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SCHOOL OF SOCIAL SCIENCES  
DEPARTMENT OF CULTURAL TECHNOLOGY  
AND COMMUNICATION



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ADNAN MENDERES  
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## Preface

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This book contains the abstracts proceedings of the *2<sup>nd</sup> International Conference on Cultural Informatics, Communication & Media Studies (CICMS) 2019*, held on the premises of the University of the Aegean, in Mytilene, Greece, from June 13 until June 15, 2019. The previous conference, *1<sup>st</sup> CICMS*, was hosted by Adnan Menderes University in Kuşadası, Turkey, on 4-5 May 2018.

Information and Communication Technologies bring fundamental changes to our culture, providing multiple challenges, landmarked by new computing paradigms. CICMS 2019, focusing on the rapid communication, media and cultural informatics trends in the global era of information, provides the best meeting opportunities for participants to discuss and share their researches, experiences and future endeavors.

The specific conference is organized by the University of the Aegean, Department of Cultural Technology and Communication (Greece) and the Adnan Menderes University, Faculty of Communication (Turkey). It intends, similarly to the previous Conference, to provide a forum for presenting and debating the latest developments in the field, from a multidisciplinary point of view. CICMS 2019 brings together leading academic scientists, researchers and scholars, working in different disciplines, to exchange knowledge and experiences. We thank the attendees for coming in Mytilene to participate and discuss the new emerging advances in the area of Cultural Informatics, Communication & Media Studies.

The conference includes sessions that cover a broad range of topics; Cultural Informatics, Communication, Media Studies, Journalism, Advertising, Public Relations, Management, Political Science, Human Resources, Social Media, New Media and Communication in education. Furthermore, the Conference includes two sessions of invited speakers briefly describing progress within international research.

The conference attracted many high-quality submissions, while the Technical Program Committee (TPC) judged all submitted abstracts. The TPC consists of experts in various subfields, at least two persons from each topic. We would like to thank TPC members for their huge effort within a very short period of time, as well as to express our thanks to all those who assisted us in organizing the event and formulating the program.

Last but by no means least, we would like to thank all the authors who submitted their work to the Conference and contributed to an interesting set of Conference proceedings. Finally, we would like to express our deep appreciation to the Conference sponsors.

At the end of this preface, we would like to announce that the *3<sup>rd</sup> International Conference on Cultural Informatics, Communication & Media Studies (CICMS) 2020*, will be hosted by Adnan Menderes University, in Turkey. We hope old participants and newcomers will join CICMS 2020.

The CICMS 2019 Program Committee Chairs

Assoc. Prof. Christos Kalloniatis  
University of the Aegean, Greece

Dr. Mustafa Özgür Seçim  
Aydın Adnan Menderes University

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## *Invited Speakers*

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**Ebru Uzunođlu**

Professor, *İzmir Ekonomi Üniversitesi*

***Topic: How a Communication campaign project can make students heroes: A case study of "Çocuk gibi bak".***

Çocuk Gibi Bak (See Like a Child) is a student-initiated project aiming to build awareness about hate speech against children refugees and change the attitudes of university students. Disregarding the fact that they are children, they face with speech that offends refugees. By giving out the message see like a child 'Çocuk Gibi Bak', students from Izmir University of Economics urge target audience, which mainly consists of their peers, to see a child as "a child" only. The message also encourages them to view the world through children's eyes. The project has started in 2017-2018 academic year and today it still goes on. Within this period, students organized many activities such as 'Drawing and Printing T-shirt', Children Chefs, and Photography workshops, Street Games Festival, photo exhibitions. They also contacted 29 universities in 5 Cities, where the refugee population is high, by presenting the project in-person. Students worked with many NGOs, municipality authorities, press, and opinion leaders collaboratively through the whole project. This enabled them to gain more information, data, training and access to wider audience. Moreover, the provided content and joint events helped students to gain more local support, viewership and engagement. All these efforts brought success and admiration to the project, which was rewarded with the first place in the Facebook Peer to Peer Global Digital Challenge, in Washington DC.

Recently, the project received a fund from Turkish National Agency for Erasmus+ KA3 Structured Dialogue Programme. With this grant, Dialogue Week was organized, in which various events were held with the participation of university students from Turkey, Portugal, Spain and Greece, as well as decision makers, representatives of partner institutions and refugee children over the age of 13. During the Dialogue Week, participants were informed about the experiences of refugee children with partner



presentations, interacted with refugee children through games and workshops, informed each other about good and bad practices in their countries, and prepared a report to be shared with decision makers through roundtables.

From educational perspective, the project is not only important for creating impact on community but also students' cognitive, social, and individual outcomes. By presenting this project, I would like to emphasize the impact of social responsibility experience on university students' personal development empowering them to make a change in society. This kind of service-learning courses help students to internalize what they have learned so far both as competent and responsible communicators while developing and implementing such a local campaign. Beyond this major contribution, it also enhances students' participatory skills leading them to become world citizens. At the end of the presentation, student conceptions of outcomes via semantic networks of free associations will be provided.

### **Evangelia Kavakli**

Associate Professor, *University of the Aegean*

#### ***Topic: Cultural Informatics: Reflections on the relationship between IT and culture.***

Informatics studies the representation, processing, and communication of information in natural and engineered systems. The central notion is the transformation of information - by computation or communication. Informatics, broadly speaking, is impacting on all branches of knowledge, all human exploration, experience, and understandings of the world.

Cultural Informatics encompasses all areas in which the application of information technologies will and might impact on the human culture. Indeed, in the last two decades, advances in the areas of information management, internet technologies and human computer interaction have greatly influenced the protection and the promotion of cultural diversity and cultural expression. These advances not only present many significant opportunities in terms of culture production, experience, dissemination and

comprehension, but also pose major challenges such as, intellectual property rights, privacy protection and affordability of and access to cultural information.

At the same time, technology as a cultural artefact, is not culturally neutral and may come to symbolize a host of different values, driven by underlying assumptions and their meaning, use, and consequences. Therefore, its adoption is dependent upon the cultural characteristics of the social groups within which they are developed and used.

This talk attempts to outline the relationship between IT and culture. Drawing from current research, it takes a holistic view aiming to shed light in the trans-disciplinary nature of Cultural Informatics.

## Abstracts

Web based Geographical Information System for cultural routes .....	4
A historical analysis of the transformation of Izmir press from the 19th century till today.....	5
New Media and Intercultural Communication .....	6
Suggestions on how to make pedagogical use of Europeana to promote cultural heritage throughout Europe .....	7
The communication system in the operation and school development: The case of the Greek educational legislation.....	9
Online Broadcasting Platforms and Cinema Monitoring experience: Aydin Adnan Menderes University study on students from the Faculty of Communication .....	11
Turkish Media and Communication Policies as Reflected in Government Programs: A Historical Analysis between 1920 and 2016 .....	13
Contribution of public relations studies to reputation in health committees: An example of patient satisfaction study .....	14
ICT and Cultural Heritage in Greece and Cyprus: A critical overview of current postgraduate curricula .....	15
Integrating TLS indoor and UAS outdoor data for 3D mapping of cultural heritage structures: The case of NE tower of the Mytilene's Castle, Lesvos, Greece .....	17
Relationship between culture, art and politics: The example of North Cyprus .....	18
Non-Governmental Organizations as a Place for Cultural Rituals: Cyprus Turkish French Cultural Association.....	19
Turkish senior citizens: Digital migrants or the new outsiders of a digitalized society?.....	20
A social media video sharing practice "TIKTOK" discussions .....	22
Building information networks for environmental activism: An analysis of environmental movement organizations' Twitter use in Turkey .....	23
Understanding trust and reputation in health industry .....	25
Truth About Artificial Intelligence in A Post Truth Era.....	27
Media ownership in Turkey and its effects on the broadcast news in the Internet Age .....	28
Women in shadow in Yavuz Turgul cinema.....	29
The Third Wave of 3D Explosion and Its Failure: A Historical Approach .....	30
Visual Attention to Print Advertising: An Eye Tracking Study of Advertising Images.....	31
Death in digital spaces: social practices and narratives .....	33
The Effects of Attitude towards Behavior and Health Involvement on Fast Food Buying Intention.	34
Identifying our biases of the 'other': an experiential class activity .....	35
Analysis of the cover designs of communication books as a visual communication form in the context of message-perception relation .....	36
Rethinking the Emancipatory Potential of Popular Culture through Michel de Certeau's 'Strategies' and 'Tactics': An analysis of Alain de Botton's 'The School of Life' .....	38
Production of the environmental documentary "PLASTICLYSM" .....	39

The 4th Industrial Revolution and its implications on cultural sites .....	40
Analysis of the news courts programs as a type of news discussion programs within the framework of critical discourse analysis: Examples of ATV, TV8, Star TV.....	41
The use of Infographics as an educational tool for the upcoming digital transition.....	42
Interactive multimedia information for digital Anatomy Museum.....	43
Identity in New Media Within the Framework of Concepts of Anonymity, Virtuality and Freedom.	44
Fact-checking as a Vantage Point on the Cultures of News and Politics .....	45
Advertising and Storytelling in the Digital Era .....	47
Use of Instagram in Identity Building of a Candidate in Political Communication.....	48
Gamification in Cultural Industries: The Museum of Industrial Olive-Oil Production of Lesvos case .....	49
Semantic Representation and Internet of Things in Cultural Heritage Preventive Conservation .....	50
A Review of Americanism Codes in The Americans .....	51
New media and Internet TV usage: Future Trends of Television .....	52
Music and Media of the "GENERATION ME" Domesticated Protest Meaning .....	53
Presentation of SMA (Spinal Muscular Atrophy) disease in Turkish written media .....	54
Rise of Sound in the New Media Age: Podcasting.....	55
Peace Journalism in Turkish-Greek Relations: A dream or a goal?.....	56
UAS data acquisition strategy for the creation of high-resolution 3D geovisualization in coastal Cultural Heritage geometrically complex structures .....	57
Mapping Yesilcam: A relational analysis of the players in Turkish film industry.....	59
Trust and credibility in health communication using the example of hospitals in Austria. A recipient-oriented analysis in the analogue and digital field .....	60
Post-Mortem Advertising: Tombstones.....	62
Documentary genres. Criteria and dominant theories.....	63
Audience, sound and image interaction: The effects of voice-over and jingle in advertisements.....	64
PR Strategy Improves Employee Engagement and Adds Value to CSR.....	65
Cultural Obstacles of Glocalization Strategy: Auto Industry in Turkey .....	66
Bizim Radyo: The long-range missile of TKP (Communist Party of Turkey).....	67
The effect of the front-page design of newspapers on readers: A study on Posta and Sozcu newspapers .....	68
The attitude of consumer's planned obsolesces: A research on smart phone consumers .....	69
Education Profile of the Academicians of Public Relations & Advertising Departments in the Republic of Turkey.....	70
Revealing Shared Meaning of Istanbul: A Semantic Network Analysis .....	71
Luxury Brand and Dialogical communication: The Case of Burberry.....	72
The Practice of Native Advertising in Turkey: A Fine Line Between Persuasion and Deception .....	73
Towards implementing an AI chatbot platform for museums.....	74

The formation of networked publics: Solidarity practices for refugees/migrants in Turkey and Greece ..... 76

Islamophobia in Hollywood Cinema in the Axis of East-West Dichotomy: A Qualitative Research... 77

## Web based Geographical Information System for cultural routes

**Abstract:** The promotion of the cultural heritage of regions in the context of tourism and local development belongs to the field of the social sciences. The science of geography through Spatial Analysis gets decisions and sets policies while contributing to the visibility of the cultural regional elements, both in domestic and international level. Spatial networks are structures that have not been explored sufficiently until now as there was a lack of data and there was no wide range of complex methods for spatial network processing. Due to the technological growth and the development of modern methods, it is now possible to manage and analyze significant volume of geographic data such as spatial network of a medium size city. The aim of this work is to visualize cultural routes with point of interest such as museums, archaeological sites, sites of historical and cultural value, with the use of Geographic Information Systems and spatial analysis methods. We develop an interactive web-based application to show the results of this study based on animated visualizations along cultural routes in an area for the increase of user interest and engagement. Animated visualization along cultural routes is based on SVG map of the area of interest manipulated with Javascript and is related to user interaction with the application through mouse events with the use of D3.js library. Overall this work adds a new dimension in the relationship of Geographical Information Systems and cultural routes in a city mainly in terms of network analysis and visualization, for the increase of user experience.

## A historical analysis of the transformation of Izmir press from the 19th century till today

**Abstract:** In the 19th century, Izmir was a truly cosmopolitan city. It was one of the trade centers of the Ottoman Empire. The port of Izmir was used for the export of high-quality agricultural products. The city attracted many European and other traders and was one of the cultural centers in the Mediterranean coastline. Its population, consisting of Levantines, Turks, Greeks, Armenians and Jews, contributed to the cosmopolitan character of the city and had a significant impact on its cultural life.

The 19th century press truly represented the cultural richness of the city; the early examples of French, Greek, Armenian and Jewish, and later Turkish, newspapers appeared in Izmir.

This paper will attempt to explore the emergence, development and decay of the press in Izmir from the 19th century until today. The history of the press in Izmir clearly demonstrates that the intellectual and cultural diversity in the press is closely associated with social, cultural and economic development.

## New Media and Intercultural Communication

**Abstract:** As a multidisciplinary field, intercultural communication studies focus on the understanding of the communication and behavior patterns of people from diverse cultures, as well as on developing solutions to communication issues. However, today's rapid transformation due to digital technologies makes it difficult to explain cross-cultural interactions through "conventional" theories. Individuals from different cultures do not necessarily need to be physically in the same place at the same time, but they still can find themselves in intercultural contexts. In this respect, new media provide different dynamics for intercultural studies that focus on communication barriers, issues, and solutions. Therefore, it is vital to combine new media and intercultural studies through relational research. This study aims to evaluate the role of the social media on intercultural communication. In this regard, a pilot study was conducted among international exchange students who are enrolled in a university in Izmir in 2018-2019 (n=100). Within a quantitative approach, a survey with two sections was developed based on intercultural communication literature; first section includes 16 Likert-type and 1 list questions, second section inquires social media usage and personal information of participants. Following a pre-testing on 15 voluntary students by asking their comments on the questions (whether there are unclear expressions), the survey was applied in the pilot group of international exchange students who have accepted to join in the study. Preliminary findings reveal an insight on how students evaluate the influence of social media on intercultural issues such as prejudices, stereotyping, sensitivity, awareness and knowledge. Research will be expanded with further analyses in order to contribute in new perspectives regarding intercultural new media studies.



## Suggestions on how to make pedagogical use of Europeana to promote cultural heritage throughout Europe

**Abstract:** Nowadays, the Web is the most popular Internet service that allows us to access a huge collection of digital documents and websites very easily. The available capabilities produced and shared by users have been considerably increased. Therefore, it is possible for materials to be found that can be exploited for educational purposes and can be used in educational contexts. Open Education strategies and Open Educational Resources (OER) play an important role in supporting policies for educational innovation and lifelong learning. While an increasing interest in Open Education is indicated, there is little awareness regarding the role of Digital Library as learning incubators for learning enhancement. Europeana is a digital platform for cultural heritage, which has a collection of cultural and historic material. Today it has 58,207,042 artworks, artefacts, books, films and music from European museums, galleries, libraries and archives. All this primary material can be used for cultural and ICT subjects. Although educational curricula and national priorities differ widely among countries, most of the European educational systems aim to make the most interesting and inspiring content available for students. The available collections within the Europeana provide multiple perspectives on historical, political, economic, cultural and human developments mainly across Europe. Europeana can be used as a digital library, providing digital resources for cultural heritage that can be used or reused in learning environments. Moreover, since browsing through web pages can be misleading because these often include personal ideas that may mislead from the actual facts -in fact fake news fertile-, students should be trained to use primary resources to check the actual facts. Such a powerful resource is Europeana.

The idea of this essay is to present ways of Europeana usage in the classroom. To do that, we will present and discuss educational scenarios that teachers may use and process according to the classroom and the pupils' level of learning. According to those scenarios, teachers while teaching their curriculum i.e. physics, they at the same time train students to web

search and teach them, writing skills, primary sources usage, copyright issues and history. These scenarios will be implemented through the project method, ensuring students being active while doing meaningful work. Apart from resources, Europeana is an Educational community that promotes cultural heritage in an educational setting. To start with, teachers are ready to use learning scenarios regarding cultural heritage on various subjects and this learning process has already been implemented in classrooms across Europe. Within the education community teachers can share their experiences, discuss these with peers and be part of a growing community.

## The communication system in the operation and school development: The case of the Greek educational legislation

**Abstract:** The communication system is the foundation of the social life. Without its existence none of the social organizations could exist. According to the theory of social systems of N. Luhmann, communication is not considered as a mean of conversation among individuals. Instead of it, it is regarded as an open process, which requires, after selection, the transmission of information within a structure, as the only authentic social function. This, in turn, allows the interface of mental (since it is structurally connected with consciousness) as well social systems, with a view to autopoiesis, that is the reproduction of communication itself. Therefore, only communication can affect the communication, because anything that is not communicated may not contribute to communication and the function of society. Thus, communication is the system that establishes the rules of interaction and provides all the necessary structures (code-conduct-roles- procedures), as a context of social maturation, education and participation, for all the parties involved. The operation of an organization - e.g. schools - and the interaction among its members cannot be achieved without the communication system. The level of its systemic maturity indicates respectively the level of its organizational maturity. Therefore, the educational system, because of its complexity, is a self-rational organization of communication energetics. This means that the operation and the school development can be achieved through the auto-steering of its communications and its structural coupling with the important environments. That is why each school can be considered as a "communication complexity". This paper, based on Luhmann's theory for social systems, aims to study the role of communication in schools' organization, operation and development, using as a research tool a prototype categorical system of content analysis that includes two of the five dimensions of complexity; the social and cognitive dimension of complexity in order to make a systematic study of the written texts of the legal framework of primary education in the post-dictatorship Greece. Through the communication indicators of the two dimensions mentioned above, we will emphasize the degree and the kind of communication relations developed by the school, both internally

and with the external important environmental systems. Moreover, we will find out whether the "communications" of the school allow it to become a learning organization.

## Online Broadcasting Platforms and Cinema Monitoring experience: Aydın Adnan Menderes University study on students from the Faculty of Communication

**Abstract:** Among the visual arts, cinema is one of the most affected by technological changes. When we look at the history of cinema, which is considered as the seventh art, it seems to owe its existence to technology and technical inventions. Image recording and display systems always affect, change and transform cinema. Changes in filmmaking and display technologies bring about a change in film-watching action and the culture of navigation. Online broadcasting platforms, also known as new broadcasting, are brought to the agenda within the digital age, eliminating the need for watching a movie in the cinema. While watching movies in cinema halls is a completely different experience, it is seen that the viewing experience shifts towards the private area in general (eg. Amazon, Disney, Netflix, Apple, et al). The transnational corporations start their activities in the field of film production and therefore the production has a new dimension in film viewing experience. The biggest advantage of cinema halls is undoubtedly that they provide the audience with a cinema experience and a living experience. Does the cinema audience immediately give up this feeling? Although it is very important for the viewers who think and love cinema together with the movie theatres, this may be the case for the next generation, called “Y Generation”, which watches movies directly through online broadcasting platforms, especially with no movie theatre experience.

The main problem that this study emphasizes on is the Y generation which is defined as the new generation and whether the cinema viewing experience of this generation slips to online broadcast platforms, as well as the effect of these platforms on the audience which increases the market share in the market every passing day. In this study, we aim to understand and discuss how online broadcasting platforms, which are becoming widespread especially in the internet, have affected the navigation culture. Firstly, a questionnaire was prepared, as a data collection technique, which was distributed at 100 students studying in the Cinema and TV Department of the Faculty of Communication of Aydın Adnan Menderes University. In

addition, in-depth semi-structured interviews were conducted with 10 students who were members of online platforms and who preferred these platforms rather than watching movies. The collected data from both the questionnaires and the in-depth interviews were categorized and common themes were determined. As a result, the data were analysed in order to understand where the cinema viewing experience has been evolved.

## Turkish Media and Communication Policies as Reflected in Government Programs: A Historical Analysis between 1920 and 2016

**Abstract:** The history of Turkish media and communication policies is a rich and fertile source for the study of social change. Since the early republican years of 1920's, the governments have depicted their media and communication policies in their programs evidently. Government programs are a worthy source for tracing the development and change of public policies on media and communication. Our research examines 65 Government Programs after the foundation of Turkish Grand National Assembly in 1920. We used content analysis in order to reveal the media and communication policies in these Government Programs. As unstructured data, the full texts of 65 programs are pre-processed (tokenized, stemmed, tagged) by KNIME, an open source software for text analysis and data mining. Additionally, we developed a term dictionary for searching media and communication policies. These term dictionary helped us to explore the themes and the perspectives of these governmental policies. Finally, we sketched the data suitably for the historical analysis of the themes and the perspectives in order to reveal the policy change. Our research findings are expected to help us to classify the media and communication policies with respect to social issues, such as education, development, freedom, democracy and technology. Through these classifications, we hope to monitor both social and political perceptions in Turkish media and communication eco-system with regard to newspaper, radio, television and internet. We further expect to explore the policy changes from a critical historical perspective; certain stages in Turkish social history will guide us for the periods of change in the use of media and communication technologies.

## Contribution of public relations studies to reputation in health committees: An example of patient satisfaction study

**Abstract:** In 2013, Adnan Menderes University investigated how hospital's physical conditions affect the hospital preference by the relatives of the patients. Using a questionnaire, a survey was conducted with the relatives of 410 patients in order to determine the problems that citizens have with information sources by which they benefited the most. It is important to examine the underlying physical, service and public relations factors that affect the patients' choice by the satisfaction of this choice. The study may also clarify whether the variables affecting the choice of hospital are different, depending on the socio-demographic characteristics of the patients through informative communication channels and may shed new light on how this decision is made. In this context, it is aimed to take the necessary measures to support corporate reputation through the data obtained.



## ICT and Cultural Heritage in Greece and Cyprus: A critical overview of current postgraduate curricula

**Abstract:** Currently, museums and the broader heritage sector are facing a wide spectrum of challenges (i.e. sociopolitical changes world-wide, collapse of traditional funding structures, financial uncertainty, risk and the quest for sustainability, changing perceptions of key roles –from curators to visitors- etc). One of the most fundamental shifts, however, is to be found at the intersection established over the past years, between heritage management and the rapidly growing field of digital technology. In the wake of these developments, the striking majority of professionals in the heritage sector are faced with the challenge of integrating ICT technologies in various workings, functions and purposes of their field (i.e. preservation, restoration, recording, analysis, interpretation, publication and exhibition). At the same time, digital technologies are becoming an integral part of cultural management (project management, event management, collection management etc) but also of cultural communication and public outreach.

For the purposes of the proposed paper – which forms part of a broader research project entitled “Cultural Heritage Sector: Bridging the Gap between Studies and Professions in Greece and Cyprus”, co-financed by the Greek Council of Research & Innovation and the European Social Fund (ESF) – our team will present the results drawn from the mapping of postgraduate curricula in Cultural Heritage Studies in both countries, with emphasis on how modules relating to Information and Communications Technology are integrated within the established curricula.

The analytical significance of this project stems mainly from the fact that it constitutes the first systematized attempt to chart (both quantitatively and qualitatively) all postgraduate programmes of study on cultural heritage that are available at present across Departments and Universities in both Greece and Cyprus. The combination of qualitative and quantitative analysis of heritage studies curricula in both countries also provides us with an elaborated and refined picture of the learning aims, outcomes as well as professional skills promoted by different academic curricula as regards ICT skills and their implementation in heritage

studies. As such, curriculum maps can be a useful tool for analytically appreciating the connection between curriculum content and job requirements and by extension, act as a starting point for creating a sustainable model of synergy between heritage studies and ICT in Greece and Cyprus for the next decades.

## Integrating TLS indoor and UAS outdoor data for 3D mapping of cultural heritage structures: The case of NE tower of the Mytilene's Castle, Lesvos, Greece

**Abstract:** Over the last years, Terrestrial Laser Scanners (TLS) and Unmanned Aerial Systems (UAS) are used for 3D mapping of heritage structures in high resolution. Both the above-mentioned techniques lead to the creation of precise and dense 3D point clouds, despite none of them is adequate for all applications. The factors that affect the selection of the appropriate method in a specific application are many, where the most important of them are the geometric accuracy, acquisition and process time, cost and completeness. In the case of spatially complex structures such as cultural heritage constructions, there is a need for a complete interior and exterior 3D reconstruction. Registering the indoor and the outdoor data into a single 3D model is very challenging due to the lack of visual overlap and the different lighting conditions between the two scenes. Furthermore, merging TLS and UAS point clouds can be a cost and time-consuming process due to different point densities and accuracy issues.

In this study, a data acquisition and a scene reconstruction methodology are proposed and evaluated. The study was implemented for a cultural heritage spatially complex structure, the NE tower of Mytilene's Castle in Lesvos island, Greece. The indoor data comes from a TLS survey and the outdoor data from a UAS acquired photo dataset, which was further processed using the Structure from Motion (SfM) method. The alignment process between TLS indoor and UAS-SfM outdoor point clouds is based on the transformation of the initially disjoint indoor and outdoor models (point clouds) into a common coordinate system. The limits of TLS are bridged by UAS photogrammetry at low altitude and vice-versa due to the complementary characteristics of both techniques. A 3D model of the study area was obtained with a resolution of less than 5 cm and a precision of 3 cm. Such a model may be used in a wide range of applications in cultural heritage studies, e.g., the reconstruction of 3D shapes of castle building stock or the multitemporal analysis of the tower.

## Relationship between culture, art and politics: The example of North Cyprus

**Abstract:** This study reveals the relationship between art and politics and discusses the concepts of art, politics and culture. In this study, first of all, the concept of culture is presented with a historical perspective and followed by the discussions on cultural policies. In the light of these conceptual discussions, the relationship between art and politics has been discussed in a wide range. The main aim of this study is to examine the cultural relations of Turkish Republic of Northern Cyprus as a concrete evaluation area. In this context, cultural policies in Northern Cyprus are studied in two stages.

In the first phase of the study, in the light of the existing documents, cultural policies and the analysis of documents for pressure groups which are thought to be effective on current policies and content analysis were applied to these documents. In this context, the laws, regulations, communities and concrete examples of these laws and regulations are examined. At this stage, the activities of the Department of Culture and its affiliated communities in the last year have been also demonstrated. In addition, content analysis for the existing documents of 3 pressure groups, which were considered to be effective on cultural policies, was applied in the second stage of the study. In examining these pressure groups, political parties, universities and non-governmental organizations in the field of culture were discussed. In the second phase of the study, the analysis of cultural policies in Northern Cyprus was made by using the in-depth semi-structured interview technique. As a result of these interviews with officials representing 5 different branches of art, a discussion has been made and these discussions have been re-examined within the framework of the existing laws. In the light of the information and documents obtained, the relationship between art and politics in the Turkish Republic of Northern Cyprus has not been sufficiently integrated and it is stated that the existing branches of art and culture cannot find sufficient support. In this context, the necessity of revising and updating the cultural policies is important for the Turkish Republic of Northern Cyprus.

## Non-Governmental Organizations as a Place for Cultural Rituals: Cyprus Turkish French Cultural Association

**Abstract:** This study reveals the strength of non-governmental organizations as a place for recalling cultural memory and cultural rituals. In this study, first of all, we discuss the theories about the tightness of cultural memory to its cultural environment, and then the non-governmental organizations through the cross-border travel and the possibility of blending with the existing cultural symbols. Additionally, the Turkish Cypriot French Cultural Association, which has been active in Northern Cyprus for 34 years, has been presented with a historical view, while the symbolic cultural rituals of the living legacies of the French culture have been addressed through civil society organizations. While the subjects of cultural memory and collective memory are often mentioned by politics, non-governmental organizations, with contribution to culture, are often ignored. In the light of these conceptual debates, a wide range of cultural memory and symbolic cultural rituals has been discussed. As a concrete assessment of all these information and discussions, the Turkish Cypriot French Cultural Association's French symbolic cultural rituals are the main objective of the study. In this context, the analysis of the French cultural symbolic rituals in Northern Cyprus has been demonstrated by using the visual text analysis technique and the content-analysis technique. In the light of the information and documents obtained, the Turkish Cypriot French Cultural Association, as a well-established non-governmental organization in Northern Cyprus, has demonstrated its importance as a cultural memory venue.

## Turkish senior citizens: Digital migrants or the new outsiders of a digitalized society?

**Abstract:** The greatest challenges of technologically developing countries concern the digital integration of society and the struggling with the global/social digital divide. Turkey, which is considered as a developed country, but it is also still developing in some areas, is serving a proper and interesting research area, focused on digital divide within the developed/developing countries. Turkey's rapidly developing digital transformation closes the global digital divide gap. On the other hand, studies show that the social digital divide, especially based on age, is increasing (Acilar, 2011; Polat, 2012). Turkey, having currently a rather young population compared to Europe, could face several challenges in the medium and long-term due to the changes in the distribution of the population. According to Turkstat, population over the age of 65 has been increased notably (17 percent) over the past five years (TUIK, 2018). While the population is ageing, the interest on technology usage is also increasing: According to the results of the Household Information Technology Usage Survey, the rate of elderly people in the 65-74 age group using internet was increased from 3.6% in 2012 to 8.8% in 2016 (Turkstat, 2017). According to Eurostat data in 2016, half of the EU population at the age of 65 and older used the Internet at least once a week (Eurostat, 2016). In 2006, this rate was 10 percent according to the data from the same source. The importance of digital citizenship competence of the growing elderly population has found its equivalent in Europe both in scientific studies and in action plans, putting theory into practice. International Action Plan on Ageing, announced by UN at the summit held in Madrid in 2002 (United Nations, 2002), Riga Declaration by the EU in 2006 (European Commission, 2006), The Age Platform Europe, which is also funded by the European Union, (The Age Platform, 2018) are some of the most important milestones. The first goal of this paper is to put forward a thorough review of the most relevant scientific literature and institutional reports in order to analyse the digital conditions and current limitations of senior Turkish citizens. Secondly, it aims to compare the proactive action plans of EU and Turkey, which are considered to have similar problems about the digital integration of senior citizens in the

long run. The comparison between EU and Turkey will help us to show the similarities on demographics and the differences on policies.

## A social media video sharing practice “TIKTOK” discussions

**Abstract:** In recent years, Information and Communication Technologies have been rapidly developing and replacing traditional media to new media and social media. Especially in the last decade, with the spread of smart phones, social media applications have been developed rapidly. Facebook, Twitter, Instagram, followed by Turkey in 2018, TikTok video sharing application are spreading rapidly. The TikTok application, where users share 15-second videos, reached 120 million downloads in India in 2018, according to research by Statista and Priori Data, followed by 39.6 million in US, while in the third place Turkey reached 28.4 million times downloads. TikTok application also brought together a number of discussions on its spread so rapidly in some countries and Turkey. In some countries, closure cases were filed for TikTok for encouraging pedophilia and pornography. In some sections it is seen as an application that democratizes people to express themselves. This study also examined the most acclaimed video in Turkey having user demographics, as well as discussions in the context of what kind of sharing is done.



## Building information networks for environmental activism: An analysis of environmental movement organizations' Twitter use in Turkey

**Abstract:** There has been an increase in the number of environmental concerns in Turkey as a consequence of the political resolutions favoring neoliberal policies and authoritarianism. In response to the government policies ignoring environmental sustainability, several environmental movement organizations are now campaigning for a vast number of cases, which have spread all around the country (Knudsen, 2016). These environmental organizations, along with many activist groups, are using Twitter to draw public attention to the environment, as well as to build up an information network incorporating their counterparts. They perform a significant amount of activity on Twitter, since it is one of the few platforms on which they can be fairly represented under increasing pressure and threat. Moreover, many of those organizations have been founded only a couple of years ago on this very platform during and after the Gezi protests. Other organizations, which have a longer history in campaigning against environmental atrocities, shift their focus towards Twitter, since it is now the utmost platform, where dissident groups link up in Turkey.

This study aims to explore the communication practices of Turkey's environmental movement organizations on Twitter. In line with this aim, it asks several questions with regards to their role on building information networks for environmental activism: What are the causes and motivations of these organizations? Are they prone to become desolate in their campaigns or do they strive to expand their network? With whom do they connect? What is their relationship like with other activist groups and alternative media? What is the content of information they share? Do they post purely informational tweets or tend to commence interaction? Which of their tweets do get more attention? What are their priorities among environmental grievances? How do they contribute to the broader protest ecology in Turkey?

The research employs a mixed-method approach to analyzing the Twitter accounts of a selected sample of environmental organizations. There are three levels of analysis in the

projected framework of this study. The first step is to examine the account activities of the environmental organizations, deriving from the metadata relating to their timelines and status updates, which are retrieved through a combination of REST and Streaming APIs. In the second phase of the analysis, connections between the accounts, based on their mentions and retweets, as well as the common issues pointed out by the organizations are mapped. In doing so, a network of their mutual concerns at local, regional, national, and international levels is illustrated. These concerns are also listed by interest categories, such as pollution, energy, public health, and sustainability. The final phase of the analysis consists of the investigation of those forms of communication, such as information sharing, community building functions and action requests, employed by the organizations. Overall, the limits and the potentials of the information networks in Turkey's dissident environmental Twittersphere are manifested through a combination of detailed quantitative and qualitative analysis.

## Understanding trust and reputation in health industry

**Abstract:** This study aims to understand the concepts of trust and reputation in the context of the health sector. Trust is a very important issue for patients, and it is also an important concept that affects corporate reputation. Definitions of trust vary, but the major definition concerns the optimistic acceptance of a vulnerable situation in which the truster believes that the trustee will care for the truster's interest. Trust cannot be considered apart from vulnerability. "The greater the risk the greater the potential for either trust or distrust" (Hall etc. 2001:615). Trust, as a sociological issue, refers basically to people's expectations, goodwill, advocacy and competence. In measurement of trust it can be difficult to separate it from past experiences (Goold, 2002). Trust is vital to patients' relationship with healthcare providers and it mediates important behaviors and outcomes (Hall et al., 2002: 296). Therefore, questions need to be asked about how the expressed trust in the health care organizations and professions is shaped by personal experiences about health services and other factors. Such as, people who have direct experiences of health services use more trust? Does this depend on their satisfaction with the health care experiences? (Calnan etc. 2006: 478). Reputation is a multi-faceted component that focuses on perception based on the experiences of stakeholders. To find out how the components of corporate reputation are perceived by social stakeholders and if it provides convenience to practitioners in corporate reputation management, Fombrun et al. (1999) identified six components related to corporate reputation; these are emotional appeal, products and services, vision and leadership, workplace environment, social and environmental responsibility and financial performance. Recently, different components have been added to the components of the reputation, such as, honest behavior against competitors, transparency and credibility (Schwaiger 2004: 46). In the health care sector corporate reputation provides numerous benefits for businesses. Attracting investors and customers and create customer loyalty, employ high-quality employees, keep them at work, excel in the competitive market, support our long-term supply partners, develop good relations with the legislators and the media, and protect against temporary crises are only few of these benefits (Rayner, 2003: 1-16).

The qualitative technique of semi-structured interview was used in this study. Eighteen participants from different ages and occupation participated in the study. age swas years old. Participants were asked about their opinion regarding trust and reputation in the health industry. Participants related trust to vulnerability. Perceived risk was related to trust, as well. The greater was the perceived risk, the lower was the trust. Positive and negative perceptions came into prominence about trust. Positive perceptions concerned satisfaction, persuasiveness, consistency, sincerity and positive past experiences. Negative perceptions concerned lie, misuse and negative past experience. Moral, success, quality of service, communication, trustworthiness, honesty and expertise were related to reputation by the participants. The findings of this study summary the key concepts about trust and reputation in the consumer minds within health corporations. Health corporations may use these key concepts to build trust and reputation.

## Truth About Artificial Intelligence in A Post Truth Era

**Abstract:** What is about machines is about humans. Each new technology raises discussions about its possible effects. Artificial intelligence is no exception. Since its initial years, there are two camps claiming the future truth about artificial intelligence. Those two camps can be called as human enhancement camp and singularity camp. From a broad perspective, the one can be named as positive and the other as negative. Both camps have their own argumentation, historical, economic, ideologic, political and cultural hinterland. Human enhancement camp has more positive attitude towards future with new technology, while singularity camp has many concerns and reservations. In this paper, both camps' hinterlands are discussed comparatively on the base of post truth era. Each technology and the respective discussions are the mirror, reflecting the established human condition in certain times. Namely, the effort of this paper is to put forward a humble contribution to discussion of future of artificial intelligence and inevitably of the human conditions in the looking glass of post truth times.

## Media ownership in Turkey and its effects on the broadcast news in the Internet Age

**Abstract:** We are living in a new era. The necessity of the fast and effective information transfer to the broad areas increases the power and the importance of the media. This power attracts the businessmen who are producing merchandises or services and directs them to own one or more mass communication channels. This means quantitatively high, but qualitatively low information is on the way. Gathering power of the media in few hands can impede people to take reliable and impartial information from different channels and different points of view. This situation can be also concluded with economic, political and social pressure. After 2000, the internet and the possible new communication ways through it change the picture. This study aims to define the term and open a window to news at this period.

## Women in shadow in Yavuz Turgul cinema

**Abstract:** One of the key elements in storytelling is conflict. This basic element is also taken into consideration in storytelling in cinema. In doing so, the conflict between man and woman is generally used. However, although there are films in which women are the main protagonists of the conflict, men are usually the main protagonist of the story and the conflict. Yavuz Turgul is one of the most successful directors in Turkish cinema. His movies are liked by many Turkish audiences, because of the stories and the characters. Turgul generally told stories about nostalgia, friendship, communal change with the characters, who are unforgettable even to this day. In doing so, he gave room to a man as the main hero in almost every film, while he left the female characters in the background. When Yavuz Turgul cinema is mentioned, these issues are generally come to mind; because of that, studies have been done in this direction. However, the existence of female characters, who try to explain the problem with their silence in Turgul films and play an important role in the formation of the story, even if they are in the shade, is an issue to be examined. In this study, one of the main issues of Turgul movies, male friendship and masculinity, will be discussed, while the cause of speechless women will be investigated. In this context, the place of the woman in Turgul's stories will be examined by using a historical and feminist method within the frame of Muhsin Bey, Eşkıya and Gönül Yarası.

## The Third Wave of 3D Explosion and Its Failure: A Historical Approach

**Abstract:** The history of media technologies illustrates countless global scale success stories, as well as epic failures that burnt out even before reaching their maturity. This paper aims to clarify some of the major reasons behind the abandonment of one of the most popular viewing technologies that affected development process of big budget film titles, such as James Cameron's 'Avatar'.

Stereoscopy or its more commercial name '3D' has a long history in photography, cinematography, television and even in printed media. The reasons behind its emergence and the induced results could be examined by using different approaches. This paper will focus on the failure of 3D's latest (third) attempt at being the mainstream viewing technology in cinema theaters, in its historical context, starting from the 19th century with stereoscopic photography to digital 3D cinematography.



## Visual Attention to Print Advertising: An Eye Tracking Study of Advertising Images

**Abstract:** Visuality in advertisements is extremely important in order to attract the attention of the viewers and to activate them. Especially, the consumer has become more selective due to the increasing technological developments and communication environments. The increasing options and the awareness of the consumer has made it impossible to reach and get his attention. Therefore, the use of rhetorical figures and especially visual metaphors has become much more important in advertising in order to attract the attention of the consumer, to participate in the advertisement and to enjoy the advertisement. The use of rhetorical figures has become a widely accepted method that draws attention and it increases cognitive efforts positively. Ads that use rhetorical figures attract more attention, are more preferred and remembered, helping to create a brand image.

The purpose of this study is to determine which advertising visuals and which items in printed advertisements attract more attention in terms of rhetorical style. For this purpose, by using the eye tracking technology, visual metaphor-containing ads and visual metaphor-free ads will be compared to the consumers' attention.

Eye tracking is a powerful tool to objectively measure consumers' attention and spontaneous responses to marketing messages. Eye movements are considered indicators of the visual attention, and that is why analysing eye-paths, during advertisement gazing, has been an interest of numerous studies in recent years. Eye movements reveal whether a person pays attention to an object within a visual display. Eye tracking gives us insights into the allocation of visual attention in terms of which elements are attended to, for how long, in what order and how carefully. Knowing what people actually see is important for the advertisers to optimize the design and placement of ads. The insights obtained from eye tracking research help to create effective user interfaces and advertisements.

In accordance with the purpose of the study, different versions of advertisements will be designed, with visual metaphor and with plain advertising image.

Attention measurement will be made through an eye tracking device. Subjects will look at the generated ads for 60 seconds and the device will record the ad tracking behavior of the subjects through the movement of their pupils.

The concepts that are based on measurement are:

Area of interest: designed advertising image, verbal support and brand name is defined as the area of interest

Fixation duration: eye focus time to the area of interest

Fixation frequency: number of focus on the area of interest

Based on the aim of the study, fixation duration and fixation frequency will be used in attention measurement. The statistical analysis t-test will be applied to understand the fixation duration and fixation frequency difference between the groups.

## Death in digital spaces: social practices and narratives

**Abstract:** In post-modern society, Internet and social media mediate between daily life processes, such as death, establishing new forms of social interaction among social actors and creating new norms. The creation of digital cemeteries and the usage of the services they offer by Internet users, the conversion of a deceased person's Facebook profile into a profile "in his/her memory" or the replacement of a user's profile photo by a black background in cases of mourning, demonstrate emphatically the new dimensions that the event of death takes on Internet and social media, leading to the building of a public experience, despite the fact that in Western societies death is considered to be a private affair. Users' interaction in digital environments, on the account of death, generates new broader social relationships, while the operating terms of digital media enable the emergence of new death-related practices that probably substitute traditional rituals, having though the same purpose. At the same time, the continuing presence of the deceased in the digital world ensures a form of "immortality" for him/her, even if not preselected, while at the same time it seems to contribute to the maintenance of a relationship between the living and the deceased. This paper deals with death as an event mediated by new technologies, since Internet and social media have given the opportunity for new narratives about the experience of death and have contributed to the emergence of new social practices.

## The Effects of Attitude towards Behavior and Health Involvement on Fast Food Buying Intention

**Abstract:** Attitude towards the behavior is the degree to which an individual has a favorable or unfavorable evaluation of the behavior. Health involvement refers to the personal relevance and importance attached to health issues, based on inherent needs, values and interests. Buying intention is defined as a measure of the strength of one's intention to perform a specific behavior or to make the decision to buy a product or a service. This study aims to understand the relationship between attitude, health involvement and intention and the effects of attitude and the involvement on intention. Data were collected by using convenience sampling method. Participants included 200 adults (Mean of age is 27.9, 48.5% male, 51.5% female). Results show that there is a gender difference in the intention variable ( $t(198)=-2.114$ ;  $p<0,05$ ). Females are more intent than males. Regression analysis shows that attitude and health involvement are significant predictors of intention. Attitude and health involvement explain 25.2 percent of variance in intention. Involvement makes largest contribution (Beta=-0.41).

## Identifying our biases of the 'other': an experiential class activity

**Abstract:** Stereotypes are exaggerated generalizations made about groups of people based on our beliefs regarding the characteristics, attributes and behaviors of members of a particular group. Characteristics and attributes that have led to stereotypical perceptions of people which can be long lasting (Hilton and von Hippel 1996) include race, ethnicity, religion, gender, and sexual orientation. Stereotypes can be either positive or negative. Group membership invokes within our mental maps stereotypical images of what attributes and behaviors are likely to be exhibited by individuals belonging to this group. Due to the generalized nature of the information that informs our stereotype, we tend to discount individual differences within the group that do not fit the stereotype (Hilton and von Hippel 1996).

Although they are not necessarily negative, stereotypes about out-group who are members of the 'other' are more likely to have negative connotations than those about fellow in-group members. This is often despite objective evidence to the contrary. Evidence suggests that people seek to maintain and hold on to stereotypical notions about different groups especially minority groups in society (Kunda and Oleson, 1995). As a result, stereotypes have been shown to lead to prejudicial and subsequently to discriminatory behavior being exhibited against such groups (Aguirre and Turner, 2001). Addressing this issue is especially important for individuals involved or likely to be involved in cross-cultural interaction (e.g. business executives, managers, students, travelers, and other sojourners) because negative perceptions of people seen as 'undesirable' act as barriers to effective communication (Gudykunst and Kim, 1997).

This paper provides a detailed discussion and explanation of an activity used by the author in the conduct of Cross-Cultural Communication classes for business students. Also readily adapted beyond the classroom, the objective of the activity is to help individuals identify their own feelings and the biases they hold towards 'other' or minority groups. In order to communicate effectively we need to be aware of our own biases and seek to manage these when interacting with others (Gudykunst and Kim, 1997).

## Analysis of the cover designs of communication books as a visual communication form in the context of message-perception relation

**Abstract:** The main purpose of visual communication is to perform the exchange of information between the source and the receiver with visual elements specifically. In this process, design takes on the role of a tool that makes possible to perform communication effectively and completely, and to shape also our perceptual processes that are related to the social, cultural world. As graphic, color and theme are also social and cultural messages, therefore they mediate the formation of detection processes. Perception, which is the most important factor shaping human behavior, is a process that is shaped by environmental perception, perception field, perception ability, interest and appreciation. Design, which is the most important instrument of visual communication, is a tool that realizes effectively this process related to perception.

In this study, the design of book covers in the field of communication has been accepted as a form of visual communication processes. In this context, the social, cultural messages of the cover designs of the communication books encoded what kind of perceptual process was discussed. As a matter of fact, book covers in mass production have an important feature as an object. These are not only a presentation of the author's thoughts, but also cultural examples of a certain period of time, and physical expression forms that convey the aesthetic understanding of a certain moment. Book cover is the instrument that is the first contact between the book and the reader. Therefore, it is not only a simple representation of the content, but design is also an indicator point in the history of culture and literature.

There are two points to consider when reviewing book covers. The first one is how to establish the relationship between the text and the cover, and the second is how the communication process between the cover and the real or potential reader exhibits a perceptual position. In other words, the perceptual dimension of the message contents of the reader that is at the receiver position and the book cover design that is at the source location should be taken into account.

In this study, both points will be discussed through the communication books that are published in Turkey. Semiotic method will be used which makes possible to examine the visual-rhetorical functions of communication book covers. For this purpose, the meanings of graphic, color and theme elements as cultural messages, as well as the perceptual dimension of these elements will be examined.

## Rethinking the Emancipatory Potential of Popular Culture through Michel de Certeau's 'Strategies' and 'Tactics': An analysis of Alain de Botton's 'The School of Life'

**Abstract:** Through a detailed analysis of Alain de Botton's The School of Life initiative\*, this paper rethinks the emancipatory prospect of popular culture. The culture industry/mass culture approach argues that all forms of popular culture are tools for cementing the status-quo, thus preserving continuity. On the other hand, postmodernist views with their emphasis on subjectivity argue for the possibility of resistance and empowerment embedded in cultural products and practices, pointing at the potential of change popular culture embodies. This paper deploys de Certeau's (1984) concepts of "poaching", "strategies" and "tactics" as analytical tools to critically scrutinize the ways in which popular culture may manifest itself as a subversive intrusion and a juggernaut of change. The authors question if The School of Life\* initiative, while itself employing the means and methods of the culture industry, may be imbued with the potential to subvert-from-within its manipulative dictations. The study draws on institutional, discursive and textual analysis that revolves around a close study of the Youtube channel, online shop, on campus activities and the institutional structure of The School of Life. The authors conclude by emphasizing the horizontal, participatory and rhizomatic nature of digital popular cultural forms as empowering potentials for resistance and change.

\*The School of Life is a pseudo-educational organization headquartered in London, initiated by the popular author, philosopher, and entrepreneur Alain de Botton. The organization defines its mission as developing the emotional intelligence of its followers. It has a Youtube channel with 3.6 million followers, an online shop and campuses dispersed around the world.



## Production of the environmental documentary "PLASTICLYSM"

**Abstract:** Documentary film is one of the strongest audiovisual means of communication. Its strength comes from the combination of image, audio and information that it includes. The use of documentary film to raise public awareness towards many different topics is common throughout history, while nowadays, several environmental documentaries are produced every year. One of the most serious environmental problems that modern societies are facing is plastic pollution. In global scale, plastic production is estimated at 300 million tons annually. This paper discusses environmental documentary as a genre and describes the production process of the environmental documentary "PLASTICLYSM".

## The 4th Industrial Revolution and its implications on cultural sites

Abstract: The 4th industrial revolution and its implications on everyday life have been widely discussed over the last decade in both technical and sociological grounds. With the anticipated introduction of “Internet of Things” (IoT) in most economic sectors, we now face new challenges regarding Cyber-Physical systems. At the same time, new opportunities arise especially in the incorporation of technological developments in cultural sites such as modern museums. With the evolution of affordable and open-source hardware solutions such as Raspberry Pi and Arduino, more accessible solutions can be built. The barriers between physical and technological systems have now been collapsed, introducing new approaches of environmental sensing and rule-based decision-making.

This work elaborates on the opportunities of introducing Cyber-Physical systems and IoT devices in modern museum spaces. After discussing the challenges of 4th industrial revolution, we illustrate the technical aspects of smartening a traditional museum space and present a road-map for careful interconnection of cultural spaces with advanced technologies such as environmental sensors, actuators and unsupervised decision-making services for smart rooms. Finally, we present a case study of “smartening” two museums in Lesvos island, Greece with the use of contemporary custom-made IoT devices, and discussing challenges and opportunities.

Analysis of the news courts programs as a type of news discussion programs within the framework of critical discourse analysis: Examples of ATV, TV8, Star TV

**Abstract:** Many types of programs have emerged on television, which continues to be widely used among traditional mass media until today. In addition to thematic channels to meet the need for people to receive news, the type of news - discussion program is also included on television. This study focuses on news courts programs that have become widespread as a type of news discussion program that has been seen frequently on television recently. In this context, the event place with ATV Müge Anlı and Tatlı Sert, Star Balçıçek Ilter, which took place in the daytime zone between April 30, 2018 - May 4, 2018, was chosen as an example of TV8's Gerçeğin Peşinde programs. The presentation of these most frequently watched programs in the daytime is tried to be presented. Programmes within the scope of the study Van Dijk's macro-micro structural analysis are examined within the framework of Critical Discourse Analysis. Quantitative data on the use of the concepts of judicial, religious, sexist, national, pathological, slang and Economic are also included in the news programs.

## The use of Infographics as an educational tool for the upcoming digital transition

**Abstract:** Infographics have been proved as one of the most efficient visual tools to convey messages in a variety of applications and contexts. From road signage to data visualization and education, infographic designers manage to give a visual explanation for less or more complex concepts through a decreased use of detail, visual elements and text. Infographics are designed in more than one types with the static and animated types being the most frequently used. Whether the two types mentioned are equally effective in achieving a learning outcome, is still a subject of research. Studies that have compared static and animated infographics have different findings, preventing secure conclusion for both of them. In addition to the above, infographics have been used as visual rhetorical figures for creating meaning that persuade and lead to conclusions, perceptions, and emotions that could, in some cases, have a behavioral impact.

The prementioned use of infographics as a means of knowledge transfer has been widely used in recent years in the transmission of information to social groups that may have little or no familiarity with the innovation of ICT and the processing of complex technological advancements. Technological developments and achievements such as Smart Cities, 5G, Internet of Things, Cloud Computing, Blockchain, Artificial Intelligence, etc., will change our lives drastically in the near future. For that reason, organizations such as the European Union (EU), International Telecommunication Union (ITU), the United Nations (UN), companies and research organizations are trying to communicate the imminent changes with citizens - potential consumers - and to inform them of the upcoming digital transition that many describe as the 4th Industrial Revolution, in a simple and brief way. This paper seeks to identify both the positive effects of infographics and the dangers of such simplification and homogenization through paradigms, especially regarding the cultural characteristics of different sites and communities.

## Interactive multimedia information for digital Anatomy Museum

**Abstract:** Online technologies advances and the reduction of their cost have facilitated their use by museums. Today, internet users visit websites of museums around the world. Website design helps to disseminate information and multimedia content from exhibitions, information's and to attract visitors. The integrated communication strategy of the museums has been changed due to digital museums development. Anatomical museum's exhibits present the complexity of human anatomy to medical students and general public. Visiting of such museums could be difficult as the impact of their exhibits on visitors could lead to various reactions. These museums offer medical knowledge employing anatomical maps, bones, cadavers and various items explaining the history of anatomy and medicine. The aim of the present research is to create and present a digital multimedia museum of Anatomy, located at the School of Medicine, Faculty of Health Sciences of Aristotle University of Thessaloniki. The results of this study focus on the development and the use of a digital museum for citizens, where there will be an integrated, open access experience for all. The research contributes to the construction of anatomical museums' digital presence using online new technologies and multimedia content.

## Identity in New Media Within the Framework of Concepts of Anonymity, Virtuality and Freedom

**Abstract:** To qualify human beings as a particular person, there is a need for features that make it distinctive. This need, which continues until the present day, is met through the concept of identity. The social forms that have changed to date have shaped the identity in this process. The identity, which has been transformed into a digitized structure in today's information society, can vary for individuals depending on their situation. Individuals need to hide their identities for reasons such as, feeling more free, acknowledging in a certain community, shielding against various pressures and fears. The most obvious of these situations is the concept of anonymous identity. In this study, it will be tried to determine what anonymity is, whether having an unknown identity creates different behaviors in the context of daily life and communication technologies. The following questions will be answered: Why is there a need to have an anonymous identity? What is the definition of freedom in real and virtual environments? What are the advantages / disadvantages of anonymous identity? In this context, semi-structured interviews will be conducted with users who have anonymous identities on Twitter. After the interviews are deciphered, content analysis will be done through the themes created.

## Fact-checking as a Vantage Point on the Cultures of News and Politics

**Abstract:** Discussions of fake news and misinformation continue to dominate the global news culture. Researchers note that false information circulate wider and faster online. Social media users in several contexts state increasing mistrust in news. According to a recent Reuters Journalism Institute report, on the other hand, “the new millennium has also seen the rise and rapid global spread of what can fairly be called a new democratic institution, the independent political fact-checker.” Over the past decade, fact-checking institutions have flourished all around the globe. While such efforts and the tangible outcomes of fact checking as a media practice are admirable, a critical question persists: Is fact-checking free from ideological conflicts, political and economic struggles, and public controversies? Or, to put it differently, is there a way to check facts without making enemies? This paper approaches fact checking as a meta-discursive practice. That is, fact-checking is a field of practice that deals with discourses that represent other discourses. Fact-checkers delve into (false) information, news, or political statements, which are by themselves based on expressions of news sources, citizens, or political institutions. While fact-checkers claim an immediate relationship with truth, such connection to truth can only be constructed intertextually through the simultaneous creation of links and gaps “between discourses that are deemed to be separated in temporal, geographical, cultural, epistemological, and/or other terms.”. Thus, fact-checking processes, like any other meta-discursive practice, are politically potent. This paper argues that especially in polarized sociopolitical contexts, fact-checking practices trigger public discourses that become vantage points on news culture, politics, and the cosmologies of democracy. The paper takes [teyit.org](http://teyit.org), the prominent Turkish fact-checking institution, as a case and analyzes two controversial moments in Teyit’s recent institutional history. The first one of these instances is the short-lived partnership between Teyit and Istanbul municipality. In late 2018 Teyit attempted to rent the screens on Istanbul’s public transportation from the intermediary company working for the AKP-governed municipality. A social media outcry protesting Teyit for allegedly cooperating with the government resulted in the called off of the agreement. The second instance is Teyit’s

fact-checking attempt for the women's march on March 8th, 2019. On the day following the event, the women who were marching in Taksim were accused by pro-government media of disrespecting the ezan (call for prayer). Women were protesting the police intervention in the march with noise and boose. Teyit undertook fact-checking this accusation attracting protest from several women organizations. By an analysis of both public events, this paper will illustrate fact-checking as a meta-discursive practice revealing discursively conflict territories while establishing intertextual links and gaps around the issue under the spotlight.



## Advertising and Storytelling in the Digital Era

**Abstract:** In the *Interpretation of Cultures*, anthropologist Clifford Geertz (1973, p. 89) defined culture as “a system of inherited conceptions expressed in symbolic forms by means of which [wo]men communicate, perpetuate, and develop their knowledge about and attitudes toward life.” However, he also defined it more succinctly as “stories we tell ourselves about ourselves (p. 89). Brands are not only managerially constructed, but also socially constructed (O'Reilly, 2005, p. 582). In this sense, brands can be interpreted as symbolic articulators of both production and consumption (O'Reilly, 2005, p. 582). In today's digital culture, brands are trying to create their own cultures where it is important to create stories that resonate with their consumers. Thus, advertising is continuously evolving to create narratives that help the consumers' meaning-making processes using brands. Narrative in advertising messages is not a new debate. Ferdinand de Saussure's and Barthes' theories on signs and semiotics, Jung's theory of archetypes, Campbell's model of monomyth are all various ways of understanding how narratives are used in advertising for brands. Stories have become an important element in advertising since a brand story influences brand attitude and behavioral intentions (Chiu, Hsieh and Kuo, 2012). Also, narrative processing creates “transportation,” which leads to persuasion due to the realism of the experience (Escalas 2007; Escalas, Moore, and Britton 2004), which in turn influence brand attitudes and behavioral intentions. Consumer research in storytelling focused on three stages of advertising narratives: “storytelling” (the communicational provision of a story from the storyteller to the story-receiver, (Escalas, 1998), “story-receiving” (the interpretation of a story by its audience and the transformative effects exerted on that audience (Green and Brock, 2000), and “story-making”(the design of a story preceding storytelling and story-receiving). Brand storytelling, the new digital consumer and advertising will be discussed in all three stages of advertising narratives through Cannes Lions 2018 winner campaigns Nike “Nothing Beats a Londoner”, Apple's “Today at Apple” and Budweiser “TagWords”.

## Use of Instagram in Identity Building of a Candidate in Political Communication

**Abstract:** Two main ways of communication are used in political communication. These methods are traditional ways of communication and communication through mass media. While the personal communication used in traditional methods is more intimate and effective, the mass media tools are the necessary means to reach all voters. In the elections held among communities with large geographical and population ratios, the political communication campaigns are mostly carried out through mass media and recently through the tools provided by the new media.

In Turkey, especially specific to general elections, traditional mass media tools are at the heart of the political campaigns whereas the opportunities provided by the new media are used as complementary tools for the campaign. Considering the technological developments, the change of the new media consumption habits of the voters and the opportunities offered by the new media today; it is observed that, especially in Western societies, online political communication campaigns are beginning to overtake traditional political communication campaigns. This situation indicates that the power of online political communication is yet to be fully understood in Turkey. However, online political communication is an indispensable tool for all political efforts. Online political communication offers unprecedented opportunities that traditional media don't have to build relationships with voters.

One of the most influential social media tools among online political communication tools is Instagram. In this study, the role of Instagram, which is one of the online political communication tools, in identity building of a political candidate has been examined. The opportunities offered by Instagram in terms of political communication have been discussed, it has been tried to set forth how Instagram usage practices should be for political candidates by measuring its impacts specific to voters.

## Gamification in Cultural Industries: The Museum of Industrial Olive-Oil Production of Lesvos case

**Abstract:** The cultural and creative industries are major drivers of the economies of developed as well as developing countries. In addition to their economic benefits, the cultural and creative industries generate nonmonetary value that contribute significantly to achieving people-centered, inclusive and sustainable development. Especially, cultural tourism deriving from cultural industries has become strategic asset for local economies. In this respect, our work focuses on the Museum of Industrial Olive-Oil Production of Lesvos, which presents the industrial phase of olive-oil production in Greece, highlighting Lesvos industrial heritage in this sector and incorporating it into the broader architectural, social and cultural context of the period. This cultural organization provides a wide range of cultural and creative activities combining the creation, production and distribution of cultural content, while it is a driving force for local economic growth, especially after the refugee crisis in 2015. Some of these activities concern educational programmes with games for schools and group visits. To enhance these activities, our work suggests the use of gamification method, which has been implemented in Cultural Informatics and can increase users' motivation and engagement with culture and cultural activities. Towards this, our work presents a gamified application that can be utilized by the Museum in order for its cultural products to be disseminated through a more entertaining and educational way.

## Semantic Representation and Internet of Things in Cultural Heritage Preventive Conservation

**Abstract:** Conservation of tangible Cultural Heritage (CH) is an integral process of collections management cycle, aiming to preserve them in the best possible condition for present and future generations. Particularly, some of the preventive conservation measures and activities are related to the management of environmental conditions, which requires the monitoring of environmental factors, in order to reduce potential risks. The advent of the Internet of Things (IoT) can help towards this goal by automating the collection of data through sensors deployed in the cultural space and available services based on the IoT ecosystem. IoT technologies can facilitate the preventive conservation of tangible CH by exploiting a large amount of streaming data produced by sensors that keep track of changes in environmental parameters of a particular museum, in order to monitor the condition of a historical monument and protect its valuable heritage. Moreover, Semantic Web (SW) tools such as linked data and ontologies could increase the efficiency of sensed data management by introducing reasoning mechanisms that will result in useful inferences regarding the combination of long-term or short-term records of sensed data and material decay. This work summarizes current state-of-the-art frameworks and monitoring systems that collect data from sensors in CH environments and proposes an IoT infrastructure with semantic tools which aims to enhance both the conservation science approaches and day-to-day procedures of cultural institutions.

## A Review of Americanism Codes in The Americans

**Abstract:** “The Americans” manufactured by Swiss photographer Robert Frank. “The Americans” has been the most popular in the social context in many of his albums. The use of methods beyond the age of both content and form in the photographs in the album has caused criticism by American citizens and photographers. While the contextual codes are criticized for being perceived as insult by American individuals, the radical changes in the formal form of the photographs in the album (some of the photos are skewed, some of the photographs are lacking and some of them lack the frame) have been tried as freaks by art critics.

This is how Robert Frank created the economic infrastructure of his work by getting a scholarship from many institutions, before he began to shoot “The Americans” album, which requires a very large process both temporarily and spatially. In all the states of the United States, Frank tried to explain Americanism in his photographs rather than in America. In other words, he has photographed how the United States' political, social, economic and cultural structure is represented by individuals and how it is reflected in the Americanism code.

In this study, photographs selected in the American “Americans” album, including the American sample code, are examined. These photographs are analyzed both in terms of content and form by using semiotic analysis method. After the analysis, the structure of the building is evaluated and the meaning of the codes in the photos is examined and interpreted.

## New media and Internet TV usage: Future Trends of Television

**Abstract:** The rapid increase in internet and internet-based technologies has caused changes in television and entertainment sector as in many other areas. In particular, changes in the field of technological convergence have led to the emergence of online video streaming as a preferred habit of viewer consumption. In traditional media broadcast stream to watch a series of TV for hours or even days to wait while we should wait; Now, streaming media and Internet television have led to major changes in content viewer / consumption behavior. For example, Internet TV users can select any or personalized TV series, movies or video programs from the archive, download them immediately in real time, or watch them later. On the other hand, the merger of Internet television and mobile media technologies is growing rapidly. Some of the most common concepts in mobile media use are: "anytime and anywhere", "second screen" and "binge watching". It is important that the next generation of viewers move away from the traditional / linear television audience habits every day. Therefore, next-generation publishers and content providers are quickly becoming aware of the fact that functional media applications are no longer sufficient to keep in touch with their audiences, but also the platforms and the environments that provide the ability to interact. As a result, the television industry has to identify new trends and interaction tools in line with the preferences / expectations of online audiences in this important transformation and transformation process. In this study, a general evaluation will be made about the concepts of "anytime anywhere", "second screen" and "binge watching" related to online television audience consumption habits, then some selected examples of future trends of television will be included. The aim of the study is to introduce these concepts within the field by presenting popular examples of future television trends and to inform new media researchers about these new trends.

## Music and Media of the "GENERATION ME" Domesticated Protest Meaning

**Abstract:** The interest in and the effort of understanding the powerful impact of music on people, the social sectors, are the starting point for research in this direction. Although it has a short history in Turkey, rap music and the cultural transformation of it are closely associated with the generation of today by playing a big part in the television series, public spots, advertising films. First in the research; the relationship between "the Generation Me" who are egocentric, have future anxieties and depressed mood but at the same time are self-confident and rap music will be relayed through the frame of liking culture. Another important point of the study is to make the music of Generation Me legitimate through the media and the process of domestication. The aim of the study is to determine the effects of protest music concept which is popularized with the media based on the dynamics of today's generation relationship with rap music.

## Presentation of SMA (Spinal Muscular Atrophy) disease in Turkish written media

**Abstract:** For many years, people have been fighting against rare diseases in many countries of the world. While many pediatric diseases, which have been fatal in the past, can be treated nowadays, many diseases that cannot be treated or have a high cost of treatment still threaten human health. In recent years, the SMA, a genetic disease (Spinal Muscular Atrophy), cases have taken place in Turkey's agenda, attracting the attention of the media and the public.

The way in which the media include health news and the discourses in the media content, shows an ideological stance and it can reflect the differences of the approach to the subject. In this study, the content of the news about SMA disease in the Turkish press from rare diseases was examined through the content analysis method. In the analysis of news, "Goffman's (1974) Framing" paradigm was used.

In the screening conducted on the basis of the date of 01 February 2019, the Ministry of Health announced that it would support the treatment costs of this disease. SMA disease in the national press has been the subject of 97 newspapers. A total of 20 news were analyzed by random sampling method. The study investigated the source of the news, the degree of the importance of the articles accordingly to the way they appear on the page, evaluating also the tone of the article. Findings showed that the news were mostly written in a positive tone and real life stories were frequently included, both of which should be considered the initiative of the prevention and treatment methods. In addition, the process of creating public opinion on the subject of the Turkish press has been examined in the selected date ranges.



## Rise of Sound in the New Media Age: Podcasting

**Abstract:** Some innovations that come into our lives every day, such as digital media applications, are concrete examples of how technology transforms our communicative activities and habits. As one of the new media applications that create the ground for the social media phenomenon, podcasts attract attention with the number of users they have reached in recent years. The worldwide prevalence of podcast broadcasting, which may be regarded as a relatively recent trend in Turkey, is gradually increasing especially among teenagers and youngsters, who are considered digital natives. Podcast technology, which is among the new media applications that enable media consumers to produce content, comes to the forefront with its advantages in terms of content production and consumption.

This study follows the development of the podcast broadcasting in the world and Turkey and it focuses on the advantages and disadvantages of podcasts compared to other new media applications. Within this framework, predictions and claims, especially such as those that argue that 2019 will be the year of podcast, will be discussed in the context of other components of the new media ecosystem.

## Peace Journalism in Turkish-Greek Relations: A dream or a goal?

**Abstract:** Several studies in the literature analysed the media coverage of Turkish-Greek relations both in Turkish and Greek press (Tılıç 1998; Özer, 1999; Ozgunes & Terzis, 2000; Gökalp & Panagiotou, 2006; Lazarou, 2009; Orhon & Dimitrakopoulou, 2009; Sunar, 2009; Erdem, 2016). However, only few attributions were made to the notion of peace journalism and its meaning in Turkish-Greek relations. This paper focuses on the notion of peace journalism, trying to define it both in literature and in practical terms. To do this, the paper also seeks to understand what is meant by pro-war journalism and what are its differences compared to peace journalism. The paper also presents the critiques on peace journalism and it discusses if this type of journalism can be really useful in practice.

Besides the empirical work, the paper is based on the Turkish press coverage of Turkish-Greek relations. The news items, focusing on Turkish-Greek relations and including the word “peace”, will be examined by using the qualitative content analysis. The time period sample of the research will be between 2004 and 2017. As it is technically not possible to focus on all news items throughout this period, the news items will be chosen from different important political events related to Turkish-Greek relations (e.g. The Annan Plan period, bilateral visits of politicians). The papers selected from the Turkish press for this study are Cumhuriyet, Hürriyet, Milliyet, Sabah, and Türkiye. One can argue that the papers can represent different political stances and different media company ownership. Overall, the paper seeks to answer this main research question: “How is the notion of ‘peace’ being used by the Turkish press in the news items about Turkish-Greek relations”.

## UAS data acquisition strategy for the creation of high-resolution 3D geovisualization in coastal Cultural Heritage geometrically complex structures

**Abstract:** Over the last years, the use of Unmanned Aerial Vehicles for mapping cultural heritage sites in the coastal zone has an increasing interest among scientists and archaeologists in terms of monitoring, documentation, mapping, and restoration. However, high-resolution 3D reconstruction of geometrically complex structures consisting the building stock of a coastal cultural heritage area into a single 3D model is very challenging due to the lack of efficient visual overlap, the complex geometry of the ancient building, the shadow effect and the change of lighting conditions. Furthermore, UAS data acquisition surveys should consider the sun glint as well as all the unexpected factors when acquiring data in the coastal zone.

In this study, we present the results of different UAS data acquisition strategies for the creation of a very detailed 3D Geovisualization of Cultural Heritage geometrically complex structures in the coastal zone. This study aims to compare the 3D Geovisualization results of three different UAS data acquisition approaches. The first was implemented using solely nadir images captured over the study area in one flight. The second using a combination of nadir and oblique photos acquired from a single flight using an experimental UAS multi-camera rig installation. Finally, the third data acquisition approach was realized using three different flight missions in different heights where the UAS was acquiring a combination of nadir and oblique missions. For all cases, a very detailed 3D model of the North-East part of Mytilene castle was created with a resolution of less than 5 cm and a precision of 3 cm. Moreover, the results were compared with visual inspection by an expert as well as with cloud to cloud comparison.

It is concluded that the implementation of very detailed 3D Geovisualization requires oblique photos of the building faces in different heights. Thus, the UAS's data acquisition of nadir photos solely is limited as it lacks crucial information for buildings facades. Such a high-resolution 3D geovisualization of Cultural Heritage geometrically complex structures model

may be used in a wide range of applications in cultural heritage studies, e.g., the reconstruction of 3D shapes of castles building stock or the analysis of the current state of the tower through time.

## Mapping Yeşilçam: A relational analysis of the players in Turkish film industry

**Abstract:** Named after the street where production companies were located, Yeşilçam film industry produced around 6000 films during its forty years lifetime, starting from the 1950s. The industry had a unique narrative approach that shaped around its economic model, Turkey's ambivalent connection with modernization and the country's domestic culture. Up until the last decade, particular details about the films produced as a part of the Yeşilçam industry remained rather limited, either because the data were dispersed among the archives or simply they did not exist. As a result of the digital turn, huge databases with extensive credits information, focusing solely on the Yeşilçam films, such as the TSA and Sinematurk, were built up. In this study, we employ the data deriving from those databases and we apply network analysis, aiming at the developing of a relational approach to the Yeşilçam film industry. We focus on the 1960s and 1970s, defined as the High Yeşilçam Period (Savaş Arslan, 2005), during which film production mechanisms were highly standardized and the industry's production capacity reached its peak point with an average of 190 films per year. We conduct a comparative analysis of the two periods with a particular focus on the relations between the prominent players of the industry, among which are producers, directors, screenwriters, and actors. We examine their interconnections in order to reveal the patterns of their relations, as well as the outcomes from these patterns to see how particular combinations of players shaped the future development of the Yeşilçam industry. Methodologically, the research relies on network analysis which has become a major paradigm for social research in such areas as communication, organizations, and social mobility (Carrington, 2014). We begin with scraping the data from the TSA database and we continue with mapping the network after having sorted and filtered the dataset. Then, we turn to the literature and the secondary sources for the analysis of our findings. As a consequence, we present a novel methodological approach to the larger field of film studies, while contributing particularly to the Yeşilçam literature with our findings from this exploratory research.

## Trust and credibility in health communication using the example of hospitals in Austria. A recipient-oriented analysis in the analogue and digital field

**Abstract:** So far, hospitals in Austria have hardly or only slowly adapted to the new digital communication conditions. Social media channels are used sparsely, medical background information is rarely found on hospital websites. There are many reasons for this: On the one hand, there is still little knowledge about the possible uses of digital communication channels, on the other hand, there are many fears in dealing with dialogical communication channels and also few human resources for them. (Salfeld, Hehner & Wichels, 2009; Schneckenleitner, 2016). However, the demand for online medical and health information is high. Around 52,000 Austrians access the webportal netdoktor.at daily, for example (see oewa.at, Q1 2018). The Austrians also love Dr. Google - 93 percent inform themselves about health topics online, whereby 36 percent refrain from going to a doctor after an Internet search (Die Presse, 12.12.2016). Here the question arises: Why do the experts in this field - doctors, clinics, hospitals - leave digital health communication partly to intransparent web portals? And how does the user use and evaluate these offers? The present study attempts to ascertain the current status quo and to take a detailed look at the rapidly changing doctor-patient relationship.

In order to obtain answers to the questions regarding patient behaviour in digital research on health information, data was systematically collected and evaluated in March 2019 by means of a quantitative, highly structured survey. The research project is supported by the hospital Zell am See (Salzburg). The aim of this study is to obtain insights into the relationship between Internet use and the doctor-patient relationship. Questions of trust, credibility and competence are in the foreground, selection research serves as theoretical basis. Selectivity is the selection of a medium or content, i.e. the positive or negative decision to use a media message (Levy & Windahl, 1985; Schweiger, 2007; Kammerer & Gerjets, 2014). In a second step, an experiment will be conducted in April 2019 to investigate the selection mechanisms in the selection of health topics. In addition, the information quality of online research will be investigated using the Uses and Gratification approach. This

approach puts active people and their use of media at the centre of observation. It asks who uses which media content? According to which rules do recipients select content that they believe satisfies their needs? (Katz, Blumler & Gurevitch, 1974). The research design presented here combines scientific findings with high practical relevance. The results will show what credibility hospitals in the real world have or whether their professional reputation has already shifted to the online sector. How do users assess the credibility of health portals and what role do hospitals play in this? Which source of information would the recipient choose from a list of Google search results: a specific hospital or a virtual health portal? How do Austrians use the Internet for medical questions, who do they trust? And has digital health communication changed the doctor-patient relationship?

This project is part of a perennial health communication study. It is supported by the Tyrolean Science Fund under the title "The hospital as a credible digital source of information for health topics - a recipient-oriented study".

## Post-Mortem Advertising: Tombstones

**Abstract:** Human beings are encountering the ads. approximately 2000 times a day (Çakır, 2006: 608). What about after the life? The concept of “post-mortem” means the meaning of after death. This study, which claims that advertising is ilk continued in quotes after death, is the first in its field. Almost in all societies and religions on Earth, the dead are buried in cemeteries after a certain ritual has been carried out, and the tombstones, including information, such as the place and dates of birth-death, are placed in the head of the deceased body. The basic assumption of this study is that human beings tend to use tombstones as advertising tools. In Slovenia, the gravestone of a dead person was built in 2017 by his family (Altan, 2017). According to the news, the tombstone detects the visitors that are approaching and it becomes active thanks to the sensor on it; after that, the 48-inch screen shows information, photos and videos about the person.

Within the scope of this study, it has been tried to find out whether or not there are any advertisements in tombstones in Aydın province and what sentences are used if there is any. During the study, the tombstones were examined in Aydın Kemer, Tellidede, Işıklı and Kadıköy cemeteries located in the center of Aydın.



## Documentary genres. Criteria and dominant theories

**Abstract:** The most popular genres in the documentary film theory today are the ones proposed by Bill Nichols who introduced six modes of representation: poetic, expository, participatory, observational, reflexive, performative documentaries. These six modes “establish a loose framework of affiliation within which individuals may work; they set up conventions that a given film may adopt; and they provide specific expectations viewers anticipate having fulfilled”.

However, is this division capable to cover all the elements of a documentary film and therefore construct fixed categories that can serve all the needs of theorists, practitioners and audience? If so, what the so-called “creative” documentary, asked by all major festivals including this of Amsterdam and Toronto, refers to? And, if so, where all these documentaries screened by channels dedicated to documentary films, such as Discovery channel, belong to? This paper will support that the genre classification by Bill Nichols is only based on representation and its relation with the voice of the narrator. However, there are several other issues within the documentary film that may lead to other classifications: to name some of them, the theme of the documentary, the narrative structure and the reality depicted. In such a way, a full table of documentary genres will be provided at the end of the paper, which will cover all the aspects of this kind of film.

## Audience, sound and image interaction: The effects of voice-over and jingle in advertisements

**Abstract:** Traditional data collection techniques that are used in social sciences are transformed into new forms with today's technological possibilities and they facilitate researchers to measure the responses of individuals to audiovisual content. Both advertising executives and researchers prefer using traditional techniques, namely "self-report measures", while trying to learn more about consumers' purchasing tendencies. Self-report measures are based on consumer's declaration, therefore sometimes they can be misleading. At this point, it can be said that recent neuromarketing techniques may help to reach the right results. Especially biometric data analyses are used in current communication studies. The biometric data collection tools, which allow use in communication studies, focus on physiological reactions that users cannot control. The data, obtained as a result of these reactions, are suitable to be interpreted by the researchers. Galvanic Skin Response (GSR), as one of the biometric data analysis method, is generally used to measure the changes and intensity in emotional arousal. Apart from participants' statements, the intensity of their emotional changes can be revealed with the help of GSR signals. In this study, public-owned deposit banks' television advertisements that focus on their foundation anniversaries, will be analysed with GSR. The aim of this study is to measure how voice-over and jingle in ad spots influence target audience. Within this scope, emotional changes will be examined with the help of one of the most popular biometric data analysis methods.

## PR Strategy Improves Employee Engagement and Adds Value to CSR

**Abstract:** This study's first goal is to determine whether there is a valuable PR (public relations) strategy to increase employee engagement. The second goal is to identify how storytelling may improve internal loyalty to the corporate brand that ultimately strengthens internal and external reputation - understand the importance of an organization's corporate social responsibility (CSR) and verifying its worth. The study includes an overall view of theories on strategies from academics and leaders of working life like industry leaders relating to the benefits of using corporate stories; corporate stories and employee engagement; employee engagement and enhanced internal reputation; the link between internal and external reputation; the benefits of PR strategies to CSR. Results from a Turkey's recent years corporate organization survey on the use of PR strategies are also integrated into the review. Many theorists support corporate PR strategies as a valuable medium for engaging with employees and improving internal reputation. Also, it has to be mentioned that there is a connection between efficient PR strategies and public engagement. This engagement of employee improves organization's corporate social responsibility (CSR). The study purpose of creating a relation between using efficient pr strategies to engage more deeply with public in order to strengthen internal loyalty and effect a stronger external reputation, as organizations seek to heighten their CSR credibility and make employees' reputation strong and long-term.

## Cultural Obstacles of Glocalization Strategy: Auto Industry in Turkey

**Abstract:** This study investigates the relationship between culture and advertising in terms of standardization, localization and glocalization/adaptation strategies. On the one hand, we assume that although multinational automobile corporations that use mostly standardization strategies that consider the values and symbols of European/modern lifestyle, they also use adaptation strategies, and express Turkish collectivist culture especially in the elements of textual advertising. Because major cultural obstacles impede the standardization of advertising campaigns. The main objective of this research is to evaluate the automobile advertisings that interact with Turkish values and to identify the relationship between the global, local and glocal automobile advertising and culture. The main focus of this study is to analyze commercial messages in order to figure out the differences and similarities of multinational corporations' global advertising text messages. In this study, the automotive sector is examined because, according to French philosopher and sociologist Lefebvre, automotive is the symbol of modernism. It is the "Leading-Object" of modernization definition (1971). We assume that Turkey, which is the only Islamic country that embraces Western democracy, is still trying to be a modern state within the process of globalization. The findings reveal that Renault, which is the best-selling multinational automobile manufacturer, is advertising texts that published in Turkey, reflecting the automobile as a lifestyle, while global advertising texts mostly emphasize automotive technologies as well as lifestyle. Glocal advertising theory and practice are also discussed in this study in the context of auto commercials.

## Bizim Radyo: The long-range missile of TKP (Communist Party of Turkey)

**Abstract:** This paper deals with the brief history of Bizim Radyo, a radio station situated at Leipzig, German Democratic Republic. From 1958 to 1989 the station broadcasted programs for Turkey, and it was directed by the Communist Party of Turkey.

A radio station that broadcasted for a continuous thirty years by a forbidden political organization in Turkey is not only important for political science and the history of left-wing movements, but also for the history of communication in Turkey. Despite its importance, the subject has yet remained an unstudied phenomenon even after thirty years of the final broadcast, and it has merely been the subject of several personal memoirs. Therefore, this paper aims to contextualize Bizim Radyo in communication history, an effort well-deserved.

## The effect of the front-page design of newspapers on readers: A study on Posta and Sozcu newspapers

**Abstract:** In printed works, the elements of page design have the ability to draw reader itself and thus it allows the content to be read. The design, which is an important message even for illiterate people, undertakes the role of drawing attention and conveying the knowledge related to the content in the first pages of the newspapers to reader as soon as possible. The first page designs in the newspaper industry in a competitive environment are considered as an effective and important tool in reading and/or purchasing of the newspapers. This study will be carried out in order to show whether the front pages of the newspapers have any impact on the reader and what is effective if there is any. In the study conducted on Posta and Sözcü newspapers which have different target groups, students and employee staffs of the Anadolu University Faculty of Communication Sciences will be reached through quota sampling as a nonprobability sampling method. The first pages of the newspapers will thus be shown to the participants and then the data related to their perceptions will be collected via questionnaire. The results will be discussed, and recommendations will be given within the scope of the findings.

## The attitude of consumer's planned obsolesces: A research on smart phone consumers

**Abstract:** Planned obsolescence, which has emerged to balance between the economic development and rising unemployment especially in the U.S.A., is defined as a term which is nurtured with the idea that the more quicker something wears off by using it less and replace it with the newest, the more rapidly the economy grows, or simply making the consumer buy the newest shortly before the product is out of date.

On account of the business firms' putting the planned obsolescence into practice as a politics, many products being used today are launched on the market again after a few changes on their designs and many are produced in a sort of way that are impossible to be fixed and their technologies can't be updated. The advertisements, which are the driving power of this process, encourage the consumers to buy the new products instead of the present ones and they are preparing them to wear off the products psychologically. In this current situation a new product is produced in every three seconds all around the world. In a planet where the sources are limited, unlimited production and consumption madness along with the worn-out innovations of the products and changed designs have reached a hysterical speed.

The term is not only limited to buying the new products. The significance of the subject /matter comes from the idea that the consumption phenomenon has been put on a focal point of the consumers who have included this buying new products activity into their ordinary life.

The main purpose of this study within the frame of the planned obsolescence term, which is defined and its importance emphasized above, is to determine the consumers who have a tendency of planned obsolescence and gauge the role of the advertisements on their cognitive, emotional and behavioral factors of their attitudes towards planned obsolescence.

## Education Profile of the Academicians of Public Relations & Advertising Departments in the Republic of Turkey

**Abstract:** The occupational sociology literature has formed a set of criteria in five dimensions for the acceptance of a field of work as a profession. One of them is "dimensions a professional formal education". Formal vocational training can undoubtedly be accomplished by the presence of specialized trainers. It is not possible for an occupational field to build an ideal vocational training process with a large number of non-specialized trainers, although the interdisciplinary quality is prominent. In this study, based on this idea, the profiles of the faculty members from Public Relations Department in Turkey were investigated, the content analysis method was used to determine the number of graduate and graduate students in academia. In addition, it was examined whether there is a correlation between the academic fields of study and the fields of education of these academicians or not. As a result, Turkey, Public Relations Department of academics and public relations department showed a large increase in the number of the last 10 years, having seen great scholars trained in communication faculty there. The academic study areas are generally composed of the subjects of public relations, as opposed to previous research.



## Revealing Shared Meaning of Istanbul: A Semantic Network Analysis

**Abstract:** This paper focuses on the collective meaning of the antecedents of city brand attitudes to improve the understanding of this concept. Data from interviews with a convenience sample of 90 Azerbaijani individuals will be subjected to a semantic network analysis. The broad objective is to map out free associations of individuals on city attributes of Istanbul. There is very little discussion about brand attitudes that residents have of a particular city; therefore, the implications of our research will contribute to literature by comparing semantic content of antecedents of city brand attitudes with existing city branding measures, providing guidance for urban policy and planning.

## Luxury Brand and Dialogical communication: The Case of Burberry

**Abstract:** Dialogue is important not only in the communication of people in their daily lives but also in the communication of brands with all stakeholders and target groups. It is seen that the luxury brands, which are considered to be the values where emotional intelligence is at the forefront, attach more importance to the dialogue in the communication and they establish with their target audiences with each passing day. It is seen that Internet-based applications, especially corporate web pages, are very important in luxury brand-follower communication. It is inevitable that luxury brands, with an upper segment customer group, considered to be A + in the current consumption world of all kinds of products, put an emphasis on dialogue-based communication because they are more adapted to web environments compared to other brands.

The aim of this study is to reveal how luxury brands use corporate web pages in the dialogic communication process and how they communicate with their followers / stakeholders. In this study, first of all, luxury brand and dialogic communication is defined in terms of important new technologies in the context of the nature and the characteristics of luxury brands. The corporate website of Burberry brand has been subjected to content analysis between April 1 and May 30, 2019. The scale from Michael L. Kent, Maureen Taylor & William J. White, (2003) *The relationship Between Web Site Public Relations Review* 29, 63,77 work was adapted to the study.

## The Practice of Native Advertising in Turkey: A Fine Line Between Persuasion and Deception

**Abstract:** This paper investigates the rising practice of native advertising in Turkey, particularly in the form of sponsored articles. Native advertising is generally defined as paid content which mimics the surrounding editorial content in terms of appearance, tone and function. With varying implementations in different publishers, native advertising is widely embraced by Turkish advertisers. Among digital advertising expenditures, native advertising has been classified as a separate format since 2015 in Turkey and enjoys a steady increase in ad spending as well as growing share in total expenditures. Sponsored news articles as a form of native advertising have become a common practice in the domain of digital news. For publishers and advertisers alike, this format seems to propose mutual benefits; generating ad revenue for publishers in exchange for perceived credibility and trust of publishers on the advertisers' side. Many digital-born news outlets as well as legacy publishers with an established digital presence actively partner with advertisers for native content creation. However, both advertisers and publishers walk between a fine line between persuasion and deception when covertness of native articles overshadows the engaging nature and performance of the advertising message; breaking the consumer trust and causing negative attitudes toward brand and/or publisher. This study examines native advertising in the Turkish digital media by evaluating existing practices in top visited news websites and addressing the pitfalls of possible consumer deception.

## Towards implementing an AI chatbot platform for museums

**Abstract:** Recently, understanding their unique role in storytelling and at the same time aiming to attract more visitors, several museums have integrated modern ICT technologies. Doing so, their visitors are now able to walk around exhibits using technologies such as digital guides, smart mobile apps, virtual and augmented reality devices/glasses, smart tags, and more. The problem with these technologies however is that, after the first impression and use, they tend to be of no real interest to visitors, since they either distract them from the exhibits or their application lack of significant interaction. In addition, these technologies cannot be continuously and promptly updated, thus they become dysfunctional and disturbing over time. Museum visitors do not need to be impressed by a technological application, but rather need to learn about the stories of the exhibits in a creative, human-centered and interactive manner. To achieve such a goal, this paper presents an ongoing work towards implementing a new interactive technological trend for museums, i.e. a Museum chatbot platform, namely MuBot. MuBot aims to change the current status in museums' technological advances by introducing a new way of attracting visitors to their exhibitions by making new technologies friendly and useful, turning museums into an interactive learning and social economic development environment. To do this, MuBot bridges the following gaps: a) the lack of communication and continuous human-centered interaction of modern museums with their visitors, b) the limited visibility of museum content to the public through high technological applications, and c) the lack of exploiting the content of museums as a key of economic development for both the local community and the local community. The MuBot platform will give museums the opportunity to create a simple, interactive and human-friendly browser for their visitors, an intelligent chatbot that uses some of the most advanced Artificial Intelligence (AI) technologies of today i.e. Machine Learning (ML), Natural Language Processing (NLP) and Knowledge Representation (KR). The visitors will be able to use a chatbot application that will be created through the MuBot platform, to chat with a 'smart' exhibit when they are in front of it. They will be able to ask

questions through text or microphone (in natural language) and receive audible or written answers. The more the visitors ask, the more MuBot learns and stores new knowledge. Visitors will talk in real-time with the exhibits, and on the other hand, exhibits (through chatbot and the use of AI technology) will be able to give the right answers to visitors. MuBot platform is currently in the design phase. A demo chatbot using open source and free software is already online for experimentation purposes at <http://tiny.cc/d56a6y>.

## The formation of networked publics: Solidarity practices for refugees/migrants in Turkey and Greece

**Abstract:** Turkey and Greece have been at the focal point of the migration/refugee crisis that has hit Europe in the last decade. The contribution of existing and emerging activist groups and solidarity networks to the refugee/migrant crisis has put the use of online tools and social media at the heart of debates regarding further mobilization and formation of the action frames. Different approaches point out, more or less, the determining role of the social technologies in the formation and organization of activist processes and practices on the basis of 'networked sharing activities.

The present study critically reflects on the development of networking and sharing patterns across the formation of solidarity groups for the refugees and immigrants and the organization of relevant actions in Turkey and Greece. In theoretical level, the study draws on the theoretical framework of 'connective' action developed by Lance Bennett and Alexandra Segerberg (2012) and evaluates the shortcomings and challenges of communicating messages/events and organizing solidarity actions through local, national and transnational networks.

In empirical level, it probes into eight migrant solidarity groups in Turkey and Greece (four in each case) which have significant online presence in order to explore the ways in which they use social media for mobilizing and organizing actions. The data includes in-depth interviews conducted in Athens, Thessaloniki, Istanbul and Izmir, as well as participant observation of the No Border Camp 2016 in Thessaloniki. Solidarities may be fragmented between societies across Europe while skepticism towards new media and social technologies is enduring. However, the economic and political crisis seems to facilitate the constitution of new solidarities as activist groups increasingly appear to be more open to utilize digital media tools to reach out other networks.

## Islamophobia in Hollywood Cinema in the Axis of East-West Dichotomy: A Qualitative Research

**Abstract:** In each phase of history, the moments of prejudice, hatred, racism and otherization towards the different ones have been witnessed. The anti-semitism, which had risen with the Second World War, has been replaced by Soviet hostility with the spread of Communism and by Muslim hostility as a result of the 9/11 events. Actors with effective mechanisms on a global scale, particularly the western managers, have emerged as the ones who created the new perception of the “enemy” spreading to the international arena, who frozen it in the collective memory and who made it widespread. One of the most important channels in which the perception of the enemy is created is undoubtedly the cinema films. The Islamophobic elements are widespread in the West because of this perception in Hollywood-produced films. Islamophobia, created through films, makes a significant contribution to the expansion of political maneuvering capabilities of the Western states in the international arena, gaining political positions and giving them global legitimacy. From this point of view, it is aimed to reveal the extent of Islamophobic elements in recent Hollywood films and how these elements are structured in those films. In this study, content analysis technique, which is one of the qualitative research methods, was used to reveal the current situation. According to the results obtained from the analysis of the research data, both in visual and literary terms, and also in the sub-text, there are many Islamophobic elements in the last period of Hollywood productions which are evaluated here.

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## *Authors Index*

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Farzana <b>Abasova</b>	71
Panagiotis <b>Agourogianis</b>	4
Aysun <b>Akan</b>	5
Zeynep <b>Aksoy</b>	6
John <b>Aliprantis</b>	50
Giannis <b>Anagnostou</b>	7
Despina <b>Andriopoulou</b>	15
Exakousti-Petroula <b>Angelakou</b>	9
Nikos <b>Antonopoulos</b>	43
Hicabi <b>Arslan</b>	11
Mustafa <b>Aslan</b>	11, 22
Gulseren Sendur <b>Atabek</b>	13
Umit <b>Atabek</b>	13
Marios <b>Batsaris</b>	4
Seher <b>Bayar</b>	41
Hale <b>Bozkurt</b>	14
İçten Duygu <b>Çallı</b>	64
George <b>Caridakis</b>	50
Despina <b>Catapoti</b>	15
Afroditi <b>Chatziefstratiou</b>	7
Stamatis <b>Chatzistamatis</b>	17
Dilan <b>Ciftci</b>	18, 19
Heran <b>Ciftci</b>	19
Elif Posos <b>Devrani</b>	20
Ali Emre <b>Dingil</b>	22
Burak <b>Dogu</b>	23, 59
Michaela <b>Doukari</b>	17, 57
Simge <b>Emekçi</b>	25



Ufuk <b>Eris</b>	27
Funda <b>Erzurum</b>	28
Halim <b>Esen</b>	29
Alper <b>Gedik</b>	30
Gokce <b>Goksel</b>	31
Stefania <b>Graikousi</b>	33
George <b>Iliadis</b>	43
Sercin Sun <b>Ipekesen</b>	54
Nevzat Bilge <b>İspir</b>	25, 34
Christos <b>Kakalekos</b>	49
Sefer <b>Kalaman</b>	77
Paul <b>Kalfadellis</b>	35
Christos <b>Kalloniatis</b>	40
Emel <b>Karagoz</b>	36
Kerim <b>Karagoz</b>	36
Gokcen <b>Karanfil</b>	38
Michael <b>Katsouris</b>	39
Dimitris <b>Kavroudakis</b>	4, 40
Mete <b>Kazaz</b>	41
Elisavet <b>Kelidou</b>	42
Eugenia <b>Kiourexidou</b>	43
Matina <b>Kiourexidou</b>	43
Bilal <b>Kir</b>	44
Angeliki <b>Kitsiou</b>	49
Suncem <b>Kocer</b>	45
Konstantinos <b>Kotis</b>	74
Rigas <b>Kotsakis</b>	43
Begum <b>Kozer</b>	23
Ayse Binay <b>Kurultay</b>	47
Ömer <b>Kutlu</b>	48

Dionisios <b>Lampropoulos</b>	49
Aikaterini-Georgia <b>Mavroeidi</b>	49
Konstantinos <b>Michalakis</b>	50
Efthymia <b>Moraitou</b>	50
Merve Çerçi <b>Mustafazade</b>	69
Konstantinos <b>Natsis</b>	43
Polina <b>Nikolaou</b>	15
Salih <b>Ocakođlu</b>	51
Semra GeÇkİn <b>Onat</b>	52
Ece Nur <b>Özay Söğütlüler</b>	53
Mehmet <b>Özbek</b>	64
Gulten <b>Ozgun</b>	54
Şebnem <b>Özkan</b>	53
Tezcan <b>ÖzkanKutlu</b>	55
Alaaddin F. <b>Paksoy</b>	56
Apostolos <b>Papakonstantinou</b>	17, 57
Gerasimos <b>Pavlogeorgatos</b>	39
Theodora <b>Peristeri</b>	7
Spyros <b>Polykalas</b>	43
Elisavet <b>Psoni</b>	49
Serkan <b>Savk</b>	59
Peter <b>Schneckenleitner</b>	60
Mustafa Özgür <b>Seçim</b>	62
Mine <b>Sen</b>	34
Maria <b>Sideri</b>	33
Konstantina <b>Siountri</b>	42
Ioannis <b>Skopeteas</b>	63
Türker <b>Söğütlüler</b>	64
Filiz <b>Soyer</b>	19
Dimitris <b>Spiliotopoulos</b>	74

İdil Karademirlidağ <b>Suher</b>	65
Timoleon <b>Theofanellis</b>	7
Aysel <b>Tapan</b>	66
Bülent <b>Tellan</b>	67
Filiz <b>Tiryakiođlu</b>	68
Konstantinos <b>Topouzelis</b>	17,57
Nurhan <b>Tosun</b>	69
Christoforos <b>Tsagaridis</b>	49
George <b>Tsekouras</b>	74
Hande <b>Tuncer</b>	65
Mehmet Umut <b>Tuncer</b>	70
Selin <b>Türkel</b>	71
Alexis <b>Tzortzakakis</b>	74
Sevilay <b>Ulaş</b>	72
Pinar Umul <b>Unsal</b>	73
Nasif Ali <b>ÜnÜgÜr</b>	44
Ebru <b>Uzunođlu</b>	71
Savvas <b>Varitimiadis</b>	74
Pantelis <b>Vatikiotis</b>	76
Beril Akıncı <b>Vural</b>	72
Eylem <b>Yanardagoglu</b>	76
Alper Hakan <b>Yavaşçalı</b>	68
Arzu <b>Yavuz</b>	77
Serhat <b>Yetimova</b>	11
Ezgi <b>Yılmaz</b>	29