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**“DİJİTAL ZORBALIK: BİR YOLCULUK VE YOL İŞARETLERİ” KISA FİLMİNİN
İÇERİK TASARIMI ÜZERİNE BİR DEĞERLENDİRME**
AN EVALUATION OF THE CONTENT DESIGN OF THE SHORT FILM “DİJİTAL
ZORBALIK: BİR YOLCULUK VE YOL İŞARETLERİ”

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ÖZET

Avrupa Birliği Eğitim ve Gençlik Programları Merkezi Başkanlığı’nca yürütülmekte olan Erasmus+ Programı kapsamında Avrupa Birliği tarafından finanse edilen "Digital Health Guidance Academy for Young Leaders" başlıklı proje çıktılarında "Dijital Zorbalık: Bir Yolculuk ve Yol İşaretleri" adlı kısa film senaryosunun içeriksel tasarım bakımından incelenmesi bu çalışmanın amacını oluşturmaktadır. Nitel veri analizi yöntemlerinden doküman analizinin kullanıldığı çalışmada *i. tematik yapı, ii. dramatik yapı iii. eğitsel kapasite, iv. akış ve hikayeleştirme* temel analiz alanları olarak belirlenmiştir. Bu kapsamda söz konusu kısa filmin, tematik açıdan dijital zorbalığın farklı yönlerini içeren beş ayrı tema halinde yapılandırıldığı ve her temanın, konunun belirli bir boyutunu (psikolojik etkiler, tanık olma, dijital vatandaşlık) derinlemesine ele aldığı; dramatik açıdan dijital zorbalığın gerçek hayattaki yıkıcı etkilerini gözler önüne serdiği ve aynı zamanda empati duygusunu harekete geçirirken çözüm yollarına da işaret ederek umudu koruduğu; eğitsel kapasite açısından dış ses ve bilgilendirici ekran metinleri yoluyla dijital zorbalıkla başa çıkmak için pratik öneriler ve yöntemler içerdiği; akış ve hikayeleştirme bakımından ele aldığı her bir temanın öykü bütünlüğünü sağlayan bir ardışıklık içerdiği ve mesajını kademeli olarak derinleştirdiği. Ayrıca kısa ve vurucu sahnelerle izleyicinin dikkatini sürekli diri tutarak her bir bölümü net bir mesajla tamamladığı bulgulanmıştır. Sonuç olarak, söz konusu kısa filmin tematik, dramatik, eğitsel ve öyküsel öğeleri dengeli biçimde birleştirerek izleyicide hem güçlü bir farkındalık hem de eyleme geçme motivasyonu oluşturma kapasitesi içerdiği ifade edilebilir. Bu yönüyle kısa film dijital zorbalıkla mücadele çabalarını yenilikçi bir kapasiteyle destekleme potansiyeli taşımaktadır.

Anahtar Kelimeler: Erasmus+, SafeYOU Projesi, Dijital Zorbalık, İnfografik Kısa Film

ABSTRACT

Within the scope of the Erasmus+ Program carried out by the Center for EU Education and Youth Programmes, financed by the European Union, the purpose of this study is to examine the short film script titled “Dijital Zorbalık: Bir Yolculuk ve Yol İşaretleri” (Cyberbullying: A Journey and Signposts), which is one of the outputs of the project “Digital Health Guidance Academy for Young Leaders,” in terms of content design. In this study, which employed document analysis as one of the qualitative data analysis methods, the following fundamental areas of analysis were determined: (i) *thematic structure*, (ii) *dramatic structure*, (iii) *educational capacity*, and (iv) *flow and storytelling*. Accordingly, it was found that the short film is organized into five separate themes addressing different aspects of digital bullying from a thematic standpoint, with each theme thoroughly exploring a specific dimension of the topic (psychological impacts, witnessing, digital citizenship); from a dramatic standpoint, it demonstrates the destructive effects of digital bullying in real life while preserving hope by pointing to possible solutions and stimulating empathy; from the perspective of educational capacity, it offers practical suggestions and methods for coping with digital bullying through voice-over narration and informative on-screen texts; and in terms of flow and storytelling, each theme follows a sequence that maintains narrative integrity and gradually deepens the message. Moreover, the short and striking scenes were observed to keep the audience’s attention continuously engaged, concluding each section with a clear message. Consequently, it can be stated that this short film, by effectively balancing its thematic, dramatic, educational, and narrative elements, possesses the capacity to foster both heightened awareness and motivation to take action in the viewer. In this regard, the short film holds the potential to innovatively support efforts to combat digital bullying.

Keywords: Erasmus+, SafeYOU Project, Digital Bullying, Infographic Short Film