

About the 69th issue

We are delighted to present the latest issue of *ConnectIST Istanbul University Journal of Communication Sciences*. This issue includes eight original research articles and a commentary article from Gary L. Kreps, Distinguished University Professor Emeritus, who leads the field of health communication. We believe that the key assessments of Kreps and our authors' noteworthy findings will contribute to the field. We would like to thank our guest editors, Dr. Nezhir Orhon from Anadolu University, Türkiye, and Dr. Peddiboyina Vijaya Lakshmi from Sri Padmavathi Mahila Visvavidyalayam, India.

Before introducing the manuscripts for the 69th issue, we would like to provide some information about our upcoming issues. We are currently preparing our 70th issue (June 2026). For issue 71 (December 2026), we will host a virtual conference titled "The Impact of Artificial Intelligence on Communication in the Context of a Creative Society" on March 26-27, 2026. The guest editors of the 71st issue will be Tomas Kačerauskas and Salvatore Schinello from Vilnius University of Technology in Lithuania. We believe that this issue will satisfy our readers who are curious about developments in artificial intelligence, its impact on creative industries, and the global-scale transformation of societies.

In this issue, we present the following articles:

Gamze Çoban and Tolga Gürocak analyzed elements such as location, form, lighting arrangements, interior fittings, and material, color, and texture characteristics of psychiatric hospitals in "Psychiatric hospital spaces in hollywood mainstream cinema: A health communication perspective." Through thematic content analysis, findings show that psychiatric hospitals in cinema function as a narrative backdrop and a structure that carries symbolic meanings related to health communication. In "The new opinion leaders in digital health communication: Exploring the motivations, roles, and practices of Turkish health influencers," Nida Kahraman conducted in-depth semi-structured interviews with 17 licensed health professionals active as health influencers." Their practices underscore their roles in agenda-setting and countering disinformation, positioning them as key actors in shaping public health debates.

Kumbasar provided a comprehensive overview of health campaign research published on Scopus between 2000 and 2025 in "The growth of health communication campaign research after 2018: A bibliometric analysis." In "Addiction to social media and the expression of the true self of Vietnamese youth," Yen Chi Lai, Le Thu Mach, and Minh Tam Tran used a qualitative focus group approach with participants aged 18-25 to analyze curated categories of self-presentation and the drivers behind them. This research is pivotal for its nuanced analysis of the false self phenomenon in a collectivist society, where familial duties often supersede personal identity.

In "Doctor-patient communication among Turkish immigrants and Turkish-origin individuals in Germany: A comparative qualitative study," Ayla Okay revealed that while more extended residency improves doctor communication, significant challenges remain in the doctor-patient relationship, with cultural differences and language barriers affecting healthcare quality, particularly among newer immigrants. Besime Pınar Özdemir, Melike Aktaş Kuyucu, and İsmail Uğur Aksoy, in "Health-related disaster risk communication in the 6 February 2023 Türkiye earthquake: Insights from vulnerable groups and healthcare professionals," underscore the urgent need for inclusive and anticipatory health communication strategies that ensure continuity of care, support effective coordination, and respond to the needs of at-risk groups at times of earthquake. Çiğdem Özkan Sev, in "Mapping Turkish health podcasts: Strategic voice or storage?" found that Turkish health podcasts display marked formal and thematic fragmentation and generally operate without a systematic publishing ethos. In an ethnographic study titled "Public health responses to obesity in the United Kingdom: A critical evaluation of campaigns and policy directions (1990-2025)," Deniz Sezgin found that the implemented

campaigns have been effective in raising public awareness; however, their impact has neither been equitably distributed across different segments of society nor sustained over the long term.

In the commentary titled “Recognizing health communication as a crisis discipline: Taking health communication inquiry seriously,” Gary Kreps presents a crisis communication-based model to health communication scholars and states that “health communication scholars need to identify major current challenges to effective health communication, carefully study these issues, and use the relevant data collected in these studies to guide development, implementation, and evaluation of evidence-based interventions to help address and resolve the communication problems examined. In this way, health communication scholars can make important contributions to promoting public health and wellbeing”.

Before closing this introduction, let me remind everyone that our journal can continue to publish academic studies in communications sciences through your support and participation.

We look forward to appearing before you once again with our 70th issue.

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