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UNIVERSITY**



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# THE EFFECTS OF ARTIFICIAL INTELLIGENCE AND TECHNOLOGY ON THE FUTURE OF HUMANITY

TECNO-  
AGENDA



**Asst. Prof. Dr. Taylan Maral**  
**The Department of New Media and  
Communication**

The pace of scientific and technological progress is currently creating significant impacts on the future of humanity. Chief among these effects is the rise of artificial intelligence technology. Artificial intelligence is considered perhaps the most important technological development in humanity's lifetime. However, the potential risks and social transformations brought by this technology are a fact that cannot be overlooked.

## Artificial Intelligence and Existential Risks

The rapid development of artificial intelligence technology causes potential existential risks to the future of humanity. In particular, if artificial intelligence systems develop uncontrollably, the risk of extinction of humanity may increase. Concerns that artificial intelligence may replace humans with beings that think more quickly and effectively constitute the main source of these potential risks. In addition, it is predicted that these risks may increase even more as the areas of use of artificial intelligence technology expand.

## Social Impacts of Technological Progress

When past examples of how technological progress has transformed human societies are examined, it can be seen that artificial intelligence can create similarly large impacts. For example, previous technological transformations, such as the industrial revolution and the information revolution, have fundamentally changed human societies and created new social, economic and cultural structures. It is possible that artificial intelligence technology will have a similar impact and transform human societies in ways never seen before.



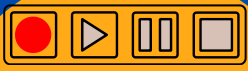


### **Ethics and Control of Artificial Intelligence**

Ethical and auditing issues of artificial intelligence technology should also be taken into account. Issues such as how artificial intelligence systems will be used, who will control them, and how they will be monitored may be decisive on the future of humanity. Therefore, it is important that developments in the field of artificial intelligence are managed within an ethical framework and with a focus on social benefit. Additionally, artificial intelligence technology needs to be developed taking into account social and cultural diversity.

The effects of artificial intelligence and technology on the future of humanity have created an area of in-depth study. The rapid development of artificial intelligence technology also increases concerns that humanity may face existential risks. However, it should not be forgotten that when managed correctly, artificial intelligence technology can improve humanity's quality of life and create new opportunities. Therefore, it is important that developments in the field of artificial intelligence are managed within an ethical framework and with a focus on social benefit.





eco-agenda



# Bitcoin Halving Occurred

**Res. Asst. Emre YÜKSEL**  
**The Department of New Media and Communication**



The halving, which occurs every four years in the leading cryptocurrency Bitcoin, took place in April. Previous halving transactions in Bitcoin occurred in 2012, 2016 and 2020. After each completed halving transaction, interest in the leading cryptocurrency increased and rapid price movements were experienced. For this reason, the halving event, which will take place in 2024, was eagerly awaited by cryptocurrency investors and technology enthusiasts. So what is Bitcoin Halving?

What is Bitcoin Halving?

The halving, which occurs approximately every four years and the most recent of which was witnessed last month, is a change in Bitcoin's underlying blockchain technology designed to reduce the speed at which new Bitcoins are created. With each halving, the number of Bitcoins released due to Bitcoin mining rewards decreases by 50%. After the halving in 2020, the reward, which was 6.25 Bitcoin, decreased to 3,125 Bitcoin with the halving that took place last month. As a result, the number of Bitcoins in circulation decreases with halvings, which increases the demand among investors due to the nature of the supply-demand balance.

Halving effect felt

The decline that started a long time ago in the cryptocurrency market and the fact that many cryptocurrencies reached their lowest levels created an expectation of recovery in the market this year. The fact that the Bitcoin halving would occur had a great impact on the formation of this expectation. The expectation came true in the first quarter of 2024. Although altcoins did not rise as sharply as expected, the leading cryptocurrency Bitcoin seems to have met expectations for now. Before the halving took place, Bitcoin, which surpassed its old record in March, rose to \$ 73 thousand 780. In Turkish Lira, the value of one Bitcoin exceeded 2 million. However, after the halving took place, the Bitcoin price could not stay above 70 thousand dollars. The decline indicated that the expectation was pre-bought and that record levels would remain away for a while longer. However, both the halving taking place and the approval of the long-awaited Bitcoin ETF application show that cryptocurrencies are in a more reliable situation than before.







**THE FUTURE IS IN  
URBAN  
AGRICULTURE  
FOR SUSTAINABLE  
CITIES!**



**NEW  
PROFESSIONS**



**RES. ASST. DİLEK KIZILIRMAK  
DEPARTMENT OF NEW MEDIA  
AND COMMUNICATION**

As urbanization and the urban population continue to increase globally, issues such as rising costs of food access, debates on food security, and the sustainability of cities have become prominent. Agricultural activities applied within and near cities have gained importance. Defined by terms such as urban agriculture or city farming, these agricultural practices, as understood from conceptualizations, involve the cultivation, processing, and distribution of food and other products through plant cultivation and animal husbandry in cities and their surroundings. It is seen as an alternative to industrial agriculture and contributes to the sustainable development of cities. Key urban agriculture practices include:

#### 1. Rooftop Gardens:

Rooftop gardens are areas used for food production on the roofs or terraces of urban buildings. These gardens are typically areas where soil is directly used, but soilless farming methods can also be applied. Rooftop gardens contribute to increasing green spaces in cities, provide environmental benefits, and reduce energy consumption of buildings. They are a popular option for those seeking to reduce the environmental impact of buildings in urban areas and localize food production.

#### 2. Vertical Farming Systems:

Vertical farming is a method used to maximize productivity in limited spaces. In this system, plants are grown on vertical structures, allowing more plants to be grown in less horizontal space. Special shelves or vertical garden structures that can be mounted on walls are used to implement vertical farming. Vertical farming is an effective solution to cope with limited land use within cities and to increase food production.

#### 3. Apartment Gardens:

Apartment gardens are areas used for urban agriculture in the courtyards or gardens of apartment buildings, or even small gardens allocated to each apartment. These gardens strengthen community ties, promote local food production, and enhance food security for urban residents. Apartment gardens often encourage solidarity among neighbors and bring communities together.

#### 4. Urban Gardens:

Urban gardens are based on the idea of farming in any vacant space in the city, such as parks, green spaces, or public areas. These gardens are typically operated by local communities or city administrations and encourage participation from local residents. Urban gardens increase green spaces in cities and enable people to interact more with nature.



### 5. Soilless Farming Techniques:

Soilless farming techniques are methods of plant cultivation in situations where soil is not used or limited. Methods like hydroponics and aeroponics allow plants' roots to grow in water or nutrient solutions. These techniques are ideal for growing plants in limited spaces, including indoor environments, and can reduce water usage.

The benefits of urban agriculture include:

**Food Security:** Locally produced foods in cities can increase food security and access.

**Green Spaces:** Urban agriculture contributes to increasing green spaces in cities and improving urban environments.

**Carbon Dioxide Absorption:** Plants help reduce carbon emissions in urban areas, improving air quality.

**Soil and Water Conservation:** Urban agriculture practices contribute to conserving soil and water resources.

**Strengthening Community Bonds:** Urban agriculture brings local communities together and fosters a sense of solidarity.

**Education and Awareness:** Urban agriculture projects provide knowledge and awareness about farming and food production.

Currently, 85 million people are involved in urban agriculture in the world. Considering issues such as global warming, population growth, increasing urbanization rates, rising food costs, consumer awareness of food security, and the importance of sustainable urban policies, specializing in urban agriculture practices seems to be increasingly important. With research and development efforts in the field, low-cost and high-yield urban farming will become easier in the coming years. It is possible to specialize in urban agriculture activities for hobby or income generation purposes in the future by acquiring knowledge about urban agriculture, as well as simple and traditional farming practices.



CULTURE-ART-  
LITERATURE

## 7th INTERNATIONAL ISTANBUL CHILDREN AND YOUTH ART BIENNIAL

**Aslı Karabulut**  
**The Department of New Media and  
Communication, 3rd Year Student**

The 7th International Istanbul Children and Youth Art Biennial was held from April 22 to May 23. This year's theme for the biennial, which is held every two years, was "Hope." Within the scope of the biennial, 579 projects created by 5,250 children and young people were exhibited in various centers around Istanbul for a month.

Since 2010, the Istanbul Children and Youth Art Biennial has seen participation from 31 countries. At this 7th edition, 579 projects by 5,250 children and young artists were showcased. MKM Beşiktaş Çağdaş was the main venue of the month-long event. The Istiklal Art Gallery, the second exhibition venue, presented "hope"-themed works by children and young people. In addition to these two venues, Kadıköy and Beşiktaş pier squares and City Lines ferries hosted concerts and performances by young artists.

Organized by the Palet Culture, Art and Education Association (PALETDER), the biennial was curated by Esra Özkan, a pioneer in the field of Digital Art. Alongside traditional painting, sculpture, photography, installation, and performance works, this year's biennial also included new media such as maker projects, artificial intelligence, and digital arts.

### THIS YEAR THERE IS PARTICIPATION FROM 12 COUNTRIES

Biennial Director Gazi Selçuk announced that there was participation from 12 countries, including England, Romania, Italy, and Russia, in the event that continued from April 22 to May 23. In his speech at the opening event, he said, "This year, children from 25 cities and 12 different countries are participating. We exhibit young people's creative art projects in five different venues in Istanbul. Not only painting, sculpture, and photography projects, but also hundreds of creative art projects with rich content using new media, digital art, installation, and artificial intelligence meet with art lovers."

### A COMPREHENSIVE BIENNIAL PROGRAM

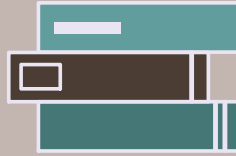
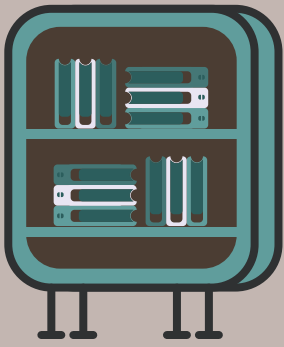
This year, special projects were carried out with children and young people in the earthquake zone. Additionally, a rich biennial program was prepared, featuring workshops, interviews, panels, and events with hundreds of expert artists, actors, scientists, academics, and educators throughout the month-long event.

In collaboration with NGOs, museums, universities, and artists, 177 workshops, talks, and events were held in areas such as science, art, literature, creative writing, digital technology, climate, environment, education, climate justice, music, and stage performances.

The biennial events also serve as a resource for teachers, providing professional support through seminars and workshops featuring representatives of evolving education models from around the world.

The program included nearly 200 workshops, talks, performances, and events with artists, academics, and educators who are experts in their fields, such as İsmail Acar, Devrim Erbil, Süleyman Saim Tekcan, Dilan Bozyel, Seren Fosforoğlu, Abdülkadir Özbek, Esra Karagülle, Nihan Aslı Elmas, Murat Germen, Selçuk Artut, Leyla Emadi, Bekir Aksoy, Asil Aksoy, Murat Aygen, Gülveli Kaya, Bengisu Bayrak, Süreyya Evren, Yekta Kopan, Seydi Murat Koç, and Şevket Sönmez.

# SOSYOCOM SHELF



## A MOVIE

### LANTHIMOS' MASTERPIECE: DOGTOOTH

An iconic movie of Greek cinema, Dogtooth is Yorgos Lanthimos' most daring and innovative work, telling a shocking and harsh story with a dark humor. Lanthimos presents his criticism of the system with a very strong subtext in a simple and clear narrative. The movie is about an authoritarian family in which three siblings are raised isolated from the outside world and manipulate the external reality with various efforts. The three siblings are forbidden to leave the house where they live in a captivity they do not realize. The siblings, who are not allowed to leave their fenced house and communicate with the outside world, are told that their dogtooth must fall out in order to regain their freedom. Receiving an education constructed by their parents, using a language of words with altered meanings, the siblings strive to succeed and win prizes in competitions organized by their father. The movie focuses on the older sister Bruce's story of transcending the family and becoming free. Bruce, whose rebellion is recognised, begins to be perceived by the family as a troubled youth. The father, who does not want to lose his authority, sets up a mise-en-scene for Bruce and the other brothers to feel the "danger outside". The father tries to plant the idea in the minds of his children that it is dangerous to go outside the borders by saying that cats are the most wild creatures in the world and that their older brother who lost his life was killed as a result of a cat attack. The rules are quite simple: "You will only have the strength to go outside when your dogtooth falls out. If you go out before that, the cats will kill you!" Despite all these rules, Bruce, who cannot prevent the rebellion growing inside her with the desire for liberation, cannot wait for her dogtooth to fall out and breaks her own teeth and leaves the house.

**Asst. Prof. Ahmet SİNAV**  
**The Department of New Media and  
Communication**



een film von yorgos lanthimos

## DOGTOOTH

CHRISTOS STAVRIDIOU MICHAEL VALLEY ANGELEKI PAPAIOU CHRISTOS PASSALIS MARY TSONI ANNA KALAITZIDOU  
ASSOCIATE PRODUCER KONSTANTINOS TSOURIS PRODUCER YORGOS LANTHIMOS DIRECTOR OF PHOTOGRAPHY YANNIS STAVRIDIS  
EDITED BY YORGOS LANTHIMOS WRITTEN BY YORGOS LANTHIMOS AND KATHARIS PAPADOPOULOS DIRECTED BY YORGOS LANTHIMOS  
CO-PRODUCED BY GREEK FILM CENTER YORGOS LANTHIMOS HORSESHOE PRODUCTIONS

**Year:** 2009

**Time:** 1 hour 34 minutes

**Director:** Yorgos Lanthimos

**Cast:** Angeliki Papoulia, Christos Stergioglou, Mary Tsoni, Christos Passalis, Alexander Voulgaris, Michele Valley, Sissi Petropoulou, Anna Kalaitzidou, Steve Krikris



## A BOOK

### Vinland Saga The Story of 11th Century Europeans Landing in America

Res. Asst. Emre ERGEN  
Department of Public Relations and Publicity

Did Europeans set foot in the Americas around 500 years before Christoph Columbus? According to the 'sagas', an important part of Scandinavian literature, northern explorers first set foot on the Americas around 1000 AD, approximately 500 years before Christoph Columbus discovered the Americas.

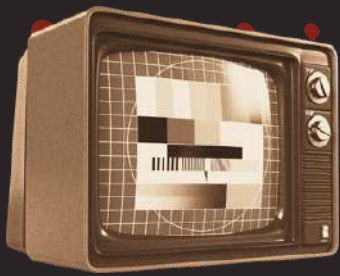
According to these sagas, the Americas were first sighted around 1000 AD by the northern explorer Bjarni Herjólfsson. Later, it was landed by Leif Erikson. A group led by Thorfinn Karlsefni followed Leif Erikson's route and attempted to establish settlements.

This exploration story of the northern explorers was adapted into a manga series called "Vinland saga" by Japanese manga artist Makoto Yukimura. Starting with Thorfinn Karlsefni's childhood, Yukimura's fictionalized story sheds light on the Scandinavian geography of the period and also on England under Viking occupation.

In the story, Thorfinn witnesses the death of his father as a child and turns into a warrior to take revenge on his father's killer. Over time, however, he begins to question his conscience because of the lives he has taken and the pain he has caused. He grows up dreaming of building a homeland in a fertile land without war. The land he hears about from Leif Erikson, which Erikson calls "Vinland", sparks a new fire that cools the fire of revenge within Thorfinn. Thorfinn makes only one demand of those who want to go to this island: They must not bring any weapons with them.

Thorfinn's courage and determination make him a leader among the scouts. As they set off for Vinland, he is determined to take only peace and hope with them. Thorfinn and his friends set out to erase the traces of war and violence. Perhaps their story will open the doors to a new world and be a step towards a more peaceful future for humanity.





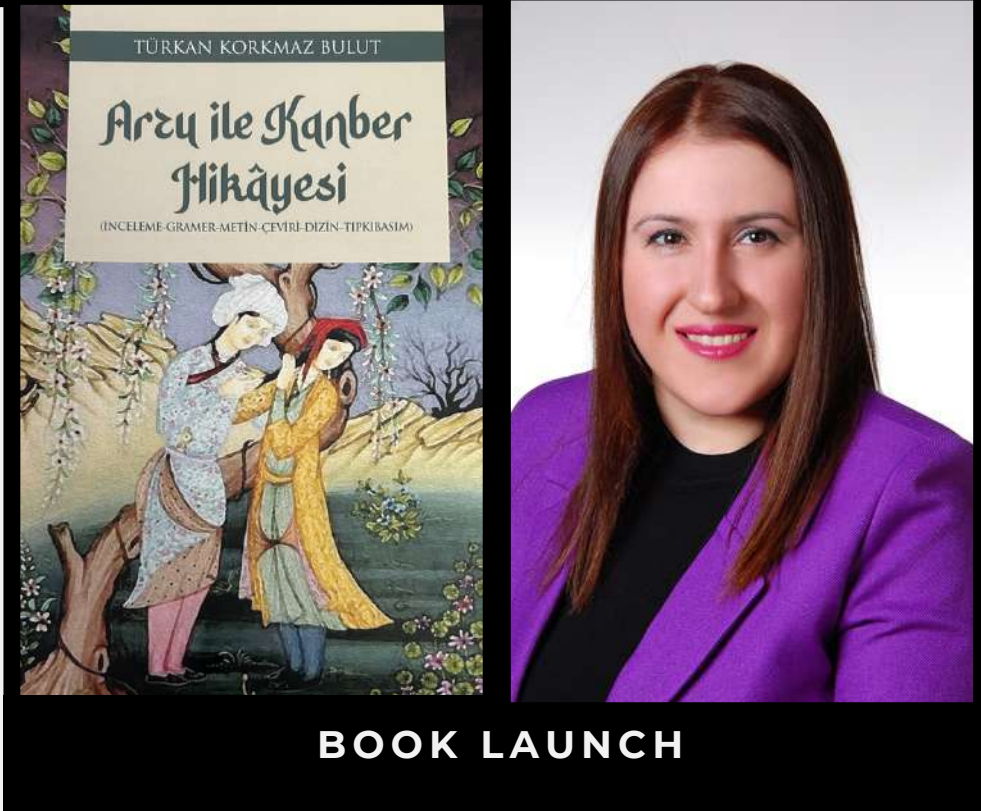
## A TV SERIES



Asst. Prof. Ahmet SİNAV  
The Department of New Media and Communication



Based on Guy Ritchie's 2019 movie of the same name, the series became one of the most popular content of the streaming platform in 2024 after its release on Netflix. In the 8-episode series, Theo James, Kaya Scodelario and Ray Winstone, who share the lead roles, are praised by the audience with their impressive performances. A production full of humor and action that will satisfy Guy Ritchie fans, The Gentlemen's chain of events begins when Eddie Halstead, a member of the army, returns to England due to the impending death of his aristocratic father while on a military mission for the Queen. Eddie discovers that the family estate he inherited on his father's death is harbouring a vast cannabis empire run by Bobby Glass. As Duke, Eddie takes on his father's aristocratic title and finds himself in the dangerous waters of the British criminal underworld. He tries to keep his family away from the drug lords, but he too is dazzled by the glamour of this dangerous world. As he gets drawn into the world of crime, Eddie starts to enjoy it and starts to play a dangerous game without rules with many names in the underworld of England.



## ARZU AND KANBER

**ASST. PROF. TRKAN KORKMAZ BULUT  
THE DEPARTMENT OF TURKISH LANGUAGE  
AND LITERATURE**

This study titled the story of Arzu ile Kanber (Review-Grammar-Mette-Text-Translation-Index- Typescript) [National Library 06 Mil Yz A 8618 and Konya Regional Manuscript Library 42 Kon 1882/2 Manuscripts] is based on an anonymous folk tale belonging to Islamic period Turkish literature, having Ottoman Turkish language features and written in mixed verse and prose. Although it is not known exactly when and where the story originated, it is thought to have emerged among the Turkmen (Oghuz) after the 16th century. The work describes the emotional adventures between Arzu and Kanber. The story begins when Kanber's father is killed in a night raid while traveling to Harâ with the bezirgân and Arzu's father takes Kanber in as a foster child. The events that follow consist of love and the adventures that help this love.

The story of Arzu and Kanber is a love story with folk songs. One of the most important features of this story that distinguishes it from other folk tales is that the poetry parts of the story are made up of mânis. This is the case in very few folk tales: Tahir and Zhre, Ferhad and Şirin, Gl and Sitemkâr, Leyla and Mecnun's folk songs are also in the form of mâni. In the story of Arzu and Kanber, there are 149 mani poems and 8 poems in the style of divan literature, totaling 157 poems.

One of the most important features of the story of Arzu and Kanber for Turkish language and literature is the use of a lively, simple and fluent folk language in the story. In the language of the work, there are many archaic and dialectal words, idioms, proverbs and deviated sentences reflecting the spoken language of the people. Studies on such works are of great importance in terms of revealing both the depth of Turkish culture and the richness of Turkish language. Studies on folk tales in our country and in the world mostly focus on their folklore aspect. In this study, both folkloric and linguistic features of the story have been tried to be processed in detail. This study on the story of Arzu and Kanber consists of six parts: Review, Grammar, Text, Translation, Index and Typescript.



# Book Review of the Month



## IN THE DEPTHS OF THE GAME: HOMO LUDENS

Assoc. Prof. Dr. Taylan MARAL

The Department of New Media and Communication

Johan Huizinga's book "Homo Ludens: A Study of the Place of Play in Culture" examines one of the most fundamental aspects of human nature: play. Huizinga puts forward the thesis that the human act of playing games is more than just a means of entertainment, it is an element that shapes our cultural, social and individual identity. However, when evaluating this book, it is important to pay attention not only to its content, but also to the author himself and his writing process.

Johan Huizinga is a Dutch historian and cultural theorist. Homo Ludens is one of his most famous works and examines the profound effects of play on human societies. Huizinga published Homo Ludens in 1938, and the book has enjoyed both academic and popular interest ever since. It should also be added that the translation of the 296-page book, published by Alfa Publications in Turkey, was made by Orhan Düz.

The main argument that Huizinga addresses in Homo Ludens is that play is a force that creates and shapes social structures. The book offers an in-depth perspective, emphasizing that gaming is not just an activity for entertainment purposes. Huizinga claims that play shapes human experience with its elements such as ritual, competition, rules and imagination. These elements form the basis of the social structures that people come together to establish.

However, there are also criticisms of Huizinga's Homo Ludens. Some critics may find Huizinga's arguments about the social importance of play exaggerated, and some may think that the book's author, Huizinga, idealizes the concept of play. However, Huizinga's bold theses and in-depth analysis are what make Homo Ludens unforgettable and invite readers on a journey into the depths of the play.

At the same time, it is presented as a reality that the importance of Homo Ludens in the modern world cannot be ignored. The book reminds us what a fundamental role play plays in human life even today. Although the forms and environments of the game change with the development of technology, the fact that the game is a part of human nature does not change. Therefore, reading Homo Ludens is important for understanding the human experience not only of the past, but also of the present and tomorrow.

In conclusion, Johan Huizinga's Homo Ludens is a masterpiece that encourages readers to think and question as it explores how play has profound effects on human lives and societies.



# Movie Review of the Month

Res. Asst. Emre YÜKSEL

The Department of New Media and Communication



## Wim Wenders' Praise for the Simple. Perfect Days

German director Wim Wenders returned from Japan, where he had previously produced works, with *Perfect Days*, in which he praises the everyday. The film, which was shown at the Cannes Film Festival last year, won the best actor award for the leading actor, Koji Yakusho, and the director was met with intense applause.

*Perfect Days* tells the story of Hirayama, a public toilet cleaner in his late middle ages, in a tone where fairytale meets reality. An example of 'slow cinema', *Perfect Days* pays tribute to a daily, simple life that stands side by side with simplicity. A lonely and silent person, Hirayama routinely gets up at sunrise, waters the flowers, listens to his favorite songs (rock and pop classics) in his car, and starts cleaning the toilets in the squares. At noon, he enjoys the sky while eating his meal under a tree. He reads his book before going to sleep and follows this routine every day without getting tired.

His distracted young colleague and his girlfriend rarely disrupt the routine of Hirayama's life. However, after a few encounters, Hirayama is left alone with his own life again. His sister's child, who does not like him very much, comes into Hirayama's life, and his quiet life becomes a haven for his nephew. However, with his brother's intervention, his nephew leaves Hirayama's life after a short visit. Ultimately, Hirayama is left with his own solitude as the dawn breaks and the sun sets.

Perhaps there are Hirayamas in most people's lives that they are not even aware of. But again, for most people these Hirayamas are invisible. Co-written by Wim Wenders and Takuma Takasaki, the film explains that even the most modest, hidden life can contain spiritual riches.

Considering cult films such as *Alice in the Cities*, *Wings of Desire* and *Paris Texas*, *Perfect Days* may not be in that ranking. However, it seems to have made its name among the important works in Wim Wenders' filmography.

# ACADEMIC PLAYLIST



Res. Asst. Tuğçe Gül BABACAN  
The Department of English Language and  
Literature

## Harmony of La La Land











In this collection for the month of May, we wanted to include a film that has left its mark on 2016. La La Land, which is a romantic musical film directed by Damien Chazelle, achieved a very high success and has won six Oscar awards.

The film, starring Emma Stone and Ryan Gosling, uses original music and the main composer of the film's soundtrack is Justin Hurwitz. In the list we have created, in addition to the music composed by Hurwitz for the film, the works sung by Stone and Gosling, are included.

Starting from 'City of Stars', which is the main music of the film, the music used in various parts in the film is listed in order. Near the end, you can find the main music of the film both sung by Gosling and hummed by Stone. The piece we have added at the end symbolizes the end of the film.

We wish you a pleasant listening.

[Click here...](#)

-  **City Of Stars - From "La La Land" Soundtrack**  
Ryan Gosling, Emma Stone
-  **Epilogue**  
Justin Hurwitz
-  **Planetarium**  
Justin Hurwitz
-  **A Lovely Night**  
Ryan Gosling, Emma Stone
-  **Mia & Sebastian's Theme**  
Justin Hurwitz
-  **Audition (The Fools Who Dream)**  
Emma Stone
-  **Engagement Party**  
Justin Hurwitz
-  **City Of Stars (Humming)**  
Justin Hurwitz, Emma Stone
-  **City Of Stars**  
Ryan Gosling
-  **The End**  
Justin Hurwitz







# EDUCATION- RESEARCH

Res. Asst. Merve BOYACI YILDIRIM  
The Department of Public Relations  
and Publicity

## DIGITAL MEDIA LITERACY EDUCATION

Today, in an era of rapid development of information and communication technologies, digital media literacy is becoming increasingly important. Although access to information has become easier with the reach of the media to large masses, at the same time, threats such as information irregularities and disinformation have also increased. In this context, digital media literacy enables individuals to develop the skills to distinguish accurate information, critically analyze media messages and use information correctly in this information pollution environment (Karaduman, 2019).

According to the European Commission, media literacy is defined as the ability to access, understand and evaluate media content and the ability to communicate effectively in different communication contexts (European Commission, 2007:3). Hobbs states that media literacy education should adapt to the changing nature of digital media and new communication technologies (Hobbs, 2010). As a result of technological developments, the amount of information easily accessible on the internet is increasing. However, the reliability and accuracy of this information is not always guaranteed. Misinformation, misleading content and manipulative information pollution have become a common problem in the digital environment. Digital media literacy protects individuals against such threats and provides a more solid foundation for accessing information. Digital media literacy also helps to increase security in online interactions. It makes Internet users aware of risks such as online identity theft, online harassment and other digital crimes. Furthermore, digital media literacy enables individuals to use online resources correctly, increase online safety and manage their digital footprint.

Digital media literacy in education refers to an approach that aims to provide students with the skills to understand, effectively use and critically evaluate the digital world (European Commission, 2019). In this context, it is aimed to provide students with skills such as using information technologies effectively, gaining competence in accessing online resources, analyzing media content from a critical perspective, and raising awareness about online ethics.

In conclusion, digital media literacy has become an integral part of life in the digital environment, which is the center of information access and communication today. These skills enable individuals to be more aware and empowered in accessing information, analyzing media messages and protecting their online safety. Therefore, it is important to promote and support digital media literacy education in educational institutions and society at large.

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# Society 5.0 and Global Collaboration as a Goodwill Revolution

Asst. Prof. Dr. Abdulkadir Büyükbingöl  
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Communication



When looking at internet search engines regarding the professions of the future, a rather crowded list of results is encountered. Therefore, it is possible to say that it is a sufficient resource for those who want to get an idea on this subject. However, it is rare to find information that will contribute to a vision of how information technologies, which affect all lines of business and are developed with revolutionary innovation almost every day, will shape society in the future and the way and purpose of using these tools, regardless of the profession they are engaged in. Below is an overview that will contribute to the vision of professions, communication and collaboration in the relatively near future, called Society 5.0.

The Society 5.0 project, which was presented to the government by the Japan Business Federation as a national policy proposal in 2016 and launched in Germany by the Japanese prime minister himself at the international CeBIT Technology fair in 2017, was met with interest, just like the Industry 4.0 concept announced by the Germans in 2011. Because here, technology is treated not as a threat but as an aid, the individual rather than production and efficiency is put at the center, and it has been stated that since the 1st Industrial Revolution, productivity and profitability have been in the focus and the individuals who make up the society have been ignored. However, all productive forces, means of production and other industrial activities can only be carried to higher levels through the efforts of strong, happy and prosperous individuals. Therefore, within the scope of Society 5.0, technology should only be considered as a supporting actor for the individual, and the society of the future should be shaped by a model in which the individual and technology cooperate. This view was also a response to the pessimistic thoughts of dystopian approaches to technology.

With the "smart society" phase, which refers to the ability of societies to communicate, the concept of communication has expanded to include all previous forms. The smart society, which includes all forms of communication, from primitive tribal communication to the widespread communication of the printing press and electronics, and from there to computerized communication, constitutes one of the important elements of Society 5.0. This concept includes linear, mathematical and graphical theories, is rational despite all its chaotic, deterministic and uncertainties, combines time and space, is networked and informational in all its aspects, and in accordance with Popper's three world theory, it includes the physical world of knowledge, the mental world and It supports Society 5.0 because the world of information reflects itself together. It is expected that every individual who has the communicative abilities of a smart society has a dream, and to achieve these dreams, they will connect to a network through information technologies, provide connections appropriate to their needs, and achieve the goal by obtaining the necessary information. Thus, it becomes possible for an individual thought activity that begins in a dream to turn into an individual competence by providing the necessary collaborations with the help of information technologies.

In the vision document determined at the United Nations summit held in 2015, by 2030, along with the solution of famine, inequality and helplessness against natural disasters, which are the chronic problems of the world community, in addition to the G20 summit in 2017, it was also aimed to support the transition to the information society with the opportunities brought by information technologies and at the same time improve information security. The aim is to develop international cooperation against new threats, especially cyber crimes, and to develop new mechanisms to ensure that the internet has a "multilateral, legitimate, transparent and participatory" structure, without compromising the current security and continuity of the internet. In this context, it has been determined that a number of handicaps must be overcome in order to benefit from the opportunities of Society 5.0, which is understood to be developed in parallel with the UN goals:



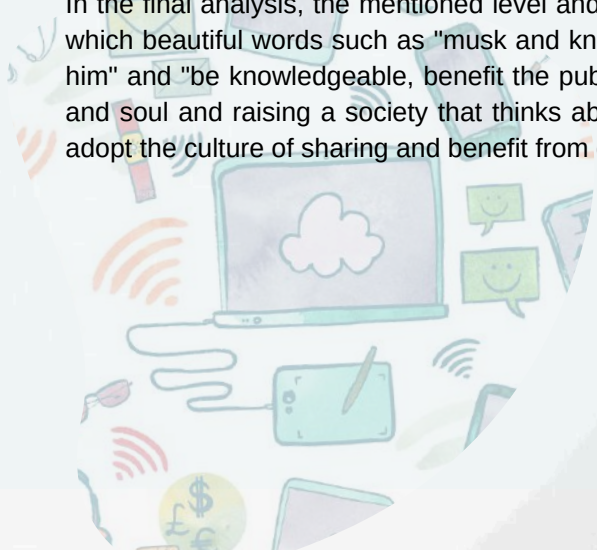
- a) States should provide training to public personnel to adapt them to information technologies,
- b) Supporting low-income segments for access and usability of information technologies,
- c) Providing all settlements at a national level with a high-level infrastructure in terms of access to the Internet,
- d) All private and state institutions cooperate on international platforms,
- e) Providing all kinds of information sharing and access to information technologies by collaborating between developing countries and developed countries,
- f) Determining improvements and development policies that will prevent economic disparities and poverty,
- g) Dissemination of digital literacy and lifelong learning in all segments of nations,
- h) To ensure that students have a higher level of skills and proficiency in the use of information technologies and to train educators who will guide them.

In this way, the further development of information technologies means that networks that have been outside the system until now will also be included in the system, and thus collaborations that can produce value for society can be developed by improving the autonomy and automation diversity of systems in separate areas. In this case, the technologies in question; It seems inevitable that it will be the initiator of change in a wide range of industrial structures such as manufacturing, logistics, sales, transportation, health and medical care, finance and public services, as well as the driving force in changing the way individuals work and live. Thus, with the cooperation that can be achieved, it will be possible to reach the intelligence of the crowd, expressed as a mass, collective, collaborative or parallel, behind the expression of the society of dreams emphasized in Society 5.0.

In parallel with the progress in information technologies, a new era of development has entered, focusing on technologies related to virtual and real intelligence. Solutions offered for social problems through the connection between objects and cyber worlds can be tested with realistic virtual experiments with closed-loop feedback, and thus control and management can become easier and decisions more accurate with the collaborative intelligence achieved. Therefore, in this system where the potential of digital technology and virtual networks is used, agile, focused and convergent solutions can be offered to connect different sectors, countries, regions and societies and understand uncertain, diverse and complex problems. At this point, the information technologies in the infrastructure of CPSS (Cyber, physical and social systems), which is mentioned as the next stage of artificial intelligence technology, will connect various types of values in the Society 5.0 stage and reach the sustainable super smart society dimension where people can live in safety, security and comfort. It can be considered that there is luck on your way.

So, what is missing to reach this view that is understood to be "beneficial and to be achieved" for societies? First of all, it should be noted that Society 5.0 is not a magic wand to solve the problems that humanity has been facing for centuries. However, it is obvious that the elements necessary to build a society with solved problems are ready. Since the Japanese presented it as a real policy proposal to solve their own problems, there is a state will required to realize this project. However, in order for Society 5.0 solutions to be applied to global problems, this will must go beyond the borders of states and include the human being and the rules he creates, which determine the spirit of corporate structures within the framework of peaceful policies and good will. For this reason, the solutions in Society 5.0 are based on the full cooperation of individuals, institutions and sectors in all fields, and require a completely well-intentioned approach both at national borders and internationally.

In the final analysis, the mentioned level and spirit of Society 5.0 can be achieved with a human-centered approach in which beautiful words such as "musk and knowledge are similar to each other, a person cannot keep them secret with him" and "be knowledgeable, benefit the public" are disseminated and implemented. In addition to educating the mind and soul and raising a society that thinks about the "good" of all humanity, such a vision is required for individuals to adopt the culture of sharing and benefit from global cooperation opportunities with this perspective.





# ENTREPRENEURSHIP AND INNOVATION



Asst. Prof. Eren Efe  
The Department of New Media and  
Communication

## TECHNOLOGY-ORIENTED ENTREPRENEURSHIP: A KEY ROLE IN BUILDING THE FUTURE

Innovation and entrepreneurship stand as fundamental elements shaping today's business world and society. The current era witnesses technological and sectoral advancements directly impacting companies' needs and organizational processes. Hence, for companies aiming to achieve and sustain success, continuous adaptation to these developments by enhancing their products, services, production, and management processes is imperative. Therefore, companies require innovation to generate innovative solutions aligned with their strategies. Innovation entails a creative and disciplined effort to enhance the current state and generate new ideas. Technological advancements, innovations in business processes, changes in product design, and differentiation in marketing strategies all exemplify innovation.

The concept of entrepreneurship emerges as an activity based on innovation, assuming a function that guides the innovation process. In essence, entrepreneurship is the process of bringing innovative ideas to life. Technology-oriented entrepreneurship signifies an approach focused on creating innovative solutions in today's rapidly evolving technological landscape. Entrepreneurs of this kind utilize technology to address existing problems or create new opportunities. The fundamental characteristics of technology-oriented entrepreneurship can be outlined as follows:

### 1. Technology-Driven Innovative Solutions

Technology-oriented entrepreneurs develop innovative solutions by leveraging existing technologies or emerging technological developments. These solutions are often designed to simplify people's daily lives, optimize business processes, or enhance productivity within a specific industry or sector.

## 2. Disruptive Potential

Technology-oriented entrepreneurs work on innovative ideas with the potential to disrupt existing business models or industries. These ventures challenge traditional methods by offering more efficient, flexible, and accessible solutions.

## 3. Large Market Potential

Technology-oriented ventures typically possess significant market potential as technology provides opportunities for reaching a broad user base and global-scale growth. A good technology product or service can reach millions of users worldwide.

## 4. Flexibility and Speed

Technology-oriented entrepreneurs have the ability to adapt quickly to changing market conditions. By keeping pace with technological innovations, they continually enhance and improve their products or services.

## 5. Risk-Taking and Learning Culture

Technology-oriented entrepreneurship involves taking risks and dealing with failure. However, these failures are often viewed as learning opportunities. Entrepreneurs learn from their experiences and rapidly adapt, leading to success.

## 6. Innovation and R&D Focus

Technology-oriented entrepreneurs prioritize continuous innovation and investment in research and development (R&D). They continually generate new ideas and follow technological advancements to maintain technological superiority and competitive advantage.

Technology-oriented entrepreneurship plays a significant role in today's dynamic and competitive business environment. By offering innovative solutions, it stimulates economic growth, transforms the business landscape, and creates societal impact. Therefore, investments in technology-oriented entrepreneurship are crucial for a more sustainable future equipped with technology.





# ***POLITICAL AGENDA***

## **CURRENT POLITICAL DEVELOPMENTS IN NORTHERN CALEDONIA, LAND OF FRANCE**

*Asst. Prof. İlknur KARANFİL*

*The Department of Political Science and International Relations*

Northern Caledonia has a population of nearly 300 thousand and remained a French territory in the post-colonial period. In 1998, France granted some political autonomy to the region and secured its presence here by stating that only local people could vote. Independence referendums have been held three times on the island since 1998. The last referendum on the island, where the opponents of independence narrowly won, was also boycotted by the supporters of independence because it coincided with the pandemic period.

The most important indigenous population on the island is the Kanaks, who currently make up 40% of the people living on the island. Apart from this, nearly 30% Europeans also live here. Although it does not have an official language, French and Kanak languages are officially recognized. Nickel mining and service sectors are important in the region, and 70% of the region consists of urban areas. Capital distribution is unequal across groups in the region. Two-thirds of the land is in the hands of European families. In terms of income distribution, four times the income of an average local family is equivalent to the average income of a European family. Europeans generally dominate the professional professions, trade and business.

According to the decision passed by the parliament on the island of North Caledonia, where such a major civil unrest has not occurred since the 1980s, French people who have lived in the region for at least ten years will now be able to vote for the regional government. Claiming that this would restrict the island's political autonomy and the local people's right to speak, the locals resisted this decision and started street clashes. France took action to suppress the uprising that started on May 13 and continued for days in Northern Caledonia, its territory in the Pacific Ocean, 900 miles from Australia. In New Caledonia, where a state of emergency was declared on May 15, the French prime minister announced that it was decided to deploy soldiers to the island's ports and international airport and to ban the TikTok application.

He announced that a total of 230 people had been detained in Caledonia, where 600 gendarmes were assigned, as of May 21, since the beginning of the violence, and demanded that the rebels lay down their weapons on the 6th day of the uprising. It was reported that approximately 200 workplaces and more than 50 vehicles were burned, nearly 100 security guards were injured and 6 people lost their lives as part of the violence.

Britannica News, Violence in New Caledonia subsides slightly as France sends reinforcements for security, May 17, 2024, <https://www.britannica.com/news/411221/5a19618b6c11f48ecf8561f715d489c4>

BBC Türkçe, Sokaklar karıştı, Fransa yüzlerce asker gönderdi: Yeni Kaledonya'da ne oluyor? 16.05.2024, <https://www.cnnturk.com/dunya/galeri/sokaklar-karisti-fransa-yuzlerce-asker-gonderdi-yeni-kaledonyada-ne-oluyor-2114905?page=1>

Britannica website, New Caledonia: French unique collectivity, Pacific Ocean, <https://www.britannica.com/place/New-Caledonia-French-unique-collectivity-Pacific-Ocean/People>

# Social Media Addiction and EMDR

## Health- Psychology



**Res. Asst. Simay Yılmaz**  
**The Department of Psychology (English)**

Have you ever found yourself lost for hours scrolling through social media? If you've had this experience, you're not alone. Although social media initially started as a way to communicate with family and friends, it has turned into a hobby over time. You may enjoy using social media and spend a significant portion of your day on it, but can you say that you are addicted to social media?

According to the American Psychological Association, although social media addiction is not officially considered a disorder, it is possible to discuss the physical and psychological effects of the harmful use of social media.

You may be using social media so much that scrolling through photos and videos can interfere with other areas of your life. Not everyone who uses social media develops an addiction, but it is noted that the increase in social media use is positively associated with an increase in social media addiction.

So how addictive is social media? Every time you log into your favorite apps, your brain releases dopamine, which is associated with feelings of pleasure. When you experience more dopamine after using social media for a long time, your brain perceives this as a reward and wants to repeat the behavior. However, as the dopamine that makes you feel good decreases, you may increase your social media use to regain that reward.

Treatment for social media addiction varies depending on the person's level of addiction and needs. One of the therapy methods recently used in the treatment of social media addiction is EMDR. EMDR is a treatment method developed by Shapiro in the 1980s for the treatment of post-traumatic stress disorder. In recent years, it has been used in addiction treatment as well as for many other psychological disorders. Addiction is generally associated with traumatic experiences and stress. EMDR treatment is used to relieve the emotional distress caused by traumatic experiences and to address the main points that cause addiction in a person. EMDR helps the person remember the triggering elements of addiction and reprocess emotional experiences.

As with other types of addiction, social media addiction is a preventable and manageable problem. However, the person needs to be aware of this issue to effectively solve and manage the problem.



# Saving the Planet through Coding: Reboot The Earth

SOCIO  
AGENDA

**Asst. Prof. Dr. Özlem Çetin Öztürk**  
**The Department of New Media and  
Communication**

The climate crisis has emerged as one of the most significant issues of recent years. Governments, civil society organizations, and international companies have begun to develop policies and projects to mitigate the climate crisis. "Reboot The Earth," a social coding event that brings together various groups to develop or improve technological solutions to the current climate crisis, is being organized with a multi-stakeholder collaboration targeting young computer programmers, developers, and those interested in creating technologies that can advance the Sustainable Development Goals (SDGs).

Co-organized by the United Nations (UN) and American cloud-based software giant Salesforce, the Reboot The Earth event aims to seek solutions to the climate crisis through innovation. Last year, the Synthesis Report of the UN Intergovernmental Panel on Climate Change (IPCC), referred to as the "Survival Guide for Humanity," warned that the pace and scale of government actions worldwide were insufficient to combat the climate crisis and highlighted the risk of missing the Paris Agreement's goal of limiting global warming to 1.5 degrees Celsius. An important example of defining the climate crisis through multidimensional and global inequalities is presented by the Reboot The Earth event.

Reboot The Earth is a social coding event focused on developing technological solutions to the climate crisis our planet is facing, bringing together young computer programmers, scientists, climate experts, and activists. Reboot The Earth aims to support the ideas and innovations of young people, who will inherit the planet and the climate crisis, to create a sustainable and secure future for everyone.

As part of the event, Tech Challenge competitions will see young people, including students, tackling technological challenges using open data, artificial intelligence, Salesforce tools, and various technologies to create digital public goods that address the climate crisis and can be tailored to the needs of any community. The winning team will receive \$10,000 USD through the #YouthLead Impact Fund to incubate and scale their ideas, coaching from Salesforce and UN partners, and the opportunity to present their solutions at the UN OSPOs (Open Source Programme Offices) for Good Symposium in New York on July 9-10, 2024.



# A CRITICAL VIEW ON PRESS ETHICS

**Prof. Dr. Sacide Vural**

**The Department of Public Relations and Publicity**

Ethics, as an interconnected subject of every field, has become one of the most questioned concepts of recent times. The increase in interest in ethics is due to the transfer of neoliberal policies from Western societies to other countries of the world, which created a significant transformation within the economic field, especially after 1980, and the profit motivation behind these policies, according to the cultural structures of Southern and transition countries. It can be said that the merit issue and corruption are effective in the emergence of different problems in the health sector and education. In order to overcome these problems, as a requirement of respect for all cultures and in the face of the turmoil created by the relative approach to norm problems of postmodernism, there have been and are attempts at a universal ethics or a universalizable ethics or global ethics (Kuçuradi, 2003). However, the ethics in question here are not ethics, which is an informational field of philosophy, but professional ethics. The oldest of these professional ethics and the focus of our analysis is press ethics.

What is tried to be determined as professional ethics is to create specific norms for that profession. These norms, which are desired to be developed, are expected to be the norms that determine the decisions and actions of members of the profession while performing their duties. In fact, the norms sought are the norms that are expected to be applied regardless of people's worldview, culture, and ideologies (Kuçuradi, 2003). In other words, it is to create norms that everyone agrees on that can be applied at a global level. In fact, the professional norms discussed under the heading of ethics are norms produced based on people's knowledge and developed to determine the behaviors that members of the profession should or should not do. However, ethics does not produce behavioral norms that will be valid in all situations, nor can it provide norms regarding how to behave in which situations (Tepe, 2000). Because many people, events and situations encountered in professional life are often unique and unique. Moreover, some realities may require not complying with the norms (Yetişkin, 2005). For this reason, it would not be correct to use the term universal regarding professional ethics.

The codes developed for the press profession are not ethical codes or principles, but "universal norms of morality" (Kuçuradi, 2003). In fact, when professional ethics is mentioned, ethics is reduced to codes of behavior that are expected to be implemented by members of the profession, and its connection with philosophy is eliminated. In fact, what is meant by ethical norms is not the universality of those norms, but the informational characteristics of the main premises from which they are derived. Such norms are norms that impose demands on how all people should treat other people and how all people should be treated (Kuçuradi, 2003). Norms related to human rights are such norms. For example, the difference between a journalist doing his job to prove that he is a good journalist and another journalist doing it by adopting fair, impartial and objective journalism, which is truly a requirement of journalism, expresses the difference in ethical understanding, opinion and behavior. Because ethics manifests itself in a way that is unique to each individual and the situation experienced in society. This definition of ethics is an orientation towards the other with empty hands, without any interests or expectations, and without being guided by certain political attitudes and behaviors (Levinans, 1991). Precisely for this reason, in order for members of the profession to practice their profession while preserving ethical values, they should have an eye to see where human dignity is endangered in every situation they encounter (Kuçuradi, 2003) and receive training in the philosophy of ethical values, which will help them gain understanding, and, as in Socrates' defense, They need to be raised with a questioning approach.

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# Time to Socialize

ENJOY SPRING:

EMIRGAN GROVE

**Res. Asst. Zehra Makar**  
The Department of Business Administration

Emirgan Grove is a picturesque neighborhood located on the European side of Istanbul, along the shores of the Bosphorus Strait. Known for its lush green spaces, historic mansions, and stunning views of the water, Emirgan offers a peaceful retreat from the hustle and bustle of the city center. Here's some detailed information about Emirgan:

#### **\*Emirgan Park:**

Emirgan's most famous attraction is its expansive park, Emirgan Park (Emirgan Korusu), which spans over 47 acres of land.

The park is renowned for its beautifully landscaped gardens, dense foliage, and colorful flower displays, particularly during the spring when tulips are in full bloom. Visitors can enjoy leisurely walks along the park's winding paths, relax in shaded areas, and take in panoramic views of the Bosphorus.

#### **\*Historical Mansions:**

Emirgan is dotted with several historic mansions, many of which date back to the Ottoman era. These elegant waterfront mansions, known as yalıs, once served as summer residences for wealthy Ottoman families and are now protected as cultural heritage sites. While some of the mansions are privately owned and not open to the public, others have been converted into restaurants, cafes, or event venues, offering visitors a glimpse into Istanbul's aristocratic past.

#### **\*Emirgan Pier:**

Emirgan Pier (Emirgan Iskelesi) is a popular spot for locals and tourists to enjoy views of the Bosphorus and embark on boat tours. The pier is also a departure point for ferries heading to various destinations along the Bosphorus, including the Prince Islands.



## **\*Cultural Events:**

Emirgan hosts several cultural events throughout the year, including the Istanbul Tulip Festival (İstanbul Lale Festivali) in April, during which Emirgan Park is adorned with millions of tulips in a riot of colors. Additionally, Emirgan Park often serves as a venue for outdoor concerts, art exhibitions, and other community events, particularly during the spring and summer.

## **\*Dining and Shopping:**

Emirgan offers a variety of dining options, ranging from casual cafes to upscale restaurants, where visitors can sample traditional Turkish cuisine and seafood dishes while enjoying views of the Bosphorus. The neighborhood is also home to boutique shops, art galleries, and craft markets, where visitors can purchase locally-made handicrafts, souvenirs, and gifts.

Overall, Emirgan is a charming and tranquil neighborhood that showcases the natural beauty and cultural heritage of Istanbul. Whether you're strolling through the park, admiring historic mansions, or savoring delicious Turkish cuisine, Emirgan offers a delightful escape for visitors seeking a respite from the city's hustle and bustle.

Entry to Emirgan Park is free of charge. Visitors do not need to pay any fees to explore the park, have a picnic, enjoy nature, or take in the views. However, there may be charges for certain areas or activities within the park, such as renting picnic areas for private events or tickets for special events held within the park. Apart from that, there is no fee required to visit Emirgan Park.

As for transportation to Emirgan, it is relatively convenient, as it is located on the European side of Istanbul and accessible by various means:

- **By Metro:** You can take the M2 metro line to the "Levent" station and transfer to the M6 metro line towards "Boğaziçi Ü./Hisarüstü." From there, you can either walk or take a bus to Emirgan
- You can also reach Emirgan via ferry from various locations along the Bosphorus. Kadıköy, Beşiktaş, and Üsküdar are some of the neighborhoods with ferry terminals offering connections to Emirgan. Once you arrive at the Emirgan Pier, you can walk to Emirgan Park and other nearby attractions

Don't forget to keep Emirgan in mind for spending a beautiful day in its atmosphere filled with natural beauty and historical richness. Happy travels!

# Events in Istanbul

## RASPBERRY

'Raspberry', one of the most important comedies that left its mark on the history of theater, meets the audience with a new interpretation by Tiyatrokare. This production, which bears the signature of Nedim Saban, is presented to the audience as a revival of a work that has gained worldwide fame on the Turkish stage. The play brings the classic work, originally titled "Arsenic and Old Lace" and also known as a movie adaptation starring big names such as Cary Grant, to modern Turkish theater.

The leading roles in the production are experienced actors Suna Keskin and Melek Baykal. Especially Melek Baykal's return to the stage after many years and Nedim Saban's reappearance as the 'madman of the play' excites the audience. Cem Güler, Ender Gülçiçek, Birol Engeler, Özgür Yetkinoğlu and Bülent Seyran play other important roles in the play.

Ahududu aims to offer the audience an unforgettable theater experience by skillfully blending classic comedy elements. The play, about the extraordinary remedy for loneliness found by two elderly women, makes the audience laugh while at the same time provoking deep thoughts on the themes of human relationships and old age. The humorous narrative combined with the mastery on the stage aims to make the audience laugh and think at the same time, providing an unforgettable theater experience.

**Cast:** Suna Keskin/ Melek Baykal/ Nedim Saban/ Cem Güler/ Bülent Seyran/ Ender Gülçiçek/ Birol Engeler/ Özgür Yetkinoğlu

**Res. Asst. Doğukan**

**Kartal ÇIKI**

The Department of  
Tourism Guidance

**Date:**  
3 Haziran 2024

**Time:** 21:30

**Place:** Ataköy Yunus Emre  
Kültür Merkezi Müşfik Kenter  
Sahnesi / İstanbul

**Written by:** Joseph Kesselring

**Adapted / Directed by:** Nedim  
Saban

**Decor:** Baris Dincel

**Costume:** Günnur Çaras

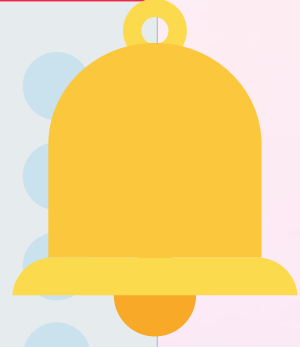
**Assistant Director:** Erdinç  
Doğancı

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

**Res. Asst. Asel ATAUGLU**

The Department of Business  
Administration

# June in Istanbul



Type of Event	Name of Event	Location	Date
Concert	<i>Çağın Şengül</i>	<i>Mask Beach</i>	<b>5 June Wednesday</b>
Concert	<i>Andrea Bocelli</i>	<i>Tüpraş Stadyumu</i>	<b>8 June Saturday</b>
Theatre	<i>Frida Kahlo</i>	<i>İstanbul Kültür Merkezi</i>	<b>11 June Tuesday</b>
Concert	<i>Soner Sarıkabadayı</i>	<i>Kartal İst. Marina</i>	<b>14 June Friday</b>
Theatre	<i>Bir Delinin Hatıra Defteri</i>	<i>CKM Cafe</i>	<b>26 June Wednesday</b>
Stand Up	<i>GırGır Stand Up Gecesi</i>	<i>Maltepe Yaşar Kemal Kültür Merkezi</i>	<b>28 June Friday</b>





## Aslı KARABULUT

The Department of New Media and  
Communication, 3rd Grade Student

I am a third-year student at the Department of New Media and Communication and I have been working professionally in the field of social media for three years. While I was a Political Science student at another foundation university, I got a job as an assistant at an advertising agency. The agency I worked for had ten brands, and thanks to these brands, I started to learn the business gradually. Later, I decided that I liked this process and came to Gelişim University with a horizontal transfer. After 1.5 years at the advertising agency, I started working as a Social Media Manager in the HCS ( Directorate of Health, Culture and Sports) unit at Gelişim University, where I continued my education. In fact, I did my first full-time internship at the school where I studied. I took part in many events such as preference promotion days, graduation ceremonies, and career days. Working with a team and using the competencies I gained in my field, I started to represent some brands on social media as a freelancer. While I learn to manage the business on my own with these brands, I continue to participate in external training and certification programs. Thanks to these work experiences and connections, I joined the International 7th Istanbul Children and Youth Biennial team.

Being involved in this exciting process as the social media coordinator of the 7th International Istanbul Children and Youth Biennial has been an adventure full of valuable experiences and opportunities for me. The Biennial is an event that takes place every two years to showcase contemporary works of art, and my part in this team began with intensive meetings that started in January and continued until April. During this process, I experienced the importance and power of teamwork.

I aimed to introduce and announce various aspects of the biennial to people through my posts on social media. Thanks to the opening, I had the opportunity to establish close relationships with local governments, and as I expanded my corporate communication network, I saw the impact of the biennial grow even more. I also helped the event reach a wider audience in the media by issuing press releases and contacting news agencies.

However, what was most valuable to me was staying in touch with the children and observing how they experienced the biennial. These experiences made significant contributions to my personal and professional development. I had the opportunity to learn many new things, from daily work to the concept of revision. I had the chance to establish close relationships with important artists of our country such as İsmail Acar, Devrim Erbil and academics of many universities. These relationships expanded my knowledge and perspective in the art world.

In conclusion, the experiences and gains I gained during this period as the social media coordinator of the Istanbul Children and Youth Biennial have greatly improved me personally and professionally. I am extremely happy and grateful to have had this opportunity.



## **Coşkun Alperen YILDIRIM**

The Department of New Media

I started my education at Istanbul Gelişim University in 2019 in the Department of Public Relations and Promotion. When I first started university, I was researching employment opportunities in my sector and trying to draw a road map for myself. In the first months, I started taking online training from various institutions. However, I ordered a book almost every day and spent most of my time outside of school reading academic sources. These studies I did in my first year led me to set new goals by transferring to the New Media Department.

I started my sophomore year as a student who had read many academic resources on communication science and had determined her goals. I was aware that I needed to specialize in a second field to be successful in the new world. There were employment problems in the sectors and the level of competition was increasing day by day. For this reason, I started to read in the field of History as well as my New Media studies. I was constantly sending e-mails to the faculty members I took classes with and getting book recommendations from them. During this process, my teachers' high interest and concern motivated me and caused me to work even harder. I can say that the fact that I did not receive a negative response from the faculty members to whom I requested support was the biggest factor that led me to success.

The Covid-19 process was undoubtedly the turning point in my education life. As a matter of fact, during those fearful days when we were stuck at home, I was reading books for an average of 8 to 9 hours and rarely left my room. On the one hand, I was taking online training from universities' continuing education centers, and on the other hand, I was trying to write articles. This pace continued for approximately 1.5 years. Considering the periods when we received distance education due to the pandemic, I can say that I read more than 350 academic sources during that time.

Thanks to the knowledge I gained in the first two years of my university life, I started my third year as a student active in the fields of Digital Marketing and Social Media Advertising. And now I was married. Therefore, I had to speed up my studies. I became the Advertising Consultant for a printed magazine called Hemhal Magazine, and two of my articles on the field of history were published in the seventh issue of the magazine. On the one hand, I was managing social media accounts and designing a website, and on the other hand, I was writing history articles. During this period, I was also elected the first president of the newly opened New Media club in our school.





My studies on Ottoman History and Recent Turkish Political History were greatly appreciated and my articles were published in various Culture, Art and Literature magazines such as Mukadderat Magazine, İhtilal Magazine, and Şuur Magazine. I was sending texts to the YouTube channel called War History and organizing speeches in the field of history at various foundations and societies. In addition to my History and New Media studies, which I was continuing simultaneously, I started to read about Psychology. To be successful in marketing management, it is necessary to be able to benefit from consumer behavior and therefore the science of psychology. I conducted studies on "Persuasion Theories" based on the works of scientists such as Carl Gustav Jung, Alfred Adler, Sigmund Freud, and Karen Horney.

As a result of my studies in psychology, I started working part-time as a Student and Education Coach at a private high school. I was both preparing students for the university exam and giving courses on Media Literacy. I would take the necessary actions on the social media accounts I managed between sessions or classes, and continue my reading and writing activities when I went home. I spent most of my time at home in my study.

The last thing I wanted to do before graduating was to publish a paper with a faculty member. I wanted to continue my academic education with a master's degree and I thought that the paper I would prepare with a faculty member would benefit me a lot. I conveyed this idea to Dr. Şeyma Bozkurt UZAN, one of the faculty members of our school. He did not reject my request and we started working on the paper. As a result, on August 25, 2023, I presented our paper titled "Examination and Interpretation of the Social Media Accounts of the Presidents of the European Union Countries" at the first session of the twelfth International Congress of Management and Social Sciences, moderated by Dr. Şeyma Bozkurt Uzan. During this process, I can say that I have added a lot to myself academically thanks to the meetings and research I have done with Dr. Şeyma Bozkurt UZAN.

After my graduation, I took my first step into the journalism profession as a volunteer intern at NTV, a subsidiary of Doğuş Publishing Group. After my successful internship under the management of NTV Istanbul News Manager Yağız ŞENKAL, I continued my job as the Internet News Editor at TGRT News, which is within the İhlas Media Group. Here, in addition to being an editor, I managed the Google Ads advertisements of the websites turkiyegazetesi.com.tr and tgrthaber.com.tr. I am currently pursuing a master's degree in Journalism and continuing my work as the founder of NAYTECH Digital Marketing Agency.

Throughout my education, the support of the faculty members of Istanbul Gelişim University Faculty of Economics and Administrative Sciences New Media Department has always been with me and played a major role in my development. I would like to express my endless gratitude to my esteemed professors, who always made me feel valuable and contributed to every stage, from the books I read to the work I carried out, Associate Professor Dr. Sezgin SAVAŞ, Dr. Ahmet Sinav, Dr. Eren EFE, Dr. Şeyma Bozkurt UZAN and Research Assistant Dilek KIZILIRMAK, whose students I will always feel lucky to be.



# A Traditional Delight: İçli Köfte

**RES. ASST. DİLEK KIZILIRMAK**

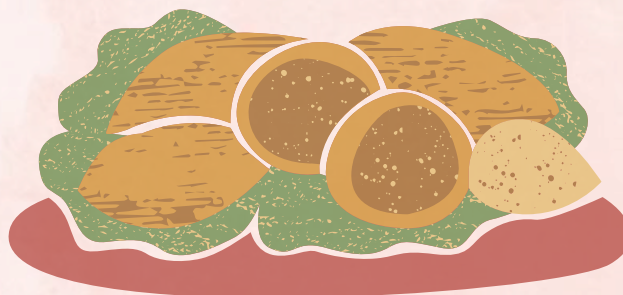
The Department of New Media and Communication

The history of İçli Köfte dates back to ancient times, with its origins stretching to Mesopotamia and the Levant region. While the preparation of İçli Köfte has evolved over time, its fundamental principles have remained the same. Traditionally, İçli Köfte is particularly popular in the Southeastern Anatolia Region and Gaziantep cuisine. However, it has gradually spread across Turkey and become a beloved delicacy. Moreover, it has gained recognition as an important dish of Turkish cuisine abroad.

The main ingredients of traditional İçli Köfte include fine bulgur, minced beef or lamb, onions, pepper paste, spices (usually cumin, black pepper, red pepper), and parsley. These ingredients are meticulously kneaded and shaped to prepare the filling. The process of making İçli Köfte is quite laborious. Firstly, the filling is prepared by kneading fine bulgur, minced meat, and other ingredients to achieve a homogeneous texture. Then, small pieces of this filling are taken and shaped into oval or cylindrical forms. Subsequently, a thin dough is wrapped around the filling. The filling is tightly sealed inside the dough and shaped by hand.

The preparation of İçli Köfte requires great care. The filling ingredients such as bulgur, meat, onions, and spices are thoroughly kneaded and shaped. Then, this filling is enveloped with a thin dough to create oval or cylindrical shapes. The İçli Köfte is then deep-fried until it achieves a golden brown color. After frying, excess oil is drained by placing the İçli Köfte on paper towels. However, in some regions, İçli Köfte is also cooked by boiling. In this method, İçli Köfte is boiled in hot water until it softens. İçli Köfte is typically served with lemon slices and greens. Additionally, it can be accompanied by side dishes such as yogurt or salad. It can be enjoyed both cold and hot.

Despite being labor-intensive to make, İçli Köfte has become an integral part of Turkish cuisine due to its enticing flavor. Although classic recipes use bulgur and minced meat, variations with different fillings are also available today. İçli Köfte is not only an essential part of Turkish cuisine but also a favored delicacy for special occasions and gatherings. In Istanbul, popular places to enjoy İçli Köfte include Kadıköy Dürümcü Emmi and Çiya Sofrası, Fatih Hatay Medeniyetler Sofrası and Öz Kilis Kebap, Beyoğlu Sabırtaş, and Hacı Abdullah Lokantası.





## ABOUT ACADEMIC LIFE

### PUBLICATIONS

- **Asst. Prof. Festus Victor Bekun's** article titled "Is Abrams curve a myth or reality? Evidence from two Baltic countries" was published in **Quality and Quantity**.
- **Asst. Prof. Festus Victor Bekun's** article titled "Beyond the Environmental Kuznets Curve in South Asian economies: accounting for the combined effect of information and communication technology, human development and urbanization" was published in **Environment, Development and Sustainability**.
- **Asst. Prof. Aman Sado Elemo's** article titled "The fear of COVID-19 and flourishing: the mediating role of search for meaning and presence of meaning" was published in **Current Psychology**.
- **Assoc. Prof. Emrah Doğan's** book chapter titled "Green jobs and productivity research on the countries of the European Union" was published in **Reskilling the Workforce in the Labor Market: The Country Cases (book)**.
- **Assoc. Prof. Onur Özdemir's** article titled "Dynamic Efficiency and Herd Behavior During Pre- and Post-COVID-19 in the NFT Market: Evidence from Multifractal Analysis" was published in **Computational Economics**.
- **Assoc. Prof. Emine Akçadağ Alagöz's** article titled "The Role of Republican and AKP Elites in the Construction and Reconstruction of Türkiye's Foreign Policy Identity: A Critical Narrative Analysis" was published in **Journal of Balkan and Near Eastern Studies**.
- **Assoc. Prof. Hakan Yıldırım's** article titled "Comparative benefits of environmental protection expenditures and environmental taxes in driving environmental quality of the European countries" was published in **Natural Resources Forum**.
- **Asst. Prof. Festus Victor Bekun and Asst. Prof. Gizem Uzuner's** article titled "Another look at energy consumption and environmental sustainability target through the lens of the load capacity factor: Accessing evidence from MINT economies" was published in **Natural Resources Forum**.
- **Asst. Prof. Aman Sado Elemo's** article titled "Linking perceived job insecurity and work passion: The mediating role of mindful self-care in academic staff" was published in **Psychology in The Schools**.
- **Res. Asst. Gökhan Özbilge's** article titled "The Impacts of Financial Resource Management on Financial Worries" was published in **Eskişehir Osmangazi University Journal of Economics and Administrative Sciences**.



## ABOUT ACADEMIC LIFE

### ASSIGNMENT & UPGRADE

- **Beyza EVİN**, Office Clerk from the Dean's Office of our Faculty, has left.





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