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UNIVERSITY**



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Future Technologies

TECHNO-
AGENDA

Res. Asst. Süreyya İMRE
The Department of
Management Information
Systems



LOADING...

Scientists make many predictions about the future. Some predictions are reminiscent of science fiction movies while others are frightening.. Let's list some of these technologies that are expected to make a mark in the near future.



Surface Computers

Microsoft targets to change computer habits with its revolutionary product called Microsoft Surface. Microsoft presents everything that we love and know about computers on an ordinary coffee table. Microsoft Surface creates computers that include characteristics of multi-interference that can answer hand movements and interact with real-world objects. With its coffee table design, Microsoft enables the furniture that we use in daily life get integrated with computers. The family members gathering around the coffee table can share pictures or reach limitless information with a simple touch. With infrared imaging and object recognition, Microsoft Surface is based on a device, touching, and/or finger identification. The users can take action over a 30-inch screen without using a mouse or keyboard. Multiple people can work together on the same screen on the same project. As the cost of touchscreens decreases and their technologies develop day by day, we can see that their first multi-touch products will change the classes in the future. But wait, there's more!

Invisible Keyboard

Our devices are getting smaller, lighter, and wireless, but the quest for portable productivity goes one step further, and the first invisible keyboard was unveiled as the "SelfieType" at the Consumer Electronics Show in Las Vegas, Nevada, USA. This smart keyboard was developed with AI software that analyzes your finger movements and then translates them into QWERTY keyboard inputs on your device. Thanks to artificial intelligence support, it uses the phone's front camera to track hand movements and write them down. All you need to do the magic is a front camera from a smartphone, a tablet, or a laptop. The artificial intelligence in SelfieType does not analyze your finger movements while you are physically typing on something. It rather analyses your joints' movement directly.

To use the invisible keyboard, you can simply place your device on any flat surface, hold your hands in the typing position and start typing. No more bothering with the shortened keyboard with tiny keys. You can type messages and emails on your smartphone easier and faster than the thumb technique technology. Your keyboard will always be with you whenever and wherever you are.



Electronic Paper

Even though the forms of communication have become more digital with developing technologies, paper still maintains its place in the world. However, once overwritten and drawn, the paper expires and must undergo complex processes to recycle. Electronic Paper or e-paper, which has taken its place in our language in recent years, is a display device that imitates the appearance of ink and offers the advantage of continuous use of paper by consuming very little electricity. Electronic paper, which is an imaging technology, tries to fulfill the function of normal paper and ink. This new invention, which is traditionally paper-thin, offers the possibilities of digital screens and paper together. However, some aspects of it are different from normal paper. One of these differences is that you can read pages and even books on a single sheet of electronic paper. Being lightweight and durable are also positive features of these screens.

E-paper's amazing properties such as excellent visibility, paper-like readability, and extremely low energy consumption make it perfect for all kinds of incredible products, from phones and accessories to digital signage. The products of electronic paper technology include electronic books, e-newspapers, e-magazines, electronic price tags, timetables at bus stops, electronic ads, and billboards. Market forecasts indicate that the e-paper display market will grow to over \$8.59 billion by 2022, with electronic paper technology applications such as signage being an important part of this market.



Virtual Reality and Augmented Reality

Virtual Reality is defined by the imitated simulations that are created by computers. Most virtual reality simulations include visual experiences acquired through a computer screening. Today, we can experience walking on the moon by wearing virtual reality glasses. Virtual reality is widely used in education, observation, testing, entertainment, and treatment activities.

The live, direct, or indirect physical appearances created by the enrichment of the real-world environment and its contents with computer-generated sound, image, graphics, and GPS data is briefly called the changing and augmented reality by the computer. On the other hand, in virtual reality, there is a designed and animated world instead of the real world. Enrichment takes place in real-time and interacts with surrounding elements. Physicist Michio Kaku has foreseen that augmented reality technologies will first start to develop with the enthusiasm of students to cheat, and then they will be used for political speeches by politicians and for tourists by travel guides.

Smart Toilets

According to a report, by 2050, toilets will help people with diseases and deficiencies from human waste to improve their lifespan. The latest technology smart toilets aim to support people's immune systems by analyzing the things in the toilet bowl and controlling vitamin and blood sugar levels.

Sensors in the toilet will be able to control heart rate and blood pressure, stool and urine, and even urine flow. Thus, it will predict potential diseases and report deficiencies in the body when a person needs a check-up at the doctor. The results will be shared with people's insurance companies to help to decrease (or increase) the rates based on their lifestyle choices. It will also have voice recognition so people can communicate to their toilets about the results.

Futurist James Wallman states that the smart-toilet will offer a superior personalized experience supported by technology. While people still need to visit their doctors, soon the toilets will provide various health-related data from people's body temperatures to blood sugar levels.



Vehicles Without Drivers

Self-driving vehicles used in some states such as California, Nevada, and Florida detect every movement and adjust the vehicle's speed limit according to the surrounding objects. Self-driving vehicles work with sensors. They determine everything around at a certain distance and minimize the amount of error. Thus, these self-driving tools produced by Google help to minimize driver-related errors. In addition, the vehicle can be adjusted according to road conditions manually before setting off. This way, we will be able to devote the time we spend driving to other things. These conveniences are the signs that self-driving vehicles will be a part of our daily lives.

“STUDENTS ARE TALKING ABOUT INFORMATION TECHNOLOGIES!”

ARTIFICIAL INTELLIGENCE:

DO HUMANS CREATE A RIVAL FOR THEMSELVES?

Elif ÖZCAN
A Student from the
Department of Management
Information Systems

There are thousands of people who think that artificial intelligence is a hope for the future of humanity. But, the number of those who believe that the end of the human race will come with this technology is not few. World-renowned scientist Professor Stephen Hawking and CEO of SpaceX and Tesla, Elon Musk, warned that artificial intelligence could reach an uncontrollable point. Bill Gates, the founder of Microsoft, said he is in the group of those concerned about artificial intelligence. He believes the machines will do a lot of work for people at first, if they are not managed well, they will become a future threat to people. Professor Hawking said in his statement, "artificial intelligence could end mankind." Hawking emphasizes that scientists and manufacturers, and all human beings should ask what we can do to avoid the risks of artificial intelligence in the future and merely take advantage of them, and says that this is one of the most prominent debates of our age. It is also argued that humans create a superior intelligence and, in this way, run the risk of being the initiator of their destruction. For this reason, Hawking focused on the benefits of studies in artificial intelligence but emphasized that artificial intelligence should be approached with caution.

Although it is the target of negative comments, artificial intelligence has many uses in our lives. Its impact on our lives, economy, and society continues to increase in different aspects. The methods or areas where these technologies are actively used include physical robots, software robots, speech recognition, chatbots, image and face recognition, machine and deep learning, drones and unmanned aerial vehicles, and autonomous cars. Elon Musk stated that it is unclear whether artificial intelligence will be good or bad for humanity. The only thing that Musk is sure of is that human beings will reach a point where artificial intelligence cannot be controlled. Hence the answer to the question of how artificial intelligence will affect humanity depends on us because artificial intelligence may be the "last" prominent thing invented by society as we know it.

[Click to access resources.](#)

The New Role of Information Technologies in the Digital World



“The world has realized that disruptive change is inevitable.”

COVID-19 has necessitated transformation for both business and the social world. Thanks to the pandemic, we started to understand the new world. We have shown the whole world that we can adapt better to the new system with digital contact during these times when we cannot contact in conventional techniques. We have seen how critical digital connectivity can be used for both societies and businesses. At this point, we have witnessed that consumer habits have adapted to the new world also. The rate of online shopping in Turkey rose from 10% to 80%. Worldwide, this rate reached 40% in the first quarter. The rate of working or studying remotely has also increased from 57% to 78% in Turkey. And in fact, remote working has brought more profit to both employees and employers in this process. Employees have become more productive and at the same time happier individuals by devoting the time they spend on the road to themselves and their personal development. Senior executives of most companies stated that these practices will continue and they will work harder for a better online infrastructure even after the epidemic (According to a study, 75% of companies stated that they will expand digital transformation). While digital transformation was a choice before the pandemic, it has become a necessity from the beginning of it. While the percentage of using technology among the routine work of an individual before the pandemic was 15%, this rate has reached to almost 100% with the transition to remote working order. When the IT leaders of the leading companies in Turkey are asked about their investment plans for the next 2 years, the most popular answers of all companies are data analytics, advanced analytics, cloud-based systems, and artificial intelligence technology. Of course, one of the disadvantages of this system is cyber attacks. Companies should establish internal communication on recognizing and avoiding phishing emails to guard against cyber risks. The most changing elements of information technologies can be listed as tools and assets that will support their competencies, how information technology values and communication within the organization are made, its strategy, and required competencies. Changes that may occur in the organizational transformation of information technologies are expected to be seen in agile organizations, joint services, micro teams, and centers of excellence. Many companies are working on these regulations.

During the pandemic, people had to be more intertwined with the digital world. Many things have been affected by this pandemic like society, interpersonal communication, and business. Maybe nature took a big breath, but humankind had a hard time in this process. So, what do you think we learned from the pandemic? For better or worse, we changed ourselves and our environment, we spent more time in the virtual environment and we cannot be the same as before. In other words, the “New World” is no longer as we know it. What will these developments change more in our lives? When will we fully adapt to this “New World”? What changes will happen in information technologies? What will the consequences of the epidemic allow us to change? We'll all wait and see.

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Ceren BARIM
A Student from the
Department of
Political Science and
Public Administration



DIGITIZATION OF THE MIND

Res. Asst. Merve VURAL

The Department of Management Information Systems



The human mind is one of the most mysterious powers in the world. Throughout history, the way the human mind works has been the subject of many researches. Despite their success in the arts and sciences, the ancient Egyptians believed that the brain was an unnecessary organ. Aristotle believed that the soul was not in the brain, but in the heart, which served to cool the cardiovascular system. Descartes thought that the soul enters the body through a gland called the pineal gland in the brain. Because these theories were not based on strong evidence, none of them could be proven at their time. While neuroscience was primitive and unexplored in the past decade, we are currently talking about the management of objects by mind power with Industry 5.0. One of the most remarkable studies on this subject came from Elon Musk's neurology company Neuralink last year. Musk announced that they have tested a microchip that can communicate between the brain and the computer on monkeys and they have succeeded, and now people are next for testing. 4 electrode threads that measure one quarter of the width of the hair and a chip attached to them will be used. With this mechanism, researchers will try to establish a communication between the mind and the machine. The recent goals of the study include treating diseases such as Alzheimer and Parkinson, but the benefits and threats it brings, in the long run, are still unknown. Another company working on this issue is Nextmind. The company introduced a brainwave detection device that provides real-time device control, with a focus on computer games. The device converts the waves coming from the brain into commands for other devices. The device collects data from the signals created by the neuron activity of the user's brain with the help of a headband. With machine learning, the signals are converted and routed to the other devices.

In the light of these studies, it seems possible to communicate with brain waves without speaking and to download and store data from the Internet with brainpower. Some think that such scientific studies will create class gaps between people and cause an unhappy dystopian order. Considering the great inventions such as electricity, the radio, and television that have benefited humanity in history, these new technologies can also be accessible for everyone at some point. Whether these technologies will be accessible for everyone or not, it seems like the mind will shape the future. These technologies are ready to enter our lives, but is the human mind ready to use this power?



A CONCEPT FROM THE FUTURE: DATA



Asst. Prof.
Şeyma BOZKURT UZAN
The Department of Management
Information Systems

When we think about the past and present, we must admit that incredible developments have occurred in technology. When we think about the future, the question of "What will be the end of technology, how far can we go?" comes to mind. Depending on the technological developments, data production is increasing exponentially every day. Humans produce hundreds of data in seconds. For example, you are currently generating data while reading this article. Let's see how much screen time we've all saved on our phones so far. Every time we touch our phones, every click, every photo we share, every tweet we sent, etc., we produce countless data during the day. The data generated by the use of the Internet is increasing exponentially. At the same time, depending on people's interactions, social media and internet-connected devices are among the factors that increase data production. In the digital world where heaps of data are formed, these data files are stored or flowed instantly. The place where the data stacks are stored is called the data center.



The biggest problems of data centers are that they generate too much heat and cause energy consumption which costs a lot. That's why providers want to move their data centers to cooler environments. To this end, Microsoft has been experimenting with submarine data centers for a long time. In line with these experiments, small-scale tests were conducted for five months on the California coast in 2015. After the successful completion of these testing phases, Microsoft landed a data center in the Scottish Sea to test whether it could save energy by cooling its large servers at sea. As it can be understood, it was concluded that when the data no longer fit on land, it would be a good method to store it at sea. So, what to do with all this data? There will be a lot of statistical analysis and predictions for the future. Who will do these analyses? Data analysts will come into play here. That is why "data analyst" is among the most popular professions of the future. In line with all this information, we are eagerly awaiting what the future of data will hold.

It is now clear that the data collected from people will be examined and analyzed by a wide variety of centers from private companies to public administrations, and predictions will be produced about what we will do in the future. Undoubtedly, such accumulation of data (big data) brings some concerns about the future along with it. Canadian communication theorist Marshall McLuhan, whose books *Global Village* and *Gutenberg Galaxy* were translated into Turkish, predicted: "The world will turn into a global village by becoming a part of an electronic neural network" in 1964, when the internet and mobile communication were a dream, and said, "We shape the tools and then they shape us." Just as how statistical analysis and future predictions shape us today, thanks to the data...

Statistics and Love

ECO-
AGENDA

Romeo and Juliet



Res. Asst. Ceren DEMİR

The Department of International Trade and Finance

The experts at MIT tried to calculate the love of Romeo and Juliet from a different perspective through Bayes' Theorem, which is frequently encountered in statistics and mathematics. So how did they do this analysis? Is it possible to measure the love of Romeo and Juliet through Bayes' Theorem? The Bayes Theorem, named after the mathematician Thomas Bayes, is based on probability. In this theorem, which includes conditional probabilities and preliminary probabilities, the following formula is generally used:

$$P(A|B) = [P(B|A) \cdot P(A)] / P(B)$$

The numerator part in this formula is the probability of the intersection of the event A and B, so we can reach the formula that we wrote ourselves. If we were looking at $P(B|A)$, we would see that the numerator is the intersection of events A and B, where we would only see $P(A)$ change in the denominator. In both cases, it is possible to write the formula neatly as above, with a small inside-out product for both $P(A|B)$ and $P(B|A)$.

What Does Bayes' Theorem Mean?

The expression $P(A|B)$ indicates the probability of event A occurring when event B is known to occur and is expressed as the conditional probability of A for the given B. The term $P(A)$ can be called the preliminary probability for A. Because it does not contain any prior information about event B. Similarly, the expression $P(B|A)$ is called the conditional probability of B for a given A. That is, the probability of B when A is known, the term $P(B)$ is the preliminary probability for event B. We can also write $P(B)$ as $[P(B|A) \cdot P(A)] + [P(B|A') \cdot P(A')]$. Here $P(A')$ is the probability that event A does not "occur". That is, the probability of event B is equal to the sum of the probability of B if event A occurs and the probability of event B if event A does not occur.



Why Probability?

So why do we make predictions about the probability of such events? Because probability itself deals with the predicted consequences of uncertainty. In addition to being the study field of mathematicians, probabilities are certainly of interest to every person in daily life. Because in our daily life (for example, when making decisions in finance, health, etc.), we inevitably find ourselves in some possibilities to protect ourselves from future risks. If we look at probability a little more mathematically, we can better grasp the importance of events. It is a natural result that the probability obtained by dividing the desired outcomes by all outcomes can be between 0 and 1. The probability that can be exactly 0 and 1 is the result of "impossible" and "certain" events.

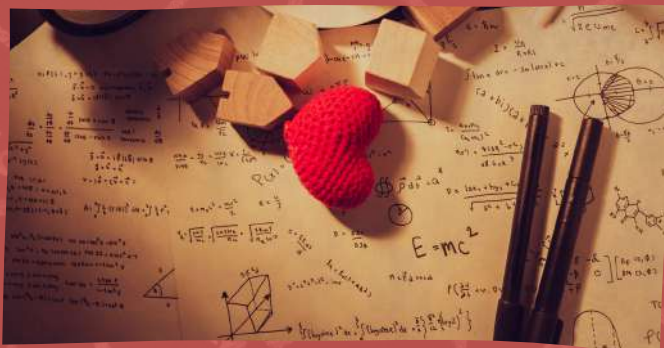
If you call your desire to reach 7 in a dice experiment as event A, of course, the probability of event A to occur is $P(A)=0$, so the event is impossible. Because none of the 6 possible results you can obtain in this experiment will be able to reach the number 7. On the other hand, with the same logic, it is possible to determine mathematically (unless it is interpreted from a philosophical point of view) that the event of $2+2$ being equal to 4 is a "certain" event. So we can find $P(A)$, $P(B)$, $P(C)$ for all the A, B, C, and many more events we can handle. Because to reach a probability value like $P(A)$ (probability of event A), we need an event A that creates it.



A Question About Romeo – Juliet

Romeo and Juliet have been seeing each other for a while, and one day, Valentine's Day comes. Romeo can either present a jewel to Juliet (M) or give her a serenade (S). Juliet asks for jewels. In fact, Juliet made this request to him two weeks ago in the last half hour of the American Football League final. Juliet also doubts-for the first time-whether Romeo still loves her or not.

Let's call this the L event: $P(L) = 0.95$



If we look at this possibility given in the question from a literary perspective and interpret the event, perhaps the mathematical meaning will emerge more clearly. As you know, we are often told about love stories that are endless, certain, real, never decreasing and never-ending. Now we can see this given rate as a high rate. But here you can think of Romeo in literature. Romeo, whom we know burned out of Juliet's love, and Juliet felt the same way...

Is it good or bad that Romeo's absolute and eternal love, which has been in analogies and songs for years, is 0.95? Yes, the rate is high; however, this turns into a suspicious rate for both Juliet and us. Juliet also knows that if Romeo loves her, he will give her some jewels with probability $P(M|L) = 0.80$ or serenade with probability $P(S|L) = 0.20$ (This is just what Juliet thinks, remember that Romeo loves American football, too). If Romeo doesn't love her anymore, with probability $P(S|L') = 0.80$, he will have no idea what Juliet likes or will serenade her (or, more realistically, he may give Juliet the roses she wanted from the previous year or he may forget Valentine's Day completely).



Remember the Initial Doubt Rate

We must remember because it helps us understand the ratio $P(S|L) = 0.80$. Although 0.95 seems like Romeo's love, it has a deeper negative meaning because it is a reflection of a 0.05 deduction that contains doubt, that is, $P(L')$. It is the possibility that the great love may be a lie. If $P(L')$ was real, the rate of the serenade from Juliet's perspective would be high, so for $P(S|L) = 0.80$, Juliet says, "If Romeo doesn't love me, I should expect to encounter a high rate of serenade." (Note: Serenading can be very embarrassing for Romeo, but it's also cheaper). After all, Romeo serenades Juliet. Should Juliet leave him immediately?



According to Bayes' theorem, Juliet's subsequent belief about Romeo's disposition is given by the following relation:

$$P(L|S) = [P(S|L) \cdot P(L)] / [P(S|L) \cdot P(L) + P(S|L') \cdot P(L')] = [(1 - 0.8) \cdot (0.95)] / [(1 - 0.8) \cdot (0.95) + (0.8) \cdot (1 - 0.95)]$$

So if Juliet's expectations were serenaded, how will Juliet's suspicion of Romeo's love change? What will be the new silhouette of the proportion of that great love's reality, given that Juliet is serenaded for putting her love to the test? In a nutshell, this ratio is a fraction of the consequences of all the mental possibilities that Juliet considers for the reality of her love. The result was found as approximately 0.826 and a comment was made: "We will wait for him to decide whether this will be good for Juliet or not."

In real life, many people are not good at such judgments and tend to overestimate the reliability of tests. In the cognitive psychology literature, this is known as the "Base-Ratio Fallacy". If these probabilities in our example are very different, the error of intuition can be very bad. In short, although it is here to give an example that makes us calculate the "Bayes of love", the probabilities may turn out to be different from the expected events. Although jewelry is important for Juliet in proving Romeo's love, this probability can be calculated less for a non-commodity person and naturally her conditional probability will give a different result. In such an example the result may be constantly changing with more complex interpretations.

For example, for Juliet, jewelry is the proof of love; but for Romeo, love may not be measured by the commodity. It is possible to arrive at inversely proportional probabilities from the perspective of both parties if the other party has conditioned the jewelry as proof of love with previous experiences, while a non-commodity person does not expect jewels. Of course, judging by the question, Juliet seems to have doubts for the first time about Romeo's love, but Juliet still-most likely-thinks that Romeo loves her. For Juliet, who believes in Romeo's love with a probability of 0.95, she is naturally conditioned to the real love, and the expectation of getting her jewel is high.



Although mathematically, the possibility of real love in the case of serenading gave a high result contrary to Juliet's expectation, this result will gain value completely according to Juliet's interpretation. Perhaps the contradiction here is that humans are emotional and complex creatures. Do you think this could be an event that should be considered and its probability calculated?

Initial Public Offering of Companies

Res. Asst. Zülal SEZİCİ
The Department of
Business Administration



WHAT IS AN INITIAL PUBLIC OFFERING (IPO)?

To put it simply, it is the process by which (private) companies that are not yet listed on the stock exchange sell their shares and make investors a partner of that company. The shares sold as a result of this partnership provide a source of finance to the target company. After the public offering takes place, the company turns into a publicly traded company.

What are the Advantages and Disadvantages of Public Offering for Companies?

Pros of Initial Public Offering



Providing Funding Resource

- Publicly traded companies primarily obtain funding. The reason that makes this funding advantageous is that it costs much less than other types of financing. The method of obtaining funding by borrowing has the obligation to repay the borrowed amount plus interest, and when indebtedness increases, the capital structure of the company weakens and it becomes difficult to borrow more. When the company obtains funding by constantly borrowing, the cost of debt increases, but when its shares begin to be traded on the Stock Exchange, on the contrary, these shares create a source of trust and help the company provide more financing.

Liquidity

- The fact that the shares of a company can be bought and sold at any time in the organized markets at the prices formed as a result of the supply and demand of the shares indicates the existence of a liquid market. This again makes it very easy for the company to obtain funds, in addition, this price, which is determined in a liquid market, provides a reference for the value of the company during M&A and/or secondary offering.

Introduction

- The company, which started to be traded on the Stock Exchange, becomes easier to recognize in national and international markets. This paves the way for the company to make joint ventures and work with many different local and/or foreign institutions. In Turkey, this is a very important opportunity for companies traded on Borsa Istanbul. Borsa Istanbul is currently a developing capital market, so it is important that foreign investors stay here for a long time to gain depth in the market. Therefore, public offerings of as many companies as possible are encouraged. In February 2021, new decisions were taken within the scope of facilitating the public offering process within the scope of new regulations. Since the beginning of the pandemic, consecutive public offerings have also received a serious response from domestic investors.

Institutionalization

- If we talk specifically about Turkey again, unfortunately, most of the companies are family companies, so the life of most of the companies is limited to the life of the family members in management. According to the mainstream finance theory, the main and most important purpose of companies is to make a profit, unfortunately, some company owners and managers think that the public offering has no other benefit to the company other than obtaining funding, and if they are satisfied with the already obtained profit, it is pointless to enter a grueling process like public offering. However, the mainstream finance theory states that the profits of the companies should increase constantly and that the company should always grow, and one of the main conditions for this is 'institutionality'. Having the financial statements of the publicly offered company audited by independent audit firms, publishing all announcements about the company, and informing the public regularly and accurately, being constantly under the supervision of the CMB and Borsa Istanbul will help this company institutionalize. Institutionalization will strengthen the structure of the company, and thus, it will gain an identity independent of family and individuals and continue its activities for many years.

Secondary Public Offering Opportunity

- First of all, let's define what a 'Secondary Public Offering' is; it refers to providing new funding to meet the increasing resource needs of the companies by restricting the pre-emptive rights of some existing shareholders. This method, which can be applied after the initial public offering, allows companies to invest and grow at a low cost.

Credibility

- As we have mentioned before, we can say that companies traded on the Stock Exchange increase their credibility and financial reliability due to the responsibilities and obligations that the process entails.

Globalization

- After the companies start to be traded in the domestic market, Borsa Istanbul, they can easily obtain funding from foreign markets as well.

Cons of Initial Public Offering

The main con is the cost in the public offering process. There are many spending items such as the institution cost to mediate this process. Obligations that must be fulfilled during the preparation process for the public offering will not end after the public offering, on the contrary, reports, and statements demanded by institutions such as CMB, KAP, Borsa Istanbul will be prepared continuously.

In addition to these, we can talk about the problem that the company's decision-making process in question takes longer after it is offered to the public. It is not possible for companies traded in the stock exchange to take and implement decisions immediately.

'Sustainable Financial Reporting', which has become increasingly important today, explains how companies have performed in the past period with tables and footnotes and shows the company's expectations and plans for the future in detail. This situation, which is very advantageous for investors, makes companies transparent but also causes full transparency with their competitors.

When we examine the advantages and disadvantages of the Public Offering, although there are some bureaucratic difficulties for the company in question, it is an extremely advantageous process for the company itself, all the stakeholders, Borsa Istanbul, and, of course, the national economy. It is a move that will improve our country's economy at a macro level, due to reasons such as the deepening of the Stock Exchange, the low-cost financing of companies, and the increase in transparency in the markets.



The importance of public offering has also started to be understood by the authorities of our country, and a facilitating regulation has been made by the Capital Markets Board (CMB) regarding this issue. According to this regulation, to facilitate the companies preparing for public offering during the Covid-19 process, arrangements were made in the sales periods regarding the setting of the financial statements to be included in the prospectus and issuance document, the shares of non-public partnerships within the period of February-May 2021, in the first public offering process, it has been decided to add an additional time to the sales period for setting the financial statements to be included in the prospectus and independently audited.

Since the beginning of the Covid-19 pandemic process, consecutive public offerings have also received a serious response from domestic investors. With the outbreak of the pandemic, companies that are already operating with a high debt ratio have fallen into an even more difficult situation. Therefore, in Turkey, the public offerings that have taken place since the beginning of the pandemic have become an action taken for companies to pay their debts at the lowest cost rather than the source of investment.

Why Are Housing Prices and Rents Increasing?

Assoc. Prof. Hakan YILDIRIM
The Department of
Logistics Management

Two of the most striking issues of recent days, housing prices and the noticeable increases in rents, are among the topics that households are curious about. So much so that the monthly increases have become a burning ember for those who want to own a house. It is an undeniable fact that there is more than one reason behind this increase. It would not be wrong to say that there has been an increase in demand since the increasing trend of exchange rates, inflation, the perception caused by the uncertainty due to the epidemic period, and the emergence of a population that believes that the housing prices will increase continuously. Increasing exchange rates and inflation cause significant increases in materials and labor costs to be used in construction. Therefore, this increase in costs is reflected in housing prices. On the other hand, excessive demand brought by uncertainty is an important factor in the formation of price bubbles. Especially in 2021, the increase in housing prices caused significant increases in rents. The fact that the homeowners compete to raise the rents above the inflation rate, efforts to find new tenants by evicting the existing tenant with various excuses, the aim of finding new tenants willing to pay higher rents, the scarcity of rentable houses, are the important reasons of increasing rents. On the other hand, the explosion of marriages that could not take place last year due to the increasing population and the epidemic causes significant increases in both house prices and rents.



However, it is useful to make the following distinction: Price increases caused by the exchange rate, inflation rate, and demographic changes may tend to recover over time. However, the transformation of price bubbles into larger bubbles and the deflating of these bubbles after a certain period may cause serious problems in the housing market. This situation may put the construction industry and homeowners in a difficult situation. It is an indisputable fact that if necessary precautions are not taken for the construction sector, which is one of the building blocks of economic growth in recent periods, sudden price drops that may occur due to price bubbles will adversely affect the country's economy.

So what should be done?

In regions where the population is dense, with the support of TOKİ, it should be focused on the construction of attractive houses in terms of maturity and price. Thus, the increase in housing supply will restrain the increase in prices to some extent, and it will be effective for the vitality of demand. It should not be forgotten that one of the most important causes of the 2008 global crisis was the bursting of bubbles in the housing market.

OUR STUDENTS ARE TALKING ABOUT OUR FUTURE

SUSTAINABILITY

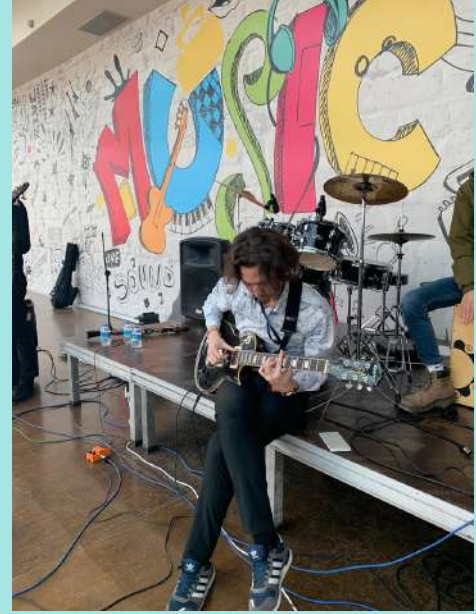
Kerem ATILLA

A Student from the Department of Economics and Finance (English)

The United Nations has set the sustainability goals that are aimed to be achieved by the end of 2030, and giant companies have heeded this universal call for action. This has brought competition between companies. The mucilage problem currently experienced in the Marmara Sea can be shown as an example of one of the purposes, "Responsible Production and Consumption". The expression "Don't give me fish, teach me how to fish" has turned into "Leave me a sea to fish" with the mucilage issue coming up today. The emergence of this discourse clearly reveals the importance of sustainability from past to present.

Automobile companies are aware that the transition to electric vehicles that can be charged with renewable energy sources is not just a desire, but a necessity. To achieve stable economic growth and sustainable development, consumption, as well as production, plays a role in sustainable development. Reducing consumption, prolonging the life of a manufactured product, and wastage caused by unconscious consumption are among the issues to be considered.

Generally, the main source of plastic is leftovers from oil refineries. Only 4% of the total oil produced in the world is used for plastic production. Plastic bags are produced from only 3% of this. Despite all the investments and efforts made for recycling, the recycling rate of plastic waste is below 10%.



So, how can consumers contribute to sustainable living? How effective are the recommendations shown in the news, such as turning off the water while brushing teeth or shaving, and not running the dishwasher and washing machine before it is full when the dam fullness rates continue to decrease? According to the Water Footprint Report of the World Wide Fund for Nature, nearly 90% of the total water used in Turkey is used for agricultural irrigation. We consume only a part of the remaining 10% in our homes. The majority of this 90% share is in the clothing and textile sector. Considering that 2700 liters of water is consumed on an average for cotton growth, it is not enough just to pay attention to the tap water in our houses. We also need to take some of our consumption habits into account.

Since our share in sustainable development steps is low, can't we live without paying attention? The target audience of companies that play a major role in this regard is us, consumers. As the consumption habits of the consumers change, the habits of the producers will also change. The video "Save Ralph the Rabbit" had a huge impact on social media. After the reaction of the consumers to the video, the thought that "Cruelty-Free" products might explode on the shelves where personal care products are sold prompted the manufacturers.

"Sustainability" is in our hands, both directly and indirectly. One of the few things that can be done in this regard is to encourage manufacturers by choosing the products of companies that attach importance to recycling and sustainability and not to use the products of companies that do not want to take a step towards sustainable developments. Everyone should pay attention to the issue of sustainability to "leave a sea to fish" for future generations.



THE WORLD IS RECYCLING, WHAT ABOUT US?



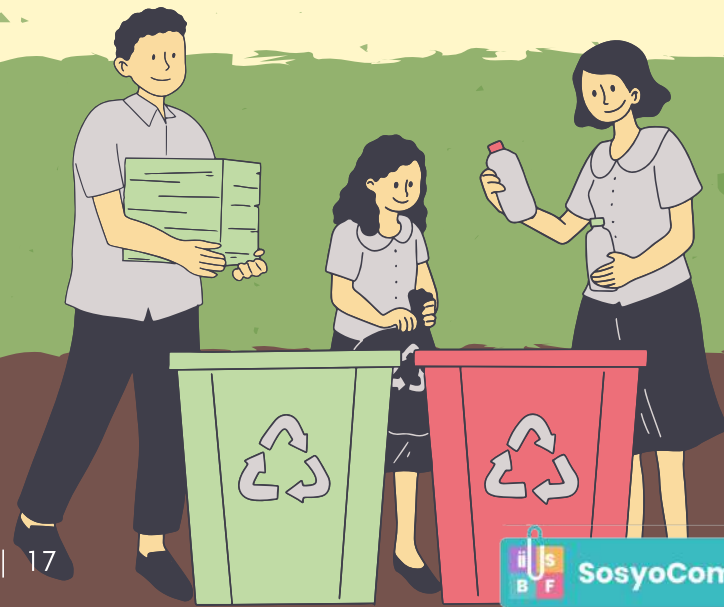
Gülperi KÜÇÜKKARACA

A Student from the Department of Economics and Finance



A storage container can be used instead of cling film, cloths instead of paper towels, fabric instead of coffee filters, reusable silicone bags instead of refrigerator bags, and thermos instead of disposable cups. Batteries are one of the most harmful materials to nature. We can choose rechargeable batteries instead of disposable batteries, or we can recycle the batteries we use. Another critical ingredient is frying oils. One liter of waste oil can contaminate one million liters of drinking water. In this respect, it would be very beneficial to collect the frying oils in a container and deliver them to the recycling services of the municipalities. Another alternative is to compost domestic waste. For example, we can bring food scraps, fruit and vegetable peels, raw paper, coffee grounds, and brewed tea leaves to the soil by making compost. Usually, nature transforms and cleans them by itself. However, the gradual increase in the human population and the scarcity of scarce resources destroy nature before it can clean itself. Furthermore, with the increase in temperature in water bodies due to overload and global warming, resources cannot be used efficiently, and waste increases. With the mucilage problem, nature has shown us that we should adopt the philosophy of recycling as the only remedy. Mucilage harms us and sea creatures, and the damage to these creatures will affect us in return. We can systematically have this awareness by taking the recycling awareness that Far East Asian countries, South Korea and Japan instilled on their citizens. If everyone takes a step, we can leave a much cleaner environment for the next generations.

We can adapt the recycling awareness, which has come to the fore again with the mucilage (aka sea snail) seen in the Marmara Sea recently, into our daily lives with some simple and easy habits. The easiest way to start is with improper waste management which has become a huge problem especially in our country. Environmental awareness training should be given to everyone from an early age. Instruction of zero waste policy and waste management awareness from the youngest to the oldest is essential for today's world. Many people's use of scarce resources may be one of the most substantial reasons to instill this awareness. In our daily life, we can recycle our garbage by sorting it according to the types of waste. If there is no recycling box near our house, we can find the nearest place and take our garbage there. If we all do this one by one, we can clearly see the benefits of recycling. We can say goodbye to the plastics that we frequently use every day. We can carry our water bottle with us, make a trash container for plastic in our house, and use metal and recyclable materials instead of single-use plastics. In today's world, major food companies have now prohibited the use of plastic straws. It is aimed to recycle all of the plastics used. At this point, products that will reduce waste to zero can be used instead of disposable products.





IS THE AVIATION INDUSTRY DAMAGING OUR ENVIRONMENT?!



Razan HAITHAM
A Student from the
Department of Aviation Management

Aviation is one of the fastest progressing industries in the whole world. However, the fast-progressing modernization carries a long list of negative impacts in addition to various benefits. One of the main disadvantages of the speedy technological progress is the pollution of the environment. Aviation tends to create negative environmental impacts in a variety of spheres as it pollutes soil, and water aggravates the greenhouse effect due to emissions and also generates noise pollution.

The engines of aircraft function similarly to the engines of land-based vehicles. They require fuel to work properly, and as a result, planes pollute the atmosphere just like automobiles. The International Civil Aviation Organization (ICAO) developed a set of standards that required the aircraft engine manufacturers to improve combustion efficiency by means of combustion chambers minimizing the amount of unburnt hydrocarbons, soot, and carbon monoxide released by the engines. Today, the environmental impact and the level of pollution of the aircraft engines are researched and addressed with the help of computer simulations designed to recreate the work of various engines without actually using them and generating more pollution. This approach is not only environmentally friendly but also cost-effective because using the computers is cheaper than fueling and launching real engines.

Noise pollution does not produce any actual destructive impact on the environment, and its effects do not last long. However, the main harmful aspects of noise have social and psychological characters. The individuals who live close to the airports often suffer from a variety of issues caused by noise pollution. That's why the International Noise Model, which

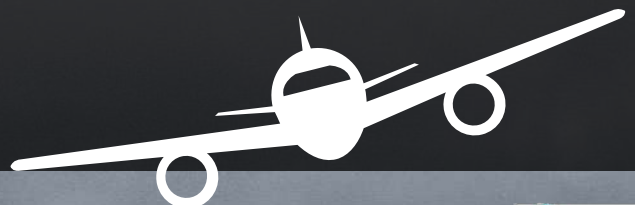
estimates and simulates the levels of noise caused by various types of aircraft, exists. This Model helps the city planners to visualize the noise impact and determine which areas could be unsuitable or harmful for the inhabitants due to the airports located nearby.

Along with all the disadvantages and negative impacts, aviation is responsible for a wide range of benefits that serve as a powerful force that moves humanity to a greater progress, safer travel, a higher level of convenience, faster communication and transportation. And the constant technological progress in the industry is dictated by multiple causes, and due to that, the airborne vehicles become better, lighter, safer, faster, and more efficient year by year.

It is important to notice that a little over a hundred years ago the mere idea of air travel was considered an unrealistic fantasy. Today, the aviation has come a long way in technological development and capabilities. As soon as the issue of air pollution and emissions became known as two of the most harmful outcomes of air travel, the industry focused on the decoupling of this impact. For example, the new types of aircraft wings equipped with a special wingtip device that allow the vehicles to consume less fuel.

Most importantly, this work has been fruitful, and its results continue to impress the scientists in terms of rapid progress.

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WORK LIFE

IN DIGITAL TRANSFORMATION PROCESS

**Asst. Prof. Tuğçe GÜR
TÜRKDOĞAN**
**The Department of
Political Science and
Public Administration**

Every development in the production process after the Industrial Revolution have changed the organization of labour and work. The structure, which has been shaped by the impact of technological developments in its historical context, transforms work, profession and working styles. With the transition from the industrial economy to the information economy, the production line, which is the dominant centre of production, has been replaced by the network, which is the field of production and distribution as an organizational model. Technological developments have started to be organized with enterprise networks based on horizontal organization, thanks to communication networks that eliminate spatial and spatial dependence in labour processes.

Manuel Castells states that these conditions change the way of thinking, producing, consuming, trading, managing, communicating, living, dying, and fighting. The reflection of the process on working relations has been in the form of artificial intelligence being placed on the agenda in working life, both with the emergence of new jobs, professions, and working styles and with the increase in the place of automation technology in production. In this context, it is stated that a new era of digital transformation has begun since the 2000s. The main point of this transformation is the internet of things, the internet of services, and cyber-physical systems. 3D printers, Blockchain technology, mobility, big data, and cyber-physical systems, etc. New technologies have enabled the emergence of digital-oriented professions in working life.

At the point of working space, it is stated that while the importance of spatial unity disappears, virtual co-working spaces replace the old ones. Especially, developments in communication technology have made the concept of workplace ambiguous, while allowing the interaction between employees to remain at a high level. The point that can be expressed as a negative reflection of this process is the transition from “a factory-based system to a structure where life turns into a factory”, as Negri and Hardt stated. The working process spreads to all areas of life and it is seen that the concept of overtime has disappeared. The increasing place of artificial intelligence in the production process has affected the employment structure and has created a demand for skilled labour aimed at decision-making, orientation and continuous research development.

As a result, according to accepted estimates, %65 of children starting primary school today will begin occupations that do not already exist when they complete their education. As a concept and process integrating technology and business processes, digital transformation leads to significant changes in working life, and while the adaptation process eliminates some professions, it also creates new jobs and opportunities.



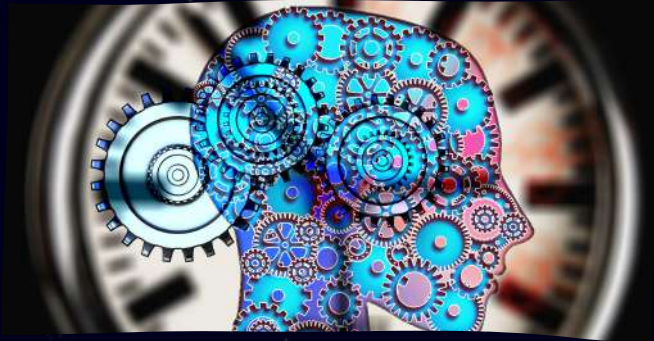
NEW OCCUPATIONS

DREAM ACTUALISATION

Res. Asst. Zeynep ÖZCAN
The Department of Advertising



In our constantly developing and changing world, there is no doubt that there are transformations in professions or new professions are emerging. However, scientists, who discover and embody the things we see in our dreams, are now designing a technology that will also enter our dreams, and this technology marks the birth of a new profession: Dream realization...



It is thought that dream realization will be used in the future, especially in the fields of health and therapy. Those who perform this profession, which is planned to create dream designs that will help individuals solve their problems through some software; will work in an integrated manner with the fields of technology, psychology and neurology. In this way, they will help individuals to overcome their traumas, confront the disturbing things in the depths of their subconscious, and generally overcome their psychological problems more easily. For example; an individual lying in bed after a stressful day will be able to relieve all his tiredness and stress by taking a walk on the hot beach of Maldives in his dream.



For now, it seems impossible to predict what dimensions dream realization will become in the future. However, when we consider dream realization as a derivative of the game called "Second Life", in which individuals can have the characters that they cannot live in real life, that remain inside or that they want to experience, from the virtual environment; Let's create a scene together in our minds as if it came out of an American movie script: Individuals dive into the vast waters of dreams to live where they want to be, with the people they want to be, and the way they want to be, and then we see that everyone is sleeping and living their dreams. That is incredible, isn't it?

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CULTURE- ARTS- LITERATURE

Reading and Understanding Latife Tekin and Her Postmodern Narratives

Asst. Prof. Şerefnur ATİK
The Department of Turkish
Language and Literature



Latife Tekin is one of the greatest living writers of contemporary Turkish Literature. Her narratives are *Sevgili Arsız Ölüm*, *Berci Kristin Çöp Masalları*, *Gece Dersleri*, *Buzdan Kılıçlar*, *Aşk İşaretleri*, *Gümüşlük Akademisi*, *Ormanda Ölüm Yokmuş*, *Unutma Bahçesi*, *Muinar*, *Sürüklenme ve Manves City*. The narratives of the author have been translated into many foreign languages and show features specific to postmodern texts.

Metafiction and intertextuality are two dominant features of postmodern texts. In addition to these technical features, Latife Tekin's narratives also have other technical features such as irony, metaphor, hypertextual design, reflective consciousness that we see mostly in postmodern texts. For example, the narrative called *Sevgili Arsız Ölüm*, as an allusion to *Deli Dumrul* from *Dede Korkut Stories*, takes place at the level of intertextuality. *Gece Dersleri* is an anachronistic narrative written with a fragmented,

discontinuous and disjointed technique. Due to this feature, it can be thought that the text is more poetry than prose. The narrative text of *Aşk İşaretleri* is a work that Dostoevsky's "Ha! Ha! Ha!" is heard in many parts. The narrative called "*Ormanda Ölüm Yokmuş*" is the one in which a protagonist, whom we perceive to be a writer, says "I will tell you all this one day" and thus from what we have read, it is a fictional text that we see coincide with the details the protagonist says he will write. The author's narrative named "*Unutma Bahçesi*" is a metafictional narrative in which we see that the fiction coincides with the reality, as the word "Garden" is both a metaphor for memory and describing the existing *Gümüşlük Academy*. The author's narrative named *Muinar*, on the other hand, can be read as a "women's narrative" shaped around the theme of ecofeministic thought.

Reading an author like Latife Tekin by knowing the characteristics of postmodern texts and the resources feeding the author changes a person's view of life and the universe in a positive way.





A JOURNEY TO THE UNKNOWN HISTORY OF ISTANBUL: EXCAVATIONS OF BEŞİKTAŞ METRO STATION

Asst. Prof. Sinem TUNA
The Department of Radio,
Television and Cinema

Istanbul is one of the oldest cities in the world. There is no other city in the Mediterranean region, which is accepted as the cradle of cultures, that contains the material data of the cultural texture as intensely as Istanbul. To examine the historical and cultural texture of the city, it is necessary to go back to the Paleolithic Period and the first cave settlements. The transformation of Istanbul into a city is around 3000 years. She has hosted three different civilizations in her long history and has been one of the most important capitals of the world for about 1600 years. The city with the scent of redbud is known by three different names: Byzantium, Constantinople and Istanbul.

Istanbul, which has been subjected to earthquakes, fires and invasions, has been injured, destroyed, plundered and rebuilt many times. She owes its present shape to different civilizations and cultures. Today, it is one of the most important cities in the world that bear the signature of multiculturalism.

Istanbul, included in the UNESCO World Heritage List in 1985 as four regions, was selected as the European Capital of Culture in 2010. The pieces of the thousands of years old settlement mosaic, which we trace in mythological narratives such as the story of Zeus and Io, continue to be unearthed with the ongoing excavations today. One of the ongoing excavations in Istanbul with the opportunities offered by the science of archaeology is the Beşiktaş Metro Station excavations. The Beşiktaş Metro excavations, coordinated by the Istanbul Archaeological Museums, which carry out approximately 250 excavations per year, have been continuing since 2016. In addition to the findings obtained from the tram line and warehouses built-in 1910, the remains of the late Ottoman period and the Byzantine Empire were also reached. Undoubtedly, the most interesting finding of the excavation work is the oldest kurgan type tombs of Anatolia, dated between 3500-3000 BC. 75 of the tombs dated to the Early Bronze Age are cremation and 7 of them are innovation tombs. Figurines, whose examples have not been found so far, were also found in the tombs. In the light of the information obtained from the cremation graves, it is predicted that the migration route, including Istanbul, can be redrawn. The history of Istanbul will be enlightened a little more and the cultural heritage of the cultural capital will gain more importance with the new data obtained from the excavation in the coming days.



A BOOK

COWS, PIGS, WARS AND WITCHES -
MARVIN HARRIS

World-renowned American anthropologist Marvin Harris, author of *Cannibals and Kings: The Origins of Cultures*, produces scientific answers to the questions he calls "culture riddles" in this book.

Why is it taboo for Indians to slaughter cows and eat their meat? For some societies, why is the pig an animal that is never fed or eaten? Why did the primitives fight, and what social function did war serve for them? What were the underlying reasons why five hundred thousand people were convicted of witchcraft and burned to death in medieval Europe? Why did so many soldier-messiahs appear in Palestine before and after Jesus?

Marvin Harris tries to answer such questions from his cultural materialist perspective in his 11-part book. While trying to answer such puzzling questions about human behavior, the author reveals that no matter how interesting and illogical these behaviors may seem, there are always plausible reasons behind them. Marvin Harris draws attention to the key role of demographic factors and factors of production in determining the social structure and culture of a society. In this book, Harris examines the questions he addresses in the context of cultural anthropology using this perspective.

SOSYOCOM
SHELF

A MOVIE

Asst. Prof. Mouhamed Bachir DIOP
The Department of Political Science and
Public Administration

12 ANGRY MAN

Twelve Angry Men produced in 1957 was a milestone in the history of cinema, it was the first film to deal with a topic of great importance in human society, which is the concept of jurors in trials that constitute one of the foundations of the American judicial system. The film begins in a New York City courtroom, where an 18-year-old convict is being tried for the murder of his father, who has a criminal record, in his apartment in one of the city's poorest neighbourhoods. After the defence attorney and the prosecutor finished presenting their opinions and evidence, the judge tells the jurors that they had to decide collectively whether the accused is innocent or guilty. And in the case that he is considered guilty, he will be sentenced to death, and they have to consider the principle of "reasonable doubt". If the jurors believe that he is innocent, the accused will be considered innocent.

As soon as the jury meets to reach a collective decision, it becomes clear that only one member (Henry Fonda), the juror number 8, is not convinced of the strength of the evidence and the proven accusation, and that "reasonable doubt" existed due to the weak evidence despite everyone's upvote. The discussion begins and that lone juror deals with each evidence and the weaknesses of the witnesses' testimonies and begins to convince the jurors one by one until everyone is convinced of the strength of his argument after long discussions that almost turned into a violent fight. At the end of the film, the jury decides that the accused is innocent because they have "reasonable doubt" about his accusation. And the story of the movie ends here. The audience never know if the convict was actually guilty or not.

A SERIES



Res. Asst. B. Mert DEMİR

The Department of Political Science and Public Administration

HOUSE OF CARDS

House of Cards, a political drama based on the BBC mini-series of the same name, Kevin Spacey (Frank Underwood) stars in the series. Senator Underwood is a member of the Democratic Party and is responsible for maintaining party discipline by fulfilling the very strategic role of the democratic party's "whip" in Congress. In countries like the USA, where there are no disciplined party systems, "whips" are people responsible for party discipline, tasked with ensuring that representatives vote according to the wishes of the party, not according to their own conscience. Senator Underwood puts his plan into practice after the foreign ministry has made promises to him. These promises are not kept by the new US president. In return, he struggles to get what was promised to him, even to have more. Frank's talk with the audience by "breaking down the fourth wall", his ruthlessness and intelligence portray him as a character straight out of Machiavelli's *The Prince* book. How far can Frank go to get what he wants?

The first original series of the Netflix platform, the production is also the first online series to win an Emmy. The series consists of 6 seasons and 73 episodes in total. The lengths of the episodes vary between 42-60 minutes.

RALPH THE RABBIT

Merve TAK
A Student from the
Department of Sociology

Ralph-the-rabbit is the main character of a short film that has come to the fore recently. This short film titled "Save Ralph", which was initiated by the Humane Society of the United States and prepared by Spencer Susser to draw attention to the experiments on animals and to prohibit the testing of cosmetic products on animals provides a striking insight into the animals used in the experiments and especially the live animal experiments in the cosmetics industry somehow manifested. Unlike the ongoing ideas and actions on this subject, the distinguishing point of this movie is that the feeling of empathy with animals is felt very much.



In the movie, we watch a summary of a report by Ralph the Rabbit. He describes the events in the voice and ear of Ralph, who introduces himself in the first scene as if it were an ordinary situation. In fact, he is aware of his undesirable situation but seems not to mind it much because he says it's better for people and that humans are more superior than the animals. It is an interesting point of view where the negative implications are legitimized in the name of doing good for the superior kind. In the continuation, he relates humans' superiority with the space discoveries thus the audience see that he evaluates the concept of superiority not morally but rather rationally. He reminds us that he is not a space-bunny and therefore he can not reach the same rationality level or understanding.

Ralph's family members are also subjects like himself, but they ended up dying while they are performing their duties (!). It's as if Ralph believes that he will end up the same way and that it is his whole purpose. He makes himself believe that he'll be happy that way. In the next scene, there's a knock on the door and a huge hand knocks down the ceiling to pick up and carries Ralph to the laboratory. The knock on the door was really meaningful. People knock on the doors out of courtesy before entering to a place. We saw a scene from the laboratory where other rabbits and Ralph get together. The audience see that other subjects in the lab disagree with Ralph. When they see the camera, they express a need to be rescued in a clear language with their behaviors.

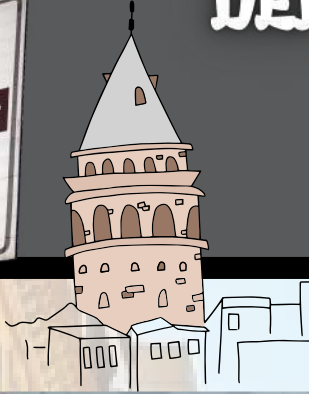


The tests end for the day (!). In the final scene, Ralph, who has passed the tests, addresses those who still buy cosmetics that have been tested on animals and the countries that allow these experiments. He says that if it weren't for them, he would be unemployed and on the streets like a normal rabbit, oh no, not a street but something like land, maybe a forest? Like normal rabbits but wait a minute, he doesn't know that because he is alienated from his own kind, even from the environment he should be in! Yes, with the publication of this video, a big movement started, especially on social media, and the hashtag #saveralph spread all over the world at an extraordinary speed. This movement, which started simultaneously with the campaign, really impressed the masses, even the influencers who first shared this video and then promoted the products of the brands that experimented on animals. Of course, in addition to these, people and institutions that really work on this issue should not be overlooked. As Ralph mentioned, when it comes to the well-being of people, everything is fair, no matter what. So how ethical is that? Can we really make ethical choices? It is known that there are different methods used instead of animal experiments. So, why choose such immoral ways when there is a choice? We know that many institutions or brands conduct such experiments, while normally it would be much more reactionary for someone from the public to put a rabbit in such a situation, but unless someone says this, it does not bother us morally or ethically. Maybe interests come into play here.

At this point, it should not be forgotten that we actually have a moral responsibility towards animals that lose their lives and suffer for our benefit. We can also address the issue through the concept of bioethics. As it is known, within the scope of bioethics, the rights of animal subjects are also in question. Of course, the ethics mentioned here should not be limited to laboratory workers and brand owners. Responsibility within this ethical framework is of great concern to the entire society, and what is more important than recognizing this responsibility is its continuity. Less than a month after Save Ralph, which was released on April 6, it has already been forgotten. We wish our ethical concerns to continue...



DEFENDABLE STREETS HANGING ON THE LAUNDRY LINE: THE SIZE OF THE CITY



Şehide Nur ERDOĞAN
A Student from the Department of Sociology



"If you want to know a city, you should walk its streets." After hearing the sentence, I realized that I had never walked the streets of the city I live in. This sentence must have affected me because I made a promise to myself last year: I would walk in my favorite districts and get lost in the streets. The district I chose was Üsküdar. The square was always so glamorous with its enchanting view that I probably didn't think of diving into the streets before. This time I wanted to walk in the opposite direction and walked away from the Maiden's Tower and walked along the beach. Leaving behind the large and uncomfortable cafes I

had seen, I stumbled upon small coffee houses. After leaving the crowd behind, I realized that I had come to the end of the cliffs. When I turned my head for a moment, the sight I saw was very impressive. While trying to sell the cotton candy to the children who were waiting in line to go to the Maiden's Tower, a gipsy, who was caught by the police, was screaming while trying to collect the candies that were scattered on the main road of Üsküdar. Istanbul was just such a city. I am sure that the woman who was looking at this view from the mansion on the top had also witnessed it. It was here that the eyes stood out. The eyes of the city were like people of different classes looking at the same view. Even though I couldn't photograph it, this moment registered in the mind of the city, just as it registered in my mind.

Although I could not travel much during the epidemic, I recently went to Balat. To the streets of my childhood... I lived in those streets so much that I remember all my experiences again with all the walls I saw inside, old wooden buildings that were about to collapse, and the cats waiting in the windows of the houses in the basement. Dead-end streets have always fascinated me, playing in these streets gave me confidence when I was little. All roads in the city were connected to one another, the logic of untying the knots did not work here. On the contrary, sometimes the road has an end and the streets may end. Perhaps this is a solution found by the urban people to their problems. The bars on the windows give the already suffocating and stuffy street an even more pessimistic look. You will return to enter such a house after you take a walk at the seaside, where you go to get some air. Your soul surrenders to the wet and sticky air. The cracks in the walls of the buildings are similar to the cracks in the paint that occur over the years in an artist's work. The only difference is that you cannot protect and preserve the building you live in because the value of some lives is realized through great destruction.



As I turn to my right and left, the graffiti in spray painting catches my eye. It is the handprint of the person living in the city, just like the handprint that the first people drew in the caves with their blood. You walk, different stones in every street... Some brick, some cobblestone... I can tell political history at a glance because this past pervades every single one of its structures. However, the separation that is tried to be built cannot affect the clothesline. While walking in Balat, the ropes connecting the two buildings are to reflect the privacy of the household to the street. We see the sheets she has, the underwear she wears, and her clothes. This is actually a way of saying that there are no strangers on that street. You cannot see the outdoor unit of the air conditioner in these streets. Only the smoke coming out of the pipes of the combi boilers spreads to the street, of course, if there is a combi boiler. In winter, the smell of wood and coal rises from the stoves from this corner of the city. Middle-class people, who say it adds colour to the mosaic structure of the city, do not know what an ordeal this is, so this corner of the photo is lacking in emotion.

The city is squeezing these houses with his arms until they can't breathe. But if everything actually exists with its opposite, what makes the ostentatious districts stand out is the existence of these derelict districts. It is these streets that keep the city alive and live together with its differences. If we combine the limbs, we all live in a part of the body of the city formed and we fight for existence in our own field. In the city, which is the embodiment of chaos and order at the same time, every pattern speaks to us with pieces from our own social memory. Even the flower in the pot placed in front of the window contains many messages, and the meaning of life comes to life in every part of the city. These thoughts came to a dead-end in my mind. Although I had a pessimistic view of these streets, the view I saw as a child was completely different. Clothes hung on the clothesline in the street are a good hiding place when playing hide and seek. Cats that get between the bars of the houses in the basement are loved comfortably because they are stuck to the side. Since wooden houses have two floors, they allow the ball you kicked to the sky to roll easily from the roof. You can secretly pluck the flowers from the front of the window and dry them in your notebook. While the afternoon prayer is being read, students coming out of the Fener Greek School walk the streets and the view of the Golden Horn can be seen among the slums. Even though we belong to different religions and ethnicities, walking on the same street is another culture. Looking at the same view and breathing the same air, without entering into certain patterns, represents the body of the city. That's why, in this neighborhood with slums and derelict wooden buildings, mixing the city's unique colors in the same palette and seeing this city we live in the resulting picture is an indication of our war of existence.

With its sheets hanging on a clothesline, dead ends, derelict buildings, and slums, this district is an integral part of the city. Just as well-being districts have the most popular views of the city and the sea view comes to mind when Istanbul is mentioned, these districts also have the same view, and the city is an organism that lives with all of them as a harmonious whole, like a gigantic body that combines these views.



MOVIE REVIEW OF THE MONTH

INTERSTELLAR

Asst. Prof. Cengiz ÖZGÜN

The Department of Political Science and Public Administrative

YEAR:2014

TIME: 2 H 49 MIN.

DIRECTOR: MATTHEW MCCONAUGHEY, ANNE HATHAWAY, JESSICA CHASTAIN, BILL IRWIN, ELLEN BURSTYN, JOHN LITHGOW, MICHAEL CAINE AND MATT DAMON

IMDB RATING: 8,6



Interstellar is a 2014 American epic science fiction film directed by Christopher Nolan. Winner of 6 Saturn Awards including the best science fiction film in 2014, this movie is about a group of astronauts who go through a wormhole and search for a new place where people can live.

In near future, planet Earth becomes a difficult place to live. There is a famine due to an epidemic called mould which destroys agriculture. Due to climate change, the world does not receive as much precipitation as before and dust storms occur constantly. The human race, trying to survive, turn into an agricultural society again to overcome the famine and only corn can be produced.

Cooper, a former NASA test pilot, must give up on his dreams and grow corn with his two children and father-in-law. Cooper's daughter Murphy can't convince anyone that the ghost in her room is trying to tell her something. Like his father, she is keen on science and tries to prove the existence of the ghost scientifically.

On the other hand, NASA, which cannot receive support from the public and carries out its work in secret, launches the Lazarus project thanks to a wormhole it discovered near the planet Saturn. Professor John Brand, at NASA's secret base, says that an alien intelligence he calls "they" has

opened a wormhole near Saturn, that they somehow pass to another galaxy and give humanity hope for a new habitable planet to be found.

Three potentially habitable planets are discovered by NASA. These planets are named Miller, Edmund, and Mann. Two of these planets orbit close to an extremely large black hole called Gargantua.

Although it is difficult to leave his daughter and son, Cooper, considering the possibility of the end of humanity, accepts the task despite his daughter's pleas. The task of the Endurance spacecraft piloted by Cooper and the accompanying astronauts is to investigate which planet is suitable for humanity's salvation, based on data from space stations on those planets.

They take off with a crew of four and two intelligent research robots. They lie in a deep sleep for about two years and come to the vicinity of Saturn. Murph refuses to see or text his father; because she is very angry with him.

Will the protagonists of the movie succeed in their mission? Will Murph ever see his father again? What's the secret of the ghost in Murph's room? How much is the time deviation on the planet Miller close to Gargantua? You can find the answers to all these questions in the movie.



BOOK REVIEW OF THE MONTH



THE FUTURE OF HUMANITY - MICHIO KAKU

Asst. Prof. Cengiz ÖZGÜN

The Department of Political Science and Public Administrative



AUTHOR: MICHIO KAKU
PUBLICATION YEAR AND PUBLISHER: 2019, ODTÜ GELİŞTİRME VAKFI YAYINCILIK VE İLETİŞİM A.Ş. YAYINLARI
TRANSLATOR: AYŞE CANKIZ ÇEVİK

"If our long-term survival is at stake, we have a basic responsibility to our species venture to other worlds."

-CARL SAGAN

Humanity is now on the brink of being able to live outside of the Earth. Famous physicist Michio Kaku discusses issues such as making Mars habitable, interstellar traveling, the concept of immortality, and our destiny beyond the Earth in this book. So how will this be? The author takes us on a journey into the future and reveals the mind-blowing advances in robotics, nanotechnology, and biotechnology that will one day make our home among the stars.

About seventy-five thousand years ago, humanity was almost wiped from the Earth. The Toba Volcano (Indonesia) disaster was so severe that it was considered the strongest volcanic activity in the last 25 million years. It seemed as if the whole Earth had died in this explosion. The few survivors had only one goal: to escape as far as possible from the veil of death that hangs over the Earth.

It is as strict as the laws of physics that humanity will one day encounter some kind of event that leads to extinction. The long history of life on earth shows that organisms that encounter an aggressive environment inevitably suffer one of the three fates: They can leave that environment, they can adapt to it, or they die. But if we look far enough into the future, we can see that we will eventually face a catastrophe of such a magnitude that adaptation will not be possible. In that case, we must either leave Earth or perish. We have no other choice.

The laws of physics are clear. Sooner or later, we will face global crises that threaten our very existence. Life is too precious to be entrusted to a single planet, to be left at the mercy of its sui generis threats. From this point of view, the author concludes that we must become a "planetary species". In other words, it indicates that we need a backup plan.

In this book, Michio Kaku examines the history, challenges, and possible solutions. This book lays out the global threats we will inevitably face in the future and the steps on how to overcome them. Perhaps we are destined to become a multi-planet species living among the stars.

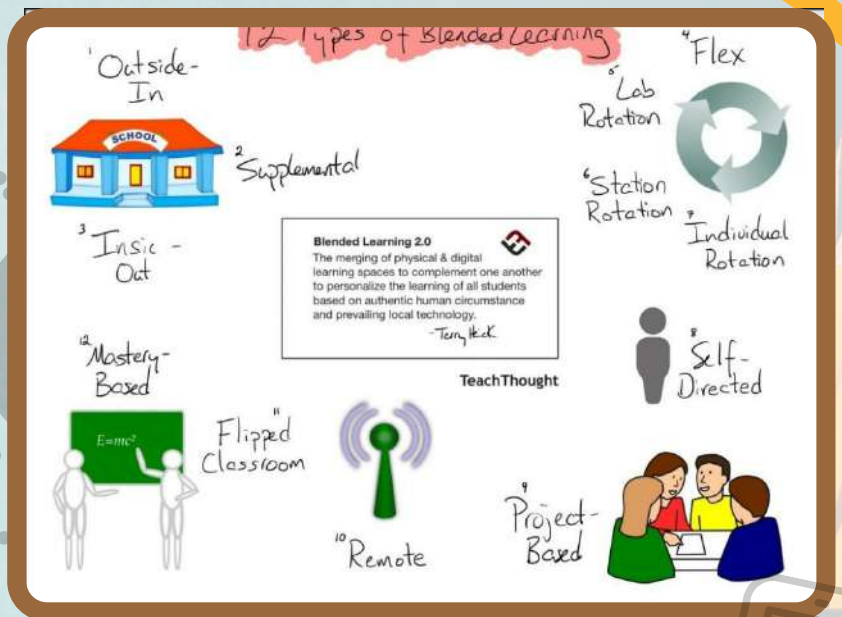


Digital Surrogates in the Classrooms and Blended Learning

Assoc. Prof. Mustafa ULUÇAKAR
The Department of Political Science and Public Administration

There will most probably be a mix of e-education and face to face education in the new university concept. In this context, "digital surrogates in the classrooms" and, "blended learning techniques" will possibly be the parts of the new university concept.

The term "digital surrogate" refers to a digital version of an object. With digital surrogates, the object is intended to serve as a proxy for itself. A digital project is a group of digital objects linked together by a coherent metadata scheme. Metadata is information that describes the elements of a resource or data. In the context of a digital repository, metadata includes descriptive and structural data about a digital object and various details, including the use and rights of that object. Digital projects may include original digital objects or artificially digitized material.



"Blended learning", which is also used by our faculty, is defined as enriching the traditional education method with online education materials. With blended learning, students take full advantage of both face-to-face and online environments. In this way, a balance is created in which effective and efficient learning can be achieved.

The University of California (UCI) has been named the most sustainable university in Sierra Magazine's annual "Cool Schools" 2020 ranking. The studies conducted by the education researchers of UCI show that the use of digital surrogates in the classroom provides social and academic benefits to all students, especially the sick, disabled, and therefore home-bound students. Likewise, Michou Kaku, who researches the assumptions for the next 20 years, states that "soon, with the participation of robotic digital surrogates, students will be able to reach their teachers at any time and they will not miss a class day". In its simplest definition, a wheeled digital robot robotic is a two-way video stream between the classroom and the student's home, allowing students to attend lectures, interact with peers, and even go on field trips.

Blended learning is the combination of digital learning spaces to complement each other so that all students can personalize their learning based on real conditions and prevailing local technology. Research shows that blended learning offers students more advantage to control and more autonomy in the education-teaching processes. In this way, students can discover new concepts in their own way and at their own pace in a controlled and supportive environment. Likewise, the "inverted (flipped) classroom" is a sort of blended learning model in which traditional ideas about classroom activities and homework are reversed. In this model, instructors primarily enable students to interact with new material for homework. They then use class time to discuss new information and put those ideas into practice.

ENTREPRENEURSHIP AND INNOVATION

LOCATION-BASED ADVERTISING AS A NEW TREND IN THE ADVERTISING INDUSTRY AND YAAMUR

Asst. Prof. İpek SUCU
The Department of Advertising

While new and popular studies continue to be developed in today's advertising, location-based advertisements and Yaamur applications appear as one of the most popular and curious innovations recently. As users, we will soon begin to hear some new concepts that the world of location-based marketing has added to our lives.

Yaamur applications, which both excite brands and consumers and attract attention thanks to their ease and speed, are a service platform that enables brands to easily place mobile location-based advertisements in their close circles and provides brands with great convenience. One of the main goals of brands is to provide easy, effective and affordable advertising thanks to applications that capture a customer portfolio ranging from small businesses to big brands that offer dealerships. The idea of Yaamur applications emerged while searching for solutions to brands' problems related to speed and service. Many of the brands are faced with problems regarding the complexity of the self-service system and how high the agency budgets are during the advertising process on the digital platform. Yaamur applications also emerge at this stage. Every business, from big to small, needs promotional activities and to be known. The idea that many small businesses that make SMS campaigns can transmit their messages more effectively have been of great importance for the formation of the Yaamur application.



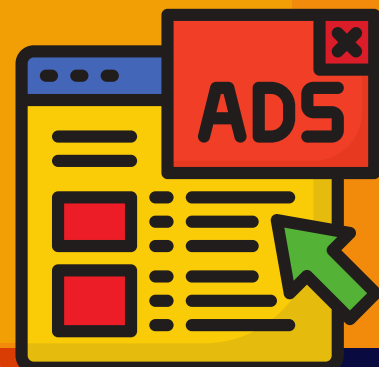
With the increase in digital marketing and analysis opportunities, location-based marketing efforts have gained momentum and it has become even more possible to stay in touch with potential customers instantly and consistently. Parallel to the increase in the use of the Internet and applications in mobile phones, it has caused a change in the direction of companies to shift their marketing budgets to digital marketing strategies instead of traditional channels within the scope of digital transformation. For this reason, location-based marketing methods have started to be seen as an important solution in the search for new strategies in the marketing world.



In order to benefit from this technology, we first need to determine the location-based advertisement and the virtual area on the map where we want to use the Yaamur application. Thanks to the location data to be obtained from the mobile application, our customers entering this area are faced with the advertisements we have determined. In order for these applications to be used effectively and efficiently, it is useful to pay attention to some points: Care must be taken to notify the customer correctly and to send the right advertisement. It's important to remember that notifications should also contain click-inducing text. Preferably in the notification text "Buy now", "Get notified of discounts", "Do not miss the campaign." There should be a phrase that activates the person, such as Using the Geo-Marketing Method, it is important to first determine our target location. The fact that we have created the audience we want our location-based ads to be shown on demographic criteria such as age, gender and interests and classify the target audience will ensure that we reach the right people.

If our customer has downloaded our brand's mobile application to their phone, this will be a great advantage. As soon as our customer's mobile device and beacon device are within range, the notification mechanism is activated and the determined action is taken.

Location-based applications and Yaamur, as an important return of the developing technological period, help brands to establish marketing communication in a fast, convenient way that increases the frequency of transportation. Thanks to these applications, which provide a great advantage, brands have the advantage of interacting with their customers in a much more comfortable way. It is foreseen that these applications will become more popular in the future and will be further developed and maintained as an innovative marketing approach.





POLITICAL-AGENDA



ISRAEL AFTER NETANYAHU

Asst. Prof. Fatma Gül GEDİKKAYA

The Department of Political Science and Public Administration

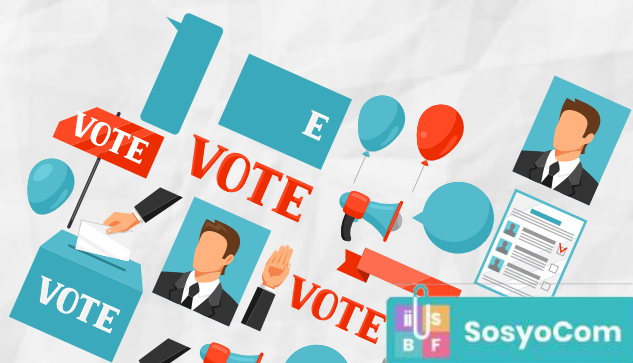


With Netanyahu's farewell to the prime ministry, a new era has begun in Israel. Bennett, the first prime minister of the Bennett and Labid coalition that formed the government, is known as a tech billionaire. While he advocates liberalism in the economy, Bennett is a right-wing leader who favors hawkish policies in the West Bank. However, an Arab party also took part in the coalition in question. This is a situation seen for the first time in Israeli politics. The photos of Naftali Bennett, leader of the Yamina (Towards the Right) Party, and Mansur Abbas, the leader of the United Arab List (Ra'am), are something that could not have been thought of before.

The Bennett-Lapid coalition is a 62-member coalition formed by the consensus of dissimilar parties. To form a government in Israel, the approval of a 61-member majority in the 120-member parliament is required. Four general elections were held in Israel in two years, with neither Netanyahu nor his opponents able to form a stable majority coalition in the previous three elections. Although Netanyahu's party is leading with 30 representatives, it cannot reach enough numbers, while Lapid's party, which forms the Bennett-Lapid coalition, has 17 representatives and Bennett's party has 7.

Ironically, Netanyahu is considered to have had a great influence on the formation of the coalition that ended Netanyahu's 12-year uninterrupted prime ministry. By visiting Arab communities, Netanyahu claimed that his statements were misunderstood. He said that he tried to evaluate the Arab bloc for his own coalition, and time turned this against him.

The new coalition is not expected to change policy regarding Palestine. The biggest reason for this expectation is the words of Bennett, who is the current prime minister. Bennett continues to defend his anti-Palestinian discourse. As a result, it is evaluated that the issues related to Palestine will not be considered problems that need to be resolved.



Health- Psychology



DARK STORIES WITH ECOLOGICAL CONTENT:



ECO HORROR STORIES

Ecology is a branch of science that studies all living things in nature and their interaction with each other and with their environment. Ways of living together can be listed in three different ways as a unilateral benefit (commensalism), mutual benefit (mutualism), and parasitism. When considered on an ethical level, the form of relationship established between nature and humankind should be a relationship (commensalism) in which people benefit and nature is not affected by this relation. However, lately, it has been observed that this type of relationship has turned into parasitism, and in this relationship, humans brutally harm nature.

Human beings want to control and direct the environment they live in, and they often do this to feel safe. Fearing the reality they cannot control and understand, humans harm it as a natural consequence of their struggle for dominance over nature. In fact, nature often has the power to tolerate human-made destruction and repair itself. However, actions that harm nature, especially industrial works, lead to environmental problems that create great dangers that cannot be coped with.



Res. Asst.
Ali Rifat KILIÇ
The Department of
Psychology



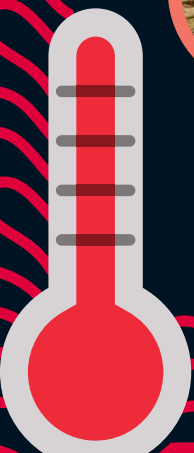
Eco horror describes a form of fear stemming from the terrifying mutations caused by human damage to nature and, the devastating effects of climate change, and environmental problems that endanger humanity's existence. Studies on eco horror that have been in the field of science and art for the last 10 years under this title emphasizes that we misuse our environment and are punished as a result. For example, in *The Happening* [M. Night Shyamalan, 2008], there is a scenario in which plants release a toxic substance that causes people to commit suicide and leads to the self-destruction of humanity. In the book *Eden*, written by Tim Lebbon, who draws attention to global warming, the emphasis is that nature is no longer a friend of humankind.

The eco horror genre is considered to have emerged with the end of World War II when humanity clearly saw how great the power to harm itself and its environment was. It can be said that this genre, which emerged as a combination of horror and science fiction genres in the 1950s, in a sense, holds a mirror to humans who are afraid of their own power. Likewise, it can be thought that the works of this genre emerged as a product of the sense of guilt that humans felt about the damage they caused to the world they saw as their home and the moral distancing mechanism they used to get rid of this feeling.



In fact, scientific and artistic studies that encourage the sensitivity of humans who are alienated from themselves and their vital ties to nature may perhaps help us to realize this reality more clearly: Resisting the attacker and self-defense is the first law of nature.

To summarize, it is very important that humans, who do not regret the damage they have done to nature, do not care about the wounds they have caused in nature, but try to make up for what they have done when they realize the damage caused by the terror they have created. At this point, it is considered that the works in the genre of eco horror can serve to make the understanding of unity with nature dominant instead of developing a careless view towards nature.



THE INSIDIOUS DANGERS OF USING TECHNOLOGY

Assoc. Prof.
Mustafa Kayhan BAHALI
The Department of Psychology

According to the Turkish Language Institution, technology is defined as all the tools and information that people develop to control and change their material environment. From this perspective, it is seen that all techniques, methods and tools that will make life easier are included in the definition of technology. Due to its life-enhancing effects, the prevalence of technology use, especially in education, work, entertainment and social interaction, is increasing day by day and humanity is experiencing a technological revolution. In particular, the COVID-19 pandemic has further accelerated this revolutionary transformation process. Technology is heavily preferred by individuals in all developmental stages from infancy to elderhood. However, despite its facilitating effects, technology can also cause harmful effects if it is not used consciously and in accordance with the production purpose. According to technology experts, the conditions of the technological age have pushed people to addiction more than anything they have experienced throughout history. In the past, addiction was caused by cigarettes, alcohol, and drugs, but today, social media, mobile phones, virtual shopping, virtual gambling and internet games cause addictions. These new addictions do not have substance intake, but they have the same effect because they are attractive and well-designed. It is very easy to hide them, even easier than the use of substances. For this reason, its dangers can last for years without ever being understood.

Technology addiction is the continuous and repetitive loss of control in using technology and the inability to live without it, although it causes significant problems. Of course, like every addiction, technology addiction has both physical and psychological negative effects on people. Obesity and obesity-related problems, dry eyes, backaches, posture disorders (hunchback, etc.), tendon and joint problems, headache and constipation are among the negative physical effects. Decreased interest in the environment, social isolation, self-confidence problems, decrease in assertiveness skills, inadequacy in anger control, sexualization at an early age, deterioration in eating patterns, academic failures and family conflicts are among the negative psychological effects and these effects are increasing day by day.

After all, this new technology that has infiltrated our daily lives has made our lives easier but has also made it difficult for us to sneak away from shopping, work and entertainment. In the past, it was almost impossible to shop or do business between the late evening and early morning hours, but now we can shop online and connect to our workplace at any time of the day. A web browser and a wireless internet connection are sufficient enough. Life seems more comfortable than ever, but this comfort is like a seductive weapon and contains insidious dangers. Everyone needs to be careful to avoid these sneaky dangers.



Rage of the Ecosystem: Mucilage



Res. Asst. Fatih AVCILAR
The Department of Business Administration



Mucilage, also known as sea saliva, which has taken our Sea of Marmara under its influence recently, continues to encompass the surface and depths of our sea. Mucilage, which is formed due to many factors such as seasonal temperatures, salt level, and pollution, threaten the natural balance in many ways. Let's examine what mucilage is, why it occurs and what we can do to solve it together.

What is mucilage and how does it occur? Mustafa Sari, Professor of Marine Sciences and Engineering, briefly defines mucilage as follows: "Mucilage is formed as a result of excessive proliferation of microalgae, also called microscopic plantlets, by the combination of many biological and chemical stressors in the region where they are settled down. Mucilage, with its slimy, transparent organic structure, offers micro-organisms very suitable breeding, development, and feeding environment. Therefore, bacteria, viruses, and other micro-organisms in this environment also begin to cluster around the mucilage. At last, the mucilage completes its own formation with this process. This slimy sea saliva stretches for meters in the sea."



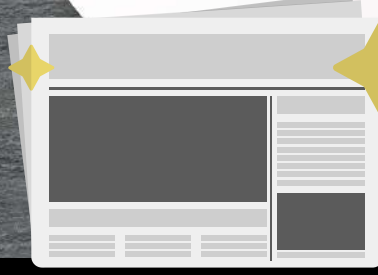
Prof. Mustafa Sari attributes the formation of mucilage to three main reasons. The first of these is the increase in sea temperature due to global climate change and the inability of the Marmara Sea to cool itself. The second reason is that the natural sea conditions in Marmara are stagnant, in other words, the circulation between the surface and the bottom has not happened at a sufficient level. The third and most important reason is pollution, the waste that goes to our sea is quite intense. Experts attribute the reason for this pollution to the use of the Marmara Sea as a waste sea for many years. Around 25 million people live around the Marmara Sea and almost half of Turkey's industry is located around this sea. In other words, all domestic, industrial, and agricultural wastes go directly or indirectly, in the form of rain, to the Marmara Sea. As a result, the nitrogen-phosphorus load of the sea naturally increases. To consume this nitrogen and phosphorus, some of the microalgae begin to multiply rapidly and try to consume the nitrogen and phosphorus in the sea. In fact, these creatures are trying to help us since the source of half of the oxygen in the air we breathe comes from the seas.

Experts state that under normal conditions, there may be such a small amount of mucilage which can be noticed only by fishermen in the sea. Unfortunately, this year the situation is quite different. These structures that we see on the surface are actually the last stage of the formation of the mucilage. Experts state that their main fear is the invisible part of the iceberg, namely the mucilage below the surface. When mucilage covers the surface of the sea, it cuts off the relationship between seawater and the atmosphere and directly blocks the oxygen path of the water. Thus, the oxygen level decreases and it causes the death of the living beings.

Experts, who drew a tragic picture for the future, said that if we continue to live like this, 25 million people will have to move from this region and we will have to close the Marmara Region. Moreover, it is stated that there is a possibility that Marmara can turn into a cesspool if one of the elements in the ecosystem collapses.

As the solution, Prof. Mustafa Sari said that all administrative and civil structures around the Marmara Sea should come together and develop a new waste management policy taking climate change into account. Saying that even one litre of waste should not be discharged into the Sea of Marmara without treatment, he underlined the necessity of preparing an urgent action plan. To make a long story short, the rage of the ecosystem is represented by mucilage, which gives us the following message: Do not forget that the water you pollute will return back to you!

SOCIO- AGENDA



All Inclusive Space Tour Tickets On Sale!

*Asst. Prof. Öznur ÇETİNKAYA
The Department of Tourism Guidance*

*"One small step for man, one giant leap for mankind."
Neil Armstrong*

The space-age began on April 12, 1961, when Soviet Union pilot and cosmonaut Yuri Alekseyevich Gagarin went into space with the Vostok 1 spacecraft and completed its orbit around the Earth. With the Apollo 11 spaceflight, on July 20, 1969, Neil Armstrong landed on the Moon's surface, proving that his dreams of space were not unrealistic.

Since the beginning of the space age, it is known that 580 people have been in space for exploration or visiting purposes. Only 7 of these people had the chance to be in space as tourists. Founded in 1998 in the USA, Space Adventures company sent 7 tourists to space between 2001-2009. The first space tourist was American Dennis Tito. Tito went to the International Space Station with the Soyuz spacecraft in 2001. This space visit, which cost 20 million dollars, lasted 8 days. Charles Simonyi visited the International Space Station twice, in 2007 and 2009. Simonyi, the first tourist to visit space twice, paid \$60 million for these two tours. Today, it is possible to state that private companies

have a say in space competition, apart from government programs. Elon Musk has already started selling space tour tickets with SpaceX company and Jeff Bezos, Blue Origin company. Aerospace research company Blue Origin has auctioned off a single-seat ticket on the NewShepard rocket. 7 thousand people from 159 countries participated in the auction and space travellers were determined to pay 28 million dollars. The visit, which will take place on July 20, 2021, will take place 100 kilometres above the Earth's surface and will last only 11 minutes. Another planned space tour is the visit of Japanese billionaire Yusaku Maezawa to the International Space Station in December 2021. Maezawa will be the first tourist to visit the International Space Station since 2009 but he is not satisfied with this visit and plans to be the first tourist to go to the Moon. The Japanese billionaire states that he wants to take 8 people with him during the monthly visit he plans to make with SpaceX company in 2023 and that the expenses of these 8 people will be covered by him.

It does not seem possible to state that the prices of space tours are budget-friendly yet, but with the increase in the frequency of tours in the future, you can be involved in space tourism.

TURKISH PHRASE:

"İKİ YİĞİT ÇIKTI MEYDANE"
(TWO BRAVE MEN CAME TO THE MEN'S FIELD)



Res. Asst. Kemal ÇINKO
The Department of
Turkish Language and Literature

Is it the call to swelling from three hundred minarets?
Is it the sound of forty drums or is it Big Yusuf (Legendary Turkish wrestler named as The Terrible Turk)?
Korkuteli (Hometown of Ali Gürbüz, chief wrestler of last two years) is bursting with excitement,
Did Ali defeated Orhan Okulu (main rival wrestler of Ali Gürbüz)?
Hey, Bre Recep Gürbüz (Ex-chief wrestler, Father of Ali Gürbüz), are you asleep?
Ali got the relic back, don't you hear?

-Pele Mehmet (Deceased legendary chief cazgır (announcer))



The history of wrestling, known as the ancestral sport of the Turks, dates back to ancient times. Wrestling figures seen on Egyptian wall paintings of the 20th century BC prove the deep-rooted history of this sport. Wrestling, which is also known to be performed by the Greeks and Romans, is also very common among the Turks. It is seen in Chinese annals, various travel books, palace histories and articles belonging to various literary genres that wrestling is quite common among Turks and is considered as a measure of "valour".

Considering the wrestling history of the Turks, the deep-rooted history and importance of Kırkpınar is obvious. According to the legend, in 1346, Orhan Gazi's son, Süleyman Pasha, with 40 soldiers, marched on Domuzhisar, which belonged to the Byzantines, and conquered it. The union takes a break on the way

back and during this break, 40 valiant start wrestling. In the wrestling competition that lasted for hours, the two brothers, whose names are narrated to be Ali and Selim, could not beat one another. Days pass, Hidrellez comes. The two brothers start wrestling again that day in the Ahiköy meadow near Edirne. The two brothers, who could not be beaten all day, continue their wrestling at night by candlelight, but they cannot beat each other and die right there. His friends bury these two brothers under a fig tree there. When they go there years later, they see a lush spring cascading in the place where the graves of the two wrestlers are located. After this event, the people named this region "Kırkpınar" in the memory of the brave men who lay there.



Wrestling has never been an ordinary sport among Turks, it has always progressed together with the world view and thinking of the Turks. The main element of wrestling, the chief wrestler, clearly represents the "alp" type, which is the ideal type in Turks. The fact that those who were successful in wrestling during the Seljuks and the early Ottoman periods were called "alp" proves that. The image of the wrestler is the symbol of strength, competence, divinity, respect, and fear among the Turks. These images of wrestling have been shaped together with Islam, forming their own tradition and solidifying their important place in Turkish culture. Kırkpınar Oil Wrestling, which is the most respected show of Turkish wrestling, also constitutes one of the most important milestones of this culture. Wrestling in Kırkpınar is traditionally held in the Sarayıçi district of Edirne in the first half of July every year and this ancient tradition is successfully kept alive. The deep-rooted history and cultural nature of Kırkpınar Oil Wrestling, which was included in the UNESCO Intangible Cultural Heritage of Humanity Representative List in 2010, has been registered.



Kırkpınar Oil Wrestling is the scene of various rituals in itself. Wrestling starts after Friday prayers accompanied by Mevlid-i Sharif and prayers. The wrestler puts on his kispet and turns to the qibla and recites three Ikhlas and Fatih. During the pesrev, which is the preparation process for wrestling, the wrestlers face the qibla. In the pesrev, after going forward and backward three times, the left knee is placed on the ground and the right hand is touched to the ground, knee, lip, and forehead three times. The fact that this wrestler is not arrogant with his power means that he will come from the soil and return to the soil and that his talent is a trust from Allah.



One of the important elements of wrestling, other than the wrestler, is "Cazgir" (announcer). Cazgir or Salavatçı are the people who introduce the wrestlers to the audience and recite various chansonette and prayers. Cazgirs are usually among the old wrestlers and they grow up with a master-apprentice relationship among themselves. Another ancient element of Kırkpınar Oil Wrestling is the "Kırkpınar Agha". On the last day of the wrestling, the person who gave the highest price to the lamb, which was carried around in front of the audience by one of the fielders, becomes the Kırkpınar Agha of the following year. Agha calls for wrestling from the beginning of March. The best indicator of this is the "red-bottom candle custom". This custom is Kırkpınar's symbol of invitation. As of the beginning of March, the person who is the owner of the Kırkpınar landlord sends candles with red bottoms to villages, towns, and cities, informing them of the date of the wrestling. Red-bottomed candles are hung high in village and town coffeehouses, so everyone understands that they are invited to Kırkpınar.

Wrestlers wrest in the field of the contest for three days, accompanied by all these customs and traditions. Finals are held on the last day and the champion of each category is determined. The champion of head length is selected as the head wrestler of that year and becomes the owner of the golden belt. The wrestler who holds the title of Kırkpınar chief wrestler the most is Kel Aliço, who is also known by the nickname "Brutal". Brutal Aliço has won the title for 26 years without a gap. This year's chief wrestler of the 660th Kırkpınar Oil Wrestling, which was completed recently, was Ali Gürbüz.

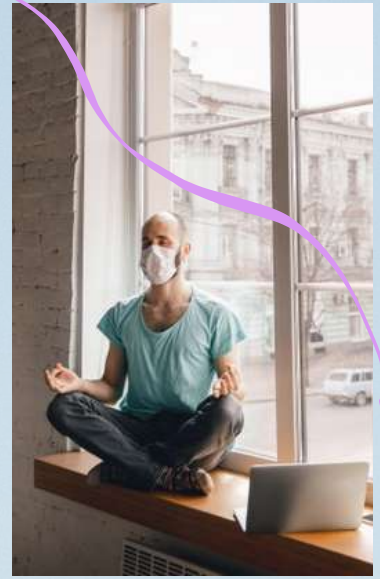
Wrestling has been seen and kept alive as one of the most ancient sports of the Turks for centuries. Wrestling, which is seen as a reflection of the Alpine understanding, has gained a respectable position among the Turks. This ancient sport, which incorporates various rituals along with Islam, has gradually strengthened its place in Turkish-Islamic culture and has managed to survive to the present day with all its traditions.

[Click to access resources.](#)



HOW DID THE MEANING OF FAMILY AND LIVING SPACE CHANGE WITH THE PANDEMIC?

Asst. Prof. Özlem DERİN
The Department of Sociology



What comes to mind when you think of a living place? Is it a vast void, meaningful boundaries, or a tangle in relationships? How much living space is felt or can its appearance on human perception change over time?

The spatial problem behind these questions has a two-way circulation. What is outside and inside, when we are in and how we feel we belong to, on the other hand, something outside and exclusive to us. When we leave the external aside, the living place that we are most used to and sincere to us is our home, our safe zone surrounded by four walls.

Domestic life, which is knitted with belonging and commitment, carries secure familiarities that are sometimes the home of conflicts and sometimes great happiness. However, with the pandemic period, the concept of home has also changed in itself. While familiar and reliable family members turned into a control mechanism, intra-familial conflicts increased with the constant togetherness and the necessity of staying at home.

Domestic life, which is knitted with a sense of belonging and commitment, carries secure familiarities that are sometimes becoming the home of conflicts and sometimes great happiness. However, with the pandemic period, the concept of home has also changed in itself. While familiar and reliable family members turned into a kind of control mechanism, intra-familial conflicts increased with the constant togetherness and the necessity of staying at home.

While the pandemic has adversely damaged our social life, it has become inevitable for our emotional and psychological health to be damaged. A sense of obligation emanating from staying home during the epidemic changed the feelings of solidarity, togetherness and reliability within the family and, have created tense quarrels. However, while the concept of family was damaged, the pandemic also led family members to rediscover themselves and each other. The discovery of talents, the positive evaluation of the time spent together, the gathering at the tables that are lost in routine, and the increasing longing for togetherness as people are stuck in digital objects gives rise to the hope that humanitarian structures will come to a better us level after the pandemic.

The people who were approached with fear at the beginning of the pandemic and the suspicion of getting sick have left their place to a great social longing, an increase in human sensitivity, and an understanding of the value of nature. Will such a shake-up, which turns the 2020-2021 period into years of captivity create hopes for the future and, will it change the future? We'll wait and see...





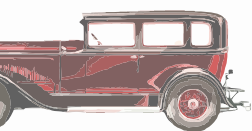
Time to Socialize

Res. Asst. Zeynep ÖZCAN
The Department of Advertising

We choose "National Motor Museum in Australia", "The Museum of Innocence in Istanbul" and "Gazi Museum in Samsun" for you this month from the virtual museums put into service by the T.R. Ministry of Culture and Tourism. [Click](#) for detailed information and other [virtual museums](#).

AUSTRALIA - NATIONAL MOTOR MUSEUM

The museum features stories of the people and vehicles that shaped Australia's automobile history. It is an international centre for the collection, research, preservation, education and display of Australian road transport history. [Click to view the museum](#).



ISTANBUL - THE MUSEUM OF INNOCENCE

It is a museum both written and created by Orhan Pamuk. In the museum, the things used, worn, heard, seen, accumulated and imagined by the heroes described in the novel are exhibited. [Click to visit the museum](#).

SAMSUN - GAZI MUSEUM

The museum is located in the building known as Mintika Palas, where Mustafa Kemal Atatürk stayed for 6 days when he first came to Samsun on May 19, 1919. The museum was transferred from Samsun Municipality to the Ministry of Culture, has been opened to visitors since 1998. [Click to experience the museum](#).





Events in Istanbul

In this month's issue, we have selected the Portraits of the Empire, Map of Woman's Bari Buildings in Ottoman's Istanbul and "Living Room" from the events in Istanbul

PORTRAITS OF THE EMPIRE

Art lovers come together with various works such as portraits of the people of the Ottoman world and portraits of the people of the Ottoman world. [Click here](#) to examine the paintings made during the period when the priority of looking at the world, reading, interpreting and transferring was still in the hands of painters.



MAP OF MASTER BUILDER WOMEN'S BUILDINGS IN OTTOMAN'S ISTANBUL

The map, updated with photographs and drawings from the SALT Research archives, exemplifies the role of master builder women in urbanization in the historical process from the 15th century to the 20th century. [Click](#) the link to view the study.



"LIVING ROOM"

[Click here](#) to experience "Salon", the fourth exhibition of the "Modern Essays" series, which deals with Turkey's modernization process from different aspects, in a virtual environment via Google Art & Culture.



We have compiled the events in Istanbul in August for you. For event details, you can visit <https://kultursanat.istanbul/> and <https://kultur.istanbul/> web pages.



Type of Event	Name of Event	Date	Place
Workshop & Training	Writing Workshop	01.03.2021-30.09.2021	Online
	Acting Workshop	01.03.2021-30.09.2021	Online
Concert	49th Istanbul Music Festival	18.08.2021-16.09.2021	Various Locations
	Women of Anatolia	10.03.2021-30.09.2021	Online
Movie Screening	"Leyla Gencer: La Diva Turca"	01.03.2021-30.09.2021	Online
	"Common Action Device: A Study"	01.03.2021-30.09.2021	Online
Exhibition	"Orhan Pamuk – Balcony"	01.03.2021-30.09.2021	Online
	Libraries	01.03.2021-30.09.2021	Online
Interview	Interview of Philosophy	01.03.2021-30.09.2021	Online
	"Theater and Women+" / Viola Hasselberg	28.05.2021-30.09.2021	Online
Theater	10 Tiraths from 10 Classical Works / William Shakespeare – Macbeth	25.04.2021-30.09.2021	Online
	"Gift to Nazım"	01.03.2021-30.09.2021	Online
Performance	Cirque du Soleil	01.03.2021-30.09.2021	Online
	Bolshoi Theater Performance	01.03.2021-30.09.2021	Online



Göbeklitepe: A Mysterious Geometric Heritage from Past to Present

Res. Asst. Ceren DEMİR
The Department of
International Trade
and Finance

Göbeklitepe has been one of the most researched excavation sites in the world recently. This mysterious archaeological site which has started to draw attention in the local and international arena contains many secrets that have not been revealed yet. Göbeklitepe excavations and researches carried out by the German Archaeologist Klaus Schmidt (1953-2014) between 1996-2014 revealed that Göbeklitepe has a very old history and later on, this place was included in the UNESCO World Heritage list.

Even though its Neolithic structure dates back 11,000 years back, as it is accepted as the oldest temple ever discovered in Turkey, its discovery took place in the 1990s. It is now clear that Göbeklitepe has an ancient history from other megalithic structures such as the Egyptian Pyramids and Stonehenge. The reason why Göbeklitepe has been studied intensively since its discovery is that it contains findings that can rewrite history.



Klaus Schmidt

Geometry Behind Göbeklitepe

According to Tel Aviv University archaeologist Avi Gopher, Göbeklitepe, which is an archaeological wonder, can be considered quite extraordinary for its creators due to its architectural complexity. According to the researchers, who use a spatial algorithm to measure and analyze the architectural structure of Göbeklitepe, the architecture of this mysterious site does not form a separate, unrelated structure. It appears to be composed of interconnected walls and columns that could have been designed together according to a single plan and were built at the same time.

Among the remarkable details of the research is that the centre points of the three most important zone of Göbeklitepe -known as structures B, C and D- bear a resemblance to almost perfectly formed equilateral triangles and are a geometric whole. Hence, the researchers suggest that there may be a hierarchical order among the structures.



Archaeologist Gil Haklay stated that all of the structures have different sizes and shapes, and therefore the probability of forming a random equilateral triangle is very low and they certainly did not expect such a finding. According to the researchers, thousands of years before the invention of writing, achieving such a level of pre-planning must have required the use of reed and similar markers to be placed on the ground to draw a temporary map.



The findings may also mean that the amount of muscle power required to build these ambitious structures may be much greater than it is thought before. The researchers also state that the organization and manpower required for the construction of Göbeklitepe's complex megalithic architecture should be multiplied by three compared to previous estimates. In addition, although there are no traces of permanent life in Göbeklitepe, which is still an undiscovered treasure, the area is thought to be a gathering place for people living in an area of 200 km in diameter.

As a result of the analyses, it was understood that there were findings of the division of labour and specialization in the region, alcohol consumption took place in vessels with a volume of 160 litres, and various animal sculptures, motifs and reliefs were made. Only a part of Göbeklitepe – perhaps as much as 5% – is still excavated, and many more structures under the ground are likely to be discovered. Although some researchers think that Göbeklitepe reflects a turning point in human history, researchers like Gopher Haaretz describe it as a starting point. Let's see if we can protect Göbeklitepe, which had been hidden from the world by keeping quiet from rent hunters for thousands of years.

[Click here](#) to read the Cambridge study in detail.



Social Media: Confronting Contradictions

Asst. Prof. Şeyma Esin ERBEN

The Department of New Media and Communication

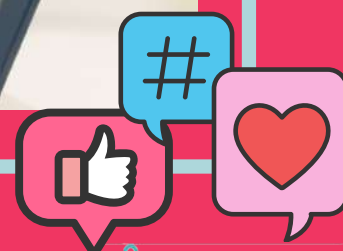
Although the use of digital information and communication technologies varies greatly by region, the general opinion is that they are widely used around the world. According to the Digital 2021 report, which is a comprehensive study, internet use for any purpose averages seven hours a day, while social media use is about two and a half hours. Moreover, according to the data of Similarweb, the most visited websites in the world are Youtube, Facebook, Twitter and Instagram after Google (Hootsuite&We are social, 2021). Despite all digital inequalities, it can be said that social media users play an active role in determining the world's agenda.

Marshall T. Poe (2019) points out that people not only notice anomalies but also seek them out. Social media is full of content waiting to be noticed while maintaining its existence thanks to user-generated content. Undoubtedly, the fact that approximately 93% of internet users (Hootsuite & We are social, 2021) connect to the Internet from their mobile devices. This increases both production and consumption of content. Rashid and Kenner use the unnecessary data processed by smartphones and digital pollution resulting from the misuse of these tools as the key to the digital fragmentation syndrome. While uncritical and impulsive use stands out in digital pollution,

sociological symptoms of digital fragmentation are revealed as the decrease in social cohesion, cognitive dissonance, increase in the sense of loneliness, the transition from the real world to the online world and decrease in empathy (Rashid & Kenner, 2019: 11). Dirag (2019) similarly pointed out the cognitive dissonance in the use of social media. He stated that "opening the gap" between reality and social media identity will "have compelling consequences" for social media users.

Turning a vehicle into an enemy that needs to be destroyed or ensuring the user's existence by hiding its contradictions brings about focusing on the vehicle itself rather than its use. So, to avoid all these contradictions and problems, is it necessary to get away from social media and completely return to "real" life? Are digital information and communication technologies and therefore social media bad? Rashid and Kenner's (2019: 16) statement: [T]here are consequences that you should be aware of so that you can make up your own mind when (technology) is used incorrectly" should be kept in mind at this point.

[Click to access resources.](#)





Instagram

8 TIPS FOR A BETTER

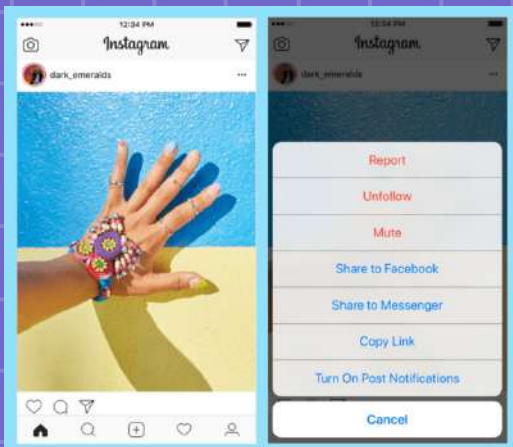
EXPERIENCE FOR BEGINNERS

Res. Asst. Naci İbrahim KELEŞ
The Department of
Economics and Finance (English)

Social media application Instagram, which has an important place in our lives due to the number of monthly active users of more than one billion and is the most used social media application worldwide, can take the user experience to higher levels with some simple but useful features. Let's take a look at these points together.

1. TURNING ON AND MUTING NOTIFICATIONS

- Go to the account to whom you want to receive sharing notifications and click on the notifications button (bell icon) in the upper right corner. Then select the posts you want to receive notifications from. When you select the posts and stories options, you will receive a notification when the other person shares a story or post.
- Click on the "following" tab by selecting the relevant profile, then select the shares you do not want to see by clicking the "mute" tab. You can access the muted profiles by clicking the "Muted Accounts" button in the privacy settings tab of your account.

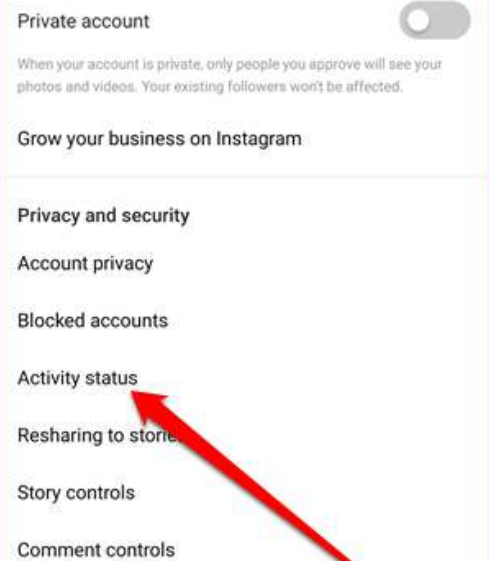


2. TURNING OFF ACTIVITY STATUS AND GREEN DOT

When someone is online, you'll see a green dot next to their name in Direct Messages (DM). Here are the steps to turn them off.

Step 1: Go to your profile and tap the three-dot icon or gear icon.

Step 2: Scroll down and tap on Activity status. On the next screen, disable Show activity status. This turns off both the activity state and the green dot.





3. VANISH MODE

- After selecting the person to whom you send a message, pull up by pressing and holding the screen on the chat screen.
- At the bottom, the text "Enter Vanish Mode" will appear.
- When this text turns blue, we are logged in.
- Likewise, to exit this mode, simply click on the "Turn Off Vanish Mode" option at the top.



4. ADDING NON-GIPHY GIFS TO STORIES

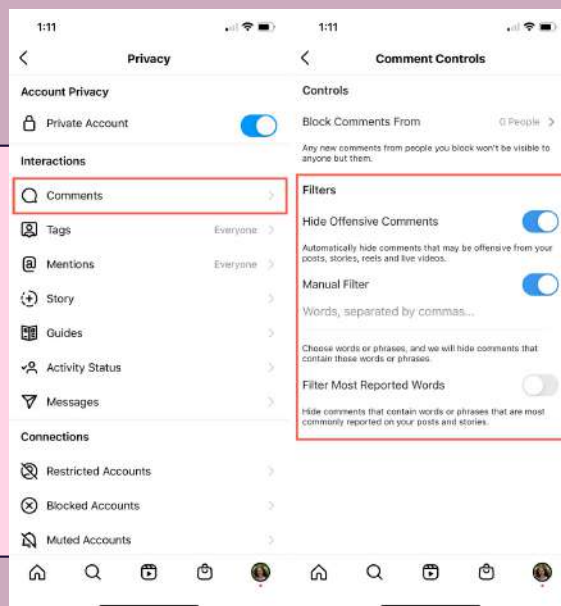
Under normal circumstances, Instagram Stories only allows you to use popular GIFs on the Giphy platform. However, the Google Gboard keyboard allows you to use other GIFs available on the Internet. A similar possibility is also available on the iOS keyboard for iPhone users. Install Google Gboard, which is a GIF search engine integrated, on your phone,

- Choose Gboard as the default keyboard,
- Go to the Instagram Stories section,
- Click on the empty space to open the keyboard,
- Tap the G icon at the top of the keyboard,
- Type the keywords whose GIF you want to find in the search field,
- Click on the GIF you find and add it to your Story.



5. FILTERING COMMENTS

Go to your profile, press the three bars in the upper right corner of the screen, go to Settings > Privacy > Comments, and then turn on the Hide Offensive Comments switch. You can also use the Manual Filter option, which allows you to enter the words you want to hide. For example, slang.



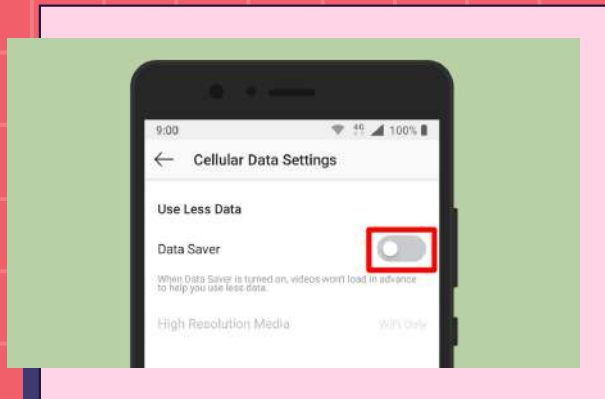
6. POLL & QUIZ STICKERS

Poll and quiz “stickers”, which have been in our lives for a long time are useful and entertaining interaction methods where we can get the opinions of our followers on any subject with one click. You can write your question or customize the survey options with these stickers that you can place anywhere on the photo or video you want to add to your story. This feature, which makes it possible to see the responses to your share simultaneously, will save you from indecision in your indecisive moments.



7. DATA SAVER

If your internet quota is limited and you want to use less data while browsing Instagram, you can use the “Data Saver” feature. You can activate this feature by entering the “Settings” section of your Instagram profile and clicking on the “Cellular Data Usage” heading.



8. ACCOUNT-ACTIVITIES

If you wonder how much you are using Instagram, you can learn statistics of the daily time spent on the application. To access this feature, when you click on the “Account” section on your Instagram profile and then click on the “Activities” heading, you will see what day and how long you have used Instagram in the last week and the average of these usages. If you wish, you can set a usage time limit for yourself and add a reminder when you reach the limit, so you can control the time you spend on Instagram.





Street Flavors Series

A SWEET MOMENT IN BEYOĞLU: FAMOUS HISTORICAL BEYOĞLU CHOCOLATE

Res. Asst. Dilek EROL
The Department of New Media and Communication

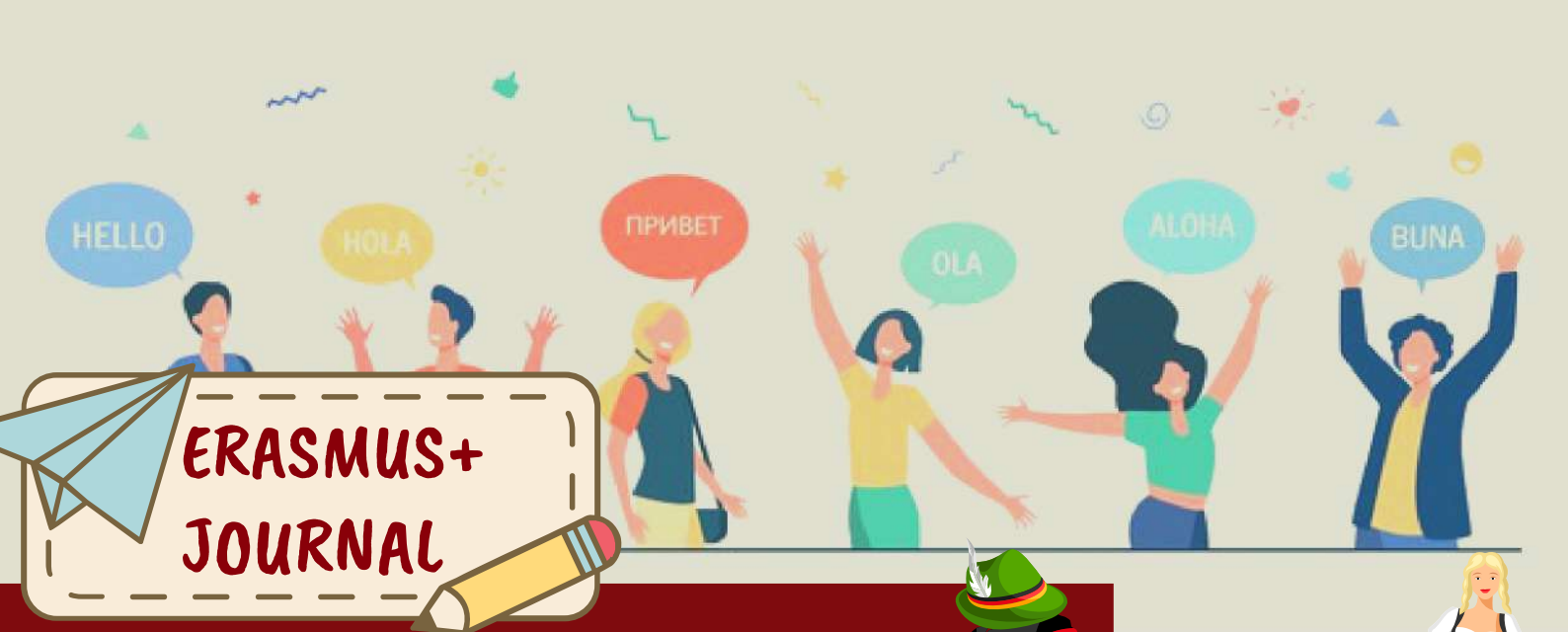
It can be said that all domestic or foreign tourists who visit Istanbul do not leave without visiting Beyoğlu. Beyoğlu is one of the most well-known touristic areas of Istanbul. Churches, office buildings, restaurants, and cultural centers keep the old Istanbul alive in Beyoğlu. It is also the center of entertainment venues, which were much more lively until ten years ago. Istiklal Street, which hosts large crowds, has an international reputation in terms of tourism. The place, which is so vibrant for touristic trips, has just as many street flavors. The street flavor of Beyoğlu, which we will discuss in this issue, is "Beyoğlu Chocolate" (we will include other flavors in the forthcoming issues).

Beyoğlu Chocolate is produced by the brands "Zambo" and "Elit" since the 1950s. Recently, it has started to be sold in the markets. However, until a few years ago, it was only sold in three kiosks in Istiklal. Beyoğlu Chocolate was produced by the "Lider" brand in the early periods. It was named Beyoğlu Chocolate in the 1960s. In the 1950s, the fact that cocoa and cocoa butter could not be imported in large quantities due to the mixed economic system Turkey was in, pushed the chocolate producers to search for suitable products to meet the public with affordable chocolate. At this point, hazelnut came into play, and the chocolate produced was combined with hazelnut to increase the amount of production.

The feature of this chocolate, which is a little more expensive than other chocolates today, is that it is handmade and thus produced in small quantities. Beyoğlu Chocolate is generally sold in molds. Regarding the packaging of packaged products with poor quality foils, the Elit company stated that they give importance to the quality and taste of the product rather than the quality or appearance of the packaging. Beyoğlu Chocolate, which used to be sold in packages of 300 grams, today offers different options such as dark chocolate with pistachio or orange, as well as different weight options. We recommend you to enjoy this taste- the recipe of which is kept as a secret with its history of more than 65 years- while visiting Istiklal Street.

Bon Appetit...





MY ERASMUS EXPERIENCE IN GERMANY 2021

Pason SAFI

A Student from the Department of Political Science and International Relation



Hey!

I am a student of Political Science and International Relations at Gelisim University in Istanbul, Turkey. At the moment, I am an exchange student as a part of Erasmus at the University of Vechta. It has been almost three months that I've started this challenging and new journey. I chose Germany for multiple reasons including its diversity inside its society, the unique learning system, and interest in its culture and lifestyle.

I would like to divide my experience into two sections:

The Teaching System and Methods

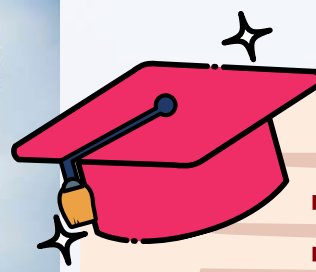
Germany is known for its complex and intense higher education system in the world. Some of the courses I take are long as 4 hours with only a 15-minute break mid-lecture, and on the other hand, we have courses that the whole lesson lasts for 15 minutes. The methods they use for teaching are focused more on student participation and research. Furthermore, we do not have any mid-term or final exams. We are supposed to write a 15,000 to 25,000-word research on a topic related to our course and define that topic with the theories and approaches related to that course. Before submitting the research we are obligated to prepare a presentation regarding the papers, articles, and books we used as sources. Moreover, for me personally, this is new. In Gelisim, where I started my higher education journey, it was a very different method for teaching the curriculum and examining the students.



Culture and Living in Germany as an Exchange Student

When you enter Germany on the very first day, you see the punctuality and obedience to laws in a very bold way, which is surprising and enjoyable. After living in Turkey for more than 2 years I really enjoy the company of German-Turkish friends. They have lived here in Germany for well over 3 generations. Speaking Turkish with them gives you the feeling of being home. Although Vechta is a small city located in northern Germany, it is filled with Turkish restaurants, barbershops, bakeries, and more. What is more interesting is that some of the international students who live in the dormitory complex can speak Turkish and these students are very interested in visiting Turkey one day as exchange students. The true meaning of globalization and being an international student can be explained with my situation, an Afghan, who lives in Turkey and now is an exchange student in Germany. All in all, this challenging and super adventurous experience is going well till now. I hope it will stay so till the end. Danke!





IGU-GRADUATE



Hünkar AĞCA

A Student from the Department of Political Science and Public Administration

Hello, I'm Hünkar Agca. I've graduated from Istanbul Gelişim University, Department of Political Science and Public Administration this year. At the same time, I am one of the first graduates of the department. I experienced the joy of graduation with the sadness of leaving the family of Istanbul Gelişim University. I say family because we have been a big family here for four years. Maintaining university life in a friendly environment created a family warmth both for me and my university friends from all over Turkey. We were accompanied by our valuable teachers, who shared their experiences in our career goals and in tackling the challenges we will face in all areas of our lives. Studying the Department of Political Science and Public Administration at IGU has given me a lot of benefits. Of course, studying in a department where the graduates of the department have knowledge in many disciplines and the little things they add to make a difference make the competition tough. However, at Istanbul Gelişim University, I had the pleasure of learning while having more fun than the competition. I encountered different opportunities in every field where I developed myself.



I was elected as the Student Representative of Istanbul Gelişim University Quality Board. The ability to represent someone for me started at university. I was happy about this and focused on achieving something more. Next, I represented my university in the project of the Presidential Human Resources Office. Gaining new business contacts is one of the most important processes of this era. At this point, getting to know different people in different places, talking to them, worrying about things, expressing them, and sharing them... I consider all of these to be the best investments I've made for myself. My main goal was to graduate from university as a social individual who has completed his education at the best level and can express himself effectively. I realized that I had achieved this when I evaluated myself in different areas from school. I took part in the TÜBİTAK project as a volunteer. I was entitled to participate in the University Workshop of the Policy Research Group and became the voice of many students. The department does not require a compulsory internship. However, I was entitled to do an internship within the scope of the Internship Mobilization Program of the Presidential Human Resources Office. I did my internship at the Social Security Institution. One of the most important public institutions in Turkey.

The most important thing I learned in this whole process was that time is limited, but also it is just as much. Actually, everything is about creating our own dreams and believe in these dreams of ourselves first. My dreams are not limited to my university life, but I think this is the most important step on the way to achieve my dreams. Everything we do at the university lays the foundations for building our future. Istanbul Gelişim is a university where I see myself as active in many points and where all kinds of opportunities are open to students. The only important point here is that the student has a desire, a dream, and a problem to share.

I am glad that our paths have crossed at one point with this big family. I already feel that I will miss my school and my teachers. For everything, they have given us, I would like to thank our esteemed rector, vice-rectors, dean, department chair, all our professors, and everyone working at administrative levels, on behalf of all the students in my department.



PREPARING FOR THE FUTURE AT IGU

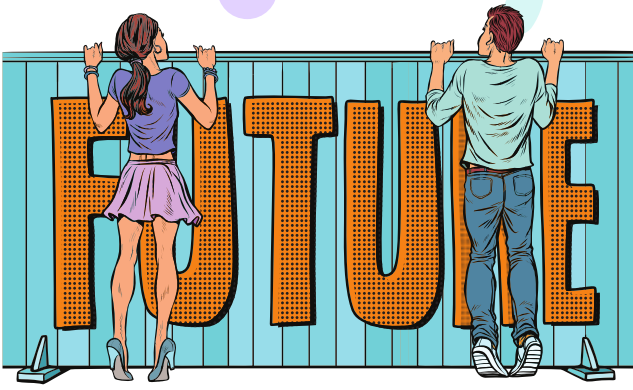


Ceyda SANISOĞLU

A Student from the Department of Public Relations and Publicity



My education life at Istanbul Gelişim University started in September 2017. I am currently a senior student at the Department of Public Relations and Publicity. I have been interested in social sciences since high school. I studied Public Relations and Organization in high school and was determined to study in this department. I have always been interested in communicating with people. I am also interested in reflecting the culture and image of the company I will be working with to the target audience and also looking forward to being in various activities with social stakeholders. Public Relations and Publicity Department is a department with high job opportunities. Therefore, when you graduate, you have job opportunities in a wide range of fields, including corporate life or agency life. The choices you make and your expectation from the department plays a big role here. I recommend you to be precise about yourself and your expectations. After that, you can make the right decision about your future profession. I faced various prejudices in university preferences. Since I studied a different branch of this department in high school, I was faced with opinions that I should make different choices in university. However, since the field I want to study in the future is Public Relations and Publicity, I listened to my own wishes and thoughts instead of listening to others. Since the day I started university, I have never regretted my choice. I realized that I made the right decision. I felt that I chose the right university after every lecture I've attended, with every professor I've met. If you have doubts about the department you want to study or if you hesitate between various departments, you can finalize your decision by contacting the students studying in this department. Otherwise, you can get information about the department by talking to the department academicians. Our solution-oriented instructors will support you in this decision-making process and guide you to the right path to come to a decision.

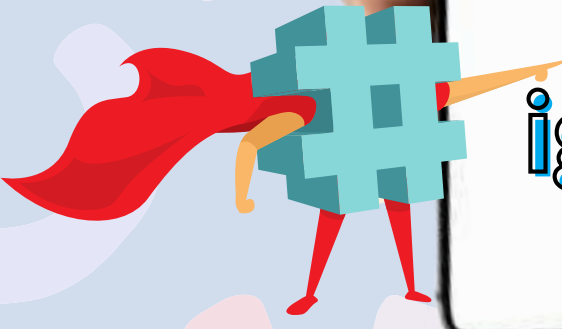


As in every department, the CV has importance in this department as well. During your university life or if you are a vocational high school graduate, your internship in your last year will help you in this selection process. Since I am a vocational high school graduate, I was getting very exhausted from keeping up with the pace of preparing for the exams while doing my internship. But every sacrifice you make comes back to you as a reward after a while. While I was doing my internship at Mercedes Benz Inc., I have developed a positive impression of corporate life. When I have entered the Public Relations and Publicity Department at Istanbul Gelişim University with a 100% scholarship, I had the opportunity to make new additions to my resume, unlike most people. The different experiences you get, although sometimes difficult, may offer you the opportunity to open an important door in the future. Even if you are rejected, going to a job interview can give you interview experience. Taking part in various school clubs throughout your university life can become an important detail to add to your resume. When I was a junior, I went to a diction and oratory course with the recommendation of our department teacher. Thanks to this course, I met people of different ages and different professions and gained various knowledge.

I am currently working on e-commerce. I started my own business in September. I gained brand awareness in a short period by benefiting a lot from the department I study. Knowing your market well, choosing your target audience correctly, using marketing tools correctly, and performing competitor analysis in detail were among the skills I obtained during my studies at Gelişim. I have made my own company an important brand in the market. On the contrary to the small business idea that has gained popularity recently, I did this by using the knowledge I gained from my teachers. The brand projects we carried out in this process also made an important contribution. Therefore, in my business life, I have seen the benefits of carrying out the assigned homework responsibly.

Sometimes it can be difficult to make choices about our future. but you can add color to your life with different experiences. Even though the work/internship life is tiring, the small points will remain as memories that make you smile after you adapt to your department. When you look back, every job interview you had is an experience and, the job experiences you have will contribute to your business network and your resume. Do not forget that every friend you make during your university life can create a business network for you, every internship you enter will give you experience and any certificate you add to your resume will take you one step ahead in realizing your dreams in business life. Every conscious step you take will help you to reach your goals sooner.

Stay healthy and happy.

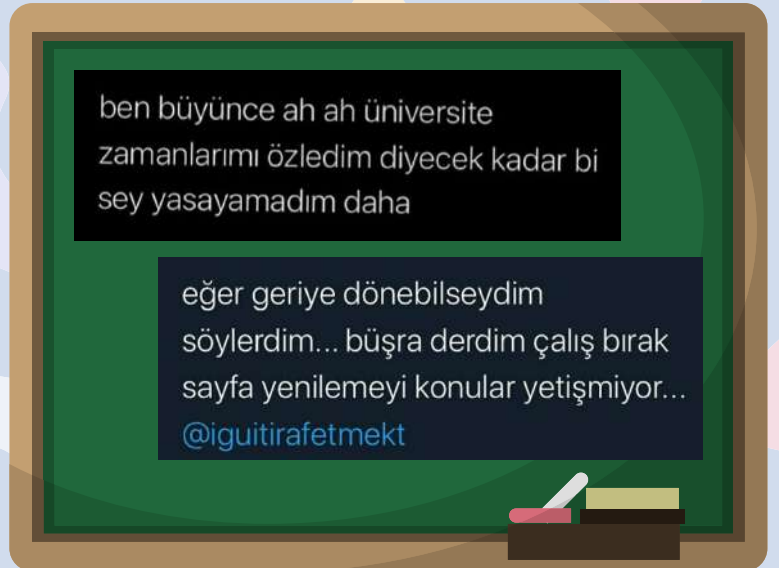


iguconfesses



#

nostalgia



Longing for IGU

Esranur ÇELİK
A Student from the Department
of Political Science and
Public Administration



Do you hear the noise? That thin trembling tone where longing and patience are no longer unbearable? It has been exactly 1 year and 4 months since we have been away from our campus, lecture halls, cafes, cafeterias, cinemas, and restrooms. The three-week holiday that we had in March 2020 lasted longer than we've ever expected. The holiday we thought of as a short break, resulted in the graduation of some of our friends and getting one step closer to graduation for the others. We were continuing our school as usual. How could we've known that that day when the university closed was the last day of our daily routines? It was the last day of university for the junior year students. It was the last meal we ate in the canteen and the last movie we watched in our movie theatre. The day last time we took notes in our lecture halls where information exchange was at an extreme. How could we have known that our conversations in the Winter Garden were our last conversations? Indeed, none of us could have expected that this would happen. Now that we are far away, we realize how much we miss our university.

We are counting the days, hours, and even minutes. Wondering the time when we will be able to reunite with our family. In a sense, thinking with bitter but innocent resentment when we will return to the sincere environment we have built from scratch at IGU. Here, as a member of the IGU family, I would like to visualize the family atmosphere at IGU for all our family members who cannot even see their campuses. As you know, we all have dreams and goals. While achieving these dreams and goals at the university, we have corners. The corners where we share our days, months, and even years; we call these corners our campus houses among ourselves because the number of our friends who left their families, homes, and friends and made new friends at IGU and almost turned it into a family environment is very high. Our dreams and goals are similar. This provides us a sincere environment and helps to establish strong bonds among us. We have a home where we belong and represent ourselves in the communities: IGU Campus Houses.

Honestly, we get stuck in one place even when we write our longing because we have added new meanings to what we know with the memories we spent on our campus, in our cafeteria, in our cafe, and now we are far away from all of them, so we have difficulty putting this feeling into words. Together, we become ourselves. Being away from our loved ones also distances us mentally from ourselves.

The member of our IGU family who is away from the campus, this part is for you...

During breaks between classes, we drink coffee and chat with our classmates or students from other departments and even with our professors at the cafes on the campus. We organize pinball tournaments among us. We play fun team games. We sing together in the open spaces of our school and some of us give mini-concerts. We have club events that allow us to get to know each other or discover new people. Anyone who wishes can become a member of clubs that are in line with their thoughts and where they can improve themselves. Our club events are always very colorful. We have concerts, we have food tasting events, we have skating competitions and we have dance events where we lose ourselves to the songs.

Yes, the more we tell, the more we miss, right? IGU FEAS is a place where we spend more time with our family and where our commitment to each other increases every day. Yes, these are the cornerstones of our longing, but we have another hidden cornerstone, which is our face-to-face education environment. Galiani has a famous saying that expresses our situation very clearly, which all students know and approve of: "Education aims to cultivate the substance that is inherent in man, to develop the essence."



Dear members of our academic staff, who are each more successful and professional than the other, who see the essence in us and strive to process, enlarge and even further strengthen them. We need you and miss you the most. Yes, distant education is also an effective alternative education program. We can reach it without interruption. However, our primary wish is to be with you. As we all know, the best learning method is to be at the source of education and learn from the source itself. IGU FEAS as a whole is the source. I wish we could turn back time and go back to the moments we lived in our faculty when we laughed, cried, argued, learned, and questioned while learning. If only we could know the value of some things without losing them. I wish we did not lose the value of our youth, social life, and education with a global epidemic. I am a student who came to the IGU FEAS family from the Trabzon region. We, the people of Trabzon, experience all emotions are at the extremes. We have various ways to get rid of our sadness and to increase our joy even more. The most important of these is to go to our village and plateau. These are good for Black Sea people. We don't know how to deal with the sadness of being away from our school, lessons, and friends. We want to be able to study in our lecture halls again. We want to study until the first lights of the day during the exam weeks. We missed eating in the Winter Garden. Determining the champion of the foosball tournament before the end of the class break. Relaxing by drinking coffee in our cafes and chat until evening. We don't want to continue our education at home, we want to be on the campus. In short, we look forward to everything about IGU.

Until that day, we will continue to wait for you with excitement and longing. Hope to meet you in the fall term, IGU FEAS family...

ABOUT ACADEMIC LIFE

PANEL ON "SOCIO-POLITICS OF COUPS IN TURKEY AND JULY 15"

A panel on "The Socio-Politics of Coups in Turkey and July 15" was held online on July 15, 2021 by the Department of Political Science and International Relations, Faculty of Economics, Administrative and Social Sciences, Istanbul Gelişim University.

In the panel moderated by Yavuz Çilliler, Head of the Department of Political Science and International Relations at Istanbul Gelişim University; Yozgat Bozok University Faculty of Arts and Sciences Department of Sociology faculty member Assoc. Dr. Alper Mumyalmaz, Amasya University Merzifon

Faculty of Economics and Administrative Sciences Department of Political Science and Public Administration faculty member Dr. Gökberk Yücel and Istanbul Gelişim University Faculty of Economics, Administrative and Social Sciences Department of Political Science and International Relations faculty member Dr. Emre Gündoğdu were the speakers.



In his speech titled "Coup Tradition in Turkey and the 15th of July", Mumyalmaz emphasized both the socio-political connection of the July 15th coup attempt with the 1960 and 1980 coups and the aspects that differ from these coups. Yücel emphasized that the July 15th coup attempt, unlike other coups, was an invasion attempt in terms of targeting the state system, social values system and national integrity of the country. Gündoğdu, on the other hand, said that FETÖ is a terrorist organization that uses multidimensional organizational tools in terms of carrying out activities such as black propaganda, espionage, and assassinations, etc.



PUBLICATIONS



Asst. Prof. Festus Victor Bekun's article titled

- "Effect of Two Different Heat Transfer Fluids on the Performance of Solar Tower CSP by Comparing Recompression Supercritical CO₂ and Rankine Power Cycles, China" was published in **Energies**.
- "Renewable and non-renewable energy policy simulations for abating emissions in a complex economy: Evidence from the novel dynamic ARDL" was published in **Renewable Energy**.
- "Beyond the environmental Kuznets Curve in E7 economies: Accounting for the combined impacts of institutional quality and renewables" was published in **Journal of Cleaner Production**.

Prof. Dr. Ozden Sukran Uneri's article titled "Theory of mind failure and emotion dysregulation as contributors to peer bullying among adolescents with attention-deficit/hyperactivity disorder" was published in **Childrens Health Care**.

Asst. Prof. Hanife Yilmaz Cengel's article titled "The relationship of alexithymia with difficulty in emotional regulation, anxiety, and depression symptoms in a group of patients receiving opioid maintenance treatment" was published in **Heroin Addiction and Related Clinical Problems**.

Asst. Prof. Mustafa Aslan's article titled "Organizational Culture and Person Organization Fit as Antecedents of Psychological Ownership" was published in the **Turkish Journal of Computer and Mathematics Education**.

Asst. Prof. Mahasen Badra's article titled "Towards an Aesthetics of Belief in Covid19 Pandemic Time: Performatism in Brian Friel's Dancing at Lughnasa" was published in **International Journal of Arabic-English Studies (IJAES)**.

Asst. Prof. Festus Victor Bekun and Asst. Prof. Andrew Adewale Alola's article titled "The alternative energy utilization and common regional trade outlook in EU-27: Evidence from common correlated effects" was published in **Renewable & Sustainable Energy Reviews**.

Asst. Prof. Andrew Adewale Alola and Asst. Prof. Festus Victor Bekun's article titled "New insights into economic expansion in the United Kingdom: Does energy mix specificity matter?" was published in **International Journal Of Energy Research**.

Asst. Prof. Edmund Ntom Udemba and Res. Asst. Selin Yalçintaş's article titled "Interacting force of foreign direct invest (FDI), natural resource and economic growth in determining environmental performance: A nonlinear autoregressive distributed lag (NARDL) approach" was published in **Resources Policy**.

Asst. Prof. Gizem Uzuner's article titled "Housing sector and economic policy uncertainty: A GMM panel VAR approach" was published in **International Review of Economics and Finance**.

Asst. Prof. Tuğba Baş, Asst. Prof. Funda Kara and Asst. Prof. Andrew Alola's article titled "The Environmental Aspects of Agriculture, Merchandize, Share and Export Value-added Calibrations in Turkey" was published in **Environmental Science and Pollution Research**.



PUBLICATIONS

Asst. Prof. İsmail Cem Ay's article titled "Economic Evaluation for Genetically Modified Corn Production" was published in **Marmara University Journal of Economic and Administrative Sciences**.

Asst. Prof. Hüseyin Öcal's article titled "Evaluation Of Stock Portfolios' Returns Built Using Sharpe And Sortino Ratios On Borsa İstanbul" was published in **Third Sector Social Economic Review**.

Asst. Prof. Sarp Bağcan's article titled

- "Observing the Reaction of Corporations on Social Issues in Advertisements: Examination of Ads in the Process Including COVID19 Initial and Its First Peak" was published in **Journal of History School**.
- "Observing the Leader's Intervention to Democracy on Social Media: An Analysis of the Tweets of Trump and Biden on Twitter in the 2020 US Presidential Elections in terms of Content and Sentiment Analysis" was published in **Turkish Online Journal of Design Art and Communication**.

Asst. Prof. Yahya Can Dura's article titled "Attractiveness of Freedom: The Impact of Rights and Freedoms on International Tourism Demand to Turkey" was published in **Journal of Liberal Thought**.

Asst. Prof. Şeyma Bozkurt Uzan and Res. Asst. Merve Vural Allaham's article titled "Multi Criteria Decision Making Approaches for Evaluation of Equipment Selection Processes in Rowing" was published in **Sportmetre The Journal of Physical Education and Sport Sciences**.

Asst. Prof. Cengiz Özgün's article titled "A Research on Afghan Immigrant's Profile: Case Study for Trabzon" was published in **The Journal of Institute of Black Sea Studies**.

Asst. Prof. İpek Sucu's article titled "News Formation in News towards the Transition from Traditional Media to New Media Platforms" was published in **Kadim Akademi Journal of Social Sciences**.

Asst. Prof. Viktoriia Demydova's article titled "Doxing as a form of online activism: Case of Alexei Navalny's film A Palace For Putin" was published in **Turkish Studies**.

Assoc. Prof. Hüseyin Dikme and Dr. İpek Sucu's article titled "Surveillance Society and Use Of Satisfaction Approach and Surveillance in Instagram: Example of Ingrid Will Be Moving" was published in **Kocaeli University Journal of Social Sciences**.



Res. Asst. Zeynep Özcan and Asst. Prof. Sezgin Savaş's article titled "Discord as a virtual community platform" was published in **Nosyon: International Journal of Society and Culture Studies**.

Res. Asst. Öznur Çetinkaya's article titled "Analysis of Tourist Guides' Job Motivation and Life Satisfaction in the Covid-19 Process" was published in **Journal of Tour Guiding**.



NEW COMERS



Asst. Prof. Ceylan K. Bevington has begun working in the Department of English Language and Literature.

LEAVERS



Prof. Şenol Durgun left our faculty.



Asst. Prof. Mehmet Ünal ŞAHİN left our faculty.



Asst. Prof. Ahmet Serdar KÜÇÜK left our faculty.



Asst. Prof. Cem İsmail SAVAŞ left our faculty.



Res. Asst. Merve AKBAYIR left our faculty.



Res. Asst. Mahsum ÖKMEN left our faculty.



ASSIGNMENTS & PROMOTIONS



Kamil KAYA, Prof. in the Department of Sociology is assigned as the **Dean** of Faculty of Applied Science.



Alpaslan KELLEÇİ, Asst. Prof. in the Department of Business Administration is assigned as the **Assistant of the Secretary General** of Rectorate of Istanbul Gelişim University.



Sarp GÜNERİ, Asst. Prof. in the Department of Aviation Management is assigned as the **Manager** of Career Development Center of Istanbul Gelişim University.



Serdar ÇÖP, faculty member of the Faculty of Economics, Administrative and Social Sciences, the Department of Tourism Guide, received the title of **Associate Professor**.



Hakan YILDIRIM, faculty member of the Faculty of Economics, Administrative and Social Sciences, the Department of Logistics Management, received the title of **Associate Professor**.



MASTHEAD

FACULTY OF ECONOMICS, ADMINISTRATIVE AND SOCIAL SCIENCES

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Graphic Design
Res. Asst. Merve BOYACI YILDIRIM
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