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GELISIM
UNIVERSITY

JULY 2024



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FACULTY OF APPLIED SCIENCES MONTHLY E-BULLETIN

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NEWS FROM IGU

9.903 students from IGU threw their graduation caps!

Istanbul Gelişim University 2023-2024 Academic Year Graduation Ceremony was held on 24-25 July. 9 thousand 903 students who graduated from undergraduate, graduate and associate degree programs threw their graduation caps.

Continuing its work with the vision of "Research University", Istanbul Gelişim University (IGU) sent off its 15th term graduates to the future with ceremonies held at Yahya Kemal Beyatlı Conference Hall on 24-25 July 2024. 9 thousand 903 students who graduated from undergraduate, graduate and associate degree programs shared their excitement and happiness with their families.



NEWS FROM IGU

““We want our students and graduates to be people of the world”

The 15th semester graduation ceremony was attended by Istanbul Gelişim University Board of Trustees Chairman Abdülkadir Gayretli and Rector Prof. Dr. Bahri Şahin's speeches. To graduate students; Abdülkadir Gayretli, Chairman of the Board of Trustees of Istanbul Gelişim University, gave the good news that the tuition fees will be covered if they are accepted for master's and doctoral studies from the universities in the top 20 in the World University Rankings, said: “We want our students and graduates to embrace universal values and be people of the world. In this age where information spreads rapidly and cultural interaction increases, language skills are vital not only for academic and professional development, but also for your personal development. Upon graduation, you will be able to have a say in international platforms, interact with different cultures and produce innovative solutions to global problems, thanks to your language skills. We are sure that you will make valuable contributions to society by using these skills effectively. We are proud of you. Our future is in your hands.”



NEWS FROM IGU



“Our country and the world need you very much”

Stating that IGU, which stands out with its internationalization policy and global projects, is the 1st university in Türkiye with 45 YÖK-approved graduation certificates with the TYÇ logo and the most international accreditations, Istanbul Gelişim University Rector Prof. Dr. Bahri Şahin said, “We are proud to graduate 4463 undergraduate and 5440 associate degree students at IGU over two days. Each of you is very valuable to our university and our country. You, like all our IGU graduates, will work in the service of our country and humanity. Our university aims to create a worldwide impact by being at the intersection of science and technology. As you receive your graduation certificates today, I think you should remember that you are not only individuals armed with knowledge, but also leaders who understand how this knowledge can be used to make the world a better place. Science and technology include not only theoretical knowledge, but also how to make this knowledge useful for humanity. It will be a great source of pride for us to see you as ambassadors of our university after your graduation. Wherever you are, make the most of the opportunities offered by science and technology without losing your love of research and learning. I have full faith that you will put the theoretical and practical education you have received into practice in the most efficient way and that you will successfully represent Istanbul Gelişim University in the national and international arena.

NEWS FROM IGU

Our Dean of the Faculty of Applied Sciences, Prof. Dr. Kamil Kaya and our vice deans, Assoc. Prof. Sevinç Koçak and Asst. Prof. Görsev Sönmez congratulated the graduate students. This year, the top student of the Faculty of Applied Sciences was Ecem Ceylan, a graduate student of the Department of Television Journalism and Programming. Our student received his award from our faculty dean, Prof. Dr. Kamil Kaya. As the Faculty of Applied Sciences, students from many departments graduated this year. Various fields such as Banking and Insurance, Gastronomy (Turkish/English), Public Relations and Advertising, Aviation and Electrical-Electronics, Aviation Management, English Translation and Interpretating, Television Journalism and Programming, Aircraft Maintenance and Repair, New Media and Communication and Management Information Systems. Our students who graduated from valuable departments were congratulated by our faculty members at our ceremony and celebrated their graduation by throwing their caps. We wholeheartedly congratulate all our graduating students for stepping into a period that opens the doors to all the success and happiness they will encounter in their lives, and we wish their paths will always be bright and successful. We extend our sincerest wishes to all our graduates, who have made us proud with their efforts and achievements throughout their education.



NEWS FROM IGU

IGU continues to maintain its place in the top 4!

QS (Quacquarelli Symond), one of the most respected higher education rating organizations in the world, published the "World University Rankings: European University Rankings 2025" list. While Istanbul Gelişim University entered the top 500; It maintained its 4th place among Türkiye's foundation universities.

UK-based higher education rating agency QS (Quacquarelli Symond) published the "World University Rankings: Europe 2025" list. QS; QS is based on criteria such as academic reputation, employee reputation, number of citations per article and number of articles per faculty member, international research network, employability, faculty and student ratio, international student diversity, international faculty member ratio, sustainability score; It evaluated all participating universities in areas such as global recognition, research prowess, teaching resources, and internationalization.

Istanbul Gelisim University (IGU) ranked 411th, jumping 21 places in its ranking of 432 last year; It achieved a significant success by maintaining its place in the 13th place among the universities in Turkey and the 4th place among the foundation universities, which includes Koç University, Bilkent University and Sabancı University.

Advancing with the vision of "World University", IGU stands out with its scientific and academic innovations at national and international levels; It has many successes on a global scale with its work in the field of sustainability. IGU expanded its network of success by ranking 21st in the "QS Europe-West Asia" category.



NEWS FROM FoAS

Faculty of Applied Sciences Department Heads: Wrote Articles Introducing Their Departments!

As Istanbul Gelisim University Faculty of Applied Sciences, we include exciting content in our July bulletin in order to better promote our education quality and academic richness. This month, we present you with special introductory articles written by department heads from different departments of our faculty, detailing the opportunities and strengths offered by each department.

The departments of our faculty, each a leader in their own field, draw attention with the competencies they provide to our students in today's rapidly changing business world and the educational opportunities they offer. These articles, written by our department heads, will provide you with comprehensive information about the academic structure of our departments, faculty members and the career opportunities they provide.

Department of Banking and Insurance

If you are studying in the banking and insurance department; Your future is bright and exciting. You will be at the heart of the financial world and achieve great success in your career. After graduation, you will make a strong impact by taking your place in the leadership positions of banks and insurance companies. The dynamic structure of the sector and its constantly developing technologies will offer you endless opportunities. You will be able to offer innovative solutions to customers using advanced technologies such as artificial intelligence, big data analytics and digital marketing. Steady growth and increasing demand in the sector provide endless job opportunities for banking and insurance graduates.

Department of Electronic Commerce and Management

The rapidly increasing share of distance shopping in trade transactions irreversibly perpetuates the future impact of e-commerce and causes this sector to grow every year. For this reason, one of the most important professions of the future in the digitalizing world is e-commerce expertise. With this awareness, the Department of Electronic Commerce and Management aims to train the e-commerce experts needed by our age. Our department curriculum; It is designed to bring out a qualified workforce that has the knowledge and equipment to meet today's requirements and is well-versed in all phases of digital markets and technical operation processes. In addition to theoretical courses, our students become competent in different subjects with practical courses (such as Web Design, Graphic Design) they take in laboratories equipped with contemporary and ergonomic designs. We prepare our students for the future by considering the needs of today and tomorrow, together with qualified academic staff from different fields of expertise.



NEWS FROM FoAS

Department of Gastronomy and Culinary Arts

The Department of Gastronomy and Culinary Arts, which was established in the 2012-2013 Academic Year, provides our students with the knowledge, skills and participation in Turkish and World cultures by introducing and experiencing them in the international gastronomy sector. World cuisines, current approaches and new applications, technological developments, sustainability, climate change, biodiversity, digital gastronomy, with our expert chefs and strong academic staff. We convey events such as scientific research projects, international projects, competitions, congresses, festivals, etc. to our students and prepare them for their professional lives in every aspect. The advantages of our department are that courses are offered from the first semester, that all course fees are covered by our University, that it has international accreditation and that it has a rich variety of courses. The existence of Thesis/Non-Thesis Master's and Doctorate programs affiliated with our department, as the first foundation university in Turkey, provides a comprehensive education in this field and the doctoral program in gastronomy offers opportunities for advancement in academic careers. Dear students, our department and university offer many opportunities. If you want to learn more, develop, gain knowledge, skills and competence, we welcome you to Istanbul Gelişim University.

Department of Public Relations And Advertising

As the Department of Public Relations and Advertising, we take care to provide our students with the knowledge and skills required by the sector by offering quality, professional and contemporary course content aimed at internationalization. Our curriculum, supported by modern digital communication laboratories, television studios and computer laboratories within Istanbul Gelişim University, enables theoretical knowledge to be put into practice and enables our students to become competent professionals who can represent them strongly in the media sector. We prepare our students for real business life through our expert academic staff and application projects, practical courses and social responsibility campaigns with leading people and institutions in the sector. In addition, we enable our students to gain valuable experiences by providing opportunities to participate in social responsibility projects through the protocols we sign with Non-Governmental Organizations. In line with the knowledge they acquire through compulsory summer internships, our students have the chance to gain experience in important places in the sector. Our education and experiences are aimed at training our students as professionals who can integrate theoretical knowledge and practice, think critically and analytically, have social responsibility awareness, respect universal ethical values and create creative organizations.



NEWS FROM FoAS

Avionics Department

The Department of Aviation Electrical and Electronics enables students to gain in-depth knowledge of the electrical and electronic components of modern aviation systems. Students studying in this department specialize in the design, maintenance and development of electrical and electronic systems of aircraft. The comprehensive education and advanced laboratory facilities provided by the department provide students with both theoretical knowledge and practical skills in the aviation industry. In addition, students who successfully complete their education in our department and are entitled to MODULE exemption are entitled to B2 MODULE exemption within the scope of the General Directorate of Civil Aviation TR.147.RS.004 SHT-147 APPENDIX-2 RECOGNIZED SCHOOL requirements. In addition to the diploma, our students are given "SHT 147 RECOGNIZED SCHOOL GRADUATION CERTIFICATE".

Department of Aviation Management

Aviation Management Department emerges as one of the most needed and important departments in the world with the steady growth and development of the aviation industry. As a result of the need for competent and equipped professionals in the aviation sector, UBF Aviation Management Department aims to provide students with competencies as managers, experts and assistant experts in aviation and aviation-related sectors with the practical and theoretical education and training activities it provides.

English Translation and Interpreting Department

Dear Students and Candidates,

Our department offers an educational approach that blends theoretical knowledge with practical experience. Our expert academic staff consists of well-known academics in their fields and provides our students with the most up-to-date and comprehensive information. Our educational program has rich content aimed at developing multilingual and intercultural communication skills. In addition, we provide our students with a global perspective through international exchange programs and internship opportunities. You will have the opportunity to develop your professional skills in our classrooms and translation laboratories equipped with modern technologies. In our translation laboratories, we train you as interpreters and as competent translators with the most up-to-date translation technology courses. By understanding the power of language and the importance of intercultural communication, you will be prepared for career opportunities around the world. If you want to develop yourself in this exciting and dynamic field and make a strong start to your career, you can choose our English Translation and Interpreting Department.

NEWS FROM FoAS

Department of Television Journalism and Programming

The Department of Television Journalism and Programming plays a critical role in ensuring accurate and effective information flow in the rapidly changing media world. Professionals in the field are indispensable for raising public awareness, informing and educating. Our department stands out with its studios equipped in accordance with modern publishing techniques and digital media trends and educational opportunities supported by advanced technology. Our students gain competence in a wide range of areas, from artificial intelligence-supported content production to data analysis, from digital broadcasting to television program production. In the media world of the future, individuals who specialize in fields such as multimedia content production and digital media management will be needed. In this regard, we aim to train our students as media professionals of the future by offering innovative training such as 360-degree media management, interactive and virtual reality-based content production. Our graduates have wide job opportunities in national and international television channels, digital media platforms, production companies and news agencies. Our department aims to raise students as successful and well-equipped individuals in the media industry by offering them a creative and dynamic career path.

Aircraft Maintenance and Repair Department

The Aircraft Maintenance and Repair Department aims to teach students the maintenance, repair and technical skills of aircraft in the aviation industry. In this context, within the framework of the principles determined by the Council of Higher Education, it aims to provide education in accordance with the European Union Standards, SHT-147/SHT-66/EASA Part-66 Aircraft Maintenance Personnel Regulation and SHT-147/SHT-66/EASA Part-147 Aircraft Maintenance Training Institutions Regulation. Students who successfully graduate from the department are given a “Recognized School Certificate” approved by the General Directorate of Civil Aviation. Students gain practical knowledge and skills in aircraft system maintenance and repair during their undergraduate education. They learn to comply with international safety and quality standards in aircraft maintenance and repair processes. The program is constantly updated to adapt to technological developments in the aviation industry and offers students the opportunity to use state-of-the-art equipment and learn modern maintenance and repair techniques. Students who graduate from the Aircraft Maintenance and Repair department have a wide and diverse range of career opportunities both in Turkey and around the world. There are job opportunities in companies such as THY, Pegasus, MyTECHNIC in Turkey and in companies such as Emirates, Lufthansa, Boeing worldwide.



NEWS FROM FoAS

Department of New Media and Communication

New Media and Communication is a multidisciplinary field of science that approaches communication sciences, where the heart of digital communication beats, with a focus on technology. The new media and communication department, which consists of two separate disciplines, New Media and Communication, offers our students the opportunity to apply the theoretical knowledge they have acquired with its curriculum, which is designed by considering the conditions of new communication technologies as well as traditional media. Our university offers our students the opportunity to take practical lessons at any time with the Digital Communication Laboratory, TV Studio, and computer laboratories planned according to course content, equipped with the latest technological equipment. In this way, when our students graduate, they will have the opportunity to work in corporate communication, social media departments, television and newspapers, and digital content production platforms of companies from all fields. The new media communication department, which has international accreditation, offers our students the opportunity to work competently in many fields when they graduate thanks to the compulsory internship.

The New Media and Communication department awaits its students for the 2024-2025 term as two different programs, Turkish and English. For detailed information about our department, you can contact our department professors and visit our website.

Department of Management Information Systems

The Department of Management Information Systems provides students with a wide range of knowledge and skills by offering an interdisciplinary education that brings together technology and business management. Its strengths include the ability to analyze business processes, design and manage information systems, as well as in-depth knowledge of data analytics and strategic planning. This department provides students with in-depth knowledge of information technologies and management strategies, as well as practical skills such as data analysis, system design and project management. Graduates gain the ability to optimize business processes with technology in the business world, and stand out in rapidly digitalizing and technology-dependent sectors. In addition, they have the opportunity to rise to leadership positions with their ability to adapt to developments in the sector and produce innovative solutions. This department prepares its students in the best way possible for the dynamics of the business world by providing a strong academic foundation and a wide range of applications.



ACADEMIC ARTICLES

Empowering The Future: Cultivating Sustainable Development In University Students" was Published!

Faculty of Applied Sciences Vice Dean Assoc. Prof. Sevinç Koçak and Faculty of Applied Sciences Vice Dean Asst. Prof. Görsev Bafıralı's joint article, "Empowering The Future: Cultivating Sustainable Development In University Students", was published in the 2024-14 issue of the Electronic Journal of Social Sciences.

Access Link to the Article:

https://sbedergi.com/mod=makale_tr_ozet&makale_id=76812



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ACADEMIC ARTICLES

The Article Titled "Evaluation of the Effect of Digital Marketing and Electronic Word of Mouth Marketing Activities on Consumer Attitudes on Brand Popularity on Digital Media Platforms" has been Published!

From the Faculty of Applied Sciences, Department of Electronic Commerce and Management. Asst. Prof. Onur Türker's article titled "Evaluation of the Effect of Digital Marketing and Electronic Word of Mouth Marketing Activities on Consumer Attitudes through Brand Popularity on Digital Media Platforms" was published in the Journal of Business Research.

Access Link:

<https://www.isarder.org/index.php/isarder/article/view/2126>



The Study Titled "Determinants of Profitability in Insurance Companies: A Research on Bist Insurance Companies" has been Published!

From the Faculty of Applied Sciences, Department of Electronic Commerce and Management, Assoc. Prof. Ali Çelik, Assoc. Prof. Mustafa Çanakçıoğlu and from the Department of Banking and Insurance Assoc. Prof. Hakan Özcan's study titled "Determinants of Profitability in Insurance Companies: A Research on BIST Insurance Companies" was published in Mali Çözüm Magazine.

Access Link:

<https://ismmmo.org.tr/Yayinlar/Mali-Cozum-Dergisi/sayi-184/--3074>

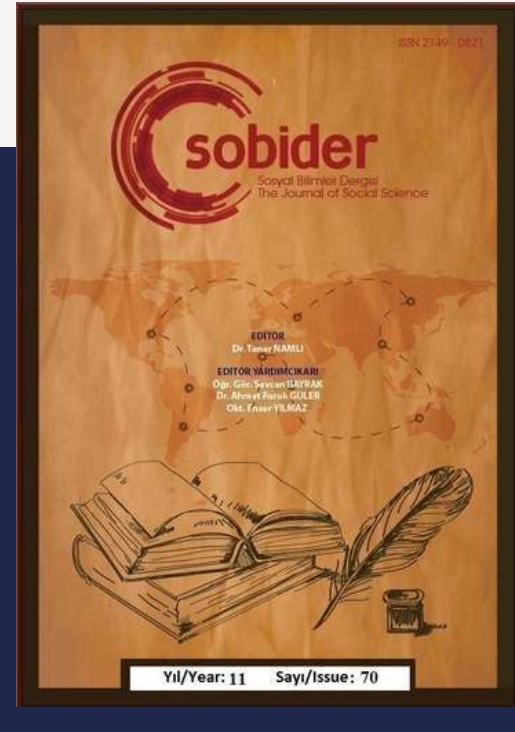
ACADEMIC ARTICLES

The article titled "The Work of Art in the Age of Reproduction of Art with Artificial Intelligence" has been Published!

From the Faculty of Applied Sciences, Department of New Media and Communication, Assoc. Prof. Şebnem Gürsoy Ulusoy's article titled "Artwork in the Age of Reproduction of Art with Artificial Intelligence" was published in the 13th issue of the International Journal of Art and Aesthetics.

Access Link to the Article:

<https://usved.com/mod=tammetin&makaleadi=&key=76028>



The Article Titled "Artificial Intelligence & ChatGPT for Communication Science" has been Published!

Assoc. Prof. Şebnem Gürsoy Ulusoy's research article titled "Artificial Intelligence & ChatGPT for Communication Science" published in English in the International Journal of Social Sciences was published in the June 2024 issue.

In the article examining the application of Artificial Intelligence and ChatGPT in the field of communication sciences, the reflection processes of technological changes, especially in the field of communication sciences, are touched upon.

Article Access Link:

<https://sobider.com/mod=tammetin&makaleadi=&key=76342>

GUEST WRITER

The Impact of Technology on Journalism: Transformation from Traditional Media to New Media and the Challenges Encountered

Mass communication, mass communication, media, new media... These concepts, which fulfill the functions of receiving news, education, socialization and entertainment in society, have changed with the development of technology in the historical process. The rapid development of information and communication technologies has led to radical transformations in the field of journalism, as in every field. Man's need for news played an important role in the birth of the newspaper. However, with the advent of the Internet, some commentators argue that newspapers and journalism are nearing their end. This evaluation is about the reflection of the change of mass media and newspapers over time to today.

Before the invention of the printing press in the 15th century, news was transmitted through handwritten letters, but with the development of the printing press, printed news letters emerged.

In the 19th century, the function and scope of the newspaper expanded with the inventions that enabled the development of journalism, technological innovations in the printing house, as well as the use of new communication tools such as telegraph, telephone, typewriter and photography (Toruk, İ. 2008).

With these developments, the newspaper, as a mass communication tool, began to convey the society's need for information to large masses. In the 20th century, the use of computers in journalism along with new technologies such as letterpress printing, intaglio, offset printing, film and typesetting turned the newspaper into an industry. Nowadays, the technological conditions provided by new media tools have taken journalism to a different point.



Assoc. Prof. Çağla Kaya İlhan
New Media and Communication
Department

GUEST WRITER

Negative effects that social media and mobile communication technologies bring to journalism, such as misinformation and fake news, privacy and security problems, quality and accuracy problems, competition and economic difficulties, social media addiction, manipulation and information wars, and the weakening of traditional journalism, affect media organizations and news producers. It requires them to re-evaluate their strategies and take precautions against the risks of these technologies.

In addition, social media and mobile communication technologies have comprehensively transformed journalism. These technologies enable rapid dissemination of news, live broadcasts and instant updates. It also encourages interactive content and participatory journalism, supports the diversification and viral spread of user-generated content. It offers new business models and personalized content, but it also carries risks such as misinformation, privacy issues and economic difficulties. It provides global reach, but can lead to inequalities such as the digital divide. It has made journalism more dynamic and accessible by building a bridge between traditional media and new media.

As a result, with the rapid advancement of technology, journalism has faced both opportunities and challenges. While the new opportunities offered by social media and mobile communication tools make journalism more dynamic and accessible, managing these transformations is of great importance in maintaining news quality and security. It is critical for media organizations to adapt to these changes and effectively manage the risks encountered for the sustainability of journalism.

Sources

İbrahim Toruk, Journalism from Gutenberg to the Digital Age: News Sites in Turkey, İstanbul: Literatük, 2008.



BOOK RECOMMENDATIONS

Asst. Prof. Onur Turker

**Department of Electronic Commerce
and Management**

Buy.ology/Martin Lindstrom

In his book, Martin Lindstrom sought answers to the questions of why people buy some products, why they perform certain behaviors, and what are the thoughts, emotions and desires that lie in our subconscious behind the feeling of purchasing. The book he wrote, Buyology, is the result of a huge neuromarketing research involving around 2500 volunteers around the world. results. In this book, the findings obtained from volunteers who were subjected to many visual and written tests with fMRI (Functional Magnetic Resonance Imaging) and SST (Steady State Typography) techniques are narrated very fluently.



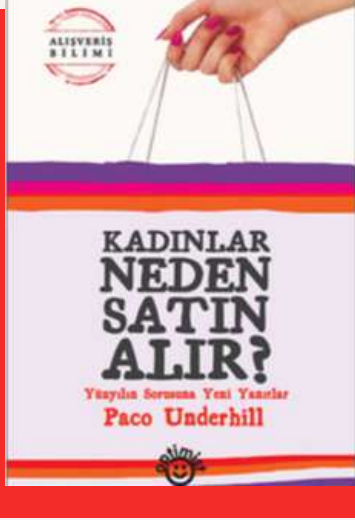
According to the information in the second part of the book, most of us will have watched approximately 2 million television commercials by the time we reach the age of 66. In 1965, an average consumer could remember 34% of the advertisements he watched. In 2007, AC Nielsen research found that the average person could remember only 2.21% of all the commercials they had ever seen. This information shows that we are under a major communication attack. We encounter many advertisements during the day. This is not just television advertising; we are exposed to hundreds of advertisements a day in all kinds of media. We don't remember the sad part of the situation. Most of them pass by us and we don't notice. According to a study by Microsoft, while people's attention span was 12 seconds in 2000, it decreased to 8.25 seconds in 2015. A goldfish has an attention span of 9 seconds. As a result, our interest and attention narrows. Currently, the average time spent on a piece of content on YouTube is 3 minutes 10 seconds, on Instagram it is 15 seconds, and on Vine it is 6 seconds. Despite our consumption being as narrow as possible, there is an increasing media onslaught. For this reason, it is not possible for any advertisement that is undifferentiated and devoid of creativity to remain in our memory.

Lindstrom, who conducted his first test on cigarettes, tried to find the factors behind the sale of approximately 15 million cigarettes every day, despite the health warnings on the packages and all the information about the harms of smoking. The most important result of the test is the fact that none of the visuals and warnings in the packages influence people, on the contrary, they make them want to smoke. Although all of the subjects said that they were affected by these warnings when asked, at the end of the experiment it was revealed that this did not reflect the truth. Therefore, the statements on cigarette packages do not help consumers quit smoking. On the contrary, it expands the cigarette industry because it causes people to desire cigarettes more.

Another interesting information I learned from the book Buyology is that subliminal messages affect the amount of money we will pay for a product. However, messages transmitted to the subconscious in a way that the eye cannot perceive is a concept that is not welcomed by society and is considered as a 'brainwashing' process. The book shows that 95% of the decisions made come from the subconscious. Our emotions have a tremendous impact on every decision we make. As George Loewenstein confirmed, most of the brain is dominated by automatic processes rather than conscious thought. Most of the processes that occur in the brain are emotional, not cognitive. For this reason, in the light of its experiments, Lindstrom offers ideas on how brands can influence their customers, guide their decisions and send messages to their subconscious.

BOOK RECOMMENDATIONS

Other books recommended by Asst. Prof. Onur Turker from the Department of Electronic Commerce and Management



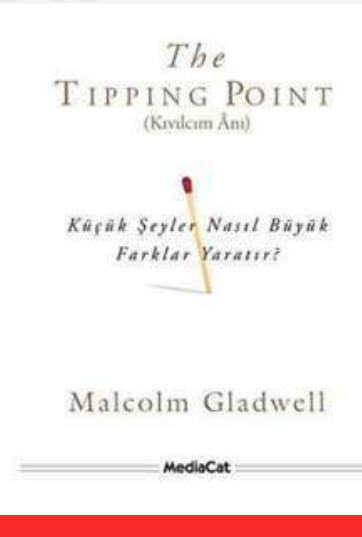
Why Do Women Buy? New Answers to the Question of the Century - Paco Underhill

Renowned retailer researcher Paco Underhill's latest book offers a new look at today's modern marketing world. While the book provides in-depth information on how to better meet the needs and expectations of female customers, it also contains valuable information about strategies and approaches that can make a difference in the world. While this study focuses on changing trends in the retail industry, it aims to guide professionals in the industry by offering impressive suggestions for women's shopping experiences. Underhill's perspective includes innovative ideas that can help retailers achieve more effective and sustainable success by focusing on their female customers. This valuable guide can help retailers gain a competitive advantage in the industry.



Amber Passage (Kehribar Geçidi) -Nazan Bekiroğlu

Amber Passage seeks answers to these questions in the Rome of Emperor Diocletian in the 300s AD. It takes its readers through the Forum, the Colosseum, the Senate, the Tiber River, the Temple of Healing, freedoms that were later lost or never acquired, oratory, manuscripts, It invites you to a long journey among sarcophagi, medicinal herbs, wolves, birds, mountains, the most terrifying fights, toga picta and spiny sea snails. With its clear yet deep language, the liveliness of its characters, the grippingness of its events, the richness of its periodic details, and the ever-validity of its painful issues, it is an epic masterpiece that has something to say about the universal human condition, even though it was taken from a special point in history. The result of eight years of effort.



Tipping Point - Malcolm Gladwell

"Tipping Point" (Tipping Point), Malcolm Gladwell'in popüler bir kitabıdır. Kitap, toplumsal değişimlerin nasıl gerçekleştiği konusunda giderek artan eğilimin ve etkilerin incelenmesine odaklanmaktadır. Malcolm Gladwell, sosyal epidemiyoloji ve toplumun nasıl değişim gösterdiği konularına odaklanıyor. Kitap, toplumsal değişimin nasıl ani bir şekilde gerçekleşebildiğini inceleyerek bu değişimlerin arkasındaki temel unsurları araştırıyor. "Tipping Point" (Tipping Point), toplumsal değişimin nasıl ve neden gerçekleştiği konusunda okuyuculara zengin ve bilgilendirici bir bakış açısı sunmakta. Kitap, Yunan mitolojisinden modern afetme tekniklerine kadar geniş bir yelpazede örneklerle doludur ve toplumsal değişimlerin altında yatan temel güçleri derinlemesine incelemektedir.

CULTURE-ART

Saturday Theater at Pera Palace – Diary of a Madman

Ivanovic, a 7th degree civil servant, loses his mental balance under the influence of class differences and his ordinary life. He falls in love with his boss's daughter and tries to get information about her by getting her dog's letters. While his boss is considering marrying his daughter to a general, Ivanovic's condition gradually worsens and creates problems in his mind that are impossible to solve. Finally, he convinces himself that he is the new king of Spain. Ivanovic, who previously lived an ordinary life, was exposed to the tortures that were applied to the mental patients of the period.

Location: Pera Palace Hotel

Date: 17 August 2024, 12:00



Istanbul August Festivals

Get ready for the best entertainment in Istanbul! Concerts and stage shows of Türkiye's most popular artists, surprise shows, creative children's workshops, exciting e-sports tournaments and unique tastes are waiting for you. All of this and more will be at the Istanbul Festival every day from 16.00 for 15 days!

Location: Festival Park Yenikapı

Date: 2 – 18 August 2024, 15:00



Miniaturk Museum – Group Exhibition

The "Istanbul Historical Peninsula Model Exhibition", prepared by Modelport, which produces 87 small, moving technological model exhibitions inspired by the events, cities and civilizations that shaped world history in the past, and the new settlements and life dynamics that await our world in the future, is a museum that once featured the Roman Empire and Then, it recreates the 400 thousand square meter most historical area of Istanbul, the center of the Ottoman Empire, with moving models.

Location: Miniaturk, Örnektepe

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CULTURE-ART

30th of August, Victory Day

After the successful conclusion of the Great Offensive, also known as the Battle of the Commander-in-Chief because it was fought under the command of Atatürk, the Greek armies were followed to Izmir; With the liberation of Izmir on September 9, 1922, Turkish lands were freed from Greek occupation. Although the occupation troops left the country's borders later, August 30 symbolically represents the day the country's territory was taken back. August 30, which was first celebrated in Afyon in 1924 as the Commander-in-Chief's Victory, has been celebrated as Victory Day in Turkey since 1926.



World Dog Day - 26th of August

World Dog Day. World Dog Day has been celebrated every year since August 26, 2004, in many countries around the world to further strengthen the bond between humans and dogs, to support and encourage dog ownership, and to draw attention to the quality of life and importance of dogs in our lives.

"Until, I one has loved an animal, a part one's soul remains unawakened.

Anatole France



ERASMUS+

I am Research Assistant from FoAS - Department of English Translation and Interpreting. I visited the University of Nyíregyháza in Nyíregyháza, Hungary for 1 week within the scope of Erasmus+ Staff Mobility for Training in 2022 Project Year so I would like to share my experience with you.

During this mobility, which I carried out in the last week of June within the scope of Erasmus+, I had the opportunity to meet the lecturers and students of the Department of English Language and Translation and Interpreting. First of all, I can say that the reason why I chose Hungary is that it is a European country that hosts different cultures and languages. It was my first choice because I thought it would contribute to me academically and culturally.



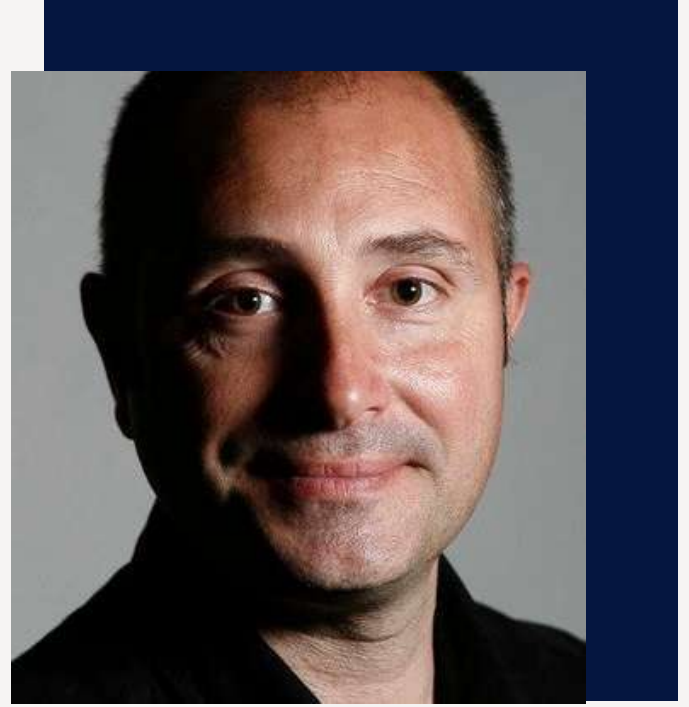
On the first day of my visit, I met the Erasmus+ coordinator and the lecturers teaching in the department on the day and time determined on the campus where the mobility will take place. I attended the department orientation presentation prepared for me. With this orientation, I got general information about the university; I had the opportunity to learn about the possibilities, collaborations and opportunities the university has. In the following days, a campus tour was held and then I attended the trainings at the time specified in my course programme. I recommend Hungary University of Nyíregyháza to students and lecturers who want to participate in Erasmus+ mobility.

INTERVIEW

Sports and News Photographer: Murad SEZER

First of all, thank you for accepting our FoAS Monthly E-Bulletin interview request. How did you get into photography and how did you discover your interest in this field?

I started photography as a hobby and over time it turned into a profession and a way of life. I met the camera during my high school years. I was taking souvenir photos at the intramural football tournament with a simple film camera. I chose the sports service at the newspaper where I worked as an intern at university because of my interest in football. I acquired a semi-professional camera during my internship. I was both writing news and taking photos. Over time, my interest in photography took over and I chose to become a photojournalist.



What training did you receive to be successful in photography? What courses or training programs would you recommend for university students to improve themselves in this field?

I did not receive any special photography training. I am a graduate of Istanbul University Press and Publication School (now known as Istanbul University Faculty of Communication) Department of Journalism and Public Relations. I can say that I am a completely sarcastic photojournalist. As strange as it may sound, there wasn't even 'the internet' in the 90s. Digital cameras entered our lives in the 2000s. Producing photographs, the speed at which photographs circulate, and the photographer's ability to share his work both as amateurs and professionals, were not as easy and fast as they are today.

INTERVIEW

Today, we can access information from where we sit without going to a special course. Thanks to social media, you can share the photos you produce with large audiences and exchange ideas. I don't mean to say don't get any education, the internet is enough for you. My aim is to draw attention to the ease of access to information. Of course, it is important to receive basic photography training covering light and composition information. A beginner photographer should know how to use photo editing programs such as Photoshop and Lightroom and should know the camera he has very well. We must act with the awareness that the cameras we have are like computers.

How do you plan your work day as a professional photographer? What are the biggest challenges of working in this field and how do you overcome them?

I follow social media, news sites and TV news channels regularly. Since I work for an international news agency, our agenda is somewhat foreign policy-oriented. The most important challenge is keeping up with breaking news. You cannot have a planned life. You need to be prepared as if you are going to break the news at any moment. I sometimes compare what we do to firefighting. While the firefighters are sitting calmly at the center, they quickly prepare and go to the scene after an announcement, intervene in the incident, return to the center and wait for a new announcement.

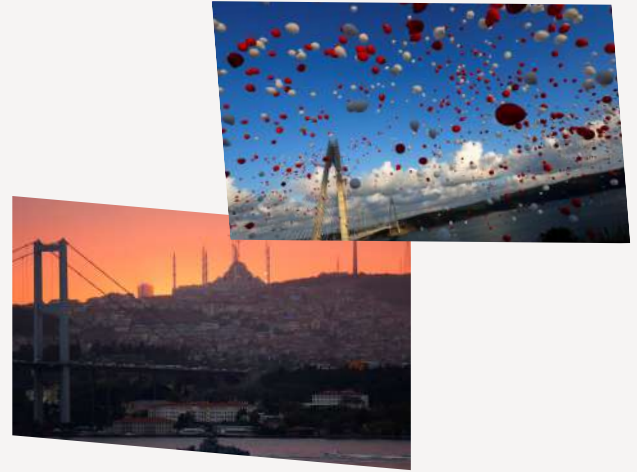
What are the ethical rules and standards for professional photographers? What ethical issues do you encounter and how do you deal with these situations?

I think the most important problem today is the interventions made on digital photographs (digital manipulation). It is okay to make simple toning and framing, but it is not right to make changes that will change the reality of the photo. Removing, deleting, or adding an element that does not exist in a photograph is an editor's nightmare in news photography. I think another problem is that the colors are dramatized in a way that affects the reality of the photo. To give an example from the news agency (Reuters) where I work, photographers mostly just frame the photos they send to the agency. They are not allowed to clean even small spots or spots reflected in the photo due to dust on the camera's sensor. Whenever possible, photos are served to subscribers as they come out of the camera. Another issue is the intervention or editing of people or objects in the field during the news. To make the photo more effective, having people pose, bringing objects that are not in the area from outside, etc. For example, you are working in a disaster area... Telling disaster victims to stand in a way that looks sad, asking them to pose in front of the debris even though they are not standing there. The most common scenario during earthquakes is to open a page of the photo albums found under the rubble, leave them on the rubble and photograph them.

INTERVIEW

What advice would you give to students who want to find a job in newspaper and sports photography? Thank you very much for your time and the comprehensive information you provide in the FoAS Monthly E-Newsletter.

One of the recommendations that is always given is that a foreign language is a must. Not one, but several. To benefit from educational and instructive foreign resources rather than just talking. Using social media effectively and functionally. Determining a branch and goal at the beginning of the school years. This profession requires field experience rather than a diploma. If you do not have field experience when you finish school, you may need to spend another 3-4 years.



Resume:
Murad Sezer

Murad Sezer, in his 35-year journalism career, has worked as a photojournalist and photo editor for Associated Press (AP) and Reuters. He graduated from Istanbul University's Department of Journalism and Public Relations in 1992 and is fluent in English and German. Sezer began his journalism career in 1987 as a photojournalist at Tercüman Newspaper, working there and at Milliyet Newspaper from 1988 to 1997. He served as a photojournalist at AP from 1997 to 2009 and has been the Turkey photo editor for Reuters since 2009. Sezer teaches sports photography at universities and in the Sports Communication certificate program at Kadir Has University. In 2004, he became the first and only Turkish journalist to win a Pulitzer Prize, as part of the AP team that won the 2005 Pulitzer Prize for Breaking News Photography with his photo taken in Fallujah.

NEWS FROM OUR ALUMNI

Hello,

I am Safure Sağbaşı,

In 2019, I was accepted to the Media and Communication department at Gelişim University with a full scholarship. While I was receiving my four-year undergraduate education, I took advantage of the Double Major program provided by our school and completed my Major in Television Journalism and Programming. Thus, I had the chance to get a second diploma while studying my major. I graduated from my school as the top student of my faculty. Currently, I am doing my master's degree in New Media Communication and Journalism at Gelişim University with a full scholarship.



The reason why I chose the Media and Communication department was my interest in journalism since my high school years. During my high school years, I prepared a wall newspaper for two years and received honorable mention awards for two years in the inter-high school "Wall Newspaper" competition opened by Istanbul Metropolitan Municipality. While my interest in journalism continued, the profession of journalism evolved with the renewed and digitalized world and emerged as new media. In this new era, where the world of communication is changing rapidly, studying Media and Communication offered the opportunity to quickly catch up with the innovations in the digital world. Thus, one could gain the chance to be among the actors of social, cultural and economic transformations. I chose the Media and Communications department to adapt to the global world. I aimed to be an individual who is equipped both locally and globally with innovative methods and practices. My main goal was to improve myself and learn the field I was interested in. As someone who loves learning and exploring, I see that I made the right choice in choosing the Media and Communication department.



NEWS FROM OUR ALUMNI

We had both theoretical and practical courses at Gelişim University. Some of our lessons; These were courses such as Media and Brand Management Strategies, New Communication Technologies and Journalism, Editing Techniques, Body Language and Effective Speech, Media and Public Opinion Criticism, Camera Sound and Shooting Techniques. In our Media and Brand Management course, our valuable lecturer Assoc. We formed groups under the chairmanship of Assoc. Prof. Şebnem Gürsoy Ulusoy. Our professor asked us to design a product and brand. Everyone designed different things, we designed a toothpaste, and we were surprised that the product was highly appreciated. Thus, we had the opportunity to discover a side of ourselves that we were not even aware of. Our lecturers who was always with us with his knowledge and support during the thesis writing process of our undergraduate education. I would like to express my endless gratitude to Assoc. Prof. Şebnem Gürsoy Ulusoy.

We learned to use the equipment in our school's studios and had the opportunity to access them whenever we wanted. The full support of our instructors who patiently taught us how to use the equipment made our learning process enjoyable. For our individual homework, we were able to take the equipment home and do our own projects easily. The sufficient materials we used made it easier to use and learn. In addition to learning digital media, journalism and social media, we also mastered both in front of and behind the camera. We took part in many projects in our school and carried out collective work with our teammates in these projects. Each of us had a role during our work, and our roles changed from project to project. This not only gave us versatility and sociability, but also provided professional preparation for our department.

If I had to describe the Media and Communication department in three words, I would say innovative, international and digital. If you have a critical perspective, are curious about learning and want to get to good places, the Media and Communication department will be the right choice. If you want a quality education, you will have the chance to improve yourself with the lessons you will take from instructors who are experts in their fields and who know the sector. Gelişim University was the place where I realized my dreams. For this, I would like to thank and express my gratitude to Gelişim University, my esteemed professors and students.

Regards.

NEWS FROM SECTOR

Fake Sign Language Trend on Tiktok...

Signature, the UK's leading organization for British Sign Language, has launched a precedent-setting campaign. A TikTok campaign called RE/SIGN aims to combat fake sign language in partnership with Recipe and The Sweetshop. RE/SIGN plans to push fake sign language videos into the background by using dance, which has become the language of the new generation. The aim of this campaign is to raise awareness of the problem and direct young people's efforts to learn sign language from real authorities, such as the deaf creators at Signature or qualified teachers.

Link:<https://www.pazarlamasyon.com/tiktok-ta-sahte-isaret-dili-trendi/> Access Date: 03.09.2024

"Subsidiary Industry Exports" of 7.2 Billion Dollars from the Automotive Sector in 6 Months

"Automotive sub-industry" exports of 7 billion 240 million 821 thousand dollars were made from Turkey in the first half of the year. According to Uludağ Automotive Industry Exporters Association (OİB) data, automotive sub-industry products were exported to more than 200 countries, free zones and autonomous regions in the January-June period. Sub-industry products constituted 40.9 percent of the total automotive exports, which amounted to 17 billion 701 million 161 thousand dollars in the first 6 months of this year. Sub-industry exports, which were 7 billion 161 million 227 thousand dollars in the January-June period of last year, increased by 1.11 percent to 7 billion 240 million 821 thousand dollars in the same period of this year.

Link:<https://istanbulticaretgazetesi.com/tr/otomotiv-sektorunden-6-ayda-72-milyar-dolarlik-yan-sanayi-ihracati> Access Date: 03.09.2024

Airbnb is Renting the House in Pixar's "Up" Animation...

Airbnb adapted Shrek's house in the swamp from animation to real life and made it available to its users. This time, the company took inspiration from Pixar's animation "Up" and turned the dream house into reality. Located in Abiquiu, Mexico, the house comes straight out of an animation studio and offers a literal experience, decked out with thousands of balloons and promising to leave guests suspended 50 feet in the air. The biggest feature of the house is that it really flies in the air. Airbnb offers guests a truly elevated experience by lifting the property up after each stay.

Link:<https://www.pazarlamasyon.com/airbnb-pixar-in-up-animasyondaki-evi-kiraiyor> Access Date: 03.09.2024

NEWS FROM SECTOR

Chatgpt's Rival, Anthropic, Will Be Available as a Free Application on iOS...

Although ChatGPT is the first model that comes to mind when it comes to artificial intelligence, OpenAI's ChatGPT is not the only player in the generative AI game. Anthropic, a research team founded by former OpenAI researchers, is currently ChatGPT's most ambitious competitor. Anthropic, which has features such as a chatbot model, new text generation feature, translation and image analysis, will start to be available on iOS as a free application. aude stood out for its focus on factual accuracy in creating long-form content and containing less misinformation than ChatGPT. In fact, the Claude 3 model was in the news in March because it outperformed GPT-4 in handling complex tasks, was more efficient, and was affordable. Claude chatbot, which was previously only accessible via a web interface, will now be available to iPhone and iPad users.

Link:<https://www.pazarlamasyon.com/chatgpt-nin-rakibi-anthropic-ios-ta-ucretsiz-bir-uygulama-olarak-yer-alacak> Access Date: 03.09.2024

A Brand New Design Journey Project from Starbucks Türkiye: Cup Design

Starbucks, one of the most important representatives of coffee culture in the world, is implementing the "Cup Design" project to explore the journey of coffee from soil to cup. Starbucks' iconic white cups were redesigned by 3 local artists who stand out with their different perspectives and creative styles in Türkiye with the understanding that art and stories bring people together. Within the scope of the project, artists Beril Ateş, Sercan Tunalı and Cem Güventürk delved into an element of coffee creation and reflected their experiences on Starbucks cups with their designs.

Link:<https://www.gastronomidergisi.com/gastronomi-haberleri/starbucks-cup-design-projesi> Access Date: 03.09.2024

Apple is Changing the iPad Logo for Changing User Preferences...

Apple may be preparing to change the conventional iPad design. It is reported that the tech giant is considering a significant but purely appearance-focused update to its popular tablets that reflects the way users interact with the device. Especially for companies like Apple, which are well-established and do not like to change their logo, the changes made, even if small, symbolize the importance given to the use of users.

Link: <https://www.pazarlamasyon.com/apple-degisen-sosyal-tercihleri-icin-ipad-logosunda-degisime-gidiyor>. Access Date: 03.09.2024



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JULY 2024 - ISSUE 07

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MONTHLY E-BULLETIN

JULY 2024 - ISSUE 07

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