



**İSTANBUL
GELİŞİM
UNIVERSITY**



FACULTY OF APPLIED SCIENCES MONTHLY BULLETIN

Applied Science in Gelişim, For a Change In Your Life

www.gelisim.edu.tr

NOVEMBER 2022

**“One day my mortal body will turn into dust,
but the Turkish Republic will stand forever.”**

K. Atatürk

**10th of November,
Atatürk Memorial Day**



**WE REMEMBER WITH
RESPECT AND GRATITUDE**



News from FoAS

Assoc. Prof. Doc. Emel Tozlu Öztay Participated in The "25 November International Day for Tthe Elimination of Violence Against Women" Program Organized by The Ministry of Family and Social Services Under The Auspices of The President of The Republic of Turkey...

Istanbul Gelisim University, Head of Public Relations and Advertising Department Assoc. Prof. Dr. Emel Tozlu Öztay participated in the "25 November International Day for the Elimination of Violence Against Women" program organized by the Ministry of Family and Social Services, held at the Istanbul Congress Center on November 25, 2022, under the auspices of the President of the Republic of Turkey, Mr. Recep Tayyip Erdoğan.

"Anti-Violence Day" Message: "Women Are Half Man"

The opening speeches of the program were given by the Minister of Family and Social Services, Derya Yanık and the President of the Republic of Turkey Mr. Recep Tayyip Erdoğan. In addition to the participation of academics from many universities in Istanbul, local government officials, representatives of non-governmental organizations, and TV. The participation of the program producers and journalists was intense. Speaking at the program held within the scope of the International Day for the Elimination of Violence Against Women, Derya Yanık, Minister of Family and Social Services, emphasized Turkey's 2023 action plan for combating violence against women and underlined that academics will play an important role at this point. President Erdoğan stated: "Women are half of people. We want to make our women individuals who contribute to themselves and their country in every aspect of life, based on rights, beyond ensuring that they can lead a life in accordance with human dignity."



News from FoAS

Asst. Prof. Dr. Nevruz Berna Tatlısu Gave Training at The Workshop Titled "Waste Management in Application Kitchens"!

Asst. Prof. Dr. Nevruz Berna Tatlısu, Head of the Gastronomy and Culinary Arts (Turkish) Department, became an educator at the workshop Titled "Tübitak 2237-A Scientific Education Activities Support Program, Waste Management in Application Kitchens" held online between 25-27 October 2022. served as.

Nevruz Berna Tatlısu held a workshop titled "Recycling of Kitchen Waste" and provided training on waste management and waste recycling practices. In the training, the importance of recycling and upcycling of food, which is formed after the applications in the kitchens, which is wasted due to the lack of proper planning before the application, or which is turned into direct waste due to storage conditions, in terms of sustainable gastronomy was underlined.

You can find detailed information about the program:

<https://deumutfaktaatikyonetimitubitak.wordpress.com/etkinlik-programi/>



www.tubitak.gov.tr



News from FoAS

Assoc. Prof. Dr. Ebru Nergiz Participated in Erasmus + Staff Mobility!

Head of International Trade and Finance Department, Assoc. Prof. Dr. Ebru Nergiz, gave a Foreign Direct Investment course at ADA University in Baku, Azerbaijan between 14-21 November 2022, within the scope of Erasmus + KA107 Project Teaching Mobility. Assoc. Prof. Dr. Ebru Nergiz, who also met with the International Office officials, stated that the cooperation between the two universities would increase even more.



News from FoAS

ITO Insurance Professional Committee Came Together With Academic Staff from The Insurance Department...

Istanbul Chamber of Commerce (ITO) Insurance Professional Committee Management Committee Chairman Hüseyin Duru and Professional Committee Members Hasan Hoşben met with the department heads and lecturers of the insurance departments of universities in Istanbul on October 19, 2022.

UBF Banking and Insurance Department Res. Asst. İlknur Külekçi also attended the meeting where ITO Assembly and Committee Members and academicians met. At the said meeting, opinions were exchanged about the quality of education, internship opportunities and the difficulties experienced in the sector by the students of the insurance department.



İSTANBUL
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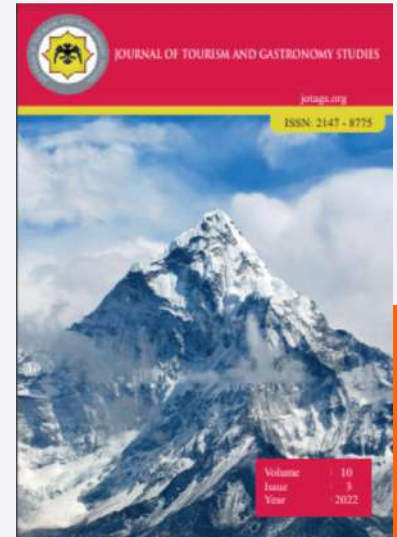
Academic Articles

The Article titled "Edible Insects Within the Scope of Sustainable Gastronomy Tourism" Was Published!

A compilation article titled "Edible Insects within the Scope of Sustainable Gastronomy Tourism", prepared by the co-authorship of Assoc. Prof. Dr. Serdar Egeli, Secretary General of Istanbul Gelisim University and Coordinator of Gastronomy Departments and Faculty of Applied Sciences, from Gastronomy and Culinary Arts Turkish Department Res. Asst. Gizem Hlaęa Kaderoęlu, Journal of Tourism and Gastronomy Studies, year 2022, volume 10, issue 3th.

The access link to the article:

https://jotags.org/2022/vol10_Issue3_article53.pdf

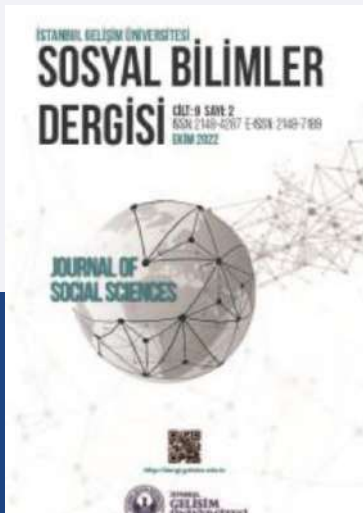


The Study Titled "Management Success of The Business in Luxury Goods: The Chanel No.5 Brand Example" Was Published!

The study of Asst. Prof. Dr. Canan Tiftik, from the Department of Management Information Systems, titled "Management Success of the Business in Luxury Goods: The Chanel No.5 Brand Example", published in Istanbul Gelisim University Journal of Social Sciences, year 2022, volume 9, number 2.

The access link to the article is below:

<https://dx.doi.org/10.17336/igusbd.749605>



Academic Articles

The Article Titled "Unemployment Insurance and Current Problems in Unemployment Insurance in Our Country" Was Published!

Res. Asst. Naim Göktaş from the Electronic Commerce and Management Department's article titled "Unemployment Insurance and Current Problems in Unemployment Insurance in Our Country" was published in the Journal of Financial Solutions, year 2022, volume 32, number 173.

The access link to the article:

<https://archive.ismmmo.org.tr/docs/malicozum/173malicozum/11.pdf>

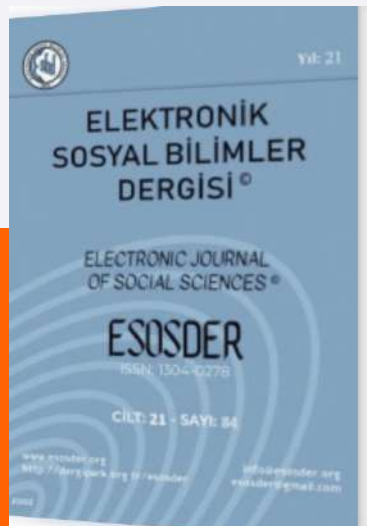


The Article Titled "A Meta-Analysis of E-Commerce Sites With Gamification for Digital Marketing" Was Published!

The study titled "A Meta-Analysis on E-Commerce Sites with Gamification for Digital Marketing", co-authored by Asst. Prof. Dr. Bilge Turp Gölbaşı and Asst. Prof. Dr. Hande Ayhan Gökcek from the Department of Management Information Systems, was published in Electronic Social Sciences Journal.

The access link to the article:

<https://dergipark.org.tr/tr/pub/esosder/issue/70796/1064214>



Academic Articles

The Study Titled "Examination of the Relationship Between the Level of Union Organization and Social Expenditures: Findings from OECD Countries" Was Published!

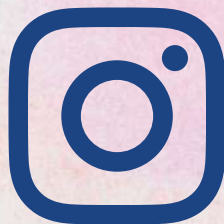
The article titled "Examination of the Relationship Between the Level of Union Organization and Social Expenditures: Findings from OECD Countries" prepared by Asst. Prof. Dr. Ali Çelik, from the Department of International Trade and Finance, was published in Gazi Journal of Economics and Business, Volume 8, Issue 3.

The access link to the article:

<https://dergipark.org.tr/en/download/article-file/2199918>



Social media accounts of FoAS:



/ iguubf

Academic Books

The Book Chapter "Investigation of The Relationship Between Labor Power Standards and Exports: Panel Causality Findings for BRICS-T Countries" Was Published!

The book chapter titled "Investigation of the Relationship Between Labor Power Standards and Exports: Panel Causality Findings for BRICS-T Countries" prepared by Asst. Prof. Dr. Ali Çelik, from the Department of International Trade and Finance, was published in the book "Empirical Results of Applications in the Field of Economy and Finance-2" published by Ekin Publishing House.

The Book's Access Link:

<https://www.surelikitap.com/tr/kitap/ekonomi-ve-finans- field-empirical results- 2-9786258235258>



The Book Chapter "Blockchain in the Financial Universe: A Situation Analysis on The Interest of Academics" Was Published!

In the book Blockchain in Finance, Marketing and Others, the chapter "Blockchain in the Financial Universe: A Situation Analysis on The Interest of Academics" by Asst. Prof. Dr. Ayşegül Ertuğrul AYRANCI from the Faculty of Applied Sciences, Department of Banking and Insurance was published by Nobel Publishing.



The Book's Access Link:

<https://www.nobelyayin.com/en/blockchain-in-finance-marketing-and-others-18960.html>

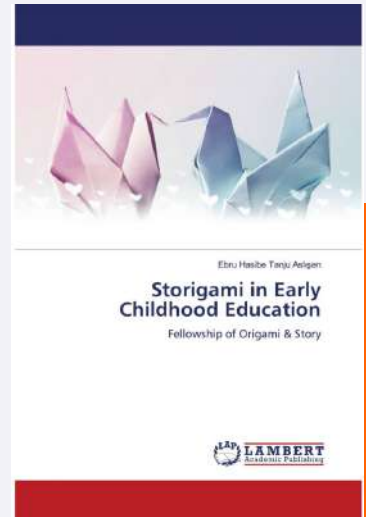
Academic Books

Translation of the Book Titled "Storigami in Early Childhood Education: Origami and Story Fellowship" Was Completed...

Head of the Department of English Translation and Interpretation of the Faculty of Applied Sciences, Asst. Prof. Dr. Görsev Sönmez completed the translation of Assoc. Prof. Dr. Ebru Hasibe Tanju Aslışen's book titled "Storigami in Early Childhood Education: Origami and Story Sisterhood" and completed her studies for recognizing the term Storigami and bringing the related book into literature. The English translation of the book was published on 11 November 2022 by Lambert Academic Publishing House.

The Book Access Link:

<https://www.lap-publishing.com/catalogue/details/gb/978-620-5-51450-4/storigami-in-early-childhood-education>



The Book Chapter Titled "The Importance of Ethical Codes in Creating an Ethical Climate: A Research for Professional Accountants" Was Published!

The book chapter titled "The Importance of Ethical Codes in Creating an Ethical Climate: A Research for Professional Accountants" written by Asst. Prof. Dr. Dursun Boz from the Department of Management Information Systems was published as an electronic book by the Education Publishing House in the book "Ethics Codes of Accounting Professionals."

The Book's Access Link:

<https://www.egitimyayinevi.com/u/egitimyayinevi/docs/9/7/9786258223668-muhasebe-meslek-mensuplari-icerik-dosyasi-1666730715.pdf>

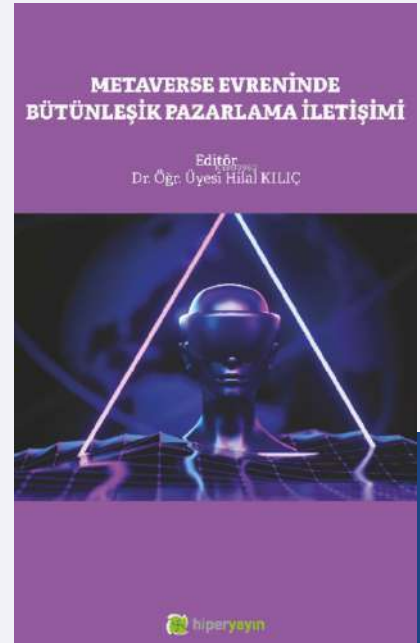


Academic Books

The Book "Integrated Marketing Communications in The Metaverse Universe" Was Released!

With the contributions of faculty members from the Faculty of Applied Sciences, the book titled "Integrated Marketing Communications in the Metaverse Universe" was published under the editorship of Asst. Prof. Dr. Hilal Kılıç. Many faculty members from the Faculty of Applications Sciences contributed to the book "Integrated Marketing Communications in the Metaverse Universe", whose foreword was written by Prof. Dr. B. Aykut Arıkan and published by Hiper Publishing House in October 2022.

- The book chapter titled "Marketing, Consumer Behavior and E-Commerce Transformation with Metaverse" is written by Asst. Prof. Dr. Bilge Turp Gölbaşı and Asst. Prof. Dr. Hande Ayhan Gökcek from the Management Information Systems Department;
- The book chapter titled "The Role of Direct Marketing Tools in the Metaverse Universe" was written by Res. Asst. Dr. Onur Turker;
- The book chapter, "Advertising Perception in the Metaverse Universe", written by Res. Asst. Metehan Özırmak from the Department of New Media and Communication;
- The book chapter called "Personal Selling in the Metaverse Universe" is written by Asst. Prof. Dr. Ahmet Esad Yurtsever, Management Information Systems Department;
- The book chapter, "Public Relations and Corporate Social Responsibility in the Metaverse Universe", by Asst. Prof. Dr. Hilal Kılıç from the Management Information Systems Department;
- The book chapter titled "Brand Management and Strategies in the Metaverse Universe", by Assoc. Prof. Dr. Ebru Nergiz from the Department of International Trade and Finance;
- The book chapter titled "Metaverse and New Media: Facebook's Commodification Process and Its Impact on User Data Security" was written by Res. Asst. Türkan Öykü Büyükçelikok from the Department of New Media and Communication.



Link for the access:

<https://www.kitapyurdu.com/kitap/metaverse-evreninde-butunlesik-pazarlama-iletisimi/631336.html>

Congresses

Asst. Prof. Dr. Lokman Kantar Attended the 25th Finance Symposium!

Head of Banking and Insurance Department, Asst. Prof. Dr. Lokman Kantar attended the 25th Finance Symposium with the paper titled "COVID 19 Pandemic and Contagion Effect on Stock Exchanges: VCC MGARCH Analysis."

To reach the Symposium Program:

<https://finans25.mehmetakif.edu.tr/sempozyum-programi.php>



Assoc. Prof. Dr. Mustafa Çanakçıoğlu Attended the 36th International Finance Symposium!

From Electronic Commerce and Management Department, Asst. Prof. Dr. Mustafa Çanakçıoğlu attended the 36th International Finance Symposium organized by Anadolu University, Faculty of Economics and Administrative Sciences, Department of Finance held in Antalya between 27-30 October 2022, with Assoc. Prof. Ömer Faruk Görçün from Kadir Has University. Their mutual study titled "Comparison of CRITIC and RAFSI Methods and Total Tax Burden Between Selected OECD Countries."

Symposium Access Link:

<https://www.maliyesempozyumu.org/>

International Public Finance Conference / Türkiye
Uluslararası Maliye Sempozyumu / Türkiye
27-30 Ekim 2022 Antalya / Türkiye

Events

"Information Technologies in Translation (Series-I)" Event Was Successfully Held...

The event titled "Information Technologies in Translation (Series-I)", held by the Department of English Translation and Interpretation of the Faculty of Applied Sciences, on November 8, 2022, between 13:00 and 17:00, was carried out with the contributions of Lect. Melik Ahmet EROL, an expert in his field. In the event, in which English Translation and Interpreting Department students participated intensively, information was exchanged about today's translation technologies and programs.



Söyleşi

Uygulamalı Bilimler Fakültesi
İngilizce Mütercim ve Tercümanlık Bölümü

Çeviride Bilgi Teknolojileri (Söyleşi Serisi-I)

KONUŞMACI
Öğr. Gör. Melik Ahmet EROL
Çevirmen - Tercüman

08 Kasım 2022
Salı

13.00
17.00

A Blok
E-101 (Derslik)

gelisim.edu.tr



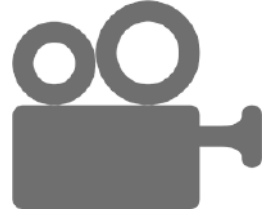
Events

The Seminar "From the Concerns of the Banking and Insurance Department" Was Held!

It is aimed that the students of the Banking and Insurance Department, which consists of two separate disciplines, graduate with the qualifications that can meet the needs of the financial sector, where competition is increasing. For this purpose, a seminar was held at IGU A Blok-E101 Conference Hall on Thursday, October 27, 2022.

The Head of Banking and Insurance Department, Asst. Prof. Dr. Lokman Kantar, gave information about the exams, curriculum, internship and other opportunities so that the students of the department could graduate with the necessary infrastructure and qualified, and then the questions of the participants were answered.





November / Culture & Art

SOCIAL RESPONSIBILITY MEETS WITH ART AND MEDIA...

The media has strong effects on society due to its structural and functional characteristics and the wideness of the target audience it addresses. In particular, the active role of the media in many areas such as the environment, health, education and family relations has made it an important tool in terms of social responsibility communication.

In addition to the television programs with the theme of Social Responsibility, social responsibility projects undertaken by many broadcasting groups such as Doğan Yayın Group and Doğuş Yayın group continue to gain a foothold in society and raise awareness of the social problems addressed through television programs and culture and art events.

For example, NTV's TV program titled "Green Screen" since 2008 aimed to draw attention to environmental problems and raise social awareness on environmental issues by supporting environmental issues.

On the other hand, the "End Domestic Violence" Campaign, which started in 2007 and continued for 12 years, aimed to raise awareness on Domestic Violence, undertaken by another publishing group, Doğan Publishing Group. Within the scope of the project, records were produced from real x-ray films of women who applied to hospitals due to violence, and the song "Women are Vardır", which was included in the album Gül Dünya Şarkıları, released in 2008, was recorded on these records. The project was handed over to the Turkish Women's Federation in 2015.



Asst. Prof. Dr. Çağla Kaya İlhan
FoAS, New Media and
Communication Department

October / Culture & Art

In addition, the 25 Liter Documentary film, published in 2019 and produced in collaboration with National Geographic and Finish, aimed to raise awareness in society by presenting striking facts about the Water Crisis. In a time period determined as "one day in the future" in Istanbul, it was designed that the daily water consumption amount per person was determined as 25 liters with the Zero Day Application and that people should continue their lives according to this practice.

In the documentary, which includes the statements of experts who predict that a water crisis will occur in the next 20-30 years due to population growth, rapid urbanization, climate change and rapid increase in drought, it is pointed out that water consumption in Istanbul doubles every year due to the high population growth. It is aimed to raise awareness about saving.

Addressing Social Responsibility projects and social problems waiting to be solved in society through art and media will be effective in increasing awareness and solving social problems more quickly and effectively.



October / Guest Writer



Use of Manipulative Marketing Approach on Generation Z Consumers...

In our age, mobile phones, computers, tablets, etc. Technological tools such as these have become an indispensable part of our lives. Especially mobile phones appear as a device that people use constantly in their daily lives, that they cannot give up, that facilitate and accelerate their lives. We are now faced with a very large and competitive market in the mobile phone industry, as in every industry. Companies now use many methods to reach as many consumers as possible, regardless of gender, age or country, and thus, they try to increase their profitability by gaining competitive advantage with the help of technology, leaving behind outdated methods. Manipulative marketing, which is one of these methods, has become a tool frequently used by businesses despite ethical discussions. Manipulative marketing can be applied in many different dimensions, types and methods. The aim of the businesses is to attract consumers and direct them to buy their products by changing their purchasing behaviors, consumption habits and behavioral intentions, especially with these techniques used without the awareness of the consumer.

This method can change positively or negatively according to the mastery of the manipulator and the reactions of the manipulator. The manipulative techniques that companies apply, especially in the written and visual media or through advertisements in social media, have become a situation that consumers are regularly exposed to in their daily lives. It is quite ordinary for the z generation, who was born with technology and is very prone to the internet and technology in general, that the change is very fast and the product life is quite short. This situation of the z generation, which has started to be more active in the consumption sector as of the years we are in, naturally attracts the attention of companies. In the Z generation, individuals are conscious consumers in terms of consumption. They want to try the product or service they plan to buy by doing research before making any purchase, and they can find the most suitable price offers for themselves by using the internet in the most efficient way. However, despite this, the rapid change in technology and the obsolescence of products in a short time or the perception of companies as if they are and this situation being quite ordinary for the z generation can make the z generation consumers more comfortable targets for the application of manipulative techniques.

In today's marketing world, where competition, market share, sustainability and profitability are very important and difficult, all businesses, regardless of sector, apply to many different methods to attract the attention of their customers and make them prefer their own brands. With the development of technology, businesses can now access and manipulate all kinds of data about consumers, consumption habits and behavioral intentions. As a result, all of us, as consumers, can be influenced by other people and companies during the decision-making process, and we can change our consumption habits and purchasing behaviors with the influence of internal and external effects, whether we are aware of it or not.



**Asst. Prof. Dr. Ahmet Esad
Yurtsever**
**FoAS, Management Information
Systems Department**



October / Book Review

THE PRICE OF INEQUALITY...

Nobel Prize-winning economist Joseph E. Stiglitz published his book "The Price of Inequality" in 2012. The book was published by İletişim Publishing under the title "The Price of Inequality" in 2014 and Ozan İşler translated the book.

Stiglitz's central question in this book is "How does today's divided society jeopardize our future?" is asking the question. The destruction caused by the inequality deepened by the 2008 financial crisis and the causes of income inequality are under the scope of the book. Although the book captures inequality in the United States, it is also an important reference for understanding inequalities in the rest of the world.

The first part of the book, which consists of 10 chapters, deals with the enrichment of the richest 1 percent after the 2008 financial crisis.

It is stated in this section that the rest of the society has paid the bill of the crisis. In the second part, it is explained that there is a search for rent in the birth of an unequal society and it is said that policies that will limit inequality are not preferred. In the third part, the effects of leaving the markets to their own devices on inequality are examined, while in the fourth part, the economic causes and consequences of inequality are analyzed. In the fifth section, it is explained how the 1% dominant segment shapes politics and it is stated that inequalities threaten democracy.

The sixth section explains how the ruling class shapes the ideas and the separation of the society from the truth is depicted with the analogy of "1984" with reference to George Orwell's book. In the seventh chapter, the damage caused by inequality to the phenomenon of justice is examined and it is mentioned that the rule of law is eroded by the growth of inequality.

In the eighth part, the effect of the 1 percent of the people in the budget wars is explained, while in the ninth part, the macro-economic policy of this sector and its hegemony over the central bank is explained. In the last part of the book, the author put forward suggestions for solutions and stated that a more just and equal world is possible.

The Price of Inequality is a valuable book, especially in a world where inequality has increased after Covid-19, in terms of going down to the causes of inequality and discussing solutions to reduce inequality.

Res. Asst. Naim Göktaş
FoAS, Electronic
Commerce and
Management Department



News from Our Alumni

Hello! I am Aysel Merve Kuş!

I graduated from Istanbul Gelisim University Faculty of Applied Sciences, Aviation Management Department in 2020 with an honorary certificate. Also, I graduated from the International Logistics and Transportation Department, where I did a Double Major , in 2021, again with an honorary certificate.

Most of the lecturers of the departments are experienced academicians with industry experience. Thanks to the theoretical and applied knowledge they conveyed in the courses, I graduated well-equipped from the departments where I did my major. Thanks to the knowledge I gained before completing my undergraduate education, I had the opportunity to do an internship at Atatürk Airport and Istanbul Airport, in the air cargo department. At the same time, I received the trainer's training certificate and got the title of 'instructor' and I have actively made presentations about the field throughout my career.

After graduation, I did my master's degree in International Logistics and Transportation Department between 2021-2022. I completed my master's degree with high honors. Thanks to the education I have received, I have included the title of 'Expert International Logistician' in my career life. My area of expertise, which I am currently working on and training, is air cargo. At the same time, I am in the preparation stage for my second master's degree.

I would like to thank all the faculty and staff of the department who helped me reach my current position. With the Istanbul Gelisim University family, I learned not to wait for my dream career, but to fly. Also, I would like to express my gratitude and respect to everyone who contributed to my career life.



Interview

Anadolu Agency (AA) Turkey News Editor-in-Chief Hüseyin Yılmaz:

“The feeling of directing the world and Turkey agenda is indescribable. Learning about many developments before many news centers, keeping that information for a while, confirming it, disseminating it and acting according to the importance of information is a power that all journalists may thrive for!”

Dear Hüseyin Yılmaz, I would like to thank you for taking the time for our interview and would like to ask my very first question. How did your working journey at Anadolu Agency develop? Why did you choose to work in a news agency?

It was something that I did not plan. It was not something I had in mind at all. In my journalism adventure that started at the end of 1992, I always worked on television and benefited from agency news and news articles. Most recently, while working as the Middle East desk officer at TRTWORLD news center, TRT Deputy General Manager Serdar Karagöz, to whom the channel is affiliated, became the General Manager of Anadolu Agency. A few days later, he made a job offer. Since he is a journalist that I trust and believe in both his attitude towards his employees and his editorial stance, I accepted the offer. Thus, I found the chance to manage an agency with the reflex of a publisher. Knowing the answer to the question "What do subscribers want?" enabled me to close the gap for agency's inexperience in a short time. Since I worked in the field for years and as a producer, editor and news director, being a person who closely knows what level my colleagues in the agency are going through, what troubles they are going through and how they feel made my job and adaptation easier.



Interview

Mr. Yılmaz, how is the daily work pace in particular for Anadolu Agency and/or in general news agencies?

In fact, there is no routine and no concept of time. We have a system that does not sleep for 24 hours. I get involved in about 18 hours. Every morning at around 09.00, all units share the daily routine - special titles they will follow with the relevant Editorial Directors. As the editor-in-chief for Turkey News, I start working at around 08:00 and read the newspapers. As I scan social media, a news channel and a panel where we simultaneously broadcast live from 4 different places are also open for me to monitoring. We hold a meeting with Ankara news at 09.00, talk about our routine and special news, and look for an answer to the question of what we can do next. I hold a similar meeting with the Yurt news service at 09.30. Here, we consider both news and content as photo-video. At 10.00, we hold an agenda meeting under the chairmanship of Editor-in-Chief Yusuf Özhan, with the participation of the managers of all units that form the backbone of the agency. In this meeting, which lasts for 1 hour, all teams get information about the general agenda. We brainstorm and make and implement editorial decisions on problematic issues here. After the meeting, I send the meeting notes my subordinate units, and follow the agenda of the rest of the day and the publication of the tasks decided in the morning.

How has the infrastructure or working dynamics of Anadolu Agency changed with the developing technology?

Anadolu Agency is a structure that keeps pace with the developing technology. We are able to broadcast live in a few minutes from the remotest corners of Turkey with the cameras, MacBooks, Gopro - drone and Live-u live broadcasting devices, and deliver the most beautiful and quality content to the subscribers. The staff barely may have difficulties in adapting to the developing technology or new media order. We solve such problems with in-house training and information before they turn into problems. The use of drones, the use of underwater equipment, the use of applications developed by the IT service of the institution are just a few examples for technological equipment.

Mr. Hüseyin Yılmaz, what do you think are the best and most difficult aspects of working in news agencies?

The feeling of directing the world and Turkey agenda is indescribable. Learning about many developments before many news centers, keeping that information for a while, confirming it, disseminating it and acting according to the importance of information is a power that all journalists may thrive for!

Interview

Unfortunately, the Turkish press has suffered a lot. There are problems in almost every media organization in terms of education and editorial. The inadequacy of the number of trained personnel, the low cost of employing personnel due to economic concerns, the situation of being stuck between the commercial concerns of the boss and the ethics of journalism are very distressing. This situation puts a serious burden on agencies and especially Anadolu Agency. Because there are many news centers leaving the responsibility to the agency for problematic issues and acting according to the information given by the agency and in a sense hide behind the agency. However, there are also very experienced journalists out there, but we see that they avoid responsibility and go only on the information passed by the agency in order not to get into trouble. It seems like a general attitude is to get out of the business by saying "this is the agency's decision" when things are getting rough. This increases both our responsibility and the pressure on us. However, as they say, "I wasn't brought up in the woods to be scared by owls." We are always trying to do our job by taking a 102-year-old historical responsibility. We continue with the effort to do our best.

What are your suggestions to young communicators who aim to work in news agencies?

Those who work in agencies are invisible heroes and workers thriving for true news, you even see their name with a code. Dozens of news outlets can evaluate some news with the cliché and simplicity of "we get it from the agency". You are the "that agency" they mean, and you are responsible for going to all kinds of crime scenes, taking photos, and fulfilling the "5WS+1H." Sometimes, a single agency employee who writes, photographs and displays the whole news becomes a source of information for a whole media. This is not an easy task either.



Interview

When asked what do you do, my response to them is that I have been a journalist for 30 years. All other places of work (TV-Website-Newspaper) and titles-shades (reporter-producer-editor-news director-editor-editor) are a just names for me under my "journalist" identity. Agencies can be the first and most important step if they have the ideals of being journalists, if they are curious, if they have no problems with working in difficult conditions, if they have confidence in their judgment, and if they are interested in national and international issues. Agencies really need young, dynamic friends who are excited about journalism.

Dear Hüseyin Yılmaz, I would like to thank you on behalf of Istanbul Gelisim University Faculty of Applied Sciences and e-Bulletin readers for the valuable information you have provided and the time you have spent for us.

The honor is mine. I wish success to our young communicators and scholars.

HÜSEYİN YILMAZ - CV

He graduated from Yıldız Technical University Photography Department in 1995. He started his journalism career as a reporter at Kanal 6 Haber in 1992, in ATV Haber between 1996-2001, in CNNTürk in 2002-2010, in NTV Haber between 2010-2011, in Al Jazeera Turk Istanbul between 2011-2015, He worked at TRTWORLD Washington DC Bureau between 2015-2017, at TRTWORLD between 2017-2021 as News Office Senior Producer, and as TRT Foreign Broadcasting Vice President in the same years. He has been working as Anadolu Agency Turkey News Editor-in-Chief since 2021.



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News from Sector

Media and Advertising Investments for The First Half of 2022 Were Announced!

In the first half of 2022, media and advertising investments in Turkey reached 17 billion 107 million TL. According to the report, while media investments amounted to 12 billion 766 million TL in the first half of the year, advertising investments amounted to 4 billion 341 million TL. Organized media investments in Turkey were 17 billion 107 million TL, and total (organized + direct) media sector investments were 25 billion 269 million TL.

News Link: <https://mediacat.com/2022-ilk-yariyil-medya-ve-reklam-yatirimlari-aciklandi/>, E.T.16.11.2022.

The Theme of Sustainability and Biodiversity Will Be Discussed at The Gastromasa Conference!

Uluslararası Gastromasa Gastronomi Konferansı, 19-20 Kasım 2022 tarihleri arasında Haliç Kongre Merkezi'nde kapılarını yeniden açıyor. Sürdürülebilirlik & Biyoçeşitlilik" teması çerçevesinde şekillenecek olan 7. Uluslararası Gastromasa Gastronomi Konferansı; Gastromasa Pastry, Gastromasa Bar ve Gastromasa Hospitality olarak 4 yeni konsepti ile Gastromasa'nın çatısı altında yer alarak dünya gastronomisine damgasını vurmaya hazırlanıyor! The International Gastromasa Gastronomy Conference will reopen its doors at Haliç Congress Center between 19-20 November 2022. The 7th International Gastromasa Gastronomy Conference, which will be shaped within the framework of the theme of "Sustainability & Biodiversity"; Gastromasa Pastry is preparing to leave its mark on world gastronomy by taking place under the roof of Gastromasa with 4 new concepts as Gastromasa Bar and Gastromasa Hospitality!

News Link: <https://www.gastronomidergisi.com/gastronomi/gastromasa-konferansi-nda-surdurulebilirlik-ve-biyocesitlilik-temasi-konusulacak>, E.T. 16.11 2022.

Twitter Prepares To Charge Subscription Fee For Verified Account Badge...

Elon Musk wants to replace Twitter Blue, Twitter's paid subscription that offers additional features. According to the shared information, the approved users feature will be added to the Twitter Blue subscription and the monthly fee of the subscription will increase.

News Link: <https://webrazzi.com/2022/10/31/twitter-dogrulanmis-hesap-rozeti-icin-abonelik-ucreti-almaya-hazirlaniyor/>, E.T.16.1.2022.

Sektör Haberleri Sayfaları Öğrenci Ekibi:

Aslı Meşinci-Ceren Yalçın- Elif Açar- Emine Karanfil-Esma Avcı-Ezgi Sekmen-İremnur Kamalı

News from Sector

Google and Renault Announced Collaboration....

US-based technology giant Google and French automaker Renault Group signed a new agreement. They will develop an advanced software platform for future vehicles. According to the statement, the "software defined vehicle" infrastructure will be built on the Android Automotive operating system and will be fully integrated with Google's cloud servers. Thanks to this cooperation, artificial intelligence tests will be carried out in a virtual simulation environment. At the same time, thanks to real-time diagnostics, the car will notify the driver if maintenance is needed or fix the problem itself. This new agreement between the two companies; It also includes the Dacia, Alpine and Mobilize brands.

News Link: <https://www.ensonhaber.com/otomobil/google-ve-renault-elektrikli-araclar-icin-anlasti>, E.T.16.11.2022.

Demand For Aksungur Accelerated Production..

Interest in the Aksungur Unmanned Aerial Vehicle, developed by Turkish Aerospace Industries (TUSAŞ) with national resources, is increasing worldwide.

TUSAŞ also stepped on the gas in production of UAVs due to the intensity of demand.

It has been learned that TUSAŞ, which normally produces one Aksungur every three months, will produce one Aksungur every month as of this month, and as of May 2023, two Aksungurs will come off the band every month. Aksungur, which is actively used by the Turkish Naval Forces and making important contributions to the fight against terrorism, has started to attract great attention from the world.

While it is known that African and Asian countries are interested in Aksungur, it has been announced that Algeria has ordered six Aksungur in the past weeks. TAI also accelerated production after intense demand. It has been learned that TUSAŞ, which produces Aksungur every three months, will now breed Aksungur once a month. According to the information obtained, TAI will produce 2 Aksungur UAVs every month as of May 2023.

News Link: <https://www.airturkhaber.com/haberler/aksungur-uretimi-hiz-kazaniyor/>, E.T. 16.11.2022

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News from Sector

McDonald's Turkey's Digital Order Screens Are At Sabiha Gökçen Airport For The First Time!

McDonald's Turkey started to serve in Sabiha Gökçen Airport restaurants with state-of-the-art digital order screens. Offering the opportunity to order without waiting in line with its new digital order screen, the company, which started table service as a first in its sector in Turkey, differentiates itself from its competitors with this application and adds a new dimension to the customer experience. McDonald's Turkey, Istanbul, which offers the opportunity to order without waiting in line with its new digital order screen. It also started to serve with state-of-the-art digital order screens in its restaurants in Beşiktaş and Ankara Yaşamkent Shopping Center.

Since the day it opened its first restaurant, McDonald's introduced Turkey to firsts and focused on digitalization by focusing on global developments in technology and innovation.

News Link: <https://www.gastronomidergisi.com/gastronomi/mcdonald-s-turkiye-nin-dijital-siparis-ekranlari-ilk-kez-sabiha-gokcen-havalimani-nda>, E.T.16.11.2022.

The Countdown Has Begun Again For Artemis 1!

NASA plans to launch the "Artemis 1" mega rocket to the Moon after two failed attempts. Finally, it was stated that the launch, which was delayed due to Hurricane Nicole, which threatened Florida, will be held on Wednesday. NASA's new mission to establish a permanent presence on the Moon also means new discoveries to prepare for a future trip to Mars. Mike Sarafin, director of the Artemis 1 mission, said, "Our time is drawing near. "We hope it will happen on Wednesday," he said. The space program, named after the sister of Apollo in Greek mythology, will carry out the same mission 50 years after humans set foot on the lunar soil. The first launch of the Space Launch System rocket, the most powerful rocket ever designed by NASA, was set for 01:04 local time on November 15, 2022.

News Link: https://twitter.com/NASA/status/1592302969390759936?ref_src=twsrc%5Etfw%7Ctwcamp%5Etweetembed%7Ctwterm%5E1592302969390759936%7Ctwgr%5E6b6d705f66661b029dca92acbe650797ebcd03db%7Ctwcon%5Es1_c10&ref_url=https%3A%2F%2Fwww.airturkhaber.com%2Fhaberler%2Fartemis-1-icin-yeniden-geri-sayima-gecildi%2F, E.T. 16.11.2022.

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News from Sector

Kaliningrad Agreement With Turkish Airlines...

Russia's closest point to Europe, Kaliningrad's Khrabrovo Airport, announced that it agreed with Turkish Airlines to extend the charter flight program to Antalya until March 2023.

Khrabrovo International Airport General Manager Aleksandr Korytny, in his statement to the Russian news agency TASS, stated that Kaliningrad Airport and THY management agreed to extend the charter flight program to Antalya until the end of March next year, and that the flights are directly from Kaliningrad over the European Union airspace. said it would be done.

Noting that Khrabrovo Airport responded positively to Turkish Airlines' request for flights during the winter months, Korytny added that THY flights will be carried out on Tuesdays and Fridays from 20 November to 24 March 2023 this year.

News Link: <https://www.airturkhaber.com/haberler/thyden-kaliningrad-anlasmasi/>, E.T. 16.11.2022.

Crystal Apple Winners Were Announced!

At the Crystal Apple, which was organized for the 34th time this year by the Advertisers Association, the awards were given to their owners with a ceremony hosted by Kivanç Talu and Müge Boz yesterday at the Hasköy Wool Yarn Factory.

In the competition organized with the concept of "Creativity is in Our Fabric" this year, a total of 395 awards were distributed, including 8 Big, 117 Crystal, 128 Silver, 141 Bronze and 1 Special. Finish, ING, Netflix, Türkiye İş Bankası and Vestel were awarded as Brands Encouraging Creativity.

The campaigns "If Volleyball is on TV, or Vestel TV Doesn't Have it" and "Fiat Panda Dere Tepe Folk Songs" campaigns brought Concept two Grand Awards in the categories of Integrated Campaigns and Press, Outdoor and Radio, respectively. TBWA\Istanbul TV-Sinema with the "Short Term Investment – Long Term Investment" campaign for Anadolu Hayat Emeklilik, Refineri Online Film with the "Ask the Impossible" campaign for sahibinden.com, 4129Grey Digital with the "MVÖ-Sirenler" project of Mor ve Ötesi, Havas Turkey Media won the Grand Prize with Finish's "Let the Flowing Waters" campaign, Kaf Zone with its "Child Workers" campaign, and Tribal Worldwide Istanbul Design with its "Netflix – Uysallar" project.

News Link: <https://mediacat.com/kristal-elma-2022-tum-kazananlar/>, E.T. 16.11.2022.

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