

# KHAS\_COMM NEWSLETTER

## JANUARY-MARCH 2024

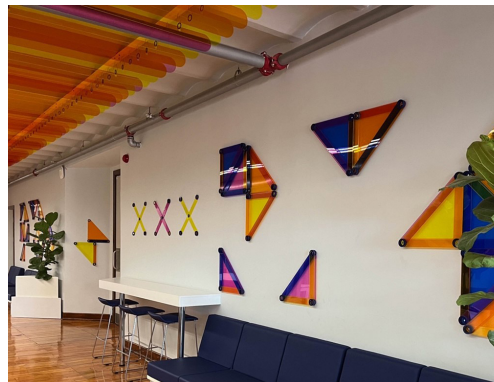
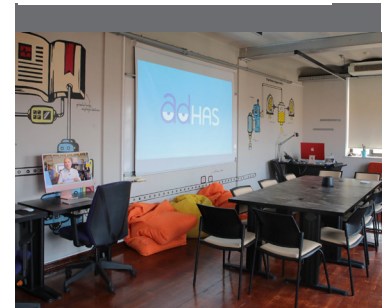
### ABOUT US



Founded in 2003, **KHAS School of Communication** is located in the heart of the old city of Istanbul, 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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# MediaLAB



**MediaLAB** is a free space for students to perform individual or group assignments or projects. With its varying particular locations, it is open for 7/24, also allowing the students to perform brainstorming to participate both in domestic and international competitions on advertising, public relations, film and cinema, media, and visual communication design.

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**PrLab** combines the academy and the industry with its projects and warm working environment. Regardless of their major, the Lab's doors are open to all students, allowing them to engage with professionals from the sector (Corporate Communication Directors, CEOs, Marketing Experts, etc.) and work on real-time projects. In addition to the corporate perspective, we also take steps towards political communication. In a "Has Mikrofon" project, we brought together ten political representatives from various parties, including party leaders and presidential candidates, to interact with our students. These interactions took place on our podcast channel, providing valuable insights into political communication.

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**RTC Studio** is equipped with technology-integrated equipment, offering students a professional environment for filming, complete with cameras, lighting, microphones, and various other recording devices. Practical courses in film shooting techniques, lighting, sound design, and green screen usage allow students to apply what they learn in theory. Additionally, our editing workshop is outfitted with the latest computers and specialized video and audio editing software. This setup enables students to produce a wide range of creative projects, including short films, music videos, podcasts, animations, and other multimedia content, aiding in discovering their talents and expressing their creativity.

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**AdHas** is a unit within the Department of Advertisement, operating the simulation agencies directly connected to the industry with leading names. With real briefs and actual customers, the students experience what it is like in a real advertisement agency. In these agencies, students collaborate, share ideas, and grow their network. AdHas also hosts the department's working area, the Advertisement Atelier where the students gather in a creative habitat, providing a learning environment. Through events such as Atelier Talks, the atelier hosts professionals who are invited according to the students' requests.

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**New Media Lab** is designed for the students to apply their theoretical knowledge through practical projects. They design social media campaigns, analyze and visualize large data sets, and create and manage digital content. They engage in cryptocurrency and blockchain projects and perform search engine optimization (SEO) and algorithm analyses to navigate the digital landscape effectively. Additionally, through its mobile application development workshops, the students transform innovative ideas into reality by developing digital applications and games.

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**Podcast Studio** is specialized, soundproofed and equipped with the latest technology, enabling students to create high-quality podcast recordings. The workshop also helps students experience different methods of communication and helps them produce broadcasts related to their interests. Special software available in the workshop assists students in every phase, from recording to editing and sharing their broadcasts. The studio allows students to prepare their podcast publications and reach a broad audience easily.

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**VCD Lab** is located in two rooms and equipped with a number of desktop computers to allow the students working individually or in group. The lab is open both for the theory and practice-based lectures and, in this respect, provides an unlimited learning environment to combine both techniques. The students perform varying forms of designs including the illustration, imagery, website, poster, software, interaction, under interface, font/typography, branding, publication, motion graphics, game, animation, digital graphic, videography, 3D, among others.

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## KHAS SHORT-FILM COMPETITION



**KISA  
FİLM  
YARIŞMASI**

**TEMA  
OYUN**

Birincilik Ödülü  
**30.000₺**  
İkincilik Ödülü  
**20.000₺**  
Üçüncülük Ödülü  
**15.000₺**

QR Code

Son Başvuru Tarihi:  
**3 Mayıs 2024**

Katılım Şartı:  
**Lisans ya da Lisansüstü öğrencisi olmak**

Detaylı bilgi için:  
[kisafilm.khas.edu.tr](http://kisafilm.khas.edu.tr)



**KHAS\_COMM** hosts a short-film competition to encourage creativity and originality, discover young talents and support short film production. With its theme on “Game”, we invite the potential participants to think creatively and explore the possibilities of cinema. Game points to different meanings that change and diversify depending on where we look at it. Game can be an escape while it is an experience in the virtual world for some, and for others daily life itself can turn into a playground. The competition is open to all university students. Its language is Turkish but other languages are also accepted, provided that the subtitles are in Turkish. Prizes will be provided to the first three films to be nominated by the jury. **Deadline for submission is 3 May 2024.**

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# LATEST UPDATES FROM OUR STUDENTS



*Snow White and the Dwarf* (2023), a short film directed by [Bora Yavuz Subaşı](#), a bachelor student of the Department of Radio, Television and Cinema, has been honoured with awards at numerous national and international festivals including Adana Golden Boll Film Festival, California International Short Film Festival. It has also been selected for official screening selections. The film won the second prize in the TRT (Turkish Radio & Television Corporation) Future Communicators Competition. It is the story of Leyla, who wants to be Snow White for the April 23rd Children's Day show. Even if her teacher does not choose her, she eventually becomes a princess. Bora uses experimental methods and animated sequences in his films. This year, it has become the 5th most awarded film in the experimental category in Türkiye.

# LATEST UPDATES

## FROM OUR STUDENTS

*Kavur* (2023), the feature-length documentary directed by **Firat Özeler**, has received great success. The film revolves around Ömer Kavur – the renowned Turkish film director. Having its world premiere at the 52nd International Film Festival Rotterdam, *Kavur* became the domestically produced film with the highest number of awards in 2023, winning seven awards out of 16 festivals participated. Additionally, according to the votes of the *Altyazı Cinema Magazine* writers, *Kavur* secured the fourth spot among the top Turkish films of 2023. Among the awards received include the 34th Ankara Film Festival (National Documentary Film Competition, Best Film Award, 2023), 2nd Kocaeli Short Film Festival (Long Documentary Film Competition, Best Film Award, 2023), 16th Documentarist Istanbul Documentary Days (Best Sound Design Award, 2023, with Yalın Özgencil, Taylan Geçit), 24th Safranbolu Golden Saffron Documentary Film Festival (International Long Documentary Film Competition, Best Film Award, 2023), and 21st Ischia Film Festival, Italy, Jury Special Award, 2023). Firat is a bachelor's student in the Department of Radio, Television, and Cinema.



# LATEST UPDATES

## FROM OUR STUDENTS



**Bahar Sarioğlu**, our graduate who completed her Master's Degree in Cinema and Television with a thesis supervised by Dr Esin Paça Cengiz, has been accepted to the Media Arts. Ph.D. Program at Royal Holloway, University of London, UK, with a full scholarship.

**İlyas Deniz Çınar**, our graduate who completed his Master's Degree in Communication Studies program with a thesis supervised by Dr Elif Akçalı, has been accepted to continue with her PhD at Yale University, USA.

**Sevin Yaman**, a graduate of our Master's program in Cinema and TV, directed a short experimental film – I You He/She We You They (2023). The film won awards at numerous national and international festivals. The awards received include Experimental Brazil, Brazil (Best Screenplay Award, 2023), 13th International Crime and Punishment Film Festival (The Golden Scales Short Fiction Film Competition's Special Jury Award, 2023), 10th Star Film Fest, Special Star Awards, Croatia (Best Editing Award, 2023), Olhar de Cinema, Curitiba Int'l Film Festival, Brazil (Best International Film Jury Award, 2023), 14th Balkan Beyond Borders Film Festival, Greece & Montenegro, Special Mention Award, 2023), and Halicarnassus Film Festival, Best Creative Short Film Award, 2023).

### TÜBİTAK ARDEB 1001 Programı Kapsamında KHAS'a 2 Yeni Proje Desteği



#### Influence of Music Videos on Destination Marketing

Dr. Metin Kozak, the Department of Advertising, recently received a research grant to run a project on the role of music videos in destination marketing. The project aims to reveal the users' interactions towards a destination by analyzing their comments on music videos regarding the songs of famous musicians worldwide. The project focuses on music videos filmed in tourism destinations and benefits from artificial intelligence-supported technologies that will investigate the interactions the video causes in users regarding the destination where it was filmed and how these interactions attract potential visitors and increase the image or awareness of the destination. It offers a perspective to academics and industry representatives who research the use of music videos of famous artists as a practical tool in destination marketing and, more generally, the use of music in destination marketing. Researchers and graduate and undergraduate students will support the team. The project is being funded by TÜBİTAK 1001 – the Scientific and Technological Research Projects Support Program, for 30 months.

## Prof. Dr. Banu Baybars'a TÜBİTAK 3005 Kapsamında Proje Desteği



### Pre-Crisis Communication of Disaster Management

Dr Banu Baybars, the Department of Public Relations and Information, recently received a research grant entitled "Identifying problems and providing solutions at the pre-crisis communication phase of the disaster management." This project aims to make societies more resilient through healthy communication approaches and identify the problems in current disaster mobile applications by conducting in-depth interviews with NGOs to be supported by a survey at a later stage. The project is expected to provide various practical suggestions in light of the data collected. It will not only contribute to the literature on disaster management but will also serve as a guide that potential stakeholders working on artificial intelligence and disaster technologies can use. Funded by TUBITAK 3005 – Innovative Solutions Research Projects Support Program in Social and Human Sciences, the project will last 24 months.

## LATEST UPDATES

# FROM OUR FACULTY MEMBERS

**Motivations to Use Dating Apps** – Dr Aylin Sunam Audry, the Department of New Media, recently completed her project entitled “The analysis of Turkish youth’s mate selection practices via location-based mobile dating applications” between September 2021 and February 2024. The project investigates the attitudes and practices of young people towards dating, flirting, and mate selection. Its first phase examines the technical functions, properties, and intrinsic cultural elements of location-based mobile dating applications. During this stage, a large-scale face-to-face survey was conducted with young people to portray the attitudes of Turkish young users towards marriage, family, romantic relationships, and sexuality and to examine young users’ usage and practices of location-based mobile dating applications. In the second phase, the team conducted semi-structured interviews to obtain in-depth information and implemented a longitudinal research method, and inspected Turkish young users’ attitudes and practices over four months using the digital diary method. Finally, the research team conducted netnography and screen-capturing methods to collect users’ data to examine their locative, visual, and textual self-presentation practices. The research project’s originality lies in its ability to address the macro and micro dynamics that affect young Turkish users’ practices using a theoretical framework that allows for a comprehensive and relational examination of these practices.

**TÜRKİYE'DE GENÇLER KONUM TABANLI TANIŞMA UYGULAMALARINI NASIL KULLANIYORLAR?**

**28 MART 2024**  
Kadir Has Üniversitesi D-Blok Sinema A  
13:30-15:30

**13:30 - 13:45**  
Açılış Konuşması:  
Türkiye'de KTTU Kullanımı  
**AYLIN SUNAM AUDRY**

**13:45 - 14:00**  
KTTU Kullanma  
Motivasyonları  
**ÖZEN BAŞ**

**14:00 - 14:15**  
Toplumsal Cinsiyet ve KTTU  
**AYLIN SUNAM AUDRY & İREM İNCEOĞLU**

**14:15 - 14:30**  
KTTU Olanakları  
**YİĞİT BAHADIR KAYA**

**14:30 - 14:45**  
KTTU ve Benlik Sunumu  
**GÖZDE CÖBEK**

**14:45 - 15:00**  
KTTU ve Mekansal  
Stratejiler  
**ASLI ÖZENÇ**

Proje hakkında bilgi almak için: [deppurkiye.wordpress.com](https://deppurkiye.wordpress.com)  
121K687 kodlu bu proje TÜBİTAK 3501 Kariyer Geliştirme Programı tarafından desteklenmektedir.

Kayıt için:



### Contemporary Art and Non-Fungible Token (NFT)

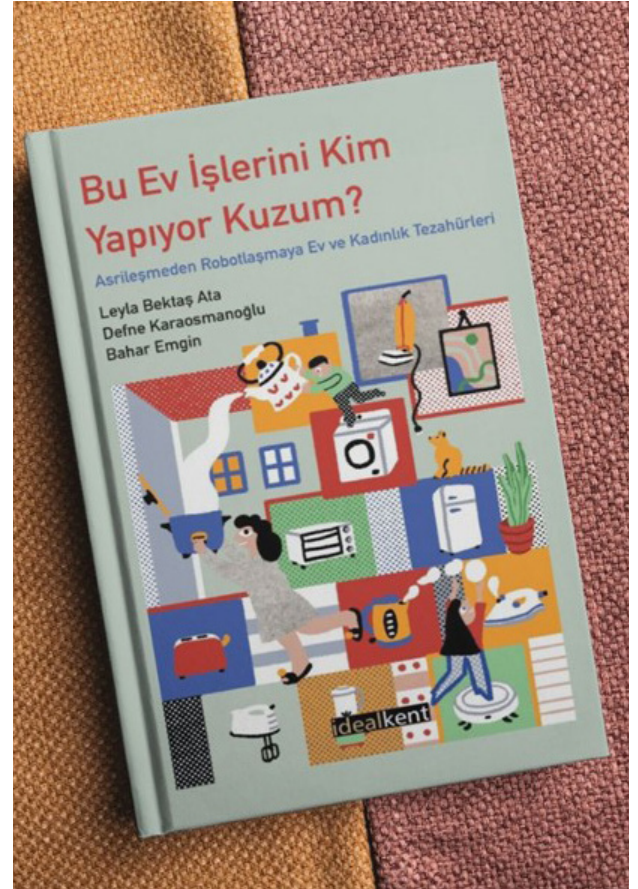
**Territories** – Dr. İpek Yeğinsü, affiliated with the Department of Visual Communication Design, acts as the coordinator of a national project entitled “Examining the impact of non-fungible tokens (NFTs) on Turkey’s visual art scene using T. F. Gieryn’s concept of “boundary-work.” The Project aims to define and interpret the relationship between the boundaries of Contemporary Art and Non-Fungible Token (NFT) territories and the art world’s established hierarchies and institutional mechanisms based on the “boundary-work” of the artists, museums, cultural institutions, galleries and NFT platforms operating at the intersection of these two territories; and sharing the findings with the actors of the territory in order to enhance its sustainability and global competitiveness. The project is being funded by TÜBİTAK 3501 – National Young Researchers Career Development Program.

## LATEST UPDATES

# FROM OUR FACULTY MEMBERS

### Who Handles with the Housework?

Dr Defne Karaosmanoğlu, the Department of Public Relations and Information, recently completed her Project entitled “Social History of Household Technologies in Turkey (1930-2020): Modernization in the Everyday Lives of Women” between February 2021 and January 2024. The project investigates the social history of domestic technologies, which have been part and parcel of the modernization process in the history of the Republic of Turkey. It examines how women experience and perceive modernization through domestic technologies, the transformations in their daily lives, changes in gender roles, and the dreams, desires and fears triggered by technological innovations. The project’s first phase consists of media archive work covering a 90-year history between 1930 and 2020. As a result of the media archive study, the team prepared a report consisting of visual and written texts on the history of discourses of domestic technologies in Turkey, which was later published as a book by IdealKent Publications. The second phase of the project is an oral history study. In-depth interviews were conducted with 100 female users residing in five major cities (Istanbul, Ankara, Izmir, Bursa and Adana), and ten autobiographical books describing the period 1930- 1950 were examined.



LATEST UPDATES

# FROM OUR FACULTY MEMBERS



As a part of the OI Talks at the Noise Media Art Fair in Istanbul in January 2024, Dr. İpek Yeğinsü, the Department of visual Communication Design, moderated the talk on the "Digital Transformation in Museums and Beyond" featuring Ümit Mesci, Curator at Istanbul Modern, and Deniz Ova, Director of Salt.

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## LATEST UPDATES

# FROM OUR FACULTY MEMBERS

Dr. Emre Sünter, affiliated with the Department of Visual Communication Design, gave a presentation on the “STS and Artistic Research” at the 6th STS Turkey Winter School on Science, Technology, and Society, held on 24-26 January 2024, Istanbul Bilgi University, Türkiye. The STS Turkey Winter School provides an introduction to the basic theoretical frameworks, essential concepts, and relevant debates in the field of STS. On the event’s last day, Sünter also provided feedback about their work to PhD students in this field.

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Dr Emre Sünter has published the translation of Gilles Deleuze and Félix Guattari’s renowned book ‘A Thousand Plateaus (Capitalism and Schizophrenia 2), originally published in 1980.

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# OUR RECENT PUBLICATIONS



Josiassen, A., Hede, A.-M., Kozak, M., Kock, F., & Assaf, A. (2024). Place solidarity: A case of the Türkiye earthquakes. *Annals of Tourism Research Empirical Insights*, 5(1), 100125.

[Read More](#)

Khalilzadeh, J., Kozak, M., & Del Giappa, G. (2024). Tourism motivation: A complex adaptive system. *Journal of Destination Marketing & Management*, 31, 100861,

[Read More](#)

Mair, J., Aktaş, G., & Kozak, M. (Eds.) (2024). *International Case Studies in Event Management*. Oxon: Routledge.

[Read More](#)

Özçetin, B. & Öğün-Emre, P. (2024). International migration and the NGOs working in the field of migration in Turkey. *International Migration*, 62(1), 269-284.

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Fakültesi

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