



2025

**ASSAM**

**INTERNATIONAL REFEREEED JOURNAL**



**MASS COMMUNICATION SPECIAL ISSUE  
(2025)**

[dergipark.org.tr/en/pub/assam](http://dergipark.org.tr/en/pub/assam)

[www.ASSAM.org.tr](http://www.ASSAM.org.tr)





ASSAM®  
Justice Defenders  
Strategic Studies  
Center

**ASSAM International Refereed Journal**  
**E-ISSN: 2148-5879**

©All rights reserved for the publications of the Justice Defenders Strategic Research Centre International Peer-Reviewed Journal (ASSAM-UHAD). These publications may not be reproduced, distributed or published in whole or in part for commercial purposes without permission. However, they may be quoted for non-commercial purposes, provided the source is acknowledged. The views and opinions expressed in articles published in ASSAM-UHAD belong to the authors. They do not reflect the official views of ASSAM-UHAD. ASSAM-UHAD publishes two issues per year. It is an international peer-reviewed journal. Furthermore, articles submitted to ASSAM-UHAD are checked for plagiarism risk using similarity analysis programmes.

<https://dergipark.org.tr/en/pub/assam>  
Issue/ Special Issue (2025)



**ISSUE: Special Issue YEAR: 2025**

**E-ISSN: 2148-5879**

Publication series of the “Journalism” Scientific Research Laboratory, operating under the Department of Multimedia and Electronic Communication, Faculty of Journalism, Baku State University.  
Recommended for publication by the decision of the Academic Council of the Faculty of Journalism dated **21 May 2025**.

“MASS COMMUNICATION” № 3 (9)

**Publisher**

On Behalf of The Justice Defenders Strategic Studies Center  
Melih TANRIVERDİ

**Editor-in-Chief**

Proffessor Ali Fuat GÖKÇE/Gaziantep University, Türkiye

**Issue Editor**

PhD Student Muhammed AKSU/İnönü University, Türkiye

**Special Issue Editor's**

Assoc. Professor Aytekin ZEYNELOVA/ Bakü State University, Azerbaijan

**Managing Editor**

PhD Student Muhammed AKSU/İnönü University, Türkiye

**Journal Secretary**

Şeyma ŞİRAZ, Master of Science (M.Sc.) in Political Sciences and Public Management

**Turkish Language Editors**

Assoc. Professor Halit Buluthan ÇETİNTAŞ/Necmettin Erbakan University, Türkiye

Dr. Binnaz ALP

**English Language Editors**

Nazım FATSA, Master of Science (M.Sc.) in International Relations

Assistant Professor Abdur Rahman FUAD/Gaziantep Islamic Science and Technology University,

Türkiye

**Assistant Editors**

PhD Student Doktora Umud ORUJOV

Şeyma ŞİRAZ, Master of Science (M.Sc.) in Political Sciences and Public Management

Eren KARAOĞLU, Master of Science (M.Sc.) in in Political Sciences

Ezgi ŞAHİN, Master of Science (M.Sc.) in International Relations

<https://dergipark.org.tr/en/pub/assam>  
[Issue/ Special Issue \(2025\)](#)

#### Section Editors

Professor Hüsametdin İNAÇ/Kütahya Dumlupınar University, Türkiye  
Professor S. Tunay KAMER/Kastamonu University, Türkiye  
Professor Fevzi ÇAKMAK/Dokuz Eylül University, Türkiye  
Professor Ali Murat KIRIK/Marmara University, Türkiye  
Professor Celil Uğur ÖZGÖKER/İstanbul Arel University, Türkiye  
Professor Murat OKÇU/Isparta Süleyman Demirel University, Türkiye  
Professor Cavid ABDULLAHZADE/Ankara University, Türkiye  
Professor Emine KOBAN/Gaziantep University, Türkiye  
Assoc. Professor Akif ABDULLAH/Afyon Kocatepe University, Türkiye  
Assoc. Professor Arzu BERBER/Kırşehir Ahi Evran University, Türkiye  
Assoc. Professor Ahmet ŞİT/Malatya Turgut Özal University, Türkiye  
Assoc. Professor Aytekin ZEYNELOVA/ Bakü State University, Azerbaijan  
Assoc. Professor Mustafa SEVİNDİK/Osmaniye Korkut Ata University, Türkiye  
Assoc. Professor Yunus EMRE TANSÜ/Gaziantep University, Türkiye  
Assistant Professor Abdur Rahman FUAD/ Gaziantep Islamic Science and Technology University, Türkiye  
Dr. Cihan GÜNYEL  
Dr. Hande ORTAY  
Dr. Seyhan BULAN  
Dr. Haydar ORUÇ

#### Board Members

Professor Zerrin TOPRAK KARAMAN  
Professor Mete YILDIZ/Hacettepe University, Türkiye  
Professor Hüseyin GÜL/Isparta Süleyman Demirel University, Türkiye  
Professor Tuğba YOLCU/Tarsus University, Türkiye  
Professor Sadettin PAKSOY/Gaziantep University, Türkiye  
Professor Ahmet YATKIN/Malatya İnönü University, Türkiye  
Professor Hüseyin ŞEYHANLIOĞLU/Kütahya Dumlupınar University, Türkiye  
Professor Taner AKÇACI/Gaziantep University, Türkiye  
Professor Ahmet UÇAR/Manisa Celal Bayar University, Türkiye  
Professor Toğrul İSMAYIL/Kahramanmaraş Sütçü İmam University, Türkiye  
Professor Celil Uğur ÖZGÖKER/İstanbul Arel University, Türkiye  
Professor İrfan Kaya ÜLGER/Kocaeli University, Türkiye

©All rights reserved for the publications of the Justice Defenders Strategic Research Centre International Peer-Reviewed Journal (ASSAM-UHAD). These publications may not be reproduced, distributed or published in whole or in part for commercial purposes without permission. However, they may be quoted for non-commercial purposes, provided the source is acknowledged. The views and opinions expressed in articles published in ASSAM-UHAD belong to the authors. They do not reflect the official views of ASSAM-UHAD. ASSAM-UHAD publishes two issues per year. It is an international peer-reviewed journal. Furthermore, articles submitted to ASSAM-UHAD are checked for plagiarism risk using similarity analysis programmes.

<https://dergipark.org.tr/en/pub/assam>  
Issue/ Special Issue (2025)

Professor Ali Murat KIRIK/Marmara University, Türkiye

Professor Selehaddin BAKAN/Malatya İnönü University, Türkiye

Professor Murat OKÇU/Isparta Süleyman Demirel University, Türkiye

Professor Murteza HASANOĞLU/ Azerbaijan State Academy of Public Administration, Azerbaijan

Assoc. Professor Ahsen SAÇLI/Ankara Hacı Bayram Veli University, Türkiye

Assoc. Professor Sezai ÖZTOP/İstanbul Medeniyet University, Türkiye

Assoc. Professor Kemal OLÇAR/İstanbul Beykent University, Türkiye

#### Contact

E-mail: uhad@assam.org.tr

Web: <https://dergipark.org.tr/en/pub/assam>

**Publication Type:** Electronic

#### Dergi İndeksleri/Indexes





## About ASSAM International Refereed Journal

ASSAM International Refereed Journal (ASSAM UHAD) is published with the aim of contributing original research and scholarly studies in the field of social sciences to the academic literature. Established in 2014, the journal is committed to publishing high-quality and academically rigorous works that serve as reliable references for researchers and scholars.

ASSAM International Refereed Journal is a peer-reviewed academic journal. Until 2017, it was published biannually. Between 2017 and 2020, three electronic issues were published annually in April, August, and December. As of 2020, the journal returned to a biannual publication schedule, releasing issues in April and November each year. While the journal was published in *volume* and *issue* format until 2023, it has continued its publication life solely in *issue* format as of 2024.

Beginning with the November 2025 issue, the journal has adopted a paid publication policy. Detailed information regarding publication fees is available in the “Fee Policy” section on the journal’s official website. As of 2025, ASSAM International Refereed Journal is published exclusively in English.

The journal welcomes scholarly works that fall within the broad scope of the social sciences, including interdisciplinary studies. Since October 2017, manuscript submissions have been accepted through the ULAKBİM DergiPark system.

ASSAM International Refereed Journal is an online, open-access publication. By providing free access to academically produced studies, the journal aims to support institutions and individuals engaged in scientific research and to contribute to the dissemination of knowledge.

Each manuscript submitted to the journal is evaluated through a double-blind peer-review process by at least two independent reviewers who are experts in their respective fields. For a manuscript to be accepted for publication, reviewers must submit positive reports indicating that the study is suitable for publication. Only one article by the same author or group of authors may be published in a single issue. Accepted manuscripts are placed in a publication queue and published in subsequent issues. Authors have no influence over the peer-review process or the decisions of the editorial and administrative boards.

All accepted manuscripts are edited in accordance with the journal’s publication policies and formatting guidelines before being published on the system. Authors and readers may freely access and download published issues from the journal platform.

In line with its publication policy and academic vision, ASSAM International Refereed Journal publishes special issues in addition to its regular issues. Within this framework, the “Mass Communication-Special Issue” aims to address contemporary theoretical and practical transformations in the field of mass communication from a multidimensional perspective. This special issue brings together original scholarly contributions focusing on current topics such as digitalization, artificial intelligence, algorithmic systems, new media environments, and the social implications of communication technologies. Coordinated by an expert Special Issue Editor, the issue seeks to make significant contributions to the mass communication literature and to encourage interdisciplinary academic debate.

**Editor-in-Chief**  
Professor Ali Fuat GÖKÇE

<https://dergipark.org.tr/en/pub/assam>  
Issue/ Special Issue (2025)

## Editorial Preface

Dear Readers,

As ASSAM INTERNATIONAL REFEREED JOURNAL, we are pleased to present our special issue entitled “*Mass Communication-Special Issue*” which brings together contemporary theoretical discussions and empirical studies in the field of communication. The discipline of mass communication is undergoing a profound transformation driven by digitalization, artificial intelligence, algorithmic systems and the expanding literature of the network society. This shift calls for a systematic reassessment of existing theoretical paradigms as well as established literary conventions.

This special issue includes ten original scholarly articles addressing a broad thematic spectrum, ranging from journalism in the new media environment and algorithmic journalism to internet television, digital security, brand loyalty, neuromarketing, disaster communication, and climate resilience. The contributions examine the social, political, economic, and cultural dimensions of mass communication through an interdisciplinary perspective, offering valuable insights that strengthen the relationship between theory and practice.

The articles featured in this issue critically explore the impact of artificial intelligence on journalistic content, the transformation of communication models through digitalization, and algorithmic journalism within the context of the click economy from a media literacy perspective. In addition, the issue discusses contemporary reflections on network society theories, the effects of CEO-induced crises on corporate reputation, the role of digital media in disaster risk reduction and climate resilience, the evolution of internet television from global and local perspectives, and the political and strategic dimensions of cyber security discourses.

Within this framework, the “*Mass Communication-Special Issue*” aims to contribute theoretical depth and analytical diversity to ongoing debates in the field of mass communication, serving as a valuable reference source for researchers, academics, and practitioners alike. All articles included in this issue have undergone a rigorous peer-review process and have been published in accordance with the principles of academic integrity and scientific quality.

The editors would like to express their appreciation to all authors, reviewers, and editorial board members for their valuable intellectual contributions and rigorous engagement throughout the preparation of this special issue. Their collective efforts have been instrumental in ensuring both the scholarly quality and thematic coherence of the volume. It is anticipated that the studies brought together in this issue will enrich ongoing debates within the field of mass communication and serve as a reference point for future research.

Sincerely,

**Editor**

PhD Student Muhammed AKSU



<https://dergipark.org.tr/en/pub/assam>  
Issue/ Special Issue (2025)

### Special Issue Editor's Preface

In today's world, the rapid development of information and communication technologies has had profound and multidimensional effects on all areas of social life. In particular, the intensification of the digitalization process has fundamentally transformed the nature of media institutions, the functional role of journalism, the structure of communication models, and the mechanisms through which public discourse is formed. These transformations are not limited to technological dimensions alone; they also reshape social relations, political decision-making processes, economic behavior patterns, and the formation of cultural identities. In this context, media has emerged not merely as a tool for information transmission, but as a complex social institution that plays a strategic role in shaping public consciousness, regulating power relations, and disseminating ideological influences.

The special issue of the ASSAM academic journal entitled “Mass Communication” aims to examine these transformation processes within a scientific, theoretical, and analytical framework. The studies included in this issue address the changes occurring in the contemporary media and communication environment from various scholarly perspectives and comprehensively evaluate the effects of digital technologies on information production and consumption. In this respect, the special issue seeks to make significant contributions to both theoretical debates and practical applications by presenting current issues in media studies through an interdisciplinary perspective.

With the formation of the information society, classical models in the field of media and communication have increasingly been replaced by more complex and flexible structures. Traditional one-way communication mechanisms have evolved into interactive, network-based, and user-oriented models. This process has weakened the boundaries between information producers and consumers and has transformed audiences from passive recipients into active participants. Consequently, the contemporary media environment has emerged as a product not only of technical innovations but also of the transformation of social behaviors and communicative relationships.

Journalism, within this new reality, faces both significant opportunities and serious challenges. While digital technologies have substantially increased the speed and scope of information production, they have also brought fundamental principles such as reliability, objectivity, ethical responsibility, and professional standards back to the forefront. Automated systems, algorithmic decision-making mechanisms, and big data analytics directly affect the professional identity of journalism, making the issue of balance between human agency and technological tools increasingly visible. In this context, the special issue brings together scholarly studies that critically assess the transformation of journalism.

The digitalization process has also transformed the structure of the communication economy. The rise of commercial interests in the media sector, the prominence of the attention economy, and the management of audience behavior through measurable indicators have raised concerns regarding content quality. The evaluation of content based on popularity metrics and the prioritization of information aimed at rapid consumption may lead to the marginalization of analytical and in-depth journalism. In this regard, media literacy, critical thinking, and the audience's ability to interpret information carry strategic importance for society. The scholarly approaches presented in this special issue not only describe these problems but also propose solution-oriented conceptual frameworks.

<https://dergipark.org.tr/en/pub/assam>  
Issue/ Special Issue (2025)

Historical and ideological factors also play a decisive role in the formation of the contemporary media environment. The intellectual heritage, traditions of political enlightenment, and ideas of statehood that hold an important place in the history of social thought continue to form the foundation of communication discourses today. Media studies should not focus solely on contemporary technologies; they should also examine how the intellectual legacy of historical figures is recontextualized in the modern era. The academic approaches presented in this special issue establish a connection between history and the present, enabling a broader understanding of the developmental dynamics of media and public consciousness.

The digital transformation of audiovisual media also occupies an important place within the conceptual framework of the journal. Digital platforms have transformed traditional broadcasting models by enabling personalized content consumption, interactivity, and the elimination of time and space constraints. This transformation has created new forms of relationships between media producers and audiences and has accelerated the flow of information on a global scale. Alongside global trends, comparative analyses of regional and national media experiences contribute to a more comprehensive understanding of contemporary communication processes.

The theoretical foundations of the information society hold particular significance in current media research. Network-based social structures, digital connectivity, and the decentralization of information flows have transformed the principles of social organization. Media fulfills both a connective and a regulatory function within this new social structure. This special issue contributes significantly to academic debates by linking theoretical approaches that explain the structure of contemporary society with media realities.

Strategic communication and corporate reputation have also gained increasing importance in the contemporary media environment. Information disseminated through digital platforms can make crisis situations more rapid and far-reaching in their impact. Under these conditions, the communication strategies, ethical attitudes, and sense of social responsibility of institutions and leaders play a decisive role in shaping brand image. Media studies provide a scientific foundation for the development of the field of strategic communication by addressing these processes not only from an applied perspective but also within a theoretical framework.

Today, media is closely associated not only with information and economics but also with security and risk communication. The global increase in environmental risks, natural disasters, and climate change has heightened the importance of reliable and rapid information dissemination. Digital media platforms have become important tools for awareness-raising, early warning, and social mobilization. Media research examines, at a scientific level, the key factors shaping societal attitudes toward sustainability and security in this context.

At the same time, the contemporary communication environment has facilitated the emergence of new scientific orientations in the study of consumer behavior. In-depth analyses of human psychology, emotional responses, and decision-making mechanisms are widely applied in media and marketing strategies. When examined comparatively with traditional communication theories, these approaches enable a more accurate understanding of the mechanisms through which modern media influences audiences.

In the digital age, issues related to information security and cyberspace have also become central areas of media research. The control of information flows, digital security discourses, and the representation of power relations in the media reflect the political and strategic dynamics of contemporary society. Media functions in these processes both as a

<https://dergipark.org.tr/en/pub/assam>  
[Issue/ Special Issue \(2025\)](#)

transmitter of information and as an instrument of ideological influence. Scholarly approaches contribute to a deeper understanding of the new challenges of the digital era by analyzing these complex relationships.

In conclusion, the special issue of the ASSAM academic journal entitled “Mass Communication” addresses current issues in contemporary media and communication research within a systematic and conceptual framework. The studies presented examine the social, political, economic, and cultural dimensions of digital transformation through a holistic approach and explain the changing functions of media institutions on a scientific basis. As editors, we believe that this special issue will serve as a valuable scholarly resource for researchers, academics, and practitioners working in the field of media and communication and will provide a solid theoretical and methodological foundation for future studies.

**Special Issue Editor’s**

Assoc. Professor Aytekin ZEYNELOVA

<https://dergipark.org.tr/en/pub/assam>  
Issue/ Special Issue (2025)

## Table of Contents

About ASSAM International Refereed  
Journal

.....i

Editorial

.....ii

Special Issue Editor's Preface

.....iii

Table of Contents

.....vi

**1. The Impact of Artificial Intelligence on  
Journalistic Content in The New Media  
Environment**

Sabina Izzatli

.....1-11

**2. Ahmet Agaoglu's Contributions As An  
Intellectual And Statesman In The  
Foundation Period Of The Republic Of  
Türkiye**

Mahir Garibov

.....12-19

**3. The Transformation Process of New  
Communication Models Through  
Digitalization**

Goshgar Baylarov

.....20-30

**4. Algorithmic Journalism and the Click  
Economy: An Evaluation from a Media  
Literacy Perspective**

Güney Mahmudova  
and

Mehriban Gadirova

.....31-45

**5. The Evolution of Internet Television: A  
Comparative Analysis of Global and  
Azerbaijani Trajectories**

Tural Valimatov

.....46-56

**6. The Future of the Network Society:  
Reflections of Manuel Castells and van Dijk  
on the Network Society**

Javid Zeynalov

.....57-72

**7. The Impact of CEO-Induced Crises on  
Corporate Reputation: An Analysis of the  
Role of Executive Misconduct in Shaping  
Brand Image**

Khalil Guliyev

.....73-86

**8. Digital Media in Disaster Risk Reduction  
and Climate Resilience**

Almaz Nasibova

.....87-95

**9. Brand Loyalty in the Light of  
Neuromarketing Data: A Comparative  
Analysis with Traditional Communication  
Theories**

Alakbar Karimli

and

Azar Gulushlu

.....96-110

**10. Cybersecurity Discourses and Social  
Power Relations: The Political and Strategic  
Dimensions of Digital Security**

Rashad Mammadov

.....111-121