

CİLT/VOLUME: 4 SAYI/ISSUE: 2
E-ISSN 2980-0404

ARALIK/DECEMBER 2024
<https://dergipark.org.tr/tr/pub/silet>

**SAKARYA
İLETİŞİM DERGİSİ**

**SAKARYA
COMMUNICATION JOURNAL**



**SAKARYA
ÜNİVERSİTESİ**

The Owner on Behalf of Sakarya University

Sakarya Üniversitesi Adına İmtiyaz Sahibi

Prof. Dr. Hamza Al
Sakarya University, Sakarya-Türkiye

Editor in Chief / Baş Editör

Ayşe Gül Toprak Ökmen
Sakarya University
Radyo, Television and Cinema
atoprak@sakarya.edu.tr

Assistant Editors/ Editör Yardımcıları

Can Bora Gelberi
Sakarya University
Journalism
cangelberi@sakarya.edu.tr

Burak Atkan
Sakarya University
Public Relations and Advertising
atkanburak@sakarya.edu.tr

Oğuz Han Şimşek
Sakarya University
Faculty of Communication
oguzhansimsek@sakarya.edu.tr

Field Editors / Alan Editörleri

Kadriye Kobak
Sakarya University
Communication and Design
kadriyekobak@sakarya.edu.tr

Nesrin Akinci Çötok
Sakarya University
Journalism
nakinci@sakarya.edu.tr

Süheyla Ayvaz
Selçuk University
Public Relations and Advertising
suheylaayvaz@selcuk.edu.tr

Mustafa Öztunç
Sakarya University
Advertising
oztunc@sakarya.edu.tr

Editorial Board / Editör Kurulu

Aytekin İşman
Sakarya University
Communication and Design
isman@sakarya.edu.tr

Jonathan Stubss
Cyprus International University
Faculty of Communication
jstubbs@ciu.edu.tr

Güven Necati Büyükbaykal
İstanbul University
General Journalism
guvenb@istanbul.edu.tr

Melih Zafer Arican
Sakarya University
Journalism
meliharican@sakarya.edu.tr

Metin Işık
Sakarya University
Public Relations and Advertising
imetin@sakarya.edu.tr

Oktay Fırat Tanrisever
Middle East Technical University
International Affairs
oktay@metu.edu.tr

Şükrü Sim
İstanbul University
Radio, Television and Cinema
sukrusim@istanbul.edu.tr

Mehmet Emin Babacan
Marmara University
Public Relations and Advertising
emin.babacan@marmara.edu.tr

Dilan Çiftçi
Cyprus International University
Faculty of Communication
dciftci@ciu.edu.tr

Dilan Çiftçi
Cyprus International University
Faculty of Communication
dciftci@ciu.edu.tr

İsmail Akdoğan
Bursa Technical University
Middle East Studies
ismail.akdogan@btu.edu.tr

Yusuf Ziya Gökçek
Marmara University
Radio, Television and Cinema
yusuf.gokcek@marmara.edu.tr

Ioana Adela Curta
Sibiu Lucian Blaga University
Journalism
ioana.curta@ulbsibiu.ro

Dawid Junke
Wroclaw University
Cultural Studies
dawid.junke@uwr.edu.pl

Mesut Bostan
Marmara University
Radio, Television and Cinema
mesut.bostan@marmara.edu.tr

Ethics Editor/ Etik Editörü

Ahmet Eskicumalı
Sakarya University
Communication and Design
ecumali@sakarya.edu.tr

Book Review Editor / Kitap İnceleme Editörü

Aynulhayat Uybadın
Sakarya University
Public Relations and Advertising
auybadin@sakarya.edu.tr

Spelling and Language Editor / Yazım ve Dil Editörü

Burak Atkan
Sakarya University
Public Relations and Advertising
atkanburak@sakarya.edu.tr

English Language Editor / Yabancı Dil Editörü

Muhammed Fatih Adıgüzel
Mersin University
English
fatihadiguzel@mersin.edu.tr

Preflight Editor/ Ön Kontrol Editörü

Can Bora Gelberi
Sakarya University
Journalism
cangelberi@sakarya.edu.tr

Layout / Mizanpaj

Mehmet Emin Çolak
Scientific Journals Coordinatorship
Sakarya University
Sakarya-Türkiye
mehmetcolak@sakarya.edu.tr

Yakup Beriş
Scientific Journals Coordinatorship
Sakarya University
Sakarya-Türkiye
yakupberis@sakarya.edu.tr

Indexing



EBSCO Central - Eastern European Academic Source



EBSCO Communication Source



ERIH PLUS

Contents

Research Article

- 1 Homo Ludens: The Changing Meaning and Function of Game from Traditional Life to Culture Industry ‘Squid Game’ Example
Ferhat Kaçar 107-128
- 2 Consumer Attitudes towards Femvertising in Russia and Türkiye: A Netnographic Studye
Tuba Çevik Ergin, Iana Aleksandrova 129-149
- 3 Yapay Zekânnı Gazetecilik Öğrencileri Üzerindeki Etkileri: Sakarya Üniversitesi Gazetecilik Bölümü Öğrencilerinin Yapay Zekâ Kaygı Düzeylerinin İncelenmesi
The Effects of Artificial Intelligence on Journalism Students: An Investigation of the Anxiety Levels of Sakarya University Journalism Students Regarding Artificial Intelligence
Elif Köse, Yusuf Adıgüzel, Cengizhan Aynacı 150-164
- 4 Sosyal Medyada Mutluluk İmgesi Bulunan Fotoğrafların Renk Tercihleri Üzerine Göstergebilimsel Bir Analiz: National Geographic Instagram Hesabı Örneği
A Semiotic Analysis on the Color Preferences of Photos with Happiness Images on Social Media: The Case of National Geographic Instagram Account
Beste Budan 165-186
- 5 Eminönü Yeni Cami Hünkâr Kasrı'nın Yıkılmasının 1930'lu Yillarda Gündeme Gelmesi ve Türk Basınındaki Tartışmalar
Raising the Issue of the Demolition of Eminönü New Mosque Hunkar Pavilion in the 1930s and the Debates in the Turkish Press
Serdar Sezer Simşek 187-203