

THE STUDENTS FROM THE IGU (ISTANBUL GELISIM UNIVERSITY) MET WITH THE CORPORATE COMMUNICATIONS DIRECTOR OF PEPSICO FOR TURKEY

The Department of the Public Relations and Publicity of the Faculty of Economics, Administrative and Social Sciences of the Istanbul Gelisim University hosted the Corporate Communications Director of PepsiCo for Turkey, Mr. Mahmut Sipahi, within the scope of "Corporate Communication Meetings" with brands.

Mr. Sipahi, who came together with the students of our University, told about the corporate communication processes of PepsiCo Turkey.

PROPOSALS FROM AN EXPERT TO THE YOUNGSTERS

The second one of the activities of "Corporate Communication Meetings with Brands" where the competent professionals in their fields met with the academicians was organized by the attendance of the Corporate Communications Director of PepsiCo for Turkey, Mr. Mahmut Sipahi. The Academic Member Dr. Sarp Bağcan, who said that there had been an objective of bringing up the academy and sector-oriented students at the same time by taking the academic view and partnership feature into consideration, indicated that the relationships with external partners were developed from day to day within the direction of this objective.

(Mr.) Mahmut Sipahi, who made important evaluations about PepsiCo, shared with the students having said what kinds of proactive and reactive scenarios they, as a company, had developed with relation to the crisis communication. Mr. Sipahi, who made recommendations to the youngsters aiming to have expertise in the field of corporate communication, also told about what sorts of features and qualifications should be acquired in order to take part in this functioning.

THE PREMIERE OF THE DOCUMENTARY OF HISTORICAL SOKULLU MEHMET PASHA SOCIAL COMPLEX, SHOT WITHIN THE SCOPE OF FILM WORKSHOPS WAS HELD

The premiere of the Documentary of "Historical Sokullu Mehmet Pasha Social Complex", shot within the Scope of Payas Film Workshop and organized with the collaboration of the Faculty of Fine Arts (GSF) of the Istanbul Gelisim University (IGU) and Municipality of Payas Was Held at the 'Historical Sokullu Mehmet Pasha Social Complex on May 08, 2022 Sunday at 19:00 hours.

The screening of the "Historical Sokullu Mehmet Pasha Social Complex", shot within the scope of the Film Workshops, was made at the premiere night so held. The images, shot by the students under the mentorship of the esteemed academic members of the Faculty of Fine Arts (GSF) of the Istanbul Gelisim University (IGU), were edited and presented to the viewers. Subsequently, the reports containing the opinions of the students with relation to the workshop were given coverage behind the camera of the Film Workshop, organized between the dates of January 07 and 09.

25 high school students, who made participation in the workshop and were interested in various fields of the cinema such as acting, camerawork, directing, scenario writing (scriptwriting), behind camera and so on, were awarded with their certificates. Furthermore, the project consultant, Prof. Dr. Nail Öztaş; and the project coordinator, Prof. Dr. Şükran Güzin Ilıcak Aydınalp; and the project coordinator, Assoc. Prof. Dr. Nagihan Çakar Bikiç; and the workshop coordinator, Director/Lecturer Ahmet Bikiç of the Film Workshops; and the

Director for Media Relations, Dr. Bilent Değirmenci; and the archivists from the directing team: Eda Çekemci, Enes Dalgıç and Polat Bakırtaş; and Film Workshops Designer archivist, Ayten Bengisu Cansever were awarded with their plaques at the premiere so organized. Finally, following the award of the plaques and road show, the concert of the Antakya Chorus of Civilizations was organized.

This workshop so organized has two fundamental features. The first of them is to provide opportunity to discover the talents of the high school students, who have never contacted with university before within their families and their surroundings, and the second, however, to shot the documentary of the Historical Sokullu Mehmet Pasha Social Complex and announce its importance to the entire world.

The Film Workshops acting with the sense of social responsibility will continue to meet with the students, interested in cinema at their new stops without slowing down and keep on shooting films.

While the project consultancy of the Film Workshop was carried out by Prof. Dr. Nail Öztaş; and the project coordinatorship by Prof. Dr. Şükran Güzin Ilıcak Aydınalp; and the project coordinatorship by Assoc. Prof. Dr. Nagihan Çakar Bikiç; and the workshop coordinatorship of the Film Workshop by the Director/Lecturer Ahmet Bikiç; the Academic Member Doctor , Emre Doğan, took place in the text authorship (copywriting), and the archivist, Ayten Bengisu Cansever, however, at the design team, and archivist, Eda Çekemci, at the technical team, and Dr. Bilent Değirmenci at the Directorship for Media Relations, and finally, Kaan Kiran, at the sound recording.

FEARLESS DENTAL TREATMENT IS POSSIBLE!

The dentist phobia that is one of the most prevalent fears among the people may turn out to be a nightmare for the majority of people. Prof. Dr. Şeref Ezirganlı, who made explanations about the fact that various numbers of procedures, applied at the dental treatment, could be carried out with sedation or general anaesthesia, indicated that it was possible for the patient to complete his/her treatment without feeling any pain or fear.

We have heard about several comments from the people in and around of us with relation to the dentist phobia. The causes such as needle phobia available among some patients, nausea that occurs as a result of the faucial reflex in some of the patients brought forth the number of patients keeping away from the dentist to an ignorable level. Various numbers of procedures can be made through the method of sedation or general anaesthesia in these types of patients having dentist phobia and especially among the children. The procedures that are applied with this method provide a more reliable and sound treatment setting both for the patient and dentist.

VARIOUS NUMBERS OF PATIENTS LOSE THEIR TEETH

Various numbers of patients come to the point of losing their teeth as a result of the degree of fear, experienced by them. Unfortunately, it may not be possible to carry out and apply the procedure all the time. Prof. Dr. Şeref Ezirganlı from the Faculty of Dentistry of the Istanbul Gelisim University (IGU), who indicated that a great majority of these patients consists of children, said: "Even if we try to persuade our patients that the procedure to be made would not be a difficult type, we may not achieve it all the time. It is significantly difficult to persuade especially the children. We propose sedation or general anaesthesia to our patients

subject to the procedure to be carried out and person.” and further indicated that it might not be possible under some cases arising from the systemic or mental state of the patients to carry out the dental treatments of the patients under normal clinical conditions and at this point, the operating room conditions might be required. Various numbers of patients come to the point of losing their teeth as a result of the degree of fear, experienced by them. Unfortunately, it may not be possible to carry out and apply the procedure all the time. Prof. Dr. Şeref Ezirganlı from the Faculty of Dentistry of the Istanbul Gelisim University (IGU), who indicated that a great majority of these patients consists of children, said: “Even if we try to persuade our patients that the procedure to be made would not be a difficult type, we may not achieve it all the time. It is significantly difficult to persuade especially the children. We propose sedation or general anaesthesia to our patients subject to the procedure to be carried out and person.” and further indicated that it might not be possible under some cases arising from the systemic or mental state of the patients to carry out the dental treatments of the patients under normal clinical conditions and at this point, the operating room conditions might be required.

PATIENT'S FEAR IS SUPPRESSED

A semi-state of sleep is created in the patient by the administration of sedative (relaxant) medicines by the anaesthetists to the patient through sedation. Thus, Mr. Ezirganlı, who indicated that the fears of the patient are subdued without losing his consciousness, continued to indicate as follows: “We can divide the sedation into 3 groups according to their degree. At the surface sedation, the consciousness of the patient is subdued very slightly. The revitalization and regaining consciousness of the patient occurs swiftly. At the procedure, described by us as the medium degree of sedation, the protective reflexes of the patient such as respiratory and circulatory functions continue in its normal course and most of the time, the patient does not remember, most of the time, the procedures so carried out. At the deep sedation procedure, however, where the consciousness of the patient is subdued to an important degree, the respiratory and circulatory support is required. The stage coming after the deep sedation is the general anaesthesia.” and further emphasized that under necessary circumstances, the general anaesthesia technique, known to the public as “Administering Narcosis”, to anaesthetize the patient where he/she loses his/her consciousness fully, is applied.

APPLICABLE IN VARIOUS NUMBERS OF PATIENT GROUPS

The sedation and general anaesthesia is applied frequently in various numbers of patient groups, mainly chin and joint surgery, and furthermore, in the surgery of mouth cancers, implant applications and impacted tooth operations. The procedures are applied upon approval of the physician and anaesthetist, generally, in the patients, who have dentist phobia, excessive faucial reflex and nausea, and mentally and physically disabled patients and in the meantime, children. Especially in child patients, most of the anaesthetists prefer the general anaesthesia in order not to put the life of the patient at risk. In the event that the procedure due to be carried out has short duration, the sedation is preferred as an alternative rather than the application of the general anaesthesia to the patient.

IT IS COMPLETED IN THE BLINK OF AN EYE

The procedures, made with the general anaesthesia and sedation, have several advantages. Prof. Dr. Şeref Ezirganlı having emphasized that the patients, who cannot have their treatments be made as a result of the dentist phobia, could easily have such procedures be made, further added: "The entire treatments of the patients, who suffer from excessive faucial reflex, could be completed in a single session (appointment). Furthermore, possible injuries that may occur as a result of sudden uncontrolled movements of the child patients would be prevented. The most important aspect of it is that the patient feels no pain at all and does not remember the procedures, made, when he/she wakes up. Namely, all will have been completed when he opens his/her eyes."

THE IGU AWARDS OUR NATIONAL ATHLETES

An "Award Ceremony of IGU for National Athletes" specific to the Youth Week of May 15-21", celebrated within the scope of May 19 the Commemoration of Atatürk Youth and Sports Day, will be organized. At the activity due to held on the date of the 17th of May, the national athletes of the IGU, who have been successful worldwide will be granted awards in order to honour their successes.

While the Istanbul Gelisim University attributes importance to the sportive development and success with its 56 national athletes and school teams having been successful worldwide, it keeps on training the champions of the current and future periods and would carry them on the top ranks. The IGU will award its national athletes, who are studying at current periods, at a ceremony that will organize at the Block J Mehmet Akif Ersoy Hall on the date of May 17.

THE CHAMPIONS AND FUTURE OF THE SPORTS ARE AT THE IGU

The ceremony, at which the awards will be conferred upon by the Istanbul Gelisim University to its 56 national athletes from different branches having taking significant successes both in Turkey and worldwide, and experiencing the pride thereof, are studying in and that takes the future and development of the sports as a mission for itself, will be organized with the participation of the academic cadre and students.

DEMAND FOR HOUSING UNITS OF TOKI (THE HOUSING DEVELOPMENT ADMINISTRATION) MAY INCREASE

The 10-year low-interest loan package of it was announced recently, a great opportunity for those who want to buy a house was arisen. Housing finance offering 3 different packages concerns both home buyers and the construction sector. Assoc. Prof. Dr. Hakan Yıldırım, faculty member at Logistics Management Department, Istanbul Gelisim University, evaluated the increasing housing prices and demands after the housing loan.

'DEMAND INCREASES AS HOUSING PRICES INCREASES'

The "housing finance package" offering opportunities in first-hand and second-hand housing for citizens planning to buy a house has been introduced recently. While the decrease in housing loan interest rates is expected to cause an increase in housing sales, the instant increase in housing prices has worried the investors. *Assoc. Prof. Dr. Hakan Yıldırım, faculty member at Logistics Management Department, Faculty of Economics, Administrative and Applied Sciences, L Istanbul Gelisim University* said:

“Since 2020, there have been serious price increases in housing sales. While increasing housing prices should cause a decrease in the demand for housing, the demand for housing has also been increasing despite the increase in housing prices since 2020. While it is normal for the demand for a commodity with an increasing price to fall, this positive relationship experienced in recent years is an astonishing situation.”

The details of the Housing Finance Package are as follows;

- **My First Home Housing Finance Package:** Housing loan with a maturity of 10 years and an interest rate of 0.99 percent, to be applied for first-hand houses.
- **Broader Housing Finance Package:** Housing loan with a maturity of 10 years and an interest rate of 0.89 percent, to be applied for both first-hand houses and second-hand houses.
- **Special Credit Guarantee Package for the Construction Industry:** By promising to keep the housing sales prices constant for 1 year, a financing package with a maturity of 36 months which is 20 billion TL in total.

HOUSING PRICES MAY NOT BE DECREASE

Stating that using loans at a rate of 0.89 to 0.99 upon decision of the Council of Ministers provides an advantage for many investors, and the citizens who have ready money to buy a house sees buying housing more profitable, also the citizens with sufficient credibility who only have the down payment amount ready to buy a house will also tend to buy housing by borrowing, Yıldırım said:

“Even if there is a decrease in the cost of borrowing due to the rapid rise in the prices of the houses which provide rental income, this does not give an indication that the rising housing prices will decrease. In addition to facilitating financing for housing loans, regulations that provide incentives and credit facilities for the construction industry should be implemented and financing costs should be improved. Only in this way, serious increases arisen in housing prices in the supply end of the housing market can be prevented.”

On the other hand, the construction sector has difficulties in dealing with inflation. Stating that experiencing huge increases in the prices of new houses to be built during a period of skyrocketed costs of iron, cement and many similar inputs is normal, Yıldırım emphasized that those who buy housing for investment purposes and the cost increases caused by high inflation shall cause a serious rise in both new-built and second-hand house prices.

HOUSING LED BY TOKI WILL CAUSE AN INCREASE IN HOUSING SUPPLY

Stating that 20 billion liras has been allocated for completion of the construction projects, of which 40 percent have been completed and at least 50 percent have not been sold, as of the beginning of May, Assoc. Prof. Dr. Hakan Yıldırım pointed out that increasing construction of cheaper housing with more suitable maturities under the leadership of TOKI will cause an increase in the housing supply, and thus a barrier will be set for price increases.

SCREENS TURNED INTO SHOW WINDOWS!

The daily living at current period continues with the effect of the digital culture. The Academic Member Dr. Aysun Kaya Deniz, who said that the social media has a significantly big effect at the point of permanence of the consumption circle and change the shopping habits, indicated that the fake requirements came forth as a result of presentation of the popular one for each second to the individuals.

The Academic Member Dr. Aysun Kaya Deniz from the Department of Radio, Television and Cinema of the Faculty of the Economics, Administrative and Social Sciences of the Istanbul Gelisim University (IGU), who said that it was possible for any individual having entered in the social media for good time as a consequence of advancing technologies and updating to have knowledge about a new product and show a buying behaviour, indicated: "Making shopping at our current time has turned into an act of satisfying fake requirements, occurred on the individual through the effect of social media, rather than an act, made for the satisfaction of basic needs." indicated that the social media was a kind of consumption contest, which encouraged the individuals for consumption and had no finishing line.

DISCOMFORT IS EXPERIENCED IN INDIVIDUALS, WHO ARE NOT INCLUDED IN POPULAR CULTURE

It is possible to remain under the effect of various numbers of sharing, mainly influencers, during the time, spent at the social media. Namely, the social media presents the one having become popular to the individuals for every second and as a consequence of this, false needs come forth. The individuals consumes the popular culture products that the get to know about through the social media and immediately after it, involve in the search of a new one. The permanence of the cycle is ensured by the thought of "rapid use and swift consumption" taking place in the foundation of the popular culture. The Academic Member Dr. Aysun Kaya Deniz said that in the event that the individuals, who are surrounded by popular culture products, do not use the products that may come forth as a result of the popular culture or not included in the popular culture, this may cause a kind of discomfort, experienced by them and further indicated that the individuals are offered new generations of shopping environments through social media applications showing increase from day to day and the conversion of screens into the show windows are experienced in the digital consumption culture so occurred."

USER COMMENTS INCREASE THE CONSUMPTION

Along with the orientation of the individuals by the social media applications into an impulse purchase, it becomes very easy to access into the detailed information, visual and users' comments out of the social media applications in advance of the purchase of a product. In addition to purchase-driven social media applications, as long as the individuals disclose what they consume through their own profiles, the motive of consumption in the individuals, who notice the said sharing, is fuelled up. The consumption habit is exhibited in order to make sharing out of the social media applications. From now on, various numbers of platforms create domains for the photographs to be shared out of the social media and by doing so, the advertisements of the products and platforms are made as a consequence.