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Pioneering Technology Trends - 2

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

Our previous issue has mentioned the current information about Artificial Intelligence, Internet of Things, Robotics Technology, Big Data, Blockchain Technologies announced in the United Nations' 2021 Year Technology and Innovation Report titled Leading Technology Trends 1. In this issue, we are going to continue to share up-to-date information on 5G Technology, 3D Printing Technology, Nanotechnology, Drone, and Gene Editing under Technology Trends 2. Let's take a brief look at these pioneering technologies that we often hear about in our daily life.

1. 5G Technology

With the development of technology, for cellular networks to provide more efficient and effective services, the infrastructure of cellular networks is shaped within the framework of appropriate standards, and the communication devices we use in daily life are produced along with this infrastructure. 5G is the fifth modified version of these infrastructure codes and materials. With this new generation of technology, people, houses, and cities will connect at high speed, and information will be able to be exchanged quickly with 5G.

China and the United States are leading countries in 5G research. There were 6,828 publications on 5G in the period of 1996-2018, most of them from China (981), the United States (618), and the United Kingdom (469). The biggest members are Beijing Post and Telecommunications University (203 / China), Nokia Bell Labs (98 / USA), and China Electronics Science and Technology University (78 / China). During the same period, the Republic of Korea applied for 4,161 patents (3,201), China (396), and the United States (317). The largest patent holders are Samsung Group (3.388 / Republic of Korea), Intel (117 / USA), and Huawei (108 / China).
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2. 3D Printing Technologies

3D Printing Technology is the production process of three-dimensional solid objects from a digital file. The working logic of 3D technologies is that any three-dimensional model creates the model by melting the plastic with layering technology and overwriting it. Most of the current demand for 3D printing is in the Industry sector.

The United States and China are the leading countries for 3D technology researches. Between 1996 and 2018, there were 17,039 publications on 3D technology, most of which were in the United States (4,202), China (2,355), and the United Kingdom (1,103). The largest members are Nanyang University of Technology (280 / Singapore), the Chinese Academy of Sciences (182 / China), and the Chinese Ministry of Education (163 / China). During the same period, there were 13,215 patents gotten by the USA (3,506), China (3,474), and Germany (1,454).

The largest patent holders are Hewlett-Packard (502 / USA), Kinpo Electronics (214 / China Taiwan Province) and XYZprinting (213 / China Taiwan Province). Companies commonly referred to as top 3D printing manufacturers include 3D Systems, ExOne Company, HP, and Stratasys.
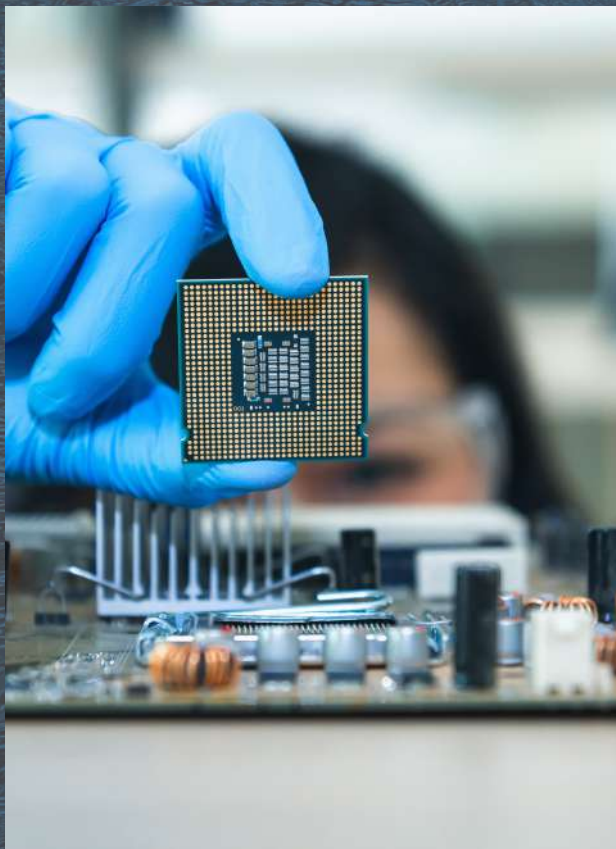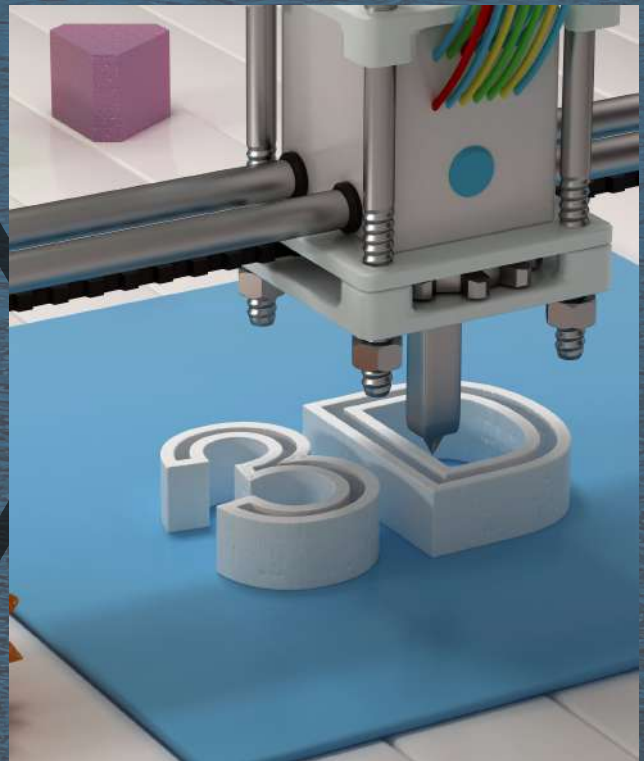
3. Nanotechnology

Nanotechnology means processing very small-sized materials. The concept of Nanotechnology was used for the first time in 1974 by Norio Taniguchi. Today it is accepted as a molecular-scale engineering branch for functional systems. Nanotechnology covers all kinds of techniques used to develop high-performance machines.

The United States and China are leading in Nanotechnology researches. There were 152,359 publications on nanotechnology between1996 and 2018; most of these found in the United States of America (46.076), then China (22.691), and Germany (9.894). In the same period, 4,293 patent files were applied by the USA (1,075), China (731), and the Russian Federation (696). The largest patent owners are Aleksandr Aleksandrovich Krolevets (117 / Russian Federation / Individual), PPG Industries (76 / USA), and Harvard College (66 / USA)

Companies commonly referred to as the best Nanotechnology companies include BASF (Germany), Apeel Sciences (United States), Agilent (United States), Samsung Electronics (Republic of Korea), and Intel Corporation (United States).

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4. Drone

The drone is a type of aircraft technology controlled remotely. Although drones were used for observation and defence at first, their use for attack after awhile caused people to identify it with war and conflict. In recent years, there is an effort to adapt drones to daily life rather than the battle field. For example, although drones are preferred in difficult and dangerous missions in many countries today, they are also used for fire extinguishing, observation, and security purposes. Drones are also used in areas such as R&D, Cargo, and transportation.

The United States of America is the leading country in drone researches. From 1996 to 2018, there were 10.979 publications on drones, most of which were from the United States (2.440), China (1.279), and the United Kingdom (631). The most important members are the Chinese Academy of Sciences (128 / China), Xidian University (103 / China), and the National Defense Technology University (102 / China). In the same period, 10,897 patent applications were made by the USA (2,995), the Republic of Korea (2,068), and France (1,481). The largest patent holders; Parrot (325 / France), Qualcomm (280 / USA), and SZ DJI Technology (242 / China).

Companies often referred to as the best commercial drone manufacturers are 3D Robotics (United States), DJI Innovations (China), Parrot (France) and Yuneec (China), and Boeing (United States), Lockheed Martin (United States), and Northrop Grumman Corporation (United States of America).

5. Gene Editing

Gene Editing Technology (CRISPR) is a technology that allows geneticists and medical researchers to add, remove, or modify DNA sequencing in various parts of the genome. It is described as the beginning of the DNA revolution and has the power to find solutions to many problems today.

The United States and China are leading countries in gene-editing research. Between 1996 through 2018, there were 12,947 publications on gene editing conducted by the United States (4,354), China (1,688), and the United Kingdom (822). The most important members are the Chinese Academy of Sciences (381 / China), Harvard Medical School (353 / USA), and the Howard Hughes Medical Institute (234 / United States). Throughout the same period, 2,899 patent applications were filed by the USA (1,908), Switzerland (214), and China (212). The largest patent holders are Sangamo Therapeutics (179 / USA), Broad Institute (140 / USA), and Harvard College (135 / USA).

Companies often referred to as the best gene-editing service providers include CRISPR Therapeutics (Switzerland), Editas Medicine (United States), Horizon Discovery Group (United Kingdom), Intellia Therapeutics (United States), Precision BioSciences (United States), and Sangamo Therapeutics, (United States).

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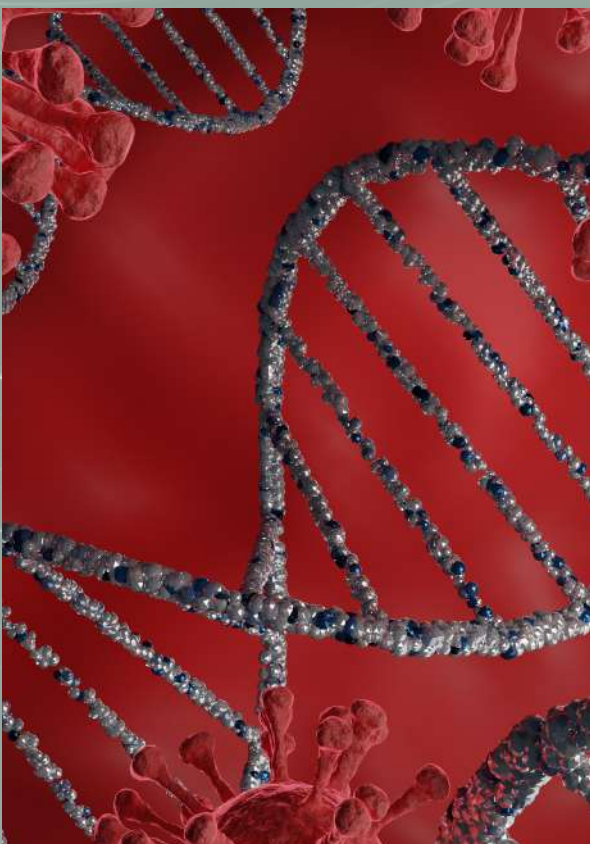
Elon Musk
@elonmusk

You can now buy a Tesla with Bitcoin

Elon Musk: "You Can Now Buy A Tesla With Bitcoin."

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

Would you have believed if someone came and said that the money in your pocket will be replaced by digital currency over time and you will be able to buy goods and services using Bitcoin? It would be hard to imagine. But there's a world that changes day by day in front of our eyes. We try to keep up with this speed unavoidably. The digital coins that are rapidly involved in our lives attract the attention of people even who have no idea about economics and finance today. For example, Galatasaray Football Club has a digital coin called "Chiliz". If you possess it, you can have a say on the team's anthem, or decide on the colors of the jersey players wear. On a much bigger scale with digital currency, as Elon Musk said, you can even buy a Tesla car with Bitcoin.

Musk announced the news on his official Twitter account with the words "You can now buy a Tesla with Bitcoin. Bitcoin used in Tesla payments will not be converted into another currency; it will be used as Bitcoin.". Bitcoin was around $54.000 before Musk's announcement and immediately rose to $55.371 after the announcement. It increased by 3 percent in the 24 hours following the announcement. Bitcoin, which attracts the attention of young people in particular, gradually increases this current interest with the statement made by Elon Musk on his official Twitter account. Although the future is uncertain, it is foreseen that the currency will be talked a lot about, given the developments that have taken place.

The Other Side of the Coin

After Elon Musk's statement, many countries and companies have expressed that payment can be made with Bitcoin. For example, Royal Motors, the distributor of Rolls-Royce and Lotus brands in Turkey, announced that it would accept the purchase of crypto money. However, although the developments in this new world, where our consumption habits and payment systems are radically changing, concerns arise from another aspect. According to the written statement made by the CBRT, it was decided that crypto assets cannot be used in payments due to the risks such as non-regulations they possess, irregularity of increases/decreases in their values, decentralized structure, the vulnarability of being used illegally without the knowledge of the owners and being used in illegal activities. Platforms offering trading, custody, transfer or issuance services of crypto assets or transfers of funds from these platforms related to payment and electronic money institutions have been prohibited. Following this statement, the question comes if Bitcoin is really only banned for security reasons. Are the states that cannot easily give up an established economic system worried about being restricted from the areas they dominate? There were the concerns of "deterioration of the government-generated fiction" in the line spaces of the $2.8 billion penalty that was cut for "unfair competition in the payment systems sector" to the e-commerce company Alibaba by Chinese Competition Authority. In all of these developments, Bitcoin's value decreased by 3% in just one day. With this diminishing, the future of digital money arouses quite interest.

EXPECTATIONS OF NEW GENERATION INVESTORS AND FACTS

Res. Asst. Zülal SEZİCİ
The Department of Business Administration

According to the Data Analysis Platform (Veri Analiz Platformu), the number of investors in the Istanbul Stock Exchange (BIST) reached 2.540.658 as of April 2021. This number, which was realized as 1,682,511 just last August, has demonstrated a 51% increase in eight months. Although the leadership in terms of Portfolio Value and Number of Investors is in the age group above the age of 35, the number of individuals under the age of 30, who started to trade in the market, which is growing day by day, is striking in the statistics. So, is this the case in the rest of the world? When we look at the investor statistics of the world stock markets, we can talk about the existence of an exponentially increasing interest in the Stock Exchange in general and in the Capital Markets. Although this has changing factors for every country and market, it is possible to talk about factors and trends that affect the whole world.

The main reason globally is, of course, advancing technology and the fast-moving consumption craze. What we call fashion is not only the compass of the clothing industry, but also it is an authority that has a word in every aspect of our lives, from technology to our daily choices of words.

The presence of figures like Elon Musk supports combining technology and finance with the fastest and craziest innovation idea that brings the highest returns. Investing is a compulsory act for the people, especially those who are living in high-inflation countries such as Turkey because it is very important to ensure preserving the value of their available assets at least against inflation. This movement against the capital markets is a positive development for our country, where investments other than gold, foreign exchange, and real estate have not been generally adopted for many years however, the worrying situations for Turkey are that people's motivation on making high returns in such small period rather than thinking this as a long term investment.

In our country, where the rate of financial literacy is quite low when the Capital Market is mentioned, the first and only thing that comes to mind is the Stock Market. However, the riskiest products among capital market instruments are common stocks along with secondary products. People see the stock market as a medium that they spend a short time there and can earn high profits only with speculative moves. The data indicates that the average period of being held of shares in BIST is around 3 months, whereas, in developed markets such as the United States, it is 13 months. People need to realize that stocks are the investment tools, and these 'papers' signify that they are now a partner of the company.

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However, they do not even bother themselves to examine the financial statements from the investor relations section of Public Disclosure Platform and the companies' sections. Of course, making investments based on certain sensations and technical analysis rather than a process that includes national and international political and economic factors, sector and then company-specific financial analysis, which we call the Fundamental Analysis does not give healthy results. Although based on the essential principle of "History repeats itself", technical analysis is never unnecessary and unreal, it is not an analysis that anyone can do without training, and it should not be trusted without common evaluation with the fundamental analysis. As all economics-finance academics and professionals repeat over and over again there are fundamental questions that they have to ask themselves before making any investment decision.

First of all, the person should determine what he/she is investing for, what his/her goal is, and how much return he/she wants to earn; it will be prominent to determine the return should be above how many points of inflation. The second most important question is about how high the person's risk tolerance is. Of course, it is one of the most basic finance principles high returns require high risks. Experts recommend you to set this as a rate that is not a sobering thought. The third and final question is a control question, "Have I created a well-diversified portfolio?" The purpose of diversification is to distribute risk. If you create your portfolio from a single product or a single type of a product -yes- if things go well, you can earn serious amounts, but let's say you bought a single stock, and there were very bad news and rumors about the company, so the stock prices of the company have crashed, in this scenario you do not just lose the profit you made but also the capital you invested. Actually, it is recommended not only to create a portfolio with negatively correlated stocks but also to create a diversified portfolio with different capital market products. That is like dividing your money into four with the intent to buy gold, mutual funds, and foreign exchange, and invest a part of it in a deposit account. It requires an important amount of money, time, and knowledge to monitor the stocks selected by the investor and conduct regularly their fundamental and technical analysis. At this point, investing in the already prepared mutual funds is cost-effective and riskless since the investor needs an amount of time and financial literacy to constantly monitor the stocks they have chosen and make their fundamental and technical analysis regularly. With these funds, investors can invest in professionally managed and diversified portfolios, even if they have small amounts of savings.

Finally, the exchange market is not a gambling house, nor stocks are playing cards. The stock market is an investment channel, that is necessary to think about it in the long term. Let's work to reach our goals without getting caught up in empty dreams. Let's not forget that there is no bread without effort.

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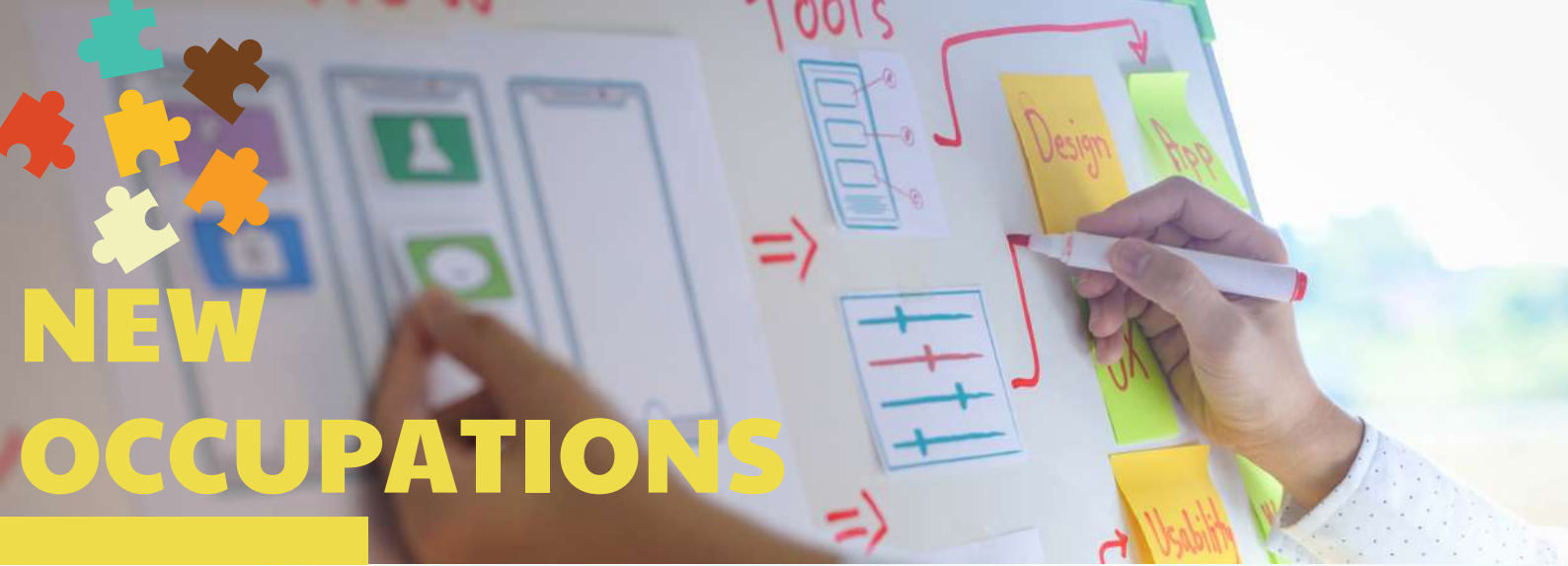
NEW OCCUPATIONS

What Does a UX Designer Do? What is UX Design?

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

User experience is a term that is usually expressed in short as UX. The term was coined in the early 1990s by the cognitive scientist Donald Norman who worked for Apple. As a way of encompassing all aspects of the user's experience with the product and service, especially design, graphics, interface and interaction, Norman used the term "user experience" to cover all the different elements that determine how a user feels when interacting with a product.

User experience (UX) design is simply about making the user's product experience as good as possible. It aims to attract people to a particular website, then to make the journey as easy and enjoyable as possible from the moment to be reached the website to the homepage to the purchase of the product, and to provide a seamless user experience. Design in user experience design focuses on how to improve the user's interaction with the product and service in terms of utility, ease of use and efficiency. UX design encompasses the designing of the entire process by a team, from the acquisition of products and services, to providing users with meaningful and relevant experiences in terms of branding, design, usability and functionality.

UX is a broad umbrella term that can be divided into four main disciplines: Experience Strategy (ExS), Interaction Design (IxD), User Research (UR), and Information Architecture (IA).

Experience Strategy: It is about designing a holistic business strategy that includes the needs of both the customer and the company.

Interaction Design: It is related to how the user interacts with a system, taking into account all interactive elements such as links, page transitions, images, sounds, and animations. Interaction designers try to create intuitive designs that allow the user to effortlessly complete what they want to do.

User Research: At this stage, UX designers conduct surveys, interviews, usability tests and create user personas to understand the end user's needs and goals. They collect both qualitative and quantitative data and use this data to be able to do the best design.

Information Architecture: It is essential to organize information and content in a meaningful and accessible way and to help the user navigate around a product. Information architects consider the relationship between different content sets to determine the information architecture of any product.

They also pay close attention to the language used; they make the language both persuasive and consistent. Apart from these four disciplines, UX design is also related to many fields such as sociology, psychology, communication design, computer engineering, marketing, and industrial design.

What Does a UX Designer Do?
A UX designer is part of the team working to make products and technology available, fun, and accessible to people. The priority of the UX designer is to consider what is good for the user and user experience. UX designer investigates whether designing a new product, developing a new feature, or making changes to existing products / services improves the user experience and whether they benefit the business.

User experience design has a wide range of business areas, and the need for UX designers is increasing day by day in almost every industry. In addition to designing websites, mobile applications and software, UX designers also conduct research and applications for AR (augmented reality) and VR (virtual reality) devices to provide an experience that meets users' expectations. User experience design has four basic stages, including user research, design, testing and implementation. With these stages, UX designers try to improve product, service, application or website experience of users. Some of the tasks expected from a UX designer can be listed as follows:

- To conduct user research
- To create user personas
- To determine the information architecture of a digital product
- To design user flows and templates
- Prototyping and wireframing
- Performing user testing

In Turkey, there is no university that provides an undergraduate level education for raising user experience designer. For this reason, those who want to become 'user experience designers' need to train themselves, considering that this field is an interdisciplinary field. After starting to work in the field, in order to receive the title of 'user experience designer', they must work at the jobs such as project manager, user researcher, interaction designer or have genuine knowledge about them. In addition, they should improve themselves by working in the sector for a certain period of time.
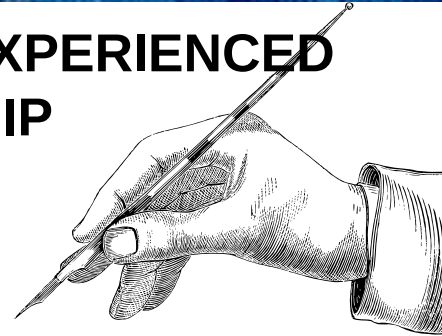
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CULTURE-ARTS-LITERATURE

CRITICISM TO YOUNG WRITERS FROM EXPERIENCED WRITER: THE FEAR OF SELF-CENSORSHIP

Res. Asst. Ercan Tugay AKI
**The Department of English Language and Literature**

According to the British novelist Kazuo Ishiguro, who is one of the most famous writers of postcolonial and postmodern literature, young authors are self-censoring themselves out of "fear". Sir Kazuo, who won the Nobel Prize in Literature in 2017, emphasizes that the "climate of fear" discourages people from what they want to write and the anxiety of being lynched by social media trolls is dominant among the authors. Ishiguro, in his interview with the BBC, says that writers "should feel free to write from whichever viewpoint they wish or represent all kinds of views. Right from an early age I've written from the point of view of people very different from myself. My first novel was written from the point of view of a woman." He states that young writers, who have not yet been able to establish themselves, have avoided some points of view in their articles and subsequently removed some of the characters they had previously planned to include in their writings. Ishiguro also warns us that this situation has become rather dangerous and says that the young authors have every right to be afraid and not to take any risks because their careers and reputations are more fragile in today's world. When he's asked whether he shares these concerns or not, the famous writer says "I think I'm in a privileged and relatively protected position because I'm a very established author. I'm the age I am. I have a reputation. Perhaps it's an illusion but I think I'm protected." Ishiguro, stating that there is no subject he would hesitate to write and no perspective he would avoid adopting, calls for "a more open discussion" about lynch culture and freedom of speech. He believes that authors should be able to freely write what they want to write about.

In a career spanning four decades, Ishiguro, who received a knighthood by Prince Charles in 2019, has written eight novels and one book of short stories. *The Remains of the Day* won the Booker Prize in 1989 and was turned into a film starring Sir Anthony Hopkins. It was nominated for eight Oscars. *Never Let Me Go* is his another book which was adapted for the big screen in 2010.

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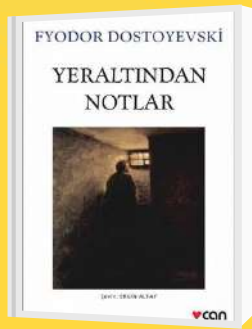
**Res. Asst. Bilge İPEK**
The Depatment of Radio, Television and Cinema

A BOOK

NOTES FROM UNDERGROUND

Fyodor Dostoyevsky's *Notes from Underground* is like the harbinger of the author's recent novels *The Idiot, Crime and Punishment, Demons,* and *The Brothers Karamazov.* Because the way of the anonymous narrator, who is skilled in looking within himself, looks at himself and the world in this novel, also determines the shape of his emotions. A person is shaped in flesh and bones with Dostoevsky's pen, confronting dark sides, most of all, facing himself, being conscious at all times is to add burden on his own burdens without stopping. There are reasons that shape the dynamics of every outcome. This is the case even though we, readers, do not know them. The novel comes in a form that breaks the classical novel understanding of the 19th century. Understanding of, first, the cause and then the effect is demolished in this novel. The first main part of the novel, Underground, describes an anonymous novel persona, and the second main part of the novel, Under Sleet, describes how he became to be like that. The underground man, who escapes from himself and people and is in a mode of disappearance. The novel, *Notes from Underground,* constitutes the essence of Dostoyevsky's understanding of the novel, which has influenced almost all of the 20th century modern literature. It is a mysterious door to Dostoyevsky.

A MOVIE
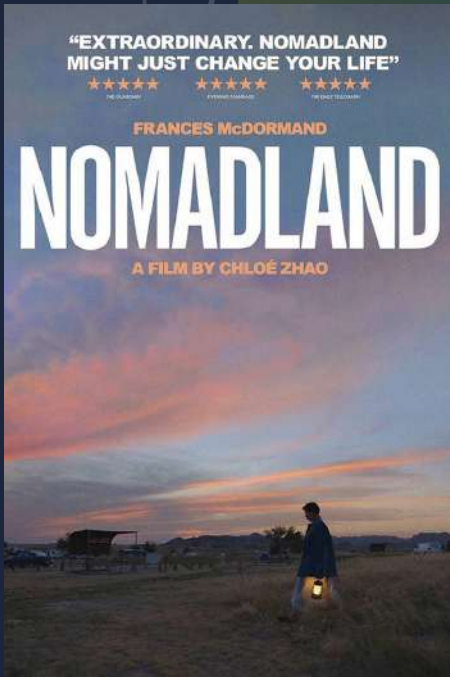
NOMADLAND
CHLOÉ ZHAO

Considered one of the most important directors of American Independent Cinema, Chinese director Chloé Zhao's feature film Nomadland became one of the most talked about productions of 2020. Nomadland, which received awards from many film festivals, also received the Golden Lion, an important award in the field of cinema. The film, Adapted from Jesica Buruder's book *Nomadland: Surviving America in the Twenty-First Century*, explores the impact of the 2008 economic crisis in America through the character of Fern (Frances McDormand). After losing her home and job following her husband's death, Fern struggles to survive by living in a small caravan. As a sort of modern nomad, the people Fern encountered and her experiences in her struggle, open up an area where the importance given to material life is questioned for the audience. The film, real-life people feature as actors, is a work that should not be missed, with the "realistic" atmosphere it reflects, blending the documentary-fiction genre successfully.

A SERIES

LEYLA AND MECNUN
ONUR ÜNLÜ, EYÜP BOZ,
MURAT ONBUL

If there is love, there is no reunion: Romeo and Juliet, Kerem and Aslı, Ferhat and Şirin, and finally Leyla and Mecnun... Feeding on the vein of these legends, the series Leyla and Mecnun appears as an original production of Turkish TV series' history that blends these traditional accumulation with the absurd reality of the modern. Creating immortal characters such as Mecnun, Brother İsmail, Erdal Bakkal, this series feeds on literature and develops a style embellished with fantastic elements. Achieving a unique tone, this series complements a universal subject, the love with black humor. This series, which was broadcasted on TRT 1 in 2011, constitutes 3 seasons and 104 episodes. What happened to this long-run black comedy series shows the positive bond that the audience establishes with the series. As a serial resting and feeding the mind, Leyla and Mecnun offers the audience a unique experience in the history of Turkish TV series.

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IF A PHILOSOPHER SPEAKS WITH A PHILOSOPHER

DESCARTES AND PYRRHON

Emre ERGÜN
Sociology Department Student

Parallel World…

This world is a kind of utopian world.All people who have run out of time in the world are sent to this world. Resources and possibilities are unlimited; therefore there is no rich and poor in this world. Everyone lives as they wish. There is a skill called "common language" in people who come to this parallel World. This skill allows to understand people who do not speak the same languages. In the parallel World, cities are indicated by the letters of the alphabet. There are cities from A to Z. If the number of people increases too much to fit in these cities, new cities are formed until A1, B1, C1… Z1 and this cycle continues like this.

City G, time is 12:30, the weather is sunny and the temperature is 21 degrees Celsius:

Descartes finished his preparations and left his house calmly. He has been living in a neighborhood lined with detached houses. Three days ago, he arranged a meeting to have a conversation with Pyrrhon, whom he had accidentally encountered at a book fair.

A cafe in the city of G. On table number 11:

Pyrrhon already seemed to have come. Descartes approached modestly and said politely:

Descartes: I hope I didn't make you wait long.

Pyrrhon coolly said:

Pyrrhon: Welcome, Mr. Descartes. It would not be right for me to express my opinion on the lengthiness or shortness of the waiting period.

The reason these two philosophers met here today was to try to understand each other's philosophical ideas. The aim was not to discuss, but to try to understand each other. First of all, they offered a cup of coffee. For a while, ordinary conversations passed between them, and finally Pyrrhon got to the point:

Pyrrhon: Mr. Descartes, I know nothing about you until I came to the parallel World, as we have been in two very different periods with you. After you came here, I heard that you are "the founder of modern philosophy". So that, I wanted to meet you. Can you tell me something about your thoughts? I am curious about the thoughts of a person who has left such a mark in the history.

Descartes listened calmly at first, took a sip from his coffee, and began:

Descartes: First of all, I must say that I am honored to meet you here. If my ideas have contributed to humanity, it is an honor for me as well. As for my opinions… I think my biggest difference was to handle the subject I was discussing in a methodical way. I tried to get information on the basis of methodological doubt. As Pyrrhon listens calmly:

Pyrrhon: Could you explain a little more about that. How exactly did you get the information you mentioned?

Descartes: Of course, it is not possible to explain everything in detail here, as I have written in my books, but to summarize I can say:

Have you ever thought that everything we perceive through our senses can be an illusion? For example, in our dreams, we do things similar to our daily everyday lives. We go to a cafe, offer a cup of coffee and chat with our friends. Everything seems normal, but we wake up later and realize that what we have just experienced was a dream, an illusion. Now think, what if you're dreaming right now and everything you're experiencing right now is an illusion? How can you convince yourself that this is not happening? Another question: What if we are a figure in someone else's dream? How can we be sure of our existence and what we know? That's where I started out, doubting everything. However, I have no doubts about one thing. It is also that I "doubt". So I came to the following conclusion: Even if everything I know and experience is an illusion, only one thing is real; it is "my thinking", in other saying I am thinking. Even if I was wrong, at least I had a mind that was wrong. In this case I accessed the obvious knowledge that existed: "I think, therefore I am."

Real knowledge is the information that I access through the mind, and I don't doubt it. Later, I revealed the knowledge of the existence of God and the existence of my body with the information I have obtained in my mind.

However it is not possible for me to talk about all of them, I can roughly explain my thoughts and ideas like this.

There was a silence between the two for a while.

Descartes: I would like to ask you with your permission. What was your thinking in the time period of time that your live in?

Pyrrhon first took a sip of his coffee and began to speak calmly:

Pyrrhon: Do you see the coffee I hold in my hand? I have no doubt about the existence of this coffee that I hold in my hand, contrary to your opinion.

What I'm skeptical about is, for example, is this coffee sweet or not? My suspicion is rather related to the possible answer to that may be given to such a question.

Pyrrhon: Many customers have tasted this coffee that you have seen in my hand, right? If we had a chance to go and ask them: "Is this coffee sweet?" many of them would have given different answers. Some may come out and say, "Yes, it is sweet" or vice versa. In such a case, I suspend their decision. So I do not have any exact opinion. I am equidistant from the sweetness or non-sweetness of this coffee. This coffee is no more likely to be sweet than not; Likewise the possibility of not being sweet is not strong then being sweet.

I can simply summarize my position in situations like this as "One is not more than the other."

Descartes listened quietly and shook his head as though he understood:

Descartes: I agreed that we think quite differently on this subject. You will probably not come to a firm conclusion that we think differently, though. Although we think differently, I think I understand your views.

The conversation of these two ended after a short while. These two precious philosophers who have respectfully listened to each other, left the cafe and continued their lives in parallel Worlds.

COGITO ERGO SUM

MOVIE REVIEW OF THE MONTH

ISTANBUL TALES...

Assoc. Prof. Remziye KÖSE ÖZELÇİ
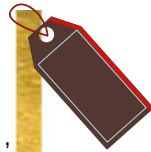The Department of Radio, Television and Cinema

YEAR: 2005
TIME: 99 MIN.
DIRECTOR:
ÜMİT ÜNAL, KUDRET SABANCI, SELİM DEMİRDELEN, YÜCEL YOLCU, ÖMÜR ATAY
IMDB: 7,4

"İstanbul'da Facia-i Aşk", made in 1922, is the first Turkish movie in which the name Istanbul is mentioned. However, although its b name is not mentioned on posters, the daily and cultural life of Istanbul and Istanbul have always been involved in most of the films shot in Turkish Cinema, as both characters, the main or the figurant. After all, as Karin Karakaşlı said, Istanbul is considered a hometown in itself. Not only because it is big, but because there are many lives in each corner that are unaware of one another and tangent to each other. The city is also very cosmopolitan in terms of accommodating social, cultural, religious, political and sexual differences and different styles of life. As a matter of fact, no city, especially cities with a long history and civilization like Istanbul, is not homogeneous. In this context, the destiny of Istanbul is a fiction on multiculturalism.

The 2005 film "Istanbul Tales", which starred many famous actors like Altan Erkekli, Özgü Namal, Yelda Reynaud, Fikret Kuşkan, Vahide Gördüm, Azra Akın, Mehmet Günsür, Erkan Can, Şevket Çoruh, Güven Kıraç, Çetin Tekindor, Nurgül Yeşilçay , was written by Ümit Ünal and directed by five different directors (Ümit Ünal, Kudret Sabancı, Ömür Atay, Selim Demirdelen, and Ümit Yolcu) based on Grimm Tales and their own perspectives, begins with the sentence quoted from J. L. Borges: "Destiny takes pleasure in repetitions, variations and symmetries.".

In Istanbul Tales, people who seem independent but are very much interrelated with each other meet on the streets of the same city, hence in its cultural atmosphere. The leitmotif that connects this story and people is the common urban culture and perception itself. In the opening sequence of the film where myth and reality are intertwined the storytellers (there are more than one narrators in the movie: Darbukacı Erkan, the dwarf and the little girl) introducing the main characters of the film give tips that the audience will wander in a fairytale land. In the voice of Darbukacı Erkan (Erkan Can), it is stated that the hero of the tale is Hilmi Abi (Altan Erkekli) and that there is love, betrayal, revenge and every trick in this tale.

Everyone lives their own time in Istanbul, the city of belonginglessnesses. They take on different roles (Hilmi as Pied Piper of Hamelin, İdil as Snow White, Banu as Cinderella, Saliha as Sleeping Beauty, Melek as Red Riding Hood), just like the fairy-tale characters in the movie "Istanbul Tales". Even though the main characters of the film are based on world-renowned fairy-tale characters, both the subject and the buyer of the film "Istanbul Tales" are the city itself. Istanbul, where shelters or destroys hopes, is the leading actor that shapes in flesh and bones like a "child caught in the middle" or a "woman who cannot be shared".

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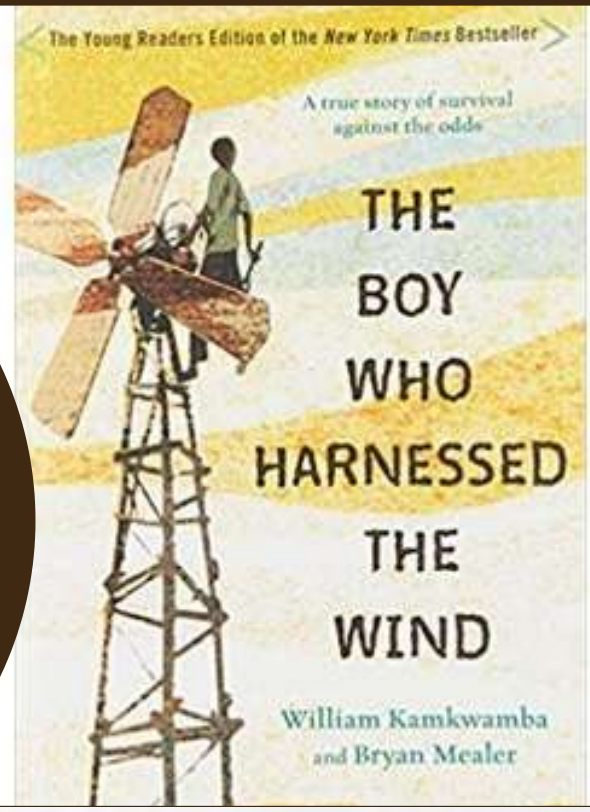
THE BOY WHO HARNESSED THE WIND

ASST. PROF. PELİN EKŞİ
THE DEPARTMENT OF TURKISH LANGUAGE AND LITERATURE

"I tried, I did."
Bicycle parts and tires are found from the junkyard, broken light bulbs, beer and beverage cans, old batteries, washing lines, trees... What you think can be done with them?

With these simple parts, a 13-year-old boy makes a windmill in a country called Malawi in Africa, and with this windmill, he supplies first electricity and then drinking water to his village. Here is the autobiographical story of William Kamkwamba, The Boy Who Harnessed the Wind.

William was the only son of a low-income family with seven children. He survived two major famines and malaria and could not attend secondary school due to starvation and lack of money. He didn't leave his village before he invented this wind turbine. He has never used a computer and, of course, never had the Internet. Although he loves school and learning, he cannot continue his education, but he decides to go to a library close to his village and read a book. This is a turning point for him. Although his English is not very good, he reads especially physics books using pictures and tables. From one of these books, "Using Energy," he learns that wind turbines generate energy and pump water. The water means the end of the drought and the starvation of the village. So he decides to build a wind turbine.

This story, which was later adapted to the cinema, tells about what a child has achieved thanks to combining the physics books he read in the library with his imagination and spirit of struggle. The tenacity and determination of a 13-year-old boy changed the life of a village.

This book is neither just a good story nor just a success story. It also shows what reading, dreaming, and struggling to realize our dreams can change in our lives.

Fluent, inspirational, and promising, this book is a piece that readers of all ages can read. Although the book is adapted into a movie, reading William Kamkwamba's story in his words is much more impressive. Bryan Mailer contributed to the story of Kamkwamba as a co-author. Originally titled The Boy Who Harnessed The Wind, this book has been translated into Turkish by Burak Eren.

EDUCATION RESEARCH

Psycho-Social Situation of Foreign Students and Cultural Competencies of Academic Staff

Res. Asst. Merve SEVEN
The Department of Psychology

The scientific research project, which is aimed to determine the psycho-social status of foreign students studying at Istanbul Gelisim University and the cultural competencies of academic staff, was conducted by a research team consisting of Assoc. Prof. Mustafa Uluçakar, Vice Dean of our Faculty and member of the Political Science and Public Administration Department, Assist. Prof. Yeşim Koçyiğit, Vice Dean and Head of the Department of Business Administration, Assist. Prof. Zeynep Şentürk Dızman, member of the Department of Sociology, Cantekin Cora, graduate student in Health Management Department and Merve Seven, Research Assistant in Psychology Department.

According to the results of the research using the mixed method (quantitative/qualitative), the foreign students described the cognitive and responsibility demands that the university expected from them as high, and the faculty members supported this finding by expressing that the students had serious academic problems.

It is among other findings that the foreign students have difficulty in adapting to the Turkish educational culture and that they have problems with friendship due to their tendency to act individually or with a small group of students from cultures close to them. Faculty members stated that these adaptation problems have a negative effect on students' psychology and they have observed behavioral disorders (aggressive behavior, timidity, loneliness, etc.) in some of the students.

Another finding is that 71% of the students are unemployed and 42.3% of them have economic difficulties by living on an amount of $200 or less. Despite these difficulties, it was observed that the students participating in the study perceived the cultural competencies of the academic and administrative staff of our university equally and at a good level. In addition, 92.7% of students have stated that after they come to Istanbul, the quality of their life is either increased or remained unchanged, 39.2% of them reported that they intend to stay in Turkey, while the students in a very small group (4.4%) told that they plan to leave immediately after their graduation.

In addition to these positive findings, it was determined that 84.6% of the students do not smoke, 58.2% do regular exercise, 80.7% know 2 languages or more, and that the majority of their parents have high school education and above. In the study, suggestions were made for our university to alleviate the difficulties experienced by the students.

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# ENTREPRENEURSHIP AND INNOVATION

What is Guerilla Marketing?

Res. Asst. Aydan ÜNLÜKAYA
The Department of Advertising

The uncertainty created by the transformations that comes with globalization forces businesses to produce more value and to adapt rapidly to these transformations. Accordingly, vast enterprises try to maintain their competitive advantage within traditional marketing methods and trend understanding. On the other hand, small and medium-sized enterprises have started to adopt more innovative guerrilla marketing approaches, consisting of low-cost strategies to succeed in the competitive environment and make a difference.

Guerrilla marketing, which has guerrilla war tactics in its origin, is a marketing method aimed at diverting attention, as in guerrilla wars. In this context, advertising messages create "instant, catchy, striking and rapid effects" on consumers. The guerrilla war tactic that emerged in the Spanish resistance against Napoleon in 1807-1814 is described as the weapon of the weak. This tactic means eliminating the enemy without alerting that there is a military.

The guerrilla marketing method aims to contribute to brand awareness by using techniques other than traditional marketing methods. Advertising campaigns made with this marketing method, which suddenly confronts consumers in their natural environment with creative ideas, are generally cost-effective, creative, and innovative strategies. The purpose of these strategies is to ensure the rapid spread of the message among consumers, establish a connection between the consumer and the brand, and indirectly affect the consumer's purchasing behavior.
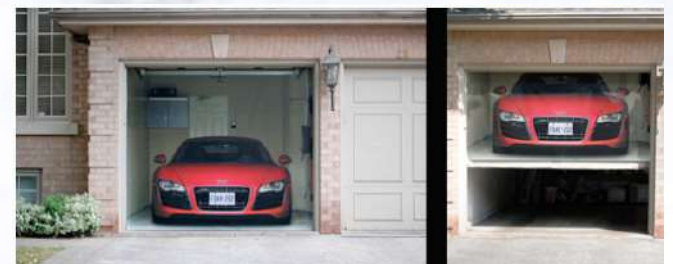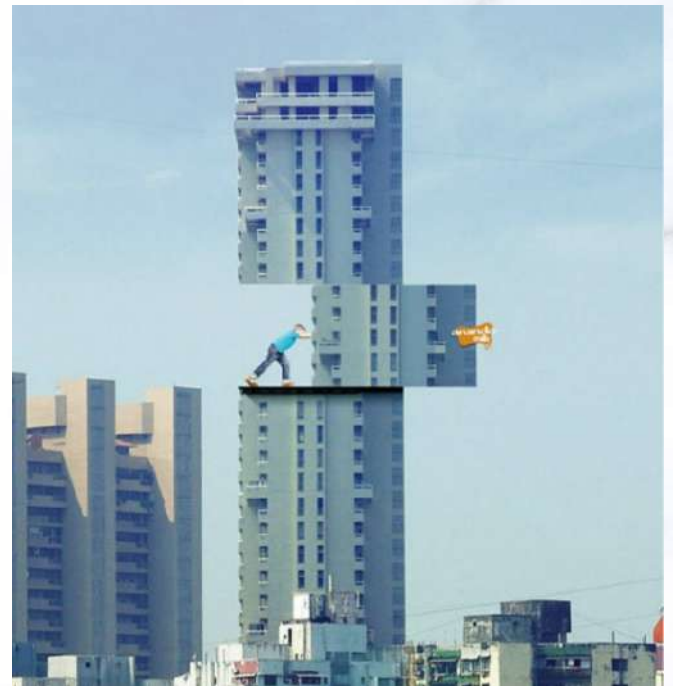
GUERRILLA MARKETING

In guerrilla marketing, first described by Jay Conrad Levinson in 1984, the creative idea must have a characteristic that can be used by all elements in the marketing mix communication and adapted to the whole mix utilizing certain symbols bearing this idea. This means that many communication combinations such as advertising, public relations, and internet advertising are strategically designed to be found in places where competitors do not reach by surprising the target audience in every environment by guerrilla marketing. The primary purpose is to get the target audience differently in a short time while ensuring that the creative idea has a long-term and developable theme. Therefore, although this method seems instantaneous, it refers to a long process.

Today, thanks to the interaction enabled by web 2.0 and web-based applications, an advertising message created in the context of a guerrilla marketing strategy can spread rapidly among consumers by creating a viral effect. Businesses can contribute effectively to brand awareness at no cost with only a creative advertising message.

Interest in guerrilla marketing is increasing day by day. For this reason, besides it provides opportunities for small and medium-sized enterprises to compete, large-scale enterprises have started to use this method frequently. For example, McDonald's has painted the lines on the pedestrian crossing yellow and presented its French fries at an unexpected moment for the consumers and has successfully attracted attention. Colgate has placed toothbrush-shaped wooden sticks into ice creams to remind you of the importance of brushing teeth. Another remarkable example of guerrilla marketing is Nestle's work showing the half-opened form of Kitkat chocolate by painting a bench. On the other hand, Folgers Coffee stuck a cup of coffee stickers on the manhole covers in New York and created the impression that there was smoke coming from the coffee. As you can see, brands can make very successful campaigns with just one painting, sticker, or stick.

Click to view more guerrilla marketing examples.

Click to access resources.

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Famine of Container

Asst. Prof. Kadir MERSİN
The Department of International Logistics and Transportation

Today, maritime transportation constitutes 83% of world trade. Certainly, the reason of the widespread use of maritime transportation can be attributed to being the cheapest mode between ports or having the advantage of no transit and no custom clearance necessities. However, despite these advantages, maritime transport is not completely isolated from external influences. Just as in the pandemic has affected other industries, maritime transport has also been affected by pandemic by breaking out of container shortage.

The container shortage, which was being experienced before the pandemic period, although to a lesser extent, together with the pandemic folded and led to crises in world trade. As a matter of fact, in the early stages of the virus, with China's closure, a 1.7% decrease in world trade in the first 11 months of 2020 had been observed. China had assumed that this decline in trade would continue and consequently it had restricted container production. However, the status did not turn out as expected and people started working from their homes with the new style of business life. As a result, consumption continued as it was and even increased with new consumer behaviors. While this increase in demand was taking place, China started collecting containers and this caused many containers to cross the China-USA line. This situation, which still continues today, is not happening as China expected since the containers exported to the USA are not returning to China.

According to the experts, the decrease in the number of workers in US ports, the decrease in the number of working ship operators and consumer purchasing changes caused the returning of only 4 out of 10 containers shipped from China on time. Of course, the US ports want to hold the containers and this is another reason for non-returning containers. Despite these problems, the solution approaches offered in China are to work together with international carriers. Additionally, after the first increase in consumption last year, the increase in container production volume continues but according to the experts, the problem is not due to the decrease in production but in the fact that the containers are not in the desired place at the desired time. In the forthcoming periods with a decrease in the number of containers to be retired and an increase in production volume, an increase of 6.5% is expected in global containers. Yet a question of when the container shortage comes to an end with a solution, cannot be avoided.

Understanding the Unending Russia-Ukraine Crisis

Assoc. Prof. Emine AKÇADAĞ ALAGÖZ
The Department of Political Science and
International Relations

The Russia-Ukraine crisis that started in 2014 is, once again, at the top of the global agenda, after the killing of four Ukrainian soldiers by the pro-Russian separatists on March 26, 2021. To better understand this crisis, it would be useful to touch on the roots of the problem between Russia and Ukraine.

In 2013, then-President of Ukraine, Viktor Yanukovych announced that he suspended a deal for greater economic integration with the European Union to prevent Ukraine's strategic rapprochement with the West. His decision led to the biggest anti-government protest since the 2004 Orange revolution. Yanukovych's decision to forcefully stop the protesters backfired and he had to flee to Russia as the protests went out of control. Some clashes also took place between pro-Russians and pro-Westerns during months-long protests. The tension later spread to Crimea and Donbas. Trying to salvage its lost influence in Ukraine, Russia invaded and annexed Crimea in 2014 despite international condemnation and sanctions.

Visual Source

Moreover, pro-Russian separatist groups supported by Moscow attacked pro-government troops in Donetsk and Luhansk (Donbas) regions where Russian-origin people predominantly live and they formed autonomous administrations in these regions. Despite the Minsk Protocols and subsequent cease-fire agreements, the violence has never really ended. The Russian army's military build-up on the Ukrainian border has once again triggered the conflict. The killing of four Ukrainian soldiers on March 26 for which Kyiv quickly blamed Moscow added fuel to the conflict. Russia denied involvement and warned Ukraine that its provocations could start a war. After the massive build-up of Russian troops near the border, the US, NATO, and the EU reiterated their support for Ukraine's territorial integrity. Finally, Kyiv announced its intention to begin joint military drills with NATO troops within a few months on April 3, 2021, despite Moscow's opposition to such a move. This tense situation raises concerns that a new and large-scale war might erupt soon.

The Future of Migrants and Refugees After the Pandemic Period

Res. Asst. Elif ŞAHİN
The Department of Political Science and
International Relations

The year 2020 was especially hard for migrants and refugees trying to go to Europe. Before the coronavirus outbreak, Turkey's one of most important agenda items was the desperate waiting of migrants and refugees at the Turkish-Greek border. Thousands of migrants and refugees gathered at the Turkish-Greek border to make it into European Union. On February 27th, the government of Turkey announced that Turkey will "open doors" and will not stop refugees and migrants from attempting to cross into Europe. However, as coronavirus started to pose a serious threat to Europe, many countries have gone into lockdowns and issued restrictions. At the end of March, it was decided to remove these people from the buffer zone between the two countries due to the fear of the pandemic spreading. Afterward, those migrants and refugees were quarantined in various places and dormitories for 14 days. After their quarantine processes were over, people began to get freed to different provinces randomly. Now, one year has passed since the outbreak of the COVID-19 pandemic. As the pandemic has changed the international agenda, it caused the refugee problem to remain in the background.

Today, the situation of illegal or registered refugees or immigrants who dream of reaching Europe is still uncertain. Besides, during the pandemic migrants and refugees, who spread to different parts of Europe, have struggled with higher levels of unemployment and poverty. After the crisis, it is seen that there is a new rapprochement between the European Union and Turkey. With these new developments, the issues about the future of refugees and migrants and their integration processes are expected to remain on the agenda in the coming years.

Regarding the bettering of the health and difficult living conditions of those refugees and migrants, it is obvious that Turkey shows a great effort. However, the joint action of Europe and rich Gulf countries in the context of international policies is of great importance when it comes to the future of refugees and migrants. With the effect of the pandemic, although it seems a slight likelihood that this urgent issue will be brought into the international agenda, anti-immigrant discourses and sanctions are needed to be reconsidered on an international scale. Unless structures and agreements are not set in between countries to provide unified acting, it is evident that the immigration problem will deepen in the upcoming years.

Health-Psychology

EXPLOSION OF PRECOCIOUS PUBERTY

Res. Asst. Fatma Betül YILMAZ
The Department of Psychology

The incidences of precocious puberty are increasing every year in our country as well as around the world (Yeşilkaya, 2020). Could the coronavirus pandemic exacerbate this already worrisome situation?

Some of the latest studies done in Italy show that the incidence of precocious puberty has increased dramatically in the last year (Stagi et al., 2020; Verzani et al., 2021). Stagi and colleagues, who compared the cases of the last 5 years, found that the rates of early puberty increased during the pandemic. Moreover, there was an acceleration of prognosis in the children who already had a diagnosis. Researchers explain this situation with the increase in the body mass index and the rising usage time of electronic devices among children in the time of Italian lockdown. (Stagi et al.,2020).

Precocious puberty can be defined as occurrance of puberty-related changes before the age of 8 in girls and 9 in boys (Antoniazzi and Zamboni, 2004). Among the causes behind it are considered obesity, consuming food high in hormones such as junk food and fast food, also exposure to plastic and scented cleaning agents. If the adequate precautions against precocious puberty are not taken short stature in adulthood and psychosocial problems may be encountered (Andıran, 2019).

While adolescence is an already tough period, for kids who live this transition before than their friends and very early rather than it should have been, faces more difficult times. Considering that the most important thing for adolescents is to adapt to the environment and not to be distinguished from their friends in any way, this can lead to long-term psychological problems for children who reach puberty much earlier than their peers. Whereas the risk of depression and substance use disorders in early maturing girls increase, these depressive symptoms may continue in adulthood also. (Graber, 2013).

First of the most important reasons for what makes early puberty so difficult is the difference between children's appearances and their behaviors. When pubertal maturation occurs early, the behaviors and thoughts of children don't align with their look. Adults and peers around them may have wrong assumptions about their skills and capabilities. Although their cognitive, social and emotional developments are proper to their age, they look older. This discrepancy is considered as the basis of these difficulties (Weir, 2016).

To decrease the risk of precocious puberty, there are some precautions we can take. These include limiting the intake of junk food and fast food, making them eat home-cooked meals, reducing the risk of obesity, encouraging them to exercise, controlling their use of electronic devices, and minimizing their exposure to chemicals. (Andıran,2019).

Click to access references.

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Sleep Hygiene For a Healthy Sleep

Res. Asst. Dilara Nihal ÇARIKÇI
The Department of Psychology

Getting a healthy sleep is very important for feeling fresh in your daily routine. If you have not had a good night's sleep, no matter how much caffeine you consume during the day, it cannot compensate for the sleep of the night before, on the contrary, it negatively affects the sleep you will get on the following night (McKay, Wood, & Brantley, 2019). A healthy sleep comes with proper sleep habits if you don't have a disorder that might be affecting this condition. Sleep hygiene is an intervention program in which appropriate sleep habits are presented as a whole. For a healthy sleep, which is one of the main pillars of a healthy lifestyle, you can use sleep hygiene suggestions, especially if you have trouble falling asleep and staying asleep (McKay, Wood, & Brantley, 2019). For the solution of sleep problems, in addition to medication or cognitive therapy, sleep hygiene suggestions are as follows:
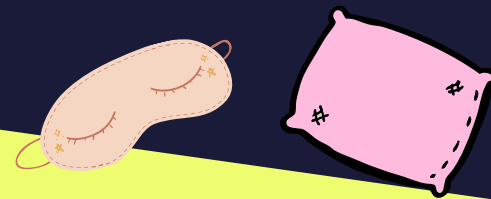
1 **To Sleep When Feeling Sleepy:** Trying to sleep when you feel really sleepy instead of spending too much time awake in bed.

2 **Trying again:** If you haven't been able to sleep again for 20 minutes or more, get up and wait until you feel sleepy and try again later.

3 **Bed-Sleep Connection:** Not using your bed for any purpose other than sleeping. This way, your body will associate the mattress with sleep, and it will be easier to fall asleep.

4 **Sleep habits/rituals:** Developing your own rituals to remind your body that it's time to sleep. Some people find it helpful stretching/relaxing for 15 minutes before going to bed.

5 **Not Checking the Clock:** Checking the clock frequently at night can make you hesitate to sleep even more and reinforce negative thoughts about sleep disorders.

6 **Eating Right:** A healthy and balanced diet helps you sleep well. Eating a heavy meal just before going to bed can interrupt the sleep cycle.

**7** **The Right Place:** It is important that your bed and bedroom are quiet and comfortable to sleep. It may be a good idea to have curtains or eye masks to block incoming light early in the morning, and earplugs if there is any noise.

8 **Keeping the Daytime Routine the Same:** Doing your daytime activities as planned, even if you have a bad night's sleep and you feel tired.

Click to access references.

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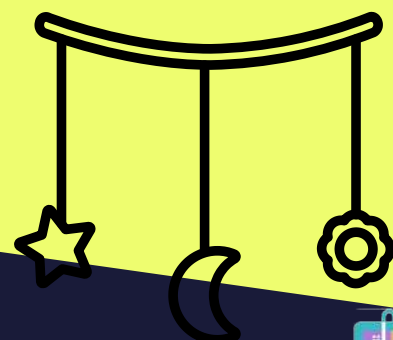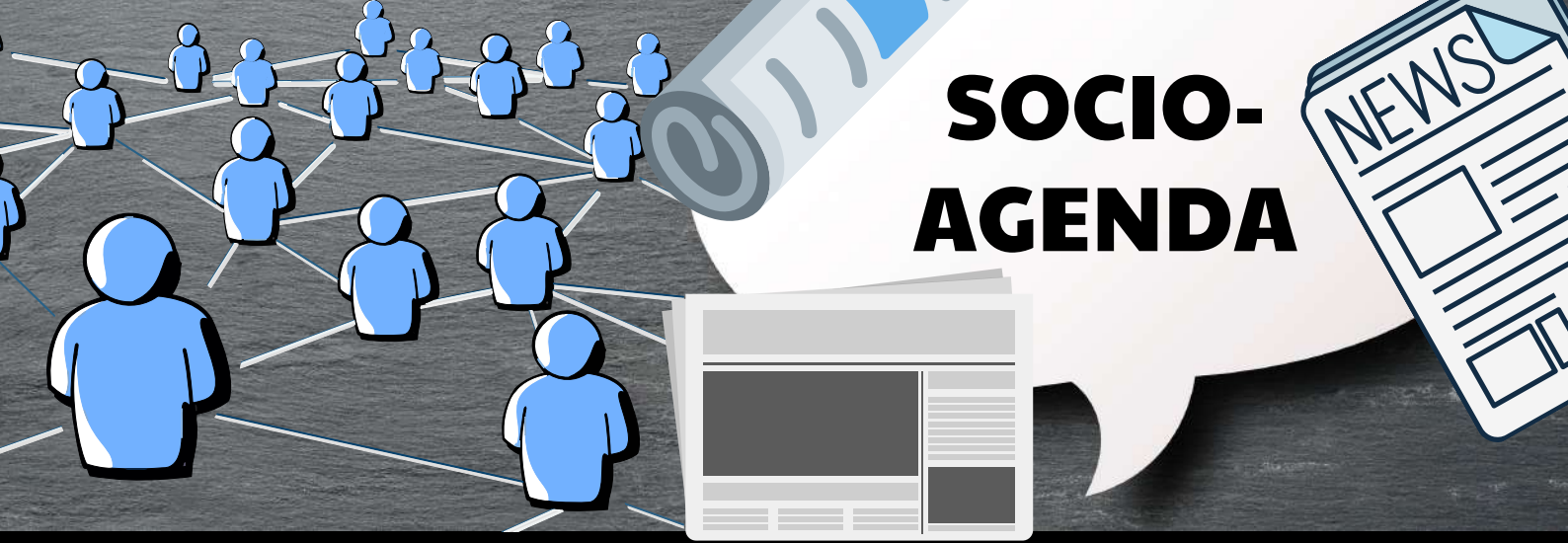
SOCIAL ORPHANS

Asst. Prof. Nazar BAL
The Department of Sociology

Family is the first place where the individual socializes. The family has an important role in maintaining the social order and in the identity development of the child. Family functions include ensuring the care and safety of children, transmitting norms, values and culture to them, and providing a warm and compassionate environment.

Wars, invasions, accidents, epidemics, natural disasters, domestic violence, economic problems and the resulting migration movements cause the number of orphans in the world to increase day by day. In the World Orphan Report prepared by the Orphan Foundation, it was announced that the number of orphans in the world in 2020 exceeded 200 million according to official figures and 400 million according to unofficial figures (TRT Haber, 2021).

Beyond biological orphanhood (child losing a parent) and lost children, there is the concept of "social orphanhood", which is a separate type of orphanage. Social orphanhood (İnsamer, 2019) is "a situation where at least one parent is alive but do not fulfil their parental duties towards their children" or "neglect them". A child as a social being may experience psychological, social and physical problems if s/he is deprived of family love and affection and meeting her/his basic needs. Abuse (missionary activities, beggar and organ mafia), substance abuse, child marriage, child military service, forced adoption, being pushed into crime, anger and aggression, lack of self-confidence, feeling of worthlessness, social incompatibility can be counted among the problems experienced by orphans.

Mübeccel Kıray (1964) introduced the concept of a buffer mechanism so that the changes in society do not cause social disintegration. Today many organizations such as Orphan Foundation, the Religious Foundation of Turkey and the IHH Humanitarian Foundation are undertaking an institutional buffer role. With the "Orphan Sponsorship Support System", they collect donations by organizing campaigns to meet the education, safety, welfare, health, food and clothing needs of orphans, and to provide psychological support, also organize projects such as "Orphan Solidarity Days" to raise awareness. At the same time, they are working on the establishment of orphanages.

Since the economic, social, cultural and psychological effects of the causes and consequences of social orphanhood concern all segments of the society, it should be addressed from a holistic perspective. Growing up with these children in healthy environments and having a good education will contribute to the development and prosperity of the country and the world.

Click to access references.

Workation:
New Vacation Concept

Res. Asst. Dr. Öznur ÇETİNKAYA
The Department of Tourism Guidance

With the pandemic that broke out in the last month of 2019, the rates of working at home have increased significantly. According to Eurofound's 2020 research, 4 out of every 10 employees in Europe have adopted this way of working. Working at home has caused the professional and private living spaces to be intertwined. Thus, the boundary between these areas became blurred. This interaction of work and private life had some positive and negative outcomes. While flexible working hours, spaces, and clothing/appearance helped the majority of employees to relax, the combination of a comfortable home environment and the concern of fulfilling the requirements of home and private life as well as the work has caused stress among the employees. The International Labour Organization examined the issue of remote working after the pandemic. The organization has shared an application guide and the prediction that this way of working can continue even after the pandemic in favor of digitalization, developing communication, and cloud technologies. In the light of these conditions, employees are able to carry their jobs everywhere and can adapt to work in any environment. This adaptation process has led to the emergence of the new concept of "workation", which explains the co-execution of the concepts of work and vacation.

Workation is a combination of the words 'work' and 'vacation' and enables individuals to work with the remote working concept to have a vacation and fulfill their job requirements at the same time. Thus, employees can take their holidays without using their annual leave of absence and work wherever or whenever they want. With workation, the difficulty of adapting to the holiday time with family or friends has disappeared and the opportunity to see relatives in the distant region has increased. However, business requirements should not be forgotten or disrupted to comply with the concept of workation. For this, the planning during the day should be done within the frame of work, after the job requirements are fulfilled, a time for relaxation and vacation should be created. Besides, the destination must be suitable for workation. At this point, the internet and electricity infrastructures should be smooth, and silent areas should be provided when necessary. During workation, it is important for employees to remain professional and to communicate with their colleagues and superiors uninterruptedly. It will be useful to have a table, a corner and an office to be used in the meetings to increase the performance and focus. A routine should be established to complete the work on time and to be mentally and physically suitable for workation. Priority should be given to the work area in the routine created in order not to fall asleep and not to be tired.

With the workation concept that the pandemic has brought to our lives, it is possible to have a longer holiday wherever you want. With the inspiration of the proverb: "A change is as good as a rest", it is possible to obtain business inspiration and new project ideas with different points of view in new spaces. It is possible to state that holidays and working methods will be experienced more in this concept during 2021 and this trend will increasingly continue in the changing world order.

TIME TO SOCIALIZE

Res. Asst. Zeynep ÖZCAN
The Department of Advertising

Republic of Turkey Ministry of Culture and Tourism, Arts & Culture, and Google have put virtual museums into service. We chose Ephesus Museum in Izmir, the Eiffel Tower in France and the Ruins of Laodicea in Denizli. Click for detailed information and other virtual museums.

EPHESUS MUSEUM - İZMİR

Ephesus Museum includes sculptures such as Artemis, Priapos, Egyptian Priest, Isis, and more. There are also exhibitions on trade and handicrafts in old Turkish towns. In addition, there are various gold, silver, copper coins and jewelry starting from the Ancient Age to the Ottoman Period. Click to experience the museum.

LAODIKEIA RUINS - DENİZLİ

There are various buildings such as stadiums, main streets, and alleys, churches in Laodikeia Ruins, which is known to have started an urban settlement in 5500 BC. This settlement in question continued until the great earthquake in the 7th century BC. Click to visit.

EIFFEL TOWER - FRANCE

Eiffel Tower, built by Gustave Eiffel, was completed in 2 years, 2 months, and 5 days. Click here to visit the monument, which hosts approximately 7 million visitors a year, from your home.

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Events in Istanbul

In this month's issue, we have chosen Istanbul Airport Museum, Istanbul Toy Museum and Panorama 1453 History Museum from the events in Istanbul for you.

ISTANBUL AIRPORT MUSEUM

In the museum, which is the largest airport museum in the world, "Turkey's Treasures: Faces of the Throne" exhibition is available. The Hittite period starting from the prehistoric museum, Lydia, Roman, Byzantine, Seljuk, Ottoman, and located many artifacts from the period of the Republic of Turkey. Click to visit.

ISTANBUL TOY MUSEUM

The museum is found by the poet and writer Sunay Akın. Toys that were purchased from antique dealers and auctions from more than 40 countries are displayed in this museum. Click for access.

PANORAMA 1453 HISTORY MUSEUM

Panorama 1453 History Museum, opened by Istanbul Metropolitan Municipality in 2009, is the world's first full panoramic museum. Click to experience the Conquest of Istanbul in the panoramic museum.

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May in Istanbul...

We have compiled online events that will take place in Istanbul in May. Make sure to check out some of these events since we are all in our homes due to the pandemic. You can access the full list of the events and resources here.

Type of Event	Name of Event	Date	Place
Workshop & Training	Writing Workshop	01.03.2021– 30.09.2021	Online
	"Workshop of Preparatory for the Role with Bensu Orhunöz"	20.03.2021– 30.09.2021	Online
Concert	Mark Eliyahu on Demand	17.01.2021–15.01.2022	Online
	Istanbul Night Flight 2021	24.04.2021– 30.11.2021	Online
Movie Screening	Never Alone	15.04.2021– 25.04.2021	Online
	Home Alone Online Short Films Selection	01.03.2021– 30.09.2021	Online
Exhibition	Etel Adnan: Impossible Homecoming	06.04.2021–08.08.2021	Pera Museum
	The Cling	08.04.2021–08.05.2021	Online
Theater	10 Tirades from 10 Classical Works / Carlo Goldoni – The Servant of Two Masters	11.04.2021– 30.09.2021	Online
	Celebration	26.03.2021– 30.09.2021	Online
Interview & Seminar	Concert	01.04.2021–31.12.2021	Online
	Contemporary Turkish Theater	14.03.2021– 02.05.2021	Online
Performance	Bolshoi Theater Performances	01.03.2021– 30.09.2021	Online
	Cirque du Soleil	01.03.2021– 30.09.2021	Online

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STREET FLAVORS SERIES

THE KING OF BOZA SELLERS: VEFA BOZACISI

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

Boza is a drink made from millet, corn or bulgur. Today, it is known in a wide geography where the Ottomans ruled in the past and in some parts of Central Asia. It can be produced using grain products such as corn, millet, barley, rye or wheat, depending on the production conditions of the region where it is made. Boza, which is generally preferred during the winter and Ramadan, is sold by boza sellers in the streets or shops.

This beverage, which is widespread in the regions where Turks live with its history dating back to 8000-9000 years, has spread to the Mediterranean basin, North Africa and some parts of the Middle East through merchants. Produced with millet semolina, water and sugar, this fermented beverage has a very high vitamin and nutritional value. Arab traveler Ibn-i Batuta in the 14th century and Evliya Çelebi in the 17th century mentioned boza. Evliya Çelebi mentioned that in the 17th century that there were around 300 boza houses in Istanbul and 1100 people were working in these places.

In the 19th century, boza production gained a corporate identity when Hacı Sadık Bey came to Istanbul from Kosova, Prizren and started the production of the famous Vefa Bozacısı. The history of Vefa Bozacısı is explained on the website as follows:

"Hadji Sadık Bey (our grandfather) came from Prizren, Kosova to Istanbul in 1870. During those years, he saw that around 200 shopkeepers of the townspeople produced and sold boza as a dark-colored, sour-tasted, juicy-thick beverage. He experimented with a different technique in that period; and today's thick, straw-colored slightly-sour flavor, which is given at the moment when fermentation bubbles are newly formed, became the first signature of the brand. He promoted the boza, which he produced through his own means in the cellar of his house, by circulating it in copper billycans that he carried on his shoulders around the Palace and its surroundings at winter nights for six years. Being impatiently waited for at each corner, Hadji Sadık Bey took heart with the increasing demand. He opened the first official business of boza product in September 1876 in Vefa, one of the most distinguished neighborhoods in Istanbul where dynasties, aristocrat families and bureaucrats of the era resided. The boza shop that was opened in Vefa was named "Vefa Bozacısı" (Vefa Boza Shop), and this ancestral beverage was both standardized and made into a profession, maintaining its continuity for generations. Hadji Sadık Bey produced this special, sought-after Turkish beverage himself for many years in order to maintain its thickness and flavor. Taking along his son, Ismail Hakkı Vefa into business in the later years, Hadji Sadık Bey continued production in Vefa Bozacısı together with his son. Started by Hadji Sadık Bey and maintained by family members of the 4th generation today, boza production is continued according to Turkish standards by preserving the traditional palatal delight."

A glass of boza, usually consumed with a handful of roasted chickpeas, was widely sold by boza sellers on the streets in winter, but this practice has declined since the early 2000s. So, how can you reach this famous flavor and drink unique to Turkish culture? The easiest way is to go to Fatih district and enter the street where Reşat Nuri Güntekin Stage is located in right next to Bozdoğan Aqueduct. When you walk a little bit, the famous Vefa Bozacısı will be on your left.

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China's Tango With Me

RES. ASST. HAKAN KURT
THE DEPARTMENT OF ECONOMICS AND FINANCE

I was at the spot in life where I thought that it was the right time to reap the fruits of hard work whose seeds that I continuously sowed throughout my bachelor studies. Well, it was my senior year at Anadolu University, Faculty of Economics and Administrative Sciences. Having acquired a high GPA as well as scores from a couple of exams that universities attach importance to, I set out to seek a university for my graduate program. After a period of search for potential universities, my path crossed with a university in Beijing, China. I got admission with a full scholarship. My college adventure came to an end in 2017. After graduating I hopped on a flight that would take me to Beijing through Moscow. Good God, I could not afford a direct flight ☺.

I had interacted with the outside world in the past. Back in the summer of 2013, I embarked for a social responsibility project in Ukraine. This came out to be a milestone for me. This country looked like a country where an individual who had not had much interaction with the outside world could experience difficulties. Social anxiety gripped me. I was afraid of being greeted awkwardly while speaking when needed. After all, I was not an upper-intermediate student at an English course where I was an upper-intermediate student with a friendly Turkish teacher who I sang with.☺. Fortunately, I managed to overcome this, and I untied my tongue in such a way that my project colleagues filled with tears when I left.

Good days…

Nevertheless, China was still a huge unknown to me. The plane landed at Beijing Capital International Airport on September 5, 2017. The moment I walked out of the airport for a quick breath, I told myself: "That is it, man". My Pakistani friend whom I contacted to pick me up in advance noticed me at the entrance of the airport and together we took a taxi and quickly headed to the university. This is how my Chinese adventure started.

The first few months of settling in were quite challenging. I felt like I was a newborn baby who is deprived of his lovely mother and whose every need has to be met. Not knowing Chinese and speaking only English put me in a difficult situation on occasion. For instance, I was putting effort into explaining what I needed in English to innocent locals who do not know English ☺. It was like their favorite comedy TV show; when it pops up, they fainted in laughter.☺ I was a foreigner with access to Google Translate and I was amusing the Chinese people for free of charge while trying to buy veggies and fruits, searching for an address as a lost stranger in a metro station or even trying to get a freshly brewed cup of coffee -which was a bit of a luxury to do that, as anyone who knows will admit-.☺.

I now recall that I almost became famous in a local restaurant nearby our university that offers delicacies from Sichuan cuisine where workers after back-breaking labor stop by and devour a delicious traditional Chinese beef soup called Lamian which means "pulled noodles". Because of my broken Chinese, I usually went there with my Australian-Chinese friend Charlie. Just going in with Charlie and saying hello was enough to make diners burst into laughter. As if an alien right out of a spaceship stopped by to say hi ☺. They came up with a nickname for me, saying "Tǔ'ěrqí" which means Turk and is pronounced as Tuarçi.

Days were passing by, I finally got my environment established and learned a few magic Chinese words which no longer left some people whom I interact with like a deer in the headlight ☺ Among them, "Ni hao", which can be translated into Turkish as "hello", conquered the hearts of many.

Thereafter, I blossomed like a flower. Having close relationships with people from all over the world gave me the opportunity to act more comfortably. I tasted a lot of delicacies that China offers to a foreigner with an open heart and mind. I have visited amazing cities amongst which Tianjin, a marvelous city that knocked me off-center with its architecture and warm-hearted people. I have tasted delicious cuisines that crossed borders. I have made friends with people who made me rethink the notion of friendship that I thought I knew from Syria to the Bahamas. And above all, I have learned a lot about China.

I had questions that puzzled me from the very first day. I was especially curious about how they have transformed cities like Shenzen, once a fishing town, into China's Silicon Valley? How they have succeeded in keeping economic growth at a certain level? What do they think about the rest of the world? How do so many people manage to live together in such restricted spaces, especially in megacities like Beijing? And so on. I found my answers.

All in all, if I am ever asked to comment on my experience with a single sentence; I would say that it was some experience that no commodity can afford to buy. I would recommend anyone without even thinking that gear up and embark on a journey of such.

-Tsinghua University, Beijing. The amazing person between us: 2012 Nobel Laureate in Economics Alvin Elliot Roth. Next to him is my old friend Erpanjan Yasen.

ERASMUS+ JOURNAL

A STUDENT FROM GELISIM IN GERMANY

John Oludamilola Sekunmade
Student from the Department of Economics and Finance

My experience with the Erasmus Exchange program has been awesome and adventurous at the same time.

The whole process started with the English language proficiency exam coordinated by Gelisim University. After names were shortlisted, I proceeded with other stages which I was put through by the amazing team of Gelisim Erasmus department.

First stage is the nomination stage which was done by the Erasmus department. Upon my nomination, my host school in Germany accepted and I was informed about the necessary documents I need to upload in the university portal.

Following this stage, the acceptance stage where the host university sent a letter of acceptance and an invitation to process my visa at the Embassy from Istanbul comes.

The last stage is the departure stage where I need to sign documents with the Erasmus office in Turkey. I will rightly say that in each stage, the Erasmus department has been so helpful and resourceful but individuals who want to apply have to be determined because it is a rigorous process.

Finally, I will advise every student that has the opportunity to partake in this program. Not only because of academics but you can also see the world from different perspectives and have different ideas and knowledge which will be useful as you forge ahead in life.

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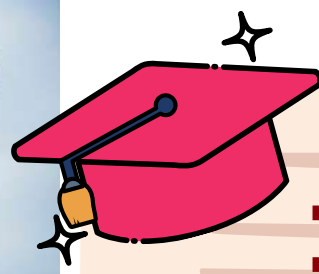
IGU-GRADUATE

Çiğsel YALÇIN
The Department of Economics and Finance – 2019 Graduate

I'm Çiğsel Yalçın. I graduated from Istanbul Gelisim University's Economics and Finance program in 2019. Thanks to the opportunities provided by Istanbul Gelisim University, I took part in many events directly related to the program I studied. I received continuous support from the academic staff of our faculty throughout my study. I offer my deepest love and respect to all academics whose knowledge that I benefited from. Istanbul Gelisim University not only offers a fruitful learning process but also encourages eager students to do research and learn even further. Students' efforts are immediately noticed and supported. When they need help the staff always offers help. Having received a qualified education from Istanbul Gelisim University, I am doing my job with love. I got a job at a bank that I dreamt of. I herein am submitting my gratitudes to Istanbul Gelisim University where all sorts of support and opportunities are provided for its students.

With love and respect,

Çiğsel Yalçın

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#iguconfesses

İstanbul Gelişim Üniversitesi
@iguitirafetmekt

Ders Eve Kadar Geldi Ben Hala Geç Kalıyorum 😅

vizeler yaklaşıyor ve benim tek bildiğim şey okuduğum bölüm
@iguitirafetmekt

Masanın başına ders çalışmak için oturunca; kendimi duracell reklamındaki dandik pil gibi hissediyorum.
O kadar hızlı enerjim bitiyor 🤦
#iguitirafetmekte

vizelere az kaldı, bakalım nerde kalmışım / hiç başlamamışım
@iguitirafetmekt

#nostalgia

Biz daha okulumuzu bile göremezken insanların tatil hazırlığı yapması...Yorma be yurdum insanı 🤦‍♀️

@iguitirafetmekt

AŞILANANLAR TATİLE ÇIKMAYA HAZIRLANIYOR
SON 24 SAATTE 271 BİN 547 TEST YAPILDI

Üniversiteleri açın artık öleceksek de ilim yolunda ölelim..🤦‍♂️😅

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NEWS FROM ACADEMICS
PUBLICATIONS

Assist. Prof. Abdullah Türk's article titled,
- "The Role Of Employer Brand Practices In Human Resources Management In Job Applications On Company Preference" was published in **International Journal Of Business Ecosystem And Strategy.**
- "Evaluation Of The Impact And Importance Of Information Sharing In The Aviation Sector With Two Different Qualitative Analysis" was published in **Research Journal of Business and Management.**

Assoc. Prof. Alireza Arshadi Khamseh's article titled "A Time-Dependent Sustainable–Flexible Supplier Selection Considering Uncertainty and TODIM Method in Iranian Dairy Industries" was published in **Global Journal of Flexible Systems Management.**

Assist. Prof. Andrew Adewale Alola's article titled;
- "Environmental implication of coal and oil energy utilization in Turkey: is the EKC hypothesis related to energy?" was published in **Management Of Environmental Quality.**
- "A two-stage data envelopment analysis of efficiency of social-ecological systems: Inference from the sub-Saharan African countries" was published in **Ecological Indicators**.
- "Domestic material consumption and greenhouse gas emissions in the EU-28 countries: Implications for environmental sustainability targets" was published in **Sustainable Development.**

Prof. Anton Abdulbasah Kamil's article titled;
- "COVID-19 Disease and Interferon-gamma: Has it a Protective Impact on Mortality?" was published in **Erciyes Medical Journal.**
- "Water Treatment Installation Based Chrome Content Analysis in Indonesian Leather Tanning Industry" was published in **Pollution Research**.

Assist. Prof. Edmund Ntom Udemba's article titled;
- "Nexus of ecological footprint and foreign direct investment pattern in carbon neutrality: new insight for United Arab Emirates (UAE)" was published in **Environmental Science and Pollution Research.**
- "Pakistan Ecological Footprint and Major Driving Forces, Could Foreign Direct Investment and Agriculture Be Among?" was published in **Environmental Footprints and Eco-Design of Products and Processes.**
- "Ascertainment of Ecological Footprint and Environmental Kuznets in China " was published in **Environmental Footprints and Eco-Design of Products and Processes.**

Research Assistant Ercan Tugay Akı's article titled "Dialectics of Place and Space in Forster's A Passage to India: A Lacanian Reading." was published in **IDEAS: Journal of English Literary Studies.**

Assist. Prof. Festus Victor Bekun's article titled;
- "Trade openness, FDI, and income inequality: Evidence from sub-Saharan Africa" was published in **African Development Review.**
- "Environmental degradation, energy consumption and sustainable development: Accounting for the role of economic complexities with evidence from World Bank income clusters" was published in **Business Strategy and The Environment.**
- "An investigation into the anthropogenic effect of biomass energy utilization and economic sustainability on environmental degradation in E7 economies" was published in **Biofuels, Bioproducts and Biorefining.**
- "Renewables as a pathway to environmental sustainability targets in the era of trade liberalization: empirical evidence from Turkey and the Caspian countries" was published in **Environmental Science and Pollution Research.**

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PUBLICATIONS

Assist. Prof. Festus Victor Bekun's article titled;
- "Democracy and deforestation: The role of spillover effects" was published in **Forest Policy and Economics.**
- "Telehealth as a panacea amidst global pandemic (COVID-19) in Africa" was published in **Duzce Medical Journal.**

Assist. Prof. Festus Victor Bekun's and **Assist. Prof. Andrew Adewale Alola's** article titled "Roadmap for climate alliance economies to vision 2030: retrospect and lessons" was published in **Environmental Science and Pollution Research.**

Assist. Prof. Gizem Uzuner and **Assist. Prof. Andrew Adewale Alola's** article titled "An examination of the pass-through of disaggregated energy prices to real house price: Evidence from the United States" was published in **Journal of Public Affairs.**

Assist. Prof. Hakan Yıldırım's book titled "Piyasaları Resmetmek" was published in **Himalaya Publishing House**.

Assist. Prof. Hiba Ghanem's article titled "Spatial profanation of Lebanese sectarianism: al-nur square and the 17 October 2019 protests" was published in **Journal for Cultural Research.**

Assist. Prof. Lukman Ayinde Olorogun's article titled "The nexus between FDI inflows and economic development in Ghana: empirical analysis from ARDL model" was published in **Journal for Global Business Advancement.**

Research Assistant Merve Boyacı Yıldırım's article titled "Nedene Dayalı Pazarlamada Marka-Sivil Toplum Kuruluşu İşbirliği: HAYTAP Örneği" was published in **Gümüşhane Üniversitesi İletişim Fakültesi Elektronik Dergisi.**

Assist. Prof. Mustafa Aslan's article titled;
- "Bireysel İnanç Düzeyiyle Örgütsel İnanç İklimi Algısı Arasındaki İlişkinin Çevresel Faktörler Bağlamında Araştırılmasına Yönelik Bir Ölçek Geliştirilmesi" was published in **Akademik Hassasiyetler.**
- "Yöneticinin Algılanan Entelektüel Yetkinliklerinin, Y-Kuşağının Görev Performansına Etkisinde Ekstra Rol Davranışının Aracılık Etkisi" was published in **Journal of Life Economics.**

Assist. Prof. Serhat Ergün's article titled "Psychiatric morbidity of patients with keratoconus: A cross-sectional study" was published in **Journal of Psychosomatic Research.**

ASSIGNMENTS-PROMOTIONS

NEW COMERS

Dr. Yahya Can Dura, Asst. Prof. of the Department of International Trade and Finance is assigned as the Vice Dean of FEASS.

Dr. Reyhan ÖZEŞ ÖZGÜR has begun working in the Department of Custom Management.

World universities were ranked according to their "Power of Impact", IGU has ranked 24th in Quality Education.

Click to watch the related video.

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