

# ISTANBUL GELISIM UNIVERSITY



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# USE OF GAMING APPLICATIONS IN HIGHER EDUCATION

TECNO-  
AGENDA



Asst. Prof. Taylan MARAL

The Department of New Media and Communication

Traditional education methods can cause students to become bored and lose their motivation. Therefore, the use of new methods in teaching gains importance. Gamification applications have become an educational technology used especially in higher education institutions. Gamification aims to attract students' attention and increase their motivation by making learning more fun.

The content of a lesson can be gamified and students can learn through games. This allows students to be more engaged and more interested in the course material. Gamified lessons also allow students to stay focused for longer as they make learning more fun. In addition, gamified activities that affect students' grades can also be organized. For example, students can be better prepared with gamified activities before the exam. Gamification applications can also enable students to interact with each other and work as a team during the learning process. For this purpose, students increase their social interaction and affect not only their own learning, but also each other's learning processes positively.



The use of the concept of gamification, and especially in the field of education, may vary according to countries and societies. For example, in Europe, higher education institutions frequently use gamification applications. In Scandinavian countries, investments are made in educational technologies and gamification applications are frequently used. Higher education institutions in Europe attach importance to gamification practices to ensure that students participate more, make learning more enjoyable and engage students. In addition, gamification applications are widely used in higher education institutions in the USA. Higher education institutions in America give more importance to gamification practices, especially to ensure student satisfaction and engagement. Universities in the USA frequently use gamification applications to increase student participation and to make students more interested in course materials.

In Turkiye, the use of gamification applications, especially in higher education, is a newer concept. Higher education institutions in Turkiye have started to give more importance to gamification applications, especially in recent years. The reason for this can be shown as some of the higher education institutions in Turkiye still use traditional education methods. Higher education institutions in Turkiye need to invest more in gamification applications to attract students' attention and increase their motivation, but awareness of this area needs to be developed first. While gamification can also take place as a part, it has often taken its place in the curriculum as a course. Even this situation is a sufficient start to increase the awareness of the students about the subject and to attract the attention of the teacher to the subject.

As a result, gamification applications have become an important educational technology used in higher education. Gamification aims to attract students' attention and increase their motivation by making learning more fun. The use of gamification applications in higher education can increase students' grades and make the learning process more enjoyable.

# Election Uncertainty in Financial Markets and the Direction of Money

**Assoc. Prof. Bülent İLHAN**

**The Department of Economics and Finance**



It is possible to divide the risk perception of investors in financial markets into two periods in the last 35 years, when the capital markets in Türkiye started to develop and mature. We can think of these two periods as before and after the 2000s. In our country, savers started to meet financial instruments such as stocks, debt instruments (bonds) and mutual funds since the late 1980s, thus alternatives to traditional investment instruments such as real estate, gold and even automobiles have emerged. However, the national and global financial crises such as the 1993, 1998, 2001 and 2008 crises caused the risk perception of the investors.



As a result of the frequent election uncertainty and government changes before the 2000s, economic policies could not be implemented consistently, and this situation caused extreme fluctuations in new and emerging financial markets. Systematic risk, which is one of the two components of the total risk of financial instruments (inflation, exchange rate risk, interest rate risk, political risk, etc.), came to the fore in this period. Systematic risk is often unpredictable and puts portfolio managers in a difficult position. Because it is the type of risk that cannot be reduced by diversifying the number of assets in the portfolio.



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With the disappearance of political uncertainty after the 2001 crisis, the stable monetary and fiscal policies implemented, as well as the liquidity flow from global markets to developing countries as well as to Turkiye since 2002, there had been a decline in systematic risk until 2012. With the further development of financial markets and the proliferation of financial instruments, the markets followed a more balanced course. During this period, there was no risk of political uncertainty, but with the increasing current account deficit problem, exchange rates started to rise rapidly, and exchange rate fragility came to the fore again as a source of systematic risk.

Today, in an environment of political uncertainty, there is a high volatility in financial markets, and savers have difficulty in finding an alternative investment tool that is protected against inflation. In such periods, most of the investors prefer to turn to gold, foreign currency and deposits, which are defined as traditional “safe haven” in order to avoid risk. However, this situation usually lasts for a period of 6 months to 1 year, then the markets regain their equilibrium with the disappearance of economic and political uncertainty and new positive expectations.

I would recommend saving holders to develop their financial literacy first, so that they can take a more risk-averse position in the face of such situations.



# GLOBALIZATION VS. SLOWBALIZATION: TWO DIFFERENT VIEWS OF RECENT HISTORY


Assoc. Prof. Onur ÖZDEMİR

The Department of International Trade and Finance (English)

Most economic problems that have emerged globally in the last 20 years have led to introducing new concepts into the literature, bringing along the factual questioning of mainstream views and arguments. The slowbalization, which was put forward in opposition to the concept of globalization, gained popularity after 1980 and was found at the forefront of this concept. The concept of slowbalization, introduced to the literature by Adjiedj Bakas, can be interpreted as a phenomenon that includes slowing down of global integration across countries. Based on the emergence of the related concept, the promises made by the phenomenon of globalization to society, especially starting from 2000, have resulted in the opposite result, and the concept's validity has been questioned by different segments (including some mainstream views). The dot.com crisis in the United States of America in 2000, the 2007/2008 global financial crisis, the 2013 European debt crisis, and the global recession caused by the coronavirus pandemic have led the concept of slowbalization to come to the fore recently and enabled researchers to capture a theoretical perspective that strengthens their hand, who have opposed the globalization phenomenon. Especially after COVID-19, more aspects of globalization began to be questioned based on phenomena such as international travel and different international interactions. Although we are in an increasing wave of globalization within the framework of several data, we may have reached the limits of globalization in terms of trade and human mobility. For this reason, it may be useful to investigate which facts should be focused on the factors that may cause the slowdown of globalization.



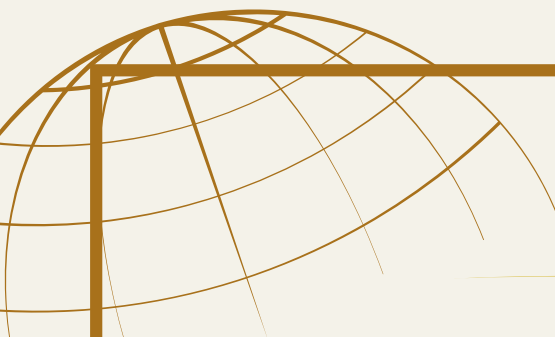




To summarize, we can generally examine the current opinions under eight different headings. First, reaching the limit in the revenues obtained with low costs in the production process is the major argument of the opposite facts that indicate that we are in the last stages of globalization. In addition, in connection with the first reason, the shifting of production to countries with significantly lower costs by labor-intensive industries/firms is interpreted as a slowdown in globalization together with technological progress. Thirdly, the decrease in the share of the manufacturing sector in production compared to the service sector stands out as another phenomenon discussed by supporters of slowbalization. Based on this, it is stated that services with income elasticity rather than goods have a higher growth trend depending on income increases.

Especially since these services are not imported like goods, it is pointed out that a large part of our income will be allocated to services compared to international goods. Fourth, it is stated that modern consumers are increasing demand for a more personalized product group within the framework of changing consumer preferences, thus slowing globalization. This means that firms are encouraged to move production closer to where consumers live. It is foreseen that companies that are successful in the current process will be close to the retail markets to deliver individual products quickly. The fifth factor is high customs tax practices. Behind this view is that the losers are more dominant in the framework of the winners and losers of free trade, creating political pressure.





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In addition, supporters of slowbalization argue that regional blocs are increasingly fragmented on issues such as legal regulation, privacy principles, tax policies, and upward pressure on customs duties. Sixth, it can be stated that environmental concerns cause the slowdown of globalization and globalization-related integration, forming another of the topics discussed. Especially in the last decade, the change in the chemistry of products and increased environmental concerns have become increasingly important. Consumers are more cautious about purchasing imported goods and exhibit behavior to increase their demand for locally sourced goods. Companies respond to this pressure by transforming their production processes to provide local resources. The use of airplanes as another factor that may come to the fore in the future and the application of higher taxes on carbon emissions, which will increase global transportation costs, is another title of the argument of the supporters of the concept of slowbalization. Finally, it is stated that multinational companies have reached some global limits, especially in the production and distribution of products. According to supporters of slowbalization, multinational companies have realized that while they are aware of the risks of global expansion, they need to know more and more about the markets to be invested in, which exacerbates the forces that can cause failure to replicate their local success.

In summary, it would be useful to say that another point of view affirms the existence of these eight causes of global slowdown but states that they can't reverse the integration based on globalization. According to this view, globalization maintains its current order by gaining momentum despite the problems experienced in the last twenty years but adapts its past structure by changing it according to current conditions. Specifically, according to this view, we face prominent growth due to the diffusion of ideas, technology, and certain services instead of growth through product trade. Based on all these different views, it would be useful to state that the existing literature will be grown with much more important concepts in the near future.



# MALWARE

## DIGITAL MEDIA DETECTIVE

*RES. ASST. BURÇİN ÇAKIR GÜNDOĞDU  
THE DEPARTMENT OF ECONOMICS AND FINANCE*

NEW  
PROFESSIONS



With the introduction of social media into our lives, it has become almost impossible to erase the footprints of our past. The resulting digital information allows us to access information not only in our own lives, but also about the people who interact with us, both physically and virtually. Although this may seem creepy, the data obtained and the information collected properly are useful in terms of being evidence for criminal investigations. For example, a custody case involving a mother's alleged use of drugs could be backed up by photos of the mother using drugs and status updates posted on social media. Labeled shipments with location information can provide the location of the witness at the time of a crime. Whether it's a criminal or legal case, social media has now become a growing catalyst for providing evidence to the courtroom. Given the enormous benefits that such evidence will increase in the future and therefore can bring to criminal investigations in particular, it seems that there will be more talk about digital media detectives.

Evidence collected by Digital Media detectives includes phone records, payment transactions, computer documents, internet history, email, text, social media and much more can be included. Digital media detectives use the internet, computers, tablets and mobile phones to investigate crimes, as well as digital forensics software to solve crimes.

In this respect, those who have a profession should be closely interested in technology and have the skills to use software. In addition, to provide preliminary knowledge to a research, it is necessary to have characteristics such as data analysis skills (including Excel), understanding the fundamentals of the Internet, networking technologies, concepts and how cellular networks work, and the ability to present, influence and communicate information and rationale clearly to all levels of the organization (both written and oral).

# Culture- Arts- Literature



## EUROPEAN MUSEUMS AND THE STRUGGLE OF STOLEN HISTORY

*Res. Asst. Emre Yüksel*

*The Department of New Media and Communication*



Museums are indispensable elements of European culture that leave a legacy to the future by recording the past. Moreover, they connect the past and the future not only with the works of artists from European countries or historical works of European countries, but also with the works they collect from different geographies of the world. The discussion starts here. While some think that European countries smuggled artifacts that do not belong to them and that it is a crime to keep them in their museums, others believe that these countries show the artifacts the value they deserve and that this discussion is meaningless.

Turkiye, Greece and Egypt; It is in a struggle for some artifacts with England, Germany and France, the countries of Europe that host countless tourists in their museums. Many artifacts from Mesopotamian, Egyptian and Greek civilizations are exhibited today in places such as the British Museum, Louvre Museum, Pergamon Museum and Neues Museum. There are many pending cases in international courts between the museums we have mentioned and the Ministries of Culture of countries such as Turkiye, Greece and Egypt. The Ministry of Culture of the Republic of Turkiye stated that the restoration works are continuing for 7 historical artifacts, including the Zeus Altar. About 1 million people visit the Pergamon Museum in Berlin annually.

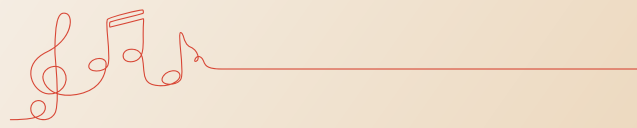




Along with Turkiye, Egypt frequently comes face to face with Germany because of historical artifacts. The world-famous Nefertiti Bust is on display at the Neues Museum, located in the same area as the Pergamon Museum. Unusually on the same level as the Pharaoh in ancient Egypt, Nefertiti is a very important female figure in Egyptian history. Egypt is expressing in international media that the bust of this important figure was stolen and should be returned to Egypt. However, despite many attempts, a positive result has not yet been achieved.

Unlike Turkiye and Egypt, Greece is not fighting with Germany, but with England. The Elgin Marbles, thought to have been abducted by the British 200 years ago, are on display at the British Museum in London. At the point of negotiations for the post-Brexit period, Greece made moves on the return of cultural values. UNESCO offered to mediate between Greece and England for the Elgin Marbles, but the British Museum rejected this offer.





# A Unique Reinterpretation:

## A GARİP ORHAN VELİ MUSIC ALBUM

*Res. Asst. Emre Ergen*

*The Department of Public Relations and Publicity*

The album "Bir Garip Orhan Veli" comes out undetected as an interesting album that pays homage to Orhan Veli Kanık, one of Turkiye's most preserved poets, by reinterpreting his belongings with music.

The album takes some of Orhan Veli Kanık's most famous poems to a different dimension, bringing together Müşfik Kenter's impressive voice. The songs in the album are blended with Orhan Veli's in-depth poems, offering the audience an unforgettable experience. Famous poems in the album, such as "I'm Listening to Istanbul", "I Can't Tell", "Suddenly", "Wave" and "Wavy Mahmut", are presented to the audience with Mushfik Kenter's interpretation. Mushfik Kenter's expressive voice helps to enliven Orhan Veli's poems in a powerful and memorable way. Music, on the other hand, takes the listeners right into the inner being of the poet. The album can be considered as a work of art that emerged by combining Orhan Veli's in-depth poems with his music.



It is possible to listen to this unique album, released in 1995 under the Esen Music label, on digital music listening platforms and YouTube. In addition, for those who love nostalgia, Esen Music presents the album as a record. The album, which continues to attract the attention of the listeners of the aunts of the past years, continues to be discovered by the younger generations as well as the nostalgia lovers. At a time when electronics are on the rise, the warm and friendly atmosphere of this album offers listeners a different experience than electronic music.



For this reason, the album "Bir Garip Orhan Veli" is recommended to everyone who wants to know about Orhan Veli's ability to be competent.

# HOW DID THE WHITE SCREEN TURN DARK?

**Muhammet Mustafa Yilmaz**

**4th Year Student from the Department of Public Relations and Publicity**

First of all, everything I will talk about in my article is within my own observations, ideas and opinions. Before I start the subject, I would like to briefly talk about how this idea came about. For years, I routinely watch movies one after the other from Friday night to Saturday morning, but lately I have noticed that while performing this routine, I go back and forth and watch old movies. While thinking about the reason for this, the idea for this article came up, I hope I can produce a good article. Happy reading.

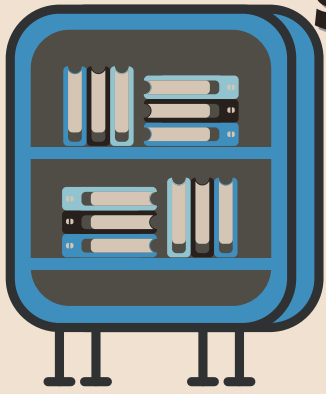
First of all, the period I will talk about mainly covers the period from the 90s and the beginning of the 2000s to the present. Watching a good movie, reading a book, listening to music gives people a good pleasure. It may be a cliché, but it makes you feel alive. The emotion felt in the first minutes when you leave the movie theater is perhaps the greatest example of this.

If you notice, we are far from experiencing these feelings or we are experiencing very little. So why? Of course, there can be many psychological, individual, focus-related reasons for this. However, I want to look at it from the perspective of the movie industry. While platforms such as Netflix, Amazon Prime, and Disney+ became widespread, it was thought or imagined that in many places, more original films and scenarios would emerge, and that these platforms would turn the cinema world away from certain people and make it an industry where more individuals and free people could find opportunities in. So what was the result?

These platforms have clearly had the opposite effect, and every movie, series, and animation has produced productions that impose their own and often political ideas on animation. Of course, films are a branch of art in which political ideas and various thoughts are expressed, no one has any objection to this. We, who are the audience while watching a movie, watch the movies from the director's point of view. In other words, it would be absurd to talk about a production in which the audience is completely free. However, when we look at the old productions, the messages that the viewer could see, think and maybe extract in the second or third viewing were much more effective and striking, not the messages given as a finger to the blind eye, as is the case now. For example, when Amazon bought the Lord of the Rings titles, expectations were high, but the result was disappointment. They find the audacity to ignore even a work full of details just to impose their own opinions. The more we identify ourselves with the characters while watching a movie, the more we get into the movie. We build rapport with the character. Look at the characters of your favorite movies and you will surely find something for yourself. This closeness is possible through character development. However, character development in modern films has unfortunately been replaced by an unwarranted message about groups stigmatized by society. While this process caused a uniformity in movies, it also revealed the dark age of cinema. To sum up, new productions will never replace the old ones, there will always be productions that are quickly forgotten. The messages of these productions will not have the expected effect and will be underestimated no matter how serious and true the message is. I hope we come across movies that will change my perspective over time. For those who want to get away from all this, at the end of the article, I would like to suggest three movies:

- Requiem for a Dream
- Eyes Wide Shut
- Whiplash





# TRIANGLE OF SADNESS

**Res. Asst. Emre Ergen**

***The Department of Public Relations and Publicity***

There was great excitement at the 75th Cannes Film Festival, which was held recently. As every year, hundreds of films were screened at the festival and many films competed for the Palme d'Or, which is the best film award by the jury. However, Swedish director Ruben Östlund's film 'Triangle of Sadness' was awarded this prestigious award by impressing the members of the jury.

Written and directed by Ruben Östlund, the film presents an example of satire that questions social norms. In the movie, modeling couple Carl and Yaya are invited on a luxury cruise while maintaining their power in the fashion world. However, bad weather causes the ship to capsize and the couple finds themselves struggling to survive on an abandoned island inhabited by billionaires and ship workers. In this environment, events develop as a result of the disruption of hierarchical balances. Old hierarchies are upended as the cleaning lady is the only one who knows how to fish. In this case, the cleaning lady rises to a more valuable position than other passengers and begins to set her own rules. The film exposes the audience to the criticism of class distinctions and social structures.

'Triangle of Sadness' is a movie about the realities beneath the surface glamor of the fashion world, about individual freedoms and the difficulty of human relationships. Director Ruben Östlund makes a movie that reveals these realities in the fashion world and makes the audience think. 'Triangle of Sadness' is definitely one of the movies to watch to understand what people can do to achieve success, what it means to risk to achieve success and the cruelty of the fashion world.

Director: Ruben Östlund

Year: 2022

IMDb: 7.3

Duration: 140 minutes

Genre: Dram / Comedy

"THE PERFECT COMEDY FOR OUR TIMES"  
TIME OUT

A FILM BY  
RUBEN ÖSTLUND  
**TRIANGLE  
OF SADNESS**  
CHARLBI DEAN    HARRIS DICKINSON    WOODY AND HARRELSON

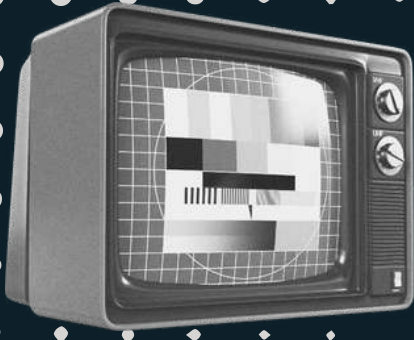


IN THEATERS OCTOBER 7





# STRANGE STORIES



**Res. Asst. Emre Ergen**

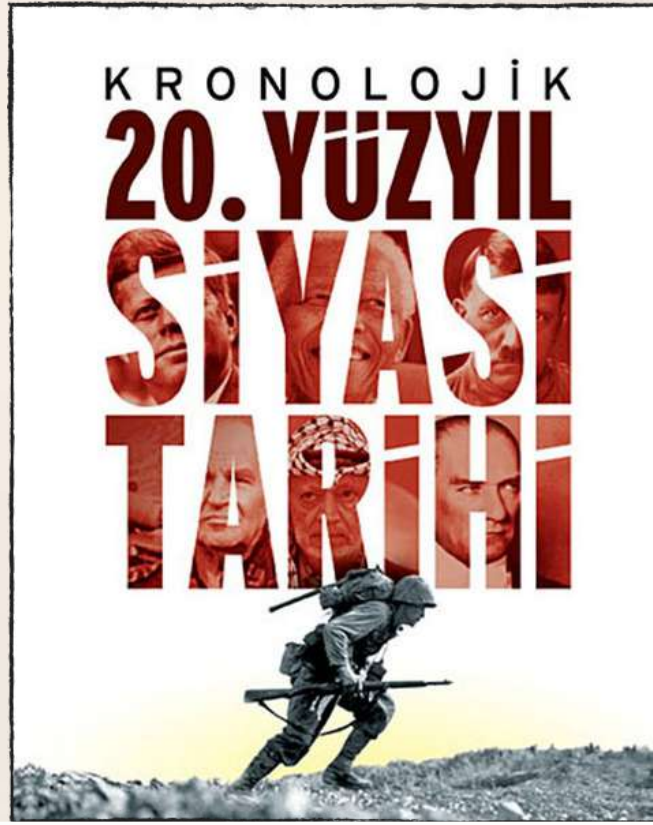
## **The Department of Public Relations and Publicity**

While the interest in foreign TV series is increasing, the Turkish TV series industry is equipped with innovative ideas, but because it cannot reflect them on the screen successfully enough, the audience turns to foreign TV series. However, it must be said that the number of quality domestic productions, which are not yet known enough and whose value is not fully understood, is too high to be ignored. One of these domestic productions is the "Acayip Hikayeler" series adapted from Galip Tekin's cartoons. Each episode of the series deals with a different subject and the presence of quality actors such as Haluk Bilginer, Altan Erkekli, Levent Üzümcü increases the pleasure of watching. In addition, the cast changes in each episode, which adds a different atmosphere to the series in every episode. Telling a different story in each episode, the series focuses on different characters each time and deals with the problems in their inner worlds. In addition, the series is a production in which fantastic and psychological elements are used together.



In some episodes, the stories are enriched by using elements such as supernatural events and ghosts. Therefore, it resembles the Twilight Zone series of the 90s and may not appeal to every audience. Stories often deal with a character's mental health or psychological problems. This adds a dark and mysterious atmosphere to the series. The most striking feature of the "Acayip Hikayeler" series is that it includes brave subjects. The production, which tries to give a message with the subjects it deals with in each episode, criticizes the ignored problems with a harsh language. In this respect, it differs from other Turkish series and offers a different perspective to the audience. The narrator of the series is the famous rock musician Hayko Cepkin. "Weird Stories", in which many striking topics such as obsessive love, gambling habits, inequality between men and women are handled successfully, manages to keep the audience's curiosity fresh in every scene. The role of the narrator in the episodes plays an important role in highlighting the strange and mysterious image of the series. With all these features, Acayip Hikayeler has a different place in the Turkish television industry. While there are many TV series with high domestic production quality, it should not be forgotten that there are also productions that are not known by many people, such as Acayip Hikayeler. Discovering and watching such productions will bring more diversity to the Turkish TV series industry.





## Harun Bodur- Chronological 20th Century Political History

Assoc. Prof. Sarp Bağcan

The Department of Public Relations and Publicity

None of today's political events, none of today's social achievements came out of nowhere. They are rooted in the history of humanity's struggle for property, power and power, philosophy and social developments. If we draw a representative tree based on these roots, the huge branches of that tree reaching to the present day are especially the last two centuries. So much so that if we tried to remove them from the history of civilization, it would be impossible to reach the future. From the Industrial Revolution, the French Revolution and the Enlightenment to the rise of imperialism and systems of hegemony, world wars, technological development, socio-political transformations and historical development, the 19th and 20th centuries, which are intertwined with each other and each of which is a significant continuation of the other, are extraordinarily intense and important periods with their traffic of events and transformations. The spread of complex relationships and events across the globe can be quite challenging for a social scientist or a curious person.

What if we ask what happened at that moment, that period in history, at these formation and transition points, in the chaos, to open our horizons; to connect today with yesterday... What do we have in order?... Wouldn't such a source be good?... For example, in 1900, 1924, 30s, 50s... If we want to come to the present day; If we were to find out at a glance what was happening in our country and in the world at that time, year by year...

It will be unique. Here is the valuable researcher Harun Bodur, in his Chronological 20th Century Political History published by Yeditepe Publications (2013, Revised 2nd Edition) fits a whole century into a book. A valuable resource for those interested in understanding the world. Enjoy your reading...



# Book Review of the Month

Res. Asst. Dilek Erol

The Department of New Media and Communication

## UNDERSTANDING POPULAR CULTURE – JOHN FISKE

The translator of the book into Turkish is Prof. Dr. Süleyman İRVAN. Published by Parşömen Publishing in 2012, the book has been written under seven titles and progresses from theories to readings. The author states that he is trying to develop a theory on popular culture in capitalist societies.

The author starts the book with a survey on jeans. As a result of the question he poses to the class, it is revealed that all students own jeans. In addition to their functionality (they are comfortable to wear, do not wear out and are cheap), jeans are also military clothing. It can be argued that jeans have two main social foci: Young people and blue-collar or working class... These foci should be seen as centers of meaning rather than social categories. Wearing jeans was a sign of freedom from the limitations of behavior and identity imposed by social categories.

Today, if jeans are to express oppositional meanings or even gestures of social resistance, they must be disfigured (dyed various colors, bleached here and there, or ripped). Deforming jeans becomes a way of distancing oneself from the American values that have been imposed on them. Wearing ripped jeans is an example of the typical contradictions of popular culture, where the resistance is necessarily present in the resisted. Popular culture is the culture of the subordinate and the powerless, and as such it always bears within it the traces of the forces of domination and subordination, the signs of power relations that are at the center of our social system and experience. Popular culture is contradictory in itself.

While there were two orientations of popular culture until a certain period, then a third orientation emerged. The first orientation has been a consensus-based model that sees popular culture as a ritual form of social diversity management, producing ultimate harmony from social differences. This orientation is a democratic adaptation of elite humanitarianism, which holds that a nation's cultural life flourishes among the people rather than the intellectuals.

The second orientation has placed popular culture on a model of power. It has made it entirely impossible for a genuine popular culture to exist, simply because it concentrates too much on dominating powers. Popular culture has been replaced by mass culture imposed through the culture industry.

The third orientation is one that Fiske thinks will contribute to his book. This orientation sees popular culture as a field of struggle but while recognizing the power of dominating forces, it focuses more on popular tactics used to resist, elude, and deal with these forces. He tries to understand the daily resistances and escapes that cause the ideology to protect itself and its values in such a harsh and persistent way.




# Movie Review of the Month

*Res. Asst. Ece Demirkapu  
The Department of Advertising*

## Ceremony (La Cérémonie, 1995)

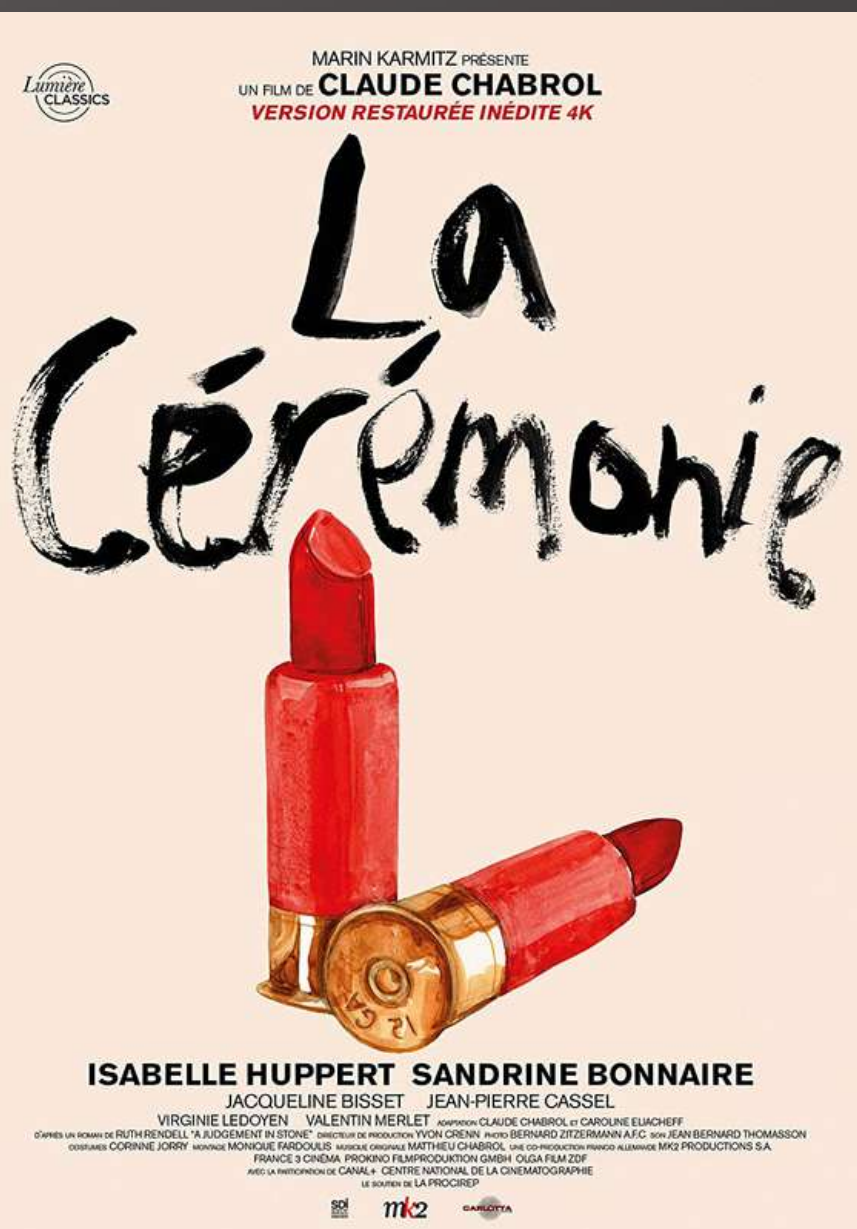
Claude Chabrol's 1995 film *La Cérémonie* tells the story of Sophie, who is taken as a maid to a bourgeois family, after she meets Jeanne who works at the post office, develops an enmity against the family and ends up killing them.

Chabrol said for the film: "I made the last Marxist movie." As a matter of fact, we see many Marxist and Althusserian images in the film, which has a symbolic expression. Marx argued that those who own the production apparatuses also manage the ideological apparatuses. In other words, he stated that the bourgeoisie also possesses the ideological apparatuses. Althusser thinks that the state has a unity under the ideology of the ruling class, no matter how diverse its ideological apparatuses. Althusser stated the following as ideological devices: religion, education, family, law, political system, trade union, communication (press, radio-television), culture. As a matter of fact, in the movie *Ceremony*, we can see the conflict between the bourgeoisie and the proletariat, in relation to the management of ideological devices as well as economic factors.



**YEAR: 1995**  
**IMDb: 7.5**  
**TIME: 111 mins.**  
**GENRE: DRAMA / CRIME**

In the film, we see a bourgeois family who, besides being rich, watches opera, listens to classical music, has many books in the library and reads and writes. In contrast, Sophie and Jeanne have a poor (enough to pick mushrooms and cook them because there is nothing to eat), a culturally undeveloped profile that only watches television programs, and have committed crimes in the past. In fact, Sophie cannot read or write because she has dyslexia. It is also far behind in education. This is why Sophie fired at the library after killing all the members of the family along with Jeanne. Family has been a problematic formation for both women in their past. Jeanne killed her daughter and Sophie killed her father and somehow escaped punishment. Yet we see how all members of the bourgeois family have a loving relationship with one another and how kindly they even treat their servants. On the contrary, Jeanne & Sophie has a rude, disrespectful and impulsive style. The relationship between the two women with religion is equally interesting. Both of them are not very religious people. If they were strong, the idea of killing someone in cold blood, without blinking an eye, would probably not be very likely for them. After killing the family, Jeanne's getting into her car and being hit by a priest's car and causing her death is a reference to religion, which is one of the ideological devices in this context.



One of the main criticisms of the film is that people who are better off giving their shabby things for help while they are working in the church's fundraising campaign. The film criticizes the bourgeoisie's attempt to help the proletariat sinfully. Because, first of all, Marxism argues that no one will need help and that they should have equal economic conditions.

The use of light in the ceremony film is close to reality. In terms of color choices, neither too vivid nor too pale a palette (midtones) were preferred. A single yellow color is used in a very remarkable way. We see that the yellow color is very prominent especially in kitchen tools. Yellow is an uplifting color that offers happiness, joy and fun. That's why it's a color choice that complements the happy and joyful mood of the family in the movie.

Ceremony is one of the films that should not be missed by those who love symbolic expression.

# TV SERIES REVIEW OF THE MONTH

Assoc. Prof. Sarp Bağcan  
The Department of Public  
Relations and Publicity

## SEE: TO SEE OR NOT TO SEE

Is the progress of humanity actually forward, one-way, or linear? While technology and many other things are advancing, are we going forward as world wars, climate crisis, struggles for ownership and sharing continue, or are we going to a blockage that will end in an explosion?

Here, the SEE series takes place in a similar framework in a fictional time when people transform the world into a kind of Middle Ages with a great post-war technology, politics and worldview. We can also consider it in the category of post-apocalyptic films. All of the people were blinded by the tremendous light of an explosion that ended the world war, and then even the very existence of sight was damned because the greed, property ambitions and conflict of the eyes that see the world have made it this way. Seeing has been replaced by hearing and other senses. But here too there are clans, kingdoms and even a Republic.

The series, which ran for four seasons, was penned by Steven Knight and Francis Lawrence, creators of Peaky Blinders and The Hunger Games.

The main character of the movie, Baba Voss (Jason Momoa), is an independent warrior with a strong character. He is a hero who rejects even the kingdom when necessary and pursues his own values. His wife is a former Queen who is fighting her brother for the throne. In other words, family members are looking for power, maybe independence, in the above turmoil, with the strategic superiority of being cursed and seeing. Quality discussions, chaotic confusions, and good infighting included in this work.

Kingdoms, action, power struggles, independent spirits, friendships, family ties, hardships of being a leader and a father as well as the burden of heroism that comes naturally to some people, and the responsibilities that follow our protagonist perhaps after his choices.

All in all, this is a good series. All of these and our sense of sight, which most of us do not even think about for a moment, will make you think about the meanings of seeing.

Hope you enjoy watching...



# ACADEMIC PLAYLIST



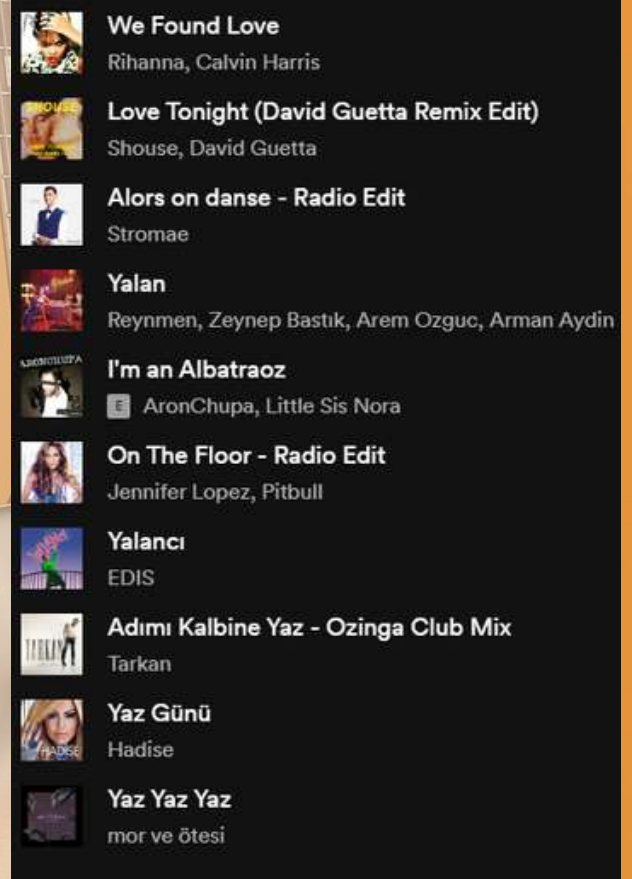
Res. Asst. Emre Ergen  
Department of Public Relations and Publicity

## Welcome Summer!

The arrival of summer months brings us pleasant and joyful moments as well as warmth. We are in a period full of fun activities such as vacation plans, beach parties, festivals and concerts. Music is just what we need to celebrate the arrival of summer!

Celebrating the summer with music not only provides pleasant moments, but also establishes a bond between people. By listening to music, we share something in common and it brings us closer together. Music also helps keep memories alive. It is a very special memory to remember and relive the precious moments in your life.

Accordingly, this month we have updated our playlists with the theme of "Welcome Summer!". In order to access our playlists, you can click [here](#).







Asst. Prof. Eren Efe  
The Department of New Media and  
Communication

# ARTIFICIAL INTELLIGENCE AND FUTURE POSSIBILITIES IN EDUCATION

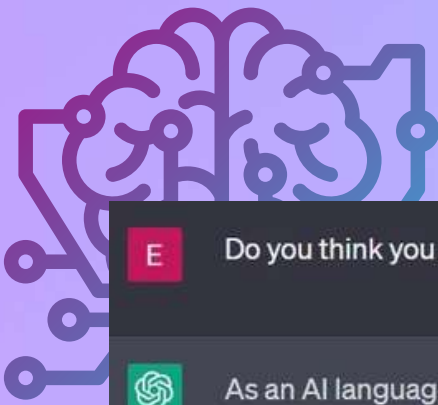
Educational trends are changing rapidly with factors such as technological innovations and digitalization. Especially advanced technologies such as artificial intelligence play an important role in the change in learning processes. With ChatGPT, which was introduced in November 2022, artificial intelligence discussions flared up. Developed by OpenAI ([chat.openai.com](https://chat.openai.com)), ChatGPT is considered one of the most advanced chatbots that use natural language processing and machine learning to communicate. ChatGPT, which uses GPT3 (Generative Pre-training Transformer) technology, has approximately 100 billion parameters. ChatGPT analyzes and weaves between these parameters and gives logical answers to the questions asked in a short time. It is also worth noting that he has the ability to train himself from the information he has obtained. Users who discover a different feature of the prolific AI tool every day use ChatGPT to write emails, send messages or even code apps.



Chatbots, on the other hand, stand out as one of the technologies that are rapidly gaining popularity in the education sector. It is possible to say that ChatGPT has already had a significant impact on the way students learn and work. Chatbots provided many opportunities for the education world, but also brought different discussions. Whether ChatGPT should be considered a threat to education or a positive development, especially its effects on university education, are issues that need to be carefully considered.

It is possible to look at the role of ChatGPT in education from two different perspectives. Many educators complain that students pass the classes by having their homework and exams prepared by ChatGPT. In this case, it creates laziness among students and creates a desire to have all their homework done by ChatGPT. This has caused some universities to completely ban the use of ChatGPT. The second perspective focuses on solving this problem by making ChatGPT a part of education. In this way, it will be possible for students to access accurate and reliable information sources, improve their communication skills, and make their learning experiences more interesting. From this point of view, ChatGPT educators also help increase their productivity.

Let's finish by asking the question to the addressee:



**E** Do you think you pose a threat to education?



As an AI language model, I don't see myself as a threat to education. On the contrary, I can be a valuable tool to enhance the learning experience and provide access to information. I can assist students in researching, answering questions, and providing explanations on various subjects. Additionally, I can help educators by offering resources, generating ideas, and supporting the learning process.

However, it's important to note that while AI can be a useful tool, it should not replace human interaction, critical thinking, and hands-on learning experiences. AI should complement and augment education, rather than serve as a substitute for traditional learning methods. The role of educators in guiding and facilitating learning remains crucial.

Ultimately, the impact of AI on education depends on how it is implemented and integrated into educational systems. When used responsibly and ethically, AI has the potential to revolutionize and improve the learning process.

# DISASTER AND CRISIS COMMUNICATION

Bedia Duva

4th Grade Student from The Department of Public Relations and Publicity



The word disaster in Turkish is an Arabic word and it means destruction caused by various natural events. Disasters are unexpected situations and are divided into two as natural and man-made. Disasters affect not only the region where they occur, but also all parts of the country, socially, economically and culturally. As an example, the Kahramanmaraş earthquake of February 6, 2023, centered in Pazarcık, which is one of the biggest natural disasters in the history of the Republic of Türkiye, can be given as an example.

The word crisis; in the Chinese alphabet, it consists of the combination of two separate symbols (wei-ji), and the symbols give the meanings of danger and opportunity. The crisis itself is divided into three:

- Pre-crisis
- Moment of crisis
- Post-crisis

As a crisis can happen unexpectedly like a disaster, it is always necessary to be prepared. In this case, the pre-crisis part is the part where the symptoms of the crisis are perceived. The moment of crisis is the part where the first intervention is made. If it is not brought under control, it can lead to new crises both internally and externally. Finally, after the crisis, it is the part where the crisis ends and the recovery begins.

The most important feature that associates disaster and crisis with each other is that both of them occur unexpectedly. However, while crises do not cause disasters, disasters are causes that cause crisis and in order for a disaster to be counted as a crisis, it must affect social life and cause loss of life and property.

If we examine the crisis communication managed in the Kahramanmaraş earthquake, which we gave as an example above:

- As soon as the news came from the earthquake area, information such as the magnitude of the earthquake, the area it covered, and the loss of life were examined and published by official institutions.
- Apart from official institutions, aids were sent to the earthquake zone together with non-governmental organizations and people who act voluntarily without being affiliated with an organization.
- Contrary to the 1999 earthquake, since social media and communication channels were used, all social media channels, especially Twitter, were used to make the voices of people who experienced the disaster heard. Accordingly, the disinformation law, which has just entered into force, has been used to prevent the spread of false news that may arise during the disaster, and news that will lead the public to fear and panic.
- News such as the needs of users from previously trusted and well-known accounts, and the information of people under the rubble were published.
  - With this information, it was aimed to send aid to the necessary regions, but the shortcomings did not end because the earthquake area was large. In this case, aid was sent from all over the country.
  - In addition to physical needs such as living space, food and beverage, after the earthquake, mental and psychological needs began to occur for the people who experienced the disaster.
    - In order to help earthquake victims, there was a daily aid broadcast from all channels.

The post-crisis communication process will continue for a very long time because of such a major disaster.

Assoc. Prof. Sarp Bağcan  
The Department of Public  
Relations and Publicity



# ENTREPRENEURSHIP AND INNOVATION

## DRYLAND FARMING

Many changes in the world, such as drought, drought, climate change, epidemics, and migration, started as a chain due to global warming. These problems created by the climate crisis have entered the country's policies, especially the United Nations (UN), on the agenda of many international and national institutions, and non-governmental organizations, in short, on the world agenda. Many factors, such as the UN carbon emission targets that could not be met and exceeded, temperature rise, food and water deficiencies, problems brought by carbon-based energy sources, etc., began to gather under the umbrella of sustainability.

Today, within the framework of the aforementioned conditions, while dry farming is an agricultural approach that is being developed in barren countries or under current conditions, it has started to take place on the agenda more and more due to climate change.

As a type of agriculture made without irrigation in arid or semi-arid regions, the aim is to keep moisture and falling precipitation in the soil, and methods are being developed for this. Precipitation water should be accumulated in the soil, plants that do not need more water should be selected and grown. It is essential to try to prevent some of the annual precipitation from evaporating and to try to preserve the moisture in the soil. Thus, agriculture can be done in arid regions. However, this type of agriculture cannot be said to be as effective and diverse as irrigated agriculture. It is mainly intended for grain farming.

Some grain types such as wheat, barley, and rye are preferred in dry farming, which started in 1930 with applications in the USA. It is applied in large areas in Argentina, Canada, Russia, Australia, Afghanistan, Pakistan, Turkey, China, India, Sudan, and Iran. Dry farming is expected to come to the fore in the near future, especially in our country, which is experiencing climate migration and global warming. Because, starting from the Mediterranean, the climates in our country have started to have the climate of the generations further south than themselves. Drought, deforestation, excessive use of water resources in production and agriculture, negative effects of urbanization on water resources, etc. Considering many things, it is normal that dry farming is more on the agenda.

# BASIS OF ENTREPRENEURSHIP: FINANCIAL LITERACY

*Res. Asst. Asel Ataoğlu  
The Department of Business  
Administration (English)*

Financial literacy is a concept that is still in its infancy in the modern world. Planning for the present and the future requires an understanding of this concept. The responsibility for one's financial security in retirement has increased over the past thirty years for individuals. Additionally, people are exposed to new and complex financial products as well as financial instruments that have become more and more complex. People are now more interested in the idea of financial literacy due to the emergence of financial products. Both individuals and societies are impacted by financial literacy. As a result, people should develop their financial literacy abilities.

There are many definitions of financial literacy in the literature because it is a relatively new concept. A conceptual definition of financial literacy was not adopted until 2009, and since it lacks an operational definition in terms of uniform measurement criteria, it was not included in the National Financial Literacy Strategy. A consensus has not yet been reached among researchers studying the idea of financial literacy. Institutions and authors use different definitions of this term to describe different things in the world. Typically, financial literacy is assessed on a personal level. Every person should continuously monitor economic developments and make plans in line with them. Because of crises, people want to become better at using and managing their money. Financial 4 difficulties are more likely to occur in daily life for those with poor Money management skills. People who acquire financial literacy abilities can raise their levels of welfare by making the right investments, allocating their resources wisely, and planning. People can take care of their own and their family's needs in this way. Some researchers claim that financial literacy examines how understanding of the general economy and household decisions are impacted by economic terms and conditions. The others concentrate on more compact forms of fundamental money management techniques like budgeting, saving, investing, and insurance.



# POLITICAL AGENDA

Asst. Prof. İlknur Karanfil  
The Department of Political Science and International Relations

## ON THE SOCIAL IMAGE OF THE POLITICIAN

From ancient times to the present, politicians in all forms of government have cared about getting the consent of the people. Because the only thing that makes the rules govern with less effort and power is their persuasion to obey. But what kind of politician persuades the public to obey?

Machiavelli in his work titled "The Prince" draws attention to the importance of how the ruler appears before the society while describing what a good ruler should be. In particular, emphasizing that "how he looks" is important, not how he is, gives clues about the social image that politicians should have. According to Machiavelli, a good politician cannot rule the country according to religious or moral rules. Because its priority is to protect the interests of the state and its own power. Therefore, it does not have to be moral or religious. However, according to him, a good politician should always appear to the public as a religious and moral person. The identity of the leader, who is true and good in the construction of his social image, is very important in convincing the people to obey.



According to Machiavelli, there must be an important difference between the real personal characteristics of the politician and the social image he has. A leader can break the law, lie, and break his promise if necessary. However, due to his social image, he should show that he is a law-abiding, honest and man of his word. In fact, the social image also reflects the values of the people. Before the people can be persuaded to be governed by someone, they must believe that he or she is in line with their values. For this reason, politicians in the modern world always pay attention to drawing a picture of a happy family, to appear in the scenes where they sit at the same table with the poor, and to talk that the interests of the people are more important than anything else. In the field of political communication, studies on the construction of the image of politicians are frequently carried out. For example, during election campaigns, it is possible for some leaders to design an image in company with political communication experts and to give messages suitable for this image. Reliability is also an important virtue in building social image. Giving confidence to the people and showing that they are ready to assume the administration makes it easier to gain the consent of the people. The importance of social image also differs according to the values of a society. For example, in societies where the concept of family is very important, the private life of the politician is more important, while in some societies, the public can evaluate the private life of the politician by separating his position in politics. For example, the lack of a regular family life of Berlusconi in Italy did not have a negative impact on his identity as a leader.



# Health- Psychology



## USE OF PUBLIC RELATIONS IN HEALTH COMMUNICATION FOR PUBLIC BENEFIT

**Asst. Prof. Ahmet Sinav**  
The Department of New Media  
and Communication

In the traditional sense, the concept of health is defined as "the absence of disease" and in this understanding, diagnosis and treatment of diseases are at the forefront. In the contemporary understanding, on the other hand, "prevention of diseases" has become more prioritized. The main aim of contemporary understanding is to keep individuals away from diseases. In this sense, the concept of preventive health services has emerged. Preventive health services include pre-disease health services that will minimize or prevent the risk and duration of possible future diseases and that will enable early treatment by detecting disease symptoms before they appear. All measures to be taken to protect and improve the health of individuals and society are considered in the context of preventive health services.



In its definition of the concept of health, the World Health Organization (WHO) includes the expression "not only the absence of disease or disability, but also a state of complete physical, mental and social well-being". This definition, which covers the emotional, mental, physical, social and spiritual well-being of the individual, also emphasizes the interdisciplinary dimension of health-related studies. In this sense, in order to talk about a healthy individual and social structure, a holistic evaluation is needed within the framework of disciplines such as sociology, psychology, law, economy and communication.

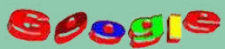
In this sense, one of the concepts that emerged for the development and protection of individual and social health is health communication. This concept is explained as the use of communication strategies and methods to raise awareness of individuals, institutions and societies on issues related to health, to create awareness, to meet the need for accurate information, to create health literacy and to protect the right to live in a healthy environment. In particular, it is possible to announce health problems to the public, to adopt the desired health behavior to large masses and to carry out health campaigns through mass communication.

One of the most important strategies used in health communication is public relations. The preface to the World Health Organization's (WHO) 2002 World Health Report mentions a triple pillar of legislation, education and persuasion to reduce health risks. Persuasion can be achieved through communication. In this framework, health communication and therefore public relations strategies are needed to persuade the masses. The use of public relations for the purposes of raising awareness, creating understanding, informing and eliminating prejudices overlaps with the objectives of health communication. In health communication, public relations are used to disseminate accurate and reliable information about health, to persuade healthy behavior and to create health awareness. Public relations are used by public and private health institutions in conveying health-related information to the public, in making educational programmes in the media, and in the activities of non-governmental organizations working for public health.

# Why Are Brands Simplifying Their Logos?

## SOCIO-AGENDA

Res. Asst. Emre Ergen  
The Department of Public Relations and Publicity



1997



1998



1999



2000



2010



2013



Today, many brands are simplifying or completely redesigning their logos. One of the main reasons for this situation is that brands can communicate more effectively with simplified logos. The biggest advantage of simplification is that they are easy to remember and recognizable. Thanks to simple logos, brands can send a stronger message to their target audience and create a stronger brand image. A simple and plain logo allows the brand to be remembered more quickly and easily by its target audiences.

Another reason underlying this simplification is that simplified logos are versatile. Minimalist designs can be easily adapted to many areas of use. For example, a plain logo can be used in digital marketing activities, printed materials, advertising campaigns and even product packaging. This, in turn, helps brands communicate effectively with their target audience. Another advantage of simplified logos is that they offer a more modern and stylish look. While minimalist and simple designs are among the trends of today, more complex and detailed logos were preferred in the past years. By using simplified logos, brands achieve a modern and trendy look and create a brand image for consumers that follows current trends. Finally, another reason why brands prefer simplified logos is the need to make the design mobile-friendly. Today, the majority of consumers access the Internet from mobile devices. Therefore, brands' websites and other digital materials should also be mobile-friendly. Simplified logos are compatible and load faster on mobile device screens.

As a result, brands can establish stronger communication with their target audience by choosing simplified logos. Minimalist logos help brands achieve a modern look, be versatile, and be mobile-friendly. Therefore, these types of logos have become an important tool for today's brand communication.

# Effective Communication in Social Change: Non- Governmental Organizations and Public Relations



Yiğit Alp DEMİR

4th Year Student from The  
Department of Public  
Relations and Publicity

Civil society is an important part of social life, where people from many parts of society come together voluntarily, for a specific purpose. It is a structure consisting of social, cultural and political activities of the society at the individual and organizational level. The concept of civil society was used synonymously with the state from Ancient Greece to the 18th century. After the 18th century in Europe, with the “Enlightenment” philosophy and the birth of the bourgeoisie, civil society began to separate from the state as an area of the rights and freedoms of individuals and communities, as in liberal thought. However, the separation of civil society and state was carried out precisely by totalitarian thought. In this tradition, since civil society was seen as an obstacle to totalitarian thought, the focus was on the capture and control of civil society.

Starting from the late periods of the Ottoman Empire, Türkiye found itself in a Western-type modernization project. In order to evaluate the development of the concept of civil society, its field and its activities, it is useful to look briefly at the development of the concept of civil society in Western modernization. This is important in terms of seeing the reflection of the perception of civil society in the liberal democratic systems of the West on the formation of civil society in Türkiye.

Civil society in Türkiye revived as a result of various internal and external factors, especially after 1980s, and started to take place more and more in academic, social and political discourses. While civil society activities have increased throughout the country, non-governmental organizations have become important actors of social change.

## Non-Governmental Organizations

Non-Governmental Organizations are generally non-profit organizations established to achieve a specific purpose or to reveal a social problem. NGOs operate in many different areas and aim to provide the most social benefit. The importance of NGOs lies in their capacity to produce solutions quickly and effectively on the models their groups have come up with. Also, where governments are incompetent or uninterested, NGOs mobilize the community to seize the marches and thus take the structure of the society.

### **NGO and Communication**

It is extremely important for NGOs to continue their activities and achieve their goals. Communication helps NGOs promote their goals, mission and activities, collect donations, recruit volunteers and communicate with the community in general. Communication can help NGOs gain the support of more people to achieve their goal.

### **NGO and Public Relations**

The concepts of civil society and public relations are closely related to each other. Non-governmental organizations and other social actors can reach the society through public relations. In public relations, non-governmental organizations can manage their campaigns that will attract the attention of the public. Therefore, civil society and public relations are closely related and complementary concepts.

### **NGO and Social Responsibility**

The aim of social responsibility is to try to meet the needs of people from different segments of society, reduce expenditure costs and create positive effects. With the concept of social responsibility, many institutions carry out various projects and cooperate with NGOs to create social turmoil, protect people and increase employment welfare. These collaborations increase not only their contribution to society but also support the activities of NGOs, enabling them to reach a wider audience. There are many common points between NGOs and social responsibilities. Both are oriented towards meeting the needs of society and aim to increase the protection of people's lives.

To give an example on the subject, "Daddy, Send Me to School" was launched on April 23, 2005 in cooperation with Doğan Journalism and the Association for Supporting Contemporary Life (ÇYDD in Turkish), with the aim of ensuring that every girl in every corner of Turkey can access equal education opportunities.

Considering the low rate of sending girls to school at that time, the basic principles of the founding philosophy of ÇYDD, which was established in 1989, and in the ÇYDD statute, "Increasing the schooling of girls in order to eliminate the inequality of opportunity in education and supporting women to be educated and professional individuals" has been started from the beginning. It is one of the many projects he has implemented since then. The campaign, which was initiated within the framework of the protocol signed with Milliyet Newspaper, which belonged to Doğan group at that time, was carried out with the intensive effort of ÇYDD employees and volunteers in the field and at the center, as well as the announcements of the newspaper, the financial support of individuals and organizations. As a result of the sale of Milliyet in 2011, a new protocol was signed with Doğan Journalism. "Daddy, Send Me to School" is a project identified with ÇYDD in the eyes of our students and the public. ÇYDD, which touched on a problem of the society and set out to solve it, strengthened its hand in reaching the campaign much faster and wider masses thanks to its cooperation with Milliyet, one of the important media organizations. We can say that the participation of famous names in donation campaigns and their acting in commercials are a great factor in reaching the society.

One of the most important points of our work in the communication age will be the right communication strategy. The collaborations we will make, and our campaign's reaching the target audience through the right channels will carry our impact much further. For the future of the World we live in, we should not remain silent about the problems and take action before it is too late tomorrow.



# Time to Socialize

## MUSEUM OF TROY

Res. Asst. Ahmet Mecid

VERGUL

The Department of Tourism

Guidance

The city of Troy is where one of the most epic battles in history took place. There is a museum in the Troy archaeological site about the Trojan War, on which epics were written when the Trojans defended the city against the Hellenes. The museum in Çanakkale, which started to meet with its visitors in 2018, arouses curiosity with its extraordinary architecture, as well as the magnificent war story it bases its roots on.

The museum, bearing the signature of architect Ömer Selçuk Baz, started collecting prestigious awards shortly after its opening. In 2019, it was included in the list of the World's Greatest Places announced annually by Time magazine. Troy Museum, which won the 2020/2021 European Museum Academy Special Award after the 2020 European Museum of the Year Special Appreciation Award, became the first Turkish museum to receive the most prestigious awards in Europe. In the "8. Museums in Short" competition, the museum was awarded the "Special Mention" award for the first time from Turkey.

Each museum contains stories of itself and its geography. The Museum of Troy begins to tell its story with its architectural lines. The museum management, which has been actively using social media since the pandemic period, was not satisfied with it. It was ensured that the people living in the surrounding villages were in close contact with the museum, making the building a living place. It is an exciting place that can be added to the holiday program for those who plan to spend their summer vacation in Çanakkale.

# EVENTS IN ISTANBUL

## 51st Istanbul Music Festival

Istanbul Music Festival, which will be held between June 1 and June 17, 2023, will meet with the audience for the 51st time this year. One of the many festivals organized by the Istanbul Foundation for Culture and Arts, the Istanbul Music Festival has an important place among the festivals organized by the foundation.

Until today, important classical music orchestras and their representatives have performed at the festivals. Some of the names who performed at the festival in previous years are as follows: Symphonieorchester des Bayerischen Rundfunks, New York Philharmonic, Berlin Philharmonic, Vienna Philharmonic, Royal Concertgebouw Orchestra, Simon Bolivar Symphony Orchestra, Orchestre de Paris, Filarmonica della Scala, The Philharmonia Orke, The Philharmonia Orke. and Rundfunkchor Berlin. Among the chefs hosted by the festival, master names such as Pierre Boulez, Kurt Masur, Lorin Maazel, Zubin Mehta, Simon Rattle, Mariss Jansons, Daniel Barenboim, Christoph Eschenbach, Yuri Temirkanov, Valery Gergiev, Gustavo Dudamel, William Christie and Pablo Heras-Casado can be counted.

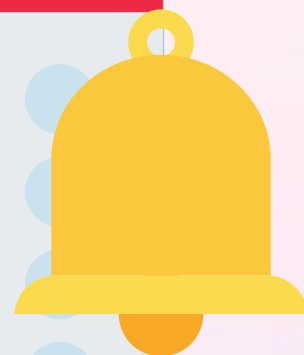
The Istanbul Music Festival also supports research in the field of musicology and plays a pioneering role with its productions in initiating special projects that address common cultural values.

For more detailed information about the events that will take place in many different venues, it is useful to visit the official website.

We have compiled some of the prominent events in Istanbul in June for you.

Res. Asst. Ahmet Mecid VERGUL  
The Department of Tourism  
Guidance

# JUN & in ISTANBUL



Type of Event	Name of Event	Location	Date
Theatre	İmparator	Trump Sahne	16 June 2023
Theatre	Zengin Mutfağı	Maximum Uniç Hall	15 June 2023
Concert	Cem Adrian	YBY Woods Yaşam ve Etkinlik Alanı	16 June 2023
Concert	İrem Derici	Jolly Joker	16 June 2023
Concert	Oğuzhan Koç	Jolly Joker Vadi İstanbul	17 June 2023
Concert	Nova Norda	Dorock XL	17 June 2023



# ERASMUS DIARY



**Eren Dağ**  
**4th Year Student from**  
**The Department of Aviation**  
**Management (English)**

Hello! I am Eren.

It has always made me very happy to make new friends and interact with people from different cultures. By taking advantage of the opportunity of Erasmus and studying at Zilina University in Slovakia for half a semester, I had the opportunity to visit 10 different countries, meet different cultures, and discover new places while continuing my education. As I could travel all over Slovakia for free and use the bikes for free for the first 30 minutes, I had the opportunity to explore many places, including the city of Zilina. Even in Zilina, with a population of 80 thousand, I found 3 Turkish doner kebab shops. What a small place the world really is.

You need to give importance to your studies throughout the program, make new friends, and establish good relations with your friends and teachers at school. We still stay in touch with the friends I made there. At the same time, I had the opportunity to improve my communication skills. Meeting new people has helped me better understand my own culture and different cultures.

The Erasmus experience was really special for me, and every second of it was unforgettable. If you want to take advantage of this opportunity, research the country and university you want to go before applying. Be energetic and sociable. Don't be afraid to meet new people and live every second to the fullest!

Best wishes.





# Ethnic Tastes of Istanbul

## ITALIAN CUISINE

Res. Asst. Dilek EROL

The Department of New Media And Communication

Italy is a country with a world-famous culinary culture. When it comes to Italian cuisine, the first food that comes to mind is pizza. However, Italian food has historical and geographical influences and shows regional variations. As a Mediterranean country, Italy offers a wide range of flavors, from seafood dishes to pasta varieties, from delicious dishes with olive oil to desserts. Italian food is prepared using delicious, fresh, and natural ingredients. Italian cuisine is one of the most famous and popular cuisines in the world.

Italian cuisine is characterized by the use of high-quality ingredients, simple recipes, and delicious sauces. Italian food is known for its use of typical ingredients such as olive oil, tomatoes, basil, garlic, and cheese. Especially in Italy, such dishes as pizza, pasta, risotto, frittata, and parmigiana are popular. Among the most famous dishes of Italian cuisine are the world-famous pizza, spaghetti carbonara, lasagna, tiramisu, gnocchi, pasta with pesto sauce, and spaghetti with bolognese sauce.

In Italian restaurants in Istanbul, Italian dishes such as pizza, pasta, risotto, and tiramisu are often on the menus. The restaurants serve delicious cuisine using quality ingredients and applying techniques learned in Italy. There are many options for those who love Italian food in Istanbul. Among the best Italian restaurants in Istanbul are Trattoria La Scarpetta in Beşiktaş, Agatha Restaurant in Beyoğlu, Paper Moon in Nisantasi, La Piazza in Arnavutköy, Angelina in Taksim, Mezzaluna in Etiler, and Brio Italian Restaurant in Sarıyer.

# ABOUT ACADEMIC LIFE

## PUBLICATIONS

- **Asst. Prof. Festus Victor Bekun's** article titled "Another outlook into energy-growth nexus in Mexico for sustainable development: Accounting for the combined impact of urbanization and trade openness" was published in **Natural Resources Forum**.
- **Asst. Prof. Festus Victor Bekun's** article titled "Does carbon emission react to oil price shocks? Implications for sustainable growth in Africa" was published in **Resources Policy**.
- **Asst. Prof. Festus Victor Bekun's** article titled "Do financial development, foreign direct investment, and economic growth enhance industrial development? Fresh evidence from Sub-Sahara African countries" was published in **Portuguese Economic Journal**.
- **Asst. Prof. Festus Victor Bekun's** article titled "Empirical analysis into the nexus between energy consumption, economic growth, and natural resources in D-8 bloc: evidence from panel causality analysis" was published in **Environmental Science and Pollution Research**.
- **Asst. Prof. Festus Victor Bekun's** article titled "An empirical assessment of the tripartite nexus between environmental pollution, economic growth, and agricultural production in Sub-Saharan African countries" was published in **Environmental Science and Pollution Research**.
- **Asst. Prof. Festus Victor Bekun's** article titled "Impact of COVID-19 on Bangladesh's agriculture sector and the ways forward to recovery: An overview" was published in **Journal of Public Affairs**.
- **Asst. Prof. Festus Victor Bekun's** article titled "Beyond the Environmental Kuznets Curve in South Asian economies: accounting for the combined effect of information and communication technology, human development and urbanization" was published in **Environment, Development and Sustainability**.
- **Asst. Prof. Festus Victor Bekun's** article titled "Ecological risks and innovative-investment projects" was published in **Environmental Science and Pollution Research**.
- **Asst. Prof. Festus Victor Bekun's** article titled "Testing the Mediating Role of Fiscal Policy in the Environmental Degradation in Portugal: Evidence from Multiple Structural Breaks Co-integration Test" was published in **Journal of the Knowledge Economy**.
- **Asst. Prof. Festus Victor Bekun's** article titled "Infant mortality rate and nonrenewable energy consumption in Asia and the Pacific: the mediating role of carbon emissions" was published in **Air Quality, Atmosphere and Health**.
- **Asst. Prof. Festus Victor Bekun's** article titled "Impact of financial development, trade flows, and institution on environmental sustainability in emerging markets" was published in **Energy and Environment**.

- **Asst. Prof. Festus Victor Bekun and Asst. Prof. Gizem Uzuner's** article titled "Modelling Coal Energy Consumption and Economic Growth: Does Asymmetry Matter in the Case of South Africa?" was published in **Polish Journal of Environmental Studies**.
- **Asst. Prof. Edmund Ntom Udemba's** article titled "Determinants of carbon emissions: nexus among carbon emissions, coal, agriculture, trade and innovations" was published in **Environment, Development and Sustainability**.
- **Asst. Prof. Edmund Ntom Udemba's** article titled "Assessing sustainable development with the forces of technological innovation, entrepreneurial activity and energy consumption: Insight from asymmetric and bootstrap causality methods" was published in **Energy and Environment**.
- **Asst. Prof. Onur Çelik and Asst. Prof. Edmund Ntom Udemba's** article titled "Environmental implication of international migration on high- and middle-income countries: A comparative analysis" was published in **Energy and Environment**.
- **Asst. Prof. Ali Çelik's** article titled "Testing the Price Bubbles in Cryptocurrencies using Sequential Augmented Dickey-Fuller (SADF) Test Procedures: A Comparison for Before and After COVID-19" was published in **Scientific Annals Of Economics and Business**.
- **Asst. Prof. Ali Çelik's** article titled "Examining the environmental aspect of economic complexity outlook and environmental-related technologies in the Nordic states" was published in **Journal Of Cleaner Production**.

## ASSIGNMENT-UPGRADE

- **Assoc. Prof. Yavuz ÇİLLİLER** has been appointed to the Department of Political Science and International Relations (English) as a Professor.
- **Asst. Prof. Ali Korhan ÖZEN** has been appointed to the Department of Logistics Management as an Associate Professor.
- **Asst. Prof. Alişan Burak YAŞAR** has been appointed to the Department of Psychology.



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## IGU Alumni Tracking System

The Alumni Tracking System (Metsis) has been launched to determine and follow the current status of our graduates, such as their employment and higher education careers, and to generate statistical data. Moreover, Istanbul Gelisim University aims to strengthen its relations with its graduates and contribute to their employment process through the METSİS platform. IGU alumni can subscribe to the platform for free. ([metsis.gelisim.edu.tr](https://metsis.gelisim.edu.tr))

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