

VISUALIST2012

7 MARCH 2012

ÖNDER ÖZTUNALI CONFERENCE HALL (TURKISH-ENGLISH / ENGLISH-TURKISH TRANSLATION)

08. 30	Registration		
09. 30	Opening Speeches		
	Istanbul Kültür University, Dean of the Faculty of Arts and Design	Zafer Ertürk,Prof.Dr.	
	Mayor of Bakırköy	Ateş Ünal Erzen	
	Istanbul Kültür University Rector	Dursun Koçer,Prof.Dr.	
	Istanbul Kültür University, Head of the Board of Trustees	Dr.Bahar Akıngüç Günver	
	Opening Conference		
	Head of the Turkish Foundation for Informatics	Faruk Eczacıbaşı	The Shifting and Transforming Effects of Digitalization in a Growingly Knowledge-based Society on Art, The Artist and Society
10. 45	Coffee Break		
	Conferences	"Digitalization and Lifestyle"	
11. 10	Hürriyet Newspaper Journalist	Onur Baştürk	Social Media and Digitalization
11. 30	Assistant General Manager of Microsoft Software Development Technologies/D&PE	Melek Pulatkonak	Technology and Human Interaction
11. 50	Google Regional Marketing Director (Turkey, Middle East and North Africa)	Mustafa İçil	Digitalizing Lifestyles with Internet
12. 10	Texas University, USA	Maxwell McCombs,Prof.Dr.	Opportunities on the Digital Frontier
12. 30	New Media Expert and Producer	Elif Dağdeviren	Brand Communication in Social Media
13. 00	Lunch		
	Conferences	"Digitalization and Social Interaction"	
14. 00	Antioch University, USA	Farouk Seif,Prof.Dr.	The Paradox Of Visuality and Virtuality: Visceral Experience In The Transmodern World

14. 20	North Carolina Univesity, USA	Donald Shaw,Prof.Dr.	How We Use Media: Media Agenda Setting and Audience Agendamelding, A Research Proposal
14. 40	Indiana University, USA	Christine Ogan,Prof.Dr.	The Benefits and Drawbacks Of Social Media Use By Children and Adults In Turkey
15. 00	Pronto Tour General Manager	Ali Onaran	Tourism Sector and Digital Strategies
15. 20	Coffee Break		
	Conferences	"Digitalizaion and New Approaches"	
15. 40	Bilkom Corporate Marketing Manager	Murat Bozkurt	Electronic Publishing in Tablet PC's
16. 00	Liège University, Belgium	Jean-Marie Klinkenberg,Prof.Dr.	Old technique, New Technologies Contemporary Fertilization of Writing Functions
16. 20	President of Safari Agency Creative Group	Bülent Fidan	Online Sitcom: Webisode
16. 40	Artbosphorus Modern Art Fair Manager and Curator	Denizhan Özer	Digitalization in the Arts
17. 00	Coffee Break		
17. 15	New Media Discussions	"Digitalization in Publishing"	
	Head of the Turkish Publishers Association, Digital Publishing Commission and Chairman of Communication Publishing	Tuğrul Paşaoğlu	
	General Secretary of the Turkish Publishers Association and Chairman of Literature Publishing	Kenan Kocatürk	
	TÜYAP Culture Fairs Project Director	Dr.Anıl Ural (Moderator)	
18. 15	Conference	"Digitalization in Cinema"	
	Chairman of FONO Film	Cemal Okan	Digital Technology in Turkish Cinema
19. 00	İKÜ Opening Reception		
20. 00	CONCERT	"Feministanbul" (Akingüç Auditorium and Art Center)	

<i>*Video Project</i>	<i>"We were There"</i>	<i>Berna Küçük, Serdar Kaptı</i>
<i>**Exhibition</i>	<i>"There is Woman"</i>	<i>Curator: Derya Yücel</i>
<i>***Video Screening</i>	<i>"A Sample from Media Art"</i>	<i>Prepared by Muammer Bozkurt</i>

8 MARCH 2012	
ÖNDER ÖZTUNALI CONFERENCE HALL (ENGLISH-TURKISH TRANSLATION)	
08. 30	Registration

09. 00	Conference		Dragan Milinkovic Fimon,Prof.Dr.	"Teaching in a Media World: Building a Tool Belt"
10. 00	1st SESSION	Digital Society	Chairman	Mutlu Binark,Prof.Dr
	19	Ece Baban, Fazlı Yıldırım	LOST IDENTITY SYNDROME WITH THE AFFECT OF SOCIAL NETWORK AND DIGITAL MEDIA	
	62	Raffaella Carchio, A.Ambra Zagherro	SOCIAL NETWORK INFLUENCE ON DEAF COMMUNICATION: AN ITALIAN PERSPECTIVE	
	149	Jeferson De Carvalho	THE NEW EMERGENT MULTIMEDIA CONTENT AND THE DIGITAL RIGHT MANAGEMENT	
	166	Cengiz Erdal	VISUAL CULTURE IN THE NEW COMMUNICATION ENVIRONMENT: E-GOVERNMENT AS A CASE STUDY	
	171	Şirin Erensoy	TOGETHER BUT ALONE: HUMAN ISOLATION IN THE DIGITAL ERA	
11. 30	Coffee Break			
11. 45	2nd SESSION	Visual Semiotics	Chairman	Jean-Marie Klinkenberg,Prof.Dr.
	12	Mine Demirtaş, Radife Akyıldız Ongar	THE EXAMINATION OF PUBLICITY FILMS IN THE INSTITUTIONAL WEB PAGES OF FOUNDATIONAL UNIVERSITIES AS A PUBLIC RELATION STUDIES SUPPORTING AUDIO – VISUAL MEDIA TOOL	
	14	Antonio Roberto Chiachiri Filho, Edson Do Prado Pfitzenreuter	SIGNS OF THE DIGITAL IN ADVERTISING	
	17	Fahantidis Nikos , Vamvakidou Ifigeneia, Traoudas Antonis, Michailidis Ilias, Papoutzis Lazaros	POWERFUL WEBLOGS: DESIGN AND SEMIOTIC DESCRIPTION	
	24	Hasanah Amin	VISUAL AESTHETIC EXPRESSION ON USER-GENERATED CONTENT BY THE NET GENERATION (EXISTENCE, ROLES, AND OPPORTUNITIES IN CYBERSPACE)	
	45	Wegig Murwonugroho, Yasraf Amir Piliang	INTERACTIVE READING VISUAL RHETORIC ELEMENTS ON DIGITAL AMBIENT MEDIA	
13. 15	Lunch			
14. 15	Panel		Berna Ekim (Moderator), Ayşegül Kantarcı, Tevfik Gözlükçü, Burak Gölge / NOTA BENE VISUAL Creative Studio	"Digital Technologies and Video Mapping Systems"
15. 15	3rd SESSION	Visual Culture	Chairman	Lucie Bader Egglof,Prof.
	63	Salma Kamel	CULTURAL CODES IN THE PRINTED MEDIA IN EGYPT IN THE DIGITAL ERA	
	83	Cengiz Erdal	TECHNO CULTURE AND VISUAL CULTURE INTERACTION	
	87	Banu Manav, Rana Kutlu,Sevinç Ormancı	AN ANALYSIS ON THE EMOTIONAL INTERACTIONS OF LIGHT AND COLOUR : THE VISUAL CULTURE OF ISTANBUL	
	88	Alkyoni Tsegou	RETOUCHING (ON) CINEMATIC PAST: FILM RESTORATION AS COLLECTIVE HERITAGE AND SHARED MEMORY	

	121	Konrad Chmielecki	THE ANTHROPOLOGY OF NEW VISUALITY AS A REFLECTION ON "DIGITAL" VISUAL CULTURE	
16. 45	Coffee Break			
17. 00	4th SESSION	Digital Arts (Games)	Chairman	Cem S. Sütçü, Assoc.Prof.Dr.
	5	Patrícia Margarida Farias Coelho	ADVERTISING EMPLOYS GAMES AND ADVERGAMES AS NEW COMMUNICATION STRATEGIES	
	132	Gulnaz Haleem, Ahmed Mujtaba, Ayesha Ashfaq	PROJECTION OF FRUSTRATION & AGGRESSION AMONG YOUTH THROUGH TELEVISION CRIME SHOWS IN PAKISTAN	
	141	Marcelo de Mattos Salgado	SOCIAL DIGITAL SPACES, SPHERES AND FOAMS IN MMORPGs	
19. 00	Reception organized by Bakırköy Municipality (İspirtohane-Ataköy)			

8 MARCH 2012				
SEMİNAR HALL II (TURKISH-ENGLISH TRANSLATION)				
08. 30	Registration			
09. 00	Conference	Önder Öztunalı Conference Hall	Dragan Milinkovic Fimon, Prof.Dr.	"Teaching in a Media World: Building a Tool Belt"
10. 00	1st SESSION	Visual Culture	Chairman	Hülya Yengin, Prof.Dr
	113	Orçun Çadircı	NEW WORKS IN THE DIGITALIZED VISUAL CULTURE ERA	
	119	Hülya Bozbıyık	THE ART OF WRITING AS A VISUAL CULTURE	
	144	Burcu Günay	THE QUESTIONING OF DEAD NATURE IN MODERN ART: AN ARTIST WONDERING IN CINEMA, PHOTOGRAPHY, PAINTING, SCULPTURE: SAM TAYLOR-WOOD	
	164	Metin Eker, Sena Sengir, Hülya Demir	AN EPISTEMOLOGY FOR VISUAL CULTURE: FROM TEXTUAL TRANSFORMATION TO FICTIONAL CHAOS	
11. 30	Coffee Break			
11. 45	2nd SESSION	Communication Arts	Chairman	Filiz Balta Peltekoğlu, Prof.Dr
	91	Yusuf Yurdigül, İ. Ethem Zinderen	THE NEWS LANGUAGE IN NEW MEDIA (A COMPARISON BETWEEN TRADITIONAL MEDIA AND INTERNET NEWS FROM THE EXAMPLE OF AYŞE PAŞALI)	
	111	Volkan Yakın, Canan Ay	A RESEARCH ON HOW PERSONALITY STEREOTYPES ARE PERCEIVED BY BRANDS	
	153	Işıl Zeybek, Volkan Ekin	THE STRATEGIES OF LUXURY BRANDS IN DIGITAL ENVIRONMENTS	

	168	Ruken Özgül Kılanç	THE REFLECTIONS OF BRAND NARRATIONS IN TERMS OF CULTURAL VALUES ON THE INTERNET	
13. 15	Lunch			
14. 15	Panel	Önder Öztunalı Conference Hall	Berna Ekim (Moderator), Ayşegül Kantarcı, Tevfik Gözlükçü, Burak Gölge	NOTA BENE VISUAL Creative Studio
15. 15	3rd SESSION	Digital Arts (Cinema)	Chairman	Hale Künüçen, Prof.Dr
	55	Gizem Şimşek	DIGITALIZATION IN CINEMA AND 3D TECHNOLOGY	
	90	Rana İğneci Süzen	THINKING ABOUT MIMESIS IN THE DIGITAL WORLD: AVATAR	
	143	Aygün Şen Telci	THE VISUAL PRESENTATION OF THE NARRATOR IN WALTER BENJAMIN'S TERMS: HAYAO MIYAZAKİ	
	172	Perihan Taş Öz	THE CHANGES IN THE AUDIENCE CULTURE FROM FILM TO DIGITAL CINEMA	
16. 45	Coffee Break			
17. 00	4th SESSION	New Media (Social Media)	Chairman	Şengül Özerkan, Prof.Dr
	23	Övünç Meriç	NEW MEDIA, VISUAL TEXTS AND ACTIVISM	
	97	Mehmet Gökhan Genel	THE USE OF SOCIAL MEDIA IN POLITICAL COMMUNICATION CAMPAIGNS: 12 JUNE 2011 ELECTIONS AND THE "twitter" EXAMPLE	
	116	Sinem Siklon	A NEW METHOD IN CREATING AGENDA SETTING IN INTERNET JOURNALISM: GAME NEWS JOURNALISM	
	156	Tuğçe Çedikçi, Tuğba Çedikçi Fener	THE ROLE OF NEW MEDIA TOOLS IN ELECTION CAMPAIGNS: TURKISH GENERAL ELECTIONS OF JUNE 2011	
19. 00	Reception organized by Bakırköy Municipality (İspirtohane-Ataköy)			

8 MARCH 2012				
AMFİ Z-A1 HALL				
08. 30	Registration			
09. 00	Conference	Önder Öztunalı Conference Hall	Dragan Milinkovic Fimon,Prof.Dr.	"Teaching in a Media World: Building a Tool Belt"
10. 00	1st SESSION	New Media (Social Media)	Chairman	Christine Ogan, Prof.Dr
	1	Sabina Misoch	VISUALIZATION OF THE HIDDEN: THE VISUAL COMMUNICATION OF SELF-DISCLOSURE BEHAVIOUR IN YOUTUBE VIDEOS	
	21	Gülüm Şener Ulagay, Yelda Özkoçak	NETWORKED PHOTOGRAPHY: SELF-DISCLOSURE IN FACEBOOK PHOTOS	

	32	Roberta Cesarino Iahn, Rodney Nascimento	INTERTEXTUAL RELATION FOR THE CREATION OF FASHION CONTENTS	
	72	Berna Ekim	THE MUSEUM OF ME: A VISUAL PRESENTATION OF YOUR ONLINE SOCIAL LIFE ON FACEBOOK	
11. 30	Coffee Break			
11. 45	2nd SESSION	Digital Arts	Chairman	Zafer Ertürk, Prof. Dr
	8	Zulkifli Muslim, Norsidah Ujang, Megat Muzhafar Megat Nizar	THE DESIGN TRANSFORMATION PROCESS OF PLANT IMAGE TO THE DEVELOPMENT OF GRAPHIC SYMBOL	
	29	Miroslava Petrova	NEW FORMS OF COMMUNICATION BETWEEN PEOPLE, DESIGN OBJECTS AND ENVIRONMENT	
	67	Asmaa Abd Elgawad Elsebaey	COMPUTER TECHNOLOGY AND ITS REFLECTION ON THE ARCHITECTURE AND INTERNAL SPACE	
	136	Bariş Atiker	UNDERSTANDING THE "HYBRID" MEDIA IN DESIGN EDUCATION	
	167	Mohammad Ahmad Hafez Salama, Mohammad Hafez Al-Khouli	STRUCTURE OF MORPHOGENETIC DESIGN AS A SOURCE OF DECORATIVE AND DIGITAL DESIGNS	
13. 15	Lunch			
14. 15	Panel	Önder Öztunalı Conference Hall	Berna Ekim (Moderator), Ayşegül Kantarcı, Tevfik Gözlükçü, Burak Gölge	"Digital Technologies and Video Mapping Systems"
15. 15	3rd SESSION	Visual Semiotics	Session Leader	Farouk Seif, Prof. Dr
	53	Esmeralda Itzel Álvarez Contreras	METAPHORICAL CONSTRUCTION. IMAGE AND IDEAS IN SCIENCE	
	61	A.Ambra Zaghetto	ITALIAN DEAF LITERATURE: NEW PERSPECTIVES	
	81	Isabelle Klock-Fontanille, Jonathan Maslag	NEW FORMS OF COMMUNICATION: THE CASE OF THE DIGITALIZATION OF WRITINGS	
	145	Peteer Linnap	PHOTOGRAPHY AND SEMIOSPHERE	
16. 45	Coffee Break			
17. 00	4th SESSION	Visual Culture	Session Leader	Banu Manav, Assoc. Prof. Dr
	18	Ifigeneia Vamvakidou, Georgio Stavrianos, Pipini Eleftheriou, Kostas Tsioumis, Lazaros Papoutzis	DIGITAL HISTORY AND COMMUNICATION, ARTS CRAFTSMEN OF WOOD CARVED WORKS: THE CASE OF POMAKS IN GREEK THRACE	
	112	Taher Bahrani	EXPOSURE TO AUTHENTIC AUDIOVISUAL PROGRAMS IN INFORMAL SETTING AND LANGUAGE LEARNING	
	125	Eriel de Araújo Santos	UNSTABLE GEOGRAPHY: THE DOUBT ABOUT THE IMAGE AND ITS PHOTOGRAPHICAL PROCESS	

	178	Dragan Milinkovic Fimon	MEDIA LITERACY AND EDUCATION IN A DIGITAL WORLD	
19. 00	Reception organized by Bakırköy Municipality (İspirtohane-Ataköy)			

8 MARCH 2012 AMFİ Z-D3 HALL				
08. 30	Registration			
09. 00	Conference	Önder Öztunalı Conference Hall	Dragan Milinkovic Fimon, Prof.Dr	"Teaching in a Media World: Building a Tool Belt"
10. 00	1st SESSION	Digital Society	Chairman	Mehmet Üstünipek, Assoc.Prof.Dr
	10	Alkım Özyaygen, Gülden Gürsoy Ataman, Mutlu Binark, Selma Arslantaş Toktaş, Ergin Şafak Dikmen	DIGITAL SURVEILLANCE IN TURKEY: FROM A CITIZEN NUMBER TO AN E-IDENTITY CARD, THE QUANTITATIVE PHYSICALNESS OF THE CITIZEN	
	43	Metin Eker, Doğan Çelebi, Esen Karadağ	DIGITAL HEDONISM: THE NEW SUBJECT OF TECHNO-CULTURE AND THE PUBLIC	
	79	Erhan Akyazı, Cem S. Sütçü, Adnan Ortaköy	MOBESE AS AN INFORMATION SYSTEM FOR THE SAFETY OF THE CITY IN THE CONTEXT OF THE SURVEILLANCE SOCIETY	
	180	Elif Ertürk, Kenan Kaplan	THE DIGITAL AGE AND THE INDIVIDUAL'S IDEOLOGICAL TOOLS	
11. 30	Coffee Break			
11. 45	2nd SESSION	Communication Arts	Chairman	Haluk Gürgen, Prof.Dr
	40	Özge Uğurlu	ENTERTAINMENT AS THE CONSUMER PRONOUNSATION'S FORM OF CALL OUT: "YEMEK SEPETİ WITH TALKING FOODS"	
	118	Didem Ataman Yengin, Yakup Sağıroğlu	BRAND COMMUNICATION IN DIGITAL ENVIRONMENTS: THE EFFECTS OF FASHION BLOGS ON CONSUMERS IN TEXTILE INDUSTRY	
	154	Ö. Ezgi Yıldız	AN APPLIED EXAMPLE OF INTERACTIVE ADVERTISING AND ITS EFFECTS ON THE CONSUMER PERCEPTION OF THE BRAND: "12 GIANT MEN-DREAM" ADVERTISEMENT	
	155	Ceyda Deneçli	THE ROLE OF CONSUMER BASED ADVERTISEMENTS ON PURCHASING TRENDS	
13. 15	Lunch			
14. 15	Panel	Önder Öztunalı Conference Hall	Berna Ekim (Moderator), Ayşegül Kantarcı, Tevfik Gözlükçü, Burak Gölge NOTA BENE VISUAL Creative Studio	"Digital Technologies and Video Mapping Systems"
15. 15	3rd SESSION	Visual Semiotics	Chairman	Rengin Küçükdoğan, Prof.Dr
	11	Suat Sungur	ANALYSIS OF THE VISUAL IDENTITY DESIGNS OF THE MOST PREFERRED FOUNDATION UNIVERSITIES IN TURKEY	

	106	C. Arzu Aytekin	INTERACTION OF DIGITAL IMAGE AND THE PRACTICE OF PAINTING - MODERN PAINTINGS THAT CONTAIN CULTURAL SYMBOLS	
	135	Sibel Uçkaç Altun	DIGITAL COMMUNICATION TECHNOLOGIES AND GENDER: THE PRESENTATION OF THE FEMALE IN ADVERTISEMENTS ABOUT TECHNOLOGY	
	169	Ruken Özgül Kılanç, Ruşen Nurhayat Özgül Tannıbilir	ADVERTISING AND COMMUNICATION STRATEGIES IN THE CULTURAL SPHERE	
16. 45	Coffee Break			
17. 00	4th SESSION	New Media	Chairman	Oktay Verel,Instructor
	36	Armağan Seçil Melikoğlu Eke	ATTITUDES CREATED BY SHOP WINDOW DESIGN AS A COMMUNICATION TOOL ON CONSUMERS	
	115	Deniz Kan	CONSTRUCTION OF SOCIAL GENDER IN NEW MEDIA TOOL COMPUTER GAMES	
	127	Zeynep Güngör	DIGITAL IMAGE: HAS THE ATTAINMENT OF SELF SIMULATION	
19. 00	Reception organized by Bakırköy Municipality (İspirtohane-Ataköy)			

9 MARCH 2012				
ÖNDER ÖZTUNALI CONFERENCE HALL				
08. 30	Registration			
09. 00	WORKSHOP	SEMINAR HALL II	Journey to The Magical World of Coffee: Starbucks Workshop	Yavuz Eser
10. 00	1st SESSION	New Media (Digitalization)	Chairman	Maxwell McCombs,Prof.Dr.
	60	Sung-do Kim	METAPOLIS URBANIZATION AND DIGITAL MEDIA: AUGMENTED CITY AND ARCHAEOLOGY OF INSCRIPTION	
	65	Raffaella Conversano, Gaetano Manzulli, Maurizio Binacchi	"THE ENCHANTED MAZE" –INSTRUCTIONS- RESEARCH AND TECHNOLOGICAL INNOVATION FOR INTEGRATION	
	71	Jennifer Heeg	DIGITALIZATION IN NEW MEDIA: DATING IN DOHA	
	124	Solomon Marcus	THE VISUAL, UNDER THE CHALLENGES OF CONTEMPORARY SCIENCE	
11. 30	Coffee Break			
11. 45	2nd SESSION	Communication Arts (Advertising)	Chairman	Uğur Demiray,Prof.Dr.
	30	Kyridis Argiris, Fahantidis Nikos, Batistakis Dimitrios, Michailidis Ilias	EVALUATION OF THE WEBSITES OF ALL POLITICAL PARTIES OF THE GREEK PARLIAMENT	

	33	Seval Dülgerođlu Yavuz	VIRAL ADVERTISING: PRODUCTS OF VISUAL CULTURE AT THE CROSSROADS	
	51	Fatima Al Salem	WHEN OPINION LEADERS TWEET: A FRAMING ANALYSIS OF KUWAITI PARLIAMENT MEMBERS' TWEETS	
	56	Güzin Ilıcak Aydınalp	RESEARCH ON WEBSITES OF 43 PUBLIC RELATIONS AGENCY MEMBERS OF PUBLIC RELATIONS SOCIETY OF TURKEY (TÜHİD) IN ASPECT OF PUBLIC RELATIONS	
	107	Gresi Sanje Dahan, Işıl Şenol	FROM OPINION LEADERS TO NETWORKING AGENTS	
13. 15	Closing Speech		"Digital Advertising and Trends"	Cüneyt Devrim Project House
13. 35	General Evaluation of the Congress			Rengin Küçükerođan,Prof.Dr.
13. 50	LUNCH			
14. 30	CONGRESS TOUR			

9 MARCH 2012 SEMİNAR HALL II				
08. 30	Registration			
09. 00	WORKSHOP		Journey to The Magical World of Coffee: Starbucks Workshop	Yavuz Eser
10. 00	1st SESSION	Digital Arts (Cinema)	Chairman	Selçuk Hünerli,Prof.Dr.
	57	Hakan Erkılıç, Ayşe Gül Toprak	INTERNET AS AN ALTERNATIVE DISTRIBUTION AND SCREENING ENVIRONMENT FOR DOCUMENTARY FILMMAKING	
	77	Gül Yaşartürk	THE LOSERS CLUB AS A TIMELESS VISUAL CULTURE PRODUCT	
	170	İbrahim Zengin, Melis Oktuğ	THE REFLECTIONS OF NEW TECHNOLOGY ON FILM FORM AND VISUAL FORM: THE FILM PSYCHO AS AN EXAMPLE OF INTENSE CONTINUITY EDITING	
	173	Okan Ormanlı	DIGITALIZATION AND TURKISH CINEMA	
11. 30	Coffee Break			
11. 45	2nd SESSION	POSTER PRESENTATIONS	Chairman	Öykü Ezgi Yıldız,Asst.Prof.Dr.
	16	Lydia Elizalde, Alberto Carrillo	SEMIOTICS IN THE CONTEXT OF POSTMODERN AESTHETICS	
	66	Olcay Uçak	A COMPARISON OF THE PHOTOGRAPHS USED IN PRINTED MEDIA AND INTERNET JOURNALISM	

	120	Duygu Dumanlı	AN EVALUATION OF THE ADVANTAGES OF MOBILE MARKETING FOR BRANDS: AN APPLIED EXAMPLE IN TURKEY	
	129	İrem Çalışıcı Pala	THE USE AND EFFECTS OF DIGITAL ENVIRONMENTS IN THE DOCUMENTATION OF TRADITIONAL TURKISH CERAMIC ART	
	146	Ayşegül Acar	THE DIGITAL ADVENTURE OF CERAMIC ARTS	
13. 15	Closing Speech (Önder Öztunalı Conference Hall)		"Digital Advertising and Trends"	Cüneyt Devrim Project House
13. 35	General Evaluation of the Congress			Rengin Küçükeroğan,Prof.Dr.
13. 50	LUNCH			
14. 30	CONGRESS TOUR			

9 MARCH 2012 AMFİ Z-A1 HALL				
08. 30	Registration			
9. 00	VIRTUAL SESSION	Digital Arts	Chairman	Volkan Ekin,Asst.Prof.Dr.
	46	Christina Ene, Argyris Kyridis, Ifigeneia Vamvakidou	DIGITAL HISTORY AND COMMUNICATION: THE CASE OF ROMANIANS IN GREECE	
	105	Adel Mohamed M. Khodeir	RULES OF COLOR MANAGEMENT PROCESS REQUIRED FOR GRAPHIC DESIGNER IN LITHO-OFFSET PRINTING	
10. 00	1st SESSION	Digital Arts (Cinema)	Chairman	Stanislav Semerdjiev,Prof.Dr.
	84	H. Hale Künüçen, Kağan Olguntürk	A NEW FILM LANGUAGE: "AMATEUR VIDEO"	
	102	Ioana Mischie	NEW CULTURAL HORIZONS: 3D	
	109	Nawal Mohamed Salah Eldin	VISUAL EFFECTS CINEMATOGRAPHY : THE CINEMATOGRAPHER'S FILMIC TECHNIQUE FROM TRADITIONAL TO DIGITAL ERA	
	161	Inês Gil	CONSTRUCTION OF THE SACRED IN THE MOVING IMAGE	
11. 30	Coffee Break			
11. 45	2nd SESSION	Digital Arts	Chairman	Donald Shaw,Prof.Dr.
	82	Ayşe Binay Kurultay	THE DYNAMICS OF VIRAL ADVERTISING	
	86	Rana Kutlu, Banu Manav	REINTERPRETATION OF ISTANBULS IMAGE THROUGH LIGHT MAPPING	

	110	Maria Celeste de Almeida Wanner, Valter Luis Dantas Ornellas	VISUAL CULTURE: ANTENNA AND ROOTS	
13. 15	Closing Speech (Önder Öztunalı Conference Hall)		"Digital Advertising and Trends"	Cüneyt Devrim Project House
13. 35	General Evaluation of the Congress			Rengin Küçükerođan,Prof.Dr.
13. 50	LUNCH			
14. 30	CONGRESS TOUR			

9 MARCH 2012 AMFİ Z-D3 HALL				
08. 30	Registration			
09. 00	MA SESSION	New Media	Chairman	Deniz Yengin,Asst.Prof.Dr
10. 00	1st SESSION	New Media (Social Media)	Chairman	Ümit Atabek,Prof.Dr.
	34	Selva Ersöz Karakulakođlu	THE DARK SIDE OF SOCIAL MEDIA	
	52	Sevgi Kesim Güven, Altan Kar	UNCANNITY OF DOCILE BODIES: DISCLOSURE OF PRIVACY	
	68	Volkan Ekin	SPORTS MARKETING AND DIGITALIZATION: THE ANALYSIS OF THE WEB PAGES AND SOCIAL MEDIA PRACTICES OF AMATEUR SPORTS CLUBS IN TURKEY	
	70	Bülent Küçükerođan, Deniz Yengin	ETHICS IN NEW MEDIA: THE EXAMPLE OF BÖBİLER.ORG	
11. 30	Coffee Break			
11. 45	2nd SESSION	Digital Arts (Cinema)	Chairman	Ferhat Özgür,Prof.Dr.
	58	Hakan Erkılıç	THE DIGITAL TRANSFORMATION OF THE CINEMA THEATRES IN TURKEY	
	74	Uđur Günay Yavuz	THE EFFECTS OF DIGITALIZATION IN WAR PHOTOGRAPHY	
	158	Dide Akdađ Satır	SUSTAINABILITY AND IDENTITY PROBLEMS IN THE PROCESS OF DIGITALIZATION OF WEB DESIGNS FOR CORPORATE IDENTITY	
	160	Arzu Eceođlu	THE REFLECTION OF TECHNOLOGICAL ADVANCES IN ARCHITECTURE AND THE EFFECTS OF SIMULATION PROGRAMS ON SPACE DESIGN	
13. 15	Closing Speech (Önder Öztunalı Conference Hall)		"Digital Advertising and Trends"	Cüneyt Devrim Project House

13. 35	General Evaluation of the Congress	Rengin Küçükerdoğan,Prof.Dr.
13. 50	LUNCH	
14. 30	CONGRESS TOUR	