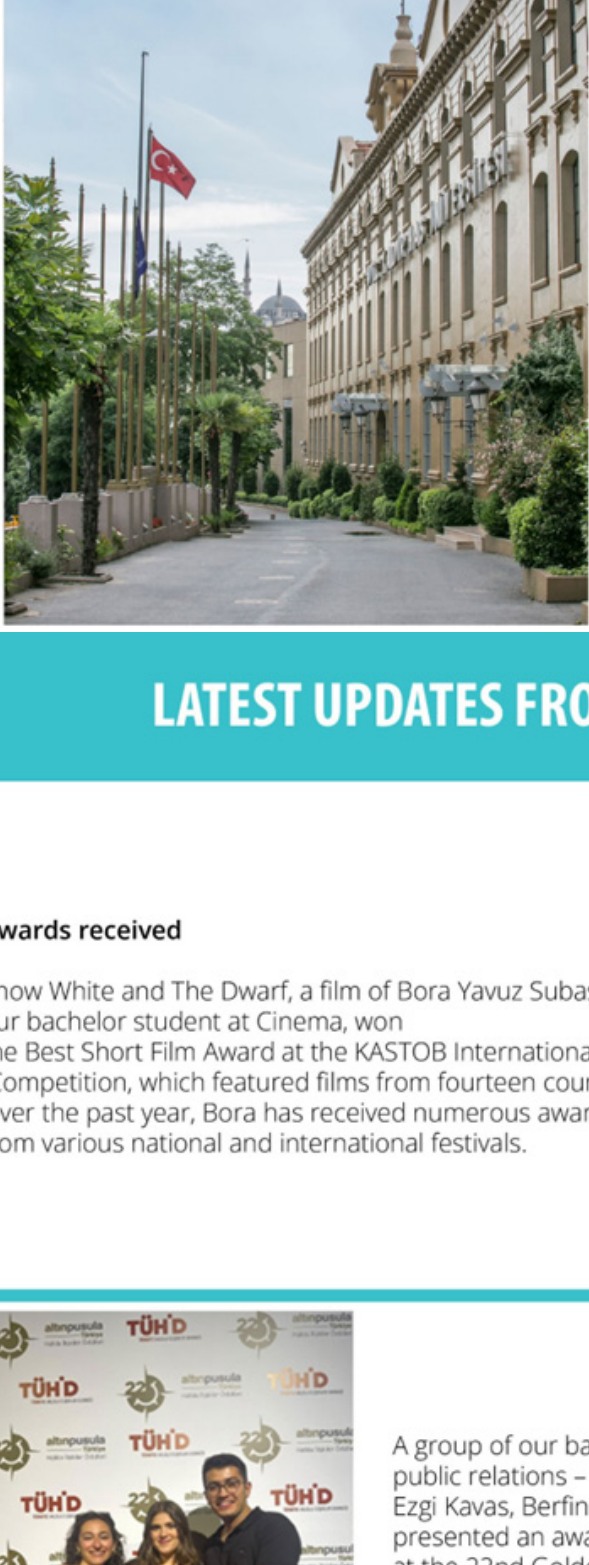


ABOUT US



Founded in 2003, KHAS School of Communication is located in the heart of the old city of İstanbul, Türkiye. It accommodates five programs: Advertising, New Media, Public Relations, Radio-TV-Cinema, and Visual Communication Design. The school is the home to the academic staff, with a considerable diversity of academic backgrounds varying from sociology and politics to public relations and marketing, representing the graduates of internationally well-known institutions in Türkiye and abroad. With a proportion of 15% of international students, the school welcomes prominent culturally diverse international students representing more than 30 countries. With the application of project-based teaching methods, in addition to theoretical courses, the school offers practical ones supported by the faculty and part-time professional instructors to make its students distinctive in their careers in the future. The school also offers Master's and Ph.D. degrees in communication studies.

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LATEST UPDATES FROM OUR STUDENTS

Awards received

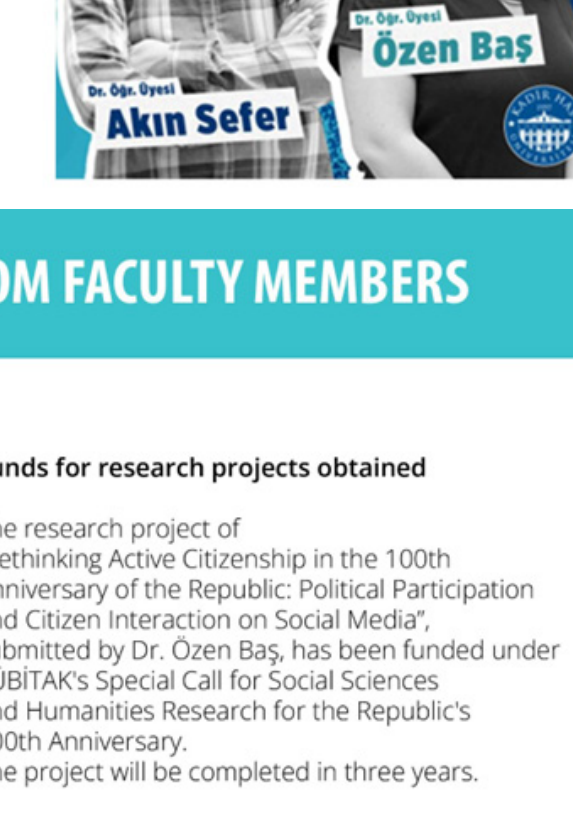
Snow White and The Dwarf, a film of Bora Yavuz Subaşı, our bachelor student at Cinema, won the Best Short Film Award at the KASTOB International Short Film Competition, which featured films from fourteen countries. Over the past year, Bora has received numerous awards from various national and international festivals.



A group of our bachelor students studying public relations – namely Ömer Faruk Dişçeken, Ezgi Kavas, Berfin Çakınlar, and Burçak Özkan – were presented an award in the Young Communicators Category at the 22nd Golden Compass Awards, organized by the Turkish Public Relations Association. Their proposed project relates to "Learn for Life, Strengthen for Earthquakes!" under the theme "Integrated Disaster Management for the Expected İstanbul Earthquake."

LATEST UPDATES FROM OUR STUDENTS

Betül Sena Dik and Ömer Faruk Dişçeken, our bachelor students studying public relations, secured the second place in the 13th Ülker biz@kampus Competition, out of 1,002 applications in Türkiye. With their project "Çiziban", the group received the cash prize of 55,000 TL and an internship opportunity at Ülker.



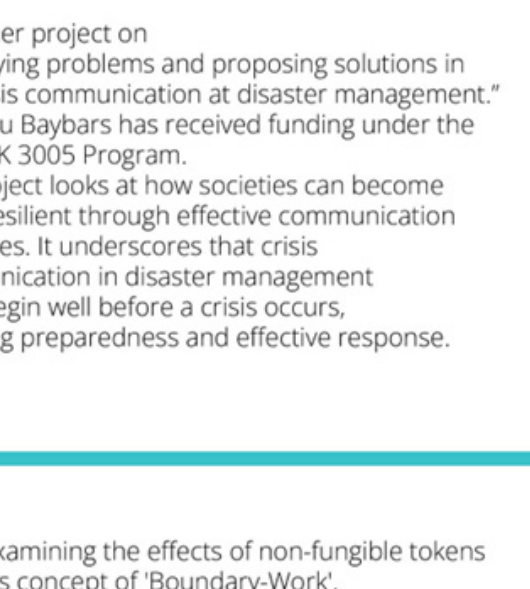
A group of our bachelor students at Advertising, Tolga Demirci, Serra Hacer Yonca, Erdim Çağatay Tolan, Süde Dalgiç, and Tolgaen Khasenov, undertook an exciting and labor-intensive process during the 2023/2024 graduation period. For their graduation project, they chose the brand Yumoş. The team experienced a fast-paced and productive process from start to finish. They designed a communication campaign with the slogan "Yumoş Yumoşadır," explaining that Yumoş has the power to transform daily stressors into softness and positivity.

At the end of the year, they presented their campaign to Unilever's professional team and received critical praise.

LATEST UPDATES FROM FACULTY MEMBERS

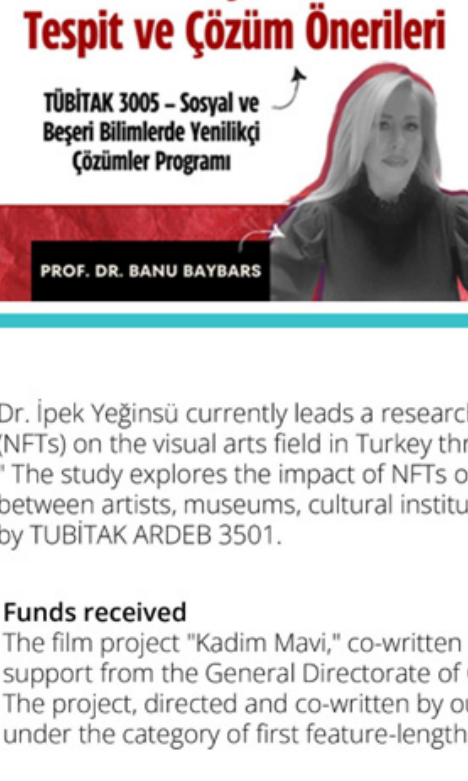
Awards received

Dr. Özen Baş has been awarded the Outstanding Young Scientist Award (BAGEP 2024) by the Science Academy (Bilim Akademisi, Türkiye). The BAGEP award program, since 2013, supports young academics' research solely through private donations, aiming to reward and encourage promising researchers under 40 years old with prestigious grants.



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LATEST UPDATES FROM FACULTY MEMBERS



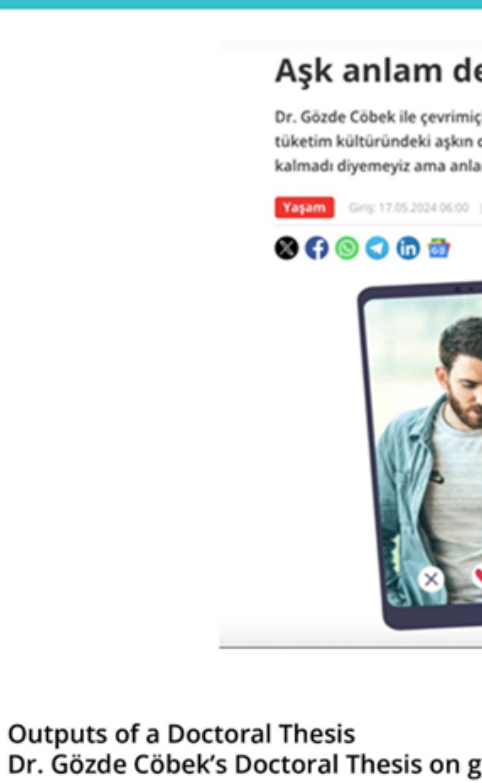
Funds for research projects obtained

The research project of "Rethinking Active Citizenship in the 100th Anniversary of the Republic: Political Participation and Citizen Interaction on Social Media", submitted by Dr. Özen Baş, has been funded under TÜBİTAK's Special Call for Social Sciences and Humanities Research for the Republic's 100th Anniversary. The project will be completed in three years.

The project on "Who watches, what, and how on digital platforms in Turkey?", submitted by Dr. İrem İnceoğlu, has been funded under the TÜBİTAK 3005 Program. The project explores how today's audience is evolving in their usage habits, experiences, and reception modes amid the widespread adoption and increasing influence of digital platforms in Turkey.



LATEST UPDATES FROM FACULTY MEMBERS



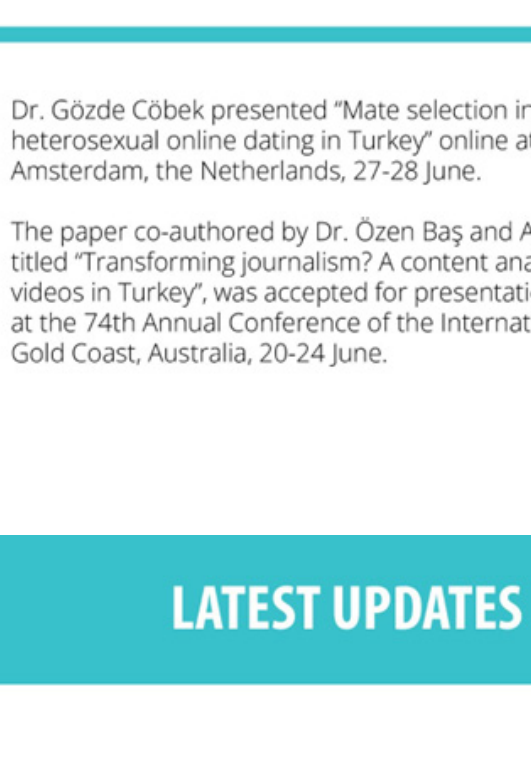
With her project on "Identifying problems and proposing solutions in pre-crisis communication at disaster management," Dr. Banu Baybars has received funding under the TÜBİTAK 3005 Program. The project looks at how societies can become more resilient through effective communication strategies. It underscores that crisis communication in disaster management must begin well before a crisis occurs, ensuring preparedness and effective response.

Dr. İpek Yeğinsü currently leads a research project titled "Examining the effects of non-fungible tokens (NFTs) on the visual arts field in Turkey through T. F. Gieryn's concept of 'Boundary-Work'." The study explores the impact of NFTs on the visual arts in Turkey, focusing on the interaction between artists, museums, cultural institutions, galleries, and NFT platforms. Project is supported by TÜBİTAK ARDEB 3501.

Funds received

The film project "Kadim Mavi," co-written by Doruk Kumkumoğlu, has received 4.5 million TL in support from the General Directorate of Cinema, Ministry of Culture and Tourism, as of 12 June 2024. The project, directed and co-written by our industry partner Emir Ziyalar, has been granted funding under the category of first feature-length fiction film production of a director.

LATEST UPDATES FROM FACULTY MEMBERS



Awards received
The film project "Saadet," produced by Elif Akçalı and directed by Ayca Çiftçi, won the Production Award at Meetings on the Bridge, organized annually by the İstanbul Foundation for Culture and Arts (İKSÜ) as part of the İstanbul Film Festival.

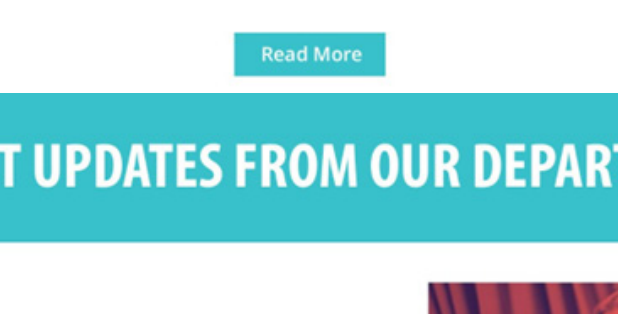
Outputs of a research project

The research project led by Dr. Aylin Sunam Audry, examining the partner selection through location-based mobile apps among Turkish youth and supported by TÜBİTAK ARDEB 3501, presented its findings as "A New Technique to Explore Mobile Application Affordances: Critical Application Analysis Technique (CAAT)". This paper has been accepted for presentation at the 3rd Communication Science & Media Studies Congress, Kocaeli, Türkiye, 18-19 April 2024.

LATEST UPDATES FROM FACULTY MEMBERS

Aşk anlam değiştiriyor

Dr. Güzde Çöbek ile çevrimiçi aşk uygulamalarındaki toplumsal cinsiyet eğitilğini ve tüketim kültüründeki aşk anlam dönüşümünü konuştuk. Çöbek: "İlişkiler metalaşarak aşk kavramı dijitallerle aşk anlam değiştiriyor dijitaller" dedi.



Outputs of a Doctoral Thesis

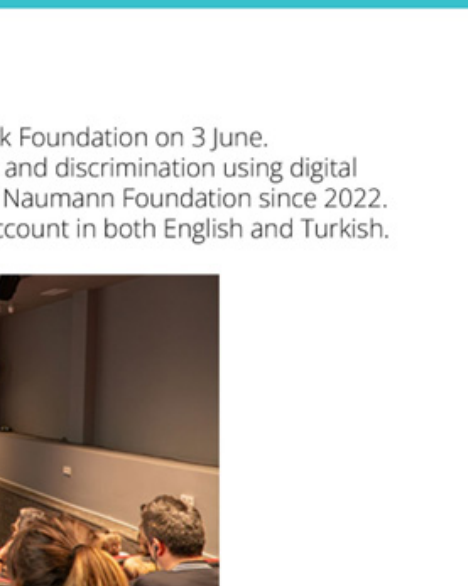
Dr. Güzde Çöbek's Doctoral Thesis on gender equality in online dating apps and the transformation of love in consumer culture has been featured in a national newspaper. Her study, "When Harry Met Sally (Online)...", explores the shift to online love and dating apps' role in women's emancipation.

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LATEST UPDATES FROM FACULTY MEMBERS

Conferences attended

Dr. Balca Arda presented the study she co-authored with Yunus Emre Öztas, "Question of knowledge in creative AI-assisted production," at the MECCSA Creative Practice & Intelligent Technologies Conference. The study explores AI's impact on creative processes, examining its role in reshaping artistic production and collaboration. The conference was held at Ravensbourne University London, UK, 27 June.



LATEST UPDATES FROM FACULTY MEMBERS

Invited speech

Dr. Özen Baş delivered a speech at the Hrant Dink Foundation on 3 June. The talk was part of the project "Combating hate speech and discrimination using digital technologies", funded by the European Union and Friedrich Naumann Foundation since 2022. The panel was livestreamed on the foundation's YouTube account in both English and Turkish.



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LATEST UPDATES FROM OUR DEPARTMENTS

Podcasts recorded

Additionally, two further installments of the podcast series were recorded and subsequently broadcast. Podcast episodes explore topics pertaining to the advertisement industry and feature insightful interviews with the industry. Students engaged in discussions with industry professionals and peers, exploring topics related to the advertising industry and innovative advertising campaigns.



As part of our COMM104 Media and Communication course, the Department of New Media partnered with our industry mentor Hazal Sipahi from

T24 newspaper to host a podcast production workshop on 30 May.

Students gained hands-on experience in podcast creation, covering content development, editing, distribution, and produced podcasts as their final projects.

LATEST UPDATES FROM OUR DEPARTMENTS

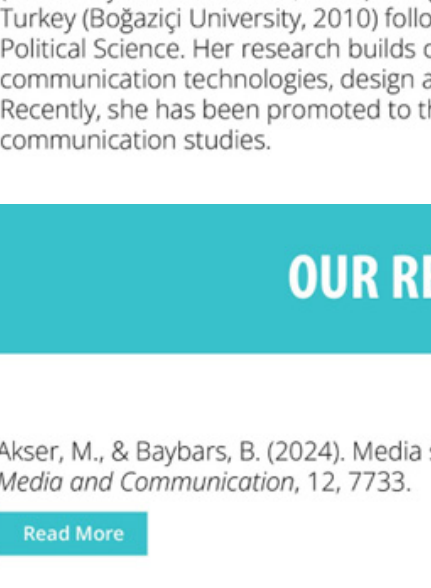
Workshops organised

As part of its internal activities, the Department of New Media hosted a specialized workshop led by Begum Kaya, Global Customer Retention Manager at Pizza Hut under Yum! Brands on 23 May. Her session titled "Customer loyalty and retention strategies" delved into key areas including current customer preference and experience trends, the significance of loyalty and retention for brands, effective strategies in these areas, and the impact of social media and marketing technologies on customer acquisition.



The Department of New Media organized a workshop on the future of meta advertising and artificial intelligence trends on 7 May, featuring Serkan Tavşanoğlu, Meta's Head of Agencies and Ecosystem Partnerships. The session explored upcoming trends in advertising and the role of AI in the industry, providing valuable insights into future developments and strategic implications.

LATEST UPDATES FROM OUR DEPARTMENTS



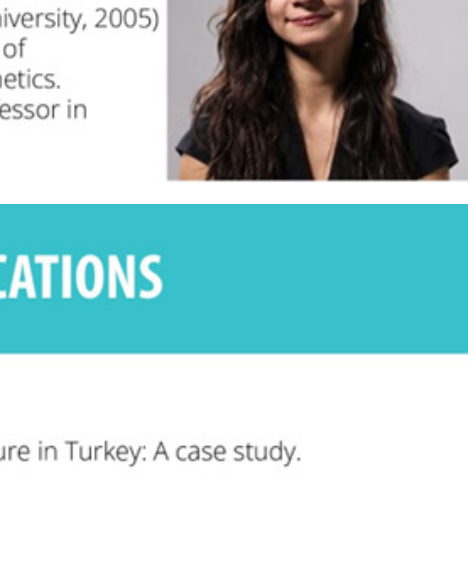
OCULUS III: Patterns of Self Opening

The end-year exhibition of the Department of Visual Communication Design – OCULUS III: The Patterns of Self – ran from 30 May to 29 June 2024 at the Wall Art Gallery, İstanbul. Curated by Dr. İpek Yeğinsü and consulted by Dr. Balca Arda, the exhibition showcased students' works exploring various dimensions and self-narratives. The exhibition committee included Arda Soykan, Ceylan Özmen, Doruk Kumkumoğlu, Emre Sünter, Enes Olcay, Hatice Garip, Kemal Akay, and Özüm Ak. Poster design by Dila Gür and Hümeysra Kara.

LATEST UPDATES FROM OUR DEPARTMENTS

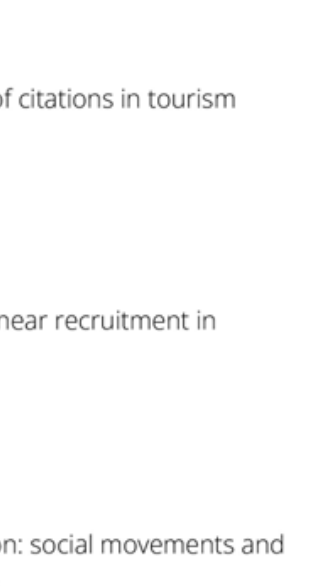
Calls open for our Master's and Ph.D. programs
The Department of Communication Studies is looking for new candidates who are delighted to advance their future careers by pursuing Masters and PhD degrees. The program is open to accept applications representing a diversified field of subjects including media, public relations, advertising, marketing, cinema, psychology, sociology, virtual design, among others. Located in the heart of İstanbul, KHAS is a research-based university, networking with many other internationally well-reputed institutions and scholars. Deadline for application is 1 August.

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LATEST UPDATES FROM FACULTY MEMBERS

Perrin ÖĞÜN EMRE (PhD, Marmara University, Turkey) is a member of the Advertising Department of the Faculty of Communication at Kadir Has University. She received her MA in International Politics from the Université Libre de Brussels. Her fields of interest are alternative media, digital activism, journalism, and gender studies. Recently, she has been promoted to the rank of Associate Professor in communication studies.



Ozen Bas (PhD, Indiana University, USA) is an assistant professor in the Department of New Media. She got her Master's degree from the University of Leeds, UK. Bas is interested in political communication and media psychology, specifically emerging media's cognitive and participatory effects on different sociodemographic groups. Recently, she has been promoted to the rank of Associate Professor in communication studies.



OUR RECENT PUBLICATIONS

Akser, M., & Baybars, B. (2024). Media systems and media capture in Turkey: A case study. *Media and Communication*, 12, 7733.

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Arda, B. (2024). Aesthetic approach for critical sociology of contemporary communication technology. *Critical Sociology*, 50(4-5), 643-656.

[Read More](#)

Arda, B. & Baş, Ö. (2024). Multimodal online dissident culture in Instagram: A critique of the Turkish economy. *International Journal of Cultural Studies*, 27(3), 323-348.

[Read More](#)

Chalermchaikit, V., Kozak, M. & Preudhikulpradab, S. (2024). Gender inclusion: The practices of organizational development and human resource management. *International Journal of Hospitality Management*, 120, 103773.

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Correia, A., Rodrigues, P.M.M., Kozak, M. & Raposo, P. (2024). Determinants of citations in tourism and hospitality studies. *Tourism*, 72(3), 393-409.

[Read More](#)

Seraphin, H., Smith, S., Wyatt, B., Kozak, M., Kennell, J., & Mandić, A. (2024). Linear recruitment in tourism academia: when academic jobs "go sideways". *International Journal of Organizational Analysis*.

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Türkoglu, D., & Akın, A.İ. (2024). Offside politics during the democratic erosion: social movements and May 2023 presidential election cycle in Turkey. *Social Movement Studies*, 1–8.

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