

İLETKEN

Yaşar University Faculty of Communication
Newsletter



Catching Up

A Message from the Editorial Crew

Having a continuous internal faculty newsletter is a great way to reach faculty members and students; during these days and conditions.

As an editorial crew of İletken, we wanted to share what is going on everywhere. While letting you know about educational developments, we also tried to inform you about the news from the world and trends around the world. This issue is dedicated to the hottest trends, the online world, and the art of communication in today's virtual environment.

We are aware that catching up with everything is harder than ever these days. This issue inspired by this feeling and it is everything that you need to catch up with developments from everywhere.

Stay with healthy communication!



Atakan İlkin
Tansel



Mısra
Mumyakmaz



Yağmur
Gündar

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TREND TOPICS

#1 Dominos made its first delivery attempt with a driverless vehicle in the USA. Dominos Pizza stunned people who ordered in the US with robot delivery. The delivery of pizza via a robot named R2 in Houston must have scared the couriers!



#2 YouTube's content platform YouTube Kids for children was opened in Turkey. With April 23 as Children's Day, Kids YouTube, also active in Turkey.

#2

#3 As you know, Amazon is shooting the series of the Lord of the Rings series, one of the most-watched movies in the cinema world. Amazon has announced that it will spend exactly \$ 465 million for The Lord of the Rings series!



#4 The owner of Turkey's largest 3rd local cryptocurrency exchanges fled abroad. Faruk Fatih Özer, the owner of the crypto money firm called Thodex, went abroad secretly. Thodex application and website have not been working for about 1 week and its users are in a state of aggression. On top of this, users were shocked by the news of the brand's CEO escape while waiting for a solution!

#4

#5 The donation feature comes to social media platforms, just like Twitch and similar publisher platforms. Soon, we will see the donate button on the Twitter platform. By clicking the donation button, users will be able to donate to Twitter users they follow with many payment tools. The Twitter donation feature has begun to be tested in the United States.



#6 E-commerce continues to grow in Turkey. The growing trade volume figures in Turkey were shared by former Trade Minister Ruhsar Pekcan. E-commerce volume in Turkey increased by 66 percent in 2020 and was valued at 226.2 billion TL.



FACULTY NEWS CORNER

Star Guest Raining on PRAD 3104



For the PRAD 3104, Special Topics on Public Relations, Assoc. Prof. (Ph.D.) Ferah Onat invited significant names from the sector. To prepare students for real-life and profession, names like Fügen Toksü, Mahmut Genç, Selim Kadıbeşgil, and Nazlı Kayı attended lectures and met with students. While they are sharing tips for the profession they also answer questions of students and made presentations about their specializations. While Fügen Toksü talked about leader communication, Mahmut Genç mentioned sustainability, Selim Kadıbeşgil shared his experiences about reputation management and Nazlı Kayı told key points about city branding. Students had a chance to observe several aspects of communication and public relations activities.

YÜKAM Established

Yaşar University has established Yaşar University Women and Family Studies Application and Research Center in order to carry out scientific activities and awareness studies on gender inequality. Prof. Dr. Huriye Toker will coordinate the studies as a director of the research center.

New Media Webinars Continues

The New Media and Communication department continues its digital webinar meetings. In the third webinar of the series, students had the chance to talk about their digital experiences outside of school under the topic of "Digital Notes from Digital Channels".

PRAD Senior Students Producing Public Relations Campaign for Mavibahçe

PR Talks Attracted Great Attention from Students

Yaşar University Public Relations and Advertising Department started a new formation called "PR Talks" with the theme of communication conversations. In the first PR Talks event, Under the moderation of Assoc. Dr. Özlem Aşman Alikılıç, the guests; fashion designer Tuvala Büyükcınar, Estee Lauder Marketing Manager Cansu Coşkunseda, professional kitchen instructor and food stylist Dilek Yetkiner, Zoom Event Agency owner and influencer Melisa Beleli have discussed brands during the pandemic era and digital communication applications. The online event took great attention from communication students.

The Public Relations & Advertising department agreed with Mavibahçe Shopping Mall for a senior year public relations campaign. For the campaign, students will work on public relations activities of a dance festival of the mall. The mall stated that they will implement the project that they like most. Due to pandemic conditions, students run their project meetings online.

Virtual AW! Experience



Traditional AW!, Advertising Workshop of the Public Relations & Advertising department took place online this year.

With the mass participation of students, the event lasts from 5th May to 7th May. Under the contributions of Jimmy Key, while students preparing advertising projects they also had a chance to attend special causeries of Sefa Karahan, agency president of 1,618, and Fethi İzan, advertising photographer.

FREE SPACE

Everything You Need to Know About Carbon Footprint

Carbon Footprint is the measure of the damage caused by human activities to the environment in terms of the amount of greenhouse gas produced, measured in unit carbon dioxide.

Carbon footprint consists of two main parts: direct & primary footprint and indirect & secondary footprint.

The primary footprint is a measure of direct CO₂ emissions from burning fossil fuels, including domestic energy consumption and transportation for example; cars and aircraft.

The secondary footprint is a measure of indirect CO₂ emissions from the entire life cycle of the products we use, related to the manufacture of these products and eventually their deterioration.

Tips for reducing your carbon footprint:

- Donate goods, time, or money to community initiatives.
- Reduce general waste.
- Go for more vegetarian products.
- Prefer local products & brands.

Exercise During Pandemic Era



With the latest prohibitions, fitness centers are closed again to reduce the spread of coronavirus. Most of the implementations are necessary, but I have a critical perspective about this one. I believe that these times are the times that we need to exercise the most to have a strong immune system and psychological health. Studies show that people who exercise 1 hour a day reach the same serotonin level as the people who use antidepressants. In my opinion, especially us, the young population needs to move as much as we can and be active even inside our houses.

We are tended to sit or lay down all day because of our online courses and the closing of the gym centers but it's in our hands to create opportunities to stand up and exercise. For example; I recommend that all of you do the vacuum cleaning because you can boost your metabolism by burning approximately 140 calories in 30 minutes and moving around will put you in a better mood if you listen to the right songs too.

APRIL RECOMMENDATIONS

Movie: The Intouchables

It is a movie that will warm you up and make you laugh more, even if it is emotional at times. The Intouchables is a great movie co-directed by Olivier Nakaxhe and Eric Toledano and starring famous actors Francois Cluzet and Omar Sy. The movie is about a rich man who is paralyzed after paragliding he did years ago and needs a helper. The film is about the life energy and joy of life of the paralyzed man in a period when his life energy decreases. This film, which makes you feel both drama and comedy, won many awards in the year it was released. If you like being happy and feeling both while watching movies, this movie is for you!



TV Serie: The Serpent



A great detective drama series set between 1975-2000. The life and crimes of serial killer Charles Sobhraj, who had a great impact by killing young tourists in those years, are shown in this mini-series in the most impressive way in this series, which is made in partnership with the BBC and Netflix. With its 8 striking episodes, it sometimes stretches, sometimes irritates, and sometimes it can accelerate your heartbeat due to excitement. The other actors are pretty good as well, while they do well with the lead role. In addition, the famous Turkish actress İlker Kaleli is also included in the series. Kaleli also plays a Turkish character in the series. This series, which is a co-production of Netflix and BBC, is actually a mini-series, although it consists of a single season, it creates a very filling feeling. Enjoy watching!

Game: Ghost of Tsushima

Ghost of Tsushima game is one of the games that best reflects the samurai culture. If you like sword and arrow themes and are interested in the samurai theme, you should definitely play this game. The game Ghost of Tsushima promises great action dynamics, impressive if not spectacular graphics, a beautiful scenario, and smooth gameplay. You can play Ghost of Tsushima with Japanese voiceovers and Turkish subtitles in Japanese theme, or English dubbing with Turkish subtitles. In addition, there is a special game option in the game, which pays homage to the famous director Akira Kurosawa. Ghost of Tsushima is a really fun and fluid game. Let's not tell those who want to play Ghost of Tsushima that this game can only be played on Playstation 4 and Playstation 5. However, we would like to remind you that it will be playable on PC in the near future!

