

## Conference Program

### 2<sup>nd</sup> INTERNATIONAL CONFERENCE ON "CULTURAL INFORMATICS, COMMUNICATION and MEDIA STUDIES"

13-15 June 2019, MYTILENE, LESVOS  
UNIVERSITY OF THE AEGEAN-ADNAN MENDERES UNIVERSITY

#### Thursday 13 June 2019, (University Hill, Geography building)

**09:00-09:30** REGISTRATION

**09:30-10:00** OPENING

- Vice-Rector of the University of the Aegean, Prof. Dimitris Papageorgiou
- Dean of the Adnan Menderes University Faculty of Communication, Dr. Halim Esen

**10:00-10:40** INVITED SPEAKER, *Prof. Ebru Uzunoğlu* (Chair: Christos Kalloniatis)

**10:40-11:00** COFFEE BREAK

<b>SESSION 1: AMPHITHEATRE</b>		
<b>11:00-12:30</b>		
Chair: Evangelia Kavakli		
Burak Dogu Begum Kozer	Building information networks for environmental activism: An analysis of environmental movement organizations' Twitter use in Turkey	11:00-11:15
Eylem Yanardagoglu Pantelis Vatikiotis.	The formation of networked publics: Solidarity practices for refugees/migrants in Turkey and Greece	11:15-11:30
Peter Schneckleitner	Trust and credibility in health communication using the example of hospitals in Austria. A recipient-oriented analysis in the analogue and digital field	11:30-11:45
Stefania Graikousi Maria Sideri	Death in digital spaces: social practices and narratives	11:45-12:00
	Discussion	12:00-12:30

<b>SESSION 2: ROOM 1</b>		
<b>11:00-12:30</b>		
Chair: Mustafa Özgür Seçim		
Dilan Ciftci	Kültür, sanat ve siyaset ilişkisi: Kuzey Kıbrıs örneği	11:00-11:15
Dilan Ciftci Heran Ciftci Filiz Soyer	Kültürel Ritüellerin Mekanı Olarak Sivil Toplum Kuruluşları: Kıbrıs Türk Fransız Kültür Derneği	11:15-11:30
Ömer Kutlu	Siyasal İletişimde Adayın Kimlik İnşasında Instagram'ın Kullanımı	11:30-11:45
Elif Posos Devrani	Türkiye'nin yaşlıları: Dijital göçmenler mi veya dijitalleşmiş bir toplumun yeni yabancıları mı?	11:45-12:00
Bülent Tellan	TKP'nin 'uzun menzilli füze'si Bizim Radyo	12:00-12:15
	Discussion	12:15-12:30

<b>SESSION 3: ROOM 2</b> <b>11:00-12:30</b> Chair: Dimitris Kavroudakis		
Alper Gedik	The Third Wave of 3D Explosion and Its Failure: A Historical Approach	11:00-11:15
Apostolos Papakonstantinou Michaela Doukari Konstantinos Topouzelis	UAS data acquisition strategy for the creation of high-resolution 3D geovisualization in coastal Cultural Heritage geometrically complex structures	11:15-11:30
Panagiotis Agourogianis Marios Batsaris Dimitris Kavroudakis	Web based Geographical Information System for cultural routes	11:30-11:45
Stamatis Chatzistamatis Apostolos Papakonstantinou Michaela Doukari Konstantinos Topouzelis	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	11:45-12:00
Matina Kiourexidou Nikos Antonopoulos Eugenia Kiourexidou Rigas Kotsakis George Heliades Spyros Polykalas Konstantinos Natsis	Interactive multimedia information for digital Anatomy Museum	12:00-12:15
Discussion		12:15-12:30

### 12:30-13:30 LUNCH

<b>SESSION 4: AMPHITHEATRE</b> <b>14:00-15:30</b> Chair: Maria Sideri		
Sena örücü	The Common Threat: Technology in Black Mirror	14:00-14:15
Bariş Çoban Bora Ataman	Citizen Journalism and Digital Turn: "Dokuz8 Citizen News Network" Case	14:15-14:30
Zeynep Aksoy	New Media and Intercultural Communication	14:30-14:45
Semra Geçkin Onat	New media and Internet TV usage: Future Trends of Television	14:45-15:00
Serkan Savk Burak Dogu	Mapping Yesilcam: A relational analysis of the players in Turkish film industry	15:00-15:15
Discussion		15:15-15:30

<b>SESSION 5: ROOM 1</b> <b>14:00-15:30</b> Chair: İçten Duygu Çallı		
Mustafa Özgür Seçim	Post-Mortem Reklamcılık: Mezar Taşları	14:00-14:15
Nurhan Tosun Merve Çerçi Mustafazade	Tüketicilerin planlı eskitmeye yönelik tutumları: Akıllı telefon tüketicileri üzerine bir araştırma	14:15-14:30
Sevilay Ulaş Beril Akıncı Vural	Lüks Marka ve Diyalogsal İletişim: Burberry Örneği	14:30-14:45
Gokce Goksel	Visual Attention to Print Advertising: An Eye Tracking Study of Advertising Images	14:45-15:00
Discussion		15:00-15:30

<b>SESSION 6: ROOM 2</b> <b>14:00-15:30</b> Chair: Stavros Simou		
Dimitris Kavroudakis Christos Kalloniatis	The 4th Industrial Revolution and its implications on cultural sites	14:00-14:15
Ufuk Eris	Truth About Artificial Intelligence in A Post Truth Era	14:15-14:30
Gokcen Karanfil	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'	14:30-14:45
Savvas Varitimiadis Alexis Tzortzakakis Konstantinos Kotis George Tsekouras Dimitris Spiliotopoulos	Towards implementing an AI chatbot platform for museums	14:45-15:00
Discussion		15:00-15:30

### 15:30-16:00 COFFEE BREAK

<b>SESSION 7: AMPHITHEATRE</b> <b>16:00-17:30</b> Chair: Konstantinos Topouzelis		
Ayse Binay Kurultay	Advertising and Storytelling in the Digital Era	16:00-16:15
Pinar Umul Unsal	The Practice of Native Advertising in Turkey: A Fine Line Between Persuasion and Deception	16:15-16:30
Aysel Tapan	Cultural Obstacles of Glocalization Strategy: Auto Industry in Turkey	16:30-16:45
Türker Söğütöler Mehmet Özbek İçten Duygu Çallı	Audience, sound and image interaction: The effects of voice-over and jingle in advertisements	16:45-17:00
Suncem Kocer	Fact-checking as a Vantage Point on the Cultures of News and Politics	17:00-17:15
Konstantinos Michalakis George Caridakis John Aliprantis Efthymia Moraitou	Semantic Representation and Internet of Things in Cultural Heritage Preventive Conservation	17:15-17:30

<b>SESSION 8: ROOM 1</b> <b>16:00-17:00</b> Chair: Mustafa Özgür Seçim		
Hale Bozkurt	Halkla ilişkiler çalışmalarının sağlık kurullarında itibara katkısı: Hasta memnuniyeti çalışma örneği	16:00-16:15
Mehmet Umut Tuncer	Türkiye'de Halkla İlişkiler Bölümü Akademisyenlerinin Eğitim Profili	16:15-16:30
Emel Karagoz Kerim Karagoz	Bir görsel iletişim biçimi olarak iletişim kitaplarının kapak tasarımlarının ileti-algı bağlamında çözümlemek	16:30-16:45
Discussion		16:45-17:00

**SESSION 9: ROOM 2****16:00-17:30****Chair: Apostolos Papakonstantinou**

Aysun Akan	A historical analysis of the transformation of Izmir press from the 19th century till today	16:00-16:15
Alaaddin F. Paksoy	Peace Journalism in Turkish-Greek Relations: A dream or a goal?	16:15-16:30
Umit Atabek Gulseren Sendur Atabek	Turkish Media and Communication Policies as Reflected in Government Programs: A Historical Analysis between 1920 and 2016	16:30-16:45
Filiz Tiryakiođlu Alper Hakan Yavařalı	The effect of the front-page design of newspapers on readers: A study on Posta and Sozcu newspapers	16:45-17:00
Gulten Ozgun Sercin Sun Ipekesen	Presentation of SMA (Spinal Muscular Atrophy) disease in Turkish written media	17:00-17:15
	Discussion	17:15-17:30

**20:30 SOCIAL EVENT**

## Friday 14 June 2019, (University Hill, Geography building)

**10:00-10:40** INVITED SPEAKER, *Associate Prof. Evangelia Kavakli* (Chair: Mustafa Özgür Seçim)

**10:40-11:00** COFFEE BREAK

<b>SESSION 10: AMPHITHEATRE</b> <b>11:00-12:30</b> Chair: George Tsekouras		
Despina Catapoti Polina Nikolaou Despina Andriopoulou	ICT and Cultural Heritage in Greece and Cyprus: A critical overview of current postgraduate curricula	11:00-11:15
Giannis Anagnostou Afroditi Chatziefstratiou Theodora Peristeri Timoleon Theofanellis	Suggestions on how to make pedagogical use of Europeana to promote cultural heritage throughout Europe	11:15-11:30
Elisavet Kelidou Konstantina Siountri	The use of Infographics as an educational tool for the upcoming digital transition	11:30-11:45
Dionysios Lampropoulos Christoforos Tsagkaridis Elisavet Psoni Christos Kakalekos Aikaterini-Georgia Mavroeidi Angeliki Kitsiou	Gamification in Cultural Industries: The Museum of Industrial Olive-Oil Production of Lesvos case	11:45-12:00
Paul Kalfadellis	Identifying our biases of the 'other': an experiential class activity	12:00-12:15
	Discussion	12:15-12:30

<b>SESSION 11: ROOM 1</b> <b>11:00-12:30</b> Chair: İçten Duygu Çallı		
Mustafa Aslan Hicabi Arslan Serhat Yetimova	Online yayın platformları ve sinema izleme deneyimi: Aydın Adnan Menderes Üniversitesi İletişim Fakültesi öğrencileri üzerine bir inceleme	11:00-11:15
Halim Esen Ezgi Yılmaz	Yavuz Turgul sinemasında gölgedeki kadınlar	11:15-11:30
Salih Ocakoğlu	Amerikalarda Amerikancılığın Kodlarına Bir Bakış	11:30-11:45
Ece Nur Özay Söğütümler Şebnem Özkan	Music and Media of the "GENERATION ME" Domesticated Protest Meaning	11:45-12:00
	Discussion	12:00-12:30

<b>SESSION 12: ROOM 2</b> <b>11:00-12:30</b> Chair: Angeliki Kitsiou		
Ioannis Skopeteas	Documentary genres. Criteria and dominant theories	11:00-11:15
Arzu Yavuz Sefer Kalamani	Islamophobia in Hollywood Cinema in the Axis of East-West Dichotomy: A Qualitative Research	11:15-11:30
Nidal Salah	The Palestinian film between Drama and Documentaries	11:30-11:45
Evi Sampanikou	Humanitarian Photography: the Contribution of Contemporary Greek Photographers	11:45-12:00
	Discussion	12:00-12:30

### 12:30-13:30 LUNCH

<b>SESSION 13: AMPHITHEATRE</b> <b>14:00-15:30</b> Chair: Ioannis Skopeteas		
Tsaava Gela	Challenges of Inclusive Education in Georgia	14:00-14:15
Rijalul Fikri	Power and Knowledge (Discourse Analysis of Entrepreneurship Education Policy in Higher Education of Indonesia)	14:15-14:30
Exakousti-Petroula Angelakou	The communication system in the operation and school development: The case of the Greek educational legislation	14:30-14:45
Michael Katsouris Gerasimos Pavlogeorgatos	Production of the environmental documentary "PLASTICLYSM".- <i>Projection of documentary film</i>	14:45-15:00
	Discussion	15:00-15:30

<b>SESSION 14: ROOM 1</b> <b>14:00-15:00</b> Chair: Mustafa Özgür Seçim		
Bilal Kir Nasif Ali Ünügür	Yeni Medyada Anonimlik, Sanallık, Özgürlük Kavramları Çerçevesinde Kimlik	14:00-14:15
Tezcan Özkan Kutlu	Yeni Medya Çağında Sesin Yükselişi: Podcast Yayıncılığı	14:15-14:30
Funda Erzurum	İnternet çağında Türkiye'de media sahiplilik yapısı ve Televizyon haberlerinin etkisi	14:30-14:45
	Discussion	14:45-15:00

### 15:30-16:00 COFFEE BREAK

<b>SESSION 15: AMPHITHEATRE</b> <b>16:00-17:00</b> Chair: Christos Kalloniatis		
Muhd Ar. Imam Riauan Abdul Aziz	The Impact of Using Islamic Symbols in Political Communication	16:00-16:15
Hamidreza Niknejad	Investigating the tone of political newscasters in non-aligned and aligned media	16:15-16:30
İdil Karademirliadağ Suher Hande Tuncer	PR Strategy Improves Employee Engagement and Adds Value to CSR	16:30-16:45
	Discussion	16:45-17:00

<b>SESSION 16: ROOM 1</b> <b>16:00-17:00</b> Chair: Prof.Dr. Konca Yumlu		
Mete Kazaz Seher Bayar	Haber tartışma programlarının bir türü olarak haber mahkemeleri programlarının eleştirel söylem çözümlemesi çerçevesinde analizi: ATV, TV8, Star TV örneği	16:00-16:15
Gulten Ozgun Sercin Sun Ipekesen	Türk yazılı basınında SMA (Spinal Müsküler Atrofi) hastalığının sunumu	16:15-16:30
Ali Emre Dingil Mustafa Aslan	Sosyal medya video paylaşım uygulaması TikTok tartışmaları özelinde bir çalışma	16:30-16:45
Discussion		16:45-17:00

<b>SESSION 17: ROOM 2</b> <b>16:00-17:00</b> Chair: Anastasia Chourmouziadi		
Simge Emekçi Nevzat Bilge İspir	Understanding trust and reputation in health industry	16:00-16:15
Selin Türkel Farzana Abasova Ebru Uzunoğlu	Revealing Shared Meaning of Istanbul: A Semantic Network Analysis	16:15-16:30
Nevzat Bilge İspir Mine Sen	The Effects of Attitude towards Behavior and Health Involvement on Fast Food Buying Intention	16:30-16:45
Discussion		16:45-17:00

**17:30 CLOSING CEREMONY (Amphitheatre)**

**20:30 SOCIAL EVENT**

**Note: Amphitheatre and Room 1 are in the ground floor of Geography Building. Room 2 is in the 2<sup>nd</sup> floor of the building.**