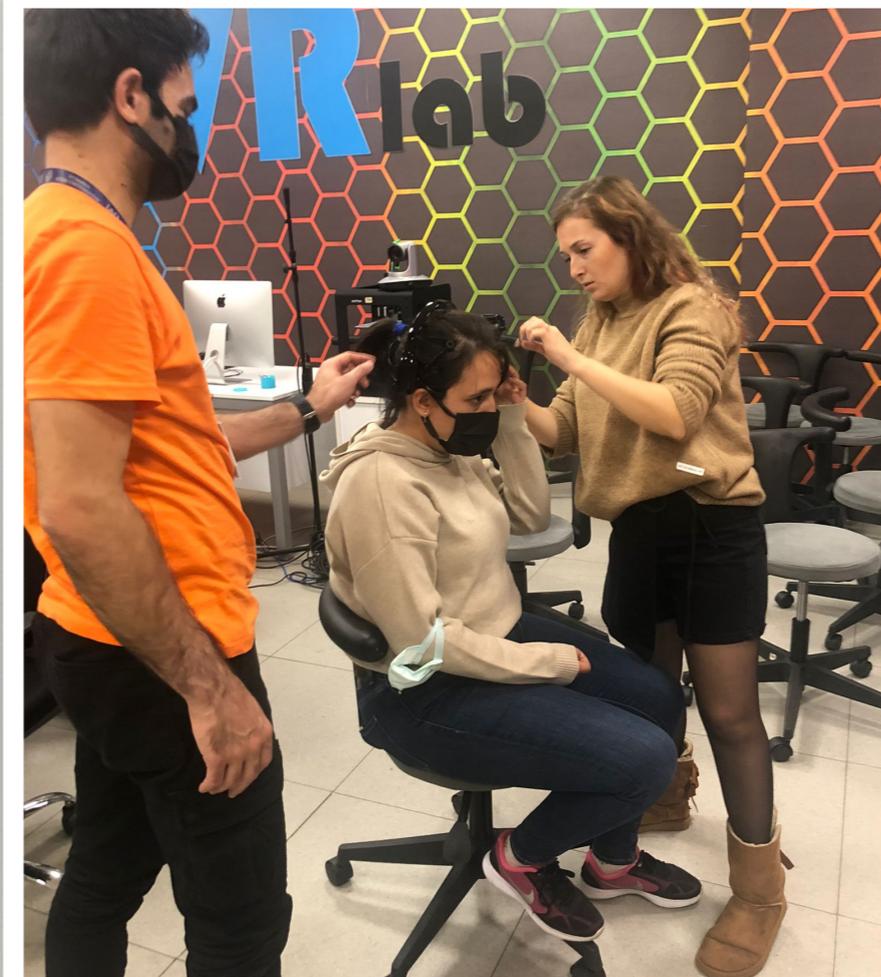
The screenshot displays the IGI Global website interface. At the top, the IGI Global logo is visible with the tagline 'PUBLISHER of TIMELY KNOWLEDGE'. Navigation links include 'Books', 'Journals', 'e-Collections', 'Articles/Chapters', 'Publish with Us', 'Resources', 'Catalogs', and 'About Us'. A search bar is located in the top right corner. The main content area features a 'Navigate This Page' sidebar with links to 'Description & Coverage', 'Table of Contents', 'Peer Review Process', and 'Ethics & Malpractice'. The central focus is the product page for the 'Handbook of Research on Digital Citizenship and Management During Crises', edited by Erdem Öngün, Nilüfer Pembecioğlu, and Uğur Gündüz. The page includes a 'Free Preview' button, a '5% Pre-Pub Discount' badge, and pricing information for different formats: Hardcover (\$261.25), E-Book (\$235.13), Hardcover + E-Book (\$313.50), and OnDemand (\$37.50). Each format option includes a 'Benefits & Incentives' dropdown menu.

# Activities

**The Work of the Project Titled "Measurement of the Physiological Effects of Gaming Experience and Its Effect on Individuals' Perception of Reality" has begun. (21.10.2021)**

Within the scope of the Scientific Research Project titled "Measurement of the Physiological Effects of Gaming Experience and Its Effect on Individuals' Perception of Reality" at the New Media Application and Research Center, an EEG device was installed in the VR Lab and trial studies were started.

[Link](#)



# Activities

**Webinar titled "Digital Brand Management in the 4E Universe" was held (21.10.2021)**

New Media Meetings continue from where they left off in the 2021-2022 academic year. A webinar titled "Digital Brand Management in the 4E Universe" was held with the participation of Digital Marketing Specialist Duygu Aslan, moderated by our teacher Lecturer Hüseyin SAYIN from the Department of New Media and Communication.

[Link](#)



# Faaliyetlerimiz

**Webinar titled "E-Trade Instruments-I" was held (25.10.2021)**

As part of the New Media and Communications Department New media meetings, the E-com 101 event was held on Monday, October 25, 2021, at 15.00, under the moderation of Asst. Prof. Dr. Glsn BOZKURT, with the participation of E-Commerce Interactive Marketing Office Brand Mentors Yeliz KAYMAKI and Erdem GNGR.

[Link](#)

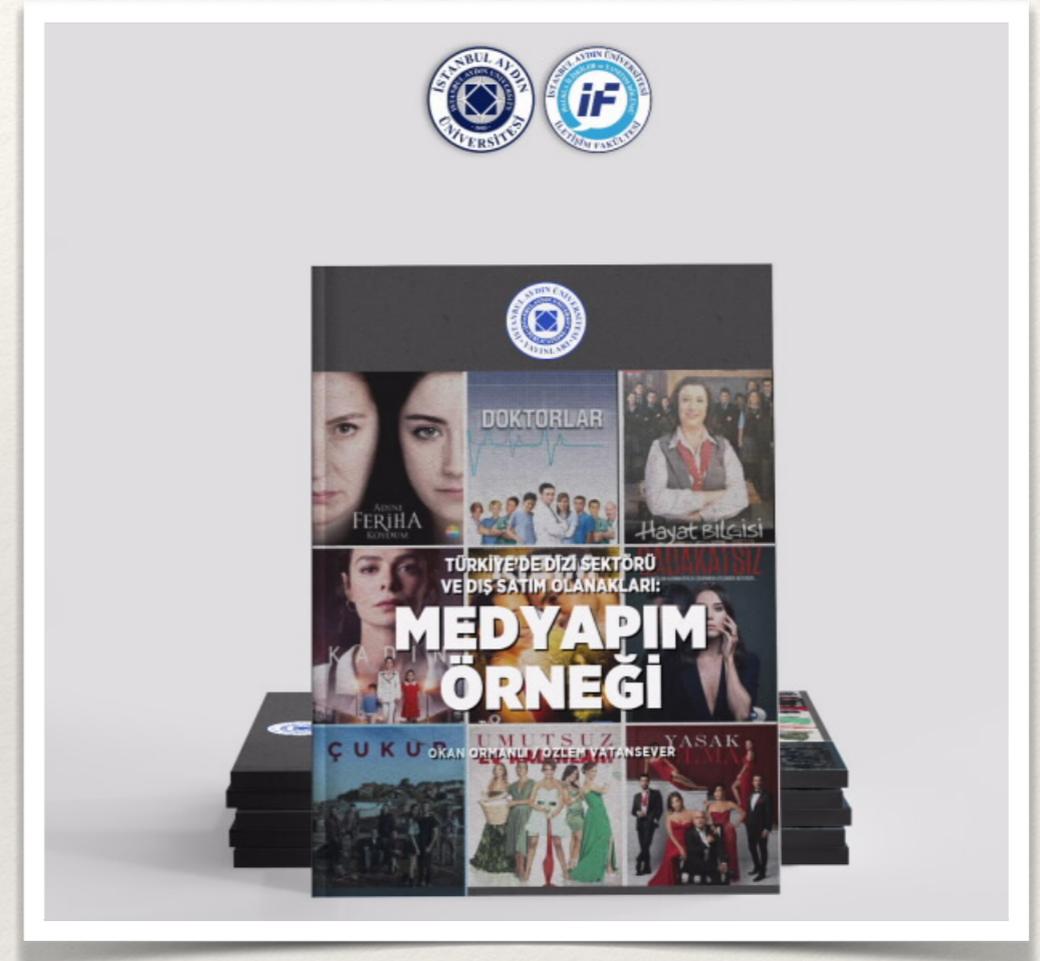


# Publications

**The book titled "TV Series Sector and Export Opportunities in Turkey: MEDYAPIM EXAMPLE" Has Been Published (27.10.2021)**

The book titled "TV Series Sector and Export Opportunities in Turkey: MEDYAPIM EXAMPLE", prepared for publication by Okan ORMANLI and Özlem VATANSEVER from the New Media Application and Research Center, was published by Istanbul Aydın University Press.

[Link](#)





@iauyenimedya



fb.me/yenimedyaiau



@iauyenimedya



@iauyenimedya



Yeni Medya İAU

