## **Table of Contents**

List of Contributors	7
Scientific Advisory Committee	9
Introduction	11
Ercan Aktan	
Social Media Interaction and Digital Public Relations: The Example of Turkish Green Crescent Society	17
Duygu Aydın, Mehmet Safa Çam Data Storytelling and Digital Visualization	33
Data Storytelling and Digital Visualization	33
B. Oğuz Aydın, Ceren Yegen A Current and Capitalist Consumption Myth: Black Friday	59
Yasin Bulduklu	
Unexpected Events in Health Institutions and Digital Public Relations	79
Özlem Duğan	
Examining E-Complaints against Airline Companies in Terms of Public Relations	107
Mustafa Güngör	
The Use of New Media for Digital Public Relations: The Case of Konya Universities	133
Salih Gürbüz	
The Use of Digital Storytelling as a Public Relations Tool for Corporate Reputation: The Sample of Tat Gida Farmer Stories	153
Aydın Karabulut	
Independent and Nonverbal Postmodern Relationship Forms in the	
Network Age	187



Deniz Özer	
Organizations' use of Social Media from the Perspective of Dialogical	
Communication and Marketing-Oriented Public Relations	211
Şakire Özkan, Birgül Taşdelen	
How Twitter Was Used during the 2018 Presidential Election by the	
Candidates in Turkey Image Creation in the Context of Dramaturgy	
Theory	237
Ahmet Tarhan	
Social Media Presence of Banks in Terms of Public Relations: The	
Example of Ziraat Bank, Iş Bank, and Kuveyt Türk Participation Bank	257
List of Figures	275
List of Tables	277
Authors	201