

## 1 OF EVERY 6 DEATHS ARISES FROM CANCER

The cancer that has been one of the second most frequent causes of death after the chest and cardiovascular diseases worldwide turned out to be an important public health problem. A proportion of increase referring to 70 % is expected in cancer cases within the next twenty years subject to increase and aging in population.

The Academic Member Dr. Nurten Elkin, a Public Health Specialist of the Istanbul Gelişim University, who made explanations within the scope of the Week for Fighting the Cancer has emphasized that one of 6 deaths arouse from the cancer.

## THE CANCER RISK SHOWS INCREASE TOGETHER WITH AGING

The protective measures bear vital importance on the point of the fact that the basic risks of cancer appear more among the individuals with lower socio-economic levels and these individuals constitute the group having benefits from the health services at less proportion.

The Academic Member Dr. Nurten Elkin, who mentioned about the fact that there have been differences in consideration of gender and age in the types of cancer and frequencies of occurrence, indicated as follows:

“The frequencies of occurrence in the types of cancer show changes subject to age. While the leukaemia has been the most frequently seen type of cancer during the era of childhood, the testicular cancer ranks at the first place among the males (of the age group of 15-24) and in females, however, thyroid cancer. While the lung cancer is seen more frequently among the men subject to the use of tobacco, every one of four women becomes subject to the diagnosis of cancer.

## CANCER IS CURABLE AT A RATE OF 30-50 %

The possibility for the recovery of various numbers of cancers develops further subject to early diagnosis and convenient and proper treatment. Early diagnosed cancer cases can be curable and preventable at a rate of 30-50 %. It appears that the following points are significantly important when we look at the protective measures from the point of view of the cancer;

- To go through cancer screenings;
- Prevention of obesity, increasing physical activity, keeping away from the use of tobacco products and alcoholic drinks;
- Not to be exposed excessively to the sunbeams;
- To take protective measures against substances that may cause cancer at working environments: and
- To have hepatitis B and HPV vaccinations.

## BREASTFEEDING REDUCES THE RISK OF OVARIAN AND BREAST CANCER

To breastfeed for women; the Academic Member Dr. Nurten Elkin further emphasized that the breastfeeding for the women reduces the risk for the ovarian and breast cancers in mothers among various beneficial effects on the health of the mother and baby and additionally indicated that the cancer is a kind of disease to fight against from the point of view of psychologic, social, tangible and intangible aspects along with physical discomforts, brought along with, and it was necessary for the individuals to ensure the maintenance of their lives without falling ill by taking protective measures on timely basis.

## ‘GENDER AND MEDIA WORKSHOP’ CONTINUES AT THE IGU

The first two trainings of the activity of the ‘Gender and Media Workshop’, organized by the Television Journalism and Programming of the Faculty of Applied Sciences of the Istanbul Gelişim University, have been completed. Relevant applications will be made with relation to the topics due to be discussed at the workshop due to continue for a further 2 weeks.

## A DIFFERENT DISCIPLINE OF COMMUNICATION SCIENCE WILL BE DISCUSSED IN EVERY WEEK!

The ‘Gender and Media Workshop’, organized by the Television Journalism and Programming Department, is performed by the contributions of the academicians of the department. The conduct of the workshop is carried out by the Researcher, Sare Öztürk.

The topics such as performance of necessary works in the direction of definition of the gender, mentioning about the gender and media relationship, description of the types, roles, construction of genders being transferred at the media and so on were talked about at the workshop, started on 25<sup>th</sup> of March, Friday. The news, feminist standpoint, series and hegemonic manhood topics will be discussed in the next week’s programs of the workshop.

The last two trainings of the workshop will be carried out at the classroom no. D-302 at Block-A during the dates of April 08-15.

## ARE YOU ONE OF THOSE “INFLUENCED”?

The concept “influencer” started to come our way in various fields of communication, mainly the digital marketing together with the fact that the social media occupied an important place in our lives. The Academic Member Dr. Sinem Eyice Başev indicated that the Influencer Marketing will continue to be available in future with an increasing effect.

## SUBSTANTIAL INTEREST FROM THE GENERATION ZERO

The influencers, who share sections from their daily lives at the social media platforms, have the talents to motivate the masses or put them in motion by sharing the products that they use, location that they visit and apparels that are worn by them. Becoming a person, who determines the tendencies of the follower masses and trends of market, is liked by the people and while doing the foregoing, making money out of it and on the top of that, giving the products so promoted as a gift to the influencers attracts everybody’s attention. The Academic Member Dr. Sinem Eyice Başev from the Public Relations and Advertisement Department of the Applied Sciences Vocational School of the Istanbul Gelişim University (IGU) says:

“The earning system through cooperation that is most preferred in the world and Turkey and loses nothing from its popularity will continue to be one of the future jobs (professions) together with the rising importance of digital marketing.”

#### “CORRECT INFLUENCER SHOULD BE SHOWN TO THE CORRECT TARGET GROUP”

The cooperation(s) that the brands may realize with the influencers having high numbers of followers and perceived by the society as “popular” became one of the best methods, resorted to the promotion of the product related thereto and bring the same forth. These individuals with “influencing” on the follower groups, namely the skill to affect others have the talents of the recognition of the brand and increase of its sales. The Academic Member Dr. Sinem Eyice Başev, who emphasized that the most important subject matter for the brand at this point was to work with the influencers conforming to the image of the brand indicated as follows: “Otherwise, the reliability may be lost and it may become difficult to achieve the expected targets. It is necessary to show a correct influencer to the correct target group.”

#### ONE OF THE FUTURE JOBS

The tracking of sales, made with the discount codes and links, given by the influencers, based on their experiences, can be made as well. As the various sector means are used in the end-of-sales (aftersales) measurements, the statistics so reached; tracing of the links so used, related account data and in the meantime, data coming from the brand can be measured in a reliable manner. The influencers that turned out to be a line of business having added a new dimension to the digital advertisement world will continue to develop and become prevalent in the forthcoming years and is shown among the future jobs.

#### RECYCLING LOGISTICS IS MORE PROFITABLE THAN DISPOSAL!

Reverse logistics, produced an alternative way to the energy crisis that has been experienced more and more in recent years also directs corporate companies to sustainability. What is reverse logistics, in other word recycling logistics, has been explained by an expert in this field.

In order to prevent energy waste and the energy crisis that has emerged in recent years, recycling activities in the world have been accelerated in order to recycle and use the waste. "Reverse Logistics", also called recycling logistics, enables businesses to obtain value again from used products by providing them cost advantages.

#### THE MOST IMPORTANT MOVEMENT IN THE AUTOMOTIVE INDUSTRY

Emphasizing that one of the main objectives of reverse logistics is taking back especially the unused or unsold products from the consumer to disassemble, reassemble or recycle them, Faculty Member Dr. Filiz Sivaslıoğlu, Department of Logistics Management, Faculty of Economics, Administrative and Social Sciences, Istanbul Gelişim University, said:

“The most important movements in the take-back of products are experienced in the automotive industry. In a research conducted in the USA, it was announced that 10% of the logistics market finance is provided by reverse logistics. According to the estimates worldwide, an average of 1.15 trillion kg of waste is produced annually. The unhealthy disposal and burning of such wastes, which were considered garbage in previous practices, has increased the environmental pollution.

Consequently, in order to find solutions, waste management practices and regular landfills, reuse, recycling and recovery methods began to come to the fore with legal regulations in order to bring waste into the economy. Recycling of used products such as plastics, metals, composites, paper and glass is more economical than their disposal.”

#### **THERE ARE 35 LICENSED RECYCLING FACILITIES IN TURKEY**

The European Union stated that by 2030, around 65% of recycling activities will be implemented for all EU countries. At the same time, with the understanding of the benefits of recycling by businesses, the activities started to become widespread in Turkey.

Stated that there are 35 different licensed recycling facilities in 10 different areas such as plastic, glass and batteries in Turkey, Faculty Member Dr. said that the businesses where reverse logistics applied successfully, both the image of an "Environmental Enterprise" is drawn as a social responsibility and customer loyalty is provided for the business.

#### **THE CAUSE OF PREGNANCY DIABETICS MAY BE THE GINGIVITIS**

The reflections of hormonal changes, experienced during the period of pregnancy come forth as mentally and physically in many ways. The Academic Member Dr. Eser Elemek, who indicated that it has been proved by scientific researches that the pregnancy affected the gingiva health, said that it was necessary for the pregnant women to attribute importance to the gingiva controls once in every 4-5 months and additionally, to the oral care as well.

#### **GINGIVITIS RAISES THE RISK OF PREMATURE BIRTH**

The Academic Member Dr. Eser Elemek from the Faculty of Dentistry of the Istanbul Gelişim University (IGU), who indicated that the gingivitis in the pregnancy showed itself with rubescence, oedema, enlargement and bleeding on the gingiva, said “It is absolutely necessary for the women, who plan to become pregnant, to go through a dental check in advance of it. According to the researches, made in this context, the gingivitis is diagnosed at least 30 % of the pregnant women.” He also added that in case the gingiva diseases are not taken under control, they may affect the general health of the individual on the one hand, and raise the risk of low birth rate for the baby in the womb or premature birth on the other.

#### **BABY IS EXPOSED TO BACTERIA IN THE MOTHER’S WOMB**

The oral health in the pregnancy may firstly affect the mother and then, the baby indirectly. In a study so made, the main bacteria causing decay has been determined on the new-born babies of the mothers, who have decay orally, although they did not have any dentition yet. When another genetic study was carried out in order to determine whether such bacteria was similar to that of the mother, the similarity turned out to be as high as a percentage of 70 %.

#### **ATTENTION TO THE DIABETICS OCCURRING DURING THE PREGNANCY!**

The Academic Member Dr. Eser Elemek, who indicated that the diabetics that may come forth in the pregnancy might be related to the gingivitis, said as follows: “The gingivitis has been determined in 77 per cent of the women having pregnancy diabetics. It has been found out in various numbers of scientific researches that the glucose level in blood showed significant fall following a treatment of any person suffering from gingivitis and diabetics whether pregnant or not.”

He indicated that it was definitely necessary for the mothers having pregnancy diabetics to go for a gingiva check and emphasized the importance of having treatment for it in case of necessity.

### **THE MOST EFFECTIVE WAY TO FACILITATE THE SOCIAL COHESION OF AUTISTIC INDIVIDUALS: PEER SUPPORT**

The studies, carried out in the last 20 years, put forth the fact that the prevalence of autism over the world increased by 240-fold. Early diagnosis in the autism beginning in the early period of childhood and continuing the lifetime is significantly important.

Prof. Dr. Makbule Meziyet Arı from the Istanbul Gelişim University said that the autism indicated itself with some basic problems from the birth of the individual especially within the first 36 months.

### **THEY CANNOT UNDERSTAND ABSTRACT CONCEPTS AND PLAY IMAGINATIVE PLAYS!**

The autistic individuals experiencing problems in 3 basic fields, namely, deterioration or impairment in communication, repeated interests and behaviours and deterioration in reciprocal social interaction in general meaning, may also show different symptoms in different age ranges. Prof. Dr. Makbule Meziyet Arı from the Paediatric Development Department of the Faculty of Health Sciences of the Istanbul Gelişim University having emphasized that the lack of interest of the children in environment especially at the age range of 1-3 has risen further indicated as follows:

“The specialists, who will be able to make the diagnosis of autism in our country, are the child psychiatrists and child neurologists. It is possible to diagnose an autism case from the age of 12-month onward. The diagnosis at an early age is important from the point of view of the beginning of education as soon as possible. The hypopsychosis (mental retardation) could be seen slight, medium and serious degree in an approximate proportion of two third of the children having autism diagnosis, and extraordinary talents were seen in the remaining proportion of one in third, and especially, memorising, arithmetic (multiplying multi-digit numbers in mind), music and drawing talents. However, the children face difficulties in setting up connection between the perceptions and transferring the knowledge and skills so learned into different fields. Therefore, they cannot comprehend the abstract expressions and not play imaginative plays.”

### **MOTHER-FATHER AND EDUCATOR HAVE TO WORK IN COOPERATION WITH EACH OTHER**

It is necessary for the family to get to know the autism from every aspect and have knowledge about and accept the circumstances of the autism that is the most important element of helping the child. Along with this, one of the most effective ways of increasing the social cohesion of the autistic individuals is to ensure them to have education.



Prof. Dr. Makbule Meziyet Arı, who indicated that it was necessary for the parents and educators to work in collaboration with each other during this process, further emphasized that the supportive and positive approach of the teacher at the classroom environment would facilitate the adaptation of the child to the school and at the same time, the peer support was the most important way for the facilitation of the social cohesion of the autistic individuals.