

WATCH OUT THIS TRAP ON THE ST. VALENTINE'S DAY!

Just a few days before February 14 (St. Valentine's Day), the Academic Member Dr. Eda Mezda of the Istanbul Gelisim University, who evaluated the campaign of the well-known brands using the motto of "Your Sweetheart is worth of such a gift", the "target group are directed to purchase high-priced products." Just a few days before February 14 (St. Valentine's Day), it was started to experience an increase in advertisements motivating the sentiments of consumers. According to the explanations, made by the Association of the Turkish Brands, an increase of 30 % is expected in retail sales within the week of the St. Valentine's Day. It is also expected that the highest interest will again focus on flowers, jewelleries and restaurants as used to be in previous years.

The Academic Member, Dr. Eda Mezda of the Department of Advertising of the Faculty of Economics, Administrative and Social Sciences of the Istanbul Gelisim University, who evaluated the campaign of the well-known brands having the motto of "Your Sweetheart is worth of such a gift", indicated as follows: "the target group is directed to buy high-priced products at the advertisements that try to determine a material consideration to the value, attributed to the lover. The brands trying to give the message of "It is worth of paying this price for the person you love!" persuade you to pay the prices that you will never pay normally. It is necessary for the buyers or customers not to fall in this trap."

THE BRANDS ARE USING OUR EMOTIONS

The Academic Member Dr. Eda Mezda, who indicated that the brands made advertisement that will affect the buyers through the use of this method, titled as "emotional strategy" at the advertising, on the St. Valentine's Day, as has been in all special days, said that: "It is tried to set up an emotional tie with the buyer groups rather than emphasizing the qualities and advantages of the product/brand in order to persuade them to go ahead with buying. Generally, the reactions that the potential customers may like to see it the persons they love are reflected into advertisement scenarios and the behaviour or act of giving gift is idealized and by doing so, the purchase of products by the customers is achieved. In brief, the act of buying at this point is formed up not as a result of an intellectual process but rather an emotional type."

ITEMS TO BE SOLD AT MOST ON THE 14TH DAY OF FEBRUARY

The individuals, who want to express their emotions with gifts, headed towards shopping in advance of 14th of February. The purchasers, who wanted to take advantage of special campaigns specific for the St. Valentine's Day as a result of

promotions that are made by the (well-known) brands, come face to face with difficulties of making decisions among various numbers of alternatives ranging from eye-catching bunches of flowers up to restaurants, from up-to-date electronics up to precious jewellerys. According to the estimation of the Association of the United Brands, the jewellery items, electronic products as well as cosmetic products will be on sale at most this year once again.

PAIN IN JAW MUSCLES MAY ARISE FROM BURIXING

The Academic Member of the Faculty of Dentistry of the Istanbul Gelisim University, Dr. Dentist Ayfer Atamer, who indicated that the stress is one of the most important factors of the burixism, said that there has been an increase in the grinding or clenching of the teeth above normal level at the pandemic period.

If you feel pain in your jaw muscle or have headache when you wake up in the morning, it may be possible that you are experiencing a problem of grinding or clenching of the teeth, to put it another way, a burixism. The pandemic that restricts us in various numbers of fields especially in recent years also increased the stress in our daily life. The Academic Member of the Faculty of Dentistry of the Istanbul Gelisim University, Dr. Dentist Ayfer Atamer, who indicated that the stress is one of the most important factors of Burixism, further added that there has been increase in the grinding or clenching of the teeth beyond normal level during the pandemic period.

There are various numbers of reasons of the bruxism that occur with the grinding or clenching of the teeth especially during the state of sleeping. This movement of jaw developing involuntarily during the state of sleeping may develop as a result of and subject to various causes ranging from the stress that may have been experienced by the individual within the day up to physiological and even further alcohol, smoking and use of medicine.

IF AT LEAST 3 OF THE FOREGOING ARE AVAILABLE, YOU MAY HAVE CAUGHT THE BRUXISM!

The restriction in opening mouth and pain and sounds of clicking being felt in the frontal part of ears cause various numbers of negative effects together with the jaw muscle discomforts, brought forth by the Bruxism, such as anxiety, stress, depression, poor sleeping and fall in the quality of oral and dental health as well. The Academic Member of the Faculty of Dentistry of the Istanbul Gelisim University, Dr. Dentist Ayfer Atamer, who indicated that the treatment process was applied in the clenching of the teeth through an interdisciplinary professional team consisting of

dentists and physiotherapists, said: "Since the burixism generally occurs during the sleeping times, it may take time from the point of view of patients to be aware of this matter. However, it is definitely necessary for those of patients, who may notice the following symptoms in themselves, to seek medical help from a specialist physician."

The main symptoms ensuring the patients to notice the availability of the burixism are as follows:

- Feeling of the pain in the jaw muscles in the morning.
- Feeling of the pain and occurrence of clicking in the frontal parts of the ear.
- Limitation in mouth openings and feeling of catching onto of the jaw.
- Occurrence of any change on the facial shape as a result of the rising muscle activity.
- Occurrence of headaches and neck pains.
- Occurrence of dizziness.
- Occurrence of corrosion and feeling of sensitiveness in teeth.

While the treatment of the burixism solves the problems having occurred in the teeth on the one hand, it also helps the determination of the problems causing the clenching of teeth of the patient on the other. As a consequence of this, it is also important to get psychological support, if required, in addition to the treatment of the burixism.

THE TENSION BETWEEN "RUSSIA-UKRAINE TENSION IS IN THE BENEFIT OF THE NATO"

The Academic Member, Dr. Bahlul Aliyev, who is the Sociologist and International Relations Specialist at the Faculty of Applied Sciences of the Istanbul Gelisim University and evaluated the possibility of conversion of the tension at the frontier of Ukraine and Russia, said: "The tension may arise in case no reciprocal concessions are made".

Dr. Bahlul Aliyev, who emphasized that the current status of the border tension consisted of a show of strength (big stick) and maintenance of their reputation, further added: "The military tension had never arisen as high as current period in Europe since the end of the Cold War. The cause lying behind this was that the parties related thereto had an anxiety of reputation for the first time in a serious manner. The West did not support Ukraine seriously at the war that has been experienced with the separatists, supported by Russia during the years of 2014-2015 and annexation of Crimea. The sanctions, put into force against Russia, have been

far from being a deterrent factor for it. This laid a foundation for Russia to take an aggressive stand in future time. Since the current circumstance is more complex than the past, various developments are experienced in an unpredictable manner. This aspect turned into a matter of reputation from the point of view of both powerful centres. The tendency of the standing point of the parties not to be the first one to step back has been deepening the problem more and more.'

"CLAIMS APPEAR TO BE UNACCEPTABLE FROM THE POINT OF VIEW OF THE PARTIES"

Mr. Aliiev, who said that while the NATO and Russia being the parties of the tension have been trying to find a diplomatic settlement, the claims, transmitted to each other, have been unacceptable for both of them, kept on making his point as follows:

"While the NATO and Russia were making a show of strength as a result of a kind of reputational strength, the traffic of diplomacy continues on the other hand. The claims of NATO from Russia are examined under the topics of the NATO-Russia and Russia. The most attention-drawing articles among the NATO-RUSSIA calls are to reshape the inter-governmental relations anew, to notify the parties concerned about the (military) exercises, to bring the space threats to minimum levels, to return to the Vienna format and not to intervene in the foreign policy of other countries. Those of claims, required from Russia on unilateral basis, have been gathered under the following topics: to withdraw its army from Ukraine, Georgia and Moldavia, and not to exercise aggressive rhetoric and power against other countries, and to withdraw from military expansion against Ukraine, and to restart negotiations with the USA about the nuclear weapons, and to waive from the anti-satellite tests. The fundamental claim of Russia from the NATO is the non-expansion of it in a manner to comprise the countries of the Post-Soviet bloc, and withdrawal of the medium-range missiles from the Eastern Europe. The acceptance of such claims by both sides appears to be not possible under the current circumstances. The military exercises, carried out by Russia together with Belorussia on the Ukrainian frontier, were evaluated by the Western countries as a preparation for the invasion of Ukraine. Notwithstanding that Russia called such accusations as a political hysteria, the constructive diplomacy has been interrupted upon statement by the President Putin on 15th of February having said that Russia will act along with the developments."

"A DIPLOMATIC SETTLEMENT CAN ONLY BE POSSIBLE BY RECIPROCAL CONCESSIONS"

The Academic Member, Dr. Bahlul Aliyev, who emphasized that the parties were in the search of a diplomatic settlement and that such settlement would go through reciprocal concessions, kept on making his comment as follows: "The current threat

is directed against Ukraine. It appears that the NATO has selected Ukraine as a showdown polygon with Russia. When we look at the current aspect, it is possible for us to say that there has not been any serious deal of military aid, provided by the West to Ukraine. Some shoulder-launched missiles such as NLAW, Stinger, Javelin on so on, donated by various countries to the Ukrainian army, are far from being sufficient to stop the Russian forces. The threats for sanctions, brought forth by the USA and European countries, cannot be a deterrent factor for Russia either. Russia has already had the experience of busting the sanctions from now onward. The only reason for the non-realization of the intervention is the abstention of Russia to be able to keep the region under control for a long period of time after the occupation. The moves that will deter the invasion of the Russia of Mr. Putin having emphasized that they did not want war in Europe could be reciprocal concessions.”

“RUSSIA QUESTIONS THE LEGITIMACY OF THE STATE OF UKRAINE”

Mr Aliev, who said that Russia discusses the legitimacy of the statehood of Ukraine basically, used the wordings as follows: “Mr. Putin repeatedly indicated at several platforms that Ukraine is not a legitimate state and that was the result (product) of wrong boundaries, drawn by Lenin. From the point of view of this perspective, Russia cannot take the risk of losing any of the Post-Soviet countries. He especially regards the departure of Ukraine from the political orbit of Russia as a national security problem. When these circumstances are taken into consideration, it is difficult to say that Russia will abandon Ukraine without making concrete steps.”

“THE CONTINUATION OF CONSTRUCTIVE DIPLOMACY IS IMPORTANT FROM THE POINT OF VIEW OF GETTING THE TENSION UNDER CONTROL”

The Academic Member, Dr. Bahlul Aliyev, who drew attention to the fact that another step was made towards a diplomatic settlement while the risk of attack by Russia continues, finalized his comment on the subject matter as follows:

“The negotiations, held with the Prime Minister of Germany, (Mr.) Olaf Scholz, have been promising and encouraging. While Russia withdrew two divisions from the border, a positive step had been made by the opposite side. The statement, made by the German Chancellery having said that they planned the continuation of the natural gas flow through Ukraine and had no agenda on the further expansion of the NATO, may be evaluated as the aforementioned reciprocal diplomatic concessions. Within this scope, it is necessary to continue this traffic of diplomacy for the security of Ukraine and consequently, of Europe.”

THE CHILD, WHO IS SELF-CONFIDENT AND FEELS ON FIRM GROUND, BECOMES MORE SUCCESSFUL IN EXAMINATIONS

The applications for the examinations for the YKS (Higher Education Institutions) have already started. It has been announced previously that the minimum passing score was no longer applicable in the examinations due to be held by the Council of Higher Education (YÖK) in two sessions on the dates of June 18 and 19.

Dr. Arzu SOMAY, who is the Academic Member of the Department of Psychology of the Faculty of Economics, Administrative and Social Sciences of the Istanbul Gelisim University told about how the examination group students and their families will challenge and cope up with the “examination stress” and bring down the stress and pressure on the students at the new system where it is planned that every student can attend in the university.

While some students can easily display their performance in the examinations, some other students, who are hardworking and intelligent, can be unsuccessful as a result of the stress, experienced by them. The Academic Member Dr. Arzu SOMAY, who emphasized that it was necessary for the students having anxiety for displaying their performance at the examination pertaining thereto to bring their feeling of confidence forth, said as follows: “The stress is one of the natural reactions, given by the body against anything fearful and threatening. All of us may experience stress from time to time. The stress is not harmful all the time; a level of mild stress may be motivating and energy-boosting. However when the level of stress is too high, it may both block the skills pertaining to the preparation for examinations and create difficulty during the examination.”

YOUR CHILD MAY HAVE BEEN EXPERIENCING THE EXAM STRESS IF THESE INDICATIONS OCCUR ON HIM/HER

The stress that may cause different indications in various numbers of persons may reveal itself generally in the children and youngsters with the anxious behaviours, and feelings of irritability and tension. At the same time, in case there are headache, stomach pain, sleeping and eating disorders available on your child, it is significantly important to seek the aid of a specialist. The youngsters may experience a feeling of despair with relation to their future as a result of the examination stress. The earlier preclusion of this circumstance will bring easier elimination of the stress in question.

TRY THIS METHOD DEFINITELY TO COPE UP WITH THE EXAMINATION STRESS

It is necessary to bring down the stress in order to experience higher success in examinations. In this respect, it is significantly important to bring down the feelings,

which contain stress getting hold of our opinions and feelings, and use our awareness within this scope. In order to acquire such awareness, it is absolutely necessary to take the practice examinations. Along with this, you can use this technique in order to manage your stress at any environment where you take part in it: Use the thumb of one of your hands and make massage by pressing it into the palm of your other hand.

The Academic Member Dr. Arzu SOMAY, who emphasized that there has been a life beyond the exam results, indicated as follows:

“Notwithstanding that they may appear to be the most important thing in the world, the excessive stress that you may host within your body for the sake of these examinations will not help you make the best of it. Become aware of this excessive stress and blow out by repelling it. You are the only one within the world and become just yourself. As a matter of fact that it is you, who is more important than your examinations, success grades and sentiments. Just do the best that you are able to do on the day of examination and evaluate the opportunity that the result of such examination may bring in and become ready to be proud of yourself.”