



**İSTANBUL  
GELİŞİM  
UNIVERSITY**



# **FACULTY OF APPLIED SCIENCES MONTHLY BULLETIN**

*Applied Science in Gelişim, For a Change In Your Life*

[www.gelisim.edu.tr](http://www.gelisim.edu.tr)

**AUGUST 2022**



**HAPPY**

**100<sup>th</sup>**

**Anniversary of**

**AUGUST 30<sup>th</sup>**

**VICTORY DAY!**

## News from FoAS

### FoAS Becomes an Orange Flag Candidate in the “Access in Place” Category within the Scope of the “Accessible University Awards”...

*Istanbul Gelisim University (IGU) Faculty of Applied Sciences earned to be a candidate for the “Orange Flag” for the arrangements it has made in the “Access in Place” category at the “Accessible University Awards” given to raise awareness about the access of persons with disabilities to places, educational opportunities and socio-cultural activities.*

The following are the categories of applications and flags made by IGU on February 25, 2022, to the “Accessible University Awards” given by YÖK within the scope of its activities under the title of “unhindered access” and “unhandicapped education”:

- Accessibility in Place (Orange Flag)
- Accessibility in Education (Green Flag),
- Accessibility in Socio-Cultural Activities (Blue Flag)

The category of Accessibility in Place (Orange Flag) refers to a certain level of effort in terms of compliance with science, health and environmental conditions, taking into account the laws, by-laws, zoning plans, regulation provisions, TS 9111 and different international standards regarding the regulation of open, semi-open and closed spaces for disabled individuals.

As the Faculty of Applied Sciences, we are very happy to receive the “Orange Flag”, and we would like to thank all our units and the IGU family that contributed to the process...



IMAGE HERE

## News from FoAS

### Our Faculty Showed Great Success in YKS 2022-2023 Student Placement Results with 97.06% Occupancy Rate!

*With the announcement of the YKS results expected by millions of students and their families, Istanbul Gelisim University became one of the top 3 most preferred private universities in Turkey with its student placement rate of 98.40%. According to the YKS results, the occupancy rate of our faculty was 97.06%!*

After the 2022 YKS results were announced on August 15, 2022, the students who settled in, completed their registration between August 22-26. 11 of the 12 departments within the body of FoAS are 100% filled.

Making a statement after the announcement of the YKS results, Abdülkadir Gayretli, Chairman of the Board of Trustees of IGU, said, "The importance we attach to science and technology on a global scale is a major factor in achieving this success. We are on the way to becoming a world university with the opportunities we offer to our students in the national and international arena. Internationalization is very important to us." Chairman of the Board of Trustees of IGU Abdulkadir Gayretli stated that the constantly developing opportunities of IGU were effective in this success and wished success to the students who will start the university.

As FoAS, we would like to say "Welcome!" and wish them success in their education...

ÖSYM  
YKS



## News from FoAS

### FoAS Staff Continues to Get Stronger...

*The Faculty of Applied Sciences continues to grow stronger and getting bigger with innovations in its faculty and administrative staff.*

- Dr. Emel Tozlu, Head of FoAS Public Relations and Advertising Department, was appointed as Associate Professor.
- Dr. Uğur Baloğlu, Head of FoAS Television Journalism and Programming Department, was appointed as Associate Professor.
- Additionally,
  - From FoAS Department of Public Relations and Advertising, Dr. Zeynep Burcu Şahin was appointed to Associate Professorship.
  - Dr. Mustafa Çanakçıoğlu, from FoAS Electronic Commerce and Management Department, was awarded the Associate Professorship.

Çağlar Fırat Was Appointed to FoAS Administrative Staff as Bureau Officer. Çağlar Fırat was born in 1993 and graduated from Istanbul Kultur University, Art Management Department in 2015. Having a professional life of 10 years, Fırat worked in various institutions and organizations as operations manager, sales and payments consultant, event coordinator and project manager.



***We congratulate our new Associate Professors who are appointed to Associate Professorship positions.***

***We welcome Çağlar Fırat to the FoAS family and wish him success and happiness in his new position...***

## Academic Articles

### The Article Titled "The Effect of Five Factor Personality Traits on Conflict Management Strategies" Has Been Published!

From the Department of Management Information Systems, Asst. Prof. Dr. Hande Ayhan Gökcek and Asst. Prof. Dr. Canan Tiftik's article titled "The Effect of Five Factor Personality Traits on Conflict Management Strategies" was published in IBAD Journal of Social Sciences, issue 12 of 2022.

*The open access link to the article is below:*

<https://dergipark.org.tr/tr/pub/ibad/issue/64491/955563>



### The Study Titled "The Effect of Flexible Working on Work-Life Balance" Was Published!

From the Department of Management Information Systems, Asst. Prof. Dr. Dursun Boz's article titled "The Effect of Flexible Working on Work-Life Balance" was published in the Turkish Journal of Social Research in 2022, Volume 26 issue 2.

*The open access link to the article is below:*

<https://dergipark.org.tr/tr/pub/tsadergisi/issue/71638/626339>



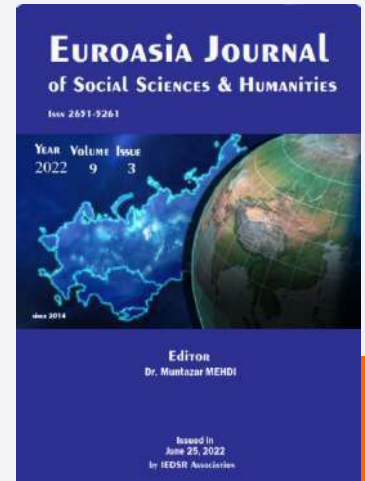
## Academic Articles

### The Study Titled "A Systematic Review on the Effect of Word of Mouth Marketing on E-Commerce Purchasing" Was Published!

From the Department of Management Information Systems, Asst. Prof. Dr. Hande Ayhan Gökcek and Asst. Prof. Dr. Bilge Turp Gölbaşı's article titled "A Systematic Review on the Effect of Word of Mouth Marketing on Purchasing in E-Commerce" was published in Euroasia Journal of Social Sciences & Humanities in 2022, Volume 9, number 26.

*For the open access link to the article is below:*

<https://www.euroasiajournal.com/index.php/eurssh/article/view/250/245>

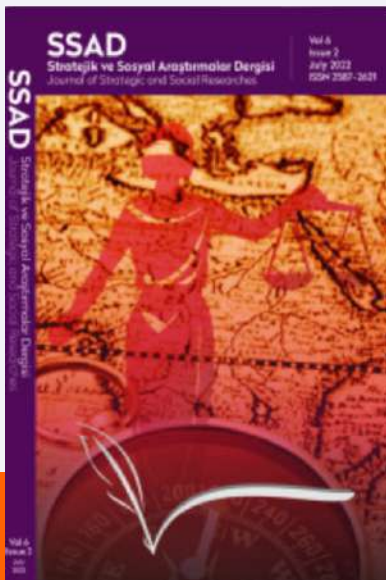


### The Article Titled "The Relationship Between Engagement and Burnout in the Service Industry: Example of Call Centers" Was Published!

Head of Department, Faculty of Applied Sciences, Department of Aviation Management, Assoc. Prof. Dr. Sezer Cihan Günaydın and Asst. Prof. Dr. Ahmet Deniz's article titled "The Relationship Between Engagement and Burnout in the Service Sector: The Case of Call Centers" was published in the 2022 Volume 6 issue 2 of the Strategic and Social Research Journal.

*The open access link to the article is below:*

<https://dergipark.org.tr/tr/pub/sisad/issue/71354/1100258>



## Academic Articles

### The Article Titled "Towards Art Erotica in Film Criticism: Videographic Criticism and Haptic Perspective" Was Published!

The article titled "Towards Art Erotica in Film Criticism: Videographic Criticism and Haptic Perspective" by Asst. Prof. İpek Gürkan from the Faculty of Applied Sciences, Department of Television Journalism and Programming was published in 2022, Volume 7, Issue 13 of the Journal of CineFilozofi!

*The open access link to the article is below:*

<https://dergipark.org.tr/tr/pub/sinefilozofi/issue/70689/1022827>



### The Study Titled "Moderator Role of Perceived Risk in the Relationship Between Innovation and Satisfaction: An Application on Online Shopping" WasPublished!

By Asst. Prof. Hande Ayhan Gökcek and Asst. Prof. Bilge Turp Gölbaşı from the Faculty of Applied Sciences, Department of Management Information Systems, and Asst. Prof. Sema Mercanoğlu Erin from Hasan Kalyoncu University, the mutual article titled "The Moderator Role of Perceived Risk in the Relationship Between Innovation and Satisfaction: An Application on Online Shopping" was published in 2022 Volume 20, Issue 2 of the Journal of Economic Research!

*The open access link to the article is below:*

<https://dergipark.org.tr/tr/pub/yead/issue/72052/1025955>





## Academic Articles

### The Study Titled "Effects of Coronavirus Pandemic on Stock Markets in the European Union" Was Published!

The article titled "Effects of Coronavirus Pandemic on Stock Markets in the European Union" prepared by Asst. Prof. Ali Çelik, Assoc. Prof. Ebru Nergiz and Res. Asst. Nuran Akdağ from the International Trade and Finance Department, was published in Pamukkale University Social Sciences Journal in the 52nd issue of 2022.

*The open access link is below:*

<https://dergipark.org.tr/tr/download/article-file/2208437>



**THE UNIVERSITY USING  
100% RENEWABLE ENERGY**

IGU accelerated its environmental improvement and documentation efforts by receiving the Renewable Energy Resource Guarantee System (YEK-G) certificate.

## Academic Books

### The Book Chapter "Factors Affecting Capital Structures of Public Family Businesses in Turkey: BIST INDUSTRY Index Example" Was Published!

The book titled "Factors Affecting the Capital Structures of Public Family Businesses in Turkey: BIST INDUSTRY Index Example" co-authored by Asst. Prof. Ayşegül Ertuğrul Ayrancı from the Faculty of Applied Sciences, Department of Banking and Insurance, and Prof. Murat Kıyılar from the Faculty of Business Administration of Istanbul University was published by Cinius Publishing.

*For reaching the book:*

<https://cinius.shop/product/turkiyedeki-halka-acik-aile-isletmelerinin-sermaye-yapilarini-etkileyen-faktorler-bist-sinai-endeksi-ornegi/>



### Social media accounts of FoAS:



/ iguubf

## Congresses

### Asst. Prof. Ayşegül Ertuğrul Ayrancı and Res. Asst. İlknur Külekçi Participated in the "9th International Scientific Studies" Congress

Asst. Prof. Ayşegül Ertuğrul Ayrancı and Res. Asst. İlknur Külekçi from the Banking and Insurance Department, participated in the "9th International Scientific Studies" Congress with their paper titled "An Application on the Analysis of the Profitability-Liquidity Relationship of Non-Life Insurance Companies".

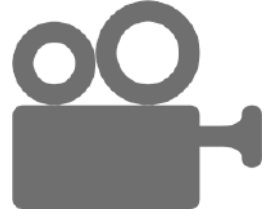


For reaching the congress page:<https://www.ubcakcongress.org/>

## IGU UPDATED ACCREDITATION RECORD

65 INTERNATIONALLY ACCREDITED PROGRAMS

Holding the Title of Higher Education Institution With **The Most Accredited Programs in Turkey**, IGU Crowned This Success Setting Another Hard-To-Break Record.

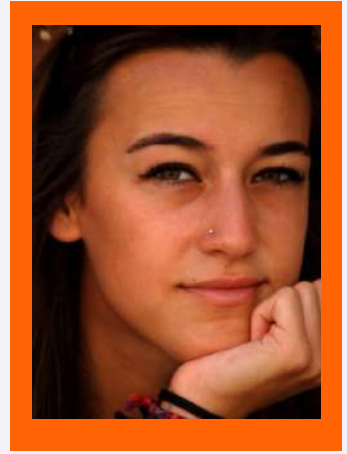


## August / Culture & Art

### The Castle Witnessing the Establishment of the Ottoman State: Çobankale

Çobankale, located in the Altınova district of Yalova today, was known as "Xerigordos" in ancient times.

Comprehensive archaeological studies in the castle, which was first introduced to the scientific world with the research of Clive Foss and Prof. Dr. Halil İnalçık, started in 2017 under the Presidency of Bursa Museum, and as of 2020, the archaeological excavations will continue for 12 months, determined by the Ministry of Culture and Tourism of the Republic of Turkey and supported by the Turkish Historical Society. It continues under the presidency of Assc. Prof. Selçuk Seçkin from Mimar Sinan Fine Arts University and Asst. Prof. Esra Sayın from Istanbul Gelişim University as vice.



Asst. Prof. Esra Sayın

Çobankale Castle is located on the most dominant hill of the Drakon Valley, which is located on the route connecting Istanbul and Anatolia, starting from Helenopolis, the city dedicated by Emperor Constantine to his mother Helena. Its geopolitical location has caused the castle to be a strategically important base in every period.

The castle, which first appeared on the stage of history in the narratives of the 1st Crusades, was taken from the Turks by the Crusaders in 1096 and in a short time, the Seljuks under the leadership of Kılıç Arslan, who besieged the castle, recaptured the castle with a heavy defeat. The history writer princess Anna Comnena, daughter of Emperor Alexius Comnenus, who conveyed this struggle for dominance in the region, states that mountains were formed around the castle from the bodies of the Crusaders who were put to the sword in the Drakon Valley, and even that the mortar required for the repair of the fortification walls of the castle was made from the bones of the dead soldiers.



Çobankale in the Drakon Valley



Studies Carried Out in Çobankale Artifact Warehouse

## August / Culture & Art

It is known that the castle, which played an important role in the establishment of the Ottoman Empire, was under the rule of the Eastern Romans in the 13th century. According to the narratives of the Byzantine historiographer Pachymeres; Osman Gazi broke the fighting power of the Eastern Roman soldiers in the castle with his strategic military maneuvers and Ottoman raiders, and the Ottoman Empire came of age as a result of the Battle of Bafeus in the region in about a year. When the region was taken over by the Ottomans, the Roman road passing near Çobankale continued to exist as the Baghdad Road and the castle was abandoned to its fate.

The work that has been going on in the castle since 2017 has accelerated with the support of the Turkish Historical Society as of 2020. Within the scope of the excavations carried out for the purpose of unearthing Çobankale and bringing the region to cultural tourism, scientists from various universities carry out interdisciplinary studies on the architectural structure and historical texture of the castle and the archaeological finds unearthed through archaeological excavations. Istanbul Gelisim University also contributes to these studies carried out with the faculty members and intern students of the Cultural Heritage Preservation and Restoration Department and Tourism Guidance Department.

### Various Frames from the Excavations in Çobankale...



Excavations in Çobankale



Ceramic works with hashtag motifs found in Çobankale



Istanbul Gelisim University Cultural Heritage Conservation and Restoration Department  
4th Year Student Efe Emre Yetkin:  
Conservation studies of small works

#### References:

- Anna Komnena, Alexiad-Malazgirt'in Sonrası. Çev. B. Umar. İstanbul 1996.  
H. İnalçık, "Osman Gazi'nin İznik Kuşatması ve Bafeus Muharebesi". Ed. E. Zachariadou, Osmanlı Beyliği (1300-1389). İstanbul (1997) 78-105.  
G. Pachymeres, Bizanslı Gözüyle Türkler. Çev. İ. B. Barlas. İstanbul 2009.  
F. İnanan-S. Seçkin, "Yalova, Çobankale Kazısı Sırlı Seramik Buluntuları: İlk Gözlemler", Cedrus, S. 9, 437-458.  
S. Seçkin, 2018, "Tarihsel Süreçte Yalova/Altınova Çobankale", Cedrus, S. VI, 535-553.  
S. Seçkin, "Yalova Altınova/Çobankale Kazısı 2019-2020 Yılı Çalışmaları", 2019-2020 Yılı Kazı Çalışmaları, C IV, Ankara, 167-176.

All images belong to the archive of Çobankale Excavation Department.



## August / Guess Writer

### Gaining the Habit of Reading to a Generation Made Lonely by Technology...

Technology is encompassing our lives more and more day by day. This social structure under siege causes individuals who are separated and isolated from each other day by day to grow up. In today's world, where street games are disappearing and board games are on the shelves of cabinets, the game has evolved to be limited to tablets and smartphones only.

Isolation is considered as a handicap of the modernizing society, which many theorists focus on. Ayn Rand criticized modernism and excessive individualization in her works *Atlas Shrugged* and *The Source of Life*. Individualized people become alienated. Alienation primarily happens to family and friends. As a result of the human structure, which is called asocial, technology addicted individuals who can express themselves more easily in the technological environment, but who are alienated in face-to-face communication environments, emerge.

Especially today's education systems are in a structure that foresees students to receive mathematics-based education and thinks that mathematics awareness will shape the future and career of the child. Young people who receive mathematics-based primary, secondary and high school education are deficient in reading and learning about the world.

In particular, the lack of self-expression, expressing and writing skills of today's university students and the low success rates in exams such as PISA reveal the lack of reading, comprehension and expression skills of students. In this context, it will prevent the emergence of technology-addicted individuals when the child and young person encounter book content suitable for their age and degree of meaning in every period of their life, and if their family and school encourage them to read.

The world's leading designers, computer and programmers, engineers, academics are also good storytellers and people with advanced creative aspects. The basic point of the emergence of creativity is the ability to ask questions and the ability to think. Reading a book causes the young person to ask questions, "Why?" It helps them to talk and think. Different stories enable them to perceive different lives and empathize with people. The experiences of the characters in the books help them gain the strength to cope with the difficulties they face in their own life story. In this sense, it is necessary to support every individual studying in primary and high school formal education, and in university education, which is the part where he specializes and steps into the profession, to do domestic and foreign readings.

However, today, the use of university libraries is limited only to the individual interests of students. Academically, it is left to the preference of the academicians to direct the students to the library to read and research. However, students' reading and research should be among the basic learning skills that should be supported and maintained in every lesson.

In this way, the potential of producing innovations and developing inventions, which are especially emphasized in "Bloom Taxonomy" and modern education and training methods, will increase. In this way, thanks to a youth who reads and researches, the number of people who produce projects, develop new technologies and are trained in different fields will increase.

I wish we will have a youth who reads and researches instead of a technology-addicted mass...



**Asst. Prof. Şebnem Gürsoy Ulusoy**  
Faculty of Applied Sciences  
Head of New Media and  
Communication Department



# August / Book Review

## Digital World and the Effect of Technological Developments on Social Sciences...

The work titled "Digital World and the Effect of Technological Developments on Social Sciences", published by Nobel Publishing under the editorship of İhsan Eken and Başak Gezmen in November 2020, traces the effects of internet technologies on our economic, social and political lives. On the other hand, the quantitative and qualitative change of technology use of the individual isolated by the Covid-19 Pandemic is one of the main axes of the work.

In the work created with the contributions of 18 authors, the intersection of information and communication technologies with social sciences, while social media platforms are examined on the axis of public relations, marketing, consumer behavior, cinema-television, journalism, culture and art, the effects of digitalization on the behavior of the individual and the change-transformation of social life are also examined under separate headings.

Ayşegül Elif Çaycı, in her study titled "Youth and Digital Media: Loneliness and Sedentary Socialization", argues that young people who socialize in the virtual world experience a disconnection from the physical world and this situation brings with it various social, psychological and physical problems. Derya Gül Ünlü, who made a review on motherhood blogs, analyzed the changes that digitalization created on traditional motherhood discourses with her analysis on blog examples. Doga Desert, on the other hand, has opened up the phenomenon of digitalization and its effects on social life, which is experienced today, to discussion again through Heidegger's criticism of modern technology. Serkan Karatay analyzed the concept of Hyperconnectivity, which came to the fore with the increase in mobile phone usage and instant notifications, within the framework of Nomophobia and Fomo.

Berk Çaycı analyzed the new forms of collective action created by social media in the focus of "slativism". Sevil Bektaş Durmuş, on the other hand, examined the examples of #Hashtag Activism that took place in Turkey with the method of content analysis.

The effects of digitization on cultural and artistic activities are also among the important titles of the work. Bilgehan Ece Şakrak, who analyzed the new applications of the 39th Istanbul Film Festival, which was postponed during the Covid-19 Pandemic process, in the digital environment, opened up the various / possible effects of digitalization on film festivals. Canan Arslan, on the other hand, analyzes the effects of digitalization on art by critically analyzing the art practices carried out during the Covid-19 Pandemic process. Başak Gezmen, in her research on university students, evaluated the popular culture element habits of the students in the context of popular Turkish TV series. The research subject of Özlem Vargün, who deals with cultural heritage studies in a different dimension, is the methods of applying information and communication technologies to cultural heritage education.

In the work, in which the effects of digitalization in areas such as public relations, advertising, marketing and consumer behavior are analyzed, Burcu Zeybek examines the place of chatbots in brand communication, while İhsan Eken analyzes the effects of celebrity use in luxury consumption products in social media advertisements. Sena Kurt examined the digital buying behavior, which differs from the traditional buying behavior, for male consumers.

İlknur Doğu Öztürk, in her research on the use of WhatsApp by local governments, found that WhatsApp creates positive effects in municipalities with its access opportunities, its suitability for creating a participatory culture, and its structure that eliminates bureaucracy.

Mihalis (Michael) Kuyucu and Ali Murat Kırık, who analyze the effects of digitalization on journalism, discuss the effects of QR code usage on journalism. Zeynep Burcu Şahin and Nevra Çelikkol, on the other hand, examined the ethical problems brought by digital journalism in their research specific to the Haberler.com news site.

The work, edited by İhsan Eken and Başak Gezmen, analyzes the effects of digitalization on media, art, culture and social life, and discusses the practices that deepen the place of the Covid-19 process in our daily lives.

Assoc. Prof. Dr.  
Z. Burcu Şahin  
Department of  
Public Relations  
and  
Advertising FoAS



Nobel Publishing House  
November 2020  
Editors:  
İhsan Eken & Başak Gezmen

## News from Our Alumni

### Hello! I am Onur Baş!

When I graduated from high school in 2015 from the database programming branch, I took a break from education for three years. In 2018, I won the Istanbul Gelisim University, Faculty of Applied Sciences, Business Information Management undergraduate program with a full scholarship. In the middle of the second semester, I joined the Red Crescent Club and volunteered for both social networking and health. I have observed that people with the same geography but different understandings can get along together. I made a circle of friends from almost most departments of the university.

I decided to get a security certificate because I had to work while studying as well as my education life. After receiving my certificate, I applied to the security firm of the university I studied, not thinking too far, and started working at the university I studied.

I applied to the double major program because I wanted to improve myself in a versatile way. I wanted to get to know the aviation industry, as I think that the aviation and informatics industries have an integrated story. In the 2019-2020 period, I won the Aviation Management double major program at the Faculty of Applied Sciences. I attended the aviation club, blockchain club and informatics club of our school by not giving up on my social life while studying two departments and working at the same time. In the 2021-2022 period, I participated in the Leadership Student Education program offered by our university and selected by our department teachers and received a Leadership certificate. After completing my internship in the camera tracking automation system of the security company I work for, I completed my internship in the passenger services department at Turkish Ground Services at Istanbul New Airport. After completing my internship, I started to work as an Assistant Educational Planning Specialist in the Educational Planning department of Istanbul Gelisim University. Now, I am preparing myself to do my master's degree in Aviation Management.

I am grateful to both the administrative and academic staff of Istanbul Gelisim University, who have worked throughout my education and made me feel that they are always by my side with their experience and help.





## Interview

*Nihat Uludağ, CNN Türk TV Istanbul News Director:*

**"There are some professions that never have working hours, and journalism is a profession that has no overtime and must always be lived like a journalist."**

Dear Nihat Uludağ, first of all, we would like to thank you for participating in our interview and would like to ask questions immediately; Why did you choose the journalism/journalism profession?

When I was in high school, Uğur Dündar news was very popular. The clarification of an event that no one knew about aroused great curiosity in me... Therefore, my interest in the profession of journalism increased...

While you are talking about "curiosity", let's ask our question, what do you think the personal and professional characteristics of a journalist/journalist should be?

First of all, we have to say about his job, he should be well equipped. With an investigative identity, he should have a structure that questions and analyzes events and experiences correctly. He should have a good grasp of what all the ethical principles of the profession are, and what the 5W1K (what, where, how, why, when and who) rules mean. There are some professions that never have working hours, and journalism is a profession that does not have overtime and should always be lived like a journalist. In my opinion, these should be the most important qualities of a journalist.



## Interview

**Mr. Uludağ, what exactly are the duties of an “Intelligence Chief”? What are you doing in a day? How does the flow of the day take place?**

The Intelligence Chief analyzes all the issues on the agenda and focuses on the important events of the day... All reporters and cameramen are subordinate to the intelligence chief. It controls all stages of the news, from the collection of the news to its reaching the audience. The intelligence chief must be both a good reporter and a very good administrator. An intelligence chief's day goes like this; gets up at 06.30 am at the latest, scans the entire agency and the agenda, reads and analyzes important columns. He determines the important agenda topics of the day and gives those topics to the relevant correspondents. The reporter collects the news given to him, the intelligence chief re-examines the news brought by the reporter, whether the right interview was made, the events were analyzed correctly, the sufficient and necessary visuals for the news were gathered, the news writing and 5W1K rules were paid attention to, and most importantly, the right headlines were given. ?.. He controls all of this! Moreover, these controls are made one by one for each reporter news and it is ensured that the news is published after it is formed.

**Mr. Uludağ, it means that every day you apply an analysis method that requires a lot of attention, care and experience... Well, at this point, what do you think digital development has brought to your profession, what has changed?**

New media or digital media has caused the journalism profession to turn into a whole new phase. With the development of digital media, print media quickly lost power. In digital media, while the news was delivered to the reader at very cheap costs, it became more expensive and troublesome for the printed media to reach the reader... The printing of the newspapers in printing houses, their distribution in 81 cities, and their delivery to thousands of districts and towns caused great cost and time loss. Now, readers can access news instantly even with a small mobile phone. As such, the print media began to lose power rapidly. Their circulation fell, their income fell, and many print media companies unfortunately began to close. It is also predicted that the print media will continue to shrink rapidly in this process. I think that the digital media process will negatively affect not only newspapers but also TV-oriented media after a while.



# Interview

**What are your suggestions to our young people who want to choose the profession of Journalism / Journalism, regardless of digital or traditional media environment?**

In parallel with the developments, in any case, they must be fully equipped about new media and digital media. Applications that are the main elements of digital media such as montage and graphics need to be well known. After having this infrastructure, they need to know the world and our country very well in order to become a journalist. They need to have both a general culture and a broad and comprehensive knowledge of the field they want to specialize in.

**Dear Nihat Uludağ, we would like to thank you very much for your interest in our FoAS E-Bulletin and the information you provided.**

I really thank you for bringing me together with your readers... I am sending greetings to everyone...

## NİHAT ULUDAĞ

He graduated from Istanbul University Faculty of Communication in 1993. During his student years, he did an internship at Anatolian Agency and Milliyet Newspaper. After his graduation in 1993, he worked as a police and courthouse reporter at Hürriyet Newspaper. In 1999, he transferred to Star Newspaper, which was founded under the management of Yılmaz Özdil. After working here for about 10 years, he worked in Habertürk Newspaper, founded by Fatih Altaylı and his team in 2009. After the closure of Habertürk Newspaper, he worked at Habertürk TV until 2019. Thus, he stepped into the TV media from the print media. In 2019, he left Habertürk TV and became the Intelligence Chief of CNN Türk TV. He is currently the Istanbul News Director of CNN Türk TV.



## News from Sector

### “Squares from Life Through the Eyes of Women” Exhibition Held by Anatolian Life Retirement...

Anatolian Life Retirement brought together the works that won the "Squares from Life Through Women's Eyes" photography competition with photography lovers through a digital exhibition. Organized by it for 16 years, Turkey's first and only photography competition for women, "Squares from Life Through the Eyes of Women" exhibition was opened to visitors on its website "anadoluhayat.com.tr". Aiming to contribute to the social, cultural and social development of women, the competition offers them a platform where they can freely express themselves and their outlook on life.

**News Link:** <https://sigortacigazetesi.com.tr/kadin-gozuyle-hayattan-kareler-dijital-sergileri-fotografseverlerle-bulusuyor/>, E.T.17.08.2022.

### Yemeksepeti Has started Delivery with JetSki in Marmaris Bays!

Another innovative delivery project of Yemeksepeti has been put into service. Food and beverages in the menus of contracted restaurants have started to be delivered to boats in Marmaris bays with Yemeksepeti JetSkis. Yemeksepeti JetSkis, which have started to deliver the meals on the menus of the regional restaurants to the boats off the coasts of Marmaris, will continue to offer this privileged service throughout the summer season. During the season, orders will be delivered to Marmaris, Adaköy, Keçi Island, Bedir Island and Karga Island bays with Yemeksepeti JetSkis. The address identification of the boats will be detected by the application according to the GPS location.

**News Link:** <https://www.gastronomidergisi.com/endustriyel-mutfak-teknosjisi/yemeksepeti-marmaris-koylarinda-jet-ski-ile-teslimata-basladi>, E.T.-17.08.2022.

### Applications for Felis Awards Have Started!

The Felis Awards, which will take place for the 17th time this year, were opened to the applications of agencies, advertisers and individual participants for the competition of bright ideas in 16 main sections. Felis Awards, which will be held for the 17th time under the main sponsorship of Yemeksepeti, aiming to reward creativity and impact quality in almost every field in the sector, are looking for new owners. You can reach the application page and all the details about the competition at "felisodulleri.com".

**News Link:** <https://mediacat.com/felis-odullerine-basvurular-basladi/>, E.T:17.08.2022.

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## News from Sector

### THY Prepares to Open 14 New Lines!

Turkish Airlines (THY) has started to work on opening 14 new routes in the coming months. Of the 14 routes based at Istanbul Airport, 6 will be in Europe and 2 will be in the USA. THY, which is the airline that flies to the most countries in the world, plans to organize flights to A Coruna in Spain, Krakow in Poland, Makhachkala in Russia, Nantes in France, Lankaran in Azerbaijan and Palermo in Italy in the coming months. THY currently operates scheduled flights to 118 destinations in 43 countries in Europe. DENVER AND DETROIT ARE NEXT THY is planning to add flights to 12 destinations in the USA. The flag carrier airline, which has 62 destinations in 41 countries in Africa, aims to fly to Aswan in Egypt, Hargeisa in Somaliland and Port Sudan in Sudan. The company will also add Atyrau to Kazakhstan and Sialkot to Pakistan to its destinations in Asia. THY will also add the city of Abha to Saudi Arabia in its flight network.

**News Link:** <https://www.airporthaber.com/havacilik-haberleri/thy-14-yeni-hat-acmaya-hazirlaniyor.html>, E.T. 17.08.2022.

### Cooperation from Turkcell and YouTube!

Turkcell offers its users free YouTube Premium subscription for a limited time. Within the scope of the agreement, Turkcell subscribers will be able to use YouTube Premium free of charge for 2 months, and Turkcell's exclusive world Platinum customers for 3 months. Users who want to take advantage of the campaign will only have to follow the special offers offered to them from Platinum, GNÇ, Bizce, Paycell and Turkcell applications. 26 million customers will be able to benefit from the campaign, which will be effective as of August 15. Turkcell customers who do not currently subscribe to YouTube Premium or YouTube Music Premium, who have not previously subscribed to YouTube Music Premium, YouTube Premium or Google Play Music, and who have not benefited from any promotions of these applications, can benefit from the campaign.

**News Link:** [www.pazarlamasyon.com/turkcell-ve-youtube-dan-isbirligi](http://www.pazarlamasyon.com/turkcell-ve-youtube-dan-isbirligi), E.T. 17.08.2022.

### Disney Surpassed Netflix in Total Subscriber Count...

The total subscriber count of Disney-affiliated streaming platforms surpassed Netflix for the first time. Disney-affiliated streaming platforms (Disney+, Hotstar, HuluveESPN+) surpassed Netflix in total subscriber count, reaching 221 million subscribers. Netflix, which lost approximately 1 million subscribers in the last quarter, dropped to 220 million. Disney+ performed better than expected in the last quarter, adding 14.4 million new subscribers. PP Foresight analyst Paolo Pescatore described the current period as "a key moment in the streaming wars", saying Disney has more room to grow than Netflix.

**News Link:** <https://mediacat.com/disney-toplam-abone-sayisinda-netflixi-gecti/>, E.T.17.08.2022.

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## News from Sector

### Russian E-Commerce Giant in Turkey Market!

Ozon, Russia's largest e-commerce platform, entered the Turkish market. After the Russia-Ukraine war, after the withdrawal of international brands from Russia, Russia's largest e-commerce company Ozon knocked on Turkey's door. Opening an office in Istanbul, the company will lead the sale of Turkish goods to Russia via e-export. The platform also hosted the e-commerce conference to work with international vendors and develop their plans in Turkey. At the event, Ozon Global's various product groups and senior management solutions in logistics were presented to Turkish vendors, and it was announced that they had expectations of cooperation in the future. Ozon also opened an office in Turkey. He appointed Hazal Maraş, who was transferred from Hepsiburada, as Turkey Director.

**News Link:** <https://www.milliyet.com.tr/ekonomi/rus-e-ticaret-devi-geldi-6805835>, E.T.17.08.2022.

### Istanbul Airport is at the Summit!

In the post made by the General Directorate of Civil Aviation (SHGM) on its social media account, "Istanbul Airport ranked 1st among the busiest airports in Europe during the period of 08 - 14 August 2022 with an average of 1332 flights per day. THY A.O. On the other hand, with an average of 1488 daily flights, it ranked 3rd among the airline companies that organize the most flights."

**News Link:** [www.airporthaber.com/havacilik-haberleri/istanbul-havalimani-zirveden-inmiyor-95285.html](http://www.airporthaber.com/havacilik-haberleri/istanbul-havalimani-zirveden-inmiyor-95285.html), E.T. 17.08.2022.

### The World's First NFT Excel Spreadsheets are on Sale for Ukraine!

The world's first XLS extension NFT Excel spreadsheets, consisting of portraits of Volodymyr Zelensky, are on sale for Ukraine. NFTs, which have become very popular today, can be used not only for investment purposes, but also as a part of social projects. The world's first Microsoft Excel-based NFT art collection, featuring portraits of Ukrainian President Volodymyr Zelensky, went on sale Sunday. The collection was created by Datarails, which offers financial planning and analysis platforms for Microsoft Excel users. All proceeds from the sale of NFTs, each equivalent to 1 ETH (approximately \$2,000), will be used to fund the plight of Ukraine. A total of five pieces, the collection includes portraits of Ukrainian President Volodymyr Zelensky and some scenes from the conflict.

**News Link:** [www.pazarlamasyon.com/dunyanin-ilk-nft-excel-tablolari-ukrayna-icin-satisa-sunuldu](http://www.pazarlamasyon.com/dunyanin-ilk-nft-excel-tablolari-ukrayna-icin-satisa-sunuldu), E.T 17.08.2022.

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# FACULTY OF APPLIED SCIENCES MONTHLY e- BULLETIN MASTHEAD

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