International Conference on New Trends in Communication

Programme of Activities for 2nd Day: 5 May, 2017

BKS

10.00-11.15 **1st Session: New Digital Culture**
Moderator **Assist. Prof. Dr. Ayşe Simin Erdemir Kara**

Assoc. Prof. Dr. Noureddine MOUHADJER
(Social Media and its Impact on Intercultural Communication)
Prof. Dr. Şükrü BALCI and Lec. Mevlüt Can KOÇAK
(The Relation between Social Media Usage and Life Satisfaction: A Survey on University Students)
Assoc. Prof. Dr. Hilal ÖZDEMİR ÇAKIR
(Interpersonal Relationships of Celebrities in Social Media: A Content Analysis of Famous Turkish TV Series Actors' and Actresses' Instagram and Twitter Messages)
Res. Assist. Merve ÇELİK
(Examınatıon Of The Level Of Dependency On Socıal Medıa College Students: A Study On Students Of Istanbul Kültür Unıversıty)

11.15-11.30 **Coffee Break**

11.30-12.30 **2nd Session: New Digital Culture**
Moderator **Assoc. Prof. Dr. Ala Sivas GÜLÇUR**

Sema HATUN TÜRKER
(Socail Media, Fashion And Design)
Gülhan GÜNDOĞDU and Tarkan KILIÇ
(The Effects of New Communication Technologies to The Social Life: Internet marriage sites)
Nesibe YARAŞ
(New Media Trends Fashion and Beauty Video Vlogs in Youtube)

12.30-13.30 **Lunch**

13.30-14.45 **3rd Session: New Digital Culture**
Moderator **Assoc. Prof. Dr. Hilal Özdemir Çakır**

Assoc. Prof. Dr. Fevzi KASAP and Lec. Ayhan DOLUNAY
(Discussing the "Freedoms" about New Media in the TRNC within the Frameworks of "Legal" and "Ethical" Boundaries)
Res. Asst. Sena AYDIN
(Fame, Power, Identity: The Fame Culture In The Context Of Social Values And Plausible Identity In Turkey)
Zeynep Mine ALPTEKIN
(Social Media And New Technology Education Access For New Generations)
Lec. Dr. Lukasz SWIATEK
(The Growing Inequalities Produced by Recognitional Communications in the Digital Age)

14.45-15.00 **Coffee Break**

15.15-16.30 **4th Session: Digital Age and New Advertising**
Moderator **Assist. Prof. Dr. Erdem TATLI**

Assist. Prof. Dr. Mevlüde Nur ERDEM
(Culture, New Consumer Capitalism And Advertising Narrative In The Digital Age)
Dr. Ersin DİKER and Assist. Prof. Dr. Zekiye Tamer GENCER
(The Role Of Facebook Advertising On The Intention Of Consumer's Purchases: An Investigation On Purchase Behaviours Of University Students)
Res. Asst. Dr. Alev ASLAN
(An Assessment on Social Networks and Online Advertisement)
Assist. Prof. Dr. Recep YILMAZ
(Structural Transformation of Advertising Narration in Turkey at Digital Era)

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10.00-11.15 **1st Session: Social Media And The Perception Of New News**
Moderator **Assist. Prof. Dr. Erdem TATLI**

Assist. Prof. Murad KARADUMAN and Res. Asst. Betül AKBULUTGİLLER
(Journalism Education In Turkey: Comparison Of Undergraduate Curriculum Programmes)
Assoc. Prof. Dr. Mihalis KUYUCU
(The Battle of Internet Journalism with Traditional Newspapers: Did Internet Journalism finish Traditional Journalism? An Update on Opinion of University Students about Internet Journalism)
Yirgalem Abebe HAILE
(Citizen Journalism Under the State of Emergency VS Anti-Terrorism Nexus in Ethiopia: Courses and Prospects)
Gizem GÜLER
(Violence Society In The Social Media: Comments For "Reina Attack" In Instagram)

11.15-11.30 **Coffee Break**

11.30-12.30 **2nd Session: Digital Age and New Advertising**
Moderator **Assoc. Prof. Dr. Gözde Öymen**

Assoc. Prof. Dr. Gülay ÖZTÜRK
(A Rising Trend in Digital Advertising: Micro-Video Ads)
Dr. Alparslan NAS
(Goodvertising: A New Perspective in the Philosophy of Advertising)
Assoc. Prof. Dr. Emel POYRAZ and Naim ÇETİNTÜRK
(Defining Search Engine Advertising Metrics According to AIDA Advertising Model)

12.30-13.30 **Lunch**

13.30-14.30 **3rd Session: Digital Age and New Advertising**
Moderator **Lec. İhsan EKEN**

Fatma ŞİŞLİ
(The Construction Of Orientalist And Otherization Discourse In Cumhuriyet Daily Newspaper An Advertising Campaigns)
Duygu YILDIRIM
(A New Kınd Of "Advertaınment": Webısodes)
Zeynep Betül KAVAK
(Happy in Their Own World)