



ISTANBUL  
**GELISIM**  
**UNIVERSITY**

MAY 2024



ISTANBUL  
**GELİŞİM** **ÜNİVERSİTESİ**

# FACULTY OF APPLIED SCIENCES MONTHLY E-BULLETIN

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

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**MAY 19**

**HAPPY MAY 19  
COMMEMORATION OF  
ATATÜRK, YOUTH AND  
SPORTS DAY!**

## NEWS FROM IGU

### Academic Performance Awards have found their owners!

Istanbul Gelisim University (IGU) Academic Staff who ranked in the General Ranking and Unit Based Ranking according to the Academic Performance Evaluation System (APSES) for 2023 were presented their awards and certificates of achievement at a ceremony held on May 21, 2024 with the participation of the Chairman of the Board of Trustees Abdulkadir Gayretli and Rector Prof. Dr. Bahri Şahin.



As a result of the evaluations made according to Istanbul Gelisim University Academic Performance Evaluation Process Management System, Istanbul Gelisim University Rector and Faculty of Engineering and Architecture academician Prof. Dr. Bahri Şahin is among the top 5 in the General Ranking. Prof. Dr. Nuri Kuruoğlu, Assoc. Prof. Dr. Festus Victor Bekun from the Faculty of Economics, Administrative and Social Sciences ranked 1st in the ranking, and Prof. Dr. Nuri Kuruoğlu, Assoc. Dr. Anıl Niş and Lecturer Dr. Metin Mehmetoğlu from the Faculty of Engineering and Architecture ranked in the top 5 with their success. Prof. Dr. Metin Mehmetoğlu also received the General Ranking awards.



## NEWS FROM IGU

The ceremony started with the opening speech of Prof. Dr. Bahri Şahin, Rector of Istanbul Gelişim University. Rector Prof. Dr. Bahri Şahin talked about the Academic Performance Evaluation System, which was used for the first time this year, and said that faculty members are evaluated in three different categories: 'Education-Teaching', 'Research-Development' and 'Management'. Rector Prof. Dr. Bahri Şahin said in his speech: "Each of you makes our university proud with your outstanding performance and determination in your own field. Your academic achievements are promising not only for you but also for our valuable students that you raise for the future."

After the speech of Abdulkadir Gayretli, Chairman of the Board of Trustees, emphasizing the importance given to science and research by Istanbul Gelişim University, which progresses with the vision of 'Research University', academicians were invited to the stage in order to receive their awards.



The certificates of achievement of our professors who ranked in the unit-based ranking in the Faculty of Applied Sciences were presented by our Dean Prof. Dr. Kamil Kaya. Assoc. Prof. Ali Çelik from the Department of Electronic Commerce and Management ranked 1st and Asst. Prof. Nevruz Berna Tatlısu, Asst. Prof. Özge Turhan, Assoc. Prof. Hakan Özcan and Asst. Prof. Mustafa Çanakçıoğlu received their certificates of achievement.

We congratulate all our scholars who ranked in the İGÜ Academic Performance ranking and wish them continued success!

## NEWS FROM IGU

### Taste and career met at the "Gastronomy Festival"!

Within the scope of Spring and International Student Festivals, the 'Gastronomy Festival' was organized at Istanbul Gelisim University (IGU), in May 5, 2024. Special stands were also set up at the festival where many famous names and companies from the sector had the opportunity to meet with university students. Seminars titled 'Success Stories of Companies' and 'Success Stories of Chefs' were also given.

Speaking at the Gastronomy Festival, Istanbul Gelisim University Rector Prof. Dr. Bahri Şahin emphasized the importance the university attaches to gastronomy and said, "As IGU, we provide our students with the most comprehensive education they can receive in the field of gastronomy. We attach importance to such festivals that we organize in order to prepare our students for business life in the best way and to help them achieve success both nationally and globally."

**"We teach our students not only culinary skills but also sustainability awareness and creativity"**



Delivering the opening speech of the Gastronomy Festival, Istanbul Gelisim University Gastronomy Department Coordinator Assoc. Prof. Serdar Egeli emphasized the importance given to gastronomy departments by IGU, which stands out with its sustainability efforts and said, "Gastronomy is not only a culinary art, but also a cultural heritage. Food is a tool that brings people together, shares cultures and brings societies closer together. By maintaining its commitment to these values, our university teaches our students not only culinary skills, but also cultural understanding, sustainability awareness and creativity." Touching on important developments in the gastronomy sector, Assoc. Prof. Serdar Egeli made evaluations on new technologies integrated with gastronomy, the use of artificial intelligence, the current investment trend in coffee and bakery businesses, innovative technologies, the growth trend of the sector, iconic restaurants, and restaurant rankings.

## NEWS FROM IGU

### Chief Yalçinkaya: It is very important for students to come together with sector representatives

Expressing his gratitude to Istanbul Gelisim University for organizing the event, Chef Mehmet Yalçinkaya said, "It is very important for students to come together with the industry or industry representatives. Especially recently, with the increase in the number of students in the gastronomy department, it has become a little more difficult for the sector to bring you together, as there are demands from every school. We are aware of this, but such gastronomy events can now easily bring you together with the sector and food investors."

Mehmet Yalçinkaya, Nadir Güllüoğlu, Osman Sekman, Önder Bilen, Hasan Fehmi Peker, Muhittin Fidan, Arif Madakbaş, Gökhan Özcan, Soner Kesgin, Şenol Demirtaş, Emre Karakafa, Cihan Keçeli, Özay Akar were among the important names in the field of gastronomy who attended the festival.



## FoAS APPLIED COMMUNICATIONS FESTIVALS

### Applied Communication Festival was held by Istanbul Gelisim University FoAS Public Relations and Advertising, New Media and Communication and TV Journalism Programming Departments...

The 2nd Communication Festival organized at Istanbul Gelisim University started with the theme "Communication and Sustainability: Shed Light on the Future" theme. The festival, which was held with the participation of experts in the field of communication and sustainability and attracted great interest from students, will continue until May 2.



## FoAS APPLIED COMMUNICATIONS FESTIVALS

Organized by the Departments of Public Relations and Advertising, Television Journalism and Programming, New Media and Communication within the Faculty of Applied Sciences of Istanbul Gelisim University, IETFEST2 was held with the participation of IGU Chairman of the Board of Trustees Abdülkadir Gayretli and Rector Prof. Dr. Bahri Şahin. IETFEST2 was held between May 21-24.

On the first day of IETFEST2, IGU Vice-Rector for Quality, Accreditation, and Internationalization Prof. Dr. Arda Öztürkcan was one of the opening speakers, and a panel moderated by Prof. Dr. Atilla Girgin was held. IDA President Özge Uzun, TÜHİD President İpek Özgüden Özen, TGC Secretary General Sibel Güneş, Ratem President Aydın Şerbetçioğlu, CNN Türk Regional Manager Nihat Uludağ and Sustainability Academy President Semra Sevinç took part in the panel.



Vice-Rector Prof. Dr. Arda Öztürkcan focused on the theme of sustainability and mentioned the results of “SCImago University Rankings 2024” and said that Istanbul Gelisim University is “in the top 5 in the field of research”. Prof. Dr. Öztürkcan stated that the success of the university is a reflection of its commitment to sustainability and innovative research projects.





## FoAS APPLIED COMMUNICATIONS FESTIVALS

Semra Sevinç, Chair of the Sustainability Academy, who took part as a keynote speaker at İLETFFEST2, emphasized the importance of sustainability.



Sevinç emphasized the need for the protection of natural resources, the sustainability of ecosystems and the use of renewable energy, and called for increased social awareness. In her speech, Semra Sevinç emphasized that achieving sustainable development goals has not only environmental but also economic and social dimensions. Semra Sevinç also stated that investing in environmentally friendly technologies and improving waste management are critical for leaving a livable world for future generations.

In the opening session of İLETFFEST2, Prof. Dr. Atilla Girgin moderated the panel titled "Communication and Sustainability: Shed Light on the Future". IDA President Özge Uzun, TÜHİD President İpek Özgüden Özen, TGC Secretary General Sibel Güneş, Ratem President Aydın Şerbetçioğlu, CNN Türk Regional Manager Nihat Uludağ took part in the panel.



# FoAS APPLIED COMMUNICATIONS FESTIVALS

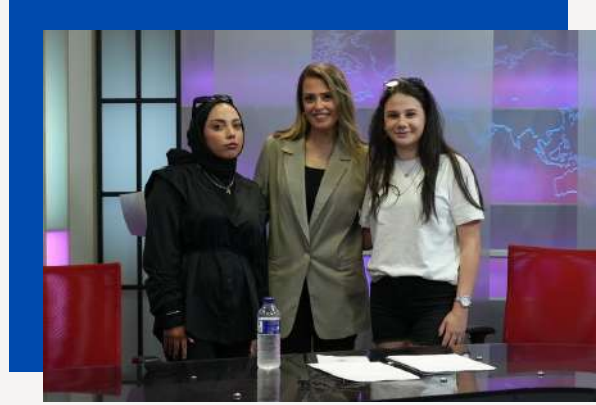


## FoAS APPLIED COMMUNICATIONS FESTIVALS

### Scenes From the First Day of The Festival

**ATV News Anchor Pelin Başalma Şanlı gave practical anchoring training to the students**

The festival continued with the "Television Journalism and Announcer Workshop" following the panel. The workshop organized by the Department of Television Journalism and Programming took place at Istanbul Gelisim University TV Studio. Students made news presentation practices by taking advantage of the sectoral experiences of news anchor Pelin Başalma Şanlı.



**"Short Film Script Workshop" was held with film director Doğuş Algün.**

In the workshop held at IGU Digital Communication Workshop within the scope of the 1st day of the festival, film director Doğuş Algün shared information about short film script writing with the students and talked about his experiences in his own short film production process. Algün talked about the importance of locality in the script and explained how he followed a path in short film script writing. He stated that the most basic element in screenplay writing is that "the screenplay should be filmable" and that the screenplay text is a "technical text"



## FoAS APPLIED COMMUNICATIONS FESTIVALS

### Scenes From the Second Day of The Festival

**Istanbul, 22 May 2024-** The second day of the festival organized by the New Media and Communication, Public Relations and Advertising, and Television Journalism and Programming departments of Istanbul Gelisim University, Faculty of Applied Sciences, started with the panel titled "Promotion in Sustainable Television Broadcasting" organized by the New Media and Communication Department. Ali İlhan and Çağrı Çeşmeci from the NTV Promotion team participated in the panel, which focused on how sustainable television broadcasting should be.



### IGU Students Met with Media Professionals at the Panel titled "Becoming a Sustainable Television Journalist"!

In the second session of the festival, a panel titled "Becoming a Sustainable Television Journalist" was held with the participation of Now News Reporter Emre İzkübarlas, Kanal D Main News Reporter İbrahim Konar, and Trakya TV Editor-in-Chief Yaşar Polat. In the panel where the speakers shared their experiences in television journalism and journalism, the issue of "sustainability" in television journalism was emphasized. The panel titled "Being a Sustainable Television Journalist" ended after the questions of the students were answered and plaques were presented to the speakers.



## FoAS APPLIED COMMUNICATIONS FESTIVALS

### Scenes From the Second Day of The Festival

#### "Current Developments in the Context of Digitalization, Blockchain Technology, Artificial Intelligence" Panel was held!

On the second day of the festival, in the third session, the panel "Current Developments in the Context of Digitalization, Blockchain Technology, Artificial Intelligence" was held with the participation of Robert College IT Director Tanol Türkoğlu. Emphasizing that there are still three areas where digital transformation is still not experienced today, Türkoğlu stated that these areas are "the digitalization of goods, the digitalization of money and finally the digitalization of the workforce". He said that cryptocurrencies are a "basic introduction" to the concept of digital money. The panel ended after the students' questions on digitalization and artificial intelligence were answered and a plaque was presented.



#### "Digitalization and Marketing Communication Studies in Turkey Promotion" panel was held!

The second day of the festival ended with the "Digitalization and Marketing Communication Studies in Turkey Promotion" panel moderated by Assoc. Prof. Sevinç Koçak, Vice Dean of the Faculty of Applied Sciences. Özgür Akın, Marketing Manager of Yapı Kredi Culture and Art Publications, and Berna Kürekçi Şendir from BE Communication Consultancy were the guests on the panel, where marketing communication studies and the impact of digitalization in Turkey's promotion were discussed.



# FoAS APPLIED COMMUNICATIONS FESTIVALS

## Scenes From the Third Day of The Festival

**Istanbul, 23 May 2024-** The third day of İLET FEST2 started with the "Gender Equality in Advertising and Layout Exhibition" under the supervision of Assoc. Prof. Emel Tozlu Öztay and Asst. Prof. Sinem Eyice Başev of the Department of Public Relations and Advertising. The "Gender Equality in Advertising and Layout Exhibition", made by the third and fourth-year students of the Department of Public Relations and Advertising within the scope of the course, consists of gender-themed advertisements and campaign works.



### "Gender Roles in Business Life: Awareness Seminar" was held!

Following the opening of the exhibition, the festival organized the "Gender Roles in Business Life: Awareness Seminar" with the sharing of the details of the "Father's Hand Has touched" project. The social responsibility project "Baba Eli Değidir", which was carried out by the students under the supervision of Assoc. Prof. Emel Tozlu Öztay, was shared in detail by İrem Nur Yıldırım, İlayda Selvi Cila, İrem Cidan, students of the department. The event ended after the questions from the students were answered.



# FoAS APPLIED COMMUNICATIONS FESTIVALS

## Scenes From the Third Day of The Festival

### "What is Gender Equality?" Workshop was held!

The festival continued with the "What is Gender Equality?" workshop led by Assoc. Prof. Zeynep Burcu Şahin, faculty member of the Department of Public Relations and Advertising. Speaking at the workshop, Assoc. Prof. Zeynep Burcu Şahin emphasized the difference between the concepts of sex and gender. Afterwards, gender definitions were discussed through a list of feminine and masculine concept suggestions proposed by the students. The workshop ended with the presentation of a plaque.



### "Development Knows No Barriers!" Panel Discussed the Concept of "Disability" in Business Life!



"Development Knows No Barriers!" panel was held with the participation of Hüseyin Alkan, Çiğdem Yokmaç, and Merih Göksu, members of the Avcılar Gülten Nakipoğlu Disabled Life Center. The speakers talked about the social "obstacles" they face and emphasized the importance of employing disabled people in the workplace. Çiğdem Yokmaç, one of the speakers, started her speech with the statement "I woke up blind one morning" and shared her experiences. Merih Göksu, on the other hand, stated that she became visually impaired as a result of a febrile illness and emphasized "the importance of inclusive education".

# FoAS APPLIED COMMUNICATIONS FESTIVALS

## Scenes From the Third Day of The Festival

**With the participation of Yaşar Mahmutoğlu, one of the TV8 Directors, "Reji Direction in Television Program" Conversation was held!**

In the last session of the third day of the festival, a talk titled "Reji Coordinator in Television Programming" organized by the Department of Television Journalism and Programming was held. In the event moderated by Asst. Prof. Cihan Emre Tanç, director Yaşar Mahmutoğlu started by sharing his story of starting the sector. Mahmutoğlu stated that he stepped into the profession in his youth by saying "I should be in this profession" and that the profession was "his childhood dream". Mahmutoğlu said that he has shot different programs so far and stated that live broadcasts are open to mishaps and that it is important to stay calm. The interview ended with the presentation of a plaque after the students' questions on television and the functioning of the directorate.





## FoAS APPLIED COMMUNICATIONS FESTIVALS

### Scenes From the Fourth Day of The Festival

**An interview titled "On Fiction Short Film Making" with Director Behür Bolhovay took place!**

On the last day of the festival, the conversation organized by the Department of Television Journalism and Programming started with the screening of director Behür Bolhova's short film "Sheep". Asst. Prof. İpek Gürkan moderated the event titled "On Fiction Short Film", and director Bolhova talked about the scriptwriting process. Touching on the difficulty of writing the script of a feature film, the director explained that it is difficult to write more than one character by sharing his own experiences.



**TRT Production Coordinator Hacer Colak Kodal attended the event titled "Television Programming and Production Processes"!**

The interview organized by the Department of Television Journalism and Programming was moderated by Asst. Prof. Ferhat Zengin moderated the event. TRT Production Coordinator Hacer Çolak Kodal talked about various programs she produced and directed on television and her experiences in the field of television.



## FoAS APPLIED COMMUNICATIONS FESTIVALS

### Scenes From the Fourth Day of The Festival

**"I knew I wanted to make a movie when I graduated from university!"**

An interview titled "The Journey of a Film" was held with Selman Nacar, the director of the movie Tereddüt Çizgisi, which is currently being screened. The event was organized by the Department of Television Journalism and Programming and moderated by Asst. Prof. Ferhat Zengin moderated the conversation and Nacar started his words by saying "I knew I wanted to make a movie when I graduated from university!". The director, who gave technical advice to the students for filming, stated that the cutting process in cinema is "a responsibility". Nacar shared his experiences on character creation with the students, saying, "Can I make the character feel emotion? If I can do that, it means I have achieved the most important thing." The interview ended after the questions of the participants were answered and a plaque was presented.



### İLETFFEST2" Ended with Closing Speeches and Award Ceremony!

Dean of the Faculty of Applied Sciences Prof. Dr. Kamil Kaya, and Coordinator of İLETFFEST2 Festival and Head of the Department of New Media and Communication, Assoc. Prof. Dr. Şebnem Ulusoy made closing speeches. Prof. Dr. Kamil Kaya thanked the faculty members who organized the festival one by one in his speech.

The ceremony ended with the Communication Festival Team Award Ceremony. The Communication Festival ended with the successful DJ performance of Yağız Bahadır Akyüz



UYGULAMALI BİLİMLER FAKÜLTESİ  
**İLETFFEST2**  
UYGULAMALI İLETİŞİM FESTİVALİ - 2  
İLETİŞİM VE SÜRDÜRÜLEBİLİRLİK: GELECEĞE IŞIK TUT!  
21-24 MAYIS 2024  
**24 MAYIS 2024 İLETİŞİM FESTİVALİ**  
DJ PERFORMANSI  
K Blok Fuaye/Bahçe Alanı  
15.00-17.00  
radio  
**trio**  
Yağız Bahadır Akyüz  
DJ Ş Radyo Trio Müzik Direktörü

# FoAS APPLIED COMMUNICATIONS FESTIVALS

## Media Coverage of The Festival



24.05.2024 CNNTÜRK

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## NEWS FROM FoAS

### İGÜ FoAS and students showcase their achievements!

At Istanbul Gelisim University, with the participation of IGU Chairman of the Board of Trustees Abdülkadir Gayretli and Rector Prof. Dr. Bahri Şahin, the exhibition of the projects carried out by the departments in the Faculty of Applied Sciences throughout the year was opened.

IGU Vice Rector Prof. Dr. Nuri Kuruoğlu, Vice Rector Prof. Dr. Necmettin Maraşlı, Vice Rector Prof. Dr. Arda Öztürkcan attended the exhibition, which was opened by Prof. Dr. Kamil Kaya, Dean of the Faculty of Applied Sciences (FoAS). The exhibition included projects carried out throughout the year in the departments of Banking and Insurance, Electronic Commerce and Management, Gastronomy and Culinary Arts (Turkish/English), Public Relations and Advertising, Aviation Electricity and Electronics, Aviation Management, English Translation and Interpreting, Television Journalism and Programming, Aircraft Maintenance and Repair, New Media and Communication and Management Information Systems.



## NEWS FROM FoAS

### İGÜ FoAS and students showcase their achievements!



**“We are progressing step by step towards becoming a world university”**

In his opening speech, Prof. Dr. Bahri Şahin, Rector of Istanbul Gelisim University, stated that IGU, which is not content with providing theoretical education to its students, has a very strong application aspect and that they are in cooperation with the sector. Rector Prof. Dr. Bahri Şahin concluded his speech with the words “We are progressing step by step towards becoming the prestigious ‘World University’ we aim for”, stating that it has 65 accreditations.

At the exhibition held at Istanbul Gelisim University, which progresses with the vision of 'Research University', students and department professors exhibited their projects and information was given about the projects that received success awards in various institutions.

## NEWS FROM FoAS

### İGÜ FoAS and students showcase their achievements!



## NEWS FROM FoAS

### İGÜ FoAS and students showcase their achievements!



## NEWS FROM FoAS

### Istanbul Gelisim University Faculty of Applied Sciences community service and sustainability projects visit was performed.

**Istanbul Gelisim University Faculty of Applied Sciences Vice Dean Assoc. Prof. Sevinç Koçak and Head of New Media and Communication Department Assoc. Prof. Şebnem Gürsoy Ulusoy visited Tekirdağ Provincial Director of National Education and Süleymanpaşa District Director of National Education and held a conference on “Effective Communication and Artificial Intelligence” organized by the Western Thrace Journalists Association.**

During the Tekirdağ visit, led by Prof. Dr. Kamil Kaya, Dean of Istanbul Gelisim University Faculty of Applied Sciences, with the participation of Vice Dean Assoc. Prof. Sevinç Koçak on Wednesday, May 8, 2024, the projects and cooperation between the University and the high schools in Tekirdağ were discussed with the Provincial Director of National Education Ersan Ulsan. During the meeting, ideas were exchanged about the seminar programs planned to be developed and the processes of signing a cooperation protocol regarding the training and seminars in question were evaluated.

Afterwards, the delegation visited Mr. Ebubekir Atilla, Director of National Education of Tekirdağ Süleymanpaşa District, and received information about the work of the students who are outstanding and awarded in the high schools in the district.





## NEWS FROM FoAS



On the same day, “Effective Communication and Artificial Intelligence Conference” organized by Mr. Nacmi İşıksal, Vice President of the Federation of Journalists of Turkey and President of the Western Thrace Journalists Association, with Assoc. Prof. Sevinç Koçak and Assoc. Prof. Şebnem Gürsoy Ulusoy as speakers took place.

At the opening of the conference, which was led by Mr. Yaşar Polat, Editor-in-Chief of Trakya Türk TV and broadcast live by Trakya Türk TV, the introductory video of Istanbul Gelisim University was shown and information about the university and the Faculty of Applied Sciences, which is a pioneer in development and sustainability was conveyed.



## NEWS FROM FoAS



### Faculty Members Who were Had a Ceremony to Wear Their Academic Gowns!

On May 10, 2024, Assoc. Prof. Sevinç Koçak, Assoc. Prof. Lokman Lantar, Assoc. Prof. Hakan Özcan, Assoc. Prof. Ali Çelik and Assoc. Prof. Çağla Kaya İlhan, faculty members of our faculty, wore their associate professorship gowns. The rector of our university Prof. Dr. Bahri Şahin, who made the opening speech at the ceremony, emphasized the academic achievements of our faculty members and stated that their scientific contributions are of great value to our faculty and our university. After the speech, each faculty member was invited to the stage in turn and congratulated for their associate professorship titles.



## NEWS FROM FoAS

### FoAS Gastronomy and Culinary Arts Department Student Ahsen Sude Sadiklar Won the First Prize!

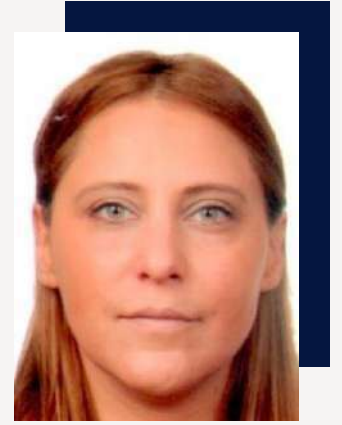
Ahsen Sude Sadiklar, a student of the Department of Gastronomy and Culinary Arts (English), won the first prize in the Taskumuz Mangal competition with Gürkan Şef, where she performed for 13 weeks and reached the final. Our student Ahsen Sude Sadiklar won the first prize with the final menu of "dallas steak with 5 cheese sauce", "tenderloin stuffed with vegetables", "porterhouse steak with pepper steak sauce", "baked potato with cheddar pesto sauce" and "grilled halloumi salad with avocado" in the "Our Mission is Grill with Gürkan Chef" competition, which was broadcast on Blu TV and held the final on May 13, 2024. We congratulate our student who will start working as an executive chef at Gürkan Chef Academy as a result of his success in the competition and wish him continued success!



## NEWS FROM FoAS

### Prof. Dr. Sezer Cihan Kesken's "Synchronized Drones: Wings of Salvation Project" has been approved by the Rectorate of Istanbul Gelisim University!

The "Synchronized Drones: Wings of Salvation project" BAP-K project was approved by our Rectorate and entered into force. The 25-month project will investigate how drones can be used more effectively in areas such as pre-disaster risk detection and post-disaster information sharing. IGU Faculty of Architecture, Department of Computer Engineering Serkan Gönen, IGU Institute of Graduate Studies, Department of Aviation Management student Ataberk Tekin, IGU Faculty of Economics, Administrative and Social Sciences student Fatmagül Ceyda Dinç and Mechatronics Engineer Hakan Yıldırım took part in the research team.



### Assoc. Prof. Hakan Özcan attended the Insured Anatolia Summit as a Guest Speaker!

Assoc. Prof. Hakan Özcan participated as a guest speaker at the Insured Anatolia Summit held in Eskişehir on 07.05.2024. "Employment Opportunities and Career Opportunities in the Turkish Insurance Sector" was discussed at the summit attended by the Presidents of SEDDK and TSB.



## NEWS FROM FoAS

### Assoc. Prof. Hakan Özcan visited the Commercial Attaché Office of the Consulate General in Brussels!

Head of the Department of Banking and Insurance Assoc. Prof. Hakan Özcan paid a visit to the Commercial Attaché of the Consulate General of Brussels during the Erasmus+ mobility period between 22-26 April 2024. In the pre-planned meeting with the Erasmus Academician group and our Commercial Attaché Mr. Mehmet Kayış; information was exchanged about commercial life and investments in Belgium.



### Faculty of Applied Sciences New Media and Communication (English) Department Opened!

Istanbul Gelisim University Faculty of Applied Sciences New Media and Communication (English) Department was opened. The Department of New Media and Communication, which provides education in English, aims to train well-equipped communication specialists who can compete internationally. Students have the opportunity to develop themselves in a rich learning environment supported by practical experiences as well as theoretical knowledge.



## NEWS FROM FoAS

### A Significant Success Was Achieved Within the Scope of TÜBİTAK 1001 Project!

To support research projects that aim to understand the historical, cultural, political, social and economic dynamics of our Republic and to offer new perspectives to its future vision; The scientific evaluation results of the projects submitted to the "Special Call for the 100th Anniversary of our Republic" opened within the scope of the 1001-Scientific and Technological Research Projects Support Program carried out by the Research Support Programs Directorate (ARDEB) have been announced.



The research project titled "Initial Public Offerings (IPO) in the Republic Era and Examination of the Effect of the Media on the Initial Public Offering Process", led by Assoc. Prof. Lokman Kantar from Istanbul Gelişim University, was entitled to be supported within the scope of the 1001-Supporting Scientific and Technological Research Projects program.

Prof. Dr. Nimet Hülya Tırmandıoğlu Talu, Prof. Dr. İbrahim Bozkurt, Assoc. Prof. Şebnem Gürsoy Ulusoy, Assoc. Prof. Çağla Kaya İlhan, Assoc. Prof. Ali Kablan, Asst. Prof. Özge Turhan, Asst. Prof. Murat Düzer, Res. Asst. Türkan Öykü Büyükçelikok, Res. Asst. Metehan Özirmak were among the research team.



## ACADEMIC ARTICLES

### "Analysis of the Relationship between Bancassurance and Profitability in Banks with High Premium Production: The Case of Turkey" was published!

Faculty of Applied Sciences, Department of Banking and Insurance Head Assoc. Prof. Hakan Özcan, Department of Electronic Commerce and Management Assoc. Prof. Ali Çelik and Department of Banking and Insurance Assistant Asst. Prof. Tayfun Timuray co-authored the article titled "Analysis of the Relationship between Bancassurance and Profitability in Banks with High Premium Production: Case of Turkey" was published in Volume 17, Issue 2 of the BRSJ Journal of Banking and Financial Markets.

**Access Link:**

<https://doi.org/10.46520/bddkdergisi.1472205>



## Social Media Accounts of FoAS:



/ iguubf

[ubf@gelisim.edu.tr](mailto:ubf@gelisim.edu.tr)

## ACADEMIC BOOKS

### "The Role of Reinsurance in the Turkish Insurance Sector: Risk Transfer and Capacity Management" was published.



The book chapter titled "The Role of Reinsurance in the Turkish Insurance Sector: Risk Transfer and Capacity Management" was published in the book "Turkish Insurance Sector in the Centennial - A Comprehensive Overview and Policy Recommendations" published by Nobel Publishing House. The paper was co-authored with Hakan ÖZCAN, head of the Department of Banking and Insurance, from different international universities.

**Access Link:**

[https://www.nobelyayin.com/kitap\\_21032.html](https://www.nobelyayin.com/kitap_21032.html)



## IGU RANKED FIRST IN TÜRKİYE WITH ITS PATENT APPLICATIONS

**IGU ranked 1st** in Türkiye Patent Champion Rankings

**IGU ranked 1st** in the Artificial Intelligence Technologies Patent Champion Universities Ranking

**IGU ranked 6th** in the PCT Champion Universities Rankings

**IGU ranked 10th** in the European Patent (EP) Champion Universities Ranking



## CONGRESSES

### Asst. Prof. Cihan Emre Tan attended the 7th International Antalya Scientific Research and Innovative Studies Congress!



Asst. Prof. Cihan Emre Tan participated in the 7th International Antalya Scientific Research and Innovative Studies Congress held between 11 - 13 May 2024 with his paper titled "Use of Artificial Intelligence in the Film Industry": Marketing and Editing Stages" at the 7th International Antalya Scientific Research and Innovative Studies Congress.



**The Rising Success of Istanbul Gelisim University,**  
which stands out in Sustainability Studies  
with its 100% Green Energy Use, in the  
**'GreenMetric 2023'** Ranking!

*In Trkiye Rankings*

14th among foundation  
universities

21st in the  
'Energy and Climate Change'  
category

## EVENTS

### The Department of English Translation and Interpreting organized the workshop "A Guide of How to Get Started in Localization"!

On May 16, 2024, İdil Sipahi and Naz Paçalı, who are experts in their fields, gave information about the programs used by translators for game localization, followed by an application workshop. During the event, participants were informed about the features, advantages, and how to use various translation and localization programs. The event, which was attended by the faculty members and students of the department, was completed after the questions of the students were answered.



## EVENTS

### The "Enlighten Your Future with the Sun" event was organized by the Department of Public Relations and Advertising!

Istanbul Gelisim University (IGU), Faculty of Applied Sciences, Department of Public Relations and Advertising Asst. Prof. Nevra Üçler, Faculty of Applied Sciences, Department of Public Relations and Advertising, organized the "Enlighten Your Future with the Sun" event within the scope of the Scientific Research Project to evaluate the project outputs and raise awareness on the subject. With the support of Avcılar Municipality, Directorate of Environment, Urbanization and Climate Change, Recep Özgür Koç, Member of the Energy Commission of the Chamber of Mechanical Engineers, took part in the event as an invited speaker. The awareness seminar organization of the project, which attracted great interest from the students, was carried out by Ömer Erdoğan, Sena Şahin, Merve İstemihan, Selma Nur Karatekin, Selman Faris Akmeriç, Simge Yakut and Sena Ezgi Tuncel, senior students of the Department of Public Relations and Advertising.



## EVENTS

### "News Language Diction and Interview Techniques" Seminar was Held with ATV Main News Anchor Cem Öğretir as a Guest Lecturer and Speaker!

On Wednesday, May 15, 2024, the event organized by the FoAS Department of Television Journalism and Programming was held in E-208 at Section A of the university. The special guest of the event was Cem Öğretir, the main news anchor of ATV, one of Turkey's leading news channels. During the event, current issues in television journalism and programming, developments in the sector, and future projections were discussed in Cem Öğretir's presentation. The event was completed after the questions of the participants were answered.



## EVENTS

### "Artificial Intelligence Supported Graphic Design" Training was Organized by the Department of Electronic Commerce and Management!

On April 30, 2024, Tolga Karakol, an expert digital marketing and graphic design specialist, took part in the event as an instructor and gave information about how to use graphic design programs such as Adobe Photoshop, Adobe Illustrator, etc. by integrating them with artificial intelligence. During the event, students were informed about how artificial intelligence can be used in graphic design processes, the advantages provided to increase design efficiency, etc.



## EVENTS

### "FoAS Environmental Commission Organized a "Waste Collection Event!"

On 22.05.2024, Istanbul Gelisim University Faculty of Applied Sciences Environmental Commission chairman Prof. Dr. Sezer Cihan Kesken and Commission members Asst. Prof. Ayşegül Ertuğrul and Asst. Prof. Ahmet Esad Yurtsever organized a "Waste Collection Event" for a sustainable and clean environment in cooperation with Avcılar Municipality. FoAS students and academics collected waste together on the coastal road between Deniz Köşkler-Avcılar Atatürk House. After the event, they participated in the "Climate Change and Young Solutions" panel held at Barış Manço Cultural Center at 13:00.



## EVENTS

### Within the scope of "World Disability Week", a two-Session talk was Organized by the Disability Commission of the Faculty of Applied Sciences!

Prof. Dr. Sibel Yardımcı from Mimar Sinan Fine Arts University was the guest at the first session of the event organized by the FoAS Disability Commission on May 14, 2024, at C Block Prof. Dr. Aziz Sancar Hall. In the session titled "Social Sciences and Disability", Prof. Dr. Yardımcı talked about the difficulties in the translation of concepts in the disability and disability literature and discrimination on the basis of disability.

The conversation continued with the second session titled "Albinism and Awareness" with the participation of Serkan Özorman, President of the Albinism Association, and Şule Yılmaz. Özorman talked about the activities of the association and drew attention to the lack of information about the disease, while Şule Yılmaz talked about her experiences with albinism.



"Sevgi ile Engelsiz Yarınları Hep Birlikte"



## EVENTS

### **Past, Present, Future of Labor: Psychological Capital” Coffee Talks Organization was Held!**

Asst. Prof. Özge Turhan organized coffee talks titled “Past, Present, Future of Labor: Psychological Capital” titled coffee talks organization was held. In the event, labor and working life issues were discussed in a comprehensive manner. Within the scope of the event, an interactive platform was created among the participants and different perspectives and experiences were shared.





## NEWS FROM OUR ALUMNI

### Hello, I'm Kübra Demir!

Especially in the last years of my high school life, I had to choose the department that I would direct my career in an uncertainty. There were two options in front of me. One was the Nursing department because I studied at a health high school and the other was the Banking and Insurance department, which interested me. When I came to the university promotion days, I decided to study in this department as a result of our conversation with the then Head of Banking and Insurance Department Assoc. Prof. Lokman Kantar. I completed my undergraduate education in the Department of Banking and Insurance at the Faculty of Applied Sciences, which started in 2019, in 2022 as the first in the department.

E In the early days of my education, it was very difficult to predict what awaited me in the future. This journey in my career, although uncertain at the beginning, taught me how valuable it is to work with determination, to be open to learning and to progress with the right guidance. In addition to the theoretical education I received from my professors who are experts in their fields, I have accumulated knowledge about the sector since the first days of my university years thanks to the sectoral experiences they shared with us. The department I studied gave me the opportunity to find a job in various sectors, but in my mind I had decided what to do, I wanted to continue my career in the insurance sector. In this process, I participated in different trainings, symposiums, projects and seminars in order to improve myself in my field and received certificates in related fields.

I completed my compulsory internship at Demir Health and Life Insurance Company. I started my business life the day after my graduation with the positive result of my job application, which I made shortly before my graduation. I am currently working as an Assistant Transportation Insurance Specialist at Zurich Insurance Company. I am proud and happy to reflect the knowledge and experience I gained during my undergraduate education to my business life. I would like to thank all my professors, especially my department professors and research assistant professors, who prepared us not only academically but also according to the reality of the sector. Best regards.



## GUEST WRITER

### ON THE CONCEPT OF DISABILITY...

*“How can we save the concept(s) from being stripped of their stereotypical negative meanings or from becoming a kind of material for tragedy?”*

The “introduction” chapter of the book “Sakatlık Çalışmaları (Studies on Disability)” (2011) edited by Sibel Yardımcı, Dikmen Bezmez and Yıldırım Şentürk, which is one of the first studies to use the concept of “disability” in Turkish, touches upon the diversity of concepts in the literature and the difficulties in translating these concepts. When we think of concepts in terms of their abstraction-based structure and function, their equivalents in our language become both problematic and equally critical.

Generally speaking, “impairment”, which corresponds to a loss of ability in the medical sense, is used as disability/functional impairment, while “disability” is used in the context of disability or disability being a social construction. In the book mentioned above, the concept of “disability” is preferred instead of the concept of “disabled”.

This is because the concept of “disability” emphasizes a disability in the body of the person and thus absolves them from social responsibility, whereas the concept of “disability” points more to “a state of being”. The so-called “social model” approach in sociology, which is positioned in opposition to the medical model, emphasizes that disability is not caused by a “bodily deficiency” and brings to the forefront the construction of the normal in our social organization and experiences. It claims that a perception of normality is constructed depending on our forms of social organization and experiences. Thus, we see that the characterization of disability is related to the exclusivity of the social structure. We look at the concept of disability through this construction of “normality”. Moreover, such generalizations ultimately serve to reproduce the (hetero)normative perception in society.



**Asst. Prof. İpek GÜRKAN**  
Department of Television  
Journalism and  
Programming

## GUEST WRITER

In visual and popular culture, the image of the cripple is often represented in relation to prejudices and stereotypes. With negative and stereotypical characterizations, the concepts of disability, handicapped, or disabled can also be associated with transcendental and fateful extensions, like something that happens to you in a negative sense. How can we save the concept(s) from being stripped of their stereotypical negative meanings or from becoming a kind of material for tragedy? The social model calls for seeing disability as a social construction and a form of capitalist problem rather than a transcendental tragedy. This helps it to be seen side by side and intertwined with other forms of oppression. We see that the negative perception of the concept is carried to a political ground when it comes together with other forms of discrimination such as gender discrimination and racism, and that the personal is transformed into the political. On the other hand, looking at disability as something that happens to me or something that is beyond me also places us in a perspective that covers over and separates differences. At this point, positive discrimination, just like in feminist politics/practice, can also lead to making differences the same or equal, or to (re)producing inequalities. For example, arguments are produced claiming that the integrated education model for the disabled restructures existing discrimination by making differences similar and equal.

In their historical journey, we see that concepts are inevitably shaped by certain judgments that are not independent of opinions, regimes of vision, and culture. The concept of disability can also change depending on the point of view, and the way of seeing, and become independent from negative opinions. For instance, we can try to see “stuttering” not as a defect or disability, but as a new “meta-language” created, and change the way we perceive it according to our position or situation. From this point of view, concepts are accepted based on the conformity and overlap between what is visible (symptoms) and what can be said as if a kind of contract has been reached, and they impose themselves on a certain gaze. However, Michel Foucault had long ago said that this conformity, that is, the congruence between the visible and the intelligible that the concept points to, is a myth or a dream. It is this tense line or inaccessible concepts and what they signify that we encounter terminologically in the translation of disability studies.

Different meanings are shaped and reinterpreted depending on the use and contexts in academic disciplines and their equivalents in society.



## INTERVIEW

**Assoc. Prof. Alper KURNAZ and Assoc. Prof. Hande AKYURT KURNAZ:**

*“One day, we can all be individuals with special needs...”*

**First of all, we would like to thank you for accepting our interview request for FoAS Monthly E-Bulletin. What processes do families with individuals with special needs go through after their children are first diagnosed?**

After receiving the initial diagnosis, you enter the process of accepting and perceiving the situation for a while. You start constantly reading and researching about special needs that you had no knowledge about before. On the other hand, you are going through a process of trying to find out what kind of education you can get your child as soon as possible and which doctors you can take him to. At first, this situation seems like a health problem, but then you start to understand that this is a difference, that this is actually normal, how can we do something about it and move forward.



During our process, I remember that we went from doctor to doctor in the first month after we were diagnosed. After this period, we started the process with the support of a rehabilitation institution and nursery with good educational content. It is useful to emphasize the importance of receiving support from a nursery with a good education plan, especially for individuals with special needs, and the education received from rehabilitation centers where training is provided by a special education teacher. The initial training received from these institutions is very important. This is how we managed the process back then. Before I forget, we currently have a 10-year-old son with autism. Our first diagnosis was when he was 17-18 months old.

## INTERVIEW

**If the process of families accepting the difference in their children takes a long time, what suggestions can we give to families?**

Yes, most families cannot accept this process. They are afraid of getting a report because parents of individuals with special needs hold back and avoid them due to the different adjectives attributed to these individuals at a very high level in society. But what really matters is our children, their future. The more we can put something on it, the better. And time passes fast. Families must definitely accept this situation and act quickly. The faster the education is in the early years, the faster the development. For this reason, families need to accept the situation as soon as possible and plan their child's process. Yes, there are situations such as environmental pressure and society's perception of individuals with special needs differently. But we must take a position according to our children, not them, and continue on our way.



**How is the couple's relationship affected in this process? Is there a need to provide psychological support to their families? If so, what can be done?**

Of course, families are very affected by this situation at first. You are faced with a process you have not known before and a new situation, the subject of which is your child. Understanding this situation, changing behavior causes you to constantly evolve to a different dimension both in your child and in family communication. From time to time, even the smallest communication can cause problems between parents. We did not experience any major problems this way. We had a hard time just because we didn't know how to act in the beginning, but then we progressed as we read and researched. While we were stuck, we got ideas from the special education teachers we had met before. If there are insurmountable situations, professional support should of course be sought. After all, it is not a normal process, there are many unknown blind spots. During the process, we asked our special education teachers a lot about how we should behave. This situation was very effective in our management of the process. But I think that support should definitely be received in cases that cannot be overcome.

## INTERVIEW

### **As the family of a person with special needs, do you have a message for people in society?**

Actually, I think this is the most important part of the issue. The level of knowledge of the society about individuals with special needs. Unfortunately, our society has a very low awareness of this situation. Either they are very sincere, sincere, but they actually hurt and hurt, or they marginalize and make fun of them with adjectives that I cannot write directly here. This situation should be overhauled starting from primary education. Society should be educated and prepared from the very beginning. But the truth is that there are many problems even before enrolling a child in school, including us, there are many examples of what school administrations do so that we don't enroll our children, the closure of special needs classes by parent-teacher associations, the importance that school administrations do not give to the classes of these children, etc. etc. In a nutshell, social consciousness is very bad, there is a process in which these children are being pushed away when they should be brought to a level where they can mix with society and lead normal lives.

Please people should not forget the fact that these children also have a normal life. They should not break them while trying to be nice to them, they should just treat them like a normal person and adapt to the extent of their special needs. This can be a process that starts from childhood or it can happen later. None of us has a free license, we can all be individuals with special needs. When we were diagnosed, one in every 56 children was diagnosed with autism, but this process has reached a level where every 34 children are diagnosed in 8 years. Therefore, both the relevant public institutions and organizations should review the content of education on this subject and everyone should be prepared for the process with awareness trainings and public spots. I hope that all individuals with special needs continue their lives in the most beautiful environment they want and are happy, and we can be their companions as much as we can. Peace be with you.

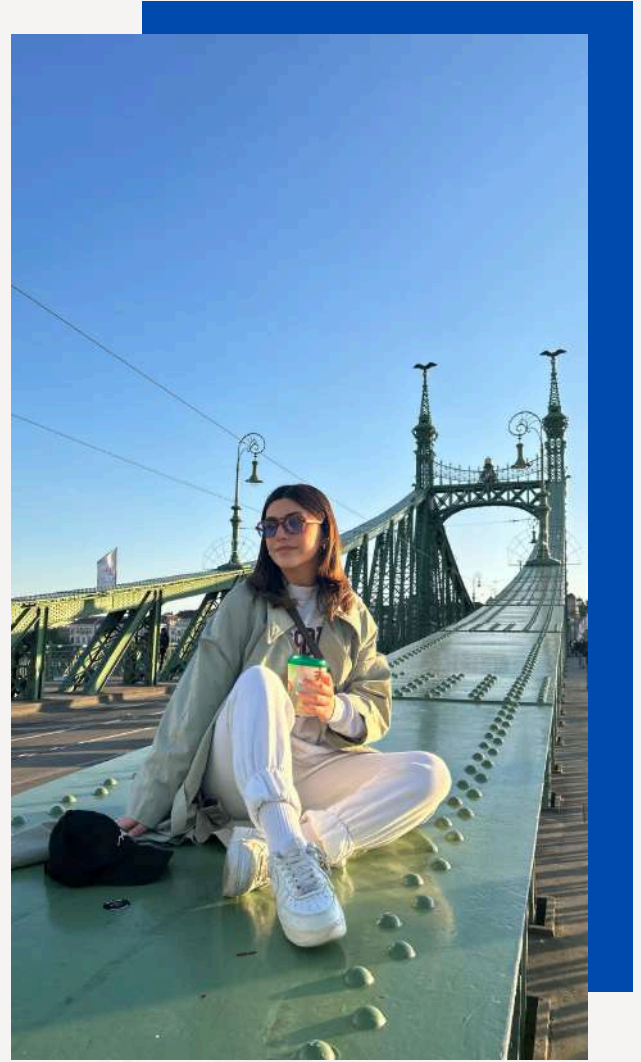


## ERASMUS+

**Hello, I am Özge Utlü, a student at Istanbul Gelisim University, Department of Translation and Interpreting Studies. Within the scope of Erasmus+ Student Mobility, I had the opportunity to spend a semester at Kodolanyi Janos University in Budapest, Hungary.**

This process benefited me much more than I expected. Just like the European and Anatolian sides, the city is divided into two parts, Buda and Pest, by the Danube River. While the Pest part is quite lively, the Buda part is much calmer. When you are in Budapest, you might think you are in a historical movie because every building is unique and historical. My school was also in the Pest region and it was quite central, so I could explore the city in the time I had left from school. The places to visit are countless, but my favorite is the Fisherman's Bastion, which has a very interesting story. Besides these, the main reason why I preferred Budapest was that it has many cultures due to its location. Different nationalities mean different cultures and therefore different accents, and as a language student it was an advantage for me to be together with so many nationalities. I think Budapest has something for everyone's taste, it is a calm yet fun city that has exactly everything a student would want. Moreover, I can recommend the city for its cuisine close to Turkish taste.

I am happy to have gained my first experience abroad with this unique experience thanks to the Erasmus+ project. Because it was important for me to take the first step and this project opened the door to other experiences and achievements in the future.



## BOOK RECOMMENDATIONS

**Res. Asst. İlnur KÜLEKÇİ**  
**Department of Banking and Insurance**

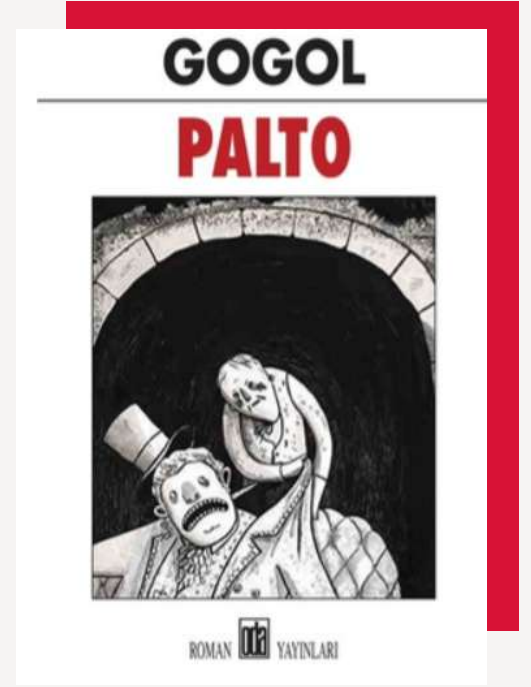
### Overcoat - Nikolay GOGOL

Gogol's Overcoat is a social satire that criticizes bureaucracy and human nature through themes such as social injustice, alienation and the collapse of dreams as a civil servant lives his ordinary and monotonous life. The author encourages a deeper understanding of personalities. It helps us to understand individuals and society today.

Gogol emphasizes the coldness of bureaucracy and the powerlessness of the individual by describing the troubled life of Akakiy Akakievich Bashmachkin, a civil servant. Through the hero's coat, he examines social class discrimination, dreams shattered by expectations, and human helplessness

Akakiy Akakievich's coat is used as a symbol showing the false values in society regarding the importance of material possessions. It is a short story that stands out with its criticism of society, ironic style and depth of character. There are surreal elements and absurd details in the work from time to time. These elements make Gogol's work stand out not only as a social satire but also as a fantastic narrative.

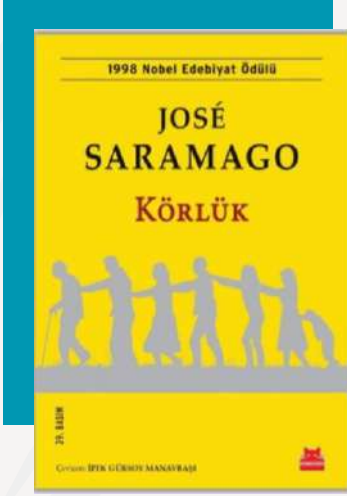
Dostoevsky famously said "We all came out of Gogol's Overcoat!", referring to himself and other writers like him in Russian literature. The reason why this sentence impressed me when I came across it long after reading the book is that it expresses that Gogol's work as a writer in the story genre can have an impact on a social or humanitarian issue. In this context, Gogol's work has appealed to a wide readership and left a literary legacy by describing the human struggle with various difficulties and the coldness of society.





## BOOK RECOMMENDATIONS

*Other books recommended by Res. Asst. İlknur KÜLEKÇİ from the Department of Banking and Insurance*



### **Blindness - Jose Saramago**

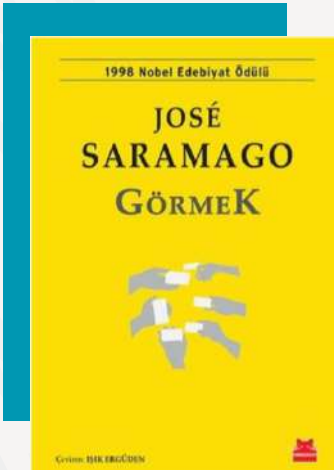
Winner of the 1998 Nobel Prize for Literature, Saramago draws attention with his very different writing style. The author does not use the names of his characters in his work, unlike the familiar way of writing novels. He allows the reader to recognize his characters by a distinctive feature in their appearance or a distinctive feature such as their profession.

The beginning of the work is quite impressive. It begins by describing how one of the main characters suddenly goes blind while driving his car in the ordinary course of his life. It depicts how society is going blind in waves. While describing the events caused by the epidemic of blindness and the way the state intervenes in the situation, Saramago is an allegorical work that both makes his readers think and disturbs them.



### **Lord of the Flies - William Golding**

In his work, William Golding seeks the answer to the question of whether man is born evil or becomes evil later. He criticizes the weaknesses of the social order by dramatically revealing the darker aspects of human nature. Using the children's conflict and breakdown in the isolated world of the island, Golding questions how inner brutality can emerge when people stray from the rules of civilization. The novel offers a deeply thought-provoking experience of power, control and human nature, challenging the reader to understand the human condition.



### **Seeing - Jose Saramago**

Saramago breaks the memorization again in his book "Seeing", in which he describes the events that follow the work "Blindness". Saramago, who draws attention with his different narrative style in his works, this time deals with a very different subject by keeping up with the spirit of today. His satire is felt in every sentence of the book.

## CULTURE-ART

### Time Regulation Institute

Oscillating between East and West, old and new, traditional and modern poles, Ahmet Hamdi Tanpınar's immortal work Saatleri Ayarlama Enstitüsü meets the audience as a contemporary adaptation where cinema and theater intertwine with an acting feast in which Serkan Keskin takes on dozens of faces.

**Venue:** Zorlu PSM, June 9, 2024



### Woman

Women's Dance Theater, formed by young dancers, brings the struggle of three women from three different countries against violence to the stage with their performance titled "Woman". The young artists, aged between 13 and 18, aim to raise awareness of violence against women and create social change.

**Venue:** Mustafa Kemal Cultural Center, June 10, 2024

### Miniaturk Museum - Group Exhibition

Inspired by the events, cities and civilizations that shaped the history of the world in the past and the new settlements and life dynamics that await our world in the future, Modelport, which produces small, moving technological model exhibitions 87 times smaller than real life, "Istanbul Historical Peninsula Model Exhibition" revives the most historical region of Istanbul, which was once the center of the Roman Empire and later the Ottoman Empire, with 400 thousand square meters of moving models.

**Location:** Miniaturk, Örnektepe



## CULTURE-ART

### Environmental Protection Week (June 5-11)

We can say that many factors affect the environment positively or negatively, from household cleaning to food waste, from water use to the carbon footprint of the food products we consume. Industrialization, population density in cities, pollution of forests and water indicate that a major environmental crisis not only in Turkey but all over the world will threaten all humanity in the future. Before environmental pollution reaches a more serious level, take individual measures to leave a better world for future generations!

- Stop Food Waste!
- Pay Attention to Water Conservation.
- Reduce Plastic Use.
- Support Local Against Carbon Footprint.
- Prefer More Environmentally Friendly Solutions.



### Father's Day (June 16)

It is celebrated around the world to recognize the contribution of fathers and father figures to the lives of their children. Although it is celebrated on various dates around the world, many countries celebrate this day on the third Sunday of June.



### Loitering Day (June 19)

It offers the opportunity to take a break from the hectic pace of life and spend time in a calm and enjoyable way. This special day encourages people to slow down a bit, notice the beauty around them, and let go of their stress by simply wandering. World Wandering Day encourages people to relax, rest their minds and just enjoy the moment.

## NEWS FROM SECTOR

### **Airbnb Rents the House from Pixar's "Up" Animation...**

Inspired by Pixar's animation "Up", the company has made the imaginary house a reality. Located in Abiquiu, Mexico, the house has emerged from the animation studio and is equipped with thousands of balloons, offering a real experience with the promise of suspending guests 50 feet in the air. Airbnb's Icons initiative takes a bold step into pop culture, allowing guests to immerse themselves in worlds once confined to screens and dreams. Airbnb offers guests a truly elevated experience by lifting the residence up after each stay.

**News Link:** <https://www.pazarlamasyon.com/airbnb-pixar-in-up-animasyonundaki-evi-kiraliyor>, 28.05.2024.

### **The Use of Artificial Intelligence in the Defense Industry Panel Organized!**

Within the scope of the '32nd Signal Processing and Communication Applications Congress' hosted by Tarsus University in Mersin, a panel titled 'The Use of Artificial Intelligence in the Defense Industry' was held. Ahmet Bahadır Bülbul, Head of Cyber Security Information Systems Department of the Presidency of the Presidency of Defense Industries (SSB), said that artificial intelligence continues to facilitate all areas of life, especially health, finance, agriculture, transportation and telecommunications, in the program held in the conference hall of the university.

**News Link:** <https://www.dunya.com/gundem/yapay-zekanin-savunma-sanayisinde-kullanimi-konulu-panel-duzenlendi-haberi-727255>, 28.05.2024.

### **McDonald's Offers Discounts to Those Who Pick Up Competitors' Trash**

McDonald's has embraced its competitors in its campaign to collect come-and-get garbage. McDonald's is now giving away discount coupons for competitors' trash in photos of waste uploaded to its app. Last year, the fast-food giant introduced a feature on its app that rewards customers for correctly disposing of McDonald's packaging in trash bins. The campaign, which initially only applied to McDonald's waste, has since expanded to include packaging from competitors such as Burger King and local favorite Max Burgers.

**News Link:** <https://www.pazarlamasyon.com/mcdonald-s-rakiperinin-coplerini-topluyor>, 28.05.2024.

## NEWS FROM SECTOR

### Turkish Airlines received 4 Awards...

Turkish Airlines (THY) has announced that it is one of the "Turkey's Most Top 500 Private Companies Survey", Turkish Airlines was deemed worthy of four awards. According to a statement released by THY, THY received the "Most Profitable Company", "Turkey's Second Largest Company", "Turkey's Largest Exporter" and "First in the Transportation Sector" awards at the ceremony held in Istanbul. The award was presented to Bilal Ekşi, General Manager of THY, on behalf of the company.

**News Link:** <https://www.airporthaber.com/havacilik-haberleri/turk-hava-yollarina-4-odul-birden.html>, 28.05.2024.

### Famous Chef Refika Birgöl, Trash to Draw Attention to Food Waste He Entered His Container!

Food writer and chef Refika Birgöl launched a video series called "Bereket" to draw attention to food waste in Turkey. As an ambassador of Fairy's "Don't Waste It" project with the Food Rescue Association, Birgöl found that there was still usable food being thrown away in garbage containers. With her videos published on YouTube on the "Refika's Kitchen" channel, she tells viewers about ways to prevent food waste and aims to increase abundance in kitchens.

**News Link:** <https://www.marketingturkiye.com.tr/haberler/unlu-sef-refika-birgul-gida-israfina-dikkat-cekmek-icin-cop-konteynerine-girdi/>, 28.05.2024.

### Public Jury Selected the Best of E-Commerce!

At the ECHO Awards, the best of e-commerce was determined as a result of the evaluations of end consumers. E-commerce platforms that value their customers and provide them with the best shopping experience received their awards at the ceremony... ECHO Awards, which was organized in cooperation with Marketing Turkey and Akademetre Research and Strategic Planning and where the best brands of e-commerce were determined by the public jury, found their owners at the ceremony held at Wyndham Grand Istanbul Levent on Wednesday, May 15. In 45 categories, the ECHO Awards, where the most successful brands were determined, this year Trendyol won the Grand Prize for Excellence in E-Experience.

**News Link:** <https://www.marketingturkiye.com.tr/haberler/e-ticaretin-en-iyilerine-halk-karar-verdi/>, 28.05.2024.



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# FACULTY OF APPLIED SCIENCES MONTHLY E-BULLETIN

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