



ISTANBUL  
**GELISIM**  
**UNIVERSITY**

JANUARY 2023



ISTANBUL  
**GELISIM** **UNIVERSITESI**

# FACULTY OF APPLIED SCIENCES MONTHLY e-BULLETIN

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

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

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## NEWS FROM IGU

# APPLICATION AND RESEARCH CENTERS OPENING CEREMONY WAS HELD!

The opening ceremony of Istanbul Gelisim University (IGU) Application and Research Centers, which is advancing with the vision of becoming a "World University" with an understanding of quality education, suitable for the era, developing and producing, was held on January 19, 2023 in Istanbul Gelişim University J Block.

Rector Prof. Dr. Bahri Şahin, who made the opening speech of the Application and Research Centers Opening Ceremony, stated that they wanted to bring the Application and Research Centers together to ensure teamwork. In addition, stating that they are planning the projects to be realized, Rector Prof. Dr. Bahri Şahin stated that the number of Application and Research Centers will increase.

### **"We ensure teamwork by removing the messy working structure"**

Stating that they will carry out technical projects with TEKMER (Technology Development Center) and TTO (Technology Transfer Office), Prof. Dr. Bahri Şahin stated, "We will turn TEKMER into a Technopark and technical scientists will unite under this roof. We will also unite social scientists under SOSYOPARK and art scientists under SATPARK. In this context, we will remove the dispersed working structure and ensure teamwork."





## NEWS FROM FoAS

### Asel Özbay Appointed as FoAS Faculty Secretary

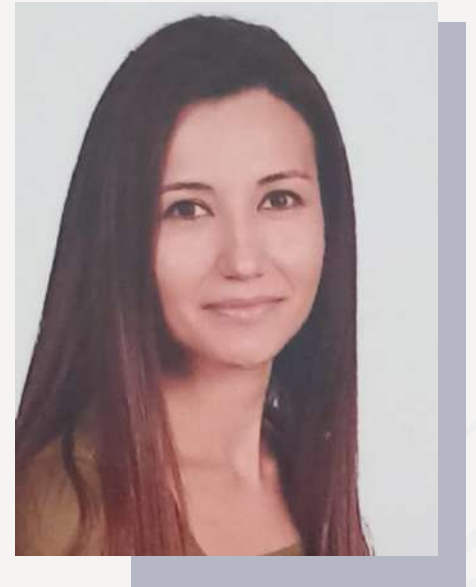
Asel Özbay was born on August 26, 1997 in Van. She completed her primary and secondary education in Istanbul. After graduating from Istinye Anatolian High School in 2015, she won the Department of Political Science and International Relations at the Faculty of Economics, Administrative and Social Sciences of Istanbul Gelisim University. In 2018, she did an internship at the Ministry of Internal Affairs, General Directorate of Migration Management and prepared the study "Turkey's Migrant Policies". After completing his undergraduate education in 2019, he went to Belgium for language training in the same year. She studied English at CVO Lethas Language Institution in Brussels. In 2020, she started his postgraduate education in Istanbul Aydın University Institute of Educational Sciences, Department of International Economics and has already reached the thesis stage. While continuing her master's education, she had the opportunity to work at Istanbul Gelisim University, from which he graduated in September 2021. She continues to work as a Faculty Secretary at the Faculty of Applied Sciences, where worked as a clerk for 1 year and 4 months.



### Songül Akagündüz Appointed as FoAS Front Desk Officer

Songül Akagündüz was born in 1987 in Kırşehir. She graduated from Atatürk University, Department of Occupational Health and Safety. She worked at Bağcılar Hasan Kağanıcı Primary School between 2010-2014, Bakırköy Vocational Technical Anatolian High School between 2014-2015, Bahçelievler Yenibosna Fatih Secondary School between 2015-2020 and Beşiktaş Kabataş High School for Boys between 2021-2022. She worked as an office clerk.

Akagündüz, who has various certificates in the fields of Computer, Office Management, Web-Based Content Development, Occupational Health and Safety, Music and Performing Arts, started to work as an office clerk at the Dean's Office of Istanbul Gelisim University Faculty of Applied Sciences as of October 19, 2022.



**We wish success to Ms. Asel Özbay and Ms. Songül Akagündüz in their duties...**

## EVENTS

### “Actors in the Translation Industry (Interview Series-II)” Event Was Held

*The second of the seminar series, "Actors in the Translation Sector" event was organized by the Department of English Translation and Interpreting of the Faculty of Applied Sciences.*

The second event of the series of seminars which was conducted by the Department of English Translation and Interpreting took place on December 20, 2022 in Block A E-208 with the participation of the students of the department. Expert translator Senem Kobya participated as a speaker in the “Actors in the Translation Industry (Interview Series-II)” moderated by Head of Department Asst. Prof. Dr. Görsev Sönmez.



## EVENTS

### Aviation Electricity and Electronics Department, Aircraft Maintenance and Repair Department Organized a Trip to Mng Airlines Inc With the Help of Avionics Student's Club...

On 18th of January, 2023, with the great efforts of Yaren Koç, the Vice President of the Avionics Student's Club, Aviation Electrics and Electronics student, a technical trip was organized to MNG Airlines Inc..

Students gained information about the education they received at school, their use in professional life and the way they were done.





## EVENTS

### “High School Winter Academy 2023” Was Held!

The “High School Winter Academy” organized by Istanbul Gelisim University (IGU) every year in winter semester, met with students for the fifth time this year. Thanks to the Academy, high school students received both hands-on and face-to-face training in the university environment. More than 200 students participated in the program, in which 19 different courses were offered.

As the Faculty of Applied Sciences, we took part in the “High School Winter Academy” with our academicians with different workshops. In this way, by raising awareness of students' personal development and professional interests, they contributed to their development and supported their career plans.

#### **As the Faculty of Applied Sciences, workshops where our academicians take part;**

Asst. Prof. Dr. Nevruz Berna Tatlısu between 10.00-13.00 on 25.01.2023, Pasta Workshop was organized by Lect. Kemal Şahanlık and Res. Asst. Gizem Hulağa Kaderoğlu.



## EVENTS

On January 25, 2023, between 14.00-17.00, the Basic Electricity and Basic Electronics Laboratory Workshop was organized by Assoc. Prof. Dr. Indrit Myderezzi, Res. Asst. Abdullah Can Al and Res. Asst. Berces Kurt.

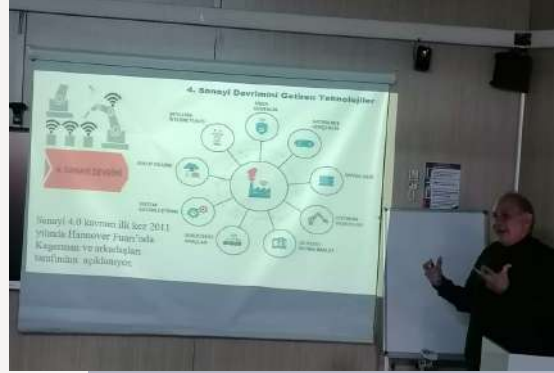
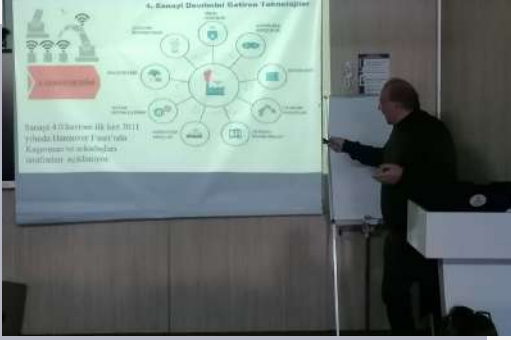


A Digital Advertising Design Workshop was organized by Emel Tozlu Öztay and Sinem Eyice Başev on January 27, 2023, between 10.00-13.00.



## EVENTS

On January 27, 2023, between 14.00-17.00, Assoc. Prof. Dr. Mustafa Çanakçıoğlu and Asst. Prof. Dr. Pınar Bacaksız organized an E-Commerce Introduction Workshop



Effective Communication and Body Language Workshop was organized by Assoc. Prof. Dr. Zeynep Burcu Şahin on 27 January 2023 between 14.00-17.00.





## EVENTS

Aviation Workshop was organized by Asst. Prof. Dr. Rıza Haluk Kul on January 23, 2023, between 10.00-12.00.



Aviation Workshop was organized by Lect. Mehmet Ateş on January 23, 2023 between 12.00-14.00.



## EVENTS

### Asst. Prof. Dr. İpek Gürkan Attended the Workshop Within the Scope of TUBITAK 3005 Project!

Asst. Prof. Dr. İpek Gürkan, from the Department of Television Journalism and Programming, participated in the workshop, which was held online for the second time on January 23, 2023, within the scope of the project creating the content and index criteria of scientific and artistic video articles carried out within the scope of the TUBITAK 3005 project.

### Asst. Prof. Dr. Sevinç Koçak Provided In-House Trainings to Istanbul Gelisim University Administrative Units...

Asst. Prof. Dr. Sevinç Koçak, Deputy Dean of FoAS and Department of Public Relations and Advertising, conducted a total of three hours of "Effective Communication" training for six administrative units between 7 and 23 December 2022. Trainings cover subjects such as interpersonal communication, Corporate Communication, Body Language, Protocol Rules, Reputation Management, Corporate Communications Directorate, Public Relations and Publicity Directorate, Human Resources Department, Education and Training Planning Coordinator, Erasmus+ Coordinator, Support Services Department, Construction Works and Technical Department, Administrative and Financial Affairs Department units attended.

In-house trainings continued with the "Marketing Communication Training" attended by the Corporate Communications Department on 30 December 2022 and by the Public Relations and Publicity Department on 16 January 2023.



## ACADEMIC ARTICLES

### The Article Titled “The Impact of Elements of Integrated Marketing Communication on Planned Brand Identity” Was Published!

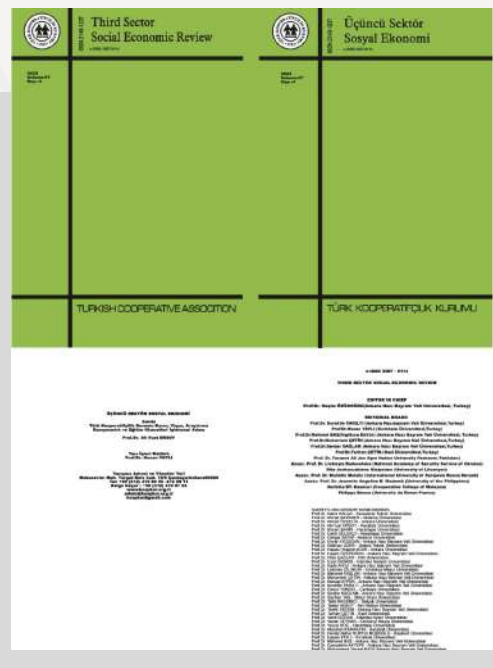
The mutual study of Asst. Prof. Dr. Hilal Kılıç from the Department of Management Information Systems, Dr. Onur Türker from the Logistics Department, and Asst. Prof. Dr. Tariq Elhadary titled “The Impact of Elements of Integrated Marketing Communication on Planned Brand Identity” was published in the 9th issue of Kastamonu Journal of Communication Studies.

Article Access Link:

<https://dergipark.org.tr/tr/pub/kiad/issue/74245/1109448>



### The Article Titled “The Effects of Digital Marketing Phenomena on Consumers' Purchasing Decision and Brand Loyalty: Istanbul University Students” Was Published!



Dr. Ahmet Çelik and Asst. Prof. Dr. Hülya Yılmaz are the other co-authors of the article titled “The Effects of Digital Marketing Phenomena on Consumers' Purchasing Decision and Brand Loyalty: Istanbul University Students” co-written by Prof. Dr. Orhan İşcan and Asst. Prof. Dr. Hande Ayhan Gökcek from the Management Information Systems Department. The article was published in the Third Sector Journal of Social Economy, Issue 4, Volume 57.

Article Access Link:

[http://www.tisej.com/makale\\_ozet.php?](http://www.tisej.com/makale_ozet.php?MSID=_rYtKuLRMtkmP6D39swcW3inAriunp9Lawm6qEPp7C)

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## ACADEMIC ARTICLES

### The Article Titled “Examination of the Relationship Between Stock Management and Profitability in Businesses: An Application on Borsa Istanbul Manufacturing Companies” Was Published!

The article titled “Examination of the Relationship Between Stock Management and Profitability in Businesses: An Application on Borsa Istanbul Manufacturing Companies” by Asst. Prof. Dr. Ayşegül Ertuğrul, Faculty of Applied Sciences, Department of Banking and Insurance and Res. Asst. Gizem Arı, from the Department of Business Administration, Hacettepe University. The study published in the 4th issue of the 7th volume of 2022.

Article Access Link:

<https://dergipark.org.tr/en/pub/epfad/issue/74772/1145818>



### The Article Titled “The Effect of Talent Management on Business and Business Performance: The Case of Kütahya” Has Been Published!

The article titled “The Effect of Talent Management on Business and Business Performance: The Case of Kütahya” written by Asst. Prof. Dr. Dursun Boz from the Department of Management Information Systems was published in Issue 92 of EKEV Academy Magazine.

Article Access Link:

<https://dergipark.org.tr/en/pub/sosekev/issue/74827/1090688>



## ACADEMIC ARTICLES

### The Article Titled “Analysis of the Relationship Between US Stock Exchanges, Gold Prices and VIX Index and Bitcoin and Ethereum Prices in the Covid-19 Era” Was Published!

The article titled “Analysis of the Relationship Between US Stock Exchanges, Gold Prices, VIX Index and Bitcoin and Ethereum Prices in the Covid-19 Era” written by Asst. Prof. Dr. Ali Çelik from the Faculty of Applied Sciences, Department of International Trade and Finance and Asst. Prof. Dr. Abdilcelil Koç from Isparta University of Applied Sciences, Anadolu University, was published in the Journal of the Faculty of Economics and Administrative Sciences, Volume 23, Issue 4 in December 2022.

Article Access Link:

<https://dergipark.org.tr/en/pub/anadoluibfd/issue/74832/1119497>

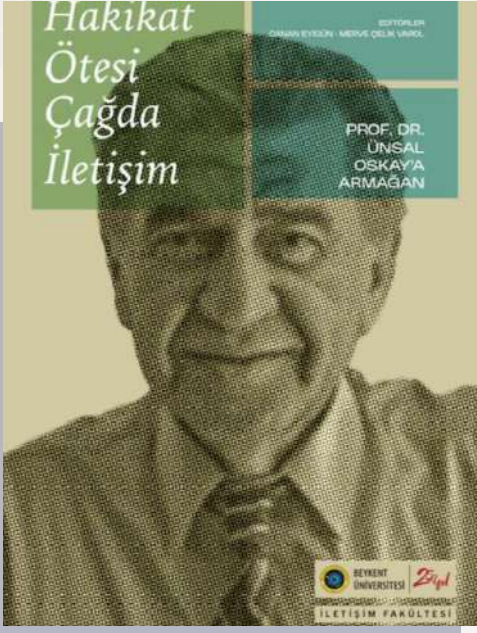


### *Our Official Social Media Accounts:*



/ iguubf

## ACADEMIC BOOKS



### The Book Chapter Titled “Building Trust with Public Relations Studies in the Post-Truth Age: Examples and Evaluations” Was Published

From the Department of Public Relations and Advertising, Asst. Prof. Dr. Sevinç Koçak's book chapter titled “Building Trust with Public Relations Studies in the Post-Truth Age: Examples and Evaluations” was published in December 2022 in the book titled “Communication in the Post-Truth Age - A Gift to Prof. Dr. Ünsal Oskay” published by Beykent University Publishing House. Asst. Prof. Dr. Merve Çelik Varol and Asst. Prof. Dr. Canan Eyigün, who work at Beykent University, edited the book, which was published as a printed and e-book, in memory of the late Prof. Dr. Ünsal Oskay, one of the important names in the communication community.

Book Access Link:

<https://earsiv.beykent.edu.tr/xmlui/handle/20.500.12662/2005>



### The Book Chapter Titled “Reputation and Framing Interaction on the Axis of Public Institutions” Was Published

In the compilation book titled “Public Public Relations and Its Practices” published by Education Publishing in October 2022, under the editorship of Asst. Prof. Dr. Dilek Esenel Eyüboğlu, Asst. Prof. Dr. Sevinç Koçak's book chapter “Reputation and Framing Interaction on the Axis of Public Institutions” was published.



## NEWS FROM OUR ALUMNI

### Hello! I am Beyda Yeşil!

I graduated from Istanbul Gelisim University, Department of Television Journalism and Programming in 2022. During my university education, I have taken about television and cinema; I saw pre-production, production, post-production stages as theoretical and studio practical courses. Thanks to the education I received, I had the opportunity to work separately in these three stages.

First of all, I did an internship in the "Families Compete" program affiliated with Sera Film Services production company in my third year of university. When my internship was over, I started to work in a production company under contract. I worked as a Production Supervisor in both the "Families Compete" program and the "112 Emergency" program, which is another project of the production company.



In my last year of university, I quit my job to focus on my graduation project. I made a short documentary film called "Woman's Shadow" under the supervision of my professor, Dr. Ferhat Zengin. The documentary, in which we discussed the subject of "Violence against Women", was entitled to screen at the "Student Word Impact Film Festival" (SWIFF) festival held in New York. The film was awarded the honorable mention at the festival.

I graduated from the Department of Television Journalism and Programming, which I started in 2018, in 2022. I had the opportunity to work in the field of directing for the first time with the program "Make Me Laugh with Demet Akbağ" affiliated with Bloom Medya production company. I worked here as an Assistant Director. Now I am working as a Social Media Manager at Medyapım.

All of these have enabled me to gain such different experiences in my career and improve myself. The versatility of the department, the blending of practice and theory, the support of my professors and their invaluable advice are important. I would like to thank all my teachers who contributed to these values and contributed to me.

## JANUARY GUEST WRITER

### 2023 IS CELEBRATED BY UNESCO AS THE YEAR OF AŞIK VEYSEL...

It is the culture that makes the society a society. The culture formed within the framework of customs, traditions and traditions constitutes the basic values of the society. Art and artistic values are an important part of this culture. In this context, it is important to commemorate and keep alive those who have contributed to social values.

In our country, 2023 will be celebrated as the year of Aşık Veysel by the United Nations Educational, Scientific and Cultural Organization (UNESCO). Aşık Veysel, who made the art of minstrel popular all over Turkey and was recorded on the UNESCO Intangible Cultural Heritage of Humanity Representative List in 2009, will be remembered all over the world and in Turkey in relation to UNESCO in 2023, the 50th Anniversary of his death.

Aşık Veysel, one of the most important representatives of the minstrel tradition, is a folk poet who has an important place in the social structure with his life and works. In his works, which he put forward in plain Turkish, he presented precious verses to future generations on the joy of life, love of nature and people, friendship, unity and togetherness, as well as sadness. He influenced every part of the society with his words representing the people, describing the unchanging journey of culture from the past to the present.

The lands we live in are the cradle of traditional culture and universal past culture. Aşık Veysel has become a symbol of the culture that reaches from the past to the future. Cultural symbols aim to ensure the continuation of the society's values and the transfer of these values to future generations.

Walter Ong divides humanity into two cultural levels. Oral culture and written culture form the basis of human history. Oral culture includes the representation and basis of myths, legends, and all the elements that make the social social. Aşık Veysel, who was raised in the tradition of oral culture and fed from folk culture, is one of the cornerstones of our rich cultural heritage dating back centuries.



**Assoc. Prof. Dr. Şebnem Gürsoy Ulusoy**  
New Media and Communication  
Department

## JANUARY GUEST WRITER

The year 2023, the 50th anniversary of Aşık Veysel's death, has been included in the commemoration and celebration anniversaries by UNESCO. Events will be held throughout the country and abroad to commemorate Aşık Veysel, who addressed humanity with his instrument and words, with respect and mercy.

We can end with Aşık Veysel's most well-known lines, which are also included in pop music in popular culture...

"I walk side to side  
Love has painted me in blood  
Neither my mind nor the sofa  
Come and see me what love made me"

### AŞIK VEYSEL

The master poet, known as Aşık Veysel and whose real name is Veysel Şatıroğlu, was born on October 25, 1894 in Sivas. Veysel, who got smallpox at the age of seven, lost both of his eyes due to this disease. With the encouragement of his father, he started playing the saz and singing poetry at the age of 10.

The poems of Aşık Veysel, who also worked as an instrument teacher in Village Institutes for a while, were collected in his books titled Sayings (1944), Voices from My Instrument (1950) and Friends Remember Me (1970). The great folk poet Aşık Veysel died in 1973 in the village of Sivrialan, where he was born.





## JANUARY INTERVIEW

**ASST. PROF. DR. OĞUZ YILDIZ: ALUMNI AND MEMBERS COORDINATOR  
OF ISTANBUL GELISIM UNIVERSITY**

*“Our door is open to all of our graduates to both  
contribute to them and add to our strength...”*

**Dear Asst. Prof. Dr. Oğuz Yıldız, first of all, thank you for accepting our interview. Could you tell us about the work of Gelisim University Alumni and Members Coordinatorship?**

Alumni and Members Coordinatorship was established in 2021 and became operational. Our main goal is to establish an organic bond with our graduates, to cooperate and to contribute to their development by believing that we are with them even after they graduate. The ultimate goal of our coordinatorship is to gather students, employees and graduates under the umbrella of an association and turn them into a self-progressing NGO. Our coordinatorship works with Career Development Center experts on issues such as creating employment by establishing relationships with external stakeholders, preparing CVs, career counseling and using LinkedIn. It also cooperates with faculties and vocational schools and graduate education institutes to bring together graduates from different departments. With the assistant coordinator, efforts are being made to expand our team, which is currently compact, in the coming days. One of the projects that our coordination attaches importance to is the Alumni Tracking System (Metsis). Our coordinatorship mediates the sharing of job postings through the system by making direct agreements with external stakeholders.



İGÜ

MMK

Mezunlar ve Mensuplar  
Koordinatörlüğü

## JANUARY INTERVIEW

### **What kind of activities can our graduates and members benefit from if they become members of the Alumni Tracking System (METSIS)?**

METSIS is a job search platform that matches the qualifications of job seekers with those sought by employers. It was opened to determine the current status of our graduates such as employment and post-graduate education. Our graduates who are METSIS members can update their personal profiles, follow our job postings and apply for open positions. For example, after the negotiations with IGA, an agreement was reached on the sharing of advertisements.

### **Dear Yıldız, How does the work of the Alumni and Members Coordinatorship contribute to our graduates and members?**

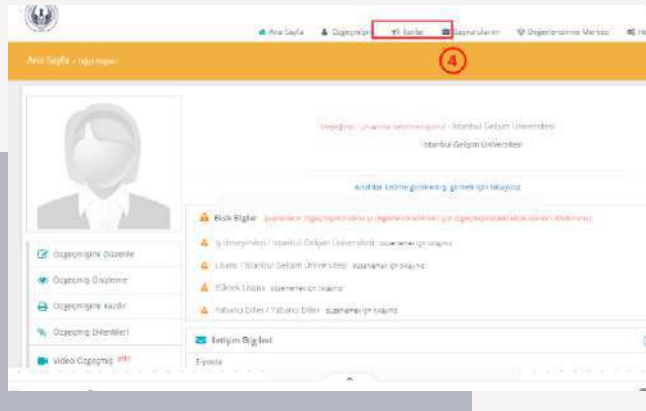
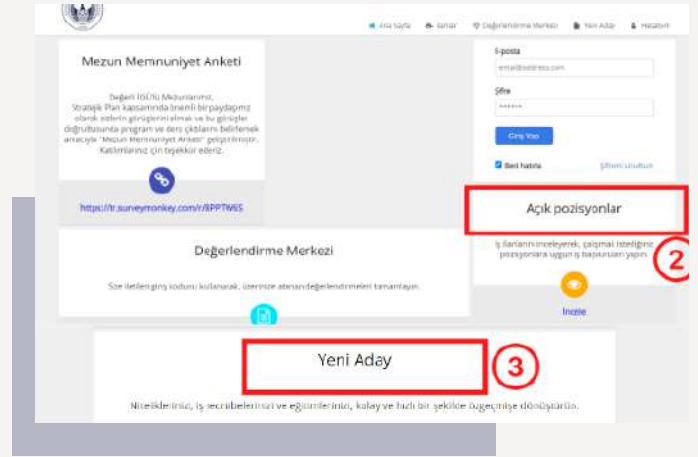
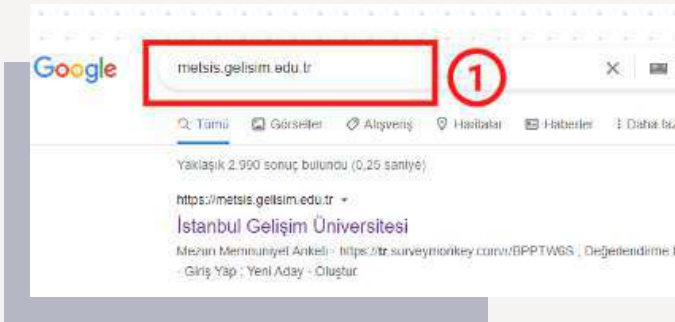
Basically, our coordinatorship offers employment opportunities to our graduates through cooperation with external stakeholders. Again, special advantages are provided to our graduates and members through external stakeholder agreements. For example, within the framework of cooperation with the Fitstation business, where our graduate is the manager, our graduates are offered employment and discount opportunities in fitness branches. In addition, our coordinatorship organizes many events in cooperation with the Career Development Center to bring our graduates together. Thus, bringing our alumni and current students together with various activities provides both alumni-student communication and the opportunity to meet with managers and employees in the sector. Most recently, a 360° Logistics event was held with the top managers of the import units of UPS Cargo, MNG Air Cargo, Ant Logistics, BASF, Johnson&Johnson and Nike. Finally, different training programs are organized by our experts in order to improve the skills of our graduates in preparing a CV and writing a motivation letter.

### **Dear Yıldız, why should our IGU graduate communicate with the Alumni and Members Coordinator?**

Because our university, which has accreditation in many departments, has now activated action plans for our graduates and members through our coordinatorship and career development center. Our graduates and members will not only be informed about career opportunities and personal development trainings, but also they will be informed about special offers for graduates and members of the institutions we cooperate with. Thus, we will start to build our corporate belonging together. I would like to state that our doors are open to all our graduates in order to both contribute to them and add to our strength. Finally, I think it would be useful to share the ongoing steps regarding the interface of the METSIS platform.

## JANUARY INTERVIEW

Graduates who want to register with METSIS ([metsis.gelisim.edu.tr](https://metsis.gelisim.edu.tr)) must first log in to the [metsis.gelisim.edu.tr](https://metsis.gelisim.edu.tr) platform. You can create an account from the New Candidate box in order to view the advertisements and apply. After the account is created, you can see job postings from the postings tab on the top tab and apply for suitable positions.



### How can our alumni and members access the news?

Our graduates can follow the events we have organized on the Istanbul Gelişim University Alumni Web Page ([graduate.gelisim.edu.tr](https://graduate.gelisim.edu.tr)). They can also view all our activities for our graduates on our social media platforms.



Instagram -  
[igu\\_mezunlarkoordinatorlugu](https://www.instagram.com/igu_mezunlarkoordinatorlugu)



LinkedIn -  
IGU ALUMNI AND  
MEMBERS COORDINATOR



## JANUARY INTERVIEW

**How can we reach the Alumni and Members Coordinatorship for alumni or students of Gelisim University?**

They can get information by visiting our coordinator office located on **the 3rd floor of Block K (Tower)** in Avclar campus, and they can always send us their questions and requests at [mmk@gelisim.edu.tr](mailto:mmk@gelisim.edu.tr).

**Dear Yıldız, Are there any practices you have carried out to measure the satisfaction of our graduates?**

As the education quality of the university increases, the success of the graduates also increases. As an important stakeholder within the scope of the Strategic Plan, we have developed the "Alumni Evaluation Questionnaire" in order to get the opinions of our graduates and determine the program and course outcomes in line with these opinions. Our graduates can also have a share in your university's advancement to higher ranks by participating in the survey.

**To access the survey:**<https://metsis.gelisim.edu.tr/>



**Dear Asst. Prof. Dr. Yıldız, thank you very much for your valuable information.**

I would like to thank the Faculty of Applied Sciences e-Bulletin publication.

### **Alumni and Members Coordinator**

#### **Assistant Prof. Dr. Oğuz YILDIZ**

Oğuz Yıldız worked at the Ministry of Customs and Trade between 2009-2018. He completed his undergraduate education at Selcuk University, Department of Business Administration, and his master's degree at Marmara University, Institute of Social Sciences, Department of Production Management and Marketing. Having completed his doctorate in Gebze Technical University in the field of Business Administration, Dr. Yıldız has been a faculty member at the Faculty of Economics, Administrative and Social Sciences, Department of Aviation Management since 2019, and has been serving as the Alumni and Members Coordinator since December 2021.



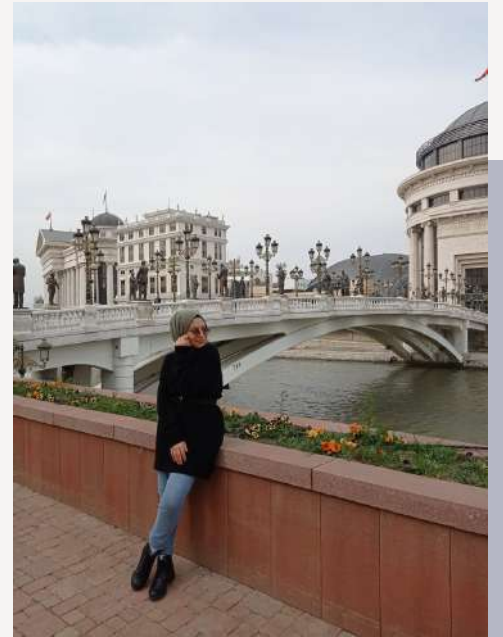
## ERASMUS+

### On the Erasmus+ mobility experience in the Balkans

On March 26, 2022, I visited Macedonia for a week with the Erasmus Staff Mobility Program. Participating in Erasmus mobility was one of the best decisions I have ever made in my life. It was an indescribable feeling to step out of my comfort zone and be involved in the lives of different people from different cultures in different countries. I can even say that I regretted that I did not carry out Erasmus mobility when I was a student. But of course, "late" is better than "never" :) For my first Erasmus mobility, I chose Macedonia, a Balkan country, which I think is closer to us in every way. And I never regretted my choice, not even for a second. I met very nice people and formed bonds of friendship that will never be broken. And even after I returned, they came to visit me in Istanbul.

When I completed my mobility in North Macedonia, I went to Montenegro, which I think is the most beautiful of the Balkan countries in terms of nature. Then I planned a 2-day trip to Bosnia and Herzegovina, which I always wanted to see and whose every corner smells of history. After 2 fruitful days in Bosnia, I returned to Istanbul. I can say that I came back, but I left my heart there :) I can't wait to participate in Erasmus mobility again, to meet new people, to taste new flavors, to witness new cultures and lives.

Since I work at Istanbul Gelisim University Erasmus Coordinator, one of my responsibilities here is to guide people who are close to my culture to meet different cultures where they might enjoy getting to know. Since I had the opportunity to experience the Erasmus Program first hand, I am now giving advice to them as an experienced person while making this guidance which is a part of my job.



**Sena DUMAN**

Erasmus Office

Skopje American College/North  
Macedonia

## BOOK RECOMMENDATIONS

Res. Asst. Oğuzhan KÖKLÜ  
Gastronomy And Culinary Arts

### “I, Robot” – Isaac Asimov

Science fiction is one of the most complex literary genres, if not the most distinguished by nature. On the other hand, we see that it is far from the respect it deserves among literary genres. Undoubtedly, the most important reason for this is the hegemony of today's inconsistent and populist science fiction novels in terms of quantity, which ignores the "science" aspect of the work and focuses entirely on the "fiction" side. On top of that, when fantastic movies produced by Hollywood, on which the science fiction label is attached, are added, it becomes inevitable to create an atmosphere of confusion and distrust about the genre.



Apart from their counterparts, Asimov's works, like real science fiction examples, are always based on logical assumptions and stay away from frivolity. The Foundation Series, in which the book "I, Robot" spawned, also makes significant contributions to the field of science fiction. The "Three Robot Laws", which is one of these contributions and used in various ways by many authors in the field, appears in this book as a concept introduced by Asimov and laid the foundations of all robot terminology in the field of science fiction.

"I, Robot", which includes 9 different robot stories, introduces the Three Robot Laws in order and allows the reader to digest it. However, by opening windows to the continuation of the story, the entrance also fulfills the task of being the first link of the universe. Regardless of the corpus that followed, "I, Robot" manages to take its place in the genre of science fiction alone, reaching its classic position as a well-founded and visionary work.



## BOOK RECOMMENDATIONS

*Other books recommended by Res. Asst. Oğuzhan Köklü from the Gastronomy and Culinary Arts Department...*



### **Misty Atlas of Continents - İhsan Oktay Anar**

This story, which is one of the most original works of modern Turkish literature, is positioned right on the line between reality and fantasy, creating moments that are sometimes too real to be true and sometimes too real to be imagined. It is one of the most successful works of the magical realism movement in the field of literature, not only in our country but also all over the world.



### **On Fertile Lands - Orhan Kemal**

It is an astonishing and powerful work that does not hesitate to shake the reader with the unusualness of the situations and characters that are occasionally presented to the reader, as well as offering the opportunity to meet the unfamiliar or ignored reality of Anatolian and Turkish people.



### **A Bite-Sized History of France - Stephane Henaut, Jeni Mitchell**

This book, which conveys the history of France, is one of the leading countries of today's gastronomy world, piece by piece and makes use of food while segmenting. Seeing the role played by the foods that influenced that period and shaped the nation's characteristics in each period of France provides strong evidence both that food has a value far beyond eating and drinking activities and why France is the first country that comes to mind when it comes to gastronomy.



### **Deniz Gürsoy's Gastronomy History - Deniz Gürsoy**

It is an extremely useful work that can be used as a bedside book for those who are amateurish or interested in gastronomy. On the one hand, while shedding light on the past of food, on the other hand, clues are given about how today's gastronomy emerged. The use of clear and simple expressions without going into details makes it comfortable and enjoyable to read.



### **Plant Mythos - Deniz Gezgin**

In this book, which is proof of the comprehensiveness of gastronomy, which includes much more than cooking and eating, dozens of different plants are treated with one-paragraph texts, revealing how an ordinary plant has an unimaginable cultural richness.

## CULTURE-ART

### Our Picks for You...

#### MOVIE

##### **The Secret Life of Walter Mitty**

Walter Mitty, who has almost no connection to the world except for his boring job, which he is passionately attached to, finds himself in the lap of a journey that he could not even imagine due to a glitch at work. While this journey takes him to the strangest and most interesting corners of the world, famous chef Anthony Bourdain said, "The journey changes you, it should." turns Walter, whom he promised, into a completely different person.



#### EXHIBITION

Ceramic Artist Elif Saltık's solo exhibition "Haki" will take place at Galeri Diani between 04 February - 22 February 2023. "When you look at a cup, a bowl, a board or a statue, it should make you smile, maybe make you think," says Elif Saltık. That is why he states that the works she produces are what she tells the audience and that she wants them to be heard. She adds real pieces from nature as accompaniments to her works. In this way, she underlines that his stories are further articulated and made understandable.

**Dates:** 04.02-22.02.2023

**Location:** Gallery Diani



#### HISTORICAL PLACE

Since Ahrida Synagogue is the only synagogue built in Istanbul before the Conquest of Istanbul, it is the oldest synagogue in the city. In addition, it continues to be the largest synagogue in Istanbul even today. One of the most striking elements of the synagogue, which was founded by the people coming from Ohrid city of Macedonia, is the prayer platform called Teva, which stands out with its resemblance to the bow of a ship.



#### FOOD PLACE

##### **Edirne Fried Liver Restaurant (Naci Şahin Usta)**

The shop, located on İhlamurdere Street stretching from Beşiktaş to Fulya, is one of the places that makes the best and most accurate fried liver in Edirne style outside the borders of Edirne. In addition to the liver, which is served as a portion or between bread, there are also meatballs, soups and desserts.

**Location:** Beşiktaş/İSTANBUL



## UBF STUDENT CLUB

### DIGITAL ENTREPRENEURSHIP and ELECTRONIC COMMERCE CLUB

Digital Entrepreneurship and Electronic Commerce Club was established in January 2023 under the supervision of SKS, and under the roof of the Faculty of Applied Sciences. Even if the student club is still very new, it has managed to become a very popular club among students.

The main objectives of our "Digital Entrepreneurship and Electronic Commerce Club" are;

- To bring together industry experts in the fields of entrepreneurship and e-commerce with students,
- To organize certification programs, encourage them to participate in trade panels,
- To contribute to the personal development and socialization of students.

Encouraging students on entrepreneurship issues, the club also offers students who are closely interested in technology a roadmap on what they can do in the electronic commerce sector, and within this framework, it also encourages students to participate in various activities so that they can closely follow the developments in the field of entrepreneurship and electronic commerce while they are still studying.

Students who want to become a member of the club can apply for club membership through their OBIS system, or they can send a message to the e-mail address [asli.seven@ogr.gelisim.edu.tr](mailto:asli.seven@ogr.gelisim.edu.tr) for questions of interest. Our club's instagram account is

**@igucommerce**

and you can be followed to be informed about the club's activities.





## NEWS FROM SECTOR

### **Voice Card for the Visually Impaired from Papara.**

Papara realized it with the support of BlindLook during the design phase of Voice Card, which was implemented in cooperation with Mastercard and global digital security technology brand Thales in order to make financial transactions of visually impaired individuals easier and safer.

When the Voice Card, which is a first in the world, is inserted into the POS device, they will be able to hear the transaction amount from their mobile phones, and thus, they will be able to complete their transactions securely by knowing the amount they will pay. It aims to provide convenience to visually impaired individuals as well as to all users who have difficulty in making payments with a POS device.

**News Link:** <https://mediacat.com/paparadan-gorme-engellilere-yonelik-voice-card/>, E.T. 30.01.2023.

### **McDonald's Opens Its First Unmanned Branch!**

Fast food giant McDonald's opened a branch in Fort Worth, Texas, USA, where only robots work. A video from the branch was watched by millions of people on all social media in a short time. It was also stated in the explanations that the service was only for dining outside the restaurant.

**News Link:** <https://www.campaigntr.com/mcdonalds-insansiz-ilk-subesini-acti/#:~:text=Fast%20food%20devi%20McDonald's%2C%20ABD,%C5%9Fehrinde%20robotlarla%20hizmet%20vermeye%20ba%C5%9Flad%C4%B1.,> 30.01.2023.

### **Amazon Is Developing a Standalone App for Broadcasting Sports Events!**

Amazon CEO Andy Jassy described live sports as a "unique investment area" in which Amazon will continue to invest. Amazon's current live sports coverage includes exclusive rights to some Premier League football games and Yankees baseball, as well as the NFL's Thursday Night Football.

It's unknown when Amazon plans to launch the standalone fitness app. It is expected that the company will decide to offer a separate subscription system that includes sports content.

**News Link:** <https://www.bloomberght.com/amazon-spor-yayinlari-icin-bagimsiz-bir-uygulama-uzerinde-calisiyor-2322138>, E.T. 30.01.2023.

Student Team of Sector News Pages:

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

## NEWS FROM SECTOR

### 4th Golden Spoon Gastronomy Awards Found Their Owners!

The Culinary Friends Association, the most rooted non-governmental organization in the field of gastronomy in Turkey, presented the 4th Golden Spoon Gastronomy Awards with the ceremony held on January 17, 2023. At the 4th Golden Spoon Gastronomy Awards night, hosted by Four Seasons Sultanahmet with the contributions of Jumbo, on January 17, 2023, awards in eleven different categories, the Jury's Special Award and Tuğrul Şavkay Lifetime Achievement Award were met. Overnight; Turk Fatih Tutak received the Special Jury Award for his important contributions to the strengthening of Istanbul as a gastronomy destination and the promotion of our culinary culture on a global scale, while Beyti Güler, one of the cornerstones of our gastronomy world, received the Tuğrul Şavkay Lifetime Achievement Award.

**News Link:** <https://www.gastronomidergisi.com/gastronomi/4-altin-kasik-gastronomi-odulleri-sahiplerini-buldu>, E.T. 30.01.2023.

### Yemeksepeti Announced the Order Data of 2022!

According to the statement made by Yemeksepeti, Yemeksepeti shared the data for 2022. In addition to food orders, Yemeksepeti has made the lives of more than 30 million users easier this year with Yemeksepeti Market and Yemeksepeti Mahalle, leaving behind another year in which it broke historical records in the number of orders and achieved firsts in different fields.

The most ordered dishes of 2022 were lahmacun, chicken doner wrap and Adana wrap. In Yemeksepeti Mahalle, tomatoes, potatoes and bananas were at the top. Bagel and water were the most preferred market products.

**News Link:** <https://gazeteoksijen.com/turkiye/yemeksepeti-2022nin-siparis-verilerini-acikladi-167692>, E.T. 30.01.2023.

### A New Agreement of 57 Million Dollars from Aselsan!

Aselsan, one of the largest companies in the defense industry, announced that it has signed a new \$57 million agreement with Tusaş, following the \$102 million sales agreement announced on Friday. In the statement made by Aselsan to the Public Disclosure Platform, Aselsan and Türk Aerospace Industries Inc. (TUSAŞ) two sales contracts with a total value of 57 million 855 thousand 384 dollars were signed, covering the avionics systems for the end use of international customers. In the statement made, it was noted that the deliveries will be carried out in 2024-2025 within the scope of the said contracts.

**News Link:** <https://www.bloomberght.com/aselsan-dan-57-milyon-dolarlik-yeni-anlasma->, E.T.30.01.2023.

Student Team of Sector News Pages:

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

## NEWS FROM SECTOR

### Airbus A350 Is Changing Its Design!

The study is the continuation of the ongoing \$2 billion dispute between the manufacturer and Doha-based airline Qatar Airways over damage to the aircraft surface due to alleged design errors. is being maintained.

Airbus has confirmed that the expanded copper foil (ECF) between the fuselage and the paintwork has been replaced with perforated copper foil (PCF) on the new A350s to protect against lightning strikes.

**News Link:** <https://www-airlinehaber-com.cdn.ampproject.org/v/s/www.airlinehaber.com/airbus-a350-tasarimini-,30.01.2023>.

### Coca-Cola Enters the Smartphone Market!

Coca-Cola is launching smartphones into the Indian market. The new smartphones, which are planned to be presented to the Indian market, were prepared as a result of Coca-Cola's cooperation with a smartphone brand.

While the name of the brand has not been announced yet, it seems that the iconic red color of Coca-Cola is also used in the design with Coca-Cola's logo. The technical specifications of the p

**News Link:** <https://www.pazarlamasyon.com/coca-cola-akilli-telefon-pazarina-mi-giriyor,30.01.2023>.

### What Was the Most Searched for in the World and in Turkey in 2022?

Wordle was the most used search term on Google globally in 2022. Turkey, on the other hand, mostly searched for the term "Dollar/TL" on Google. Wordle was the most used search term on Google globally in 2022. Wordle had made quite a name for himself in the world. India and England are in second place, Ukraine is in third place and Queen Elizabeth is in fourth place. In the news category, Ukraine is in the first place, the Death of Queen Elizabeth is in the second place, and the election results are in the third place. The Ukrainian war continued to reverberate in the tech world. The death of Queen Elizabeth also created a great deal of interaction on social networks. When we look at the most searched people, we see Johnny Depp, Will Smith, Amber Heard, Vladimir Putin and Chris Rock, respectively. Famous names that we lost in 2022 also took their place in Google searches. The loss of Ahmet Çalık, Cüneyt Arkın, Fatma Girik, Billur Kalkavan and İlhan İrem was met with intense sadness on social networks.

**News Link:** <https://webrazzi.com/2022/12/08/google-2022-dunyada-turkiye-en-cok-arananlar, E.T.30.01.2023>.

Student Team of Sector News Pages:

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





ISTANBUL  
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# FACULTY OF APPLIED SCIENCES MONTHLY E-BULLETIN

**JANUARY 2023 - ISSUE 01**

## MASTHEAD

### ADMINISTRATION

**Prof. Dr. Kamil Kaya**  
Dean of the Faculty of Applied Sciences

**Assistant Professor Nevruz Berna Tatlısu**  
Vice Dean of the Faculty of Applied Sciences

**Assistant Professor Sevinç Koçak**  
Vice Dean of the Faculty of Applied Sciences

### COORDINATOR

**Assistant Prof. Sevinç Koçak**  
skocak@gelisim.edu.tr

### ISSUE EDITOR

**Assistant Prof. Sevinç Koçak**  
skocak@gelisim.edu.tr

### ENGLISH TRANSLATION

**Research Assistant Niger Hacı**  
nihaci@gelisim.edu.tr

**Research Assistant Ensar Macit**  
emacit@gelisim.edu.tr

### WRITING AND GRAPHIC DESIGN

**News from IGU**  
**News form FoAS**  
**Academic Articles**  
**Academic Books**  
**Congres**

**Research Assistant Engincan Yıldız**  
enyildiz@gelisim.edu.tr

**Events Pages**  
**Research Assistant Engincan Yıldız &**  
**Research Assistant PhD. Onur Türker**  
enyildiz@gelisim.edu.tr /  
oturker@gelisim.edu.tr

**Guest Writer of the Month**  
**Assistant Professor Hande Ulusoy**  
hulusoy@gelisim.edu.tr

**Book Recommendations of the Month**  
**Research Assistant Rabia Şentürk**  
rsenturk@gelisim.edu.tr

**Culture & Art of the Month**  
**Research Assistant Muzaffer Çakmak**  
mcakmak@gelisim.edu.tr

**Erasmus+**  
**Research Assistant Ensar Macit**  
enmacit@gelisim.edu.tr

**Interview of the Month**  
**Assistant Professor Sevinç Koçak**  
skocak@gelisim.edu.tr

**News From Our Alumni**  
**Research Assistant Rabia Şentürk**  
rsenturk@gelisim.edu.tr

**Student Clubs of FoAS**  
**Research Assistant PhD. Onur Türker**  
oturker@gelisim.edu.tr

**News from Sector**  
**Student Team & Assistant Professor Sevinç Koçak**  
skocak@gelisim.edu.tr



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# **FACULTY OF APPLIED SCIENCES**

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**ISTANBUL GELISIM UNIVERSITY**

Cihangir Mahallesi Şehit Jandarma Komando Er Hakan Öner Sk. No: 1  
Avcılar / İstanbul

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

0 212 422 70 00