ISTANBUL GELISIM UNIVERSITY

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MONTHLY EVENTS AND NEWS BULLETIN

JULY 2023 | ISSSUE 31

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"Advermovie"
The Fusion of Advertising and Entertainment

Res. Asst. Aydan Unlukaya CEVIRICI
The Department of Advertisement

In today's fast-paced world of marketing and entertainment, a new trend has emerged that blurs the lines between advertising and filmmaking: the rise of "advermovies." An advermovie is a unique blend of advertising and cinematic storytelling, where brands collaborate with filmmakers to create engaging content that seamlessly integrates brand messaging.

Gone are the days when advertisements were limited to short, interruptive segments between TV shows or pop-up banners on websites. Advermovies have revolutionized the way brands connect with their audiences by leveraging the power of storytelling and the emotional impact of films.

Unlike traditional advertising, which focuses solely on product features and benefits, advermovies prioritize the art of storytelling. They aim to entertain, captivate, and resonate with viewers on a deeper level. By employing skilled directors, writers, and actors, advermovies deliver narratives that are compelling, thought-provoking, and memorable.

One of the key advantages of advermovies is their ability to create immersive brand experiences. Rather than overtly promoting a product, these films often incorporate the brand's values, philosophy, or lifestyle into the storyline. By doing so, they form a genuine connection with the audience, evoking emotions and fostering brand loyalty.

Advermovies can take various forms, from short films and web series to full-length feature films. They are not restricted to any specific genre, allowing brands to explore a wide range of storytelling techniques.

Whether it's a heartwarming drama, a thrilling action flick, or a clever comedy, advermovies cater to diverse audiences and engage them through authentic narratives.

Moreover, advermovies have found a natural home in the digital landscape. With the advent of online streaming platforms and social media, brands can easily distribute their films to a global audience, bypassing traditional advertising channels. This accessibility ensures that advermovies reach the right people at the right time, maximizing their impact and potential for virality.

However, advermovies are not without challenges. Balancing storytelling and brand integration requires finesse to avoid coming across as overly promotional. Brands must collaborate closely with filmmakers to ensure a seamless blend of creative storytelling and brand messaging, ensuring that the story remains engaging and relatable to viewers.

In conclusion, advermovies represent an exciting evolution in the world of advertising. By merging the power of storytelling with brand messaging, they have the potential to create lasting emotional connections with audiences. With their ability to entertain, inspire, and captivate, advermovies are reshaping the way brands communicate and leave a lasting impression on consumers in the ever-evolving landscape of advertising and entertainment.

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DISTRIBUTED CLOUD TECHNOLOGY

Res. Asst. Sureyya Imre BIYIKLI
The Department of Management Information Systems

Distributed cloud technology is the distribution of public cloud services to different physical locations. The operation, management, updates and maintenance of the services are the responsibility of the public cloud provider. It provides centralized management of geographically distributed public cloud services optimized for performance, compliance, and edge computing. Distributed cloud technology allows public cloud infrastructure to be run not only on the cloud provider's infrastructure, but also in many different locations on-premises, in data centers of other cloud providers and third parties, and the entire infrastructure can be managed from a single point.

The distributed cloud is also the ideal foundation for edge computing, which is one of the most important trends of the last period and is based on working with servers and applications close to the places where data is created. Behind the growing need for distributed cloud and edge computing are applications of the internet of things (IoT), artificial intelligence (AI), telecommunications and big data. These technologies, each of which is based on collecting and processing large amounts of data, work without lag and high performance with distributed cloud and edge computing, while their management is easier.

On the other hand, all cloud infrastructure, operations, security and updates are handled by the cloud provider. Companies do not need to allocate teams for these processes and can use their talent resources elsewhere. Because applications and services run on different servers, it allows users to add or remove resources without rebuilding the entire cloud infrastructure. In this way, the network can be prevented from encountering failures and interruptions due to capacity.

Today, this infrastructure model is used in different areas: For example, fintech companies working with critical data protect data more securely than other architectures thanks to the distributed structure. IoT, machine learning and artificial intelligence applications need real-time data. Thanks to the distributed cloud technology, it works with low latency, without waiting for the delivery and return of data to the main data center. For facilities such as factories and power stations, safety and durability are important. These facilities leverage distributed cloud to maximize control and reduce the risk of failures.

SUGGESTION ON THE AGENDA FOR HOUSEHOLD FINANCE: FINANCIAL SHENANIGANS

Res. Asst. Gokhan OZBILGE
The Department of International Trade and Finance

ECO-AGENDA

The micro framework of household finance is drawn with how individuals can use financial instruments for their economic goals. The macro framework, on the other hand, covers a wide range of areas, including financial service providers, institutions and regulators. The increasing diversity of products and services, especially in financial markets, can increase the probability of households to make wrong financial decisions, and thus the costs of error. Because financial transactions, and therefore household financial management, are becoming more and more complex. At this point, it is important for individuals to be able to direct their financial behaviors by improving their financial capabilities. Thus, individuals will have certain clues to increase their financial well-being and subjective well-being, that is, their life satisfaction. Here, some of the conditions that are tried to be mentioned briefly regarding household finance, have led to the formation of remarkable financial titles in the last few decades, one of these titles is financial bullshit.

Financial bullshit is defined as compelling financial claims that seem to make sense but are essentially meaningless. Basically, the ability to distinguish meaningful expressions from meaningless ones is very important for individuals to be able to take part in social systems effectively and to make the right decisions. This is more striking when it is customized for financial transactions. Because finance is generally portrayed as a difficult and complex decision making area. The reason for this may sometimes be related to the risk attitudes, behavioral preferences or socioeconomic conditions of the individuals themselves, and sometimes also to the language, abbreviations and slogans used in the relevant field. It is not difficult to foresee that the increasing diversity of products and services in the markets will also increase the risk of exposure to financial bullshit. In this respect, the proliferation of financial bullshit will force decision makers to stay behind a smoke screen.

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Financial bullshit, which can be constantly involved in daily life, can be found in advertising slogans decorated with supernatural powers. Or in financial comments that are far from a clear explanation. Or financial advice in the form of a package. It can even be found in financial instruments that have been accepted by large masses, often without being understood. In particular, the differences that may occur in the sensitivity of individuals to bullshit indicate that the issue should be resolved for large masses. These solutions will contribute to consumers distilling financial communication and drawing their financial frameworks correctly for household finance, that is, how they can be better equipped when making their financial decisions. Thus, the management of household finance, which requires making complex decisions such as savings, debt, selection of financial assets and risk attitude, will be facilitated.

As a result, observing the effects of bad financial interactions on individuals' financial decision-making processes seems important both in terms of revealing the differences in sensitivity of individuals and in terms of policy proposals for financial products and services. Moreover, it will be beneficial in terms of directing household finances correctly and enabling households to reach their economic goals more easily. In addition, the fact that household finance studies, which have attracted great interest in the last two decades, include more psychological effects such as financial bullshit that individuals are exposed to, will increase our predictions in this area.
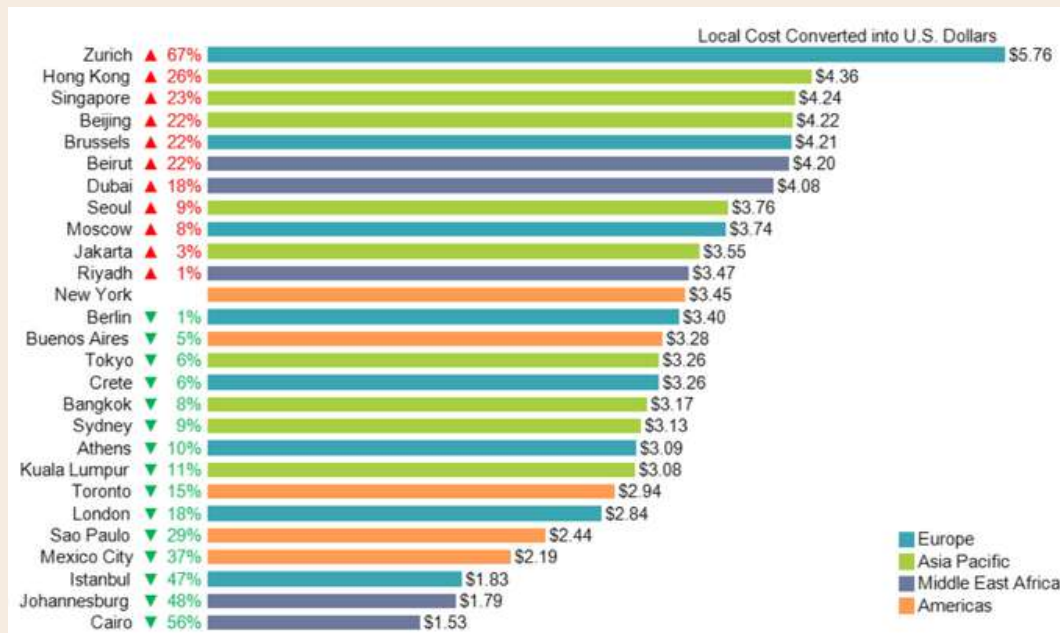
STARBUCKS LATTE INDEX

Res. Asst. Burcin Cakir GUNDOGDU

The Department of Economics and Finance

A glass of Starbucks coffee you get today can give you information about your country's purchasing power and economic status. Although it sounds surprising at first glance, it all starts with the announcement of the latte index by the Economist magazine in 2004. It is remarkable that by comparing the prices in 16 countries, the purchasing power parameter is measured and the coffee is included in this index. This interest then accelerates in 2017 when The Wall Street Journal ' collects information on countries' Starbucks Latte prices. The index is very useful in terms of providing the ability to compare countries' purchasing power by converting the price information obtained to the US dollar and comparing it with the price of Starbucks latte (3.45 USD) in New York City.

According to the Wall Street Journal calculations made taking into account the 2017 data, Starbucks' high latte prices range from $ 5.76 in Zurich to $ 1.53 in Cairo. For example, a latte in Zurich is 67% more expensive than a 3.45 $ latte in New York and a latte 56% cheaper in Cairo. Red arrows on the chart represent latte prices, which are more expensive than New York City, and green arrows represent cheaper ones. According to the index, if latte prices in a country are more expensive in US dollars, it states that the currency is overvalued.

Source: Goldstein (2017)

Although this index, called the Starbucks latte index, is unofficial, it is quite popular because it is increasingly echoing in the media. The index also coincides with the predictions of experts and economists as well as fun. After this information, I seem to hear that you can hear that economic information can come across even in a glass of coffee, without thinking that it is in all areas of life.

ARTIFICIAL INTELLIGENCE ENGINEERING

EMINE UNALDI
A 2ND YEAR STUDENT FROM THE DEPARTMENT OF ENGLISH LANGUAGE AND LITERATURE

In our rapidly developing and changing world, artificial intelligence will be an engineering branch that we will hear frequently by taking advantage of technology to be able to keep up with the needs of our age.

Artificial engineering which ranks first among the popular and top-grossing professions of the future attracts exceedingly the attention of young people. Today, as it has started to take place rapidly in almost every sector, trained and educated people resources are needed. Hacettepe University started the first artificial intelligence engineering education in Turkiye. This department is four years and opens up innovation oriented interdisciplinary fields of study.

The widenspread of artificial intelligence that fast and in every field will be mostly preferred among promising professions.

Artificial intelligence, similar to the human brain, has many stages such as reasoning, analyzing and reaching conclusions which are done by the machine. All the operations performed on the computers are saved and these are stored as data. These datas are interpreted, analyzed and made intelligible by artificial intelligence.

In a short period of time, every company will use artificial intelligence to automate jobs and to make robots that don't require humans.

Artificial intelligence experts will help to increase efficiency of businesses and profitability by developing algorithms and systems. It also shows us that many professions such as data scientists, robotic engineering, health technologies and green energy specialists with artificial intelligence will gain importance.

Briefly, artificial intelligence will make itself feel stronger in every field of life and prepare human beings for the digital age.

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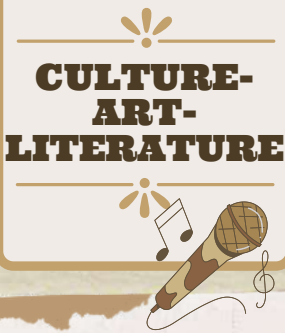
PERFORMATISM AS A SUCCESSOR TO POSTMODERNISM

Asst. Prof. Mahasen Badra
The Department of English Language and Literature

At the threshold of the third millennium, the scholarly and academic controversy over a successor of postmodernism that began to decline since the late 1990s, is still going on. With only two decades behind, a consensus upon a definite successor to postmodernism in the new millennium is still a matter of academic and critical discourse. Serious attempts include Turner's "post postmodernism", Epstein's "trans-modernism", Gans's "postmillennialism", Kirbey's "pseudo-modernism" or "digi-modernism" and Vermeulen and van de Akker's "metamodernism".

In a world that is staggering under universal threats including global warming, terrorism, the fatal Coronavirus pandemic and an impending third world war, there came the need to save the souls of millions of people, a fact that is startling humanity into inquiring about serious issues of belief. In the universal wave of panic that is sweeping the world, the spirit of solipsism and irony that has permeated the secular postmodern paradigm, seems pointless as an ideational code of reference. The human conscience – as an instinctive reaction in times of real suffering – resorts to the metaphysical to seek shelter and to find an answer for big questions. At the time when researchers, scientists and physicians are racing to find a medical formula to save the lives of people, the burden of finding a consoling belief formula to save their souls, is the responsibility of theologians, philosophers, thinkers, and cultural theoreticians.

Having the postmodern legacy of irony, scepticism and unbelief as an ideological background in an age of overwhelming secularism, performatism, a new theory in aesthetic and critical criticism is presented by Raoul Eshelman at the onset of the epoch as an alternative to postmodernism. As a proposed successor to postmodernism, performatism ventures into a tentative quest of an "involuntary" belief that is based on a temporal engagement in aesthetic experience. The crux of performatism is to create an aesthetic experience however affected or suspicious and regardless of the devices or "frames" the author may use to impose belief on the reader. It must be added that Eshelman's call for an art-based and short-term belief experience, does not address, or provide a sensible response to the scary down-to-earth variables in the new epoch. Nevertheless, his theory has an interesting aspect about it, it is the first critical and literary theory that valiantly defies the stubbornly long cherished ideological ideals of postmodernism, particularly irony and scepticism that are the foundations of secularism.

Let's Love!

Assoc. Prof. Hacer GULSEN
The Department of
Turkish Language and Literature

Today I'm going to tell you about one of the most beautiful dogs in the world, Hachi. All dogs are beautiful. They are all loyal. But Hachiko, a dog who has written his name in golden letters in history and whose life story was made into a movie, means a lot to me.

There is a bronze statue of Hachi welcoming people arriving at Tokyo Shibuya station. In 1924, Ueno, a Japanese professor, found a dog between the tracks of the station one day. He named him Hachi. Hachi saw the Professor off from the station every morning and greeted him every evening. This beautiful animal showed his owner Ueno an example of love that even humans cannot achieve. One day in May 1925, Ueno suffered a heart attack. Hachi waited for his friend, whom he greeted in the morning, to come back in the evening. But Ueno did not come. Hachi waited for him insistently. From 1925 until March 1935. That is, until the last day of his life. That day his body was found at the station. The Japanese people, who gave Hachi the title Ko (prince), realized the nobility in his heart and built a beautiful statue of him in Tokyo Shibuya station. This beautiful dog, who spread loyalty from the heart of a dog to the hearts of all people, teaches people the meaning of friendship and love.

I know that those who build their world on themselves, who see other living beings as tiny living beings through their big glasses, will not be impressed by this true story, either. What a pity! However, these animals are faithful, loving and loyal friends who are attached to human beings despite everything. Their love is based on 'not forgetting'. Plants do not forget either. The Christmas flowers that my mother calls 'dear' and loves every day bloom with love every new year, but the flowers of love in our hearts do not bloom, as if someone is trying to prevent them from blooming.

Hachi still waiting at Tokyo Shibuya station

Humans forget, humans judge, humans do not tolerate. People do not love. However, Yunus Emre beautifully said, "Let us love and be loved, the world will not be left to anyone." So let us be among the people who know how to love and be loved. As what is inside the cube leaks out, let beauty and goodness spread around us. Let us embrace all the beauties of the world. Let us not forget that the greatest apocalypse is the apocalypse of lovelessness. And it is only love that will make our world more beautiful. Sometimes love comes and finds you with the paw of a dog, sometimes with the scent of a flower, sometimes with the wing of a butterfly. As long as your door is open to love. May your soul rest in peace, my Hachiko!

Mandalas
Symbolic Portals of Wholeness and Self-Expression

Res. Asst. Cansu TURKER
The Department of Management (English)

Mandalas, with their captivating beauty and intricate geometric designs, hold profound significance as sacred symbols in various cultures and religions throughout history. Derived from ancient Sanskrit, the word "mandala" translates to "circle" or "center," representing unity and the interconnectedness of all things.

The creation of mandalas is an ancient art form that allows individuals to tap into their subconscious mind and channel their emotions and thoughts onto a canvas. This meditative activity promotes relaxation, reduces stress, and encourages a sense of calm and well-being.

The symmetrical and balanced nature of mandalas reflects the harmony and order found in the universe. Mandalas often incorporate sacred symbols, such as flowers, animals, and spiritual deities, which carry deeper meanings and convey universal truths.

Beyond their creative and introspective qualities, mandalas have been used in spiritual practices and rituals. In Buddhist and Hindu traditions, mandalas are employed as aids for meditation and as tools for visualizing the path to enlightenment. They serve as sacred spaces, allowing practitioners to connect with their spiritual essence and attain a state of transcendence.

In conclusion, mandalas are more than just beautiful geometric designs; they are gateways to self-expression, inner exploration, and spiritual connection. Through the creation and contemplation of mandalas, individuals can find solace, tap into their creative potential, and embark on a profound journey of self-discovery.

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THE TAMING OF THE SHREW

Res.Asst. Hilal BILGILI
The Department of American Culture and Literature

Play Info

Age Limit: +12
Duration: 120 min/ 2 acts
Genre: Comedy
Written by: William Shakespeare
Translated by: Emine Ayhan
Directed by: Kemal Aydogan
Decor Design: Bengi Gunay
Costume Design: Gamze Saracoglu, Asena Saban
Light Design: İrfan Varlı
Poster Design: Kardelen Akcam
Soundtrack: Aykut Karatay
Starring: Melis Birkan, Timur Acar, Uluc Esen, Sedat Kucukay, Elif Gizem Aykul, Gursu Gur, Caglar Yalcınkaya, Ali Buyukkartal, Yasin Yurekli
Assistants: Mesut Karakulak, Onurcan Celebi

This month, Moda Stage presents a new adaptation of William Shakespeare's renowned play *The Taming of the Shrew*. This play, adapted into Turkish as *Hırçın Kız,* is translated into Turkish by Emine Ayhan and brought to life by the experienced actors of Moda Stage. Under the expert guidance of director Kemal Aydogan, the play promises an impressive theater experience to the audience.

If we look at the history of the play, it is assumed to have been written between 1590-91 and first staged in 1593. The wealthy Baptista has two daughters of the age of marriage: the well-mannered and gentle Bianca and the insufferable and rude Katharina. Bianca has many suitors, while Katharina has no desire to marry anyone. Baptista sets a condition for Hortensio and Gremio who wish to marry Bianca: "First get Katharina married, then I will let you have Bianca." Hortensio tells his friend Petruchio about the situation. Petruchio sets out to "tame" Katharina. But the task proves more difficult than he expected. The Taming of the Shrew is one of the most celebrated and frequently staged plays in world theater, consisting of a prequel and five acts. It has been adapted many times into musicals and comedy movies.

The play meets the audience at Kadıkoy Moda Meydan Stage on July 7-8 at 20:30. We can say that it is an opportunity worth seeing for Shakespeare lovers.

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THE FILM DON'T WORRY DARLING AND CRITICISM OF GENDER ROLES

Res. Asst. Aysun Körlü Topan
The Department of Sociology

Directed by Olivia Wild, the 2022 film Don't Worry Darling is a psychological thriller. The movie keeps the audience in suspense with its mystery elements from the beginning. The film, which tells the story of an employee of a company that conducts experimental studies and his wife, takes place in a town that reflects the America of the 1950s. The designed, clean and planned appearance of the town gives the impression that something is wrong with the audience from the beginning of the movie. In this town in the middle of nowhere, men go to work every day while their wives stay at home and spend all their days doing housework that will sustain this beautiful world. All the goals of women are to please their spouses who work in an important job and to be ideal women who are compatible with this world. In this sense, the film, which reflects the American dream of the 1950s, gives clues that this world will soon begin to crack, thanks to the hallucinations and dreams of the protagonist Alice.

Alice is a woman who, like other women, sends her husband off to work with the same routines every day and spends all day doing housework. Over time, she begins to sense that this world is squeezing her, that something is wrong. Although the film has a scenario that has been seen before in Hollywood, it differentiates itself with its gender criticism. As will be foreseen, this world is a reflection of patriarchal desires. Frank, the leader of this world, which is the work of an initiative that is almost a cult, shows that this world is a world built entirely in favor of men, with his emphasis on the past and his speeches saying that "his time has come". As soon as Alice becomes aware of this, she begins to be ostracized, treated as hysterical and insane by the community she belongs to. In the continuation, it is seen that behind the story, there is a successful woman and her unsuccessful boyfriend who could not make him eat his failure. This male-dominated world is the work of men in this and similar situations. While women live unaware of the falsity of this world, men do everything to keep this order intact.

Although the film generally has commonalities with cult films such as the Truman Show, it presents gender critique very well with its dialogues and editing. The film, which can be seen as successful in this sense, also gives messages that should be considered about technologies that are expected to shape the future, such as virtual reality. The film briefly tells the struggle of women, who have come a long and difficult way in obtaining their rights, against men who yearn for the patriarchal world of the past and who can realize these aspirations thanks to new technologies. The film, which in a way destroys the perception that the better will happen as time and technology progress, reveals the danger of reactionary ideals and desires. Alice will be able to get rid of this fake world against all the rumors that she is crazy or hysterical, only by regaining her own self. Perhaps this is the only way of salvation for all women who are oppressed by gender roles.
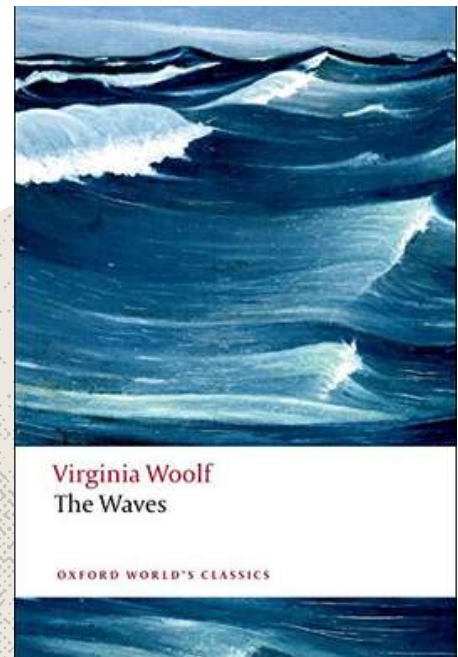
Director: Olivia Wilde
Year: 2022
IMDb: 7.3
Time: 123 dakika
Genre: Drama / Mystery

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THE WAVES

Virginia Woolf

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

Virginia Woolf is one of the most important women writers in the history of English literature and feminist theories. The Waves, which was published in 1931, is one of her lesser-known experimental novels. So much so that many critics claim that it is one of Woolf's most experimental writings. The novel features six main characters in total and these characters also function as narrators throughout the novel. The plot of the novel is shaped around these characters from their childhood to their old age, and the story and narrative of each character are intertwined throughout the novel. The main focus of the novel's narrative is the exploration and examination of the consciousness of different characters, both on an individual level and on an intertwined, collective level, through the characters' respective monologues. Situated within the context of modernist literature, the novel offers a narrative that blurs the line between prose and poetry. The novel is quite difficult to read and understand because the narrators frequently use the stream of consciousness technique throughout the story, problematising language itself and the traditional meaning-making mechanisms. Although the language of the novel appears as prose on paper, it is realised that it has a poetic structure when analysed in depth. To put it from a poststructuralist perspective, Woolf's novel is a novel in which the so-called overlap between the signifier and the signified, i.e. what the author wants to express in the text and what the reader understands are one and the same. Thus, both the frequent use of the stream of consciousness technique and the lack of singular and fixed meaning cause the reader to often forget where s/he is in the process of reading and even confuse the characters with each other. The reason why the book is said to be one of Woolf's most experimental writings by many critics is that the novel is one of the most extreme examples of Modernist literature.
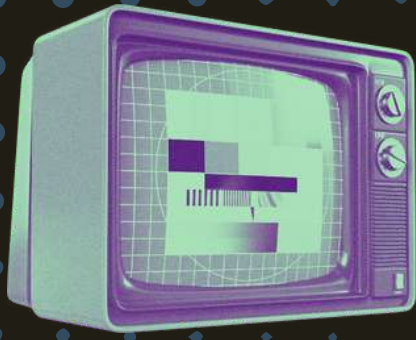
THE BEAR

Res. Asst. Hilal Bilgili
The Department of American Culture and
Literature

The Bear is a captivating American comedy-drama series created by Christopher Storer that delves into the world of food, family and the frenetic energy of the kitchen. Winner of the 80th Golden Globe Awards for Best Actor for lead actor Jeremy Allen White, the series premiered on June 23, 2022, on FX and continues to air on Hulu. Additionally, the highly anticipated second season can be also streamed on the Disney+ platform.

The story revolves around Carmy (Jeremy Allen White), a talented young chef who unexpectedly finds himself taking charge of his late brother's humble sandwich restaurant while working at a top-tier culinary establishment. Through Carmy's journey, viewers witness the everyday realities of small business owners, from his relentless efforts to elevate the eatery to his complex familial dynamics. The series expertly captures the essence of these experiences, serving up a blend of fast-paced dialogue, intimate close-ups, and a compelling narrative. Notably, all the food preparation scenes are authentic, as the actors themselves prepare the dishes. Furthermore, the show goes beyond traditional sets, opting to film in a genuine sandwich restaurant for a heightened sense of realism.

Once inside the kitchen, the series intensifies, immersing viewers in the chaotic environment and making them feel as if they are living the bustling moments alongside Carmy. Outside of the kitchen, the editing transitions to a more measured pace, providing a balanced viewing experience. If you are prepared to embrace this enthralling chaos, make sure to watch the series.

Book Review of the Month
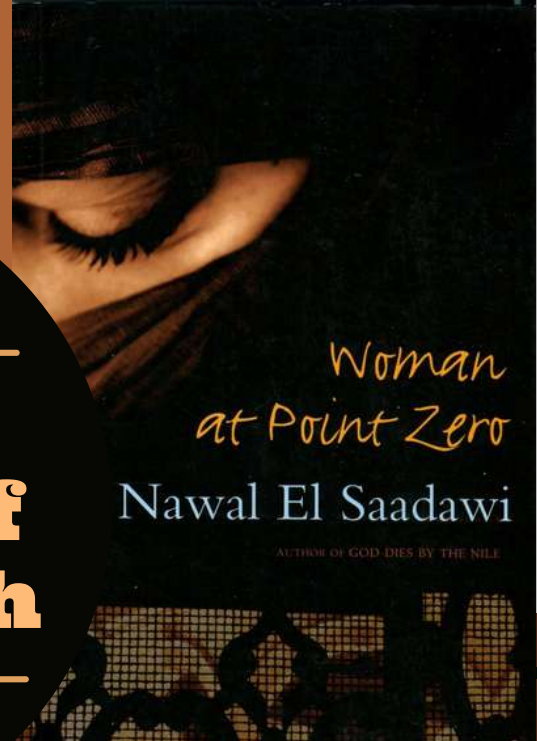
Asst. Prof. Vahide Metin
The Department of English Language and
Literature

WOMAN AT POINT ZERO BY NAWAL EL SAADAWİ

There are countless literary works written about the oppression of women and their subservient position in patriarchal societies. Among these, Nawal El Saadawi's powerful and thought-provoking novel Woman at Point Zero is of special importance for its brilliant exploration of sexual objectification of women, gendered violence, and female development in such misogynist societies. Through the captivating story of Firdaus, a woman who recounts her life experience to a psychiatrist on the eve of her execution, Saadawi paints a vivid and unflinching portrait of the struggles faced by women in a male-dominated Arab world.

One of the most striking aspects of this bildungsroman novel is the exploration of female development. Firdaus's journey from a young girl forced into a loveless marriage to a prostitute who defies societal norms and takes control of her own destiny and her identity is both inspiring and agonizing. Saadawi skillfully portrays the challenges and constraints placed upon women by a society that seeks to oppress them. Firdaus's transformation is a testament to the indomitable spirit of women, highlighting their capacity for resilience, strength, and self-discovery.

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Saadawi's writing style is equally compelling. She employs a straightforward and stark narrative, devoid of unnecessary embellishments. Out of the three chapters, chapter two which is the sole voice of the protagonist, has formed the largest part of the novel. The prose is sharp, concise, and brutally honest, reflecting the harsh reality faced by countless women in similar circumstances. Saadawi's use of simple yet evocative language ensures that the reader is fully immersed in Firdaus's world, experiencing the ups and downs of her life with a profound sense of empathy. In addition, Saadawi's ingenious use of reiteration flashback takes the readers' mind to previous scenes and indirectly helps them in interpreting the events. Saadawi's exploration of Firdaus's inner world and the way she delves into Firdaus's thoughts, desires, and struggles allows readers to intimately connect with her character. This introspection not only highlights the universal human desire for freedom and self-determination but also sheds light on the unique challenges faced by women in a society that seeks to deny them freedom and independence.

In conclusion, Woman at Point Zero is a remarkable literary work that depicts the sad realities of gender inequality, oppression and the stifling social norms of the time in Egypt. Nawal El Saadawi's writing style, with its simplicity, reliability and incisive prose, captivates readers and serves as a poignant reminder of the urgent need for gender equality. This book is a must-read for anyone interested in exploring the complexities of female experience and the quest for liberation in a patriarchal world.

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Asst. Prof. Dr. İsmail Aydın
The Department of English Language and Literature

"KUMARÉ": QUEST FOR SPIRITUALITY AND DECEPTION

"Kumaré" is a captivating documentary-film directed by Vikram Gandhi, exploring spirituality and the influence of gurus within the American New Age movement. Gandhi, also the protagonist, embarks on an elaborate social experiment, posing as an Indian guru named Kumaré, to satirize the practices of spiritual leaders and their followers. The film delves into the realms of faith, belief, and the human quest for spiritual guidance.

As Gandhi transforms into Kumaré, he establishes himself in Phoenix, Arizona, gathering a devoted group of followers seeking solace and guidance in his teachings. What sets "Kumaré" apart is its ability to blur the lines between fact and fiction, raising ethical questions about the consequences of Gandhi's deception. The documentary prompts thought-provoking inquiries about the nature of spiritual leadership, the vulnerability of individuals seeking guidance, and the power of belief.

Gandhi's insightful narration provides candid insights into his personal reflections and experiences throughout the documentary. His evolving perspective on spirituality and the complex relationship between gurus and their followers adds depth and authenticity to the narrative, allowing viewers to empathize with the moral dilemmas Gandhi encounters along the way.

"Kumaré" challenges viewers to question their own beliefs, the power of suggestion, and the human desire for meaning and connection. It serves as a mirror, reflecting the vulnerabilities and complexities inherent in the pursuit of spiritual enlightenment. By blending satire, introspection, and social experiment, the film offers a fresh perspective on spirituality, belief systems, and the dynamics between gurus and their followers.

In its thought-provoking exploration, "Kumaré" invites viewers to critically examine the role of gurus in society and the profound influence they can have on individuals seeking guidance and meaning in their lives. With its skillful storytelling and intriguing subject matter, this documentary leaves a lasting impression, prompting self-reflection and challenging preconceived notions about spirituality and the impact of deception in the quest for enlightenment.

KŪMĀRÉ

THE TRUE STORY OF A FALSE PROPHET

IN THEATERS THIS SUMMER

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ENGLISH IDIOM OF THE MONTH

Res. Asst. Hilal Bilgili
The Department of American Culture and Literature
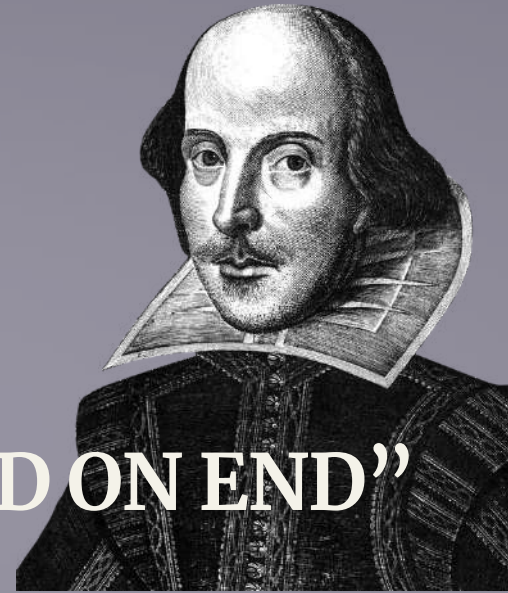
## "MAKE ONE'S HAIR STAND ON END"

The Shakespearean idiom "make one's hair stand on end" is a vivid expression that describes a state of extreme fear or horror. The phrase originated from Act I, Scene V of Shakespeare's play Hamlet, where the ghost of Hamlet's father describes the circumstances of his murder to his son. He tells Hamlet that his "most foul, strange and unnatural murder" caused his hair to stand on end, symbolizing the intense terror he experienced in his final moments. This dramatic image of hair bristling in fear resonated with audiences and has since become a widely used idiom in the English language.

"Make thy two eyes, like stars, start from their spheres,
Thy knotted and combined locks to part
And each particular hair to stand on end," (Hamlet Act I Scene V)

The phrase "make one's hair stand on end" has endured throughout the centuries due to its powerful imagery and ability to convey a sense of spine-chilling dread. It has been employed by numerous writers and speakers to evoke the visceral response associated with hair standing on end. For instance, in Mary Shelley's novel "Frankenstein," the narrator describes the creature's appearance as causing "the blood to curdle in my veins and make the hair of my head stand on end." This usage demonstrates how the idiom has transcended its Shakespearean origins and permeated literature beyond the Elizabethan era.

Today, the idiom is commonly used in everyday conversation to depict a state of intense fear, horror, or revulsion. Its longevity is a testament to Shakespeare's enduring influence on the English language and his ability to create phrases that capture the human experience in such a vivid and memorable way.

An example: The chilling tale of the serial killer's heinous crimes made my hair stand on end.
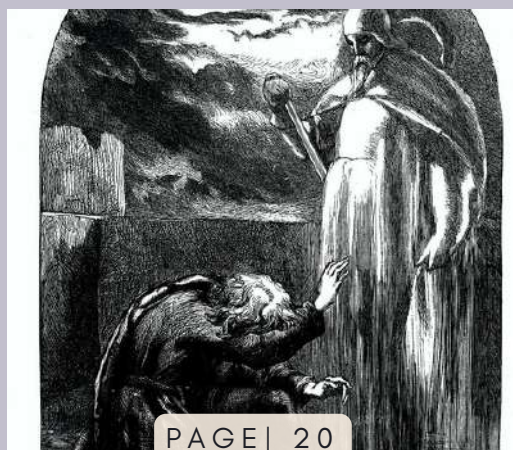
ACADEMIC PLAYLIST

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

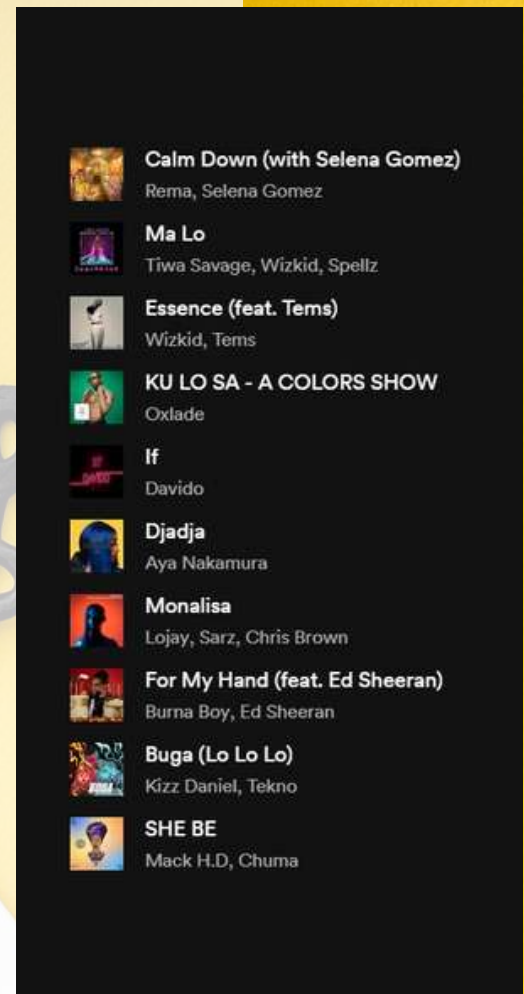**Afrobeat: Rising Music Genre with the Power of Rhythm**

Afrobeat, an impressive musical movement led by Nigerian musician Fela Kuti, combines Western music with African rhythms to create a captivating music genre. Emerging in the late 1960s and early 1970s, this style gained popularity and secured a unique and recognized place in the music world due to its distinct characteristics and impactful presence.

Afrobeat songs, typically featuring extended structures, incorporate long instrumental transitions to get people on the dance floor and ensure prolonged dancing experiences. Rhythms and polyrhythmic structures are the defining features of Afrobeat, while instrumental solos reflect the influence of jazz music. Strong melodies and political messages shape the identity of the genre through vocals.

Today, Afrobeat has become a popular music genre with a wide global audience. It is embraced by young musicians in Africa and other regions who offer modern interpretations of the style. Serving as a bridge between Western music and Africa's rich cultural heritage, Afrobeat has established its unique place in the music world, continuously maintaining its presence and increasing its popularity.

We have updated our playlists this month with captivating examples of this intriguing genre.

Enjoy the music.

Calm Down (with Selena Gomez)
Rema, Selena Gomez

Ma Lo
Tiwa Savage, Wizkid, Spellz

Essence (feat. Tems)
Wizkid, Tems

KU LO SA - A COLORS SHOW
Oxlade

If
Davido

Djadja
Aya Nakamura

Monalisa
Lojay, Sarz, Chris Brown

For My Hand (feat. Ed Sheeran)
Burna Boy, Ed Sheeran

Buga (Lo Lo Lo)
Kizz Daniel, Tekno

SHE BE
Mack H.D, Chuma

SosyoCom

Dr. Zahra Talebi
The Department of English
Translation and Interpreting Studies

MEETING THE CHALLENGES: DESIGNING AND IMPLEMENTING ONLINE TEACHING IN THE POST-COVID-19 ERA

The COVID-19 pandemic has led to the widespread adoption of virtual classes in Turkey and globally. While virtual training became necessary for education continuity, it presented challenges. Unmotivated and irresponsible students exhibited low attendance and engagement, affecting the learning environment. Several factors contributed to the challenges faced in engaging students with low motivation and internal discipline during virtual training. These factors included the absence of emotional cues in text-based communication, difficulties in adapting to learners with diverse characteristics and abilities, and the struggle to establish meaningful interactions with professors and peers. Consequently, the lack of clear regulations and guidelines specifically addressing the needs of these students further hindered their participation and progress in the virtual learning environment. To ensure quality online education, it is essential for teachers to effectively utilize information technology tools, applications, as well as audio and video resources to enhance the learning experience. These resources can significantly enrich the educational content and engage students in a more interactive and dynamic manner. By incorporating these technologies into their teaching strategies, educators can create a more immersive virtual classroom environment, fostering greater student engagement and facilitating better understanding of the subject matter.

LAND ETHIC EDUCATION PROJECT

Ress. Asst. Tuğçe Gül Babacan
The Department of English Language and Literature

Activities concerning the preservation of nature have a very important place in the era of climate crisis and environmental pollution, which is a global problem. Individual and communal initiatives to protect the integrity of nature and the ecosystem are of great importance. In this context, the work of Prof. Dr Ufuk Özdağ, an academic at Hacettepe University, is highly valued. Özdağ conducts research on nature writing, environmental criticism, interdisciplinary studies on literature and environment, comparative Turkish and American environmental literatures. In addition to publishing various works in these fields, she translated Aldo Leopold's A Sand County Almanac, an American nature conservation classic, into Turkish and brought it to Turkish literary community. For more than 15 years, she has been teaching "Literature and Environment" courses at Hacettepe University, which is a first in Turkey in this field. With the training she attended at the Aldo Leopold Foundation based in Wisconsin, USA, she became a "Land Ethic Leader" in 2010. She has pioneered numerous studies in the field of Land Ethic studies in Turkey and is one of the organisers of the first international conference on literature and environment in Turkey in 2009. By Hacettepe University the Land Ethic Research and Application Center founded in 2014, under the leadership of the founder and director Özdağ, "Land Ethic Education Project" was held in Ankara between 22-23 May 2023.

Within the scope of this project, an education program was organised hosting 32 participants including students and lecturers. Theoretical lectures and hands-on activities were carried out by environmental literary scholars, biologists, environmental educators and forest engineers from Hacettepe University, Bilkent University and Bartın University. The main objective of the project, based on the Leopold Education Project of the Aldo Leopold Foundation, is to develop an "ecologically literate citizenry". In this context, the aim is to create an ethical relationship between human and the land through interactive education. Within the scope of this project, which is carried out outdoors in nature, it is aimed to approach the land from a scientific point of view and to ensure that the participants have knowledge about their local lands and actively participate in their environment.

At the end of this training, certificates were presented to the participants. With these certificates, the participants will be able to organise a Land Ethic Education Project in their local lands with the joint participation of the Land Ethic Research and Application Center. The dissemination of such valuable projects throughout our country and gaining public awareness in the field of environmental protection is very important for Turkey and for the protection of nature on a global scale. It is of great importance for the future of the Earth to re-establish the existing relationship between human and nature and to sustain it for a better future.

MEHMET KUŞMAN: PROTECTOR OF THE URARTIAN LANGUAGE

Ress. Asst. Tuğçe Gül Babacan
The Department of English Language
and Literature

Urartian is recognised as one of the most important languages of the Ancient Near East. Urartian was spoken in the Urartu Kingdom, which ruled between the 9th and 6th centuries BC. It was a language spoken around the territories of Turkey, Armenia, Iran and Georgia. However, today it is known as one of the languages that is about to be lost. The number of people who speak and know this language is very limited.

Urartian is a language belonging to the Indo-European language family. It has survived to the present day through various tablets and inscriptions. The writing system of the Urartian language, which is expressed through various symbols and signs, is cuneiform and follows from right to left. These texts include information about the state and kingdom as well as religious rituals and beliefs.

This language, which has almost disappeared, is known by a very limited circle. Mehmet Kuşman has played an important role in the preservation and understanding of the Urartian language. Kuşman, who is one of the few people who know Urartian, is the last person who can write this language. Mehmet Kuşman, who lives in Gürpınar district of Van and works as a guard at Çavuştepe Castle in that region, learnt the language there entirely by his own efforts.

Kuşman has studied Urartian for many years and has accumulated a deep knowledge of the language over the years. He made great efforts to read and understand Urartian texts. He travelled to many different provinces of Turkey, Syria, Armenia and Iran to learn the language. He learnt the structure and alphabet of the language and improved his vocabulary by concentrating on inscriptions and through various books. Although he is retired as a guard at Çavuştepe Castle, he pursues his activities and research in the region with the incentive of the Ministry of Culture and Tourism of the Republic of Turkey. He is still working as a guide in the castle region. He can easily read the inscriptions in Urartian to the tourists visiting the castle and then easily express the Turkish meaning.

As the last person who can actively use the Urartian language, Kuşman attracts great attention from linguists and researchers thanks to his vast knowledge and studies. His studies on the complex structure of the language, its origin and its effects have a very important place in terms of Urartian language and history. He has shed light on an ancient culture and language that is about to be lost. In this way, he has helped to keep the interest in the culture and history of the Urartian State alive. Mehmet Kuşman is remembered with great respect and appreciation as the protector of the Urartian language for his contributions to the language.

Res. Asst. TUĞÇE TOPÇU
The Department of Business Administration

ENTREPRENEURSHIP AND INNOVATION

THE NEW WAY OF SOCIAL MEDIA: THREADS

Social media has become a fundamental part of our communication today. There are many platforms we can use to stay in touch with friends, family and the world. However, it is a fact that these platforms sometimes overwhelm us with information overload. This is exactly where the Threads application comes into play. Threads, a by-product of Instagram, is a useful application that helps us develop our connections in a more focused and meaningful way.
In recent months, many tech companies have tried to capitalize on Twitter's turbulent situation. But Threads could be the first truly noteworthy Twitter alternative, as it builds on Instagram's existing base of billions of users.

Threads, which currently serves as a sub-app of Instagram, is positioned as an application where people can have real-time, public conversations with each other. Users can set their Threads accounts as private or public. Threads plans to enrich the user experience by offering a number of innovative features not available on Instagram. With the published application screen visuals, it has been confirmed that this application will not be image-based like Instagram. Users can share more text-based posts and share their opinions on certain topics with other users, just like Twitter. Moreover, users can use this new application with their existing Instagram accounts without the need to open a new account. The most important feature is that it allows you to create a closer circle by creating a special "Threads" list only with your selected friends.

One of the most notable features of Threads is the "Auto Status" feature. This feature takes into account your privacy settings and shares your posts only with the people you choose. It also allows users to automatically share their location, speed, and even charge levels. This way, you can stay up-to-date with your selected contacts and coordinate more easily when making plans to meet up or organising an event together.

Threads also offers a special messaging mode with your friends called "Touch". In this mode, you can instantly share your feelings and status with just a tap or an emoji. This allows for faster and simpler communication, and you can easily get in touch with even your friends who are always busy.

Another feature of the app is the "Camera" mode. In this mode, you can quickly take photos and videos and share them with your friends. Threads also allows you to share your content on Instagram stories, which allows you to reach a wider audience.

Threads takes user privacy very seriously. You can configure your settings as you wish and decide who you want to share with. In addition, since it is integrated into Instagram, it protects all privacy settings in your account, so you are in complete control.

In conclusion, Threads is a tool that makes our social media experience more special and meaningful. It helps us build a tighter bond with our close friends and provide a more focussed communication. For those who want to strengthen our connections and build deeper relationships, Threads offers an easy-to-use and functional option. For those looking for a breath of fresh air in the social media world, Threads can help you step into this new path.

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Effects of Artificial Intelligence on Politics and Society

Asst. Prof. Dr. Tuğçe Gür Türkdoğan
The Depatment of Political Science and Public Administration

Thanks to technological developments and communication networks that eliminate spatial dependence, labor processes have started to be organized through enterprise networks based on horizontal organization (Keyder, 2016: 227). Manuel Castells explains that the conditions that emerged after the 1970s caused major structural changes in the context of technological developments centered on knowledge and states that these conditions change the way of thinking, producing, consuming, trading, managing, communicating, living, dying, and fighting. The level reached by technological developments has also reshaped the material conditions of the society. The rapid development of artificial intelligence outweighs the changing conditions, especially in the last decade. Neural networks are an important part of artificial intelligence technologies. While self-developing and learning neural networks exist as an indispensable part of artificial intelligence that makes independent decisions, it is stated that the effects of this development on the power of influencing people are increasing. In addition to what communication technology has transformed, this situation, which seems insignificant at the beginning, gradually reveals remarkable findings in studies about the effects on issues such as "democracy" and "national security". An important study conducted by Prof Dr. Robb Willer at the Human-Centered Artificial Intelligence Institute at Stanford University has been completed. The study titled "Artificial intelligence can persuade humans on political issues" reveals the impact of artificial intelligence on daily life practices. The study focuses on investigating whether artificial intelligence has the ability to influence people's beliefs, based on AI's ability to perform many cognitive high-level tasks.

Within the scope of the study, a total of 4,836 people living in the United States shared messages that are important to society, and some of which were created by artificial intelligence in terms of striking points, and they were asked to evaluate these messages. Participants' evaluations of messages on political issues are as follows; AI has consistently been perceived and found convincing as a technique that is more factual and logical, less angry, unique, and less likely to tell a story, and raises high-risk issues (Voelkel, Eichstaedt, Willer, 2023). At this point, researchers have determined that there is a very important problem area. Even if the relationship between AI and politics is considered harmless in many aspects, it contains many potential dangers to public policymaking. The most striking of these dangers are large-scale false or misleading information campaigns and messages by domestic or foreign actors. Considering the diversity of the aims of these campaigns or messages, and the fact that they can affect people's political attitudes and behaviors, they state that a new era of political discourse has begun, with significant changes in both the way politics is done and its impact on citizens.

Click to see the study. https://osf.io/stakv/

Psychological Fatigue

RES. ASST. SİMAY YILMAZ
THE DEPARTMENT OF PSYCHOLOGY

"I always feel exhausted. No matter how much I rest, this tiredness does not go away. I have no energy for anything!" Do you use these phrases often? Do you fall asleep at work or find it hard to get up from the couch when you get home? If all this sounds familiar to you, you may be experiencing psychological fatigue.

Psychological fatigue is defined as feeling sluggish and exhausted, and this condition continues unabated despite being rested. The causes of psychological fatigue may include daily stress levels, intense thoughts due to future anxiety, repetitive thoughts about past events, high levels of physical activity, or psychological disorders caused by stress. We may feel mentally tired when we are exposed to stress and anxiety for a long time. If stress and anxiety-inducing factors are not eliminated, this state of psychological fatigue can become chronic. This affects our daily life and functionality negatively.

Although the exact cause of psychological fatigue is not known, it is known that some factors facilitate its emergence. The most fundamental of these factors is stress. Working in a constantly stressful environment, intense work life, inability to establish a work-life balance, and not being able to spare time for oneself are among the factors affecting the emergence of chronic psychological fatigue. In addition to stress and work life, going through a period in which individual problems such as family problems or relationship problems are intense can be effective in the emergence of psychological fatigue. Finally, quality sleep is very important to wake up feeling rested. For this reason, problems such as sleep disorders, sleeping in a bright environment at night, and not getting enough sleep can trigger chronic fatigue.

Necessary treatment and therapy can be applied to the person diagnosed with psychological or mental fatigue, supplemental drugs, or psychological processes. In this process, it is very important to determine the trigger factors that lead to chronic fatigue at the psychological or physical level. The treatment process of psychological fatigue varies depending on the intensity of psychological fatigue, individual characteristics, and motivation of the person. It is possible for the symptoms to disappear at the end of the therapy process, which is organized by taking these criteria into account.

Cognitive behavioral therapy can be used in the psychological treatment process. It is aimed to work on negative feelings and thoughts at the cognitive level, to replace existing negative feelings and thoughts with positive ones, to determine the factors that cause stress, and to develop the skills to cope with these stress factors. At the behavioral level, the person needs to focus on activities that s/he likes and are good for her/him, to spare more time for herself/himself, to make a regular exercise plan. At the same time, planning can be made to gradually reduce the time that the person spares for rest and to do the work that s/he cannot find the energy to do by breaking it into small pieces. In addition to these, it is very important in the treatment process of psychological fatigue that the person makes small but effective adjustments in his work life, takes steps to improve his social relations, and plans to alleviate the workload.

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WORK AND TRAVEL DIARY

SOCIO-AGENDA

Mert Çıngırlar
A Graduate Student from The Department of English Language and Literature

Hello everyone,

I am Mert, first of all, I sincerely thank Istanbul Gelişim University, where I graduated from English Language and Literature department in 2023 and has led to many different adventures in my student life. I witnessed that my dream of America, which I can say was one of the key points in my life, developed my personality in many points in the summer of 2022 and 2023. In addition to meeting with unordinary humans and different cultures, I had the opportunity to make many new friendships. Of course, although each of my adventures has happened very spontaneously, they were all memories that developed and raised me. What surprised me the most was that the week in America started on a Sunday, not a Monday. Having friends from many nationalities from time to time gives me the opportunity to get to know and learn different cultures and languages. In addition to friendships, participating in beautiful adventures and making crazy plans is the most enjoyable feature.

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TÜBİTAK PROJECT PREPARATION PROCESS

SINEM ÇAY
A STUDENT FROM THE DEPARTMENT OF ENGLISH LANGUAGE AND LITERATURE

Hi, my name is Sinem Çay. I study in the department of English Language and Literature at Istanbul Gelisim University. While I am studying, I work as an English teacher and a cook (at Big Chefs). One of the best desires of myself is to produce new ideas and to create myself a personal field to progress my English and my working skills. I have always been one of the most curious and studious people in community and that made me do my own project. As an undergraduate student, I made my first project application with the "TUBITAK 2209-A University Students Research Projects Support Program" under the guidance and supervision of our university lecturer Sibel Zengin. When I learned from my lecturer that the subject I would choose could be from any field that I was interested in, I had a period of determining and developing a subject for a long time. I can say that this stage was perhaps the most challenging part for me in this first application. I wanted to choose a topic that is up-to-date, not researched and remarkable. In fact, TUBITAK also wants applications with original value. At the end of my thinking process, I decided to choose the food and beverage sector, which is crucial for the development and recognition of our country, which is based on people, where I can include my fellow cooks I work with and most importantly, where I can combine theory and practice. As an employee, I decided to do a research on the satisfaction of the chefs in this chain by getting special permission from the Big Chefs restaurants I am in, and presented my research proposal to TUBITAK.

We are currently awaiting the results of TÜBİTAK's evaluation on the acceptance of my project. The next project of mine will probably be about my department. I have some sort of ideas already now.

As students, it is an essential opportunity for us to try out to generate new projects in which we are able to improve ourselves while we are already studying.

Thank you

The New Way to Connect with Consumers: Personalized Advertising

Res. Asst. Aydan Ünlükaya Çevirici
The Department of Advertising and
Communication Design

Personalized advertising is an effective marketing strategy that offers a different approach from traditional advertising methods. While traditional advertising aims to raise awareness of a product or service by presenting general messages to the target audience, personalized advertising intend to achieve more effective results by presenting customized and engaging content to each consumer.

The basic principle of personalized advertising is to analyze consumer data and create customized advertising messages based on this data. Consumer data can be obtained from a variety of sources, including demographics, preferences, behaviors, past purchases and online interactions. Analysis of this data enables the creation of consumer profiles and then the creation of specific content for each consumer.

Personalized advertising increases the impact of advertising by providing consumers with more relevant and engaging content. A better understanding of the consumer and focusing on their needs helps brands form a stronger bond with consumers. For example, if a consumer researches a product on an online shopping website, this information can be used to show ads with recommendations for that product. Thus, the consumer can access the products they are interested in more easily and speed up the purchasing decision.

Personalized advertising helps brands increase customer satisfaction by improving the consumer experience. Consumers experience a more positive brand experience by encountering ads that match their interests and preferences. This can contribute to increased brand loyalty and repeat purchases.

But personalized advertising can also cause some concerns. It is necessary to use consumer data correctly and securely. Sensitivity should be paid to the confidentiality and security of personal data. In addition, some consumers may perceive sharing their personal information as a violation of their privacy and may react against such advertisements.

In conclusion, personalized advertising is an effective marketing strategy that has great potential in understanding consumer behavior and preferences. When applied correctly, it can increase consumer satisfaction, strengthen brand loyalty and significantly increase marketing effectiveness. However, it is also extremely important to pay attention to data security and privacy issues and to use personal information accurately and ethically.

SALE

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Time to Socialize

ISTANBUL'S ICONS: ORTAKÖY MOSQUE

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

Ortaköy Mosque is an impressive building in Ortaköy, one of the districts of Istanbul famous for its history and beauty. This mosque fascinates its visitors with its architectural elegance, unique location, and historical significance. The mosque, built by Sultan Abdülmecid between 1854 and 1856 during the Ottoman Empire, was designed by architect Garabet Balyan. The mosque, built in baroque and neoclassical styles, dazzles with its aesthetic decorations and elegant minarets on its exterior.

The interior of the mosque is equally enchanting. The interior, which has a bright and spacious atmosphere, showcases various colored stained glass windows and finely crafted details such as the intricately adorned mihrab and minbar. The skillful craftsmanship and aesthetic elements within the mosque enhance its beauty. One of the most captivating features of Ortaköy Mosque is its location. Situated on the shores of the Bosphorus, stepping out of the mosque reveals a breathtaking panorama. The Bosphorus Bridge, waterfront mansions, and beautiful landscaping combine to provide visitors with an unforgettable experience.

Ortaköy Mosque is not only a temple but also a prominent tourist attraction. Every year, thousands of locals and international tourists visit the mosque to witness its unique ambiance. In conclusion, Ortaköy Mosque stands as a testament to Istanbul's mesmerizing beauty. Its architectural splendor, historical significance, and captivating Bosphorus views leave visitors in awe. As an iconic symbol of the Ortaköy neighborhood, this mosque holds a significant place within Istanbul's cultural heritage.

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

EVENTS IN ISTANBUL

Istanbul Museum of Painting and Sculpture

Istanbul Museum of Painting and Sculpture (IMPS), Turkiye's first plastic arts museum, was established on July 18, 1937, in the Crown Office of the Dolmabahçe Palace, and was opened by Atatürk on September 20, 1937. Since its establishment, the Istanbul Painting and Sculpture Museum has expanded its collection and produced works for the opening of the first painting galleries in Anatolia in line with the cultural policies of the Republic. Ankara and Izmir Painting and Sculpture Museums were also created with the works sent by IMPS.

Istanbul Museum of Painting and Sculpture, which had 320 pieces in its collection in the first exhibition in 1937, has reached approximately 12 thousand works today through donations and purchases. IMPS was closed due to the restoration initiated in the Dolmabahçe Crown Prince's Office in 2007. The collection was moved to the Antrepo No 5 building in the Tophane district in 2011 and this building designed by Sedad Hakkı Eldem was turned into a museum with the project of Architect Emre Arolat.

The collections of the museum are gathered in 4 main categories. These have been determined as the Painting Collection, the Sculpture Collection, the Calligraphy Collection, and the Ceramics Collection. The website is a good option to learn more about the actual visiting hours for the museum.

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

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

August in Istanbul
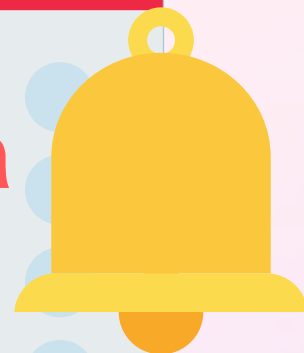
Type of Event	Name of Event	Location	Date
Theatre	Mahşer-i Cümbüş	Trump Sahne	05.08.2023
Theatre	Frankenstein	ENKA Açık Hava Tiyatrosu	14.08.2023
Theatre	Notre Dame'in Kamburu Müzikali	Trump Sahne	21.08.2023
Theatre	İki Bekar	Kadıköy Belediyesi Selamiçeşme Sahnesi	06.08.2023
Concert	Cem Adrian	Harbiye Cemil Topuzlu Açıkhava Sahnesi	11.08.2023
Concert	Sena Şener	Mask Beach İstanbul	11.08.2023

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IGU GRADUATE

**Baran Sumaktaş
A Graduate Student from
The Department of
English Language and
Literature**

Gelişim University has provided me with many valuable things, and although listing them all here would take a lot of time, I will mention a few things that I believe are important for a university student.
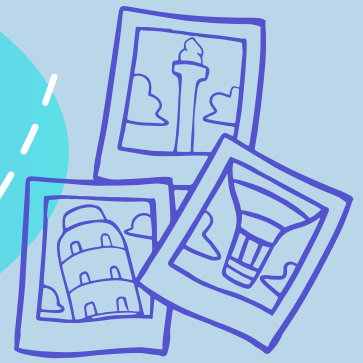
Firstly, the English Language and Literature department covers a wide range of topics. Our professors are aware of this and they try their best to keep the courses and subjects comprehensive. As a result, we as students develop a genuine awareness of literature and language. Since our classes are focused on analysis, we learn to understand the true meaning and purpose behind everything we read or watch.

Apart from classes, Gelişim University has a wide variety of student clubs, which allow us to meet different people and cultures. Thanks to these clubs, we have the chance to develop ourselves in our areas of interest. Unlike other universities, the club leaders and members are involved with everyone and they continue to help us improve through various activities.

Our teachers are always warm and friendly, which eliminates any hesitation or fear during classes. On the contrary, we have fun during the lessons and they help us realize things.

The events organized by the university are also grand. Spring festivals, club introduction days, orientation parties, and more... They are all beautiful, impressive, and enjoyable. For these reasons, I believe Gelişim University is the best destination for those who want to study English Language and Literature.

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ERASMUS +DIARY

Nazan Ravlı
Graduated Student
The Department of English
Language and Literature

I think Erasmus is a project that everyone should definitely experience in their lives. It adds good experience to people in every sense; it enables them to experience the culture, people, food, lifestyle of the country they are in, to make friends from many different cultures and most importantly, to expand their vision.

Moreover, Erasmus+ internship will make great contributions to establishing an international network and stepping into professional business life. I did my Erasmus internship in Italy. Italy is truly a fascinating country, and its cities are unique! I don't think there will be a person who doesn't like their cuisine. I did not suffer the difficulties of being a stranger because its people were similar to the people of our country. They are friendly and love to have fun.

This age of ours is very valuable, so we need to use the opportunities, make our youth memorable and live it to the fullest. It is one of the most valuable investments one can make in oneself!

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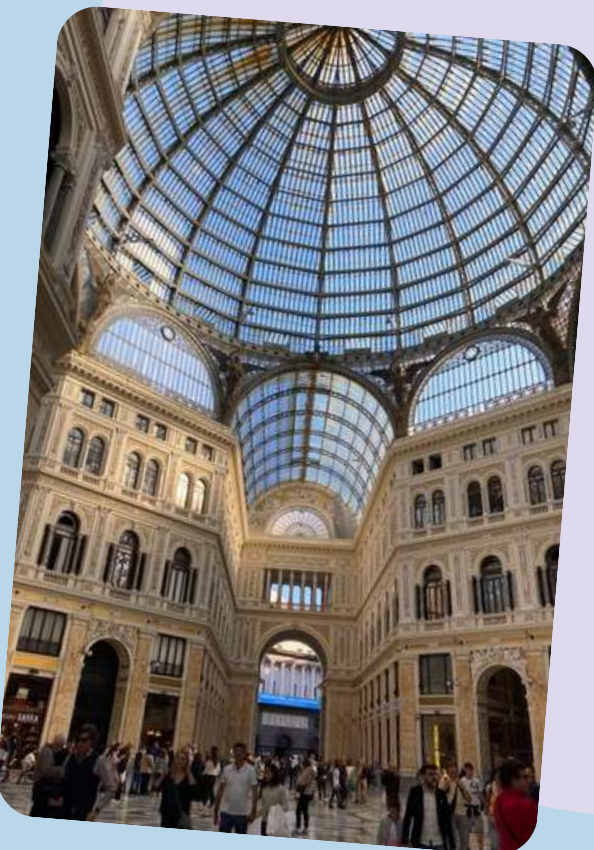
It's Not a Bird: İzmir Kumru

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

Kumru, which has a history of approximately 150 years, is a type of sandwich unique to Izmir. It is one of the famous street delicacies of Izmir and is usually consumed as breakfast or snack. İzmir kumru is prepared by adding İzmir or Bergama Tulum Cheese, tomato, and pepper to the kumru bread and served cold. There are varieties also known as "Çeşme Kumru". Çeşme kumru is prepared in a toaster with the addition of sausage, salami, and melted cheese. Optionally, sauces such as hot or plain mayonnaise and ketchup are also added. Hot consumption of kumru has become widespread since the 1940s.

The meaning of "kumru" in Turkish is a bird from the pigeon family. It is thought that it got this name because of the sandwich bread, which resembles a dove body in shape with a wider middle part and tapering towards the ends. It is frequently encountered in popular districts of İzmir, especially in areas such as Alsancak, Konak and Kordonboyu. It is a very popular delicacy among both locals and tourists. With its delicious bread and a variety of ingredients, it makes for a satisfying meal or snack. It is considered an important part of İzmir's cultural heritage and is known as an important dish for the promotion of İzmir.

There are many places where you can eat kumru in Istanbul, where many flavors unique to Turkish and world cuisine are combined. Adnan'ın Yeri and Kumrucu Doyum in Beşiktaş, Kumrucu Faruk in Avcılar, the famous Kumrucu Zeki Usta in Üsküdar and Alaçatı Kumrucusu in Şişli are recommended for those who want to taste the İzmir kumru flavor.

PUBLICATIONS

- **Prof. Dr. Hüseyin Dikme and Asst. Prof. İpek Sucu'**s statement titled *"Corporate Communication, Image, and Perception Management In Brands' Sustainable Corporate Social Responsibility Works"* was presented at **IMASCON 2023**.

- **Asst. Prof. Edmund Ntom Udemba**'s article titled *"Environmental implication of energy policies and private and public subsidies on infant mortality rate: a sustainable development study of India"* was published in **Environmental Science and Pollution Research**.

- **Asst. Prof. Edmund Ntom Udemba**'s article titled *"A look into sustainable development goal amidst technological innovation, financial development and natural resources: a symmetry and asymmetry analyses"* was published in **Environment Development and Sustainability.**

- **Asst. Prof. Andrew Adewale Alola**'s article titled *"The regime switching evidence of financial-economic-political risk in Turkey"* was published in **Quality and Quantity.**

- **Assoc. Prof. Onur Özdemir and Asst. Prof. Festus Victor Bekun**'s article titled *"Electric power consumption in high-income countries as catalyst for sustainable development: empirical evidence from generalized quantile regression"* was published in **Energy Efficiency.**

- **Asst. Prof. Festus Victor Bekun**'s article titled *"Technological pathways to decarbonisation and the role of renewable energy: A study of European countries using consumption-based metrics"* was published in **Resources Policy.**

- **Prof. Mustafa Kayhan Bahalı**'s article titled *"Parental attachment and childhood trauma in adolescents engaged in non-suicidal self-injury"* was published in **Early Intervention in Psychiatry**.

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Dear IGU Alumni and Students,
A NEW ONLINE RECRUITMENT PLATFORM that matches the skills of alumni with qualities requested by employers has opened. You can reach out and apply for open positions by subscribing to the platform.

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IGU Alumni Tracking System

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

Our graduates who are members of the platform can update their profiles and follow job postings.

How to subscribe to the METSİS platform?

1. Enter the platform (metsis.gelisim.edu.tr) via internet-connected devices.
2. You can follow the job postings by clicking on the jobs.
3. You can create an account from the New Candidate section to apply.
4. After creating an account, you can see job postings from the jobs section on the top and apply for open positions.

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