International Conference on New Trends in Communication

Programme of Activities for 1st Day: 4 May, 2017

Opening Speeches

09.30 - 9.40 Assoc. Prof. Dr. Gülay ÖZTÜRK - Faculty of Communication Public Relations and Advertising Chair
09.40-09.50 Prof. Dr. Nazım EKREN - Rector
10.00-10.15 Assoc. Prof. Dr. Kerem RIZVANOĞLU - Keynote Speaker - Galatasaray University, Faculty of Communication, Informatics Division Chair
10.15-10.30 Ender MERTER - Keynote Speaker - TAAN Worldwide (Turkey) and İlancılık Agency Co-President

10.30-10.45 **Coffee Break**

BKS

10.45-12.30 **1st Session: New Marketing Trends of Digital Age**
Moderator **Assoc. Prof. Dr. Gözde ÖYMEN**

Assoc. Prof. Dr. Figen YILDIRIM and Prof. Dr. Özgür ÇENGEL
(Retail Technology: A Challenge on Shopper Oriented Perception)
Assoc. Prof. Dr. Sibel ONURSOY
(Deep Metaphors Of Social Media Consumers: A Zmet Study On Social Media)
Assoc. Prof. Dr. Şule Yüksel ÖZMEN, Assoc. Prof. Dr. Haluk BİRSEN and Assoc. Prof. Dr. Özgül BİRSEN
(The Role Of New Media In Social Movements Within The Frame Of Corporate Social Responsibility: Adım Adım Formation)
Res. Assist. Ayşegül ÇAYCI, Res. Assist. Berk ÇAYCI and Lec. İhsan EKEN
(Analysing the Mobile-Tech Based Transformation of Youth's Leisure Time Activities to the MTUAS Scale)
Res. Assist. Begüm MUTLU and Res. Assist. Selçuk BAZARCI
(Real-Time Marketing As A New Approach To Marketing Communication: A Review On The Shares Of Brands In Social)

12.30-13.30 **Lunch Break**

13.30-14.45 **2nd Session: New Marketing Trends of Digital Age**
Moderator **Prof. Dr. Mete ÇAMDERELİ**

Assoc. Prof. Dr. Gözde ÖYMEN
(The Impact Of Wearable Technology On Fashion Industry)
Assoc. Prof. Dr. Özgül BİRSEN, Assoc. Prof. Dr. Haluk BİRSEN, Assoc. Prof. Dr. Şule Yüksel ÖZMEN and Res. Asst. Onur OĞUR
(Rereading Cittaslow studies in Turkey)
Assist. Prof. Dr. Can DİKER
(Internet Speed, Consumer Culture And The Necessities: Effects Of Transition To 4.5 G Infrastructure In The Concept Of Consumption)
Assist. Prof. Murat KOÇYİĞİT and Dr. Ersin DİKER
(A Research towards Measuring the Effect of Interactive Communication in Social Networks on Brand Loyalty)

14.45-15.00 **Coffee Break**

15.00-16.15 **3rd Session: New Marketing Trends of Digital Age**
Moderator **Assoc. prof. Dr. Gülay ÖZTÜRK**

Assist Prof. Burak YENITUNA
(Digital Game Development in Turkey; Current Situation and Problems)
Res. Assist. Tülay YAZICI and Res. Assist. Deniz KEBA EKİNCİ
(A Review on the Use of Corporate Web Sites by Slow Cities: Comparison of Web Site Main Pages of Cittaslow Turkish Municipalities)
Lec. Selen BUTGEL TUNALI
(Airport Marketing: An Airport Marketing Analysis on Istanbul New Airport (IGA) Brand Identity)
Gülhan GÜNDOĞDU and TARKAN KILIÇ
(The Impact of Using Social Media in the Health Promotion: Turkish Health Ministry's Use of Social Media)

16.15-16.30 **Coffee Break**

17.30-19.30 **Cocktail**

A-604

10.45-12.00 **1st Session: Social Media And The Perception Of New News**
Moderator **Assist. Prof. Dr. Nihal Kocabay ŞENER**

Assoc. Prof. Dr. Deniz KILIÇ and Assoc. Prof. Dr. N. Bilge İSPİR
(User Perception of News Credibility in Social Media)
Dr. Zafer KIYAN and Prof. Dr. Nurcan TÖRENLİ
(Social Media and Journalism: An Assessment of Turkish Experience)
Assoc. Prof. Dr. Funda ERZURUM
(How do the television news use social media?)
Assoc. Prof. Dr. Oya Şaki AYDIN
(New Media, New Television: Is this new era an end to collective viewing dream?)

12.30-13.30 **Lunch Break**

13.30-14.30 **2nd Session: Social Media And The Perception Of New News**
Moderator **Assoc. Prof. Dr. Oya Şakı Aydın**
Assist. Prof. Dr. Nihal Kocaba ŞENER
(Whose Are Social Media Accounts: Keeping Social Media Accounts of Journalists Under Surveillance)
Res. Asst. Mehmet GÜLNAR
(New Arenas And Approaches In Agenda Settıng)
Mert CİVELEKER
(New Media and Changing Discourse on News: Example of Hurriyet Daily and Its Online Site)

14.30-14.45 **Coffee Break**

14.45-15.30 **3rd Session: Digitalization of Image**
Moderator Lec. Zafer TOPALOĞLU

Prof. Dr. Huriye KURUOĞLU and Res. Asst. Elçin AKÇORA
(New Narrative Forms In Documentary Films In Digital Media)
Assoc. Prof. Dr. Ala Sivas GÜLÇUR
(Reading Early Film History In The Digital Era)

15.30- 15.45 **Coffee Break**
16.00-17.00 **Storytelling Workshop "Sinan SÜLÜN"**

A-605

10.45-12.00 **1st Session: New Trends in Corporate Communication and Public Relations Studies**
Moderator **Assoc. Prof. Dr. Hilal Özdemir Çakır**
Assoc. Prof. Dr. Banu KARSAK and Assist. Prof. Gaye Aslı SANCAR
(New Generation Opinion Leaders in Public Relations: A Research on Snapchat)
Lec. Selen BUTGEL TUNALI
(Logo Meanıng And Logo Lıkabılıty Relatıonshıp: A Research on Istanbul Grand Airport (IGA) Logo Design)
Res. Asst. Oğuz GÖKSU
(Consistency Of Public Opinion Polls In Turkey)

12.30-13.30 **Lunch Break**

13.30-14.30 **2nd Session: New Trends in Corporate Communication and Public Relations Studies**
Moderator **Assoc. Prof. Dr. Ala Sivas GÜLÇUR**
Lec. Beyza Nur KALAYCI
(Crisis Communication in Social Media: Case of Turkcell)
Dr. Gözde SUNAL and Cansu SUNAL
(The Role Of New Media In Social Movements Within The Frame Of Corporate Social Responsibility: Adım Adım Formation)
Arzu KARA
(Creatıng The Manager Of Emotıonal Intellıgence In The Dıgıtal Age)

14.30-14.45 **Coffee Break**

14.45-15.30 **3rd Session: Digitalization in Political Communication**
Moderator **Assist. Prof. Dr. Erdem TATLI**
Assoc. Prof. Dr. N. Bilge İspir and Assoc. Prof. Dr. Deniz KILIÇ
(Comparison of Columnists' Twitter Agenda on Turkey June 7th and November 1st General Election)
Assist. Prof. Gaye Aslı SANCAR
(The Role of Instagram in Digital Diplomacy: The Case Study of "Come See Turkey")
Assist. Prof. Süleyman GÜVEN
(Communication Tecnologies, Political Communication And Public Sphere)