

**ISTANBUL GELISIM  
UNIVERSITY**



**SosyoCom**

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# INTERNET BETWEEN BRAINS: BRAINNET

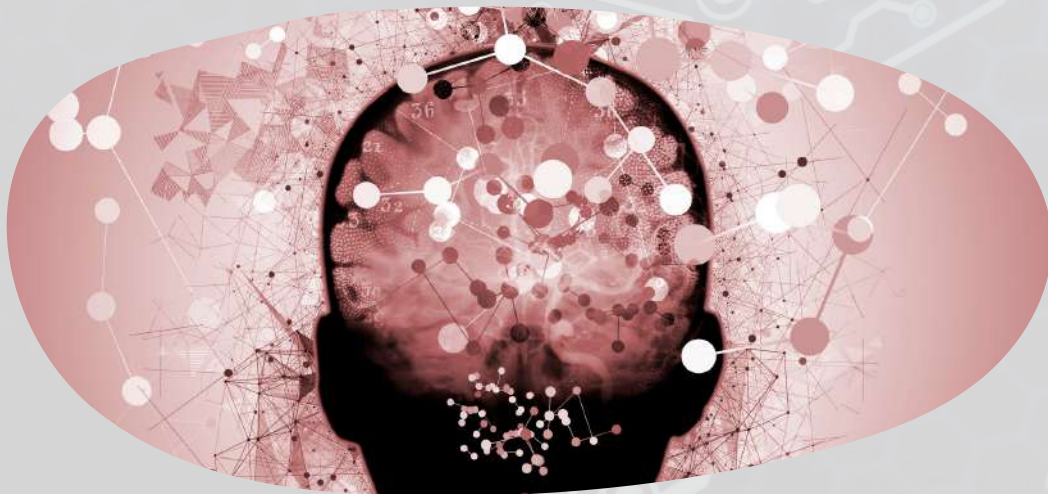
TECHNO-  
AGENDA

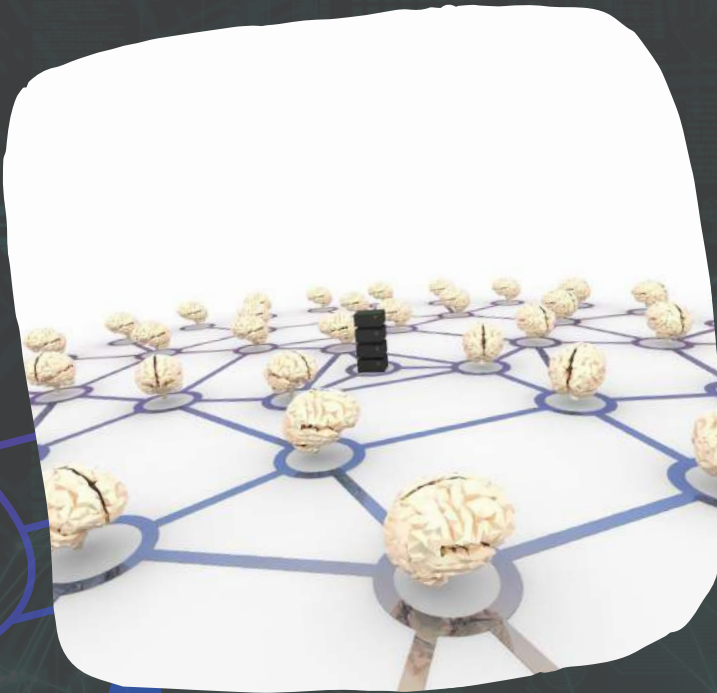
Res. Asst. Orcan ÇETİNKAYA  
The Department of Logistics Management



Every day, a new one is added to the innovations that developing technology brings to our lives. Although the dreams that people will travel with flying cars in the 2000s still continue, the development of technological tools that affect our daily life and business processes is faster nowadays and people are more interested in these tools. After technologies such as visualization of dreams in the digital environment, devices capable of instant translation from foreign languages, wearable industrial objects (smart glasses, smart gloves, smart belts, etc.) carried out in the context of this interest and eagerly anticipated; it is the "BrainNet" technology, that aims to enable people to communicate directly between their brains without any means of media, to control each other's movements, to make problem solving possible by cooperating and can be characterized as the beginning of telepathy.

Without any device placed inside the body or head, the BrainNet interface uses EEG technology to record brain signals. It uses TMS (Transcranial Magnetic Stimulation) technology to transmit these signals to another brain. In this way, it allows direct communication between the brains.

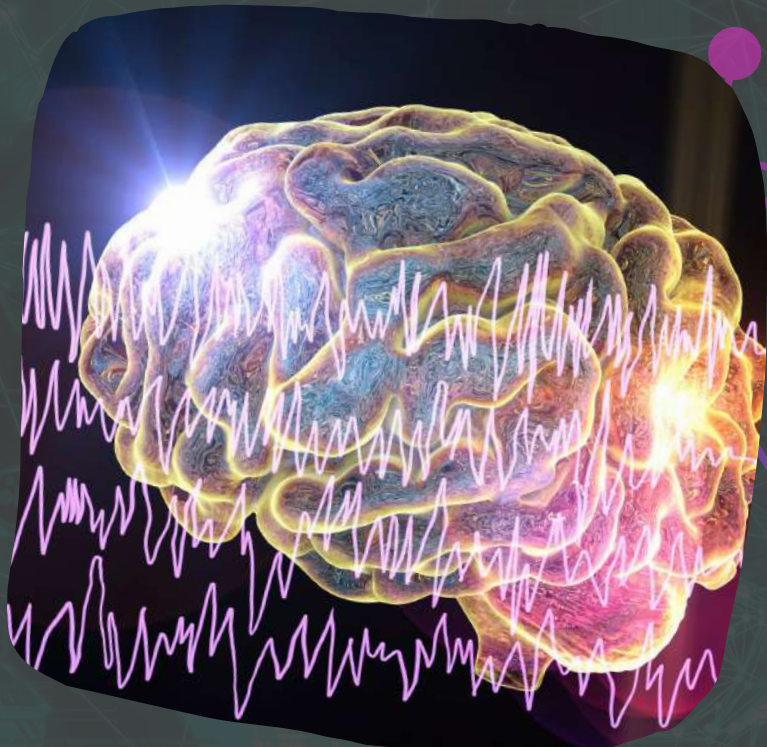




In one of the studies conducted on the subject, scientists were able to process the brain activities of one of the subjects and transfer them to the brain of the other subject, thanks to the BrainNet interface. In this experiment, carried out between France and India regardless of the existing communication channels, subjects, each in different countries, were brought together by scientists through the internet.

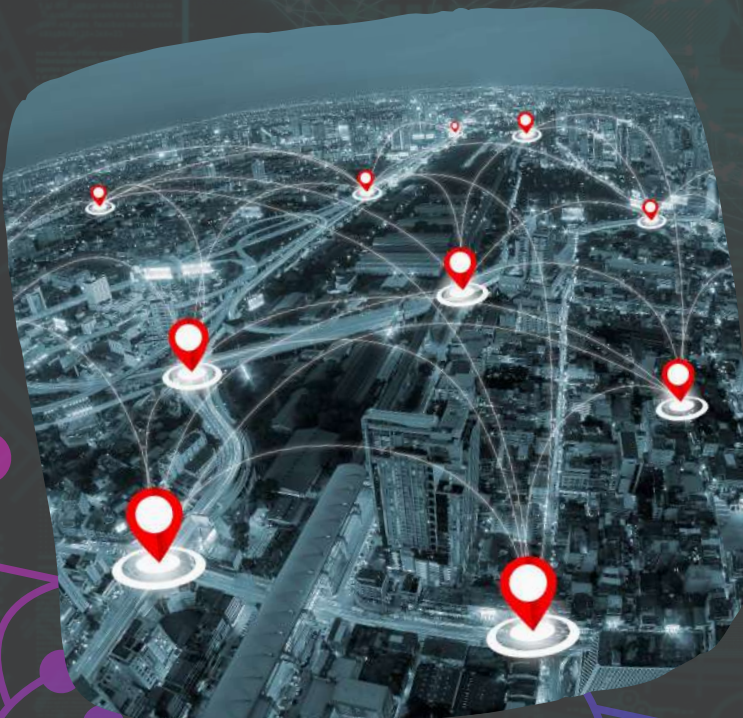
In a different study, two of the three subjects playing Tetris were designated as "senders" and the other as a "receiver", whose signals were decoded using real-time EEG data analysis, and the decoding process revealed whether to rotate incoming blocks for each line. These decisions were sent over the internet to the brain of the third person, namely the receiver, who did not see the game screen.

The receiver also decided whether to rotate the block in the game based on information from both senders. In the second round, the senders evaluated the receiver's decisions and sent feedback to the receiver's brain. During the game,, group level of performance was evaluated in terms of true/false ratios of decisions and information between subjects. As a result of these experiments conducted with five groups of three people each, the average success of BrainNet was recorded as 81.25%.



Considering the various tools and devices that can be attached to the human body within the scope of Human 2.0 understanding the opinions on technologies that can be developed without the need for any implants, it seems inevitable that these developments will occur for the people of the future. The most important component of the super organic computer that is aimed to be achieved as a result of such studies is human. It seems that people need to develop control methods regarding the use of these technologies together with these technologies.

[Click to access resources.](#)



# INTERNET WITH LIGHT: LI-FI



**Rümeysa ÖZCAN**  
A Student from the Department of  
Public Relations and Publicity



When we say, "We used to connect to the internet by cable", it's as if we're talking about a long time ago, not about 10 years ago. This example shows how fast internet technology is evolving, doesn't it? Switching from wired internet to wireless internet... WiFi connection was a breakthrough in our lives. Technology had reached a point where dozens of internet connection cables that choked us disappeared thanks to Wi-Fi. Wi-Fi now also provides wireless internet.

Looking at the constantly evolving technology and increasing user expectations, Wi-Fi is not really a 'perfect' connection for today. For example, Wi-Fi cannot make us completely 'independent', it allows access to the internet in a certain area and limits us. It is also one of the risks that arises when Wi-Fi signals exceed the walls of our house, the possibility of breaking their passwords and falling into the hands of others. Today, since most of our devices have WiFi features, the mixing of scattered radio signals can also cause some problems. In search for the solutions to these problems, "Li-Fi technology" comes up.

What is Li-Fi?

Li-Fi (Light Fidelity) is a wireless connection technology that is still under development. So, what is the reason this technology is getting all the attention? Because Li-Fi will transfer data 100 times faster than Wi-Fi, and it may sound crazy, but it will be offered to us with light waves, not radio waves like Wi-Fi.



In our world, where internet usage is increasing by the day by the hour, the process of transferring data to devices becomes ever more important. However, there is also talk of the need for different options for Wi-Fi, which cannot handle the pressure and intensity in the face of the growing demand of the population. That's where Li-Fi gets the spotlight. Basically, Wi-Fi uses radio frequency to transmit data, and signals are emitted around an access point to a specific area. Li-Fi is a "Visible Light Communication" system. So Li-Fi uses the light in the bulbs we all see instead of radio frequencies to transmit data. Li-Fi technology is much more powerful and faster than Wi-Fi technology, as it is easier for signals transmitted using light to focus on a single area than radio frequencies.

However, there are many question marks about whether Li-Fi technology will be as useful as Wi-Fi. These are:

- Extending the network connection distance of Li-Fi,
- How to provide connection in dim light,
- How to provide connection even in the dark.

Smart architectural applications are needed for all these issues to disappear, and a large number of sources talk about this need.

The fact that Li-Fi technology will provide internet using light waves means that the internet will be cut off when the lights are turned off. Although this may seem like a disadvantage, it is also an advantage! After this sentence, the only question that comes to mind is probably "What do you mean?". Every internet user has a security problem.

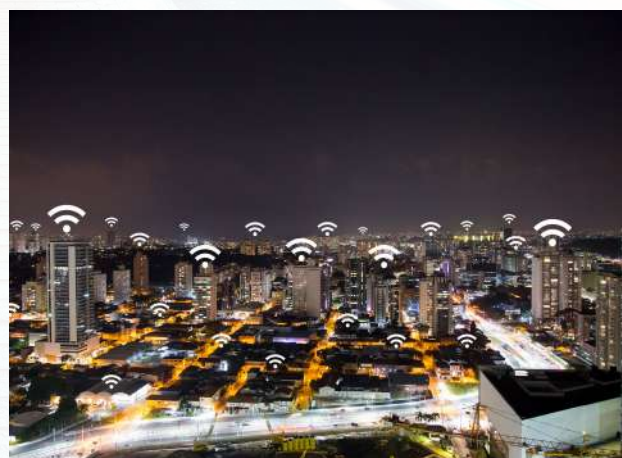
So how did Li-Fi handle this security issue?

The continuation of data transmission in Li-Fi technology depends on light. This means that data transmission is automatically interrupted when the light source is turned off or encounters an obstacle such as a wall. This ensures that the connection remains within a certain area and that the information flow is maintained. With Li-Fi technology, the lamp in your home or office will prevent theft, as it will ensure that the internet remains within these limits only. At the same time, as with Wi-Fi technology, disconnections will not occur in Li-Fi technology, which plays an important role in the security of data.

In summary, Li-Fi uses visible light communication. In this way, data transfer is approximately 100 times faster than Wi-Fi technology. However, while a Wi-Fi connection can send signals beyond a wall, a Li-Fi connection is disconnected when the light is blocked. A Li-Fi AP has a much smaller coverage area--about 2-3 meters in diameter--than a Wi-Fi.

In the future, the question "Li-Fi or Wi-Fi" seems to occupy the minds quite a lot of people.

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# ARTIFICIAL MEAT PRODUCTION

**Res. Asst. Emre ERGEN**  
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**Relations and Publicity**

Imagine having a picnic on a sunny spring day, lying on artificial grass, or buying an artificial flower as a gift from your lover on Valentine's Day. When you considered these examples, perhaps the repulsive smell of artificial materials came to your nose. When the natural product is available, the artificial is never demanded, nor sought after. Or rather, it is not wanted. Yes, it was not. But now there is a situation that will turn this situation against the artificial in its favor: the production of artificial meat.

## What is Artificial Meat?

The world population, which has increased at a rate not seen in the history of the world in the last century, requires the need for more protein sources that develop in parallel with this situation. In addition, the increasing number of environmentally conscious consumers have turned their attention to alternative sources of protein. One of the most frequently mentioned in recent years from alternative sources of protein is artificial meat. Since it is grown in a laboratory using animal cells, it is possible to see the use of 'cellular agriculture' and 'cultured meat' from time to time.

High-tech laboratories are used in artificial meat production. Artificial meat is produced with a system based on the reproduction of stem cells or tissues taken from animals by feeding them with animal or vegetable solutions in bioreactors in a laboratory environment. This process takes longer and yields are lower than traditional meat production. When the necessary laboratory environment, the need for experts in the field, and low productivity factors are combined and compared to traditional meat, a very expensive product emerges.

Although artificial meat production seems like a recent idea, it was first envisioned by writer and politician Frederick Edwin Smith. By 1912, Alexis Carrel took the first and important step towards artificial meat production by growing a piece of living chick heart muscle in a petri dish. By 2013, the first artificial meat-based burger was produced by Dr. Mark Post and in 2015 the price of the artificial meat-based burger was reduced to \$80/kg. With artificial meat production replacing traditional meat production, it is foreseen that the negative effects of greenhouse gases caused by traditional meat production, forest and land destruction, and overuse of agricultural land, etc. will be eliminated.

Currently, around 80 companies in the world are working on artificial meat production in a laboratory environment. In Turkey, Ankara University Stem Cell Institute Vice President Prof. Dr. Can Akçalı and his team carry out studies for meat production from stem cells in the laboratory they established in Ankara University Technopolis.

What do you think about that? In time, will the artificial attract more attention and become more sought after than the natural thing it is trying to imitate?

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# HYPERINFLATION

ECO-  
AGENDA

Res. Asst. Hakan KURT  
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Just when we think that we have had enough of the relentless Covid-19 pandemic and the restrictions placed upon us limiting what we can and cannot do, there comes a threat lurking on the horizon for the most, if not all: inflation. And, unfortunately, it is already here! In October, the Harmonized Consumer Price Index (HICP) rose 4.1 percent in the European Union (EU). The Consumer Price Index (CPI) in the U.S. rose by 6.2 percent in October compared with a year ago. And the long list goes on and on. After all, prices are on the rise globally. Take a look at the Bloomberg Commodity Spot Index, which tracks the prices for 23 raw materials. It has reached its highest level since 2011. That surely means one thing: soaring prices of everything from homes to food to toilet paper and diapers and adds to fears regarding inflation or even worse: hyperinflation.



So far this issue may seem dull? Rightly so. Let us first elaborate on what inflation is, and, also, what is hyperinflation. The worst enemy of mankind? By definition, inflation refers to a general progressive increase in the prices of goods and services in an economy. It manifests itself as a decline in the purchasing power of money. You might think of it as; you are buying the same amount of a certain product with more money than you used to. On the other hand, hyperinflation is when the prices of goods and services rise more than 50 percent per month. At that rate, a loaf of bread could cost one amount in the morning and a higher one in the afternoon. Intimidating right? Not quite so. Imagine that you somehow could time-travel and wish to see the state of Germany back in 1923. Grappling with the heavy burden of World War I (1914-1918), swimming in a sea of debt, and somehow having to pay war reparations to victorious nations like Great Britain and France, Germany found some economic relief in printing money. A seemingly magical trick! One that Milton Freidman hardly endorsed though. So much money was printed that its value fell below the cost of printing it in the first place. Prices were skyrocketing. As you were sipping your coffee, the price of it was doubling. Or you are laboring and as soon as you get your monthly salary, you are rushing to the factory doors only to hand out the full amount to your son who is waiting at the door so that he could buy an extra bag of flour. After all, you are the one who puts the food on the table. Or you somehow end up in war-torn Hungary in June 1946. The timing would not be that perfect! At that time, prices were doubling every 15 hours. The worst case of hyperinflation that even Zimbabwe can not match. In 2008, prices were doubling every 25 hours in Zimbabwe. The shops were changing price tags a couple of times a day. Whether rising prices are the new normal or not is yet to be seen. Jerome Powell, US Federal Reserve Chairman, thinks that rising prices are “transitory”. However, Twitter’s Jack Dorsey claims that “Hyperinflation is going to change everything. It’s happening.” Guess what, we will be hearing a lot about inflation and the fear of potential hyperinflation in the coming days.

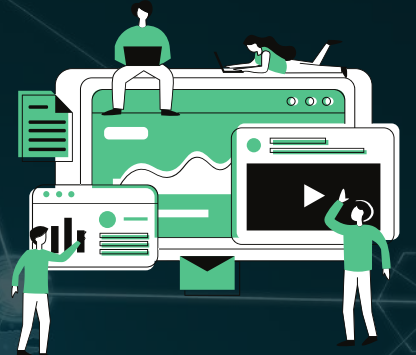


# TRANSFORMATION WITH METAVERSE



**Res. Asst. Zülal SEZİCİ**  
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What is a Metaverse? A new kind of universe? Could it be utopia or dystopia? Do you have an idea? Metaverse has been a frequently used word by both Facebook and Microsoft recently. But what is the Metaverse in real terms?



We can say that Metaverse is a combination of many elements of technology, including virtual reality, augmented reality, and video. Supporters of the Metaverse formation envision users virtually performing everything from concerts and conferences to trips around the world, that is, staying connected all times.

First, author Neal Stephenson used the term "Metaverse" in his 1992 science fiction novel "Snow Crash". With the developments that followed, significant progress was made towards the metaverse, an online virtual world that included augmented reality, virtual reality, 3D holographic avatars, video, and other communication tools. In parallel, the metadata repository has also expanded.

Today, around 2.5 billion people interact in completely virtual environments through products such as phones, game consoles, and computers; they live online and trade money. In real life, we are witnessing something that will greatly affect society and our economies, lifting the boundaries between two worlds (the Metaverse and the real world). The pandemic process has actually been a real litmus test of how connected the virtual and real world is. When it was socially driven, we made a transition to virtual reality and made it our own reality.

In fact, the Metaverse was partially experienced in online gaming universes such as Fortnite, Minecraft, and Roblox. The Metaverse, which we have gradually moved into our lives with logarithmically increasing metadata and developing technology, has increased rapidly during the pandemic period and has become the main agenda of technology giants such as Facebook and Microsoft. Mark Zuckerberg even went further, changing the name of Facebook to Meta.



In addition to all these developments, considering the developments in blockchain and decentralized finance, perhaps the situation in finance is not mainly decentralization; it could be considered a move to this new universe, which we call the Metaverse. It is almost like we have moved to a new planet, and all the balances of power need to be reassessed and a whole new order must be established. Who knows, since the likes of Mark Zuckerberg, Bill Gates, Elon Musk have an influence in this world and foresee moving to this new planet before anyone else, perhaps they are working so feverishly to become the founder of power and even order in the new place...

# NEW OCCUPATIONS

Res. Asst. Zeynep ÖZCAN  
The Department of  
Advertising

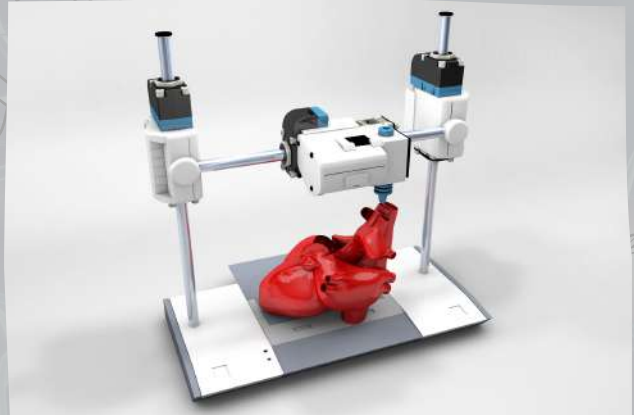
## ARTIFICIAL ORGAN DEVELOPMENT WITH 3D PRINTER

Three-dimensional printing technology, one of the biggest developments of the 21st century, has begun to take its place in the field of health as well. These printers, which are expected to produce artificial organs, offer hope to many people.

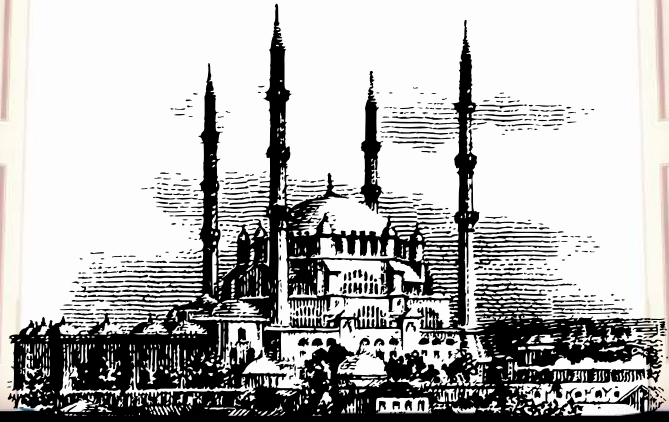
The production of 3D printers in the field of health started in 1999 with the use of technology developed within the Wake Forest Institute of Regenerative Medicine. With the transplant of an artificial urine bag produced in the laboratory to the patient, the use of organs produced by 3D printing started in surgeries. This technology started to take place in the field of health in 2008 with the production and use of 3D prostheses. Last year, an artificial heart was produced with a 3D printer. Thus, a heart consisting of cells, vessels, and chambers was produced using real human tissue. It is also known that various studies have been carried out on the production of many organs such as kidney, liver, cornea, ear, ovary, skin, and bone with a 3D printer and these studies continue being developed.

There is a view that in the near future each organ can be replaced with an artificial one. Experts predict that this organ replacement will extend the human lifespan. When artificial organ development will become widespread with the 3D printer, which is thought to be one of the important lines of business of the future, remains a question in the minds.

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**CULTURE-  
ARTS-  
LITERATURE**



# ISTANBUL GATES TO HISTORY

Res. Asst. Onur AKGÜL  
The Department of Tourism Guidance



Throughout the ages, it's been important that large settlements such as cities are protected from external dangers as well as providing internal security. In order to cope with these dangers, it seems that the cities established in the Early and Middle Ages were protected by walls, also known as fortifications.

Since its establishment, Istanbul has faced constant threats of invasion due to its geopolitical importance. The walls were built in the Roman and Byzantine periods to counter these dangers and went down in history as one of the strongest defense lines of the Middle Ages. The walls circle the city for 22 km and consist of three parts: the land walls (7,5 km), the Marmara walls (9 km) and the Golden Horn walls (5,5 km). There are also nearly 400 towers and 45 gates connected to these walls.



The land walls, which are the strongest part of the walls, were built in the reign of Theodosius the second, between 412 and 413 AD. The line is 5632 meters long and it has a triple defense systems, consisting of a trench, inner and outer walls, and stretches from Yedikule to the Golden Horn. This fortification line has 10 gates that have survived to the present. The main function of the gates is to provide access to the city from outside, and some of which are used for military purposes and some for civil purposes. The walls are accessed by stairs on the sides of the doors, which are usually marble-arched. Also the gates have iron railings and front iron gates to close, when necessary, to ensure the safety of the city. The doors that have survived are as follows:



**The First Military Gate:** It was used for military purposes in the Byzantine period. The door is smaller in size compared to other doors and it has a plain appearance. The reason why it is referred to as "the first" is because it is the first military gate at the point where the land walls begin. The only remarkable element about the door is the Hz. Jesus monogram.

**The Golden Gate:** Golden Gate is the most magnificent gate of the city walls and is made of Marmara Island marble. In the Byzantine period, the gate also had the feature of an "arch of victory", because the emperors and commanders who returned victorious from war entered the city through this gate. The Golden Gate was independent of the walls when it was built, and after was combined with the city wall line in the reign of Theodosius the second.

**The Yedikule Gate:** The Yedikule Gate takes its name from the nearby Yedikule dungeons. During the Ottoman period, a part of the imperial treasury was stored here. One of the important details about the gate is there is an eagle crest on it, representing Byzantium.

**The Belgrade Gate:** The Belgrade Gate, which belongs to the Byzantine period and was closed for about 700 years from the 12th century, was reopened in 1886 to facilitate access to the Balıklı Greek Hospital. It was called the Closed Gate by the people because it was closed for many years, and it started to be called the Belgrade Gate because the captives of Belgrade, which was conquered during the reign of Süleyman the Magnificent, lived in this vicinity.

**The Silivri Gate:** got this name because it is on the road to Silivri city, where royal weddings were held in the Byzantium period. There is an inscription from 1585 on the door and an Ottoman soldier's face on it. It shows the tradition of the athletes who are ranked in the competitions to hang their guns on the wall.



**The Mevlânâ (Mevlevihane) Gate:** takes its name from the Yenikapı Mevlevi lodge, located outside of the city wall. Also, it is the best preserved gate that has survived up until today. During the Byzantine period, the Russians living outside the city walls were taken to the city only through this gate, so it was also called the Russian Gate. A cross pattern is featured on the gate.

**The Topkapi:** Topkapi, which was completely destroyed during the conquest of Istanbul, was rebuilt after the Conquest. It got this name because the cannons targeting the walls were placed on the gate during the Conquest. Also it is said that Mehmed the Conqueror entered Istanbul through this door. On the right side of the door, there is an inscription about the conquest of Istanbul.

**The Sulukule Gate:** The Sulukule Gate, which got this name because it is located on the Lykos River, which is connected to the city, is a military and civilian gate that has been reduced in size over time. Since it was the weakest point of the walls, Turkish soldiers managed to enter the city through this gate during the Conquest. The cross pattern on the door is remarkable.

**The Edirne Gate:** Edirnekapi, located on one of the seven hills of Istanbul, took this name because it is on the Edirne city road. It is known that tradesmen from outside entered the city through this gate. It was also used as a ceremonial gate because the Ottoman sultans, who were wielding swords in Eyüp district, entered the city through this gate.

**The Bend Gate:** It is said that Bend Gate got its name because of the curvature of the road on which the gate is located. But according to Evliya Çelebi, it was named as such because it is a region where immigrants from Eğridere city in Bulgaria settled. It is also rumored that the bloodiest incidents happened here during the Conquest and Constantine XI, the last Byzantine Emperor died here.

# ACADEMIC PLAYLIST



## Dream of Ankara

Saule Kilalle ŞARKI



## Kuledibi No. 1

Büşra Kayıkcı ŞARKI



## After The Silence

Leon Brancie ŞARKI



## Rüya

Karisan, WYS ŞARKI



## ROADS UNTRAVELED

Linkin Park ŞARKI



## Galatea

Oskar Schuster ŞARKI



## Numb

Comodo ŞARKI



## Girl in the Rain

Josh Kramer ŞARKI



## Valse

Evgeny Grinko ŞARKI



## Verträumt

Nolan Khan ŞARKI

**Res. Asst. Emre ERGEN**

**The Department of Public Relations and Publicity**

Music is an indispensable part of our lives for most of us. When we get up in the morning, when we are about to go to bed in the evening; going somewhere, returning from somewhere; Sometimes when we start and sometimes when we finish, music always accompanies us. In addition, when we need motivation, both in education and working life, music comes out of nowhere.

As Istanbul Gelişim University IISBF family, we have prepared a playlist for both our students and our academic and administrative staff to listen to when they need motivation to work.

You can follow our playlist, which will be constantly updated, by clicking [here](#):



# SOSYOCOM SHELF



Asst. Prof. Sarp BAĞCAN  
The Department of Public Relations and Publicity

## A BOOK

### THE POLITICAL HISTORY - ORAL SANDER

History is a branch of science that connects the present to the past, the past to the present, and sheds light on the present moment and the future, where the future is being shaped; sometimes seen as boring, sometimes rote-based, sometimes complicated. *The Political History* book, written by the intellectual and academic Oral Sander eliminates complexity and touches on the essence and logic of events, is an invaluable reference book.

The first volume of *Political History*, which consists of two volumes, deals with the events from Antiquity to 1918, and the second volume deals with events from 1918 to 1994. The work conveys the adventure of human beings from a multidimensional perspective, such as how different societies and countries living in the same time periods from the very beginning of history developed, how they established relationships, and what happened to the other while one was at a particular stage of development. It carries the adventure of man to the present.

It is a work that must be acquired in order to understand human beings, to understand the present and to predict the future.

Happy reading...

## A MOVIE

### THE TRUMAN SHOW - PETER WAIR

Res. Asst. Kerem YURDUSEV  
The Department of Logistics Management

This film is the story of Truman Burbank, an ordinary insurance salesman who learns that his life has never been real. All his life he has been living in a constructed reality that is broadcast 24/7 as *The Truman Show*. It's the story of his search for the truth.

To follow your own path. Be willing to question things that appear to be wrong. To make the necessary changes in life but not expect it to be easy, these messages are conveyed in the film.

Mostly a satire on the media, reality television, and sensationalism, the film can offer a fine experience for fans of sci-fi or those with a degree of philosophical interest. The film raises questions about the definition of reality and existentialism.

*The Truman Show*, which is an entertaining, emotional and philosophical work, has won the appreciation of its audience with its high IMDB score, and has the potential to offer a 100-minute cinematic pleasure to those who have not watched it yet.

Enjoy watching.



# A SERIES

## SQUID GAME

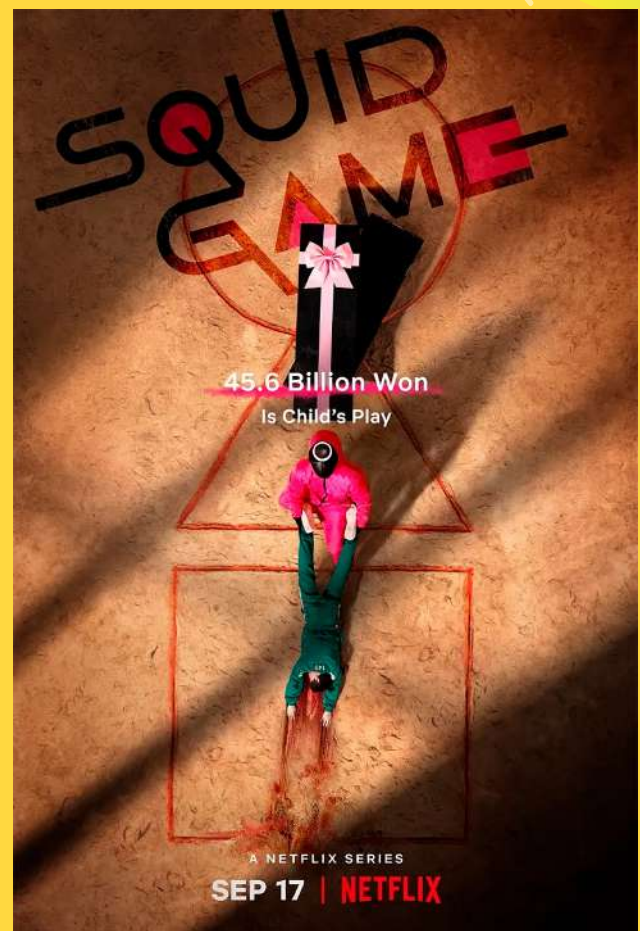
Asst. Prof. Sarp BAĞCAN  
The Department of  
Public Relations and Publicity



You may be familiar with South Korean brands such as Samsung, Hyundai, Kia, and LG. You may also be familiar with K-Pop and Asian-based popular culture and its products. Well, do you know enough about ordinary South Korean people? It's been said that art writes the story of man. This time it is the Squid Game series that undertakes this task. The writer and director is Hwang Dong-Hyuk, and he reveals the reality and contradictions of Korean society, which is not conveyed via its big brands, economic growth figures and industries.

As depicted in the series, South Korea, which has been shown to the world as an ideal Asian developmental model for a long period of time, has a household debt that is at a very high rate compared to the gross national product, and in which neoliberalism has prevailed.

In the series, there are 456 people competing at the cost of their lives in specially designed games to obtain a large amount of money. The 'Games' belong to childhood, a symbol of innocence. Many things about life are tested in the games: friendship, greed, family, innocence, money, life, death. Each participant has come from different paths of lives and come together at one common point: crushing debt. 456 people suffering from debt problems. The last person standing will win the game.



It is possible to think that even childhood has turned into a burden that a person has to leave at birth? The transformation of children's games into elements of violence symbolizing the South Korea's societal system in the series gains meaning on this ground, which is to say that childhood is perhaps the only thing that remains innocent, but even this can be exploited by those who live in luxury and participate in the 'games' as bookmakers.

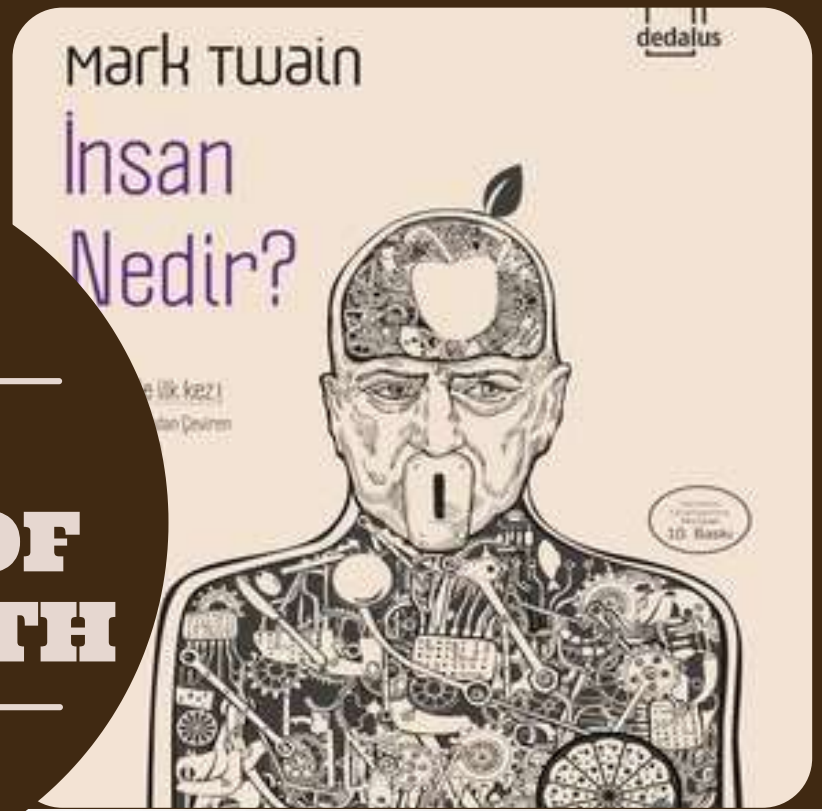
As a matter of fact, there is now a period in the world where neoliberalism is being discussed in many different circles. The concept of social justice is being remembered again, and the value of society and planetary sustainability is beginning to be felt. This period includes questioning, discovering, rebuilding life, discussion and struggle. For now, we begin with the contradictions of neoliberalism. The series we are talking about is actually one of the important indicators of this period.

Other examples of this trend are *Parasite*, a movie also produced in South Korea that recently one an Oscar, and *Joker*, which is also an Oscar winner but that was made in the USA. Interestingly, one of the origin countries of the work is in the West that is the playmaker and engine of neoliberalism, and the other is a respected representative of it in Asia. Squid Game is the critical voice of this system that sends out an SOS to the world.

Enjoy watching...



# BOOK REVIEW OF THE MONTH



## WHAT IS HUMAN? - MARK TWAIN

ATACAN SÖNMEZ

A STUDENT FROM THE DEPARTMENT OF PUBLIC RELATIONS AND PUBLICITY

YEAR OF PUBLICATION: 2020  
PAGE: 136  
PUBLISHER: DEDALUS KİTAP  
TRANSLATOR: ESRA DAMLA  
İPEKÇİ



*The life story of Mark Twain, who became famous with his work *The Adventures of Tom Sawyer*, is as interesting as his works. He was born on the day Halley's Comet appeared and, in a prophetic manner, announced that this star would die on the day it would appear again. This is how it happened.*

What is Human? Twain's work, which goes beyond the known storyteller style and presents sensational ideas that will cause people to question themselves, through an old and a young man. In the book, the reader finds himself in the middle of a conversation carried out in a Socratic way, as in Plato's famous dialogues or in many other works written in the form of dialogue, it is seen that the topics discussed are evaluated from different perspectives.

***"People make sacrifices for others every day, but it's for their own good first. Action must first satisfy their own souls. Others who benefit from it are in second place."***

Old man; He puts forward his own striking ideas about what man, who is described as the most miraculous and most valuable being in the universe, actually is: that man cannot be more than a perfectly functioning machine, cannot generate ideas on his own, has no rights over himself, and will even do good only to satisfy himself. While expressing these views, he cannot help but mention various topics such as free will, satisfaction, education, conscience, thought, personal value and instinct. He talks about his experiences and gives advice. Although he has a strong argument with the young man, he also makes frequent use of the young man in putting his theories into practice. He makes a hard effort to convince both the young man and the reader by giving him various tests and experiments.

***"Man is a chameleon; by the law of its nature, it takes on the color of its place. The influences around him create his preferences, his avoidances, his politics, his tastes, his morals, his religion."***

The Young Man appears as a critical character in the work. He does not accept the theses put forward by the old man and questions them by producing antitheses. He bombards the old man with questions. Indeed, he will be under the influence of the old man; just as we will stay...



# MOVIE REVIEW OF THE MONTH

## WAG THE DOG

Asst. Prof. Sezgin SAVAŞ

The Department of New Media and Communication

YEAR: 1997  
TIME: 1 H 37 MIN.  
DIRECTOR: BARRY LEVINSON  
CAST: DUSTIN HOFFMAN,  
ROBERT DE NIRO, ANNE HECHÉ



Wag The Dog is a very important movie for a communication scientist. Therefore, Wag The Dog is much more than a movie when viewed through the eyes of a communicator. The film conveys how public opinion can be manipulated from a holistic perspective. The film, which deals with the subject through a case study, is also very important in terms of making the focal points that direct the public and the strategies used in directing the public visible.

Mass media is one of the most important means of directing the public. The mass media offer certain frameworks for what people should see and how they should interpret what they see. From this point of view, Wag The Dog also examines the role of mass media in directing public opinion. By referring to the passive position of people in the face of media messages, as the critical tradition deals with, it reveals the dimensions of the level of questioning of the messages by

individuals, while revealing that the management of perceptions is realized through planned activities. The film emphasizes that the reality of what is seen in daily life or represented in mass media should always be questioned.

It can also be said that the movie Wag The Dog calls for an awareness. At this point, it can be thought that the film suggests to the viewer that they question how passive the individual is. Although this situation has been a subject that has been widely discussed in the past, the debates still exist even today. However, what is important beyond this discussion is that the relationship between the media and public opinion will be examined in the future as it has been in the past. Wag The Dog will continue to exist as an illuminating work in terms of revealing the details of the structure in question, accompanied by these discussions.



# DIGITAL CAMPUS



Res. Asst. Aysun KÖRLÜ TOPAN  
The Department of Sociology

Everyone remembers the excitement and anxiety around the world as we entered the year 2000. Entering a new millennium brought with it the concern that all digital systems would collapse. Twenty-one years later, we see that digitalization has reached an unimaginable level. Digital systems did not collapse, they even developed and progressed. The important thing now seems to be to understand and capture the digitalized world.

The pandemic took its place in our memories as a social time that brought many changes with it. In particular, we realized how important it is to catch up with the digitalized world. The pace of digitalization has increased all over the world. Quarantines and social distances have made every activity online, from seeing our relatives to our working life and the way we shop. Education from primary school to university has undoubtedly been one of the most important activities that should be continued during the pandemic, both for our country and the world. It was very important to keep up with these unexpected conditions, just like in our university, fast adaptations and online systems developed. The ability to use digital technologies and strong computing infrastructures showed themselves as a necessity. The fact that it is not possible to compromise on education during the pandemic has made digitalization a problem that needs to be solved urgently in the education sector. In particular, steps towards the digitalization of university education has been seen as a necessity both in the world and in Turkey since before the pandemic. The Council of Higher Education (YÖK) started the "Digital Transformation Project in Higher Education" in pilot universities in 2019. The goal was to bring the universities in Turkey to a level where they can compete with the world, as a requirement of globalization, and to provide digital literacy skills especially to academic and administrative staff and students.

It can be said that there are many different elements that make the digitalization of universities necessary. In addition to ensuring the continuity of education during the pandemic, some of the important elements are; the digitalization of professions, the necessity of giving graduates with digital skills, the possibility of new business opportunities and partnerships in the global world, the exponential progress of technology beyond the development of humanity, the fact that university students are digital natives, the candidates care about the existence of technological opportunities in their university preferences. Therefore, the digital campuses, of which we are starting to see examples in Turkey, need to provide an educational environment intertwined with technology for both their students and academic and administrative staff, with their robust computing infrastructure and security systems. Understanding the expectations of university students from education and life depends on understanding their digitalized world. In addition, the digitalization of university education will pave the way for access to academic development, will make education a life-long activity, and will bring together students and academics from different parts of the world and create environments where academic development opportunities are wider. Increasing hybrid courses, facilitating access to academic knowledge bases, and enabling communication between students and faculty members on online platforms are important steps towards the digitalization of universities. As a result, we can say that the digitalization of university education is possible with the development of both physical and virtual opportunities. The digital campus, which is full of technological opportunities that provides infrastructure for virtual classrooms, events, meetings and information databases, seems to be the primary investment of universities that want to catch up with the future.

[Click to access references.](#)



# ENTREPRENEURSHIP AND INNOVATION

## FASHION AND SUSTAINABLE ECONOMY

Res. Asst. Burçin ÇAKIR  
The Department of  
Economics and Finance

Of course, everyone wants to dress beautifully, as is the fashion. But did you know how much the colorful world of fashion actually harms the environment? The clothing sector is the second most polluted industry in the world after oil. Yes, you have not misread, it is the second sector after oil. Of course, this increase has a great impact on the fact that production began to shift to Asia in the 1980s, and the acceleration of production.

When recent studies are examined, we conclude that the fashion industry is responsible for about 8% of global CO2 emissions. For example, up to 7,000 liters of water, toxic chemicals and dyes are used for the production of jeans, which we prefer to use for their convenience and design. Many of the elements that make fashion products attractive, such as vibrant colors, prints, and fabric coatings, contain toxic chemicals. The fact that these toxic chemical wastes enter the seas and oceans, small creatures eat microfibers, and chemicals that pass to fish in this way reach our tables is an indication of how serious the dimensions of the danger are.

Another sad situation is that in 2013, 1135 people died as a result of the collapse of a textile company building in Bangladesh. This event was recognized as the legacy of sustainable fashion, and as a result of the event, the owners of large textile companies tried to take measures that could minimize the negative effects on both nature and human life. They have gone down the path of becoming companies that care about their employees, care about fair wage distribution, do not employ child workers, and have rolled up their sleeves to produce environmentally friendly products. Thus, a fashion concept that cares about nature, living things and future generations of consumers, manufacturers, and designers has emerged, that is, the concept of sustainable fashion.

This 2,5 trillion-dollar industry, which has become a global industrial sector, based on production, energy consumption, air transportation, shipping fees, over-production, over-consumption, pollution, and the increase in activity for the fashion industry by encouraging the sector to investigate, in today's economy are also transformed to become a research subject. So what can we do when academics, researchers, textile company owners, and designers are engaging with this issue? From making long-lasting parts made from recycled materials, to operations that extend the life cycle of your clothes, such as renting, repairing and donating, are just a few of the things we can do. We must remember that every step we take without caring about nature is actually stealing from our own lives and the next generation.

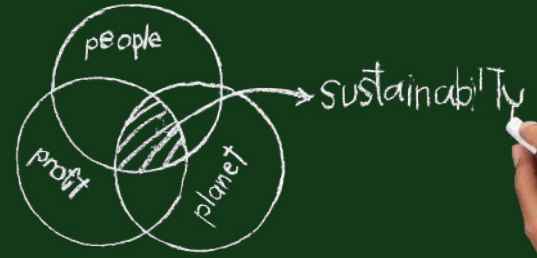
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# SUSTAINABILITY



**Yiğit Alp DEMİR**  
A Student from The Department of  
Public Relations and Publicity



"Sustainability", which is with us at every point of our lives, is to meet our own needs on the one hand, and to ensure that future generations do not compromise their needs on the other. Sustainability is very important not only for the present, but also for the future. It is obvious that the world population, which is increasing day by day, will force us to do some things. For this reason, it is necessary to raise awareness of this within society before it is too late. At this point, Istanbul Gelişim University teaches "Sustainability" as a compulsory course to raise conscious amongst young people about Sustainability. It is hoped that this situation will set an example for other universities and raise awareness amongst other young people who will have a say in the world of tomorrow. We can save our future by thinking that today's little problems will be tomorrow's big ones.

The first steps towards sustainability were taken with the Millennium Development Goals (MGH) made in 2000. Decisions taken during this period; eradicating poverty and hunger, achieving universal primary education, promoting gender equality, empowering women, reducing child mortality, improving maternal health, combating HIV/AIDS, malaria and other diseases, ensuring environmental sustainability (One of the sub-goals of this goal is safe drinking focus on increasing sustainable access to water and basic sanitation) and fostering global cooperation for development. In the 21 years that have passed since then, the world has changed in many ways. It can be said that the two most important topics in this change are the "increasing population" and the "consumption society". If we look at this situation with a statistic; according to the Istanbul Commodity Exchange, it is seen that nearly 5 million units of bread and more than 18 million tons of vegetables and fruits are wasted every day in the world. With the cost of these wasted foods, 60 hospitals and 120 schools could be opened every year. While the figures are like this, 17 Sustainable Development Goals and 169 sub-targets related to it were put forward in the 51st main paragraph of the 92 paragraph within the scope of the Official Sustainable Development Agenda adopted on 25 September 2015 following the decisions taken in 2000:

- Poverty: Ending all kinds of poverty everywhere.**
- Food: End hunger, ensure food security and good nutrition, and support sustainable agriculture.**
- Health: Increasing access to health care and promoting wellness.**
- Education: To provide inclusive and equitable education and to promote lifelong learning opportunities.**
- Women: To achieve gender equality and strengthen the status of women.**
- Water: Ensuring access and sustainable management of water and sanitation services.**
- Energy: Providing access to affordable, reliable, sustainable and contemporary energy for all.**
- Economy: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.**
- Infrastructure: Build resilient infrastructures, promote inclusive and sustainable industrialization, and foster innovation.**
- Inequality: Reducing inequalities between and within countries.**
- Settlement: Making cities and settlements inclusive, safe, resilient and sustainable.**
- Consumption: Supporting sustainable production and consumption patterns.**
- Climate: Tackling climate change and its effects.**
- Marine Life: Conserving and sustaining the oceans, seas and marine resources.**
- Ecosystems: To protect, renew and promote sustainable use of terrestrial ecosystems, to manage forests sustainably; combating desertification, stopping and reversing land degradation; end the loss of biodiversity.**
- Institutions: Promote peaceful and inclusive societies, ensure access to justice for all, and establish effective, accountable and inclusive institutions at all levels.**
- Sustainability: Strengthening the means of implementation and enlivening global cooperation for sustainable development.**



These 17 items are should be considered important to every individual living on earth.

We can contribute to sustainability in every aspect of our lives. If we continue to live with a focus on consumption, unfortunately we will not be able to leave a clean and green world to our children, who are our future. We must start taking action now, before it's too late tomorrow. We can prepare a greener future with sustainability.

# ARE WE SLEEPING, OR ARE WE BEING PUT TO SLEEP?

Zeliha Beyza DEMİR

A Student from the Department of  
Public Relations and Publicity

I was interested in the fact that the concept of "Sustainability", which was not used until 1987, caused large companies in the world market and irresponsible states to change their understanding of management and production. With the signing of the Paris Agreement, which will bring radical changes in investment, production, and employment policies have changed. Some attempts to reduce plastic production include Nike's construction of a basketball court by recycling sports shoes, Coca Cola's starting to produce bottles from plant-based sources, Starbucks switching from disposable cups to recyclable cups, Heinz' using arable ketchup labels, and Adidas' shoes being made from cork. Finally, people began to understand that the result of every fight we pick with nature is a sure defeat. They have finally woken up.

The policies of the leading states and giant companies in the world are constantly changing and the production of new ideas as if they are competing with one another has started to make the meaning of the word even more valuable. This concept of "Sustainability", which we internally adopted as it first appeared in the report prepared by the World Environment and Development Commission in 1987, has not been widely used in discourse but has established a throne in the hearts of those who are aware of the situation. While ensuring the continuity of production and diversity, the word means making the life of humanity permanent. In other words, we can meet our own needs without compromising the needs of future generations. It aims to obtain benefits with minimum harm, independent of the two extreme approaches, capitalism and environmentalism.



If we need to give a short example so that we can understand the sustainable approach more clearly, let's imagine a sea with 500 fish in it. The capitalist system will catch 500 fish in the sea and will not care about the needs of future generations. An environmentalist approach will never harm nature and will not catch any fish. It will not take into account the welfare and needs of society, and will turn to alternatives other than fish in order not to disturb the balance of nature. The sustainable approach, on the other hand, will protect some fish for the sake of nature, while catching some fish for the welfare and needs of the society. It will take into account society while transferring it to future generations and will cause minimum damage to nature. Here, the importance of sustainability becomes clear.

It is obvious that capital power will harm nature in order to produce. As the large companies begin to acknowledge, they take a more nature friendly approach, or it seems like it. With the Sustainable Development Approach, although it is stated that 9 liters of water will continue to be used for the production of Coca Cola, the use of plastic in bottles will come to an end by the year 2030 and the need will be supplied from plant-based sources. This tells people that it has adopted the understanding of sustainability, but how can it be sincere when it only talks about one part of the problem? The claims of artificial meat production companies that argue cattles produce too much methane gas, and it's harmful shows how they do not back down even to put blame on animals which date back to a time before the existence of human beings in the world, are clear examples of how the concept of sustainability is hollowed out.

After the Industrial Revolution, while all societies were rapidly advancing to become consumer societies, they ignored that their resources could be exhausted and that it would take many years to replenish them. However, our resources have faced depletion and it has been determined that even for today's world population, it is necessary to have at least three worlds. However, the gravity of the situation has still not been sufficiently understood and has not been given the necessary importance because human beings aim to lead prosperous lives during an average life cycle. Humans do not hesitate to use the resources of future generations and behave selfishly. However, there is a bitter truth: the next generation is our children and grandchildren who will carry our genes. I hope that both states and companies that claim to be "sustainable" put aside their baseless claims and insincere efforts, and realize the true purpose of the concept as soon as possible and put into practice exemplary studies for this purpose because the world is not ours alone and we only have one world.

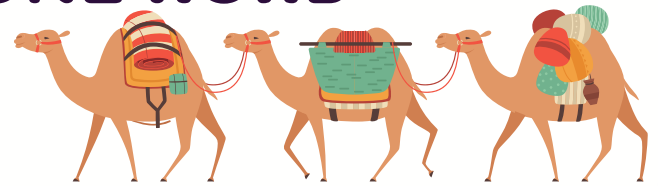


# POLITICAL-AGENDA

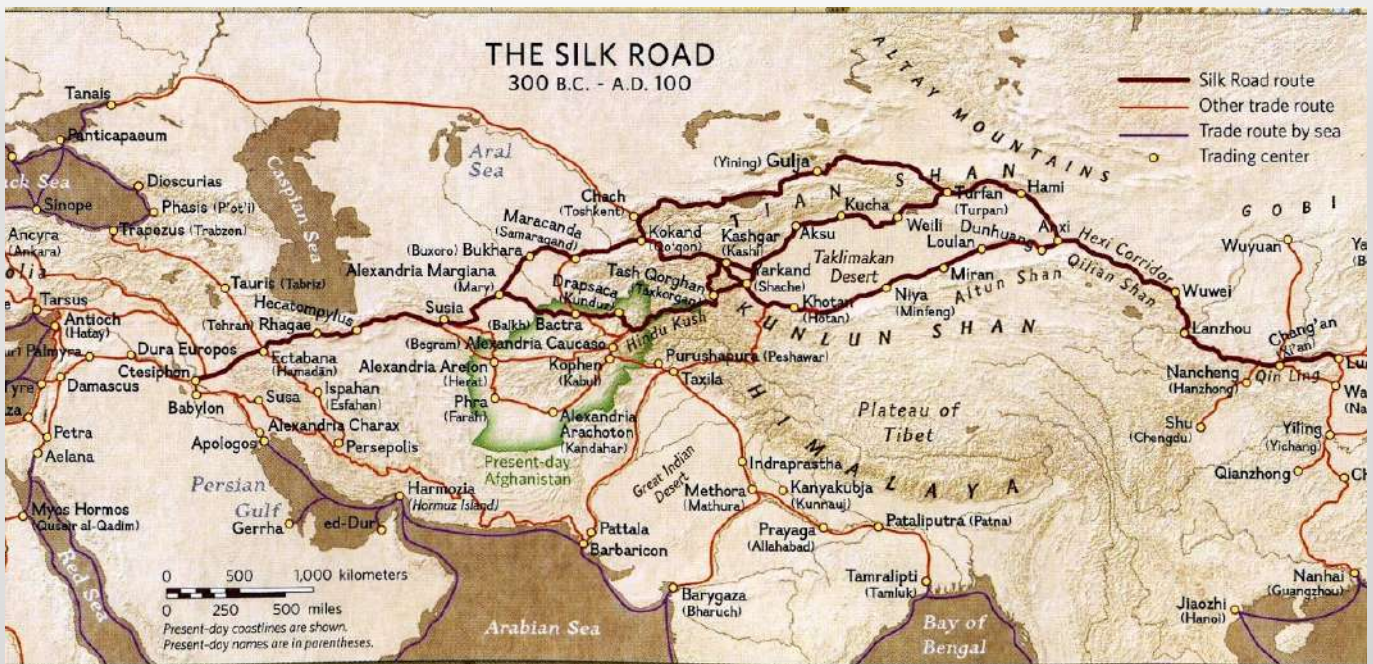


## THE MODERN SILK ROAD PROJECT: ONE BELT, ONE ROAD

**Res. Asst. Gülü KÖSE**  
**The Department of Political Science and International Relations**



The Silk Road, which is the first intercontinental trade route in the world, has transported the riches of the East to the West for centuries and has connected different civilizations. Today, the Silk Road has gained new meanings and appears with various names on similar routes.



The “One Belt One Road” (OBOR) or “Belt and Road Initiative” (BRI) Project was brought on the agenda by Chinese President Xi Jinping in 2013 as a modern Silk Road project with the aim of completing it on the 100th anniversary of the People’s Republic of China in 2049. This new modern Silk Road consists of a combination of different economic and commercial routes that include multiple “projects”. In his speech in Kazakhstan, Xi Jinping proposed the creation of the “Silk Road Economic Belt” among the ancient Silk Road countries and the “21st Century Maritime Silk Road” project to strengthen cooperation between Southeast Asian countries. Essentially, what is meant by One Belt is “Silk Road Economy Belt” and One Road is “21st Century Maritime Silk Road”.

The project is an international integration of transport, energy, and telecommunication networks. Almost 64% of the world's population is within the scope of the project. Today, with the developing technology and diversity, the historical Silk Road contains many meanings and incorporates many fields. These are "Iron Silk Road", "Land Silk Road", "Marine Silk Road", "Air Silk Road" and "Digital Silk Road". All these fields contain different routes within themselves. For example, while one of the Maritime Silk Road projects includes South America, the other one, the Polar Silk Road, aims to reach the Arctic Ocean. The main routes are essentially land and sea routes from China to the West.



The financing pillar of the projects consists of multinational companies and Chinese national institutions and other companies. On the other hand, the project is also faced with various problems. The first of these is that the inclusion of underdeveloped countries throughout the project poses various financial difficulties. The second is that there are political, economic, and cultural disagreements among some of the countries covered by the project.

Although expectations of underdeveloped or developing countries covered by the project are high, developed countries approach the project cautiously and think that the project is not based on a mutual interest relationship. European officials interpret the project as Beijing's goal to increase its influence over the world economy. In addition, this project is interpreted as a move by China against the Trans-Pacific Partnership, which envisages free trade and excludes China, instigated by US President Barack Obama. Despite all this, China established the Asian Infrastructure Investment Bank in 2014, of which Turkey is a founding member, and the Silk Road Economic Belt Fund, which was created for the project, in order to realize the project. Although there are various investments within the scope of the project, it will be seen more clearly in the coming years whether it will be realized in a targeted manner.



# Health- Psychology



## LUCID DREAM

Res. Asst. Ali Rifat KILIÇ  
The Department of Psychology

Sleep covers an important part of human life. Mostly, dreams occur during the REM (rapid eye movement) phase of sleep. In some of the dreams that are remembered and sometimes not remembered, the person is aware that he is dreaming and can control the people, environment and other components in the dream. Such dreams are called lucid dreams.

There are studies of nightmare treatment by manipulating lucid dreams. It has been reported that people who have problems due to nightmares have reduced the frequency of nightmares thanks to lucid dream treatments. There are also studies in which lucid dreaming is used by athletes to specialize in certain motor movements.



The concept of the lucid dream was first used in an article by Frederik van Eden in 1913. Based on his own dreams, which he divided into seven different types, Eden described his lucid dream experiences as a type of dream to be worthy of study. With scientific studies that started at the end of the 1960s, it was revealed in which stage of sleep lucid dreaming occurs and that it is related to REM. According to the study of Paul Tholey, seven different conditions must be met for a dream to be counted as a lucid dream. These are; awareness of the dream state, awareness of decision-making capacity, awareness of memory functions, self-awareness, awareness of the environment in the dream, awareness of the meaning of the dream, awareness of concentration and focus.



By doing certain exercises, it may be possible to have lucid dreams, or the frequency of these dreams can be increased. According to experienced people, it has been stated that lucid-dreamers have some dangers such as sleep problems, the inability to understand the difference between reality and dreams, and sleep paralysis. Therefore, care should be taken when practicing lucid dreaming.





# CYBERCHONDRIA

RES. ASST. FATMA BETÜL YILMAZ  
THE DEPARTMENT OF PSYCHOLOGY

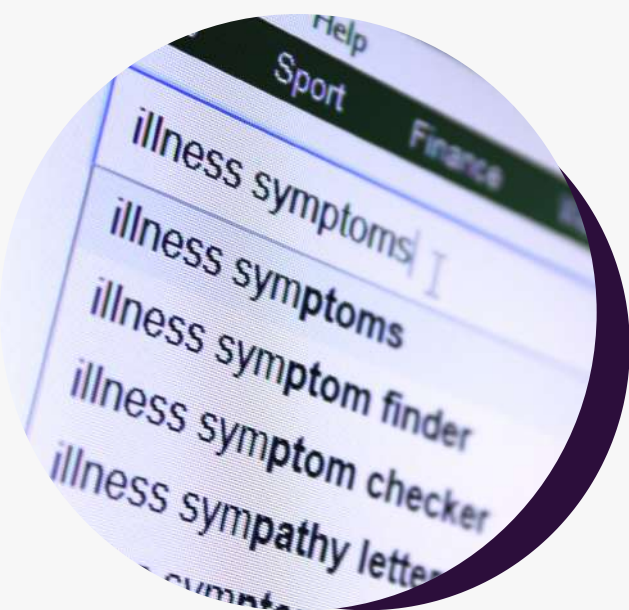
## Health

Cyberchondria is a health related anxiety created by searching for medical knowledge on the internet. Individuals notice some changes or aches in their body and start to search out the courses for them. Then they become suspicious that they have contracted the most serious illness they encounter. Their anxiety levels become high which leads to more time spent searching online. Then they find themselves in a vicious cycle.

When was the word cyberchondria first used is still controversial subject. It's clear that it was in late the 90s or early 2000s by non-mental health experts. The word was created by combining cyber and hypochondria which is a anxiety disorder or somatic symptom disorder nowadays. In hypochondria individuals refer to health institutions frequently with some physical symptoms and get some medical knowledge. Because it's easy to reach knowledge without feeling any shame, people mostly prefer searching on the Internet. Cyberchondria is not considered as serious as hypochondria and it is not classified under mental health disorders yet.



Researching what is the behavioral component of cyberchondria is repetitive and time consuming act. Individuals have little to no control on it. This creates more anxiety for them rather than comfort. This lack of control may cause failure to carry out important tasks or disruption in their relationships. Some may choose to avoid health institutions all together, others may visit them very frequently. Actually, referring to health experts without necessity may cause labor loss.



When giving advice to people who suffer from cyberchondria, limiting their internet use for medical information is not realistic. Rather than that, they can limit their searches to only reliable sources or doctors' columns. If their functionality is lower, it is beneficial to get an appointment from a mental health expert. As with every anxiety disorder, Cognitive Behavioural Therapy will work very well.

[Click to access references.](#)



# SOCIO- AGENDA

## WE COMMEMORATE OUR GREAT LEADER

*"My regret is that my strong desire to meet this man (Mustafa Kemal ATATÜRK) is no longer possible".*

Franklin ROOSEVELT  
(US President)

**Res. Asst. Elif ŞAHİN**

**The Department of Political Science and  
International Relations (English)**



This year is the 83rd anniversary of the death of the Great Leader Mustafa Kemal ATATÜRK, the founder of our Republic of Turkey, which we still remember in our collective memory with the same longing as on his first day in office, despite all these years. This unique statesman continues to illuminate the future of the citizens of a republic where the love for him is not formal, but in essence, an alignment with his ideas and thoughts. There is no doubt that Mustafa Kemal ATATÜRK is a very influential and important leader. Not only on a national scale, but also on a global scale, and one of the greatest statesmen who of history. For this reason, as a global leader and a patriot, the whole world respects and cares for his ideas and principles. In the words of Şevket Süreyya Aydemir, Mustafa Kemal is "a product of Turkish society and its age, as well as a historical figure who mutually influences this society and the conditions of its age".

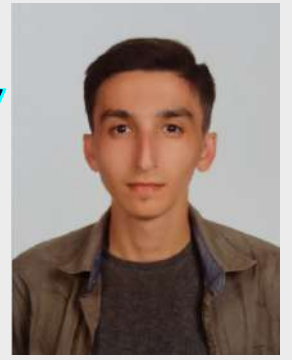
We commemorate our Great Leader by remembering him on the 83rd anniversary of his passing, and it falls to us to live by his path and his principles. I would like to end this memorial letter with one of his quotes that will continue to illuminate our path even after so many years have passed:

*"To see me is not to see my absolute face. If you understand my ideas, my feelings, that's enough. Again, there are two Mustafa Kemals: One is me, Mustafa Kemal with the temporary flesh and bone ...The second Mustafa Kemal, I cannot express him with the word "I". It's not me, it's us! It is an intellectual and warrior community that strives for a new idea, new life and great ideal in every corner of the country. I'm representing their dreams. My attempts are to satisfy what they crave. That Mustafa Kemal is you, all of you. He is Mustafa Kemal who is not temporary; but the one who must live and succeed".*

Mustafa Kemal ATATÜRK



# CONSUMPTION ORIENTED SOCIETY



## Yiğit Alp DEMİR

A Student from the Department of Public Relations and Publicity

Today, technology is developing very rapidly. Newborn children are also born into this technological revolution. Technology has both positive and negative effects on us. The age of the use of technology has gradually increased. Companies that take advantage of this situation look at children as “consumers” from a young age and use advertisements as an effective tool to impose this situation on children. This is because advertisements appear in every moment of our lives. People want to own a product after watching the advertisements for that product. The main reason for this is the perception that advertisements give us.

Television is the most preferred communication tool by companies. It is attractive to companies as an advertising tool due to reasons such as reaching more than one person at the same time and being watched by people of all ages. The most basic target of television advertisements is to attract the attention of the audience and convey their message directly to the audience. The “news, discussion programs, sports programs, serials and cartoons” we watch on television are intertwined with advertisements. Therefore, viewers are exposed to many advertisements, albeit unintentionally. Since children spend most of their free time at home watching television, they are exposed to many television advertisements before they learn to read and write. Exposure of children to excessive stimuli during the period when their perceptions are most clear affects their cognitive, social, sensory and language development. Today, due to high urbanization and the fact that parents are working, children are left alone with advertisements much more.

Companies make programs targeting children in line with economic and cultural purposes, and they place many products that may attract children's attention as advertisements in these programs. At the beginning, are products that can attract the attention of children, such as toys and clothes. In a study conducted by the General Directorate of Family and Social Research in 2008, it was determined that in 1999, children in Turkey encountered 78 types of advertisements during the time they watched children's programs. During the watching of these programs, the program was interrupted 1073 times, and a total of 33 thousand 408 seconds of commercial films were watched by children. In 2015, on randomly selected days of April, May and June, when the advertisements broadcast on TRT Child were examined, 186 advertisements were found, and when repeated advertisements were excluded, it was determined that there were 85 different advertisements. When these ads are categorized, the table below emerges.

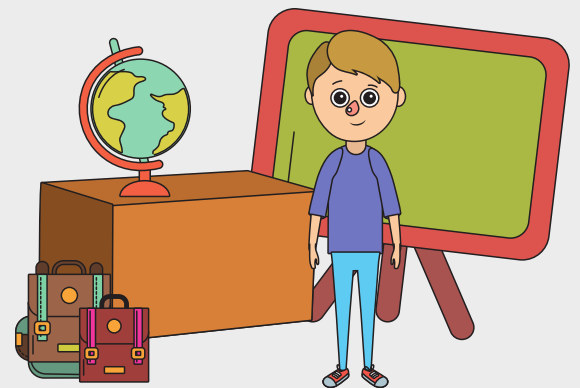


	Frequency	Percent
Confectionery-snack	19	10,2
Breakfast Item	8	4,3
Baby food	1	0,5
Milk and milk products	36	19,4
Beverages	16	8,6
Food	8	4,3
Toy	7	3,8
Clothes	1	0,5
Fun	14	7,5
Media	1	0,5
Banking	1	0,5
Paper Products	16	8,6
Cleaning products	32	17,2
Furniture	2	1,1
Household appliances	1	0,5
Personal care	19	10,2
Other	5	2,2
Total	186	100,0

Children are developing from the moment they are born. The things they see in this development process also play a very important role in their later lives. We must keep our children, who are the guarantee of our future, away from the consumer society. For this, we should spend more time with them, play games and let them explore nature.

Because THE FUTURE IS IN THE HANDS OF EDUCATED CHILDREN...

[Click to access references.](#)



# DOOMSCROLLING



**Muhammet Enes TANIR**  
A Student from the Department of the  
Advertising Design and Communication



Chosen as the word of the year for 2020 by the Macquarie Dictionary in our world shaken by the Covid-19 global pandemic, “doomscrolling” is the act of wasting an excessive amount of screen time devoted to absorbing negative news. In short, it is the state of constantly following the news of disaster. Similar words were used in the past, such as doomsayer. Today, with the more widespread use of social media, disaster news has also increased. We can say that disaster shifting is a more digitalized version of doomscrolling. The term is thought to have emerged on the social media site Twitter in October 2018. The recent bad events in the world, along with social media, have increased doomscrolling all over the world. At the beginning of the global epidemic, when images of sick people began to leak to the press, especially on the streets, people began to look for and read such news. Such consumption ultimately led to harmful psychophysiological responses in some individuals.

Jeffrey Hall, a professor of communications at the University of Kansas, states that most people spend hours scrolling their phone screens. According to Hall, there are three basic dynamics that cause individuals to be drawn into “doomscrolling”: The first is that social media companies shape their application designs and user experiences; the second point is the use of algorithms; and the third point is related to the attention process. Hall states that when it comes to information, a negative bias usually predominates and it is related to the evolutionary process. According to Hall, if something is dangerous or anxiety-provoking, it attracts much more attention.

## Actions To Be Taken Against Doomscrolling:

According to Dinç, Head of R&D at the National Social Media Association (USMED), individual efforts are needed to prevent ‘doomscrolling’. These are;

- Putting a time limit on the use of social media,
- Finding positive sites to read and follow, or following positive social media accounts and blocking negative ones,
- Raising awareness about social media literacy,
- Making activity changes during the time spent on social media. Allocating time for positive, funny content instead of bad and negative content,
- Realizing the feelings aroused by a negative news by making a personal check-in and doing psychological relaxation activities accordingly.



[Click to access references.](#)

# HOW TO USE BODY LANGUAGE IN DIGITAL ENVIRONMENT?

**Bedia DUVA**

A Student from the Department of Public Relations and Publicity



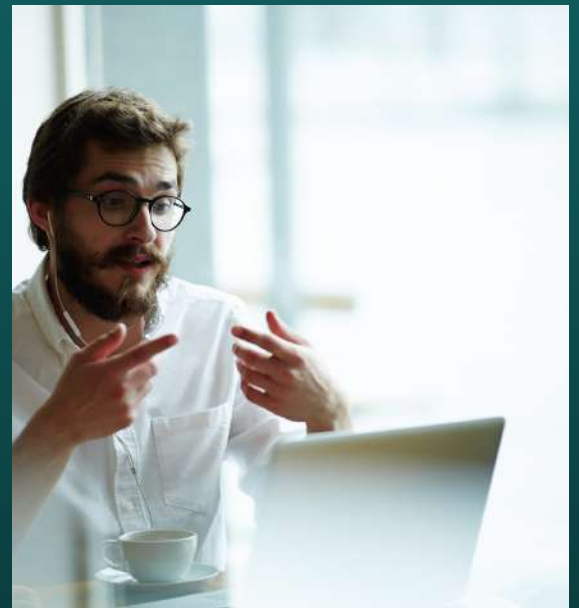
Until two years ago, most of us were doing everything we did face to face. The workplace we worked at, the schools we studied at, and meeting friends... These are just a few examples. Due to the global pandemic, we had to move almost every point of our lives to our homes and digital channels.

When communicating, people use body language as well as verbal communication. In conversation, for example, we see hand gestures and mimic them quite often. So, how do we use body language in the digital environment?

The use of body language in the digital environment can be examined under two headings: The first topic is video conversation (Zoom and Meet meetings), the second topic is e-mail and messaging.

- What should we do during video calls made in the digital environment?

People can be easily distracted. In order to keep their attention on ourselves at all times, we must first be interesting. We should pay attention to our diction, dress and the objects in the background, and most importantly, we should prioritize our respect for the person in front of us. We have to be mindful of our tone of voice. While speaking, we may experience a dry throat or a slip of the tongue from excitement. In such cases, we can save time and keep the focus on ourselves by asking questions to others. At the end of the conversation, we can show the participants that we care about their opinions by asking them if they have anything to add and their opinions about the meeting. Thus, we establish a bond of trust.



- Email and Messaging

While expressing ourselves in spoken language, we can reinforce our sentences with tone of voice and gestures. Unfortunately, we do not have such an opportunity during messaging. We can meet this situation in written language by using punctuation marks correctly and paying attention to spelling mistakes. For example, in the e-mail we send for a job interview, a lack of punctuation or a spelling mistake between sentences can lead to a misunderstanding.

The use of an emoji in messaging on social media has increased considerably. The meaning of the word emoji is “e” in the form of a picture and “moji” in the form of a character. This word has passed into our language from Japanese. In Turkish, it is used as a sign and symbol expressing an idea. Emojis highlight emotions and sincerity during conversation and fall into multiple categories: face, nature, place, country flags, food, symbols, etc. Emojis are a huge factor in expressing ourselves in written language and this is why they are used so much today.

[Click](#) to access references.





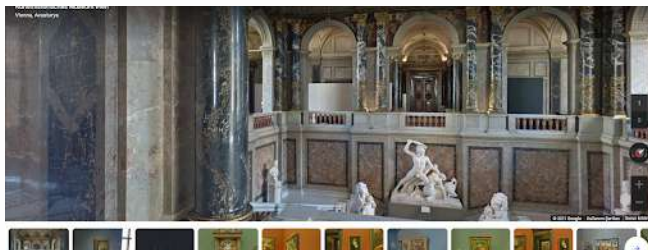
# Time to Socialize

**Res. Asst. Zeynep ÖZCAN**  
**The Department of Advertising**

In our bulletin we prepared this month, you can visit the Van Gogh Museum in Amsterdam, the Kunsthistorisches Museum in Vienna. We also discussed the State Hermitage Museum in St. Petersburg. [Click](#) here to access other virtual museums.

## Van Gogh Museum – Amsterdam

Home to Vincent Van Gogh's largest collection of artworks, the museum in Amsterdam contains more than 200 paintings, more than 500 drawings and more than 750 letters by Gogh. There are also various exhibitions on the art history of the 19th century in the museum. [Click](#) to experience the museum.



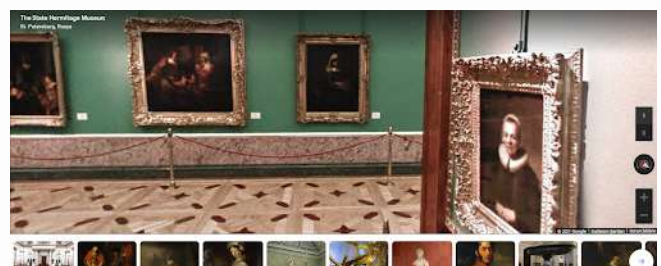
## Vienna Kunsthistorisches Museum – Vienna

Renaissance and Baroque art collections are also important in the Kunsthistorisches Museum in Vienna, where works of art from ancient Egypt to the end of the 18th century are exhibited. [Click](#) to tour the museum virtually.



## State Hermitage Museum – St. Petersburg

As one of the largest museums in the world, within the State Hermitage Museum there are exhibits representing Antiquity, Western Europe, the Middle East, Russia and many more eras, countries and regions. [Click](#) here to visit the museum, which includes works by famous names such as Leonardo da Vinci, Rafael, Ticiano, Rembrandt, Rubens, Matisse and Picasso.



# EVENTS IN ISTANBUL

As the SosyoCom family, we have chosen the wax sculpture museum Madame Tussauds, The Hunchback of Notre Dame Musical and Sait-Petersburg Classical Ballet Theater - Swan Lake for you in this month's issue.

## **Madame Tussauds**

The wax museum Madame Tussauds, headquartered in London, awaits its visitors in the Grand Pera building on Istiklal Street, the heart of Istanbul Beyoğlu. It hosts wax statues of famous names from different cultures and civilizations in the worlds of history, science, art, sports, politics and entertainment. [Click](#) for detailed information about Madame Tussauds museum, where wax statues of many famous names such as Mustafa Kemal Atatürk, Wolfgang Amadeus Mozart, Albert Einstein, Marilyn Monroe, Steven Spielberg, Jonny Deep, Madonna, Beyonce, Kıvanç Tatlıtuğ, Zeki Müren, Neşet Ertaş, Adile Naşit, Barış Manço, Angelina Jolie, Maria Sharapova are located.



## **The Hunchback of Notre Dame Musical**

Victor Hugo's immortal work The Hunchback of Notre Dame continues to engage art lovers. [Click](#) for detailed information about the musical, which tells about the love of the ugly and hunchbacked church bell ringer Quasimodo, the spiritual and religious leader of France, Claude Frollo, and the king's commander Phoebus, for Esmeralda, the gypsy girl in the neighborhood.

**Please [click](#) for more information.**

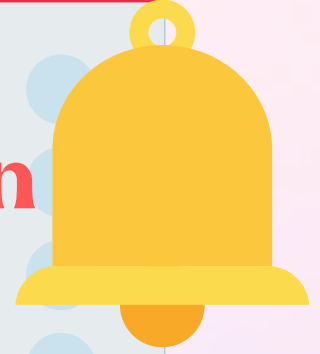
## **Saint-Petersburg Classical Ballet Theater – Swan Lake**

The world-famous Saint Petersburg Classical Ballet Theater consists of a team of 42 people. For detailed information about the show, which will introduce art lovers to the ballet Swan Lake accompanied by Antonina Chapkina and Fuad Mamedov, the lead performers of the Bolshoi Ballet, one of the oldest ballet ensembles, [click here](#).



We have compiled the events that will take place in Istanbul in December for you. You can access the event details at <https://www.biletix.com/anaSayfa/TURKIYE/tr> and <https://kultur.istanbul/>

## December in Istanbul...



Type of Event	Name of Event	Date	Place
Workshop & Training	Authorship Workshop	01.03.2021-31.12.2021	Online
	MSA - Espresso Only	03.12.2021	Culinary Arts Academy
Concert	Imany Concert	08.12.2021 21:00	Zorlu PSM
	CRR Jazz Orchestra & Antony Strong - New Year's Concert	29.12.2021	CRR Concert Hall
Movie Screening	"And Curtain!"	01.03.2021-31.12.2021	Online
	Akbank Short Film Channel	01.03.2021-31.12.2021	Online
Exhibition	Museum of Illusions Istanbul	31.12.2021	Various Places
	Logbook	21.10.2021-08.01.2022	Is Art Kibele Art Gallery
Interview	Personal Development Summit	04.12.2021-05.12.2021	Profilo Culture Center
	"Theather and Woman+" / Matin Soofipour	21.05.2021-31.12.2021	Online
Theater	Monica Bellucci: Maria Callas "Letters&Memories"	14.12.2021 21:00	Zorlu PSM
	Commoner - Travis Pine	01.12.2021	Kadıkoy Public Education Center
Other	Tolga Çevik - Tolgshow	07.12.2021	Zorlu PSM
	Yoga on the Bosphorus	01/08/15/22/29.12.2021	Sait Halim Pasha Mansion



# Street Flavors Series

## MARASH ICE CREAM IN ISTANBUL

**Res. Asst. Dilek EROL**  
**New Media and Communication**

The history of ice cream, which is consumed almost all over the world and in every season, goes back to the 4th century BC. In some sources, the food was made by the Chinese by adding honey, fruit, and wine to the snow collected from the mountains 3 thousand years ago. The first ice cream in Anatolia was seen in the Ottoman palace kitchen at the end of the 17th century. Turkish ice cream differs from other ice creams known in the world in some respects. Made from goat's milk, mastic gum, and salep, Turkish ice cream has a unique gummy texture. The mixture of ingredients makes the ice cream thick and pliable. It is prepared to be consumed by slicing it with a knife as well as being divided into portions with the help of ice cream spoons.

When it comes to ice cream in Turkey, Marash Ice Cream, which is identified with the city of Kahramanmaraş located in the southeast of Turkey, comes to mind. This traditional Turkish ice cream is considered to be an extension of an icy dessert called Karsambaç, which is unique to Kahramanmaraş, in the Ottoman Empire. Salep added to Karsambaç has given the ice cream its original quality. In addition, using the milk and cream of goats fed with thyme, hyacinth, and crocus plants give the ice cream its bright white color.

Marash Ice Cream is different not only with regard to its taste but also with regard to its ice-cream sellers. Marash ice cream shops that you encounter especially while visiting touristic areas offer a different experience to their customers as they continue to beat the ice cream with long metal sticks behind the ice cream counters with their traditional clothes. As soon as customers reach for the ice cream cone, they make their customers have pleasant moments with various tricks and cheats by moving the ice cream up and down, or by making them catch the empty cones etc. by taking advantage of the gum-like consistency and flexibility of the ice cream.

Many districts in Istanbul, especially touristic districts such as Taksim, Beşiktaş, Ortaköy, and Kadıköy, host the places where you can eat the best ice cream in Istanbul. The most famous of these is Ice Cream Shop Ali Usta, which has been serving 30 different traditional Turkish ice cream flavors in Kadıköy since 1969. Ice cream maker Yaşar Usta continues his journey, which started in Bostancı in 1962, with branches in Kadıköy, Bağdat Caddesi, 4. Levent, Koşuyolu, and Bakırköy, and bring people together with delicious ice cream types. Büyükdere Ice Cream has been producing delicious ice cream since 1960 with its two branches in Sarıyer and Büyükdere. If you go to Büyükdere and Kınalıada and come across Yunus Ice Cream Shop, which has been sold from a mobile car since 1960, we definitely recommend you to try it. Also, known for its Bebek and Kadıköy branches, Mini Ice Cream Shop's mint and unique rose delight ice creams are perfect for flavor hunters.





# ERASMUS+ GÜNCESESİ

## MY ERASMUS EXPERIENCE IN HUNGARY

Areeb Ahmed

A Student from The Department of  
Political Science and International Relations



First of all, hello to all readers.

My name is Areeb Ahmed.

I'm a student of Istanbul Gelişim University, in the Department of Political Science and International Relations, and currently in the 4th grade.

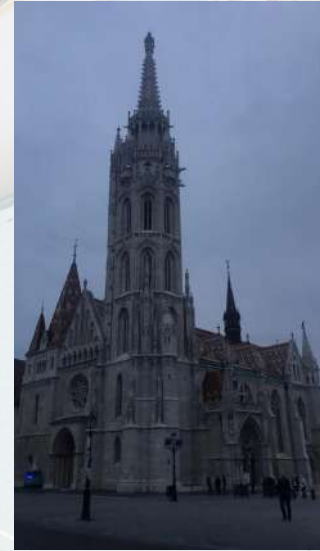
During my third year of education, I participated in the Erasmus program. On the occasion of this program, I went to Hungary for one semester to study at Kodolanyi Janos University.

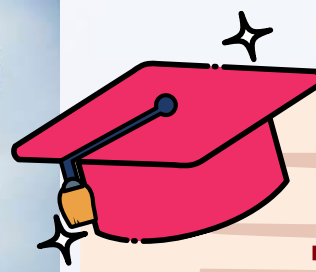
It was definitely a great adventure for me for many reasons. Firstly, while in quarantine, we had to stay at home and I'm the kind of person who loves traveling so much that's why the chance to travel abroad and study in a new place was quite enjoyable for me.

Secondly, I gained new experiences and qualifications. In addition to this, I had a chance to improve my English and meet new friends from different regions of the world in the Erasmus program.

For a person studying political science, being able to present a good CV is quite important to get a job. Other departments can make it through with some internships. The reason that makes me mention it is that it is hard for a foreign student to get an internship in our field in Turkey. With this thought in my mind, I decided to join the Erasmus program in order to enlighten myself more and get myself a colorful CV. This was a major reason why I applied again for the Erasmus Program and I hope I'll be leaving next February to go to Portugal, where I hope to perform my last semester before graduation.

I always keep telling my friends to apply and join the Erasmus Program, and actually that is my advice to all university students. If someone has already joined the Erasmus Program, then you should do it again.





# IGU-GRADUATE



**Melike SOLHAN**  
A Grad Student from the Department of  
Public Relations and Publicity

Hello there,

I'm Melike Solhan. I graduated from Istanbul Gelişim University, Department of Public Relations and Publicity in 2020. My article writing process during the global epidemic and the research and analysis development activities I participated in with the Head of our Department, Asst. Prof. Sarp Bağcan, added great value to my career journey.

In my undergraduate education, I have completed theoretical, practical, and project-based training on many subjects such as corporate communication management, public relations, and event management, crisis communication, copywriting and creative idea generation, content editing, internet advertising, social media management, digital marketing, corporate identity and brand management, and organizational activities, customer relations management, persuasion processes, campaign planning and sustainability, along with additional training in my field of interest. Feeling the support, interest, dedication, and trust of our teachers during and after my undergraduate education made me feel like I was always at home. One of the main goals of our instructors was to bring each of us into the sector as public relations graduates who are creative, energetic, positive, able to think about and apply solutions effectively, prone to teamwork, and have high persuasion skills. In this context, I would like to thank my professors for always being there for us.



I think that we owe a quality and accessible education to IGU at a time when fear and panic prevailed during the epidemic and the education system was greatly affected by it. And I consider it a privilege to be a member of this family. During this period, the article titled "Orientation of Cosmetics Brands in the Process of Digital Marketing and Communication in the Covid-19 Pandemic Process: Flormar Brand Example", which I wrote together with Asst. Prof. İpek Sucu, Vice President of the Advertising Department, was published in the international journal, New Media Electronic. Since the Public Relations and Publicity Department is an interdisciplinary department, it is intertwined with many departments. In this case, we were provided with the opportunity to receive training from qualified academicians with different fields of expertise and experience. At the same time, the club culture of our university provides a space where you can develop your social network and talk about the experiences of the leading names in the sector. One of these clubs is the Communication Innovation Club. During my university education, I was the Vice President of Planning and Execution of this club, and this role has undoubtedly contributed to the excellent experience that I will be able to use in my career in the future. Being a mentor student of the department and writing news articles by participating in every event also strengthened my writing ability. The most important thing I learned in this whole process was that everything we have worked hard for by dreaming can come true. Every line you read, every project you do, every person you talk to, and every institution you work for will be an investment in your future. Currently, I am working in an institution that is among the pioneers of the sector, where I can be involved in both communication and media. I hope I was able to touch your lives with these lines that you took the time to read. I wish each of you to graduate from the Gelişim family as hardworking and creative public relations graduates pursuing their dreams.



# IGU - STUDENT



Gökçe ÇİL

A Student from the Department  
of Public Relations and  
Publicity



Hello everyone,

I'm Gökçe Çil. I am a 3rd-year student at Istanbul Gelişim University, Department of Public Relations and Publicity. I will talk to you about how my adventure at IGU started, my application process, what has changed between my way of thinking when I first started at the university and my current thoughts, more precisely what has changed in me over time.

If you're ready, we can start!



In primary school, I was shy, unable to communicate with anyone, and therefore reluctant to even answer questions I knew. Well, you will say, how did such a person come to be studying communication right now? My opening phase on this issue started in my high school years. My favorite period after college was my high school period. But at that time, I was studying in a different field than what I am studying now. When I was about to take the university entrance exam, I made a sudden decision: "I don't want to do such a tiring job, I want to study in a department where I will be more intertwined with people," I said, and as a result of my research, I realized that the most suitable department for me was the Department of Public Relations and Publicity, which I am currently studying in. University results were announced, and the selection process, which was as difficult and important as the preparation for the university exam, had begun. Actually, Istanbul Gelişim University was a university that I always had in mind and thought of writing about. Now those who read this article of mine will ask, "I wonder why?". What had an impact on this was that I learned about the accredited programs of IGU and the validity of international diplomas while I was preparing for the exam. But before I made my final decision, I wanted to visit other universities and find out what kind of contribution they would make to my education experience. After visiting a few schools, I came to IGU. IGU was the university that was the kindest, sincerest, and the most helpful during the promotions of the departments among the universities I visited, and thereby my first choice was the IGU Public Relations and Publicity Department. This is how my IGU adventure started.



At first, like everyone else, I was alienated from the school and lessons because it was my first time in such an environment. In this process, my teachers who took our classes helped me a lot. I adapted to the school in a short time and started to participate in school activities and club activities. While all this was happening, the Covid-19 global epidemic broke out and, unfortunately, the school was interrupted for a while. But in that process, our university urgently switched to distance education in order not to make us victims, but they did not stop there; they took care of all our problems one by one. In this process -in the spring term of 2020- I decided to take part in the promotion video of the department upon the request of my teacher. Of course, maybe for the first time in my life, I would introduce the subject I study and do it in front of a camera! Although I thought it would be easy at first, as the time approached and my excitement increased, I started to feel a little afraid and as if I could not do it. Whenever I felt like giving up, I believed in myself and regained my confidence with the support and help of my teachers. Even now, I am writing this article thanks to their support. My teachers are not just there for us in times like these; they help us at any time, even during the holidays, with all kinds of help and support.

I'm going to talk a little bit about the university. IGU is a school that provides a suitable environment for its students to spend productive time and socialize. But the most important thing for me is that, as I mentioned above, my university's academic equipment, that is, it is a school at European standards thanks to internationally accredited programs and the international validity of the diploma. In this way, I will have the opportunity to easily work abroad after school.

Since the day I joined the IGU family, I had the opportunity to benefit from all the opportunities of the school, its academic equipment, and the knowledge and experience of my teachers. I would like to thank my very valuable professors, who helped us learn not only with theoretical knowledge, but also with the presentations and assignments we made after our lessons, all the IGU family for providing the opportunities I wrote about above, my friends I met during this process, and you who have taken the time to read what I wrote.

Stay healthy and happy.

# ABOUT AKADEMIC LIFE



## 5th International New Media Conference

ISTANBUL GELISIM UNIVERSITY

# INTERNATIONAL CONFERENCE ON DIGITAL INEQUALITY

2-3/12/2021

The International New Media Conference, which will be held for the fifth time this year by Istanbul Gelişim University New Media and Communications Department, will be held online on 2-3 December with the title "Digital Inequality" and will be open to free participation.

"Digital Inequality" is a concept that has come to the fore more and more with the Covid-19 global epidemic that we have been experiencing since the end of 2019. This concept points both to the reproduction of existing social inequalities in new media environments and to new inequalities emerging with new communication technologies. The conference has adopted the principle of open science because of its belief in facilitating access to scientific information, supporting the progress of science through joint work and cooperation, and at the same time with the thought that the limits imposed on access to scientific information create new inequalities. For this reason, participation in the conference is open to everyone, but the conference is completely free for both the researchers who will present the presentations and the audience.

The subtitles of the conference -but not limited to- were determined as follows:

- Open science
- Gender
- Digital capitalism
- Informational capitalism
- Problem of access to technology
- International news monopoly
- Economy-political
- Inequality of opportunity in digital education
- Digital labor
- Digital surveillance
- Subaltern studies



For detailed information about the conference, you can visit <https://inmec.gelisim.edu.tr/home> website

# PUBLICATIONS



**Asst. Prof. Festus Victor BEKUN's** articles titled:

- "Illicit financial outflows, informal sector size and domestic resource mobilization in selected African countries" was published in **Journal of Economic And Administrative Sciences**.
- "Designing policy framework for sustainable development in Next-5 largest economies amidst energy consumption and key macroeconomic indicators" was published in **Environmental Science And Pollution Research**.
- "Exploring the linkage between tourism, governance quality, and poverty reduction in Latin America" was published in **Tourism Economics**.
- "Tourism-induced pollution emission amidst energy mix: evidence from Nigeria" was published in **Environmental Science And Pollution Research**.
- "Beyond environmental Kuznets curve and policy implications to promote sustainable development in Mediterranean" was published in **Energy Reports**.
- "Pathway to environmental sustainability: Nexus between economic growth, energy consumption, CO2 emission, oil rent and total natural resources rent in Saudi Arabia" was published in **Resources Policy**.
- "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**.
- "Re-examining the roles of economic globalization and natural resources consequences on environmental degradation in E7 economies: Are human capital and urbanization essential components?" was published in **Resources Policy**.
- "The impact of energy consumption to environmental sustainability: an extension of foreign direct investment induce pollution in Vietnam" was published in **International Journal of Energy Sector Management**.

**Prof. Dr. Burhan AYKAÇ's** article titled "Islamism in Turkey from a socio-political aspect: Post-Islamism oriented approaches" was published in **Journal of Public Affairs**.

**Assoc. Prof. Yavuz ÇİLLİLER's** article titled "Revisiting the authoritarian pattern in Turkey: transition to presidential system" was published in **Southeast European And Black Sea Studies**.

**Asst. Prof. Andrew Adewale ALOLA's** articles titled:

- "The trilemma of innovation, logistics performance, and environmental quality in 25 topmost logistics countries: A quantile regression evidence" was published in **Journal of Cleaner Production**.
- "Examining the interaction of sustainable innovation activity and the life cycle of small high-tech enterprises" was published in **Business Strategy And The Environment**.
- "Are oil-clean energy and high technology stock prices in the same straits? Bubbles speculation and time-varying perspectives" was published in **Energy**.
- "The nexus of renewable energy equity and agricultural commodities in the United States: Evidence of regime-switching and price bubbles" was published in **Energy**.

**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. 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. Alisan Burak Yasar's** article titled "Validity and Reliability of the Turkish Version of Generalized Anxiety Disorder Scale-Revised" was published in **Psychiatry Investigation**.

**Asst. Prof. Andrew Adewale ALOLA and Asst. Prof. Gizem UZUNER's** article titled "Testing the asymmetric causal nexus of housing-oil prices and pandemic uncertainty in four major economies" was published in **Environmental Science and Pollution Research**.

# PUBLICATIONS

**Asst. Prof. Alpaslan KELLEÇİ's** article titled "Four-Stage Model of Value Creation for Sustainability-Oriented Marketing: En Route to Participatory Marketing" was published in **Journal of Macromarketing**.

**Asst. Prof. Edmund Ntom UDEMBA and Res. Asst. Naci Ibrahim KELEŞ's** article titled "Interactions among urbanization, industrialization and foreign direct investment (FDI) in determining the environment and sustainable development: new insight from Turkey" was published in **Asia-Pacific Journal of Regional Science**.

**Asst. Prof. Edmund Ntom UDEMBA and Res. Asst. Merve TOSUN's** article titled "Energy transition and diversification: A pathway to achieve sustainable development goals (SDGs) in Brazil" was published in **Energy**.

**Assoc. Prof. Metin UYAR's** article titled "The Role of Business Analytics in Transforming Management Accounting Information into Cost Performance" was published in **Ege Academic Review**.

**Prof. Dr. Anton Abdulbasah KAMIL's** article titled "Measurement and Comparison of Efficiency of Saving and Loan Cooperatives in Jakarta, Indonesia, through the Stochastic Frontier Analysis" was published in **Journal of International Cooperation and Development**.

**Res. Asst. Banu DEMİRBAŞ's** article titled "Türkiye'nin COVID-19 Sürecini Yaşlılar Üzerinden Düşünmek: Eleştirel Bir Söylem Analizi" was published in **Universal Journal of History and Culture**.





## ASSIGNMENT-UPGRADE



**Prof. Dr. Nurhan FISTIKÇI**

is a member of the Faculty of Economics, Administrative and Social Sciences, Department of Psychology, and has received the title of Professor.



**Prof. Dr. Mustafa Kayhan BAHALI**

is a member of the Faculty of Economics, Administrative and Social Sciences, Department of Psychology, received the title of Professor.

## NEWCOMERS



**Asst. Prof. Filiz SIVASLIOĞLU**, has begun working in the Department of Logistics Management.

## LEAVERS



**Asst. Prof. Hilal KUVVETLİ YAVAŞ** left our faculty.

## DECEASE



**Prof. Dr. Necmettin ÖZERKMEN**

Our University Faculty of Economics, Administrative and Social Sciences, Department of Sociology member Prof. Dr. Necmettin ÖZERKMEN has passed away. As Istanbul Gelisim University, we extend our deepest condolences to his family. May his soul rests in peace.



# MASTHEAD

## FACULTY OF ECONOMICS, ADMINISTRATIVE AND SOCIAL SCIENCES

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