



UNIVERSITY OF THE  
AEGEAN

SCHOOL OF SOCIAL SCIENCES  
DEPARTMENT OF CULTURAL TECHNOLOGY  
AND COMMUNICATION



AYDIN  
ADNAN MENDERES  
UNIVERSITY

2<sup>nd</sup> In.  
Conf.

CICCS  
MMS

CULTURAL INFORMATICS

COMMUNICATION

& MEDIA STUDIES

13-15 MYTILENE  
LESVOS / GREECE

JUNE 2019

PROCEEDINGS

**2<sup>nd</sup> International Conference on  
Cultural Informatics,  
Communication & Media Studies**

Mytilene, Greece, 13-15 June 2019

© 2019, University of the Aegean

---

## *Preface*

---

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

---

## *Chairs*

---

### General Chairs

Dimitris Papageorgiou, *Univ. of the Aegean*      Halim Esen, *Adnan Menderes University*

### Program Committee Chairs

Christos Kalloniatis, *Univ. of the Aegean*      Mustafa Özgür Seçim, *Adnan Menderes University*

---

## *Committees*

---

### Technical Program Committee

Prof. Anagnostopoulos Christos-Nikolaos, University of the Aegean, Greece  
Assist. Prof. Dr., Asli İcil Tuncer Aydın, Adnan Menderes University, Turkey  
Asst. Prof. Catapoti Despona, University of the Aegean, Greece  
Prof. Dr. Ebru Uzunoğlu, Izmir University of Economics, Turkey  
Prof. Dr. Filiz Tiryakioğlu, Anadolu University, Turkey  
Assist. Prof. Dr. Gülcan Şener, Trabzon University, Turkey  
Assoc. Prof. Dr. Hatice Hale Bozkurt, Aydın Adnan Menderes University, Turkey  
Assoc. Prof. Dr. İçten Duygu Çallı, Aydın Adnan Menderes University, Turkey  
Prof. Katos Vassilis, University of Bournemouth, UK  
Assoc. Prof. Kavakli Evangelia, University of the Aegean, Greece  
Asst. Prof. Kavroudakis Dimitris, University of the Aegean, Greece  
Dr. Kitsiou Angeliki, University of the Aegean, Greece  
Prof. Lambrinoudakis Costas, University of Piraeus, Greece  
Assoc. Prof. Dr. M. Özgür Seçim, Aydın Adnan Menderes University, Turkey  
Assist. Prof. Dr. Mehmet Özbek, Aydın Adnan Menderes University, Turkey  
Dr. Papakonstantinou Apostolos, University of the Aegean, Greece  
Dr. Sideri Maria, University of the Aegean, Greece  
Dr. Simou Stavros, University of the Aegean, Greece  
Assoc. Prof. Skopeteas Yiannis, University of the Aegean, Greece  
Asst. Prof. Topouzelis Kostantinos, University of the Aegean, Greece  
Prof. Tsekouras George, University of the Aegean, Greece

### Organizing Committee

Graphics	Elisavet Kelidou
Proceedings	Maria Sideri, Angeliki Kitsiou
Social Events Organisation	Panagiotis Agourogiannis, Katerina Vgena
Website Design	Katerina Mavroeidi
Technical Support	Stavros Simou
Administrative Support	Katerina Mavroeidi, Eleni Tzortzaki

## 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

## 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.