

newmedia

New Media Application and Research Center E-Bulletin



VRlab

May 2022

May 2022



Editorial Board

T.R.

Istanbul Aydın University

Assoc. Prof. Dr. Mustafa AYDIN

President of the Board of Trustees

Prof. Dr. Yadigar İZMİRLİ (Rector)

Dr. Nur Emine KOÇ

Assoc. Prof. Dr. Ayten ÖVÜR

PREPARED FOR PUBLICATION BY

Assoc. Prof. Dr. Ayten ÖVÜR

Dr. Nur Emine KOÇ

Res. Asst. Selin YILMAZ





CONTENTS



- New Media and Communication Department Vice Head Dr. Gülsün BOZKURT's book chapter titled "Dijital Çağda Bilim Okuryazarlığının Önemi" has been published.
- New Media and Communication Department Res. Asst. Selin YILMAZ's book chapter titled "Çevre ve İklim Değişimi: Bir Farkındalık Aracı Olarak Bilim İletişimi" has been published.
- TV News and TV Program Making Department's lecturer Dr. Umur BEDİR and Res. Asst. Sema BULAT DEMİR's book chapters has been published in the book titled "Bilim İletişimi: Toplumsal Etkileşim ve Dijital Dönüşüm".
- New Media and Communication Department Vice Head Dr. Gülsün BOZKURT's article titled "Dijital Dünyanın Soylulaştırılması Üzerine Metaforik Bir İnceleme" has been published.
- New Media and Communication Department Vice Head Dr. Gülsün BOZKURT's book chapter titled "Haber Değeri Kavramı Üzerine Yeniden Düşünmek" has been published.
- May 2022 issue of E-Journal of New Media has been published.
- YUAM Director Assoc. Prof. Dr. Ayten ÖVÜR's article titled "Karşılaşmalar" has been published in GÖZ Journal's 12th issue.
- New Media and Communication Department's lecturer Dr. Dilara TEKRİN has participated in 9th International Communication Days / Symposium on Communication Studies in Digital Age.
- New Media and Communication Department Res. Asst. Selin YILMAZ has participated in 9th International Communication Days / Symposium on Communication Studies in Digital Age.

May 2022





CONTENTS



- New Media and Communication Department Res. Asst. Irmak KOÇ ALAMASLI has participated in 9th International Communication Days / Symposium on Communication Studies in Digital Age.
- New Media and Communication Department accreditation meeting has been held.
- New Media and Communication Department meeting has been held under the moderation of Department Head Dr. Nur Emine KOÇ.
- An external partner meeting was held with the participation of Roiva and Roivahub Agency's Founder Veli BAHÇECİ under the moderation of New Media and Communication Department Head Dr. Nur Emine KOÇ.
- Security Policies Expert Mete YARAR has participated in TV News and TV Program Making Department's intracurricular activity.
- New Media Talks has been held with the participation of Roiva and Roivahub Agency's Founder Veli BAHÇECİ.
- THP Meets events has been held with the participation of CNNTÜRK Newscaster Mücahit TOPÇU.
- New Media Meetings has been held with the participation of Huawei Turkey Marketing and Communications Director Merve KUZU.
- New Media and Communication Department's student Berzan ÖNER has participated in the seminar titled "Digital World and Metaverse" as the CEO of the company Ellusion.
- New Media Application and Research Center April 2022 e-bulletin has been published.

May 2022



Publications

1. New Media and Communication Department Vice Head Dr. Gülsün BOZKURT's book chapter titled "Dijital Çağda Bilim Okuryazarlığının Önemi" has been published.

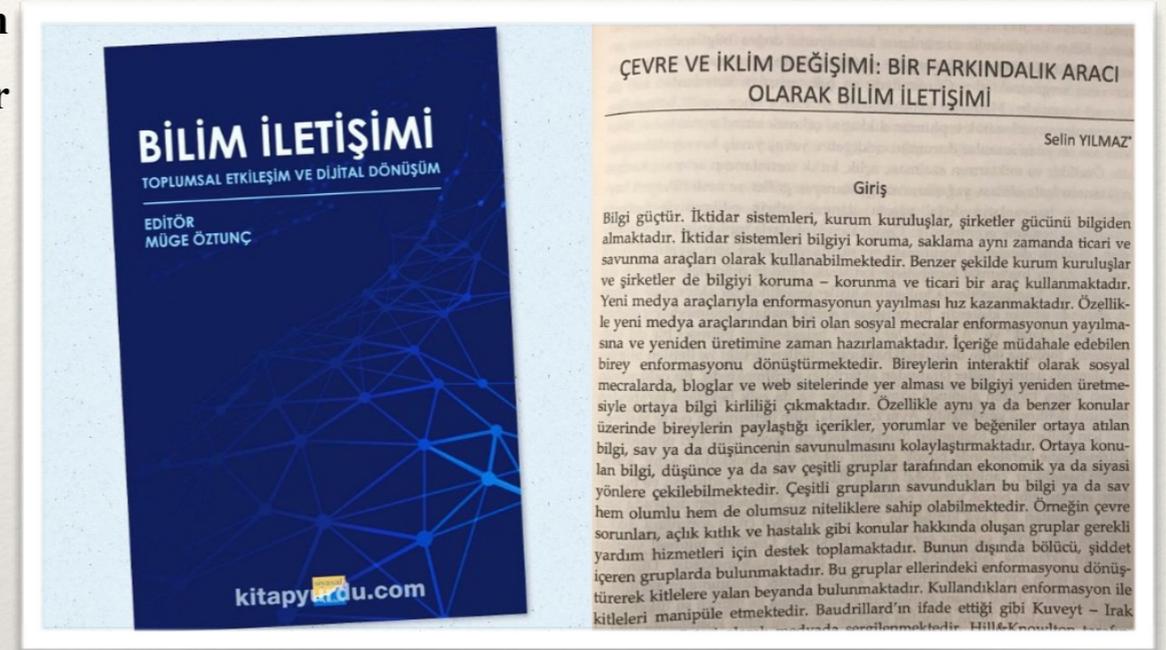
New Media and Communication Department Vice Head Dr. Gülsün BOZKURT's book chapter titled "Dijital Çağda Bilim Okuryazarlığının Önemi" has been published in the book titled "Bilim İletişimi" which is edited by Advertising Department's lecturer Dr. Müge ÖZTUNÇ.



Publications

2. New Media and Communication Department Res. Asst. Selin YILMAZ's book chapter titled "Çevre ve İklim Değişimi: Bir Farkındalık Aracı Olarak Bilim İletişimi" has been published.

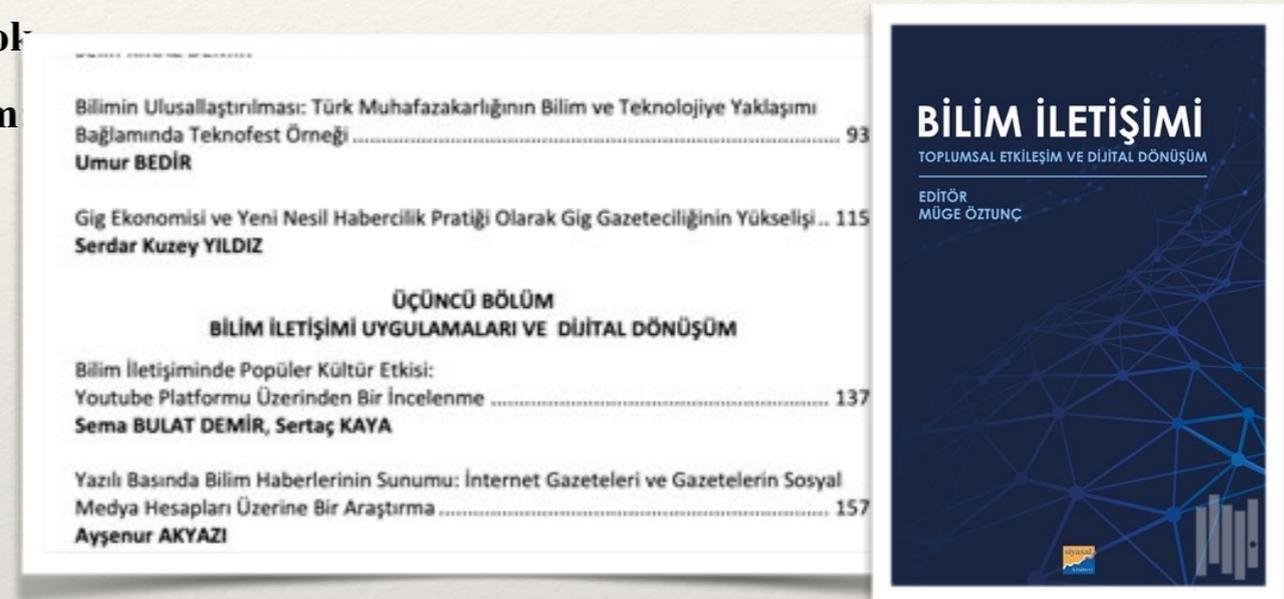
New Media and Communication Department Res. Asst. Selin YILMAZ's book chapter titled "Çevre ve İklim Değişimi: Bir Farkındalık Aracı Olarak Bilim İletişimi" has been published in the book titled "Bilim İletişimi" which is edited by Advertising Department's lecturer Dr. Müge ÖZTUNÇ.



Publications

3. TV News and TV Program Making Department's lecturer Dr. Umur BEDİR and Res. Asst. Sema BULAT DEMİR's book chapters has been published in the book titled "Bilim İletişim Toplumsal Etkileşim ve Dijital Dönüşüm".

TV News and TV Program Making Department's lecturer Dr. Umur BEDİR and Res. Asst. Sema BULAT DEMİR's book chapters has been published in the book titled "Bilim İletişimi: Toplumsal Etkileşim ve Dijital Dönüşüm" which is edited by Advertising Department's lecturer Dr. Müge ÖZTUNÇ.



Publications

4. New Media and Communication Department Vice Head Dr. Gülsün BOZKURT's article titled "Dijital Dünyanın Soylulaştırılması Üzerine Metaforik Bir İnceleme" has been published.

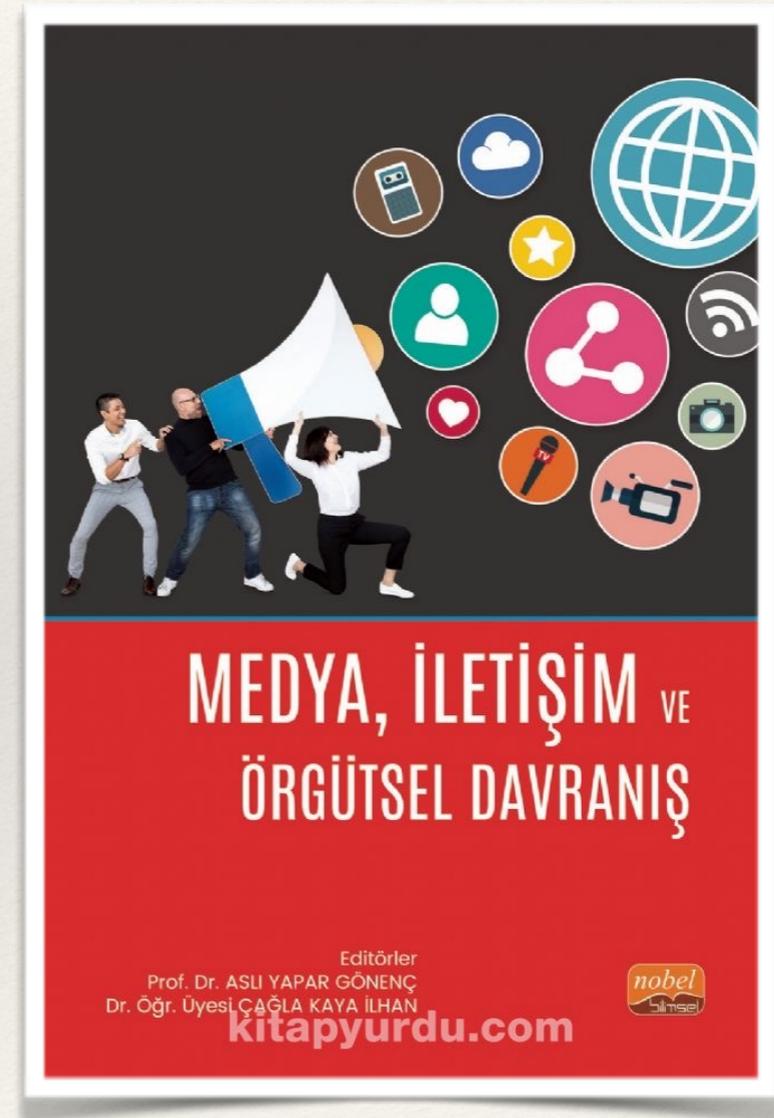
New Media and Communication Department Vice Head Dr. Gülsün Bozkurt's article titled "Dijital Dünyanın Soylulaştırılması Üzerine Metaforik bir İnceleme" has been published in the Gaziantep University Journal of Social Sciences.



Publications

5. New Media and Communication Department Vice Head Dr. Gülsün BOZKURT's book chapter titled "Haber Deęeri Kavramı Üzerine Yeniden Düşünmek" has been published.

New Media and Communication Department Vice Head Dr. Gülsün BOZKURT's book chapter titled "Haber Deęeri Kavramı Üzerine Yeniden Düşünmek" has been published in the book titled "Medya, İletişim ve Örgütsel Davranış" which is edited by Prof. Dr. Aslı YAPAR GÖNENÇ and Dr. Çaęla KAYA İLHAN.



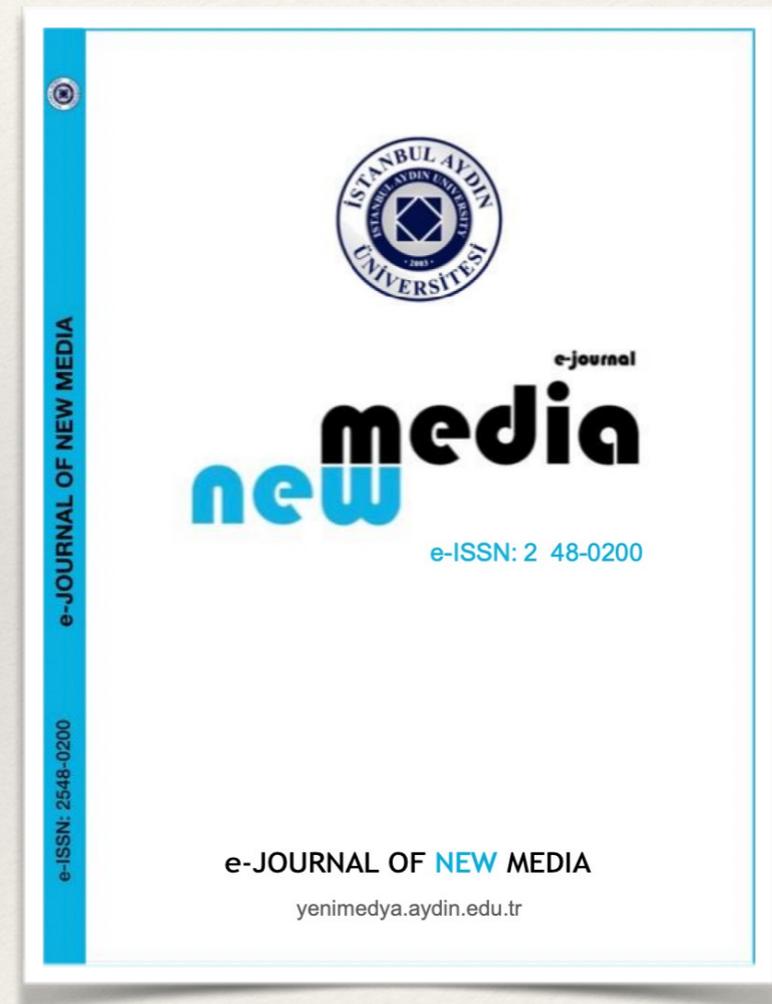
Publications

6. May 2022 issue of E-Journal of New Media has been published.

May 2022 issue of the “E-Journal of New Media” (E-JNM) which is edited by New Media and Communication Department Vice Head Dr. Gülsün Bozkurt has been published.

Link:

<https://dergipark.org.tr/tr/download/issue-full-file/69899>



Publications

7. YUAM Director Assoc. Prof. Dr. Ayten ÖVÜR's article titled "Karşılaşmalar" has been published in GÖZ Journal's 12th issue.

New Media Application and Research Center Director Assoc. Prof. Dr. Ayten ÖVÜR's article, which is co-writed with her professor Kayıhan Güven, titled "Karşılaşmalar" has been published in GÖZ Journal's 12th issue.



Publications

8. New Media and Communication Department's lecturer Dr. Dilara TEKRİN has participated in 9th International Communication Days / Symposium on Communication Studies in Digital Age.

New Media and Communication Department's lecturer Dr. Dilara TEKRİN has participated in 9th International Communication Days / Symposium on Communication Studies in Digital Age with the article titled "Kent Çalışmaları Alanında Bir Hibrit Müze Örneği: Offenes Heimatmuseum".

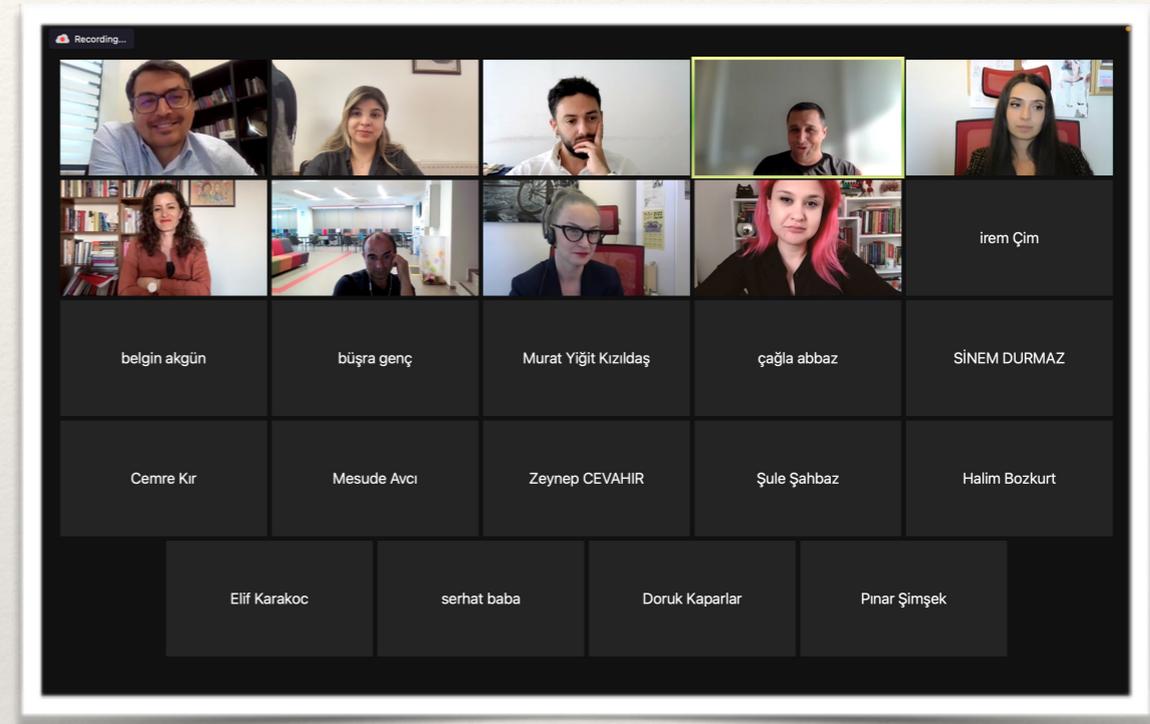
- Belirlenen noktalara müzenin parçalarını oluşturan ayaklar dikildi ve her bir nokta için özel birer pano tasarlandı.
- Müzenin her biri biricik olan panoları tasarlanırken katılımcıların çektiği fotoğraflar dijital ortamda işlenerek bir araya getirildi.



Publications

9. New Media and Communication Department Res. Asst. Selin YILMAZ has participated in 9th International Communication Days / Symposium on Communication Studies in Digital Age.

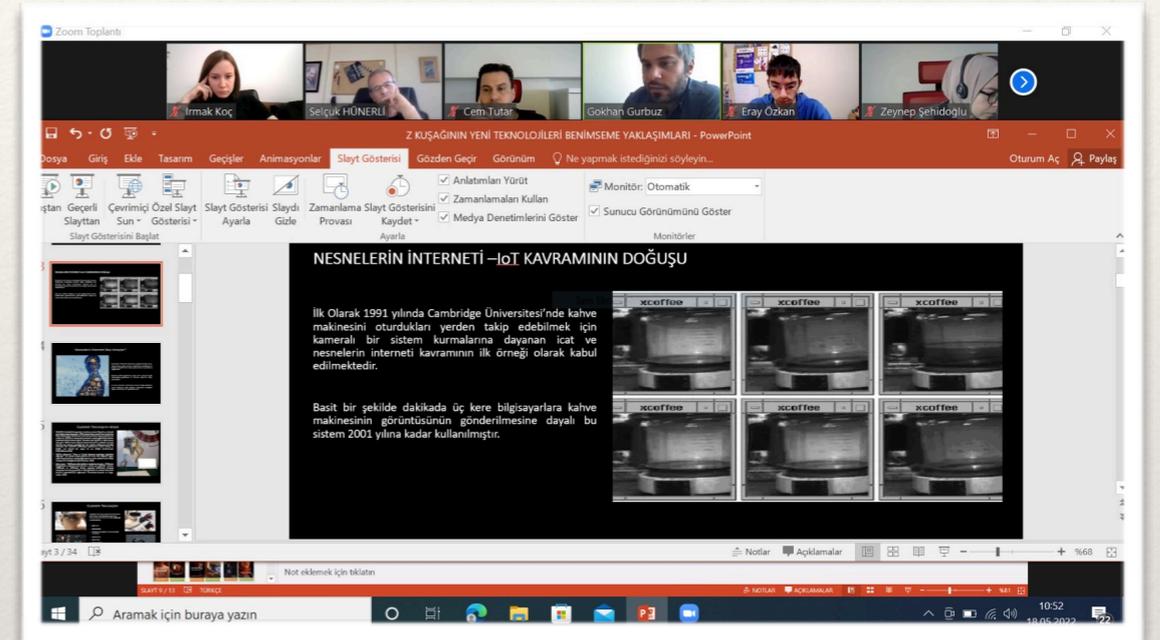
New Media and Communication Department Res. Asst. Selin YILMAZ has participated in 9th International Communication Days / Symposium on Communication Studies in Digital Age with the article titled “Metaverse Evreninde Gözetimin Kamusallaşması”.



Publications

10. New Media and Communication Department Res. Asst. Irmak KOÇ ALAMASLI has participated in 9th International Communication Days / Symposium on Communication Studies in Digital Age.

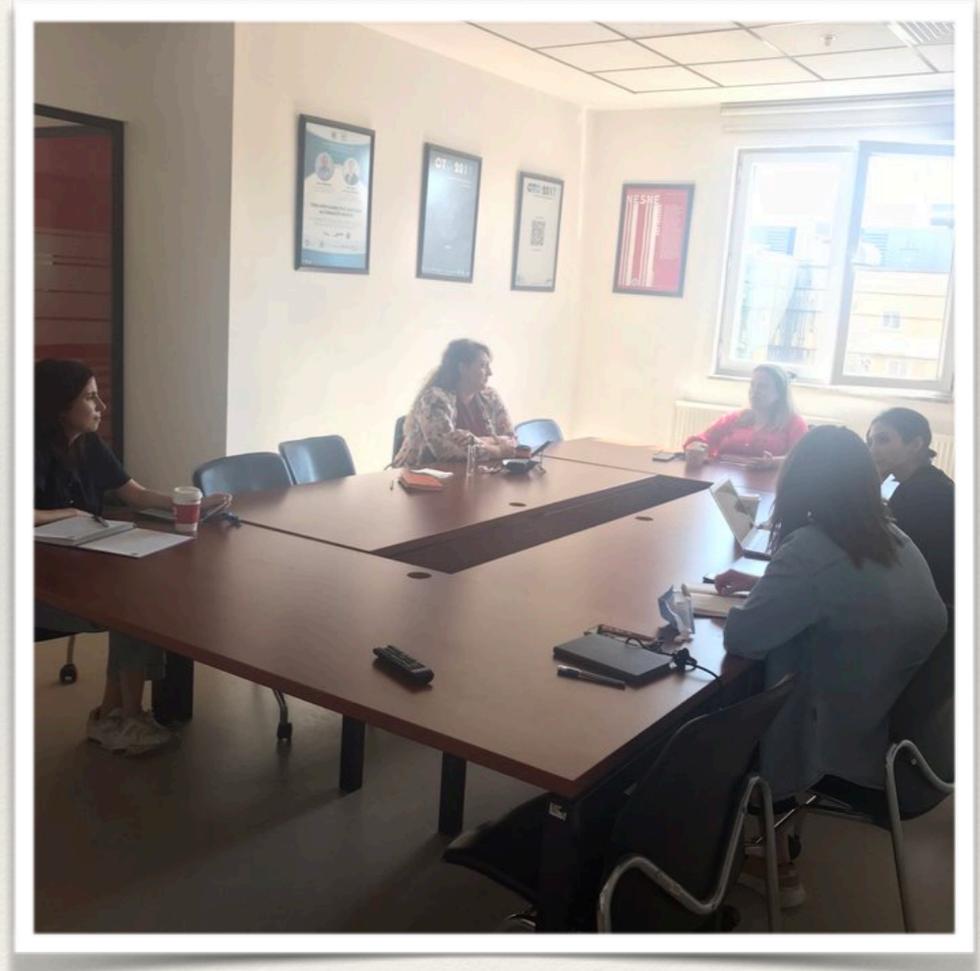
New Media and Communication Department Res. Asst. Irmak KOÇ ALAMASLI has participated in 9th International Communication Days / Symposium on Communication Studies in Digital Age with the article titled “Z Kuşağının Yeni Teknolojileri Benimseme Durumları: Giyilebilir Teknoloji Örneği Olarak Akıllı Saat Kullanımı”.



Activities

11. New Media and Communication Department accreditation meeting has been held. (24.05.2022)

New Media and Communication Department accreditation meeting has been held under the moderation of Department Head Dr. Nur Emine KOÇ and Public Relations Department Head Assoc. Prof. Dr. Deniz AKBULUT with the participation of the department's lecturers.



Activities

12. New Media and Communication Department meeting has been held under the moderation of Department Head Dr. Nur Emine KOÇ. (24.05.2022)

New Media and Communication Department meeting has been held under the moderation of Department Head Dr. Nur Emine KOÇ with the participation of the department's lecturers.



Activities

13. An external partner meeting was held with the participation of Roiva and Roivahub Agency's Founder Veli BAHÇECİ under the moderation of New Media and Communication Department Head Dr. Nur Emine KOÇ. (24.05.2022)

An external partner meeting was held with the participation of Roiva and Roivahub Agency's Founder Veli BAHÇECİ under the moderation of New Media and Communication Department Head Dr. Nur Emine KOÇ. A discussion regarding the summer internships in accordance with the work fields of the students and the fields they want to progress has been held.



Activities

14. Security Policies Expert Mete YARAR has participated in TV News and TV Program Making Department's intracurricular activity. (13.05.2022)

Security Policies Expert Mete YARAR has participated in TV News and TV Program Making Department's intracurricular activity carried out under the moderation of the department's lecturer Serhat İbrahimoglu.



Activities

15. New Media Talks has been held with the participation of Roiva and Roivahub Agency's Founder Veli BAHÇECİ. (24.05.2022)

The event titled “Data-Oriented Branding and Story-Telling” has been held within the scope of New Media Talks with the participation of Roiva and Roivahub Agency's Founder Veli BAHÇECİ.

The poster is for an event titled "Yeni Medya Söyleşileri" (New Media Talks). It features two speakers: Ufuk ÖDEMiŞ, Moderator, and Veli BAHÇECİ, Founder of Roiva ve Roivahub Ajans. The event is titled "VERİ ODAKLI MARKALAŞMA VE HİKAYE ANLATICILIĞI" (Data-Oriented Branding and Story-Telling). The event is organized by the Faculty of Communication / New Media and Communication Department. The event is held on May 25, 2022, at 13:00 in the D Blok Turuncu Salon. The poster includes logos for VRlab, new media, and the Faculty of Communication. Social media icons for YouTube, Instagram, and Twitter are also present.

Yeni Medya Söyleşileri
New Media Talks

Ufuk ÖDEMiŞ
Moderatör
Yeni Medya ve İletişim Bölümü
2. Sınıf Temsilcisi
Kariyer ve Gelecek Planlama
Klubü Başkanı

Veli BAHÇECİ
Roiva ve Roivahub
Ajans Kurucusu

**VERİ ODAKLI MARKALAŞMA
VE HİKAYE ANLATICILIĞI**

DÜZENLEYEN: İLETİŞİM FAKÜLTESİ / YENİ MEDYA VE İLETİŞİM BÖLÜMÜ

13:00 25 Mayıs 2022 Çarşamba D Blok Turuncu Salon

iaufyeni medya

Activities

16. THP Meets events has been held with the participation of CNNTÜRK Newscaster Mücahit TOPÇU. (24.05.2022)

The event on TV Journalism has been held with the participation of CNNTÜRK Newscaster Mücahit TOPÇU within the scope of THP Meets.



The poster is designed with a green and white color scheme. At the top, it features the logos of Istanbul Aydın University and the Faculty of Communication (İAÜ İletişim Fakültesi). Below the logos, the text "THP Meets" is displayed. A circular portrait of Mücahit TOPÇU, a CNNTÜRK Haber Muhabiri, is centered. Below the portrait, his name and title are listed. The moderator information follows: Dr. Öğr. Üyesi Umur BEDİR and Arş. Gör. Meltem BAŞARAN, both from the TV Journalism and Programing Department of the Faculty of Communication. The event title "MÜCAHİT TOPÇU İLE TELEVİZYON HABERCİLİĞİ" is prominently displayed. At the bottom, the event time (11:00), date (24 Mayıs 2022, Salı), and location (İAÜ İletişim Fakültesi, R Blok 702) are provided. The organizing department is listed as İAÜ İLETİŞİM FAKÜLTESİ / TV HABERCİLİĞİ VE PROGRAMCILIĞI BÖLÜMÜ. Social media icons for Facebook, Instagram, and Twitter are included, along with the handle @iauthp.

İSTANBUL AYDIN
ÜNİVERSİTESİ

İAÜ
İLETİŞİM FAKÜLTESİ

THP Meets



Mücahit TOPÇU
CNNTÜRK Haber Muhabiri

MODERATÖR: Dr. Öğr. Üyesi Umur BEDİR
Arş. Gör. Meltem BAŞARAN
İAÜ İletişim Fakültesi TV Haberciliği ve Programcılığı Bölümü

**MÜCAHİT TOPÇU İLE
TELEVİZYON HABERCİLİĞİ**

11:00

24 Mayıs 2022
Salı

İAÜ İletişim Fakültesi
R Blok 702

DÜZENLEYEN: İAÜ İLETİŞİM FAKÜLTESİ / TV HABERCİLİĞİ VE PROGRAMCILIĞI BÖLÜMÜ

f iauthp

Activities

17. New Media Meetings has been held with the participation of Huawei Turkey Marketing and Communications Director Merve KUZU. (27.05.2022)

The event titled “New Generation Marketing and Communication” has been held under the moderation of New Media and Communication Department’s lecturer Hüseyin SAYIN with the participation of Huawei Turkey Marketing and Communications Director Merve KUZU, within the scope of New Media Meetings.

The poster is titled "Yeni Medya Buluşmaları" (New Media Meetings) and features two speakers: Öğr. Gör. Hüseyin SAYIN, Moderator from İAÜ İletişim Fakültesi, Yeni Medya ve İletişim Bölümü; and Merve KUZU, Huawei Türkiye Pazarlama ve İletişim Müdürü. The event is organized by İletişim Fakültesi / Yeni Medya ve İletişim Bölümü and Kariyer ve Gelecek Planlama Kulübü. It is scheduled for 12:30 on Friday, May 27, 2022, at D Blok Mavi Salon. Logos for VRlab, new media, and İAÜ are also present.

Yeni Medya Buluşmaları
New Media Meetings

Öğr. Gör. Hüseyin SAYIN
Moderatör
İAÜ İletişim Fakültesi
Yeni Medya ve İletişim Bölümü

Merve KUZU
Huawei Türkiye
Pazarlama ve İletişim Müdürü

YENİ NESİL PAZARLAMA VE İLETİŞİM

VRlab new media İAÜ

12:30 27 Mayıs 2022 Cuma D Blok Mavi Salon

DÜZENLEYEN: İLETİŞİM FAKÜLTESİ / YENİ MEDYA VE İLETİŞİM BÖLÜMÜ
KARIYER VE GELECEK PLANLAMA KULÜBÜ

f i t iauyenimedya

Activities

18. New Media and Communication Department's student **Berzan ÖNER** has participated in the seminar titled "Digital World and Metaverse" as the CEO of the company **Ellusion**. (25.04.2022)

New Media and Communication Department's student **Berzan ÖNER** has come together with secondary and high school students from Anadolu Bil College in the seminar titled "Digital World and Metaverse" in which he has attended the CEO of the company **Ellusion**.



Activities

19. New Media Application and Research Center April 2022 e-bulletin has been published. (01.05.2022)

New Media Application and Research Center April 2022 - bulletin has been published.

Link: TR: bit.ly/388Bb2c

ENG: bit.ly/3yoOnus





@iauiifyenimedya



@iauiifyenimedya



Yeni Medya

